

Write a Book, Boost Your Business
Write Now! Coach Rochelle Melander

writenowcoach.com
rochelle@writenowcoach.com

A book can:

1. Boost your credibility

Figure out your unique brilliance—and then write a book that builds on or reflects the credibility you already have. Most people have credibility by writing from some combination of the following:

- +Education (academic, professional, specialized training)
- +Experience (professional, personal, casual)
- +Expertise (a skill developed through a combination of training and experience)

What expertise, experience, or education do you already have that you can boost by writing a book?

2. Teach potential clients about you and your work

Think about how your book will tell people what you do and show how you help your clients. List what you might teach potential clients in a book, how your work helps clients, and note any client success stories.

3. Build trust with your audience

How do you show people you are worthy of their trust?

- How have you built trust with colleagues?
- How have you built trust with clients?
- What stories show this?

4. Inspire your readers

When you write a book that shares your story or the work of your clients, you will inspire your readers. Consider:

What inspires you?

- List experiences from your life that inspire you.

- List experiences from your clients' lives that inspire you.
- List stories from other lives you've found inspiring.

In what ways do you want to inspire your clients or readers?

- What would you like to inspire them to think or believe?
- What would you like to inspire them to do?

5. Attract new clients

Who are your ideal clients? Describe them in great detail.

- Where do they hang out on or offline?
- Who do they follow?
- What media do they consume? These will be people you can connect with to support you in getting your books in the hands of the people who need it most!

6. Increase brand loyalty

How would you define your brand?

- What words and emotions reflect your brand?
- What colors and images reflect your brand?
- What ideals define your brand?
- How might your book encourage brand loyalty?

7. Build buzz for you and your business

Brainstorm places you can send your book:

- Organizations who might support your work
- Stores, coffee shops, and other businesses
- Social media influencers (TikTok, IG, X)

8. Access influential leaders

Brainstorm leaders and organizations who might champion your book:

- Leaders in your field or connected fields.
- Leaders in local or national organizations
- Members of networking groups
- Bookstore owners and booksellers

9. Capture media attention.

Brainstorm media hooks:

- Local media

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- National media
- Bloggers

10. Earn more money

Brainstorm ways your book can help you earn money.

- Develop a course?
- Create a coaching program?
- Speaking gigs
- Truckload sales

Write Now! Coach Rochelle Melander is an author, a certified professional coach, and a popular speaker. Melander has written twelve books including *Write-A-Thon: Write Your Book in 26 Days (And Live to Tell About It)*. As the Write Now! Coach, she teaches professionals how to write books fast, get published, and connect with readers through social media. Get your free subscription to her *Write Now! Tips* Ezine at <http://www.writenowcoach.com>. Contact her for a complimentary consultation: <https://writenowcoach.com/consultation/>

Part Two: Features of a Marketable Book

Marketable books need certain features to survive in today's competitive market.

+A topic with multiple hooks.

List your book's hooks.

+Stories.

+Short chapters, lots of headers, and clearly written text.

+Interactive features. This might include questions for reflection, a self-test, exercises, recipes, and more.

Write Now! Coach Rochelle Melander is an author, a certified professional coach, and a popular speaker. Melander has written twelve books including *Write-A-Thon: Write Your Book in 26 Days (And Live to Tell About It)*. As the Write Now! Coach, she teaches professionals how to write books fast, get published, and connect with readers through social media. Get your free subscription to her *Write Now! Tips* Ezine at <http://www.writenowcoach.com>. Contact her for a complimentary consultation: <https://writenowcoach.com/consultation/>

Part Three: How to Use a Book to Attract Clients

I've learned that as a solopreneur you need to do more than just throw a book out into the marketplace and wait for readers to find you. You need to figure out how you can use your book to attract clients and boost business.

Start by considering how a book can help you.

- +What might potential clients need to know in order to make the decision to hire you?
- + What questions are you tired of answering. What basic steps do you wish clients had taken before they get to you? How could a book take the place of this part of your business?
- +What key idea, process, information, or tool relates to your brand? Is there a book you could write that would boost your platform?

Ways to use your book. Star tools that will work for you.

- Build your list with a free ebook.
- Use your book as a giveaway for a webinar or teleseminar.
- Use as a bonus gift when you speak.
- Give it to new clients as an introduction to what you do.
- Give it to influential leaders—with an invitation to talk.
- Use your book as a part of your starter kit, designed to replace your lowest level coaching programs.
- Use your book as the core book for a class, workshop, retreat, or coaching program.
- Give it away as a bonus for any offer.
- Fill a conference packet or celebrity gift bags.
- Sell it at a conference, trade show, farmer's market stand, or holiday gift fair.
- Package it with goodies and offer it as a raffle prize.
- Send it to reviewers who post on Websites, IG and TikTok.
- Sell your book at a specialty shop.
- Send it to podcasters to use as grist for your conversations.
- Donate it to free libraries and your own library for people to find!

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