

# **BUSINESS BOOK CAMP**

How to Write Your Way  
to Your Client's  
“Bestseller” List

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**ISBN: 978-0-9863638-1-8**

Published by 102<sup>nd</sup> Place, LLC

First Printing 2015

Printed in the United States by minibuk.com

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## **THE GREAT DISTINGUISHER**

Are you looking for something that can set you apart from the competition; something that goes beyond great customer service and branding? Are you getting as much business as you'd like in your particular niche? Would you like to know how to do both? The answer is simple. Make a book your business card!

If you're in a profession where knowledge, wisdom and experience are your "product," then a book is the ideal vehicle for distinguishing yourself in the marketplace. As a published author you gain instant credibility. Prospects see you as a leader in

your field. And who doesn't want to do business with the best?

But before we move on to why a book is so valuable let's take a quick look at why the approaches we've tried in the past aren't working as effectively now.

### **Customer Service**

About 20 years ago, exceptional customer service was the key to differentiating yourself from your competition. Suddenly everyone had World Class, Exceptional, Superior, service. Customers became guests, fans, members and clients. Early adopters who implemented a reliable service culture were able to make a difference and gain market share.

But as more and more businesses touted their service and then failed to deliver, the

public became disenchanted with the service promise.

## **Branding**

Five years later the Marketing elite started telling us that branding was the way to go to distinguish ourselves.

Branding is defined as the name, term, design, symbol or feature that identifies one seller's product distinct from those of other sellers. Branding also embodies the "personality" of the product, service or company. For example, when people hear Mercedes-Benz they think luxury; Apple they think innovation; Southwest Airlines – low cost.

So most of us have taken the time to identify our values, make sure our logo, our website and all our marketing material has the same look and feel – our particular brand. But

let's face it – to really get your bang for the buck out of branding you have to spend a lot of money on marketing. That's not easy for the small business owner.

### **Social Media**

Enter the age of social media. Although it began in 2003 with the creation of Myspace, it's only been since 2009 that using social media as a marketing tool has really taken off.

Today, if you don't have a website, if people can't find you in one of the social platforms, then you might as well be invisible.

But it's getting harder and harder to compete in these arenas. Google constantly changes its algorithm for search ranking. Facebook changes its ad structure almost weekly.

Surveys show that the average business owner spends 5.5 hours per week on social media. And what exactly do they have to show for it? Interesting fact from Adweek – 46% of 300 marketing agency head honchos described LinkedIn as the most important social media vehicle for generating new business leads, well above blogging at 24% and Facebook and Twitter both at 15%.

### **Relationship**

What it boils down to is what we've known all along – it's all about the relationship. People do business with people they know, like and trust.

And relationships are generally built face to face, one person at a time. That brings us to the book – Your Ultimate Business Card.



**Your  
ULTIMATE  
Business  
Card**

## **THE ULTIMATE BUSINESS CARD**

Why do I call your book the ultimate business card? Well let's take a look at a typical sales example.

You're in a meeting with someone you think is a strong prospect. You feel the meeting is going well, but the prospect is not ready to close. They want to think about it. You end the meeting, hand the prospect your business card and promise to call in a few days.

Once you walk out of the room the momentum ends. The prospect goes back to their day-to-day problems and they may not give another thought to what you've said until you call again. Your business card gets

thrown in a drawer with hundreds of other cards. Out of sight; out of mind.

What if instead of a business card, you left a book – written by you? A book is big and bulky. A book sits on the top of the desk, not in the dark recesses of a drawer. Your book provides that top of mind branding for days, months, and even years.

The biggest difference between you and the best performers in your industry may be the way they present themselves. Everything they do is designed to make them appear bigger than they are. They never do anything in a small-minded or minor way.

In giving a traditional business card you are saying: “I’m just like everybody else.” “I don’t provide a product or service that’s special or unique.” “I’m not any different than my competition.”

When you leave a book instead of a business card, you're able to continue the conversation even after you've left the room. Your book contains value – something the prospect needs. It's key information that it may have taken you years to learn. It's information from your unique perspective that continues and enhances your relationship as the prospect reads. The only thing people get from a business card is contact information. There is no value add and it's totally ineffective for promoting your business.

A book will give you expert status in your field and increase your credibility. It doesn't matter that self-publishing in the digital age is easier than ever to do. 83% of the American public has said they have a story to tell and would love to write a book, yet

less than 25% of them ever will. People are still in awe of those who do.

Your book creates instant authority and respectability and raises your perceived value in the mind of your client. As a result, you can charge more for your services.

A book can also be an excellent way to get your foot in the door with a prospective client. How many of you have experienced this – the person is never in when you call, your emails get no response, nor do your mailed proposals or special offers? Chances are your prospect has a very effective gatekeeper.

Now think about Fedexing a book to your prospect with your letter of introduction, special offer or proposal. A book has the same instant expert/credibility effect on the gatekeepers as it does on everyone else. It's

different than the rest of the correspondence that comes their way. It's not lame – books don't get thrown away. The chances of the intended prospect actually seeing your information go up substantially.

If you're an introvert by nature, a book can be a great conversation starter. When you're networking and someone asks what you do, instead of launching into a 30-second commercial you can hand them your book and say, "Well, I just published this book on . . . ."

And finally, your book can be used to take your sales to a new level. List it on Amazon. This allows people all over the world to discover you and validates your authorship. It can be particularly effective for coaches and professional speakers whose business isn't dependent on a particular location.

But even if you don't sell your book – you can still use it to generate additional income. In the text include some sort of discount for visiting your website. Perhaps you include a link for them to sign up for a newsletter or a membership site. Give links to webinars or teleseminars they could participate in.

If you happen to have affiliate relationships, you can list those links in the body of your text where appropriate. For example, I wrote a book on golf exercise. I have an affiliate relationship with a few companies who sell golf-specific exercise equipment. In my book I mention a few of the pieces that I have used and include my affiliate link to the other company's website. If they buy using my link, I earn a commission.

## WHAT TO WRITE

Ah, here's the crucial question. It's important to write the right book. It must be a book that is consistent with your business. If you own a bakery, you shouldn't be writing about car repair. At the same time, your book is NOT another sales brochure. It has to provide immediately implementable information.

Many times business owners are tempted to write about their story – who they are, and how they got where they are today. Some of that is okay; particularly if it lets the reader know why they should listen to you. But primarily people want your book to be about “what's in it for them.”

We've been overloaded in recent years with tons of information. No one wants just information any more – they know how to search the internet for that. What they want now is recommendations. You need to make sure you are giving them a solution to a problem or guiding them through a personal transformation by the reading of your book.

So where do you look to see what kinds of problems your potential clients need help to solve?

The first place to look is your own blog if you have one. Are your clients posting comments? What are they asking about? Are you getting questions or comments on your Facebook page or in your Twitter feeds?

Sign up for [Quara.com](http://Quara.com) if you haven't already. Quara is a website where people go to have their questions answered. Type in a

few keywords from your business and see what people are asking.

Another online method of finding out your client's concerns is discussion forums. Simply type your keyword plus the word "forum" into Google search. You'll get a list of forums discussing your topic. Visit them. What are people discussing most often? Are the responses relevant? What could you add in your book that would provide useable recommendations?

My favorite way to determine what you should write about actually comes from your own experience. I call it "The 10 Questions" and it's what I use whenever I help someone decide on the subject matter for their book.

First write down the 10 questions that customers always ask you and the answers

to those questions. This will give you a base or an introduction for your book.

Then think about the 10 questions that people should be asking you but they don't know enough about your product or service to be able to come up with those "right" questions. This is where the real value of your book will come.

For example, I ghostwrote a book for a professional networking coach regarding table displays for expos and conferences. People always ask about how to design the table to ensure attracting visitors. The book addresses that question.

But what they rarely ask is how to follow up with the people who do come by to visit their booth. It's in the follow-up where the business really happens and the money gets made. So there's an entire chapter in the

book devoted to effective follow-up. That's the value-add of the book. It's the thing other books on the topic don't cover.



**Your  
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# TYPES OF BOOKS

There are basically three types of books that make good replacements for the traditional business card.

## How to Books

These are pretty self-explanatory. Take a problem or concern that your potential clients have and tell them exactly how to solve it.

For example:

- How to Sell Your House in 30 Days
- How to Never Pay Full Retail Again
- How to Get Out of Speeding Tickets
- How to Grow Organic Vegetables

### **List Books**

As the name implies, these books are lists of helpful information. For example – a DJ might have a book of favorite songs for different occasions. A wedding planner might have a book of checklists for each step, i.e. getting flowers, ordering invitations, etc. A business coach might have a book of favorite motivational quotes.

### **FAQ/SAQ** (frequently asked/should ask)

These are the books that utilize the questions approach. For example – 5 Pitfalls to Avoid When Buying Your First Home, 7 Steps to Effective Retirement Planning, Diet Secrets No One Ever Told You.

## **THE RIGHT WRITER**

Okay so you've got your topic figured out. Now how do you go about getting the book written? There are several ways.

### **Ghostwriter**

The easiest way, and the most expensive, is to get someone to write it for you. You hire a ghostwriter.

### **Anthology**

The anthology approach basically means getting other people to write it for you for free. You approach individuals who are knowledgeable about your topic and ask them to write a chapter on a particular subject. Or you do a series of interviews

with experts in your field and you combine all those interviews into a book. In return they get publicity and their own added credibility by appearing in print.

### **Private Label Rights**

These are documents that someone else has written that they are willing to “sell” you the rights to use and put your name on them. The downside is that your rights are not exclusive so it may be possible for your competition to have bought these documents as well.

### **Do It Yourself**

Of course the most authentic way to write is to do it yourself. That’s where the 10 questions are effective because they help you structure your thinking about your writing. You should write from the heart and

edit from the head. That means don't worry about grammar and sentence structure or whether or not you have things in the right order. Just get it down. All of that editing can be done at a later date by yourself or a professional.

I strongly recommend that you use a professional editor. The book you write is representative of you and your business. You want it to be professional. Think of it as your unpaid sales representative working for you 24/7. You don't want misspellings or grammar errors showing up – that would be like wearing shorts to a formal business meeting. It's also important that the book be understandable and flow. A professional editor can help you with all of that and they are well worth the money you'll spend.



**Your**  
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## **PUBLISHING**

Since you are using your book primarily as a business card, it is not necessary to find a traditional publisher. Self-publishing is the route you will want to take and you'll want to make sure that your book is "print on demand." Print on demand allows you to determine how many books you want to have available at any given time. You don't have to maintain an inventory of hundreds of books if for example in an average month you only give away 20 or 30.

Obviously your book needs to be in physical form because you want to leave it behind. You may also choose to have it as a .pdf file on your website that you allow visitors to

download in exchange for their contact information.

In addition, I recommend that you place your book for sale (at a nominal price point) on Amazon and in the Kindle store. You want to be able to say you are a published author and if people can actually find your book for sale online it solidifies your credibility and status as an expert.

There are several self-publishing options available from do it yourself to vanity presses to independent publishers like my company.

Which option you choose will be a matter of how much time you have to spend learning (do it yourself) and your budget for the project. Costs and quality vary widely so do your research.

## **END NOTE**

Becoming a published author and being seen as an expert in your field can be your most powerful tool for generating new leads, expanding your reach, and building your revenue stream.

Giving a prospect a book, written by you, provides a huge psychological advantage to you over your competition. It is indeed your Ultimate Business Card.

And it's not as costly as you might think.

If you would like assistance with any aspect of your book creation or have additional questions, 102<sup>nd</sup> Place is here to help.

Email me at [carencantrell@102ndplace.com](mailto:carencantrell@102ndplace.com) or give me a call at 480-575-3088. Be sure to pick up a copy of my free book – *Small Business Marketing Magic – Hush, Hush Secrets to Amazing Profits* at my website: [www.102ndplace.com](http://www.102ndplace.com)

To your success!