

Is Your Expertise Ready for a Book?

A quick assessment for experts deciding whether a book is the right next move.

1. You have a repeatable point of view

Can you explain what you believe, why you believe it, and how your approach differs from the obvious alternatives?

2. People already ask you for help

Do colleagues, clients, students, or communities repeatedly ask you to explain the same problem or decision?

3. Your ideas travel beyond one context

Would your method help people outside your current company, role, or industry?

4. You have stories and evidence

Can you show how the idea works through examples, mistakes, research, or results?

5. You want a body of work

Are you willing to build an enduring asset—not just publish a book and move on?

Your result

If you answered yes to four or five, your expertise may be ready for a book. The next step is turning the idea into a clear Modern Author thesis.

One useful next step

Choose one project, one person, and one small action you can take this week.