Writing a book as an entrepreneur.

As an aspiring or an established entrepreneur, you are an expert in something, but does the rest of the world know? You have a wealth of information, experience and knowledge that you can package into a book that will benefit others. This truly is the information age and people want to know what you know. 1. A book will give you unbelievable credibility, which increases the respect you will receive from customers and business associates. Wouldn't you be more likely to purchase widgets from the business person who wrote the book on widgets? New customers are more likely to take advice from, or purchase the services/products from, an established author. Many consultants increase the levels of their business simply by writing a book on their area of expertise. 2. The typical business person might run into roadblocks when seeking media recognition and publicity for their product or service because the media tend to see this kind of exposure as advertising. However, books receive exposure in the form of reviews or features all the time. Books make great print stories and authors make great featured guests on radio and television shows. Sure beats pulling together an advertising budget. 3. Writing a book gives you instant expert status. If you wrote the book, you are now seen as the authority on that subject by others. And you are! You will have now proven that you know what you are talking about. You will show, in writing that you know your business area inside and out. 4. Most entrepreneurs love to hear that publishing a book can easily lead to increased fees. People will pay more to work with an established expert then someone who seems less established in a business. Your book has just given you instant added credentials. It would be nice to add "author of…" behind your name, wouldn't it? 5. If you are not already a consultant, a book along with your proven expert status could bring you new consulting opportunities where you can bill for your time to educate, speak to and work with other companies and individuals helping them succeed through what you know. 6. If you have a service business or you are selling products already, a book will allow you to add a product to your existing business. Expanding your line is never a bad thing and will open up all kinds of doors in your marketing plan. 7. If you are not already on the internet (and you should be, but that is another article), you can add online marketing to your marketing plan with your book. There are loads of places to sell your book online and having an information product to offer will give you a second stream of revenue with huge potential. 8. Expanding your marketing opportunities and focusing on opportunities for residual income is what you should be focusing on as an entrepreneur. Quit trading your hours for dollars and start working smarter. Your own book will be a complement and a supplement to your current business. It will also mean an additional source of revenue added to your bottom line. I would be willing to bet that you have thought of writing a book at some point in your career. Almost every single person has. Use your passion. Take your knowledge, package it and sell it. People are willing to pay for what you already know.

About the Author

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