



Come hear Steve Balzac speak on
So You Want to Write a Book?
How to Write Right

Monday, February 27, 2017, 5:30 – 8:30 p.m.

Dinner meeting and networking at
Constant Contact Headquarters, 1601 Trapelo Road, Waltham, Mass.

**** Note different location ****

Cost: \$35 - \$55 – See website for details: www.spconsultants.org

Write a book. That's the advice a lot of consultants and academics get. Write a book, build visibility, get your ideas out there. It sounds good; after all, you've read some books. Now it's time to write one. There's only one little catch: actually doing it.

Writing a book is time consuming, and being an expert on your topic is only a small part of it. If you do it right, writing a book can be fun and a rewarding experience. If you don't do it right, the whole project can feel like a grueling ordeal. As the author of two books and countless articles, our speaker, Steve Balzac, has figured out how to do it right.

In this presentation, Steve will focus on what's involved in

- Doing your market research – if there's nothing else like it, no one wants it!
- Writing the marketing plan – you thought the publisher would do that?
- Answering the question, why you and not Larry, Moe, or Curly?
- Discovering the magic of twelve chapters.
- Organizing your time and actually writing the book.

About Our Speaker:

Stephen R. Balzac is a consultant, author, and speaker. He is the president of 7 Steps Ahead (www.7stepshead.com), an organizational development firm focused on helping businesses get unstuck and turn problems into opportunities. His two books are *The 36-Hour Course in Organizational Development*, published by McGraw-Hill, and *Organizational Psychology for Managers*, published by Springer Scientific.



The Society of Professional Consultants

Helping Consultants Develop and Grow Their Businesses
and Effectively Serve Their Clients

The Society of Professional Consultants is a non-profit, New England-based resource organization for consultants who represent diverse disciplines and work in multiple industries. The Society was established in 1986 by consultants for consultants to create a dynamic peer network.

For more information, please visit our website: www.spconsultants.org