

BUSINESS
BY THE **BOOK** 

3 REASONS

WHY “AUTHOR” NEEDS TO
BE **YOUR** NEW TITLE

Liz Alexander, Ph.D.

Introduction:

As a leader and strategic thinker you are comfortable with changing direction wherever and whenever necessary. You stay open to new ideas in the service of promoting the growth of your business.

And you are likely to be a compelling storyteller– because that is a key characteristic of visionaries.

So why haven't you written a book?

Perhaps you think that your name on a book is a nonessential “nice to have,” rather than a valuable business development strategy. Or that it doesn't represent a compelling ROI.

I have written this e-booklet to present the facts in favor of a counter argument: that producing a business book can help you generate increased revenues for your business, become established as a thought leader, and leave a legacy – all in one!

I hope to inspire you to take action to share your insights with a wider audience. Other than a book, how else will you articulate your vision and achieve the impact you are here to make? How else will your contribution reach beyond the narrow confines of your company, to be accessed by others who could also benefit from your passion?

Given the importance you place on people, not just processes and outcomes, how else could you guarantee to set up your successor for even greater success than by writing down what it takes to lead an enduringly great organization?

You will never know the powerful difference you can make – to realize an even bigger purpose – if you fail to take the opportunity to write your book.

The likelihood is, you already have a book inside you. It's just not on paper yet. Let's change that!

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Here are three reasons why:

1. To boost business revenues.
2. To establish your standing as a thought leader.
3. To leave a legacy and support your successor.

Reason #1: Boost Business Revenues

“ When one of my top salespeople is in touch with whoever is going to make a difference in the sale moving forward they'll often say to that prospective client: 'Here's a book on project management written by our CEO.' It establishes trust in the sales cycle. The book helps differentiate us. ”

Wes Balakian, CEO True Solutions and author of **Harnessing the Power of Project Management** (Brown Books, 2009).

“ Our book was definitely a major contributor to experiencing a 300% increase in our daily billings. We know this because this happened within 1-3 months of our book being published. ”

Gershon Mader, CEO & Co-author of **The Power of Strategic Commitment** (AMACOM, 2009)

A few years ago **RainToday.com**, an online resource for leaders in various professional services industries, published the results of a research study entitled: ***The Business Impact of Writing a Book: Data, Analysis, and Lessons from Professional Service Providers Who Have Done It.***

Out of a pool of 200 authors, the vast majority of the professionals who were interviewed said they had experienced some form of positive influence on their business, as a result of publishing a book. These benefits included:

Book Publishing Benefits

| | |
|-------------------------------|-----|
| Greater brand awareness | 94% |
| More speaking engagements | 95% |
| More clients | 96% |
| More leads | 94% |
| Ability to charge higher fees | 87% |
| More desirable client base | 87% |

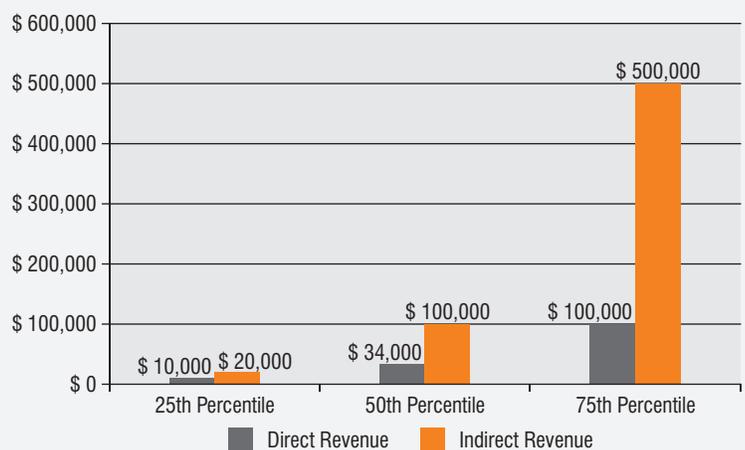
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RainToday concluded that:

“The vast majority of authors who responded to our survey did realize a significant positive impact on their business or practice as a result of publishing one book or multiple books. 96% of authors stated that the overall effect of publishing a business book had either an “Extremely Positive” or “Positive” effect.”

Here is a comparison of revenues, between the money these authors made directly from book sales and the indirect revenues they accrued as a result of attracting new and higher-paying clients:

Range of Revenue Received from Publishing



Source: *The Business Impact of Writing a Book*, RainToday.com

Bear in mind that while indirect revenues tend to be immediate, book sales represent more of a “long tail” i.e., revenues accrued over time.

Let’s now take a look at the different ways in which your book could help boost revenues, as exemplified by a number of CEO-authors I interviewed, all of whom confirmed the RainToday findings and offered additional examples of how their books have earned their businesses more money.

John Jantsch, President, **Duct Tape Marketing**

“ I consider my books as part of an overall convergence strategy: books get speaking engagements and speaking gets clients. Any one of these avenues makes for a fine business model, but the intentional blending multiplies each. ”

Richard Wilson, President & CEO, **Hedge Fund Group**

“ I offer full day \$400 - \$2,000 live workshops and at my last one a few people came up to me and thanked me for the program and said they first heard of me through buying my book on amazon.com. ”

Wes Balakian, CEO, **True Solutions**

“ We did a little campaign when my third book on project management came out, targeting C-suite executives in major metro areas. I sent them a copy of the book knowing that maybe 1 in 50 would read it, but the other 49 would pass it on to another person in their organization. That led to a big pay-off. Out of the thousands of books we’ve given away we have won three or four projects worth hundreds of thousands of dollars. Much more money than would come from selling those books. ”

The good news is that kind of ROI doesn’t rely on:

- Your book being published by a big name publisher.
- Distribution through bookstores (bricks & mortar or online).
- Actual book “sales.”

But boosting indirect revenues isn’t the only way a book can help you grow your business, as you’ll discover next.

Reason #2:

Establish Your Standing as a Thought Leader

Definition of Thought Leader:

“ Thought leaders are said to be those people (or firms) who are recognized among their peers for innovative ideas, who confidently promote those ideas; and who earn recognition from the outside world for their deep understanding of their business, the needs of their clients, and the broader marketplace in which they operate. ”

Source: How To Become A Thought Leader.

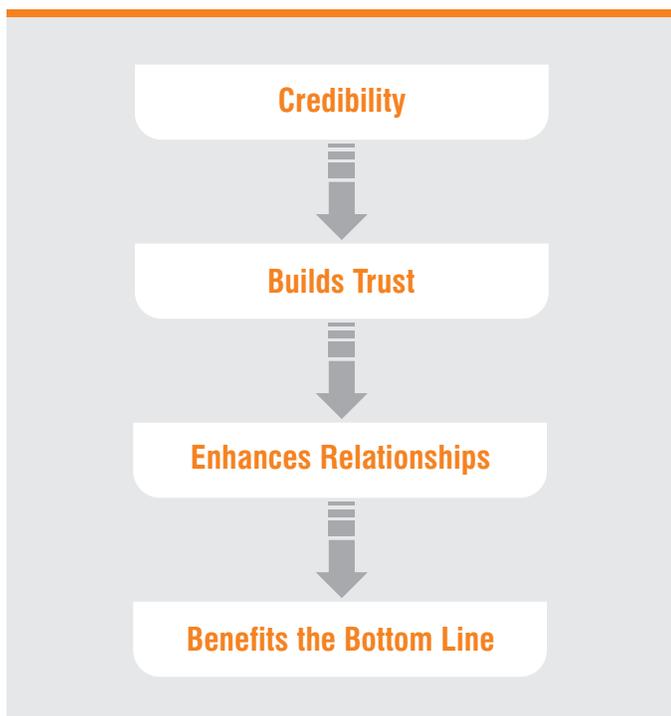
As you are undoubtedly aware, being recognized as a thought leader is important to the growth of your company.

CEOs of major brands like GM, Intel, Porsche, Starbucks, and Wendy's are expected to have a book. Which is why we've seen names like Jack Welch, Andy Grove, Peter Schutz, Howard Schultz, and Dave Thomas appear on jacket covers.

These high-profile experts knew the value of writing their own books or having someone "ghostwrite" them on their behalf. Having books to their names cemented their reputations as thought leaders.

Becoming a thought leader may not be the first thing you think of when considering your business development strategy.

But here's how your thought leadership, and the demonstration of credibility that comes from authoring a carefully conceived, well-written book, can impact your bottom line:



As you may have noted from the definition cited earlier, “thought leader” is not something you call yourself; it is a quality that is attributed to you.

How does that happen?

A survey conducted by The Bloom Group entitled **Attaining Thought Leadership** indicated there were three signs:

1. A best-selling book.
2. Dozens of speaking engagements (which typically come as a consequence of being an author).
3. An article in the Harvard Business Review that generates sales for reprints (again, the odds of achieving this are higher with a book).

Most aspiring authors erroneously believe that first you have to become a thought leader before you write a book:



In my experience, the relationship is bi-directional:



In many cases, crafting a book can help to develop thought leadership rather than simply being a means for a thought leader to become better known.

Writing, as luminaries from John Keats to Stephen King have pointed out, is “refined thinking.” One way to refine your thinking is to commit your thoughts in writing. The discipline of developing a well-crafted book not only helps to broaden and deepen your thinking -- it frequently leads to innovative ideas.

For example, some of the RainToday survey participants reported that they had developed new revenue-generating programs and products as a consequence of the thought they put into writing their books.

Engaging in that depth of thought also helps you become a more comfortable and prolific content generator, which in turn helps to promote your brand and your status as a thought leader.

Richard Wilson, CEO of the **Hedge Fund Group**, has written nine books on marketing, capital raising and small business ownership. As he discovered:

*“By writing books I am forced to come up with great new blog content and video content, such as the 1,000 **video modules** of free content now on [CEOTraining.com](#). All of that came from thinking through potential book titles and getting feedback from past books I had written.*

*“The number one reason to write a book is to **dominate your niche**. You write one book and you can take 100 articles from it, produce 20 videos from it, and probably come up with a few robust and detailed white papers as well. Rinse and repeat a few times over and in just a few years you can be a **top thought leader in your space**.”*

For many business leaders, however, writing a book is motivated more by the desire to leave behind something meaningful: a legacy, our third and final topic.

Reason #3: Leave a Legacy, Support Your Successor

“ I wrote Working for Good because people ask me all the time for advice and insights related to integrating work and business with purpose, values and service... I realized that my experience and insights could serve and support others who are working to integrate purpose and profit, business and service, values and wealth creation. ”

Jeff Klein, author,
**Working for Good: Making a Difference While
Making a Living**
(Sounds True Inc., 2009)

The desire to make a difference and leave the world a better place is a strong one. We all want our lives to have meaning and to be remembered after we are gone—including following acquisitions and retirement.

Writing a book can be a key factor in your succession

planning. It can also be an important way to spread your ideas and communicate your values to others outside of your organization.

According to Gershon Mader, founding partner of Toronto-based **Quantum Performance**:

“Writing a book is a powerful and effective way to capture and communicate success stories: what worked, how we did it, lessons learned, all of which could be invaluable to whoever takes over your role and perhaps even become a strategic part of your succession planning.

“But the benefits need not be limited to your own company. Once in the published domain your book can become an executive development tool. Many books have had that kind of influence with business leaders. Your book could become the means by which you share your philosophy and ways of managing and leading that extends far beyond your own organization.”

Here is something else to consider: Leaving a legacy and boosting revenues are not mutually exclusive, as exemplified by these former CEOs, who now command five or six figure fees as speakers and independent consultants:

Then : **Jeffrey Hollender, CEO** of Seventh Generation, Inc.

Now : Author, consultant, speaker, activist, and
“ Leading authority on Corporate Responsibility, Sustainability and Social equity. ”

Then : **Howard Putnam, CEO** of Southwest and Braniff Airlines.

Now : Author, speaker, business advisor, mentor on
“ Leadership, Customer Service, Change, Transformation and Ethics. ”

Then : **Paul Gilding, CEO** of Greenpeace International.

Now : Author, writer, advisor and
“ Advocate for action on Climate Change and Sustainability. ”

In Conclusion

Over the years you have probably *bought* plenty of business books, looking for new ideas that can help you drive your company's growth to new levels. You are undoubtedly already spending money on advertising, marketing and PR to achieve outcomes that include enhanced brand visibility.

Do these current strategies represent as powerful a return on investment as writing your own book? Are these strategies generating short and long-term revenues and enhancing your reputation as a thought leader? Do they help contribute important insights to people both inside and outside of your organization? Are they fulfilling your need to make your biggest possible contribution to the world?

Chances are, only a fraction of the readers of this e-booklet will take action--which offers you a considerable competitive advantage. You will have a book and they won't.

As Jim Collins pointed out in **Good to Great**, Level 5 leaders represent a paradoxical blend of personal humility and professional will. Since writing a value-creating book requires both of these characteristics, it's perhaps not surprising that the names of Level 5 leaders appear on so many book covers.

Some 11,000 business books are commercially published every year. Not one of them has your name on it...yet.

Together, let's change that.

How We Can Work Together

Here is a sampling of ways in which I can help you.

- **From “Vision to Viral” Coaching/Consulting:**
I work directly with you – the author – to create a compelling concept for your book, plus help you source, organize and create the core content. I then take care of whatever you need from book design to marketing & promotion in order to have a well-received book in your hands.
- **Accelerated Content Creation Intensive:**
A cross-functional team event, facilitated off-site over 2-3 days, during which we mine the collective intellectual capital and creative insights of the group to scope out, structure, and capture the core material for a book or other strategic document(s).

To discuss how my experience and expertise can best serve your needs, **contact me today.**

Email: info@drlizalexander.com

Some Testimonials

“ Liz was an amazing collaborator: professional, creative, fast and lots of fun. I would have the utmost confidence to hire her to do almost anything! ”

Kirsten Menes, Sr. Director Global Talent Management,
Philips Electronics, Holland.

“ Liz is one of the most people-oriented business people I have met... ”

Nick Little, Executive Development Programs,
Broad College of Business, Michigan State University.

“ If you could grow your business by publishing a great book, there is no better professional you could retain to get the job done. Liz is truly a business growth strategist and consultant. She could probably help any professional services firm accelerate their rate of growth as much as anyone. ”

Mark Faust, Principal, **Echelon Management International**.

“ One of the challenges of writing a book is “funneling” a barrage of ideas into a focused and impactful message. Dr. Liz has been particularly adept at helping me sort through all of the ideas and concepts that I have thrown at her. I highly recommend her to anyone who has a powerful message to deliver. ”

Jeff Moore, **Moore Leadership**.

About Your Collaborator:

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Dr Liz Alexander is an internationally experienced communications professional whose diverse range of clients have included the British government's Appeals Service, Cathay Pacific Airways,

Children's Advocacy Centers of Texas, Environmental Protection Agency, Philips Electronics, and Sun Microsystems, in addition to individual business owners and professional service providers.

One of her services is to guide business leaders through the book development process and publish books that help boost awareness of their brand, generate more leads, showcase thought leadership, and leave a legacy.

She is a nine times commercially published author whose books have sold more than 500,000 copies worldwide, and has most recently self-published a number of eBooks.

In addition to her Ph.D. in educational psychology from The University of Texas at Austin (UT), Liz has a psychology degree from The Open University in the UK, and a Master's in program evaluation, also from UT. Dr Liz is the developer/instructor of the Strategic Communication Certificate Program for The University of Texas' Center for Continuing and Innovative Education.

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Now you have read this e-booklet, please consider sending it to other leaders in your network who could also benefit from this message!

