



261 South Main St. Ste. 319
Newtown CT 06470
editor@doneforyouwriting.com
203-426-2036

CONTACT: Sophronia Scott
203-426-2036
editor@doneforyouwriting.com

Questions and Topics for Discussion With Sophronia Scott on "Doing Business By the Book"

- 1.) The first chapter of "Doing Business By the Book" is titled "Why do you need to write a book?" Good question -- can you expand on this?
- 2.) There were somewhere around 200,000 books published in the US last year - - how can an unknown, unpublished, non-fiction author compete with this, let alone get a publishing company to agree to publish a new book?
- 3.) Let's talk strategy -- what are the key things a businessperson needs to consider before they even begin writing a book?
- 4.) How did you come to figure all this out about business books?
- 5.) Why would I want to self-publish, instead of having a mainstream publisher like HarperCollins or Wiley publish my book?
- 6.) You say a book can become the "Ultimate Lead Generation Tool" for a business. How so?
- 7.) One of the authors you write about extensively is Timothy Ferriss, whose book The 4 Hour Work Week has been on the best seller lists for months - can you share some of his story with us and why he is such a good example of the tactics you espouse?
- 8.) Does all of this mean that a person can't write a book until they've figured out all this business strategy stuff?



261 South Main St. Ste. 319
Newtown CT 06470
editor@doneforyouwriting.com
203-426-2036

9.) You have a chapter titled "What Comes Next: When Your Book Becomes Your Business" What does that mean and can you give us some examples?

10.) What if a person just can't write? How are they supposed to write a book?

11.) What does a person have to do to make sure they create a credible-looking book?

12.) What entrepreneurs today do you consider the best examples of the strategies you discuss in your book?

Doing Business By the Book: How to Craft a Crowd-Pleasing Book and Attract More Clients and Speaking Engagements Than You Ever Thought Possible

By Sophronia Scott

Advantage Media

ISBN: 978-1-59932-093-9

###