

# The Publishing Pathway for Business and Technology Leaders

Choose the right way to get your book into the world.

## Why This Matters








If you’re reading this, you’ve built expertise that deserves a wider audience. Publishing a book is one of the fastest ways to establish your authority, attract opportunities, and open doors. But the publishing world can feel overwhelming.

This chart breaks down the three most likely ways to publish your book so you can choose the one that best matches your goals.

## The Hardest Part? Writing the Book.

No matter which publishing path you choose, the challenge is the same: turning your ideas into a manuscript that’s clear, compelling, and ready for publication.

**That’s where I come in.** I work with business, technology, and cybersecurity leaders to transform their great ideas into great books—confidentially, professionally, and in their voice.

	 Traditional Publishing	 Hybrid Publishing	 Self-Publishing
 What is it?	A publishing house buys the rights to your book.	You invest financially with a publisher who provides editing, design, and distribution.	You oversee publishing directly (Amazon KDP, IngramSpark, etc.).
 Pros	<ul style="list-style-type: none"><li>• Prestigious</li><li>• Strong distribution</li><li>• Instant credibility</li></ul>	<ul style="list-style-type: none"><li>• Professional quality</li><li>• Faster process (6–12 months)</li><li>• Supportive partnership</li></ul>	<ul style="list-style-type: none"><li>• Maximum control</li><li>• Fastest process (3–6 months)</li><li>• Full royalties</li></ul>
 Cons	<ul style="list-style-type: none"><li>• Extremely competitive</li><li>• Requires formal proposal</li><li>• 18–24 month process</li><li>• Less creative control</li></ul>	<ul style="list-style-type: none"><li>• Upfront costs</li><li>• Less cachet than a major publisher</li></ul>	<ul style="list-style-type: none"><li>• All responsibility for quality and marketing</li><li>• Risks looking amateur without professional help</li></ul>
 Best for...	Leaders with a large audience, broad appeal, and patience for the long game.	Leaders who want speed, polish, and credibility without waiting years.	Leaders with niche audiences or those who want total ownership and agility.

## Ready to Take the Next Step?

Let’s talk about your book idea. Schedule a free consultation [here](#).

## Brian Beglin

Moonshot Ghostwriting LLC  
[www.moonshotghostwriting.com](http://www.moonshotghostwriting.com)