

Communicating Credibility With Your Non-Fiction Book

If they believe what you are saying,
they will buy what you are selling!

- Achieve business success showcasing your expertise
- Enhance your image and your reputation as an industry guru
- Attract clients and build business with your non-fiction book
- Make yourself more promotable as a published book author
- Get outstanding results and accomplish your goals

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Boca Raton, FL

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Part I.

Introduction

Create your non-fiction book

Many people dream of writing a book—few ever become an author. Why do you want to be an author? To promote your business? Attract clients to your professional practice? Get your name known in your niche?

A book ensures almost instant credibility—the ultimate promotional tool. It validates your experience and expertise. My first book earned me credibility simply because I was a book author. The book itself was almost irrelevant (although outstanding, of course). I was credible because I had used my experience and expertise to create a book. I leveraged my book with articles and speaking, further communicating credibility.

Do you have a more personal reason for writing a book? What do you want to write about? Making millions before the age of 10? Secrets of locating lost treasures? Rowing across the Atlantic solo? Raising 25 children in a log cabin? Even if your experiences have been more mundane, you can become an author. The book writing process, the tools and techniques you'll discover in this guide are the same whatever your reasons, whatever non-fiction book you want to write—you'll get your book written now!

Everybody needs a book

Books offer multiple benefits as promotional tools and products:

- *Credibility.* Enhanced credibility and image from showcased expertise.
- *Promotion.* Promotion of your other products and services.
- *Publicity.* Word-of-mouth about you and your business or professional practice.
- *Positioning.* Support for marketplace positioning.
- *Competition.* Differentiation from the competition.
- *Media.* Attention of the media (print, broadcast).
- *Value.* Value added to what you offer customers.
- *Retention.* Long-term presence on bookshelves, not discarded like periodicals.
- *Education.* Reminder of what clients have learned from your consultations.
- *Huge market.* Enormous market for information, with many audiences.
- *Perceived value.* Perceived high value of specialized information.
- *Endless topics.* Virtually endless topics to choose from.
- *Packaging.* Many packaging options—write once, produce many ways.
- *Low costs.* Low costs (money, time, effort) to create compared to other products.
- *Value-based price.* Price based on value of information, not the package.
- *High markups.* Potential high markups and profits for information products.
- *Pricing.* No relationship between production costs and pricing.
- *Portability.* Writing, marketing and distribution from wherever you live.

Books build credibility

What will a book do for you? Position you as an expert? Help you develop your business? Achieve tenure in academia? Get promoted at your company?

Books build credibility with your niche audience. They display your expertise and convey your message. You're knowledgeable about your topic—the background, terminology, key concepts, hot issues, concerns of your audience. You're an expert.

Quickly create a non-fiction book that demonstrates your competence, knowledge, credibility—that enhances your image and reputation in your field, that creates trust, attracts clients, boosts profits. Credibility, believability—it's all about making a connection with your readers, getting known in your field, demonstrating your expertise, achieving guru status.

When you're communicating effectively—communicating credibility—you're selling your message, getting readers to buy in, to buy what you're selling.

Communicate your credibility with your non-fiction book:

- Establish a relationship with your audience based on trust.
- Achieve your purpose, persuade readers to take action, accept your viewpoint.
- Enhance your image and reputation as an expert with clients and colleagues.
- Boost profitability from more sales and more clients.

Extensive benefits make book authorship worthwhile

Weigh the multiple benefits of being a book author versus the resources needed and the alternatives. What can a book do for your business? For you personally? How will it build credibility? Help enhance your status at your company? In your field? Position you as an expert? Boost sales? Generate new business? Attract clients? Supplement your consulting? Provide added value for clients? Improve profits? Make you feel good because you're a book author? Think writing a book is worth it? Answer the questions in To Do or Not To Do?

Ready to decide if it's worth proceeding with your book project? Start by looking at your resources—resources needed to accomplish the writing and resources needed to leverage your book for your business. What people resources are involved? What research will you need to do? How much time will it take to create your book? What about financial considerations? Technology needed? How will these affect your writing?

What alternatives to writing a book would achieve your goals? What other choices do you have? A short infoproduct—article, booklet? What about doing nothing?

To Do or Not To Do?

How strongly do I feel about doing this book project? Am I passionate about it?
 Will working on this project be consistent with my business and personal goals?
 How important is it to my business? To me? To my fame and fortune?
 What results do I want to achieve with my non-fiction book?
 What difficulties might impede doing the project and/or getting desired results?
 How much will it use my resources (time, money, effort, people)?
 How much planning, research, and writing efforts will be needed?
 What other options do I have for accomplishing the desired results without a book?
 Do the benefits outweigh the negatives? Am I ready to get started now?
 Overall, is it worth undertaking this book project?

Not ready yet? Want to start with a short infoproduct? Read the bonus section.

Agree it's worth the effort? Will meet your goals? Been jotting down ideas for years?
 Have copious notes about making your first million by age 18? Eager to reveal secrets of
 being a CEO? Want to describe how to stay eternally young?

Tired of talking about writing your book? In *Communicating Credibility With Your Non-Fiction Book*, you'll find a wealth of ways to become a book author. You probably don't share my enthusiasm for writing. This guide is for people who want to write a book but can't get started, who don't have enough time, and myriad other reasons for procrastinating. If you're in the minority who enjoy writing, this book is for you, too. Write as much, or as little, as you want to do to get your book created.

You have a story to tell, information to share. So, why haven't you written your book yet? Frustrated? Don't know where to begin? Have another reason for not being a book author? Which of the (fairly facetious) 41 Reasons Not to Write apply to you? What's holding you back? Not very satisfying excuses? Need to stop procrastinating now?

Follow my step-by-step guidance. Become a book author—without spending loads of time reading how to do it. I've provided checklists and other tools to speed up the process. Ready to begin?

After you've exhausted all the reasons in the 41 Reasons Not to Write—Because You... list, you can start going through this guide. I'll help you. This guide shows you how to get it written—whether you want to write every word yourself or you'd like collaborators to help you.