

Podcast Topics for Weston Lyon

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

How to Write the Right Book for Your Business

Writing the wrong book can cost you time, energy, and opportunities. In this conversation, Weston shares how to choose the right topic, shape the right message, and create a book that serves your audience, supports your business, and positions you as a topic authority in your market.

How to Get Your Book Done Fast Without Wasting Time

Too many business owners stay stuck in book-writing mode for months or even years. In this conversation, Weston shares how to simplify the process, avoid common mistakes that waste time, and get the right book done faster without overwhelm, confusion, or unnecessary detours.

How to Choose the Right Publishing Path for Your Goals

Publishing is not one-size-fits-all, and choosing the wrong path can cost you time, money, and momentum. In this conversation, Weston shares how to evaluate your publishing options wisely so you can choose the path that best fits your goals, your timeline, and the role you want your book to play in growing your business.

How to Use a Book to Build Authority and Attract Clients

A book should do more than sit on a shelf, it should help grow your business. In this conversation, Weston shares how to use a book to build trust, strengthen your authority, create new opportunities, and attract more of the right clients.

Sample Interview Questions

1. What makes a book the “right” book for a business, instead of just any book someone wants to write?
2. What are the biggest mistakes business owners make when choosing a topic for their book?
3. Why do so many people stay stuck in book-writing mode for months or even years?
4. What can someone do to get their book done fast without wasting time or going in circles?
5. How should a business owner think about the different publishing paths available today?
6. What does it mean to choose the right publishing path for your specific goals?
7. A lot of people think writing a book is just a credibility play. How can a book actually help grow a business?
8. How can someone use a book to build authority and attract more of the right clients?

For Podcast Interviews or Booking Inquiries

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