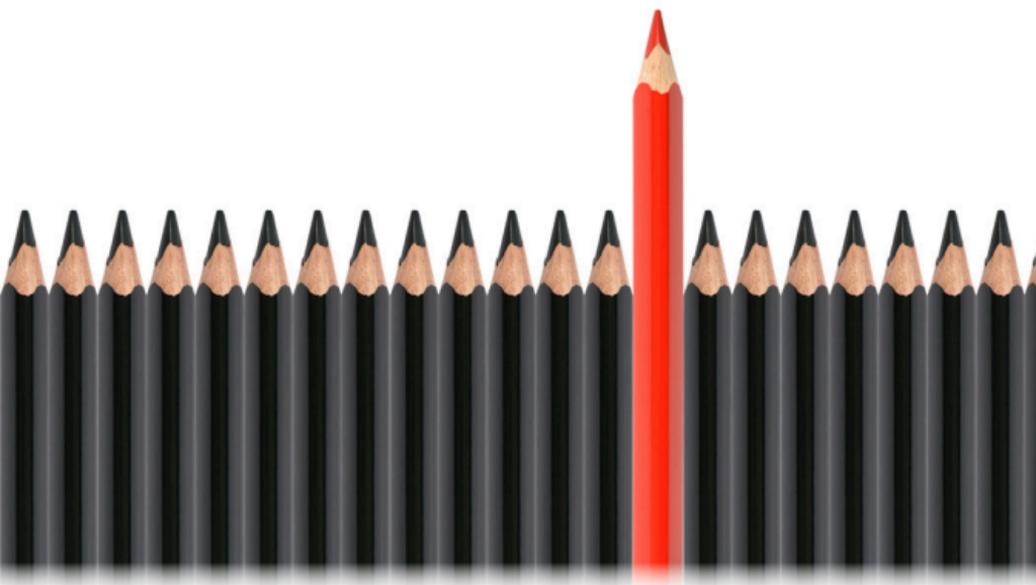


# Big Ideas, Little Books

*The Best Referral and Lead  
Generation Tool You'll Ever Use*



CAREN CANTRELL

Big Ideas, Little Books  
The Best Referral and Lead Generation Tool You'll Ever Use

ISBN 978-0-9977477-6-8

Copyright ©2019 Caren Cantrell

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without written permission from the author, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, send an email marked, "Attention: Permissions Coordinator" to [caren.cantrell@102ndplace.com](mailto:caren.cantrell@102ndplace.com)

Published by 102nd Place, LLC

First Printing 2019

[caren.cantrell@102ndplace.com](mailto:caren.cantrell@102ndplace.com)

Interior layout - MiniBük, [MiniBuk.com](http://MiniBuk.com)

Typefaces: Franklin Gothic (headlines), Utopia Std (body text)

MiniBük  
[minibuk.com](http://minibuk.com)



Manufactured in the US by MiniBük®, a reg. trademark of MiniBük, LLC

## Contents

|                               |    |
|-------------------------------|----|
| Sarah's Story.....            | 1  |
| Does Networking Work? .....   | 3  |
| A Little Book .....           | 7  |
| A Referral Training Tool..... | 11 |
| What to Write .....           | 13 |
| Types of Books.....           | 19 |
| The Right Writer .....        | 23 |
| End Note.....                 | 27 |

## SARAH'S STORY

Sarah was excited. She was ready to launch a service business she was positive would make a significant impact on people's lives. It had taken months to get the certifications she needed, to set up her website, and put together her marketing materials. Now all she had to do was find clients.

She knew she needed to network to meet new people. A quick online search resulted in several events in her area, and she signed up for all of them. Armed with her fancy business card and her 30-second elevator speech, Sarah made the rounds. For months she shook hands with dozens of other entrepreneurs, told her story, and handed out business cards.

A few people called, and some agreed to work with her, but it was a trickle compared to the number of people she'd met. *It must be my 30-second speech, she thought. I should tweak it.*

So, she hired a coach and changed her message. Out she went again. Dozens of more events, handshakes, small talk, and business cards later, Sarah found herself in precisely the same place. The business wasn't growing. If things didn't change soon, she'd have to go back to working for someone else. *Networking obviously doesn't work*, she told herself. *Maybe I need to be buying Facebook ads or using social media instead.*

## DOES NETWORKING WORK?

If you found yourself relating to Sarah's story, then you probably answered no to this question. Yet, all the truly successful entrepreneurs and small business owners network. What's their secret? Why does networking work for them when it seems to work for so few of us?

The difference is they network with intention. They don't go to networking events to build business; they go to build effective referral partners. Victoria Trafton, a nationally recognized expert in getting and giving referrals, puts it this way, "Attending events to add new people to your network and names to your list is a waste of time. Just promoting your business to lots of people is a waste of time. It is socializing, not marketing. No one attends a networking event to be sold something. The question you need to be asking yourself is are you spending your time

with the right people who can help create referrals to your ideal clients?”

This question has two critical parts:

- 1. Do you know who your ideal clients are and where they hang out?**
- 2. What other businesses cater to the same ideal clients and where do they meet?**

To be an effective referral builder, you must first have a clear vision of who you want to serve and how your unique service or product is the solution to their problem. Once you've defined your ideal client and the other businesses who might serve them, it will be easier to determine which networking events are right for you to attend.

Even if you're at the right events, with the right people it still won't matter if you don't change the way in which you network. Remember, no one is there to be sold. Your intention should be to start a conversation; to build a relationship.

A great conversation starter is to have a *what can I do for you* attitude and approach. People like to do business with those they know, like, and trust. When they know you are willing to

help, to listen, to hear them – they are much more receptive to reciprocating. Everyone likes a person who shows an interest in them.

Relationships are generally built face to face, one person at a time. It's one of the main reasons digital marketing doesn't work as well as it could. People crave a human touch which is why many of us gravitate back to referral. It is the ultimate in social validation.

## A LITTLE BOOK

While a networking event is a perfect place to start the conversation toward building a relationship, it is not the perfect place to hold the whole conversation. When there is a limited amount of time to meet and mingle, monopolizing any one individual is not professional behavior. That's where a little book can become your best friend.

Handing out a little book like this one instead of a business card allows you to continue the conversation long after the event has ended. It is a masterful marketing tool that keeps you whispering in their ear. Your little book is the perfect vehicle for letting them get to know you on their own time; the wisdom and experience you've gained over the years, your unique services, and the value that you add.

A book, even a little one, sets you apart from your competition. It gives you expert status, in-

creases your credibility, and creates instant authority. It raises your perceived value in the mind of your ideal client or referral partner. In contrast, giving a traditional business card says, “I’m just like everybody else. There isn’t anything special about me.”

Your book contains value – something the prospect needs. It’s key information that may have taken you years to learn; information from your unique perspective that continues and enhances your relationship as the prospect reads. You are generously sharing your expertise for free. This gives them a taste of not only who you are and what you’re about but also your value to themselves or the ideal clients they could refer you to. The only thing people get from a business card is contact information.

Little books can be a great way to bypass the infamous gatekeeper too. If you deal mainly with corporate clients, you may run into a situation where a prospect at a networking event says, “Hey, that sounds great. Send me some information, and then we’ll talk.” You think *this is awesome!* You send your marketing brochure, wait a few days then call to follow-up. But some-

how the person is never in when you call, your emails get no response, nor does the brochure that you sent. Chances are your prospect has a very effective gatekeeper and they neglected to tell this gatekeeper that they wanted to speak to you.

A little book, or even a larger book if you've written one, is your secret weapon around the gatekeeper. Rather than sending a marketing brochure, send your book along with a letter of introduction. A book has the same instant expert/credibility effect on the gatekeeper as it does on everyone else. You've sent something unique from the rest of the mail they receive. People don't throw books away; they don't. You've just substantially improved the chances of the intended prospect seeing your information.

## A REFERRAL TRAINING TOOL

Referral generation entails doing the right things, with the right people, in the right way. Let's say you get a referral partner to connect you to someone who could really benefit from your product or service. Then he or she totally drops the ball on explaining what it is you do and why that potential client needs to talk with you. How likely are they to call or even take your call? Not at all. Based on the botched referral this person could care less about connecting with you.

In professional networking by referral, the scenario above is called the "hand-off" and it's critical that it be done right. But let's face it, it's hard to remember what someone else does, particularly if you've never used their services yourself. Referral partners are only as good as their hand-offs.

To be effective, a referral partner needs to know who you are, not just what you do. Why do other people hire you? What results can a prospective client expect? What makes you different? Why should they put their reputation on the line to refer you? They need to be trained.

You can train your referral partners through numerous conversations. You may even role play back and forth if your relationship is close. All of this training takes time and effort and, in the long run, is sure to lead to successful referrals. But it could take years.

In the meantime, why not let your referral partners simply hand out your little book? When written well, it will contain the answers to all their questions. Having a little book to fall back on, your referral partner can take their time learning to be an expert on promoting you. When they want to connect you with someone, they have your book for an elegant hand-off.

## 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. The book should clearly show your "value add" and deliver your content in a streamlined way that prospects appreciate.

Often business owners are tempted to write about their story – how they got where they are today. Some of that is okay; especially if it lets the reader know why they should listen to you. But primarily people want to know "what's in it for me." You need to provide actionable information that will assist them with their issues, even if they never become your client.

We've been overloaded in recent years with information. No one wants information any-

more; they know how to search the internet for that. What they want are recommendations. You need to make sure you are giving them a solution to a problem or guiding them on a personal transformation by the reading of your book.

Sounds easy enough but where do you look to see what kinds of problems your potential clients need help to solve? You may be surprised to discover they aren't always what you thought they were. Sometimes we think we know our clients better than we do.

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

Another online method of finding out your client's concerns is in discussion forums. Type your keyword plus the word "forum" into Google search. You'll get a list of forums discussing your topic. For example, in my business, I might type writing forums. Select a few and visit them. What issues are people discussing most often? Are the responses relevant? What unique insight

could you put in your book that would provide useable recommendations?

One of the best ways to determine what you should write comes directly 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 of information 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. The real value of your book comes from these questions. This is where you can differentiate yourself from the rest of your competition.

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. I added an entire chapter in the book devoted to effective follow-up. That's the value-add of the book. It addresses an issue that they hadn't known or thought about enough to ask that is at least as important, and maybe even more so, as the original question. What answers could you provide to unasked questions that would show a potential client your true worth?

### **The Book Structure**

Whenever possible, it's great to start your book with a story about a client who has the problem for which you have an elegant solution. If you go back to the beginning of this little book, you'll see that's exactly how it started. People learn better through story. They can more easily relate and feel less like they are being sold if you can state clearly through a story why they should be interested in reading further. This acts as your introduction and generates the interest for learning more.

The body of the book provides the actionable, unique information to assist them in solving their problem, answering their question, or avoiding the problem altogether. The content here is based on your knowledge and experience and should demonstrate why and how you are different. You may talk about your values and beliefs in how you approach the issues. You might tell other stories of clients you have helped.

The idea is not to give away everything you know for free. It is to provide enough useful information so that a potential client realizes you are an expert; an expert who truly cares about the well-being of their clients. Ideally, it should generate other questions in their minds that will lead them to give you a call. Think of your book as the connector between a prospect's initial interest and getting that request from them for more information.

The final portion of the book is the “how you can help” section. Here is where it is okay to talk specifically about the services you offer. It is also the place where you put the “call to action.” It may be scheduling a free consult, signing up for

a newsletter, or directing them to additional information on your website. At a minimum, you should include your contact information.

## TYPES OF BOOKS

There are three types of little books that make suitable replacements for the traditional business card.

### How To or DIY 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
- How to Keep Your Shirt in a Divorce

You might think that this type of book would preclude a client from calling. After all, you just told them everything they need to know. What usually happens is the client learns it is far more work to do it themselves and often exactly how

much they really didn't know about the process. They call you.

### **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.

With a list book, your call to action section should be very clear regarding how you can help. Will you save them time, keep them from costly contract mistakes, or show them how motivational quotes alone don't get the job done?

### **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.

In this type of book, the important concept to remember is that at least some of the informa-

tion you provide is something the average person wouldn't know to ask. It is an opportunity to showcase your unique perspective and experience.

For example, I worked with a property management company who put together a book of the ten questions you should ask before hiring a vacation rental property manager. Many of the questions are ones you would expect, i.e., how much are your fees and what do they cover, who pays for cleaning, how do you market my property, etc. It also included this question, "Do you have outside CPA oversight of your Trust account?" Most property management companies don't because it isn't required by law. The author knew this was a feature of their company that set them apart from everyone else and gave potential clients a feeling of safety and reliability.

## 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 is to get someone to write it for you. You hire a ghostwriter. Make sure that the person you engage is willing to write in your voice, not theirs. You want the clients who come to you from the little book to already feel like they know you. If you speak in a manner totally different than how your book reads, they may feel uncomfortable, or even a bit deceived.

### Anthology

The anthology approach basically means getting other people to write it for you for free. This works well if you routinely have partners who assist in servicing your clients. Let's say you

have a marketing branding firm. You are the genius behind developing the brand, but you work closely with printers, graphic designers, and copywriters to provide a complete package for your clients. You approach those individuals to ask them to write a chapter about 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 acquire publicity and their own added credibility by appearing in print.

### Do It Yourself

The most authentic way to write is to do it yourself. This is where the 10 questions are effective because they help you structure your thinking about your writing. However, this may not be the best approach if you are stressed for time or don't feel you have a talent for writing.

You should write from the heart and edit from the head. 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. I strongly recommend that you use a profession-

al editor. The book is a representative of you and your business. 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 flow and be understandable. A professional editor will help you, and it is well worth the money you'll spend.

## 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 little book, written by you, provides a psychological advantage over your competition. It is indeed your Ultimate Business Card.

If you would like assistance with any aspect of your little book creation, want to explore writing and publishing a full-size book, or have additional questions, 102<sup>nd</sup> Place is here to help.

Visit our website at [102ndplace.com](http://102ndplace.com) and click on the Bookcase tab to see some of the full-length books we have helped authors to publish.

Email me at [caren.cantrell@102ndplace.com](mailto:caren.cantrell@102ndplace.com) or give me a call at 480-575-3088.

To your success!

**Caren**

*“If you want your unique message to stand out, one of the best ways is to offer a book. Whether you choose a value-packed “little book” or a larger, more detailed one, a well-written, edited, and formatted book is an enduring reminder of you and what you bring to relationships.”*

—Isabel Alexander Banerjee,  
Entrepreneur, Speaker, Author

Networking is about relationships; starting a conversation and building the know, like, and trust factor. The problem is — there isn't enough time to do all of that at one event.

A little book helps you manage that time constraint in a way a business card can't. Handing someone a little book allows you to continue the conversation long after you've left the event. Packed with your big ideas, it provides a “high-touch” experience, letting others know you care enough to give them a portion of your expertise for free. Even if you never do business.

**Stand out from the crowd – Big Ideas, Little Books**



**\$5.95**

MiniBük  
minibuk.com

