

CONSIDER THIS, BUSINESS PROFESSIONAL,

BEFORE YOU WRITE THAT BOOK

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85% of Fast Trackers have written an authoritative book, a tool providing the biggest impact for their brand, according to Hinge Marketing's Visible Experts study.

Write to discover more than you know, and you'll not only produce a better book, but benefit from fresh insights about your business.

Jim Collins took 5 years to "determine what it takes to change a good company into a great one." What makes anyone think they can write something with lasting impact in a month?

Begin with a "knowledge advantage" by reading more! Warren Buffett, Charlie Munder, Mark Cuban, & Bill Gates all swear by this. Are you any busier than they are?



Can you complete this sentence in a way that addresses the need of your target audience: "The question I answer in this book is..."?

When you think about writing a business book, ask yourself: Are you prepared to invest the same time, energy & resources that you would to other business-related projects?

One wag uploaded a single page photo of his foot. Within hours it was an "Amazon No. 1 Bestseller," on sales of 3 copies! This means nothing. What does it have to do with having readers freely buy, use and benefit from your book!
(<http://bit.ly/1Q9KRpr>)

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