

ABOUT SHORT-READ LONG-IMPACT BOOKS

Smart Women Publish
short-read, long-impact books

Bev Ryan

**Book Coaching &
Book Production**

www.smartwomenpublish.com/shortread



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A short, focused book respects your readers' time while delivering maximum value—creating the lasting impact and loyal following that drives business growth. In this explanatory booklet, you will find ...

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WHY EVERY BUSINESSWOMAN NEEDS A BOOK

You've spent years building your expertise. You've solved countless problems, guided clients to success, and developed unique insights that could help thousands more. But your extensive knowledge is trapped in conversations, presentations, and your own brilliant mind.

What if you could package that wisdom into something tangible? Something that works for you 24/7, builds your credibility, and reaches clients even while you sleep?

That's the power of a short-read, long-impact book*.

WHAT EXACTLY IS A SHORT-READ, LONG-IMPACT BOOK?

*A **short-read book** is typically 20,000-40,000 words (about 80-150 pages) that can be read in one to two sittings. Think of it as the perfect middle ground between a lengthy blog post and a traditional business book.

A **long-impact book** adds real value to a reader's life, so they do something with what they learn, get a positive result, keep the book, and recommend it to others.

It also **has a long life** as it shares your brilliance (whatever that may be), so you and your business feel the positive impact for a long time.

And with print-on-demand, it is **easy to update** your book to keep it current.

“—————

The expert in anything was once a beginner who refused to give up. You've already done the hard part; now let's get your expertise into the hands of those who need it most.

—————”

FEATURES OF SHORT-READ BOOKS

- Focused expertise - One core topic you know inside and out
- Actionable content - Practical strategies readers can implement immediately
- Professional presentation - Beautifully designed and professionally produced
- Quick consumption - Respects your reader's busy schedule
- High value - Concentrated wisdom without unnecessary fluff

SOME EXAMPLES



Instead of writing 'Your Guide to Business Marketing', a business coach could write several helpful short-read books on topics she loves to focus on with clients:

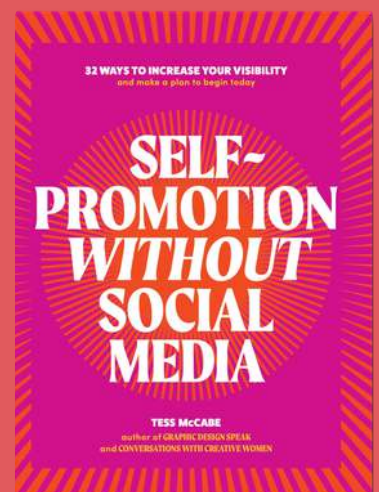
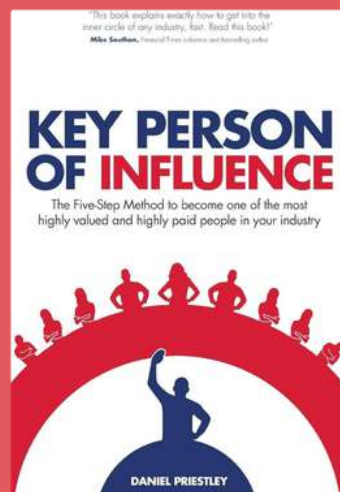
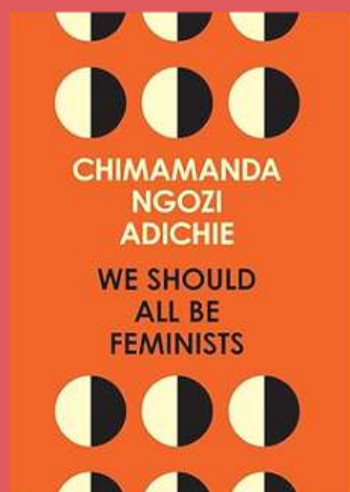
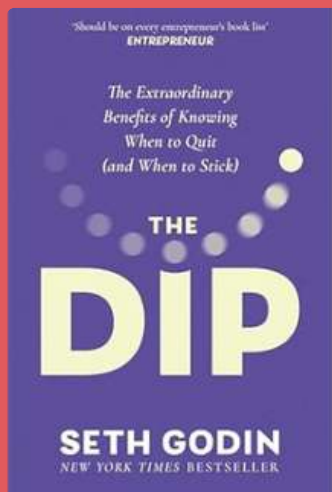
'Brand Story: Crafting Your Competitive Identity'
'From Stranger to Advocate: Building Customer Loyalty'
'Email Marketing Mastery: Inbox to Income'



Instead of writing 'Your Guide to Parenting', a family counsellor could write several highly practical, impactful short-read books that attract the clients she prefers:

'Tantrum Toolkit: Navigating Big Emotions in Little Bodies'
'Teens Decoded: Understanding the Adolescent Brain'
'Parenting Grown-Ups: Always Your Child, Never Your Responsibility'

SOME IMPACTFUL SHORT-READ BOOKS





WHY SHORT-READ BOOKS ARE PERFECT FOR LONG-IMPACT BUSINESS GROWTH

INSTANT CREDIBILITY

Nothing says 'expert' like having authored a book. It immediately elevates your professional status and differentiates you from competitors who are still thinking about writing someday.

24/7 MARKETING TOOL

Your book works around the clock. It introduces you to potential clients, explains your methodology, and builds trust before you even meet. It's the ultimate knowledge package that people actually keep and reference.

PREMIUM POSITIONING

Authors command higher fees. Period. Your book justifies premium pricing and attracts clients who value expertise over discounts.

SCALABLE IMPACT

Instead of helping one client at a time, your book can guide hundreds or thousands simultaneously. Multiply your expertise and investment with courses and programs that grow from it.

PERFECT CLIENT FILTER

Readers who resonate with your book are pre-qualified prospects. They understand your approach and are ready to work with you at a deeper level.

SPEAKING AND MEDIA OPPORTUNITIES

Publishers, conference organisers, and podcast hosts actively seek authors. Your book becomes your ticket to bigger stages and broader influence.

PARTNERSHIPS AND ALLIANCES

Attract more opportunities to work with others (if that appeals) because of your credibility and proven professionalism, as evident in your quality book.

VALUABLE & IMPACTFUL GIFT

With lower print costs, your short-read book is a perfect gift to influential people, prospective clients, at speaking events, with courses, etc.

WHY SHORTER IS SMARTER

THE SHORT-READ, LONG-IMPACT ADVANTAGE

LESSONS OVERWHELM

Writing 25,000-40,000 words feels achievable. Writing 80,000 words can feel impossible. The shorter format helps you actually finish what you start.

HIGHER COMPLETION RATES

Busy professionals are 10x more likely to finish a 90-page book than a 300-page tome. Completed books create satisfied readers who become enthusiastic referrers.

FASTER TIME TO MARKET

Traditional business books take 12-18 months to write. A focused short-read can be completed in 3-6 months, getting your expertise to market while it's still fresh and relevant.

MULTIPLE BOOK POTENTIAL

Instead of cramming everything into one massive book, you can create a series of focused short-reads, each targeting a specific aspect of your expertise.

PERFECT FOR BUSY READERS

Your ideal clients don't have time for lengthy books. They want concentrated value that they can consume quickly and implement immediately.

REDUCES COSTS

Editing, page layout, and print costs will be lower than a book with 2x the amount of words.

WWW.SMARTWOMENPUBLISH.COM/SHORTREAD



COMMON CONCERNS ...

AND WHY THEY DON'T APPLY TO YOU

'I DON'T HAVE ENOUGH CONTENT FOR A WHOLE BOOK.'

You absolutely do. One client success story, properly unpacked, could fill 20 pages. Your years of experience contain multiple books' worth of valuable content.

'WHO AM I TO WRITE A BOOK?'

You're someone who has achieved results others want. Your unique combination of experience, perspective, and methodology is exactly what makes a compelling book.

'I'M NOT A WRITER.'

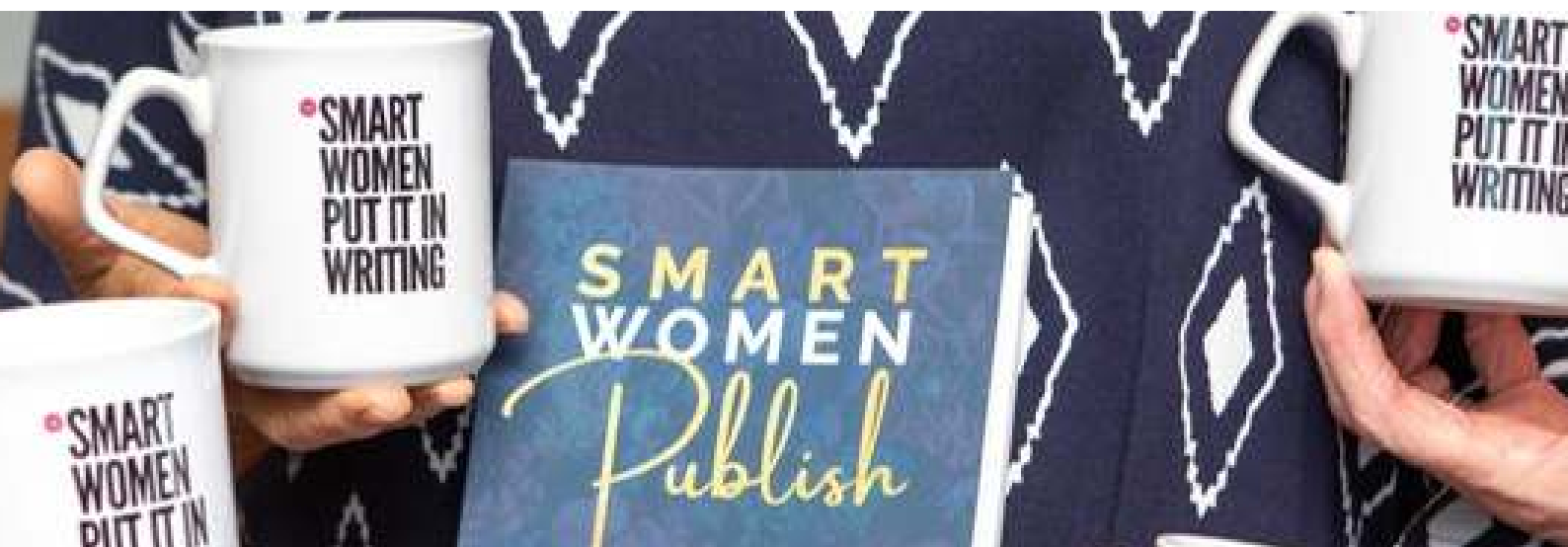
Most successful business authors aren't professional writers - they're experts who learned to communicate their knowledge effectively. Plus, you don't have to do it alone.

'IT WILL TAKE TOO MUCH TIME.'

A short-read book requires about the same time investment as preparing for 10-15 speaking engagements, but delivers exponentially more long-term value.

'WHAT IF NO ONE READS IT?'

Even if only 50 people read your book, and one becomes a high-value client, the return on investment is substantial. In reality, well-positioned short-read books often reach thousands of readers.



WRITE YOUR BOOK

with Bev Ryan, Book Coach & Book Production Manager



I offer these **FOUR** stages of support:
you choose where to begin.

1 DEVELOP YOUR WINNING BOOK FORMULA

Your perfect starting point if you have an idea or desire to write a non-fiction book, and you want to ensure you're writing the right book for the right audience before investing more time and energy. You'll identify your business goals, your ideal reader, your core message, the readers' journey, and decide on a book structure that will work for you.

2 WRITE YOUR FIRST CHAPTERS

You will now plan your chapters in detail, draft implementation tools to assist your readers, and get set up to write. You will look at early marketing considerations to reinforce that your book targets the right people, and you will begin writing a few key chapters. This helps you find your writing voice, write your promise to the reader, and move on with more confidence.

3 COMPLETE YOUR MANUSCRIPT

Perfect if you know you will need support, structure, review, and accountability to write AND complete your manuscript. No more writer's block or endless revisions. With a clear plan in place, you'll write with more confidence, knowing who it's for and why. Complete chapter by chapter until you have a finished manuscript in your hands, ready for editing.

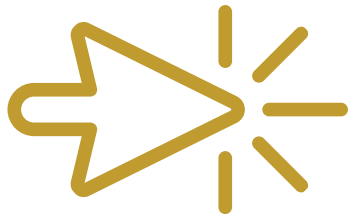
4 PUBLISH AND LAUNCH YOUR BOOK

Expert book production services, ensuring your book is professionally edited and designed, and successfully launched into the world in print and digital formats. There's nothing quite like the impact of a well-designed, easy-to-read, informative book with your name on the cover.

Bev Ryan

CONTACT DETAILS - NEXT PAGE.
SEE CLIENTS' BOOKS ON PAGE 10.

WWW.SMARTWOMENPUBLISH.COM/SHORTREAD



START HERE



BOOK A CALL with Bev Ryan:
www.smartwomenpublish.com/book-a-call/

OR scan the QR code

OR use the contact details below



“

The best time to plant a tree was 20 years ago.
The second best time is now.
The same is true for your book.

”

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“

'When I first approached Bev, I thought I had the bones of a short book. What I ended up with is a beautifully illustrated training resource, 'Grief First Aid', that I'm genuinely proud of. What began as a developmental edit grew into something much bigger, with Bev's suggestions, and she moved with that expansion every step of the way. She edited the final manuscript, organised the page layout, liaised with the art director and cover designer, met with the print company, proofread the first author copy, and worked closely with the team spread across two states — all while keeping everything on track and on time. If you're a professional who wants to turn your expertise into something lasting and beautiful, Bev is the person you want in your corner.

”



Sally Healey
Co-Founder, Mentally Well Workplaces and Grief First Aid Training: grieffirstaid.au



More about Bev Ryan:

I am one of only a few experienced Australian non-fiction book coaches accredited with Author Accelerator, a US company. I also produce quality books with my team of hand-selected, freelance specialist editors and designers. I work with business women (and men) who want to contribute to positive change, demonstrate their expertise, engage new audiences, build credibility, and capture and monetise their IP – even though they may not feel like a writer, and may know little about the publishing process.

About working with Bev



“

‘With Bev’s book coaching program and book production services, I went from having a strong desire to write ‘something’, to clarifying my business methodology, telling my story, and having a book in my hands within a year. She also managed the construction of my new website. I am now the published author of ‘Confessions of a Woman in Real Estate’, using my book to build my coaching business. I would not have made any progress with my initial ideas if I had kept going alone.’

”

Hannah Schuhmann

Real Estate Business Coach: coachingforwomen.au

“

‘I hired Bev as my book production manager when I wrote the first edition of ‘Your Next Chapter: Ditch your Doubt, Own your Worth, and Build the Business and Life you Really Want’ in 2022. The whole experience was simply sensational, so I engaged her again to work with me on the updated and revised edition in late 2025-early 2026, brought about by my mid-life ADHD diagnosis. Everything I needed was provided - editing, cover design, page layout, author bio, printer introductions, IngramSpark, and Amazon distribution. The end result is a beautiful book I had the final say in, and I am immensely proud of. I believe in investing in expertise, and I am so glad that Bev was available - hire her today!’



”

Angela Raspas

Business Mentor & Self-Leadership Advocate: angelaraspass.com.au