



14 Ways A Book Will Boost Your Business

Special Report

by

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About the Authors

Diane Eble is an author, book publishing coach/consultant and CEO of [Words to Profit](#). She has 29 years experience in publishing as an author (11 books, more than 400 articles), editor (nonfiction books, magazines) and copywriter (trained by American Writers and Artists Institute and a certified Master of Web Copywriting by Web Copywriting University). She is also a trained [Virtual Book Tour](#) host and a [podcaster](#). Diane's [Words to Profit](#) and [Your Book Publishing Coach](#) sites offer a wealth of materials to assist people with the writing, publishing, and promotion process. In "Boost Your Business with a Book" you will receive her wealth of experience to create a successful book that will take your business to the next level.

For more information, please visit Diane's web sites:

www.BoostYourBusinessWithaBook.com, www.WordsToProfit.com,
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Suzanne Lieurance is a children's author, freelance writer, and [The Working Writer's Coach](#). She is the founder and director of the [National Writing for Children Center](#) and host of [Book Bites for Kids](#), a weekday afternoon radio show about children's books on BlogTalkRadio.

Lieurance is the author of over 20 published books and has written articles for a variety of magazines, newsletters, and ezines like Family-Fun, Kansas City Weddings, Instructor Magazine, New Moon for Girls, Children's Writer, and many others. She is among leading experts Mark Victor Hansen, Byron Katie, Ken Blanchard, and Les Brown, whose work is featured in the book 101 Great Ways to Improve Your Life - Vol. 3.

In addition to the "Boost Your Business with a Book" program, Lieurance offers [The Working Writer's Coaching Program](#), an intensive 8-weeks of personal coaching, via teleclass, listserv, and private email for writers who want to turn their love of writing into a part-time or full-time career.

Suzanne's web sites: www.BoostYourBusinessWithaBook.com, [The Working Writer's Coach](#), [National Writing for Children Center](#), [Book Bites for Kids](#).



“Someone once asked me how much I made for my first Guerilla Marketing book. The answer I gave was \$10 million. The book itself only paid me about \$35,000 in royalties, but the speaking engagements, spin-off books, newsletters, columns, boot camps, consulting, and wide open doors resulted in the remaining \$9,965,000.”

--Jay Conrad Levinson,
founder of the best-selling Guerilla Marketing
series of books and information products

If you are a business person considering writing a book, you're on the right track!

If you are successful, if you are passionate about something, there are other people who need to know your secrets. Chances are, you have perfected some kind of system that has led to your success. Passing on your knowledge brings you and your business many benefits—most tangible, some intangible.

Here are 14 good reasons why you should begin writing your book now, without delay.

1. **The act of writing a book will increase your expertise.**

Once you decide to write a book, you immediately begin to see everything in a new way. It sharpens you like nothing else. First, you'll be thinking about what your book should be about. It will help you focus your message and your business.

Suddenly you'll look at the world through new eyes. “Should this go into my book? Oh, *this* must go into my book! Hmmm, this should be in my book, but I don't know enough about it. I'd better find out.” So you increase your knowledge even more, because you want to pass on only the best, latest, information, in the clearest way possible.

As you filter what you know about your business, your industry, for the people to whom you want to communicate, you will *become* more of an expert in subtle ways. People will pick up on it. Business may well start to flow to you in new ways.

You don't have to wait until your book is finished to begin reaping these benefits, either. As you write your book chapters, you can begin to publish them as articles and/or Special Reports. You can send out press releases about your articles/Special Reports. You



never know where that may lead. One business man I know of wrote an article, sent out a press release about the article, and ended up on *The Today Show*!

Posting articles in online newsletters, then sending out press releases, is a great way to drive traffic to your web site. Even if your business is local, you can still benefit from the added exposure. When you send out a press release about an article you've written, and a journalist “Googles” your name and comes up with pages of references, they will be impressed. Publishers, too, pay attention to people who have a “platform.” You begin to build it by starting your book and leveraging every step along the way.

2. Nothing catapults you to “leading expert” status like a printed book.

According to Kevin Hogan, author of *The Science of Influence*, nothing boosts your credibility and expertise in the mind of the public like your own printed book. An advanced degree is actually *second* to having published a book!

Being able to put in your email signature, “author of ...” establishes you as an expert. No longer are you someone pitching a product or service—you are an industry expert.

Here's a secret: You don't even have to wait until your book is published to claim this expertise. Even being able to say, “I'm researching a book on X” can open doors for you. People—other experts—are often willing to talk to you. (Which, incidentally, is one of the several “easy” ways to write your book—interview other experts and include their knowledge into your book. Being associated with other recognized experts is a sure way to boost your own credibility.)

By the way, we should add here we're not advocating *faking* your expertise in any way. You do have to *be* an expert. But as mentioned in #1 above, writing a book will make you an expert, if you write the best, most complete book you can.

Needless to say, all this added credibility puts you in a class all your own, raising you head and shoulders above your competition!

3. Publishing a book leads to media opportunities—which boosts your credibility even more.

Think about it—who is interviewed most often by the media, who is the subject of feature magazines and newspaper stories? Published authors, of course. Your book will



immediately give the media a handle on who you are and what kind of information you can offer their audience.

Of course, there's an art to making the most of these media opportunities. Don't assume that Oprah will be calling you anytime soon. It takes much hard work to make it to the big time media. But as a business person, radio, print and online venues will serve just fine in bringing you the extra business you want.

In fact, publicity can garner you the equivalent of thousands of dollars in advertising—at no cost to you—and with the added bonus of having at least three times the credibility of advertising. Think about it—doesn't a feature article on a business or a review of a business book carry much more weight than an advertisement for *you*?

4. A book is a great lead generator.

Being able to offer a book to a potential client/customer is a wonderful incentive for them to sign up for your list. The book doesn't even have to be printed at this point. In fact, even if you plan to print your book, if you want to use for a lead generator you should also make it available in an ebook (usually PDF file) format for an instant download. This is the instant gratification society now. Someone may never read it, but the sense that they got something for giving you their contact information provides a sense of quid pro quo. And, of course, it continues to establish you as the expert, and starts a sense of good will because you are giving them something valuable.

5. Business comes to you--no more cold calls!

When you have a book, you need never do any cold calling again. Simply send your prospect a copy of your book, with a note, “I thought you might find this book useful to your business.” By the time you follow up—if *they haven't called you first*—they're already familiar with you. And they will be impressed, even if they haven't actually read your book.

You will also find that people seek you out as the leading expert because of your book. People want to learn from experts—and are willing to pay for their counsel. You will get better leads because those who are attracted to who you are and what you have to offer are the ones who will come to you.

Maria Veloso, author of *Web Copy that Sells*, found that so many clients came to her that she began to pass the leads on to her students. That too raises your status as expert, if you



clearly have more business than you can handle and can pass the business on to other qualified people. What will those grateful colleagues do? They will in turn help you in any way they can, of course. When you create win/win situations for other people, they are glad to reciprocate as they can. This can lead to all sorts of other opportunities not apparent to you right now.

6. A book is also a great piece to “leave behind.”

You never know when you’re going to be able to strike up a conversation with a prospective client/customer. Being able to whip out your book in such situations and say, “I wrote a book about this, and I’d like you to have a copy” will instantly wow the person.

Think of your book as a business card on steroids! In any and all situations in which you would pass on your business card, pass on your book as well—with a business card or two inserted, of course, for them to pass on.

7. Your book is a great PR piece.

Give your book away as a door prize for fund-raising or charity events. Give it away at networking venues.

Send a copy to key leaders in your industry’s association. Get listed as “author of [your book title]” in your industry’s directories.

Whatever PR you’re currently doing, incorporate your book into it.

8. Your book is a welcome referral tool.

Whenever appropriate, ask friends, colleagues, and satisfied customers/clients who they know who might benefit from your book. (Of course, you have already given said person your book as well.) Ask, “Is there anyone else you can think of who might appreciate receiving this book as a gift?” People will jump at the chance to let you use their name to send a copy of your book to friends (they know an author!).

9. Your book can open the door to paid speaking engagements.

If you’re already doing any kind of speaking, having a book allows you to ask for higher speaking fees. If you want to speak but haven’t, a book will open the door for you. Send



it to the meeting planner with a list of the topics on which you can speak. (Think of your chapter titles—any chapter can be a talk in and of itself.) You can also sell the book in the back of the room, if allowed. (Make sure you ask ahead of time.) See #14.

10. Your book can be an effective marketing tool.

Of course, all of the above suggestions are ways to use your book as a marketing tool. But you can be more blatant about it, and it can still work for you. Write up case studies and/or stories of real people who have used your product or service to improve their lives. Everyone loves a story, and this is one of the easiest books to write. Simply get a skilled interviewer to ask satisfied clients exactly how they used your product/service to improve their lives. Try to get as specific as you can.

Of course, such a book will be a more obvious marketing tool than another kind of book, but that's okay. You can make it informational by adding teaching points to the case studies, or just go for the entertainment value if the stories are unusual or colorful. (Bonus tip: get the interviews on audio and/or video, and post clips on your Web site.)

11. A book is collateral with staying power.

One of the best things about a book is its high perceived value. People may give a book away, but rarely do they throw it away. Dan Kennedy likes to talk about the client who bought his book at a garage sale for \$1, then went on to spend hundreds of thousands of dollars buying Dan's other information products and services.

Like a great ad or direct marketing piece that pulls in sales time and time again, your book is something that, once done, can keep generating business and income for as long as you keep it in print—and even longer, because of the long life of a book.

12. Your book could open up a whole new career.

As happened with Jay Conrad Levinson and many others, writing a book could open the door to a whole new career direction. If you discover you enjoy creating information products, this could become a very lucrative venture. Janet Switzer, coauthor (with Jack Canfield) of *The Success Principles*, has identified 52 different kinds of information products and/or services, book being just one. As Jay Conrad Levinson said in the quote at the beginning of this article, your book can become the starting point for a very lucrative business in information marketing.

13. Your book can become a way to build your list.



Ideally, your book will be just the beginning of a reader's relationship with you. If within the book you offer various compelling reasons for people to sign up for your list, your book can become a valuable source of people who become your followers, even perhaps your promoters.

There are various ways of doing this. You can have a starburst on the cover saying, "See page 44 for special bonuses." On page 44, you offer some bonuses that they will have to sign up to receive. Or you ask them to register the book for their bonuses.

Bonuses could include a workbook, articles, free audio, newsletter—whatever fits your business and would be enticing and add value to your reader.

Remember this always: Your book should only be the beginning of your reader's relationship with you, if you want to boost your business through it.

14. Your book could provide an added stream of income.

We put this last because, realistically, a book often does not bring in much income in and of itself. (Especially if you are published by a traditional publisher, who will pay paltry royalties and do little to promote your book.) We don't advise counting on book sales to become a large added stream of income. If you self publish, you do receive all the profits (less your printing and marketing costs), but a book is often in itself not a lucrative source of income, unless you plan to market it aggressively.

This is true because a book only has a perceived value of no more than \$20, generally. No matter how much wonderful expertise is packed into your book, the public is conditioned to see the value of a book as around \$20.

However, there is a way that a book can become very lucrative for you. If you can dominate a particular niche that is hungry for your information and will pay more than the typical \$15-25 cost of a book for it, the content of your book—packaged differently--can become a very lucrative source of income. There is an art and science to developing effective information products, but many people get very wealthy doing so. If you're willing to put the time, energy, and resources into learning these techniques, it can pay off handsomely.

Books can also be a very lucrative source of income if you do a lot of public speaking, and are allowed to sell your book afterward. Some authors report great profits from doing this. Another way to create large-volume sales is to find ways to include your book in the price of a seminar, say, or a speaking engagement at a corporation or college. You ask



whoever is putting together the event to buy the book from you to include as part of what the attendees get when they pay for the event.

Where To Go From Here

If these 14 ways a book will boost your business gets your creative juices going, we encourage you to start today. Here are some suggestions.

- Start a file called “My Book.” In it you will begin to drop notes with ideas, articles you read that relate to what you think your book might be about. Start to fill this file as ideas come to you.
- Carry a small notepad around with you everywhere you go, and jot down ideas. You may think you will remember that great idea that occurred to you in the shower, but I assure you, unless you write it down, it will be gone.
- Look at what you might already have on hand that could provide the starting point or even the bones of your book. Have you already given talks or presentations? That material can be massaged and added to and become a book. Do you have Power Point slides lying around? Those can become the chapter outline of your book. Are there testimonials from customers? Dust those off, see if you can contact the customers and add to them. Be on the lookout for what you can add.
- Consider contacting a professional consultant/coach to guide you in writing your book. You consult with an attorney for legal matters, an accountant for your finances. Why not a book coach/consultant who can help you articulate your goals for your book, brainstorm new ideas, uncover unseen opportunities and markets, and help you get your book written and published in the quickest, easiest, most effective and least expensive way possible?

Contact Diane Eble (diane@wordstoprofit.com) or Suzanne Lieurance (Suzanne@theworkingwriterscoach.com) to find out if you qualify for a program that will coach you through writing your business book within 12 months—and even start making money from it before it's published! We'll show you how to fit writing your book into your busy schedule, how to quickly use your content to bring you more publicity, prospects, and profits. But you need to be serious about this; we are only able to work with 10 people at a time who are willing to make the commitment necessary to see their book to completion.

If this sounds like you, don't wait any longer to become the leading expert in your field—we'll show you how, every step of the way.

NOTE: FEEL FREE TO PASS ON THIS SPECIAL REPORT TO WHOMEVER YOU THINK WILL BENEFIT FROM IT.