



# **How To Write Your Book Without The Fuss: The definitive guide to planning, writing and publishing your business or self-help book**

*Lucy McCarraher, Joe Gregory*

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- Plan and write your best book by applying the AUTHOR Model
- Craft a winning title and sub-title to maximise interest and impact
- Overcome writer's block for good with the WRITER Process
- Write a book that brings business and positions you as an authority
- Know your publishing options and choose the right route for you
- Develop and protect your valuable intellectual property.

Lucy McCarraher is Managing Editor of Rethink Press and has published over 350 niche non-fiction books. She is the Publish Mentor for Key Person of Influence UK and Singapore where she coaches several hundred entrepreneurs each year on planning, writing and publishing books that bring business. Joe Gregory has a background in advertising and marketing and is Managing Publisher of Rethink Press. In 2003, after seeing first hand what writing and publishing a book could do for his own business, he decided to focus exclusively on publishing books by experts to increase their income and raise their authority.

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