

Ep 51: How Writing a Book Can Stimulate Your Marketing Efforts

Creating a tool to promote yourself and your business with Nikki Nash

- Establish credibility
 - Being a published author infers expertise in the subject matter.
 - Using your book as a basis to establish your authority on a topic can be helpful to differentiate you from others.
- Establishes your POV (point of view) and declares it to the world.
 - This takes guts. Be prepared for criticism because it will come.
- Serves as a compelling pitching tool for PR.
 - Newly published books are great pitch angles for radio, local tv, podcasts, and blogs. Being an author is still celebrated and a new book is "new news" which is more novel than a newly released podcast episode.
 - Local markets generally like to recognize people in their demographic and are open to these pitches. Top-tier media outlets are more difficult to get unless you already have a reputation. So remember to be realistic!
 - When creating your message track, make sure to tie your book to your business to promote both.
 - Consider hiring a publicist with connections and tenacity to promote your book.
- Serves as a foundation for creating a brand.
 - This helps you open more doors. It is a key credential and differentiator for those hiring speakers, trainers/teachers, coaches, consultants, freelancers and even employees.
 - It serves as another proof-point for someone to choose you when you are pitching for business. They are choosing you for the brand you create instead of just the services you offer. You can generally command higher prices, attract more customers and scale more quickly.
 - It also establishes a framework for you to publish more if you choose.
 - Allows you to facilitate repositioning yourself in a new space.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete