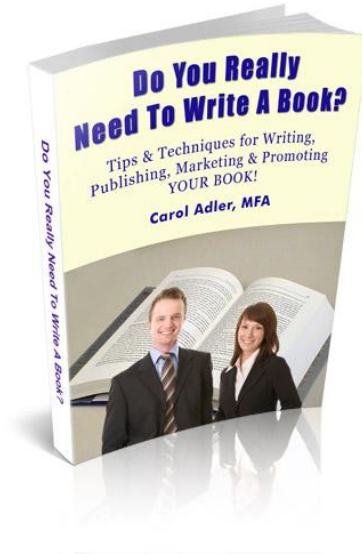


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Do You Really Need To Write A Book?

**Tips & Techniques for Writing,
Publishing, Marketing & Promoting YOUR
BOOK!**

Carol Adler, MFA

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Dandelion Books, LLC
Mesa, Arizona

Adler, Carol

Do You Really Need To Write A Book? Tips & Techniques for Writing, Publishing,
Marketing & Promoting YOUR BOOK!

ISBN 978-1-934280-78-2
LC Number 2009941558

Cover & Book Design by Colin Dunbar <http://www.colindunbar.com>

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"Read, every day, something no one else is reading. Think, every day, something no one else is thinking. Do, every day, something no one else would be silly enough to do. It is bad for the mind to continually be part of unanimity."

—Gotthold Ephraim Lessing (1729-1781) German Dramatist

"Everything we shut our eyes to, everything we run away from, everything we deny, denigrate or despise, serves to defeat us in the end. What seems nasty, painful, evil, can become a source of beauty, joy, and strength, if faced with an open mind."

—Henry Miller (1891-1980) American writer

*"Go on a journey from self to Self, my friend...
Such a journey transforms the earth into a mine of gold."*

—Jalal-ud-Din Rumi (1207-1273) Persian poet

To my clients, who continue to be my best teachers.



A special thanks to Perry Mardon, <http://www.mardoninternational.com>, for inviting me to send him one of my books to add to his amazing product list.

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Introduction

Sooner or later, someone—your business coach, marketing director, mentor, significant other, mother, mother-in-law, astrologer, etc.—is going to tell you that you need to write a book.

“But I’m not a writer,” you protest. “I don’t even know where to begin!”

Or: “I’d love to find time to write a book. I’d also like to find time to go to my son’s Little League games, take in the new show at the Art Museum, learn how to tango, and—”

Or you might come back with a simple: “Why? Why do I need to write a book?”

Meaning, I’ve got enough headaches. Why should I add yet another one?

The message is clear. I get it, and I can see it: Mr. or Ms. Entrepreneur dashing out to the car port, one jacket sleeve dangling, hair brush in teeth, cell phone ringing... writing a book is simply out of the question.

Your time is budgeted down to the nth minute. In addition to managing your staff, overseeing business operations and making executive decisions, you really want to take a more active part in the community; family life suffers more than you care to admit... and you never seem to get caught up either at home or at the office.

Some highly successful business people have yet another reason for not writing a book. They’ll candidly admit that if not for their Dream Team of administrative assistants, they could never compose even the simplest staff memo. It is a fact that often highly successful business people are terrible spellers, know next to nothing about grammar and freak out every time they’re asked to write a simple letter. Some have never even graduated from high school.

Another challenge may be lack of computer skills. A book may seem out of the question except possibly through dictation or interviews captured on a recording machine and transcribed.

And yet... if you ask any professional on the career track, they'll be quick to tell you that **having a published book is essential**. If you give workshops and seminars, in addition to providing a product for back of the room sales, **a book serves as a glorified business card**. It is part of your Professional Package, your Promotional Tool Kit.

Ghostwriters and book doctors to the rescue

In many businesses and professions, ghostwriters, book doctors and editors have become an integral part of the company's staff. And now with the arrival of blogging, social networking, article posting and other online forms of communication, good writers and editors are in even greater demand.

Sometimes gifts arrive when least expected. I had just electronically delivered a package of edited documents to Perry Mardon <http://www.mardoninternational.com> who is a highly successful business man—the kind of professional with clearly defined goals and determination to deliver the best of himself at all times (my kind of person!). In Perry's email confirming that he'd received the documents, he wrote that he'd like to promote one of my products. Did I have a book that would fit into his product line?

That was all the encouragement I needed to start developing a new work that would complement Perry's business coaching enterprise.

This is my third book about writing and publishing,* but it is the first time I have chosen to develop a work specifically for entrepreneurs and other professionals.

By the time you finish reading this book, I hope you will agree that a published book bearing your byline is a necessity, as important to your business as recruiting and training a competent staff, tracking sales leads, analyzing campaign successes and failures, and maintaining an excellent customer relations department.

In the long run, writing a book or having it written for you is a small investment in time, energy and money compared to both the tangible and intangible returns. In addition to new business leads and enhanced branding, you will experience the rewards of recognition from people who thought they knew who you were and what you stood for, but who now view you with even greater understanding, respect and admiration.

Another built-in bonus that by itself is more than enough reason for you to write a book: ultimately you will discover that by sharing yourself with others you'll end up getting to know yourself even better. That self-knowledge, to paraphrase Perry Mardon's words, is exactly what is required to transform you from a "just okay" business leader and manager to a great one.

*My first book on writing, *Write to Publish for Profit*, is a how-to manual for the general public, with a section about writing to publish for profit. The second book, *How to Publish & Market a Book without Jumping off a Cliff*, is a how-to manual that addresses specific publishing and marketing issues. Both are available as downloads through <http://www.dandelion-books.com> and Amazon Kindle.

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The 5 W's, Starting with Who

Today's marketplace is flooded with books: old ones, new ones, out-of-print ones and newly reissued ones; fiction, non-fiction, poetry; books on every subject for every age group. There are even books written by dogs to be read to their owners. (I happen to know about this particular subject because I was asked to edit and publish one.) I'm sure other species in the animal kingdom have also authored books.

You: If so many books on every subject imaginable are already out there, **why should I or anyone else write another one?** Haven't we reached the saturation point?

Me: Difficult questions deserve easy answers. Simply because a book you write will be yours. Your book that will be the "Hi-5 W + 1 H" that is you: the Who-What-Where-When-Why & How of the person who answers to your name, physical description, birth date and place, etc., etc.

You: You mean The **Who** That I Am is so incredibly different from other people's "who's" that's it's actually worthy of a book?

Me: You bet it is! Don't sell yourself short. And incidentally, speaking of selling, that's what this is all about. As a business owner, entrepreneur or professional who offers products and services, by now you've learned that business—and life—are all about networking or sharing: informing, inspiring, enlightening, entertaining, and

telling stories. Your business is your story. And so is a book that bears your byline. Both tell the world who you are and what you're all about.

Your book is also about success

You probably know by now that the key to success is doing what you love, loving what you do, and finding a way to support yourself in the process. A person who loves nature—hiking and camping, for example, may decide to become a forest ranger. If they also love animals, they may start an exotic animal farm. A person who loves to play the violin may decide to become a concert violinist, violin teacher or orchestral player.

You: Okay, so I do love what I do. You're right about that. And I do it well. I'm an auto mechanic and I have a repair shop in the medium-size town where I live. Now let's get back to the book idea. Why do I need to write a book?

Me: You don't. You don't have to do anything in this world that you don't want to! You really don't have to share your passion for fixing vehicles—I happen to know that you're also a collector. You have some vintage cars that you're mighty proud of! (Your eyes start to sparkle.)

I wonder if you have some tips you'd like to share with other folks who love cars as much as you do. How did you get started? Did you have to go to school to earn a degree or did you learn by figuring things out for yourself? I bet you've got some interesting stories about those first years working for other mechanics, and then making the decision to open your own shop.

You: Well... I did have some pretty crazy things happen. For a while there one time, during the recession I was wondering how I was going to survive. But I learned some pretty neat tricks about helping folks out and making it a win/win for everyone. You know, I've got this incredible '59 Cadillac Convertible 62-S...

Me: I think you're catching on! Believe me, every business owner, every entrepreneur and every professional, has a story.

Several years ago, a 59-year-old world champion martial artist who specialized in *tai kwan do*, contacted me. "I've got a great rejuvenation program," he told me. "Imagine at my age, I'm a world champion. I'm still as strong and agile as I was thirty years ago!"

"I want to share my health and fitness program with the world," he said excitedly. "I want everyone to know how I stay fit. It's a mind-body thing. Most people don't know that."

I was listening carefully. The all-important "who" was a man who had made a name for himself; he was known the world over for his martial arts achievements at an age when people are supposed to be physically on the decline.

The "what" was a rejuvenation program: this man's personal fitness regime that he felt he could duplicate and restructure or customize to work for people of all ages and backgrounds, athletic or not.

The "where" was anywhere he could find a listening or reading public, and the "when" was now. Get the book written now. The "why" was obvious. This man was inspired and he wanted to motivate others. He was passionate about helping people live longer and better and showing them how to make the most of every minute of their lives.

He had only one problem. His education had stopped after eighth grade. So he'd come to me, asking me if I would write his book for him.

What an honor! Because this high achiever was determined to make it happen, he'd found an investor to pay for having me ghostwrite his book, and also for setting up a rejuvenation company. He would be the manager and spokesperson for the

company, I would direct the publishing division, and we would hire a marketing and promotion director.

Ultimately, the book became his entrance to the local and regional fitness world where he conducted seminars and demonstrations. His target market covered a large demographic group. In addition to the health and fitness crowd ranging from teens to seniors, his program and book attracted martial artists as well as the retired "snowbird" group in the Florida area where he lived. They especially loved the *tai chi* classes he installed in the various seniors' communities up and down the Florida coast. He sold books everywhere and even started to do a series of rejuvenation cruise seminars.

As he continued to compete, he won yet another world championship during the year the book was published. Eventually he added more products, including an excellent line of *tai chi* DVDs. In addition to his martial arts career, he launched two other businesses through the publishing of his book.

What's your story?