



# BEFORE YOU PUBLISH

Five questions to clarify your journey

## Before you press “publish,” take a moment to reflect.

Self-publishing is a leadership decision, not just a creative one. This guide offers five questions designed to align your purpose, audience, and process before the journey begins.

Here are five prompts to consider:

- **✓ What impact do I want this book to make — and on whom?** Define your audience and the shift you want to create.
- **✓ What is the central insight or story I’m offering?** Get clear on the through line. What do you want to be remembered for?
- **✓ How do I want readers to use this book?** Is it reflective, instructional, interactive, or inspirational? Clarify the format and function.
- **✓ What support will I need — emotional, technical, strategic?** Publishing is not a solo act. Who’s in your corner?
- **✓ How does this book connect to the larger vision I’m building?** Make sure your project isn’t a detour but a pillar that brings value and supports your vision.

Ready to move forward with clarity? Explore self-publishing support through InsightMatter. Schedule a strategy consultation at (203) 626-4383.

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