



17 WAYS TO BOOST YOUR BUSINESS WITH A BOOK

*Discover the Power of Publishing a Book to Establish Credibility,
Generate Leads, and Grow Your Business*

L. SHAY BRADHAM

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DEDICATION

To Robert, Cameron, and Ethan.

You are the reason for every good thing I do, and my reason for facing each day, determined to make this a better world.

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INTRODUCTION

As a business owner, you know that standing out in a crowded market is key to achieving success. One of the most powerful ways to do this is by establishing yourself as an authority in your field. And there's no better way to do that than by writing a book.

A book can be a game-changer for your business, helping you build your brand, attract new clients, and generate revenue. But the idea of writing a book can be daunting. You might feel like you don't have the time or the writing skills to do it yourself. That's where I come in.

As a professional writer and book publishing consultant, I can help you turn your expertise and knowledge into a published book. I've worked with many people who thought they could never write a book, and I've helped them achieve their dream of becoming published authors.

But why should you write a book? What can a book really do for your business? In the following pages, I'll share 17 ways that a book can boost your business and help you achieve your goals.

I know you're busy, so this book is designed to be a quick read. I hope the 17 ways listed in this book spark even more ideas for you! It's also in a conversational style (mostly), not too stuffy and formal.

So grab a cup of coffee, tea, or hot chocolate, find a quiet place to sit, and let's get started.

PART 1

TWO SIMPLE WAYS TO BECOME A PUBLISHED AUTHOR

Writing and publishing a book about a topic you know a lot about doesn't have to involve blood, sweat, and tears. It can be a simple (and - dare I say - fun) process!

So who am I? Well, my name is L. Shay Bradham, owner of Bradham Publishing, and I help people become published authors in 99 days (or less!).

I've seen people sink well over five figures into publishing a book, getting railroaded into contracts that suck. (One person confessed she'd paid her publisher \$4,000 to market her book [over and above the \$10K she'd spent on getting the book published]...and the "marketing" consisted of a single email sent out to the publisher's mailing list. Ouch.)

I want to help people avoid that fate.

Embarking on the Exciting Journey to Becoming a Published Author!

Are you ready to dive into the world of publishing and make your dreams of becoming a published author come true? Look no further, as we have two wonderful options to help you set off on this incredible adventure. Let's explore these exciting pathways to authorship!

Option 1: Writing and Publishing Your Own Book

The first option puts you in full control of your authorial destiny. You get to be the captain of your own literary ship, steering your story in any direction you desire.

Benefits of This Path:

1. **Total Creative Freedom:** You have the power to shape your story exactly the way you envision it, without any restrictions.
2. **Expert Status:** Publishing your own book establishes you as an authority in your field, attracting readers eager to learn from you.
3. **Personal Achievement:** Your book becomes a tangible representation of your hard work and passion, bringing immense satisfaction.

Things to Consider:

1. **Time and Commitment:** I make becoming a published author simple, but there is more time involved than becoming a contributing author for a larger book project.
2. **Financial investment:** Having your own book will require a larger financial investment than becoming a contributing author, but it might be the right choice for you. (Let's talk

about it!)

Option 2: Contributing Authorship in an Anthology

The second option involves joining forces with other writers in a collaborative effort, creating a compilation of diverse voices and perspectives.

Perks of This Path:

1. **Strength in Unity:** Contributing to an anthology allows you to work alongside fellow authors, creating a powerful impact together.
2. **Increased Exposure:** Being part of an anthology exposes you to a wider audience, expanding your reach as an author.
3. **Networking Opportunities:** Collaborative projects provide chances to connect with other writers and industry professionals.

Things to Keep in Mind:

1. **Sharing Recognition:** While you get to showcase your writing in an anthology, recognition is divided among the contributors. (But you can use the book to promote yourself just as easily as you can use your own book.)
2. **Project Timeline:** Collaborative efforts have set deadlines, requiring good communication and punctuality.
3. **Embracing Diversity:** Anthologies celebrate a variety of voices, so being open to different styles and ideas is essential.

Let's talk about the right path for you!

The path to becoming a published author offers two distinct routes, each with its own set of rewards and challenges. Whether you choose to sail solo and take full control of your book or join a team of talented writers in an anthology, the destination remains the same - becoming a published author! So, set your

sails, pick your course, and let's talk about how you will embark on this exciting authorial journey.

ALREADY A PUBLISHED AUTHOR?

If you've already written and published a book, I can help you start using your book to boost your business.

Please reach out to me via my site:

www.BradhamPublishing.com/contact.html

PART 2

17 WAYS TO BOOST YOUR BUSINESS WITH A BOOK

Now it's time to explore the ways a book can boost your business. This isn't a complete list, by any means, but it's a great start.

Don't try to do everything on the list at once. Choose one or two to start with, and then add more as you get used to using your book as the magical tool it is.

Physical book or e-book? I find that each has its advantages. Physical books are often seen as more of a "real" book, something you can send out or hand out.

e-books have their place, though. They are perfect for sharing info, and they can be a free way to send out your book (via email).

I like a combination of both. A physical book that's available for purchase gives a dollar value to your material, while I also like to be able to send out a link to my e-book when giving out free copies. (I do send out free copies of physical books, too, but not nearly as many.)

If you (for some reason) only want to have one version, I would recommend the physical book.

#1

Generating Leads with Your Book

As a business owner, you know that generating leads is critical to your success. But how can you do this effectively without coming across as pushy or “sales-y”? The answer lies in leveraging the power of your book.

One of the simplest and most effective ways to generate leads with your book is to use it as a conversation starter. **When someone asks, "What do you do?"** - instead of launching into a long explanation, you can briefly describe the problem you solve and then offer to send them a copy of your book to explain more. This creates a sense of intrigue and interest in what you have to offer, without feeling pushy or annoying.

A lot of business coaches teach some variant of telling people, “I help [your market] with [solving x problem].”

“I help new moms lose their pregnancy weight without going to the gym.”

“I help busy parents cook once a month so that they always have meals on hand and they don’t have to blow money on fast food or pizza.”

“I help business professionals get more clients and referrals with a book they write and publish in 99 days.”

You get the idea.

And it’s a great response! It’s much better than just giving your title.

“I’m a fitness coach.”

“I’m a meal prep coach.”

“I’m a book coach.”

Ick, right? And they still have no idea what you actually *do*.

Here is how to make it better.

“I help new moms lose their pregnancy weight without going to the gym. I even wrote a book about it. Would you like for me to send you a copy?”

“I help busy parents cook once a month so that they always have meals on hand and they don’t have to blow money on fast food or pizza. In fact, I wrote a book about it. Would you like for me to send you a free copy?”

“I help business professionals get more clients and referrals with a book they write and publish in 99 days. I even wrote a book about how to boost your business in 17 ways with a book. Would you like for me to send you a free copy?”

See the difference? Simple and effective.

Another way to generate leads with your book is to use it as a lead magnet on your website. By offering a free digital or physical copy of your book in exchange for a visitor's email address, you can build your email list and start nurturing leads. You can also use your book as a giveaway or prize for contests or

promotions, which can help attract new leads and build buzz around your brand.

Social media is another powerful tool for generating leads with your book. You can share quotes or snippets from your book on your social media profiles, along with a call-to-action to learn more or download a copy. You can also use paid advertising to target specific audiences and promote your book as a solution to their problems.

Finally, you can use speaking engagements and other public appearances to generate leads with your book. By offering a free copy of your book to attendees or using it as a giveaway during your presentation, you can capture the attention of potential leads and start building a relationship with them.

In conclusion, your book can be a powerful tool for generating leads and growing your business. By using it as a conversation starter, lead magnet, social media tool, and giveaway, you can attract new leads and build your brand's authority and credibility. So, start

leveraging the power of your book today and watch your business grow.

#2

Building Your Audience with a Book

Your published book can also help you build your audience and expand your reach. Here are just a few of the ways that a book can help you build your audience and grow your business:

1. **Reaching new readers:** When you write a book, you have the opportunity to reach a whole new audience that may not have been aware of your business before. Your book can introduce you to new readers and help you expand your reach beyond your current customer base.
2. **Establishing yourself as an authority:** Writing a book can help you establish yourself as an authority in your industry, which can help attract new readers and customers to your business. When people see you as an expert in your field, they're more likely to seek out your services and refer others to your business.

3. **Creating a platform:** A book can also help you create a platform for your ideas and your business. Your book can be used to launch a podcast, a blog, or other content that can help you build your audience and expand your reach.
4. **Growing your email list:** When you write a book, you have the opportunity to offer your readers a free bonus, such as a workbook or a checklist, in exchange for their email address. This can help you grow your email list and stay in touch with your readers long after they've finished reading your book.
5. **Generating word-of-mouth marketing:** People who read your book and find value in it are more likely to recommend it to others. This can help generate word-of-mouth marketing for your business and bring in new readers and customers.

Overall, a book can be a powerful tool for building your audience and growing your business. And with my help, you can turn your expertise into a published

book in just 99 days. So what are you waiting for?
Let's get started on building your audience with a
book today! Reach out to me at
www.BradhamPublishing.com/contact.html

#3:

Establishing Your Credibility with a Book

When establishing your credibility in your field, few tools are as effective as a book. Becoming a published author demonstrates your knowledge and expertise in a way that few other media can match. Here are just a few ways a book can help establish your credibility and position you as an authority in your industry:

1. **Showcasing your expertise:** A book allows you to showcase your expertise in a way that few other media can. You demonstrate your knowledge and mastery of your field by delving deep into your subject matter. This can help you stand out from your competitors and position yourself as an expert in your industry.
2. **Building trust with your audience:** When you write a book, you're sharing your knowledge with your audience in a way that's transparent

and open. This can help build trust with your readers and establish a deeper connection with them. When your readers trust you, they're more likely to seek your services and refer others to your business.

3. **Demonstrating your commitment:** Most people believe that writing and publishing a book requires a significant investment of time and effort. (I do make it simple and easy for you, though.) This demonstrates your commitment to your field and to providing value to your audience. When your readers see the effort you've put into your book, they're more likely to respect and trust you.
4. **Attracting media attention:** A book can also help you attract media attention and get noticed by journalists and influencers in your industry. This can lead to interviews, profiles, and other opportunities that can help you grow your business and establish your credibility even further.

5. Building your brand: When you write a book, you're building your personal brand and establishing yourself as a thought leader in your field. This can help you differentiate yourself from your competitors and position yourself as an authority in your industry.

Overall, writing a book is one of the most effective ways to establish credibility and position yourself as an expert in your field. And with my help, you can turn your expertise into a published book in just 99 days.

#4

Building Your Authority with a Book

Authority vs Credibility:

What's the Difference and Why It Matters

When it comes to establishing yourself as a leader in your industry, two terms that often come up are authority and credibility. While they may seem interchangeable, they are actually distinct concepts, and understanding the difference between the two can help you achieve your goals more effectively.

Credibility is based on expertise and knowledge. It is the perception that others have of your skills, experience, and qualifications. It is often built over time through a combination of education, experience, and positive feedback from clients, customers, or colleagues. When people view you as credible, they believe that you have the knowledge and ability to

deliver on your promises.

Authority, on the other hand, is the perception of power and influence that you hold in your industry. It is about being recognized as a leader, influencer, or expert in your field. It is often built by creating a solid personal brand, publishing content, speaking at events, and establishing yourself as a thought leader. When people view you as an authority, they see you as someone who has the power to influence others and make a difference in your field.

While both credibility and authority are important, they serve different purposes. Credibility is essential for building trust and establishing yourself as an expert in your field. People are more likely to work with or refer business to someone they view as credible. On the other hand, authority can help you stand out from the competition and attract a larger audience. By establishing yourself as an authority, you can gain more exposure, increase your influence, and have a greater impact on your industry.

So, how can you use a book to establish both

credibility and authority? By writing a book, you can showcase your expertise, knowledge, and experience. This can help you establish credibility and build trust with potential clients, customers, or partners. Furthermore, by using your book as a tool to generate leads, you can leverage your authority and influence to reach a wider audience and build your personal brand.

When someone asks you what you do, you can confidently tell them about the problem you solve and offer to send them a copy of your book. This not only demonstrates your credibility and expertise but also establishes you as an authority in your field. By sending them a copy of your book, you are providing value and demonstrating your commitment to helping others.

Building Authority

Writing a book can help you establish and build your authority in your industry or field. Here are some ways that a book can help you build your authority:

1. **Demonstrating expertise:** Writing a book is a tangible way to demonstrate your expertise in your area of specialization. Your book can showcase your knowledge, experience, and insights on a particular topic, which can help you establish yourself as an authority in your field.
2. **Attracting media attention:** A book can help you attract media attention and opportunities, such as interviews, speaking engagements, and feature articles. Media outlets are often interested in experts who have published books on relevant topics, and being featured in the media can help you further establish your authority and increase your visibility.
3. **Building a platform:** A book can help you build a platform for your ideas, message, and brand. With a book, you have a tangible asset that you can use to reach a wider audience and build a community around your expertise and authority.

4. **Creating opportunities for partnerships and collaborations:** Writing a book can also create opportunities for partnerships and collaborations with other experts, influencers, and businesses in your industry or niche. These partnerships can further enhance your authority and credibility and help you reach new audiences.
5. **Inspiring trust and confidence:** By demonstrating your expertise and authority in your book, you can inspire trust and confidence in your audience. This can lead to increased business opportunities, such as consulting, coaching, and speaking engagements, and help you build a loyal following of fans and supporters.

Writing a book can be a powerful way to build your authority in your industry or field. By demonstrating expertise, attracting media attention, building a platform, creating opportunities for partnerships and collaborations, and inspiring trust and confidence, a book can help you establish and grow your authority

and influence over time

#5

Creating New Revenue Streams with a Book

Your book can not only boost your business's reputation and visibility but can also serve as a source of new revenue streams. Here are some ways a book can help you create new revenue streams for your business:

1. **Selling the book:** One of the most obvious ways to generate revenue from your book is by selling it. You can sell physical copies or offer it as an e-book on your website or other online platforms. This can generate a stream of passive income for your business.
2. **Creating companion products:** A book can serve as a launchpad for creating additional products that complement the book's content. For example, if you've written a book on nutrition, you could create a line of health supplements or offer personalized nutritional

consultations.

3. **Speaking engagements:** Writing a book can also lead to speaking engagements and other paid opportunities. As an author, you'll be seen as an expert in your field, making you a valuable speaker for conferences, workshops, and other events.
4. **Course creation:** A book can serve as the foundation for an online course, allowing you to share your expertise and knowledge in a more interactive and engaging way. This can generate significant revenue through course sales and subscriptions.
5. **Podcast material:** Your book can provide a great starting point for a podcast, using chapters or smaller sections as a topic for an episode.

By leveraging the content and authority of your book, you can create a variety of new revenue streams for your business. From selling the book itself to creating companion products and courses, there are many

ways to monetize your book and turn it into a valuable asset for your business.

#6

Building Partnerships and Collaborations with a Book

Your book can be a powerful tool for building partnerships and collaborations with other businesses and individuals. Here are some ways that a book can help you forge new connections and collaborations:

1. **Joint ventures:** If you've written a book that's related to another business or industry, you can use it as a launching pad for joint ventures. For example, if you've written a book on health and wellness, you could partner with a gym or fitness studio to offer joint promotions or programs.
2. **Affiliate partnerships:** Your book can also be used to create affiliate partnerships with other businesses. You can offer a commission to other businesses for promoting your book to their audience, helping you to reach new readers and generate additional revenue.

3. **Expert endorsements:** As an author, you'll be seen as an expert in your field, which can lead to endorsements from other experts and influencers. These endorsements can help you build credibility and reach new audiences.
4. **Co-authoring opportunities:** A book can also be an opportunity to collaborate with other authors or experts in your field. Co-authoring a book can help you reach new audiences and create new opportunities for collaboration.
5. **Networking opportunities:** Finally, a book can be a powerful tool for networking and building connections with other businesses and individuals. You can use your book as a conversation starter at events or conferences, or offer copies to potential partners or collaborators.

By leveraging your book's content and authority, you can create a variety of new partnership and collaboration opportunities for your business. Whether it's through joint ventures, affiliate

partnerships, or networking, a book can be a valuable tool for building relationships and expanding your business's reach. (Ready to start? Reach out to me today!)

#7

Getting Speaking Opportunities with a Book

Writing a book can open up a world of opportunities for networking and speaking engagements. Here are some ways that a book can help you expand your professional network and land speaking opportunities:

1. **Book signings and speaking engagements:** One of the most obvious ways to network and speak about your book is through book signings and speaking engagements. These events can help you connect with your audience and build your professional network.
2. **Conferences and events:** You can also leverage your book to secure speaking opportunities at conferences and events related

to your industry or topic. Being an author can help you stand out and increase your chances of being selected as a speaker.

3. **Podcast and interview opportunities:** With a book to your name, you become a more attractive guest for podcasts and interviews. You can use your book as a way to offer valuable insights and information to audiences, while also promoting your business.
4. **Online networking:** A book can also help you expand your professional network online. You can use social media platforms like LinkedIn to connect with other professionals and promote your book.
5. **Collaborations with other authors and experts:** By collaborating with other authors and experts in your field, you can leverage their networks and gain access to new speaking opportunities.

Networking and speaking engagements can be valuable ways to promote your book and your

business. By leveraging your book's content and authority, you can open up new opportunities for connecting with potential customers, partners, and collaborators.

#8

Increasing Your Value Proposition with a Book

A book can also increase your value proposition as a business owner or professional. Here are some ways that writing a book can help you stand out from your competition:

1. **Authority and expertise:** Writing a book demonstrates your authority and expertise in your industry or field. It shows that you have in-depth knowledge and experience, which can help you stand out from your competitors.
2. **Unique perspective:** Your book may offer a unique perspective or approach that sets you apart from others in your field. This can make you a more attractive option for potential clients or partners.
3. **Brand recognition:** A book can help you build brand recognition and awareness. By establishing yourself as an expert in your field

through your book, you can create a stronger brand identity and increase your value proposition.

4. **Competitive advantage:** Having a book can give you a competitive advantage over others in your field who have not written a book. It can help you stand out in a crowded market and attract more opportunities for growth and success.

5. **Increased revenue:** A book can also help you increase your revenue. By promoting your book and leveraging it to attract more clients or customers, you can grow your business and generate more income.

Writing a book can significantly increase your value proposition as a business owner or business professional. By establishing your authority and expertise, offering a unique perspective, building brand recognition, gaining a competitive advantage, and increasing revenue, a book can help you stand out and achieve greater success.

#9

Boosting Your Personal Brand with a Book

Writing a book is a powerful tool for building your personal brand. Here are some ways that a book can help you boost your brand:

1. **Increased visibility:** Writing a book can help you become more visible to your target audience. With a book, you have a platform to share your message, ideas, and expertise with a wider audience, which can increase your visibility and help you build a stronger personal brand.
2. **Thought leadership:** Writing a book can establish you as a thought leader in your industry or field. By sharing your insights, strategies, and experiences in your book, you can demonstrate your expertise and inspire

others to see you as a leader and influencer in your field.

3. **Credibility:** A book can also increase your credibility and enhance your reputation. As a published author, you have a level of authority and expertise that can help you build trust and credibility with your audience.
4. **Brand alignment:** Your book can align with your personal brand and reinforce your values, mission, and goals. This can help you attract the right audience and build a more authentic and meaningful connection with your followers.
5. **Differentiation:** A book can help you differentiate yourself from others in your field. By offering a unique perspective, approach, or solution in your book, you can set yourself apart from the competition and make a more memorable and lasting impression on your audience.

Writing and publishing a book can be a powerful way to boost your personal brand. By increasing your

visibility, establishing thought leadership, enhancing credibility, reinforcing brand alignment, and differentiating yourself, a book can help you build a stronger, more authentic, and more successful personal brand.

And don't forget - you can either write your own book or become a contributing author for an upcoming book project. Both options have tremendous benefits.

#10

Getting Business Referrals with Your Book

As a business owner or entrepreneur, getting referrals is critical to growing your business. Referrals are an excellent way to get new clients because they come from people who know, like, and trust you. The question is, how do you get more referrals? One answer is by using your book.

Your book can be an excellent tool to generate referrals. Here are some ways to use your book to get more referrals:

1. **Offer a referral bonus:** Encourage your readers to refer new clients to you by offering them a bonus. For example, you can offer a free consultation, a discount on your services, or a gift card.
2. **Create a referral program:** Develop a

referral program that rewards people who refer clients to you. This program can be based on the number of referrals or the value of the business they bring to you.

3. **Include a call to action:** Include a call to action in your book that encourages readers to refer their friends and colleagues to you. For example, you can say, "If you found this book helpful, please refer it or lend your copy to someone you know who could benefit from it."
4. **Utilize social media:** Use your social media platforms to promote your book and encourage your followers to refer their friends and colleagues to you.
5. **Leverage your network:** Reach out to your existing network, including friends, family, and business contacts, and ask them to refer clients to you.
6. **Partner with other businesses:** Partner with other businesses in your industry to offer joint services or cross-promote each other's

businesses.

7. **Attend networking events:** Attend networking events and speak about your book and the services you offer. This is a great opportunity to generate new referrals.
8. **Follow up with your readers:** After someone reads your book, follow up with them and ask if they know anyone who could benefit from your services.
9. **Create a book launch event:** Host a book launch event and invite your friends, family, and business contacts. This is an excellent opportunity to generate referrals and new business.
10. **Write a thank-you note:** When someone refers a client to you, write a thank-you note or send a small gift (like your book, hello!) to show your appreciation.

Using your book to generate referrals is an excellent way to grow your business. By implementing these

strategies, you can increase your visibility and reach new clients, while building a loyal customer base.

#11

How to Avoid “Sticker Shock” with Your Book

“Sticker shock” is a term used to describe the feeling of surprise or shock someone experiences when they discover the (seemingly) high price of a product or service they are interested in purchasing. This can happen when a person assumes a certain price range for a product or service and then discovers that it is significantly higher than what they expected.

Sticker shock can be especially common in industries where prices are not always clearly advertised, or when there is a wide range of prices for similar products or services. It can also occur when there are fees or additional costs that were not initially disclosed.

Sticker shock can be a significant barrier to making a purchase, as the surprise of a higher price can cause a

person to rethink their decision and look for alternative options.

When you're running a business, one of the biggest challenges is getting potential clients to understand the value of your products or services. Oftentimes, they may be hesitant to commit to a large investment without fully understanding what they will be getting in return.

However, when you have a published book, it can work as a powerful tool to avoid sticker shock for potential clients. Why? Because a book is a tangible, physical representation of your expertise and knowledge. It shows that you are an authority in your industry and have taken the time to share your insights with others.

When potential clients see that you have a published book, it immediately elevates your credibility and positions you as an expert in your field. They are more likely to view you as a trusted advisor who can provide them with valuable insights and solutions to their problems.

Furthermore, a book can help potential clients understand the full scope of your services and the value they provide. For example, if you offer consulting services, your book can outline your approach, share case studies, and provide real-world examples of how you've helped other clients achieve success. By giving potential clients a glimpse into your expertise and the value you provide, you can help them overcome their hesitation and make an informed decision about investing in your services.

You also have the opportunity to explain what the ROI (Return on Investment) is for your product or service. If someone reaches out to you after reading your book, it can be a good indicator that they won't be shocked about what you charge.

In my case, most people who want to publish a book have explored pricing online before coming to me. Many of them have spoken with other publishers and book coaches before coming to me.

If they have explored pricing online, my pricing is often a pleasant surprise.

If someone comes to me with a finished manuscript, ready for publication (meaning it has already been *professionally* edited, not just looked over by a cousin who got good grades in high school), I would quote a price that is significantly less than if someone needs recorded interviews or ghostwriting services.

If you are writing a book that serves a particular industry, you can incorporate numbers for ROI in your book, showing that what you offer makes perfect financial sense. (Although you don't want to get too specific - if someone buys your book years from now, the pricing won't be accurate.)

In my case, the ROI of a book makes financial sense if you take the lifetime value of a new customer or client and compare it to the cost of writing and publishing your book (which will keep working for you year after year). If someone becomes a contributing author to a book project, the ROI is even better.

Having a published book can be a powerful tool for avoiding sticker shock with potential clients. It elevates your credibility, positions you as an expert in

your field, and provides a tangible representation of your knowledge and expertise. If you're looking to boost your business and establish yourself as a thought leader in your industry, writing and publishing a book (or becoming a contributing author) is an excellent place to start.

#12

Expanding Your Reach with a Book

One of the most exciting benefits of writing a book is the potential to expand your reach beyond your current audience. With the right strategies, your book can reach new markets and audiences, providing a powerful platform for growth and influence. Here are some ways writing a book can help you expand your reach:

1. **Targeted marketing:** Writing a book allows you to target new markets and audiences that may not have been reached through your existing marketing efforts. By identifying key demographics and interests, you can tailor your marketing efforts to reach these new audiences and generate interest in your book and brand.
2. **Social media promotion:** Social media platforms provide an excellent opportunity to

promote your book and reach new audiences. By leveraging targeted advertising and strategic social media campaigns, you can increase your book's visibility and attract new followers and customers.

3. **Podcasts and interviews:** Podcasts and interviews are powerful tools for reaching new audiences and establishing credibility in your industry. By leveraging your book's content and message, you can secure interviews with industry leaders and podcast hosts and reach their followers and fans.
4. **Book signings and speaking engagements:** Book signings and speaking engagements are excellent opportunities to connect with new audiences and build relationships with fans and followers. By attending events and promoting your book, you can reach new markets and generate interest in your brand.
5. **Translation and foreign rights:** Finally,

translating your book into other languages and securing foreign rights can expand your reach to international markets. By tapping into new cultures and markets, you can increase your book's reach and attract new readers and fans.

Your published book can provide a powerful platform for expanding your reach and influence. By targeting new markets, leveraging social media and podcasts, attending events, and translating your book into new languages, you can reach new audiences and establish your brand as a credible authority in your industry or field.

#13

The Power of a Book as a Follow-Up Tool

In today's fast-paced business world, making a lasting impression is crucial to building solid relationships with clients and potential partners. One of the most effective ways to do this is by following up with a personalized and memorable touchpoint after a meeting. And what could be more personal and memorable than a book you authored?

When you attend a meeting or a networking event, you are likely meeting people for the first time. While you can make a good first impression by presenting yourself well, you may not have enough time to communicate the full scope of your expertise and knowledge. A book you authored can help you fill in the gaps and provide a more comprehensive picture of who you are and what you can offer.

After the meeting, send a follow-up email to the people you met and offer to send them a copy of your book. This approach is not only an excellent way to continue the conversation but also an opportunity to demonstrate your authority on the topic at hand. By offering your book, you are showing that you have put significant time and effort into exploring the subject matter and that you are passionate about sharing your expertise.

Additionally, a book serves as a tangible and long-lasting reminder of your meeting. When someone receives a book, they are likely to keep it on their desk or bookshelf for a long time. Every time they see the book, they will be reminded of your meeting and the conversation you had. This helps to keep your brand top of mind and sets the stage for future interactions.

Using a book you authored as a follow-up tool is a powerful way to build lasting relationships with clients and potential partners. It demonstrates your authority on the topic, provides a comprehensive picture of who you are and what you can offer, and

serves as a long-lasting reminder of your meeting. So, the next time you attend a meeting or networking event, be sure to have copies of your book on hand to offer as a follow-up tool.

#14

Fostering Customer Loyalty with a Book

Building customer loyalty is crucial for any business to succeed. One way to do this is by writing a book that provides value to your customers and helps them achieve their goals. Here are some ways that writing a book can foster customer loyalty:

1. **Providing solutions:** Writing a book that addresses your customers' pain points and provides solutions to their problems can help foster loyalty. By demonstrating your understanding of their needs and offering actionable solutions, you can show your customers that you care about their success.
2. **Building trust:** Writing a book that provides valuable information and advice can help build trust with your customers. By demonstrating your expertise and knowledge in your industry

or field, you can establish yourself as a trusted authority that customers can rely on.

3. **Personalization:** Writing a book that speaks directly to your customers can help foster loyalty. By tailoring your message to their specific needs and interests, you can show that you understand them and care about their success.
4. **Rewards and incentives:** Writing a book can also be a way to offer rewards and incentives to your customers. For example, you could offer a free copy of your book to customers who make a certain purchase or reach a certain milestone. This can help foster loyalty and incentivize customers to continue doing business with you.
5. **Community building:** Writing a book can also be a way to build a community around your brand. By offering resources and advice to your customers, you can create a community of like-minded individuals who share a common goal. This community can help foster loyalty

and encourage customers to remain engaged with your brand.

In conclusion, writing a book can be a powerful tool for fostering customer loyalty. By providing solutions to your customers' problems, building trust, personalizing your message, offering rewards and incentives, and building a community around your brand, you can use your book to build lasting relationships with your customers and encourage them to remain loyal to your brand.

#15

Providing a Legacy with a Book

Writing a book can be a way to leave a lasting legacy and make a difference in the world. By sharing your knowledge and experience, you can inspire and empower others to achieve their goals and create positive change. Here are some ways that writing a book can provide a legacy:

1. **Sharing your story:** Writing a book can be a way to share your personal story and experiences with the world. By sharing your struggles, triumphs, and lessons learned, you can inspire others and show that anything is possible with hard work and determination.
2. **Leaving a mark:** Writing a book can be a way to leave a mark on the world and make a lasting impact. By sharing your unique perspective and insights, you can contribute to the ongoing

conversation and make a difference in your field or industry.

3. **Passing on knowledge:** Writing a book can also be a way to pass on your knowledge and expertise to future generations. By sharing your insights and advice, you can help others avoid common mistakes and achieve success more quickly and easily.
4. **Creating a legacy of giving back:** Writing a book can also be a way to create a legacy of giving back. By donating a portion of the proceeds to a charity or cause that you care about, you can make a positive impact on the world and inspire others to do the same.
5. **Inspiring others:** Writing a book can be a way to inspire others to follow their dreams and make a difference in the world. By sharing your story and insights, you can motivate and empower others to take action and pursue their own goals and passions.

Becoming a published author can provide a legacy

that lasts beyond your lifetime. By sharing your story, leaving a mark on the world, passing on knowledge, creating a legacy of giving back, and inspiring others, you can make a difference in the world and leave a lasting impact.

#16

Reactivation Campaign with a Book

If you have a business with a large customer base, you may have noticed that some of your customers become inactive over time. Perhaps they haven't made a purchase in a while, or they've stopped engaging with your brand. Reactivating these customers can be a challenge, but it's important to try, as it's much easier and cheaper to retain existing customers than to acquire new ones. One way to do this is with a reactivation campaign, and a book can be a powerful tool in this effort. Here are some ways a book can be used in a reactivation campaign:

1. **Provide value:** By sending inactive customers a free copy of your book, you're providing value and reminding them of the benefits of your brand. This can rekindle their interest and motivate them to engage with your business again.

2. **Reinforce your brand:** A book can be a powerful way to reinforce your brand and remind customers why they chose you in the first place. It can also help to differentiate you from competitors and increase the perceived value of your brand.
3. **Personalization:** A book can be a highly personalized gift, as it shows that you know your customers and are willing to invest in them. This can help to build a stronger connection and increase loyalty.
4. **Spark conversations:** A book can be a great conversation starter, and can spark discussions about your brand and what you stand for. This can lead to increased engagement and a renewed interest in your business.
5. **Offer exclusivity:** By offering a limited edition or signed copy of your book, you can make inactive customers feel special and valued. This can help to incentivize them to re-engage with your business and make a

purchase.

A reactivation campaign with a book can be an effective way to re-engage inactive customers and boost your business. By providing value, reinforcing your brand, personalizing the gift, sparking conversations, and offering exclusivity, you can make a strong impact and win back customers who may have otherwise been lost.

#17

Attracting Media Attention with a Book

Writing a book for your business can also help you attract media attention, which can be a valuable way to increase your visibility and reach a wider audience. Here are some ways that a book can help you attract media attention:

1. **Creating a newsworthy angle:** A book can provide a unique and newsworthy angle that can attract media attention. For example, if you've written a book on a topic that's currently trending in the news, you can use that angle to pitch your book to journalists and media outlets.
2. **Establishing yourself as an expert:** Writing a book establishes you as an expert in your field, which can make you a valuable source for journalists and media outlets. By

positioning yourself as an expert, you increase your chances of being quoted or interviewed by media outlets.

3. **Providing a platform for interviews:** A book provides a platform for interviews and can give you something to talk about during interviews. This can help you build relationships with journalists and media outlets, which can lead to more media opportunities in the future.
4. **Leveraging book reviews:** Positive book reviews can help attract media attention, as well as increase your credibility and authority in your field. By leveraging book reviews, you can position yourself as a trusted and reputable source for media outlets.
5. **Offering exclusive content:** A book can offer exclusive content that media outlets can't find elsewhere. This can make your book more attractive to journalists and media outlets, who are always looking for unique and interesting

content to share with their audiences.

Overall, a book can be a valuable tool for attracting media attention and increasing your visibility. By positioning yourself as an expert in your field, providing valuable content, and leveraging positive book reviews, you can increase your chances of being featured in media outlets and reaching a wider audience.

In case you aren't convinced, here are a few more reasons to become a published author.

Bonus #1: Boosting Your Confidence

Writing and publishing a book is no small feat. It requires hard work, dedication, and a willingness to put yourself out there. But once you've accomplished this goal, it can have a tremendous impact on your confidence.

When you become an author, you gain a newfound sense of pride in your accomplishments. You've created something tangible that can have a positive impact on others. This can give you a boost of confidence that spills over into other areas of your life, including your business.

Here are some ways publishing a book can boost your confidence:

1. It proves to yourself that you have what it takes to achieve a challenging goal. This can make you

feel more capable and confident in your abilities.

2. When people read your book and give you positive feedback, it can be a huge confidence boost. Knowing that your work has touched someone's life in a meaningful way can be incredibly empowering.
3. Speaking about your book in public can be nerve-wracking, but it can also be a great confidence builder. When you see that people are interested in what you have to say, it can give you a sense of pride and accomplishment.
4. Holding a physical copy of your book in your hands is a powerful reminder of what you've achieved. It can be a source of inspiration and motivation when you need it most.
5. Publishing a book can give you a sense of authority in your field. When people view you as an expert, it can be a major confidence boost.

In conclusion, publishing a book can be a powerful

tool for boosting your confidence. It proves to yourself and others that you have what it takes to achieve a challenging goal, and it can give you a sense of pride and accomplishment that spills over into other areas of your life.

Bonus #2: Inspiring New Ideas and Innovation with a Book

Writing a book can be a transformative experience that inspires new ideas and innovation. By sharing your knowledge and expertise with others, you may discover new insights and ways of thinking that lead to breakthroughs and innovation in your business or industry. Here are some ways that writing a book can inspire new ideas and innovation:

1. **Clarifying your thoughts:** Writing a book requires you to organize your thoughts and ideas into a clear and concise message. This process can help you refine your thinking and

gain new insights into your subject matter, leading to new ideas and innovations.

2. **Research and analysis:** In order to write a book, you must conduct research and analyze data to support your arguments and ideas. This research process can lead to new discoveries and insights that can inspire innovation and new ways of thinking.
3. **Collaboration and feedback:** Writing a book can also involve collaboration with others, such as co-authors, editors, and beta readers. This collaboration can lead to new ideas and innovations as you bounce ideas off of others and receive feedback and suggestions.
4. **Sharing your expertise:** Writing a book allows you to share your expertise and knowledge with others, which can inspire innovation and new ideas in your readers. By providing insights and strategies that others may not have considered, you can spark new thinking and inspire others to innovate.

- 5. Continuing education:** Finally, writing a book can be a form of continuing education for yourself. The research and analysis required to write a book can help you stay up-to-date on the latest trends and developments in your industry or field, which can inspire new ideas and innovations.

Your published book can be a powerful tool for inspiring new ideas and innovation. By clarifying your thoughts, conducting research and analysis, collaborating with others, sharing your expertise, and continuing your education, you can use your book as a catalyst for innovation and growth in your business or industry.

Bonus #3: Pre-Screening Potential Clients and Customers with Your Book

One of the great benefits of writing a book is that it allows you to pre-screen potential clients and

customers. By giving your book to prospects before you meet with them, you can quickly and easily establish whether or not they are a good fit for your business.

When someone expresses interest in your business, you can send them a copy of your book or provide a link to download it. This way, they can get to know you and your expertise before you ever even meet. Not only does this save you time, but it also ensures that the people you meet with are more likely to be a good fit for your business.

Your book can also act as a filter to weed out those who are not a good match. If someone is not interested in reading your book or does not see the value in it, then they are probably not going to be a good fit for your business. This saves you time and resources, allowing you to focus on working with the right clients and customers.

When you do meet with potential clients or customers, having your book as a pre-screening tool can also serve as a conversation starter. You can ask

them what they thought about the book and use it as a way to gauge their interest and level of understanding of your business.

Additionally, having a book to offer as a pre-screening tool can help you stand out from the competition. It shows that you are an expert in your field and that you take the time to educate potential clients and customers. This can give you an edge when it comes to winning business and building relationships with clients and customers.

In summary, using your book as a pre-screening tool can help you save time and resources by weeding out those who are not a good fit for your business. It can also serve as a conversation starter and help you stand out from the competition. Consider offering your book to potential clients and customers as a way to establish credibility, showcase your expertise, and find the right clients for your business.

PART 3

YOUR NEXT STEP

By now, you should have a good understanding of the many ways a book can benefit your business. From establishing authority and credibility to generating leads and fostering customer loyalty, the advantages are undeniable. And the best part is, with my help, you can become a published author in just 99 days.

While it's certainly possible to write and publish a book on your own, the process can be overwhelming and time-consuming. As an experienced book coach, I can guide you through every step of the process, from brainstorming ideas to marketing your finished book. With my support and expertise, you can save time and avoid costly mistakes.

Becoming a published author is an excellent way to elevate your brand and stand out from the competition. A book provides a tangible representation of your expertise and can serve as a

powerful marketing tool. When someone asks you what you do, you can confidently tell them about the problem you solve and offer to send them a copy of your book to explain in detail.

But where do you start? If you're ready to take the leap and become a published author, your next step should be to reach out to me for a free consultation. During our call, we can discuss your book project, answer any questions you may have, and determine the best path forward.

Don't let fear or uncertainty hold you back from achieving your goals. With my help, you can write and publish a book that showcases your expertise and elevates your business. Let's take the first step together and turn your book dream into a reality.

Visit **www.BradhamPublishing.com/business.html** to request your free consultation today. I'd love to discuss your future book project!

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Visit www.BradhamPublishing.com/17Ways.html to request a free consultation to explore how we can get your book working for you to boost your business!

I look forward to hearing from you soon and helping you with your journey!

ABOUT THE AUTHOR

L. Shay Bradham is an experienced book coach who has helped many people become published authors, helping them fulfill their dreams. She is passionate about helping business owners elevate their brands and stand out from the competition.

Her mission is to help others share their story with the world.

To learn more, please visit her site:

www.BradhamPublishing.com



BRADHAM PUBLISHING

The Pen Is Mightier than the Sword

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Are you a business professional looking to take your brand to the next level?

Do you want to establish your credibility, build your audience, stand out from the crowd, and foster customer loyalty? Look no further than [17 Ways to Boost Your Business with a Book](#).

In this guide, author and publishing expert L. Shay Bradham lays out the many benefits of writing and publishing a book for your business. From attracting media attention to creating new revenue streams, each chapter explores a different way that a book can elevate your brand and help you stand out in a crowded marketplace.

And the best part? With Shay's help, you can write and publish your book in just 99 days! Don't let fear hold you back from achieving your goals - let Shay guide you through the process and help you achieve the success you've been dreaming of.

[17 Ways to Boost Your Business with a Book](#) is a must-read for any entrepreneur or business professional looking to make a lasting impact in their industry.



L. Shay Bradham is the owner of Bradham Publishing. Her mission is to help people share their story with the world.

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