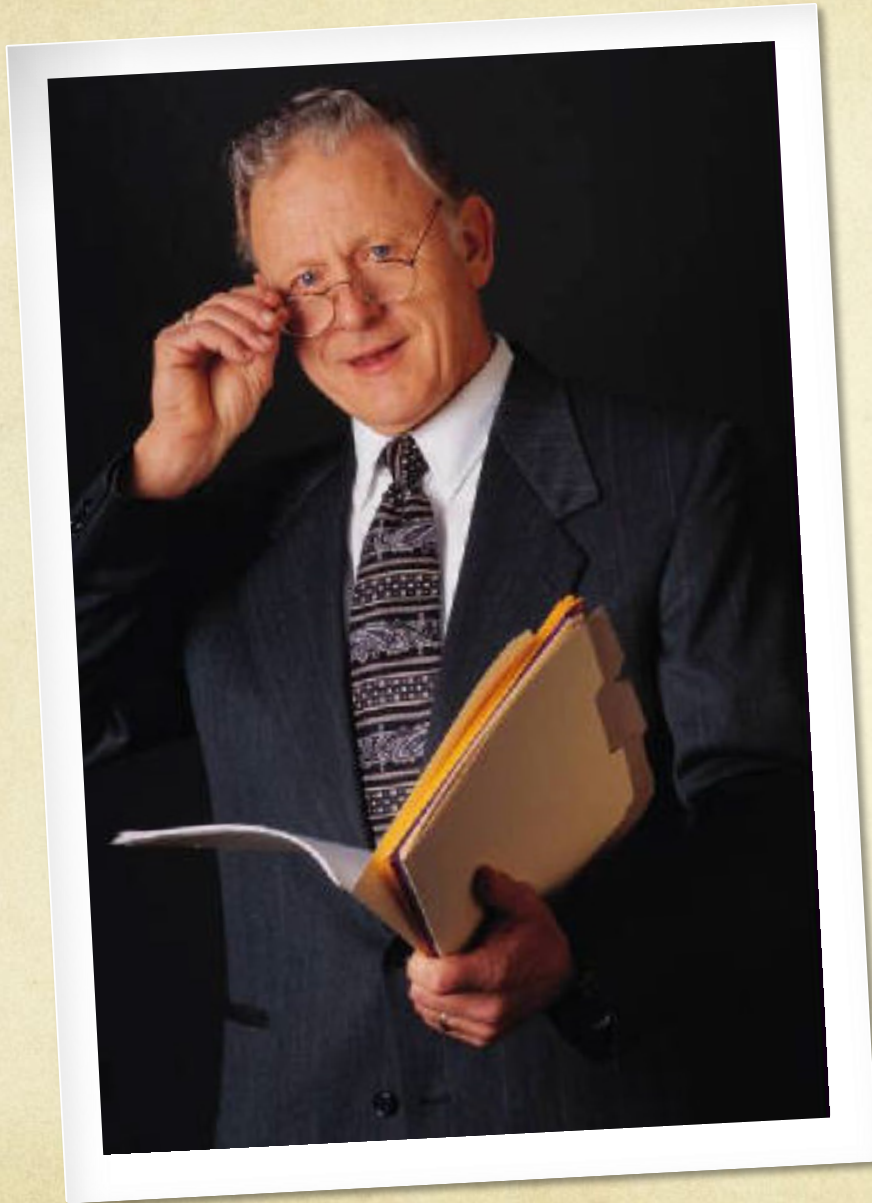


6 REASONS  
for NOT  
Writing a Book!

# The Book Inside You!

Most people have at one time or another considered writing a book, but they have a multitude of reasons as to why they could never do it. Let's explore some of those objections.





1. I don't think a book would fit into my current marketing efforts.

# BOOK POWER!

- Powerful marketing tool for clients and prospects.
  - Long shelf life
  - Establishes you as an expert in your field
- Excellent referral tool to provide to strategic alliances.
- Get free PR from media.
- Provides incentive for seminar attendance.
- Content used for blogs, articles, newsletters etc.



2. I have too much to do and writing a book would take too much time.

# ORGANIZATION is the Key

- Set a time every day/week/month to work on your book and stick to the schedule. Writing a book can take as little or as much time as you are willing to devote to the project.
- Decide on a subject you want to write about then create an outline of the topics you will include.
- Know who the audience is for your book (target market)
- Pick a topic and start writing. You don't have to do these in any particular order at this time.

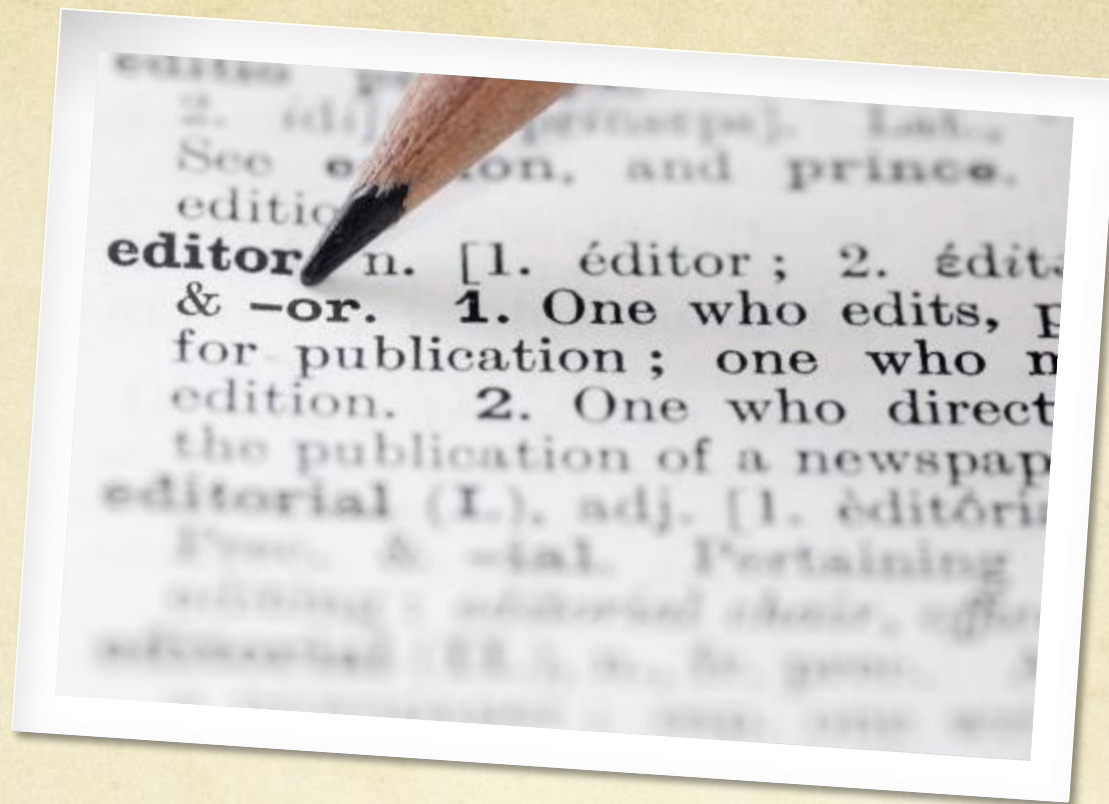


**3. I'm not a writer!**

# Other OPTIONS

- Hire a ghostwriter to:
  - Interview you and then create each chapter from your information.
  - Research and write the book for you.
- Record the information, have it transcribed and then hire an editor to use it to write the book.





4. I don't know where to find editors, proofreaders and ghostwriters.

# Editorial Assistance

- Freelancers abound – Internet, college students, journalists, etc.
- Knowledge of topic is a big PLUS
- Process
- Sample of work
- Referrals
- Pricing



**4. Publishing is too expensive! I don't have the budget.**

# Lots of Options

- Mainstream Publishers (McGraw Hill, Wiley, Simon & Schuster )
  - Agent
  - They own the rights for the contracted period
  - Provide editing, proofers, layout & design, printing
  - They pay a retainer and a small royalty on the sale of books
  
- Self Publishing
  - You pay upfront costs
  - You usually own the rights to the book (ISBN)
  - Make more off of each book
  - Long/short runs and PODs
  
- Digital Publishing
  - Cost of layout and design is less
  - No printer fees
  - May limit distribution



5. I don't know how to market my book to get the most out of it.

# PR & Marketing

- Who and where is your target market and what are they doing?
- Outline your PR campaign
  - Media (print, social networks, television, radio)
  - Entice them to promote your book
- Outline your marketing campaign
  - Client and prospect distribution
  - Social networking
  - Strategic alliances
  - Email and mail campaigns
  - Seminars



**6. I need HELP!**

# AdvisorCopy

[www.AdvisorCopy.com](http://www.AdvisorCopy.com)

- Initial Planning
- Ghostwriting, editing, proofreading, layout & design, printing
- Books, newsletters, web content, blogs, etc.

[Email: news@advisorcopy.com](mailto:news@advisorcopy.com) Phone: 360-335-3393