

Podcast Guest

Weston Lyon

How Weston Helps

Weston Lyon helps entrepreneurs and business owners write the right book so they can build authority, attract clients, and grow their business.

Host Intro

Weston Lyon helps entrepreneurs and business owners write the right book so they can build authority, attract clients, and grow their business. He is the founder of Plug and Play Publishing and the author of 23 books, including *The Book Writing Blueprint*.

Bio

Weston Lyon is the author of 23 books, including *The Book Writing Blueprint*, and the founder of Plug and Play Publishing. Known as one of the only authors to write nine books in 11 months, he has delivered more than 600 presentations and interviews over the past 25 years. Weston helps entrepreneurs and business owners write the right book so they can build authority, attract clients, and grow their business.

Why Hosts Love Having Weston On

Weston brings practical, real-world insight your audience can use right away. He helps entrepreneurs and business owners understand how to write the right book, get it done faster, publish strategically, and use that book to build authority, attract clients, and grow their business. He is also a seasoned interview guest who delivers clear, actionable value and makes the conversation easy, engaging, and audience-focused.

Popular Interview Topics

- How to Write the Right Book for Your Business
- How to Get Your Book Done Fast Without Wasting Time
- How to Choose the Right Publishing Path for Your Goals
- How to Use a Book to Build Authority and Attract Clients

What Your Audience Will Walk Away With

Listeners will walk away with practical insight on how to choose the right book for their business, get it done fast without wasting time, publish strategically, and use that book to build authority and attract clients.

Special Gift for Your Audience

Weston is happy to gift your audience a free copy of his book, *The Book Writing Blueprint* (PDF or audiobook). There is no opt-in required. It is a valuable resource for listeners who want to write the right book for their business.

Best-Fit Audiences

Weston is an excellent fit for podcast audiences of entrepreneurs, business owners, CEOs, coaches, consultants, and speakers who want to write the right book and use it to build authority, attract clients, and grow their business.

Selected Media & Interview Highlights

Weston has been interviewed by some of the biggest names in business and personal development, including Jack Canfield, Kevin Harrington, and James Malinchak. He has also appeared in numerous interviews and media features and conducted hundreds of interviews himself.

Media Assets & Booking

For podcast interviews, media requests, or booking inquiries, please contact:

Weston Lyon

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Headshots, bios, and interview information are available at:

www.plugandplaypublishing.com/media