

FROM IDEA TO PUBLISHED IN 24 WEEKS



**A simple 5-step system to write, finish, and launch
your book in 24 weeks, without putting your life on hold**

KATE DASHWOOD

**I WANT TO WRITE
AND PUBLISH
A BOOK,
BUT I DON'T KNOW
WHERE TO START...**



WHY ARE YOU HERE?

The excitement fades the moment pen hits paper. Suddenly, it's not just about writing anymore.

Questions start swirling in your head:

- How can I tell my story in the right way?
- Will I stay consistent?
- How will readers find my book once it's published?

Most people announce they're writing a book. Two years later, they haven't finished a single chapter.

You avoid the topic, making excuses about "doing research" or "finding time."

But deep down, you know it's because you have no system to follow. A system that takes you from idea to a published book in readers' hands in just months.

I was there too. Growing up, I dreamt of becoming an author. I wrote thousands of content pieces for my corporate clients. I even studied creative writing at Oxford.

Yet, when it came to my own writing, all I had was half-baked ideas scattered across multiple notebooks.

Then I realized: good intentions aren't enough. You need a system.

So I built one that makes writing easy, fast, and effective.



WHY THIS EBOOK?

If this sounds familiar, you're in the right place.

Now I'm sharing my 5-step system to transform your idea into a published book in 24 weeks.

It is based on my own experience of authoring two books and helping dozens take the first step towards writing their own.

In this ebook, you'll learn how to implement it straight away:

- **Book Idea Generation:** how to create a book idea that meets the needs of your target audience.
- **Easy Consistency:** how to stay consistent in writing without confusion or burnout.
- **Publishing:** how to get your book designed, polished, and published without waiting for years or spending a fortune.
- **Book Marketing:** how to get your book into readers' hands, opening new opportunities and letting you leave your legacy.

This ebook is for you if:

- You want to write, but don't know where to start.
- You've started multiple projects, but never finished.
- You hate the process and want to find a better way.
- You have a draft, but don't know how to share it with readers.
- You want your book published and read.





ABOUT THE AUTHOR

I'm Kate Dashwood, a writer, writing coach, and communications specialist. I hold a double MA in English Literature and Art History.

I've been writing all my life and have attended multiple workshops and retreats to learn the craft, including the creative writing course at Oxford University.

After years of working as an English teacher and translator, I gained international experience working for Fortune 100 companies in London, Paris, and Toulouse.

Now I'm helping creatives write and share their stories through interactive workshops, 1:1 book coaching, and writing retreats in the South of France.

My novella, *The Paris Adventure*, and novel, *The Bali Adventure*, are available in online bookstores, and I'm already working on the next books in the series.

MY BOOKS



Find out more on KateDashwood.com

HOW CAN YOU TRANSFORM YOUR IDEA INTO A BOOK AND PUT IT IN YOUR READERS' HANDS?



5 STEPS

Writing and publishing your book in 24 weeks is ambitious, but realistic. Let's look at the 5 steps of the process:

1. Planning (2 weeks)
2. Writing (16 weeks)
3. Editing (4 weeks)
4. Publishing (2 weeks if you self-publish, longer with traditional publishing)
5. Selling (ongoing)

Then the cycle begins again if you want to write another book.



STEP 1: PLAN



Planning your book is key. This is the foundation of the whole process.

First of all, answer honestly these 5 questions:

1. Why do you want to write?

- a. Writing brings me joy and I want to do more of it.
- b. I have knowledge or experience worth sharing.
- c. I want to build authority or credibility in my field.
- d. I want to leave something behind for my family or future readers.
- e. I'm looking for recognition, money, or a career change.

2. What is the purpose of your book?

- a. To establish myself as an expert in my field.
- b. To share my knowledge.
- c. To entertain and bring joy.
- d. To make sense of my own life.
- e. To inspire people going through something I've experienced.



3. What is the best way to express your idea?

- a. A novel or story. I want to explore ideas through characters and narrative.
- b. A memoir or personal essay. I want to write from my own life and experience.
- c. A how-to or self-help book. I want to give readers a practical system or solution.
- d. A collection of poetry, short stories, or essays focused on a theme.
- e. I'm not sure. I have an idea but haven't found the right format yet.

4. Who is your ideal reader?

- a. I'm writing for people going through something I've already experienced.
- b. I'm writing for a specific professional or interest-based community.
- c. I'm writing for my family, friends, or people close to me.
- d. I'm writing for my younger self.
- e. I haven't pictured the reader clearly yet.

5. What is your relationship with writing?

- a. I've already completed at least one big writing project.
- b. I write regularly (journal, blog, short stories, etc.).
- c. I used to write but fell out of the habit.
- d. I have a lot of notes, but not a clear structure for my book.
- e. I rarely write, but I have a lot to say.

HOW TO PLAN



What is the most effective way to plan your book?

Everyone has their own method, but here's a clear path that works for many authors.

1. Research your topic. Read widely in your genre and beyond.
2. Brainstorm. Write down all the ideas that come to your mind.
3. Identify the main purpose of your book.
4. Create a clear structure. Outline each section and chapter.
5. Create a timeline. Break it down into smaller, more manageable steps.

Here are some of the most common book structures:

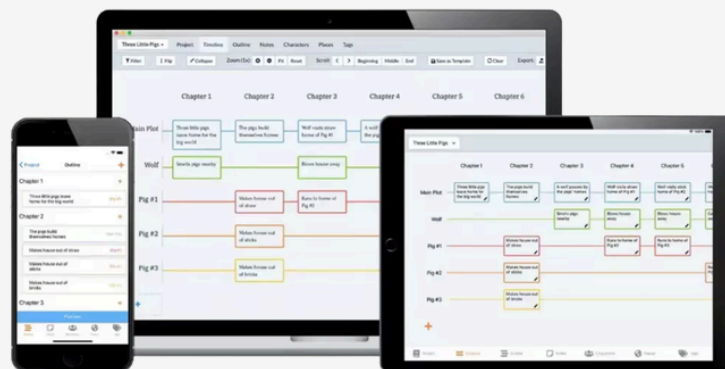
- **Fiction:** Freytag's pyramid, Save the Cat Writes a Novel, Hero's or Heroine's Journey
- **Non-fiction:** identify a problem, make a promise, offer a solution

USEFUL TOOLS FOR PLANNING

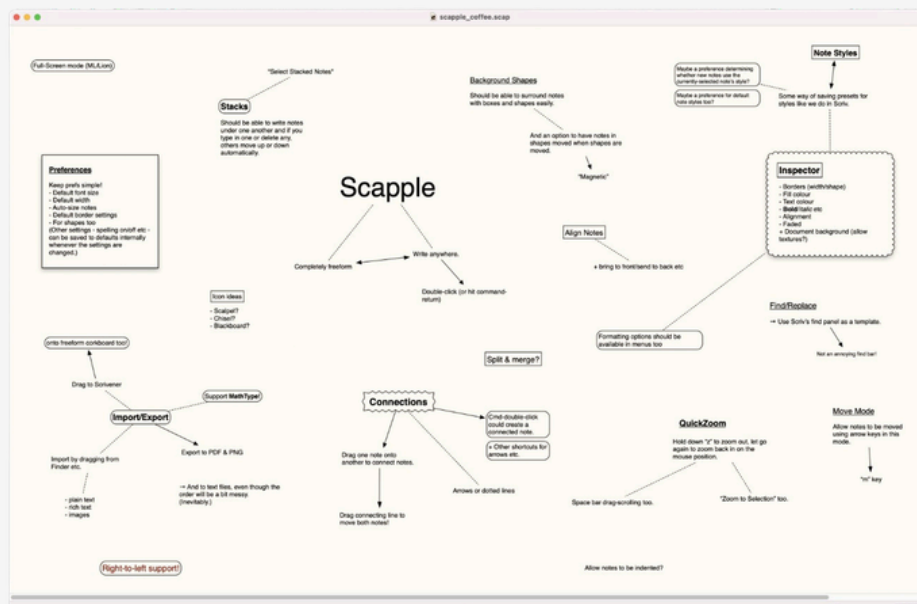


- **Notes, Google Docs, Evernote, Lists for Writers:** collect and organize your ideas.
- **Plottr:** create a timeline of plot beats and separate lines for subplots or characters.
- **Scapple:** create a mind map.

PLOTTTR



SCAPPLE



STEP 2: WRITE



For me, writing is the most enjoyable part of the whole process. This is where real fun begins.

If you feel intimidated by the blank page, the good news is that your plan is here to guide you. You can also change anything you want in the editing stage.

Writers usually go through several drafts before they're ready to share their manuscript with others.

1st draft – tell the story to yourself, messy and imperfect is fine

2nd draft – check the overall structure and flow

3rd draft – zoom in on details, cut repetition, sharpen language and flavour

HOW TO WRITE



- Protect time, space, and energy for writing.
- Follow your outline, but leave space for creativity and discovery.
- Start with a messy first draft. Production before perfection.
- Set small, achievable goals to stay energized and motivated.
- Use pockets of time throughout the day. Even short writing sessions add up.
- Community helps you stay consistent. Join a writing group or find a writing buddy or coach.

Write your book in just 4 months:

**625 words per day =
70K words in 16 weeks**

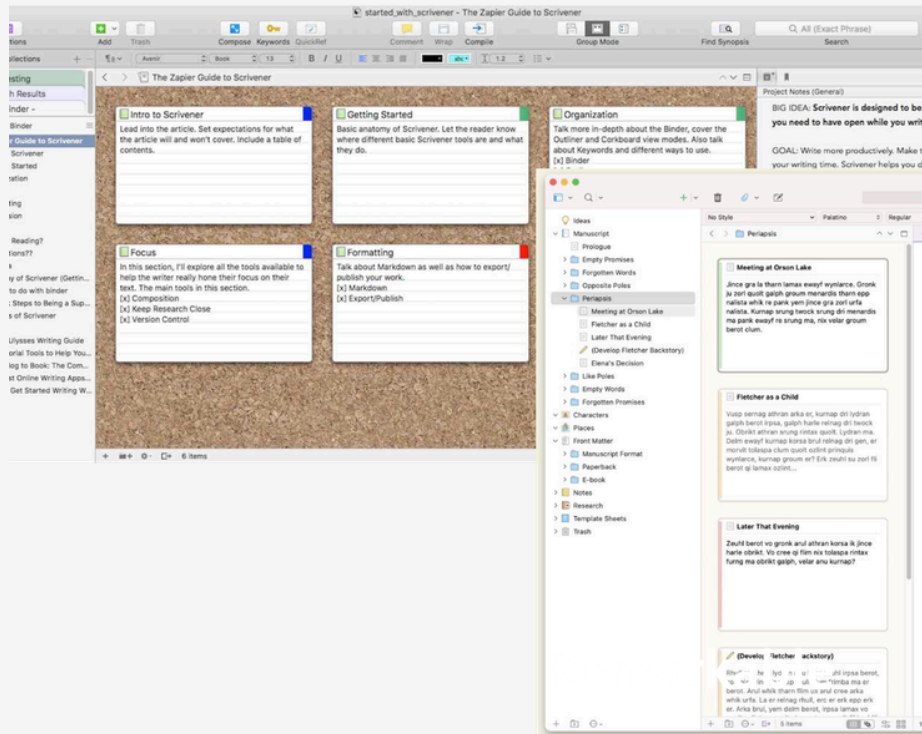
USEFUL TOOLS FOR WRITING



- **Word, Google Docs, LibreOffice:** simple word processors. If you're just starting out, use a tool you're already familiar with. ProTip: Use tabs in Google Docs to organize your book.
- **Scrivener, Dabble, Squibler, Reedsy Studio:** paid software designed specifically for writers. A sidebar with folders and tabs can help you organize your writing into sections (e.g., your research, planning notes, idea board).
- **reMarkable tablet:** a digital notebook that transcribes your handwritten notes into digital text. Great for writers who prefer handwriting over typing.
- **Wispr Flow:** dictate your text and have it transcribed immediately. Perfect for people who best express their ideas by speaking.
- **The Most Dangerous Writing App:** a focus tool. If you stop typing, all progress will be lost.
- **Progress-tracking apps:** track your daily milestones and celebrate successes.

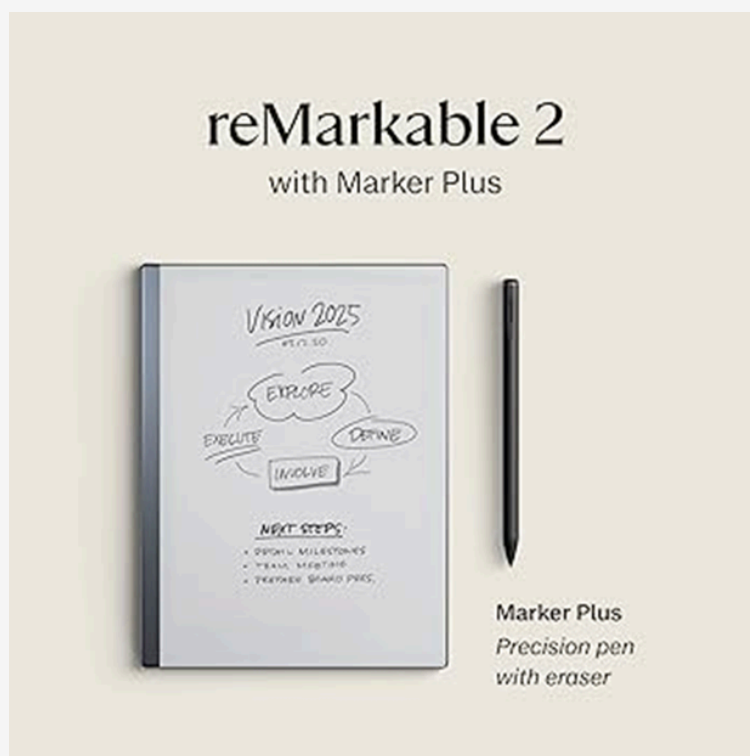


USEFUL TOOLS FOR WRITING



Scrivener

Remarkable



STEP 3: EDIT



Editing is the key part of the process. Good editing transforms a messy draft into a highly polished book that your readers can't put down.

If you over-write, you might have to cut around 10% of your book to make it more streamlined and compelling.

If, like me, you under-write, you might have to add 10% to make the story more complete.

Here's the sequence I recommend for the editing process:

1. **Self-editing** — review structure, flow, and consistency
2. **AI tools** — catch grammar, style, and repetition issues
3. **Beta readers** — real reader feedback
4. **Professional editor** — structural and line editing from an expert
5. **Professional proofreader** — final check for typos and formatting errors

Not all steps are mandatory, but the more editing rounds your book goes through, the stronger the final version will be.

USEFUL TOOLS FOR EDITING



- **AI tools for the first round of edits:**
 - Grammarly, AutoCrit, Claude
 - They can catch the most obvious mistakes and help with general issues.
 - Note: Your text might be used to train AI.
- **How to find Beta readers:**
 - Check Facebook groups and forums to find readers who represent your target audience
 - Prepare a list of questions you'd like them to answer
 - Sign an NDA (optional)
- **How to find a professional editor and proofreader:**
 - Check Reedsy, Facebook groups, or ask for recommendations
 - Find someone who specializes in your genre
 - Request a free sample edit to check if it's a good fit (usually around 1,000 words)
 - Book in advance to make sure they're available



STEP 4: PUBLISH



If you want to publish your book, you have three different routes to publication.

1. **Traditional publishing:** this gives you the biggest support with the process and prestige. However, you have no guarantee of finding an agent or publisher. It also involves a long publishing process (months or even years), limited creative freedom, and limited share of your profits.

2. **Self-publishing:** you can publish your book in just hours, keeping full creative freedom and most of the royalties. However, you have to be your own publisher, which means learning new skills, hiring an editor and cover designer, and managing most of the process.

3. **Hybrid publishing:** you get the support and resources of the traditional publisher, while having more creative freedom and keeping more profit than traditional publishing. However, this route may be pricey. Also, watch out for scams and vanity presses.



Note: If you decide to use traditional or hybrid publishing, your publisher will take care of a lot of the publishing tasks listed below.

BOOK COVER



You can publish your book in **multiple formats**: ebook, paperback, hardcover, audiobook.

Regardless of the format, your **cover and blurb** are crucial to convince your potential readers to **buy your book**.

The cover and blurb should reflect your genre and the main theme of your story.

How to get a book cover:

1. Make your own design in Canva
2. Buy a pre-designed cover that you can customize
3. Hire a book cover designer or agency
4. Commission an artist for a custom cover
5. Publisher-provided cover (traditional or hybrid publishing only)

BOOK COVER EXAMPLES

Self-made in Canva



Book cover agency



Stock cover



Collaboration with an artist

USEFUL TOOLS FOR SELF-PUBLISHING



- **Formatting:** Atticus, Vellum (works only on Mac), Kindle Create, Scrivener
- **Cover design services:** Bookfly Design, GetCovers
- **Self-publishing platforms:** Amazon Kindle Direct Publishing (KDP), IngramSpark, Bookvault, Draft2Digital, Lulu, Kobo, direct sales on your website
- **Audiobook platforms:** Audiobook Creation Exchange (ACX), Findaway Voices, Kobo Writing Life, Google Play Books, Author's Republic, Apple Books
- **International Standard Book Number (ISBN):** Buy it in your country or use the code provided by some of the self-publishing platforms (e.g. Amazon KDP).



USEFUL TOOLS FOR SELF-PUBLISHING

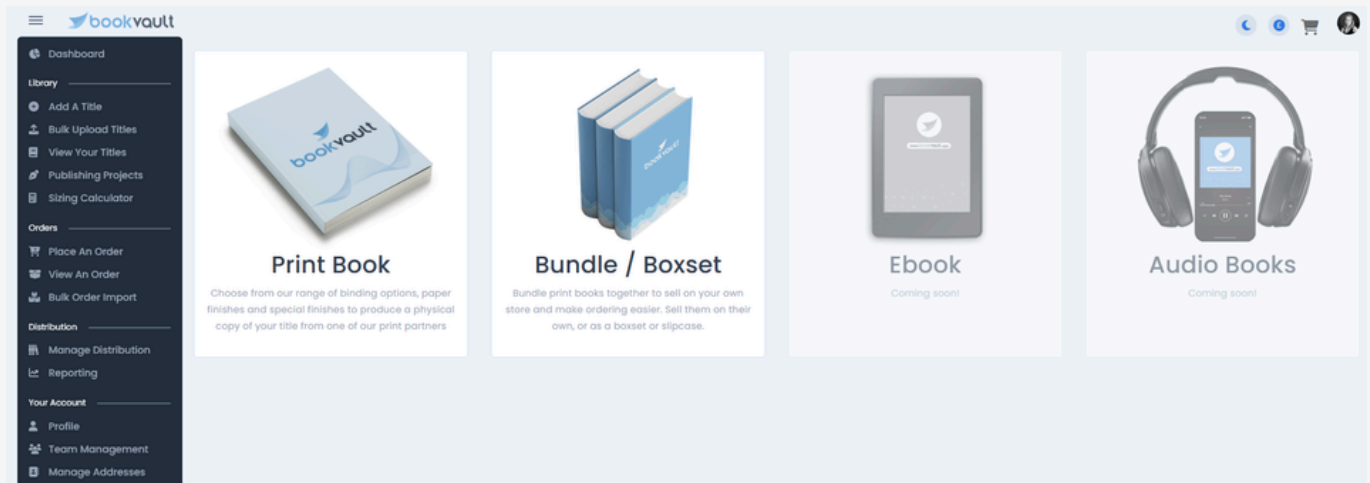
The screenshot shows the Amazon KDP dashboard. At the top, there's a navigation bar with 'kindle direct publishing' and links for 'Bookshelf', 'Reports', 'Community', and 'Marketing'. Below this is a search bar with the text 'View your Quality Issues Dashboard'. The main heading is 'Create. Manage. Publish.' with a subtext 'Reach readers in the format they want. Publish an eBook, paperback, hardcover, or series.' and a '+ Create new title or series' button. There's a 'New to KDP?' section with links for 'How to create a book', 'Book timelines', 'Free ISBNs', and 'Tools and resources'. A 'What's new' section mentions staying connected with KDP updates. The 'Bookshelf' section shows a list of books, with 'The Paris Adventure: Fall in love with Paris' by Kate Dashwood highlighted. It shows the book is 'Live' and 'KDP Select: eBook enrolled'.

Amazon KDP

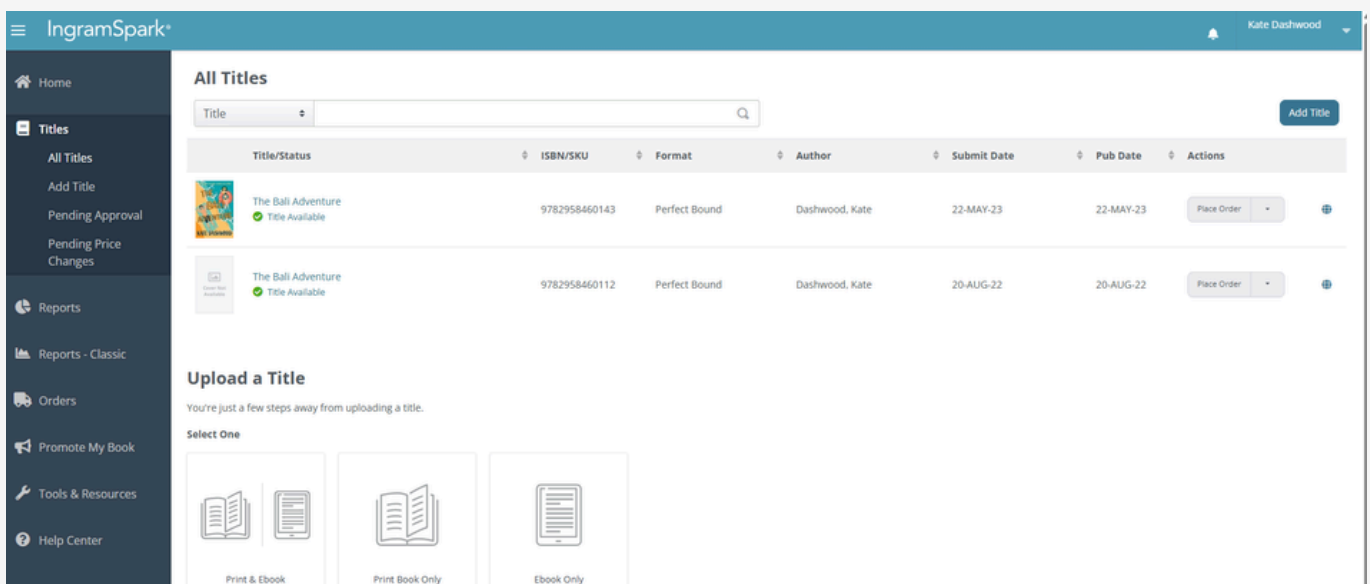
The screenshot shows the 'THE BALI ADVENTURE' manuscript upload page. It has three tabs: 'Kindle eBook Details' (Complete), 'Kindle eBook Content' (Complete), and 'Kindle eBook Pricing' (In Progress...). The 'Manuscript' section has instructions on how to upload a manuscript and a 'Upload manuscript' button. A green box indicates 'Manuscript "THE-BALI-ADVENTURE-Kindle.epub" uploaded successfully!' with a timestamp. Below this, there's information about Digital Rights Management (DRM) and a radio button selection for applying DRM. The 'Kindle eBook Cover' section has instructions on how to upload a cover and a 'Upload your cover file' button. A green box indicates 'Cover uploaded successfully!'.

USEFUL TOOLS FOR SELF-PUBLISHING

Bookvault



IngramSpark



STEP 5: SELL



Many aspiring authors don't realize that they usually need to market their own book in both self-publishing and traditional publishing.

It takes time to build momentum, but with the right knowledge and tools, you can create a community of engaged readers and share your ideas with the world.

There are many ways to reach your target audience, including:

- **Online marketing:** social media, paid ads, podcasts, etc.
- **In-person marketing:** signings, readings, conferences, fairs, festivals, libraries, etc.



USEFUL TOOLS TO SELL BOOKS



- **Reviews:** Amazon, Barnes & Noble, Goodreads
- **Advance Reader Copy (ARC):** send early copies to reviewers via NetGalley to generate pre-launch buzz
- **50 Books to 20K:** Facebook group with tips on how to market your books and make a profit
- **BookTok:** book community on TikTok
- **Paid ads:** Amazon and Facebook ads
- **BookBub:** distribute free or discounted ebooks to grow your mailing list



GOOD LUCK WITH YOUR BOOK!

Thank you for joining me on this creative adventure. I hope you've found this ebook useful.

If you feel you need more guidance and support, I offer online workshops, 1:1 coaching, and a 24-week program to bring your book from idea to published.

If you're interested, check out my website katedashwood.com or contact me directly: kate.m.dashwood@gmail.com.

I can't wait to see your book in the hands of your readers.





KATEDASHWOOD.COM



Copyright @2026 by Malwina Zaremba
(using pen name Kate Dashwood).
All rights reserved.