PRESS KIT

Holly Ostrout

Nonfiction Book Coach + Publisher

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About Holly

Holly Ostrout is a nonfiction book coach and publisher who helps established entrepreneurs, mostly women, write one Damn Good Book™ that fits their business. Her clients write books that bring in high-ticket clients, land paid speaking gigs, and keep working for years after launch day.

Host Intro

> *Holly Ostrout helps impact-driven entrepreneurs, speakers, and thought leaders write a Damn Good Book™ that brings in more high-ticket clients, lands more well-paid speaking gigs, and opens amazing doors for years to come. She's spent over a decade in publishing, including writing her master's thesis on what makes a book cover sell books. She has written and published four books of her own, and she brought CliffsNotes from practically out of print to almost $1M in sales in under a year. Her clients have booked four- and five-figure keynotes and signed multiple high-ticket clients within a month or two of launching their books. Holly uses the Heroine's Journey to make the reader the hero of every book, and her Book Mapping process makes the writing feel easy. The result is a book readers finish, talk about, and act on.*

Quick Facts

- Master's in publishing, with a thesis on what makes a book cover sell books
- Author of four books
- 15 years in higher education, ed tech, and publishing, since 2011
- Creator of Strategy Stacks, her own Book Mapping process, and the Heroine's Journey for Damn Good Books™
- Clients have booked four- and five-figure keynotes and signed high-ticket clients within a month or two of launch

Interview Topics

- **Why great coaches write forgettable books**
  The structure that turns a good book into one readers keep talking about.
- **A book that opens the right doors**
  How small changes point a book at speaking fees, premium clients, or media.
- **Why authors get invited first**
  How a book changes the way people see an expert.
- **What goes in the book and what stays in your programs**
  How to share your method fully and still have readers want to hire you.
- **Using AI to go deeper on your book**
  Why Holly built clients an AI chapter editor that never rewrites a word.
- **A business that holds you when life gets hard**
  Why simple offers and steady routines matter more than hustle.

Questions to Ask Holly

- Why do you need a framework to write your book?
- How much does being a bestseller matter?
- If you want your book to bring in money for your business, what should you do first?
- If I put my whole method in a book, why would anyone hire me?
- How do you write a book when your calendar is already full?
- How should authors use AI without losing their voice?

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