

# Stairway to Earth

## HOW TO WRITE A SERIOUS BOOK

Workshops  
by  
Bill Birchard

### 14 STEPS TO GETTING OUT OF THE CLOUDS AND GETTING ON THE ROAD...TO PUBLICATION

**Want to write a book?** You can quickly get on the road to publication with a simple step-by-step process. Veteran author and book consultant Bill Birchard offers a time-tested way to move with control and confidence from concept, to book proposal, to winning manuscript. He offers tips, insights, and anecdotes from 15 years of in-the-trenches experience.

**Format:** One-hour to full-day seminar or workshop. The short version outlines and illustrates a systematic process for producing superb book manuscripts. Longer versions include coaching and exercises in critical steps in the process.

**Who should attend:** Any professional who desires to write a quality nonfiction trade book (i.e., a book carried by bookstores and online booksellers), and anyone already working on a book who wants to speed his or her work.

**Session objectives:** (1) Learn eight steps for launching a book project; (2) Learn six steps for turning a book proposal into a winning manuscript; (3) Produce an initial message, title, table of contents, and book précis; (4) Develop a realistic work program, including schedule, budget, and milestones.

**Session content:** The session is built on the “Stairway to Earth” process for conceiving, developing, and drafting a winning manuscript. A critical feature of the process is producing a sequence of work-in-process documents. The session includes many examples from the development phase of published books; stories illustrating pitfalls and secrets; and handouts summarizing action steps.

**Presenter:** Bill Birchard is a veteran author, journalist, and book consultant. Unlike many coaches, he has written a number of books both for his own byline and for others, in league with mainstream publishers such as John Wiley & Sons, McGraw-Hill, Palgrave/Macmillan, Perseus Publishing, and Harvard Business Press. His insights come from many hours producing winning book proposals and manuscripts. His specialty is helping people turn blue-sky ideas into on-the-ground publishing programs. He blogs at [www.stairwaytoearth.com](http://www.stairwaytoearth.com).



**Note to attendees:** Come with an aspiration to write a book that will make a difference. Bring ideas and initial works in process. Participate with the energy to draft a title, main message, table of contents, and a book précis. Expect to leave with a clear picture of how to advance to publication – with confidence, passion, and success.