

The Single Most Powerful Tool to Market Your Business

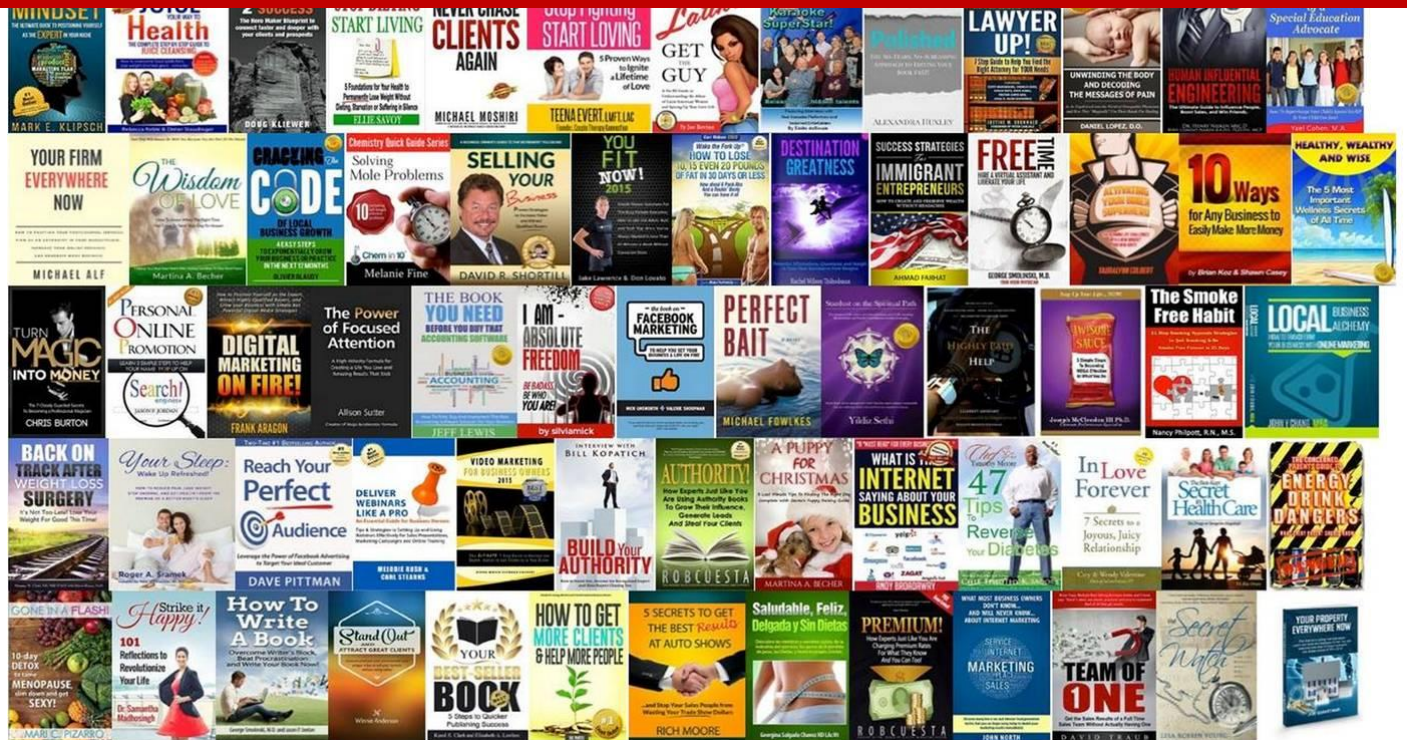
Are You Ready to Write Your Book?

Avoid These 3 Costly Mistakes





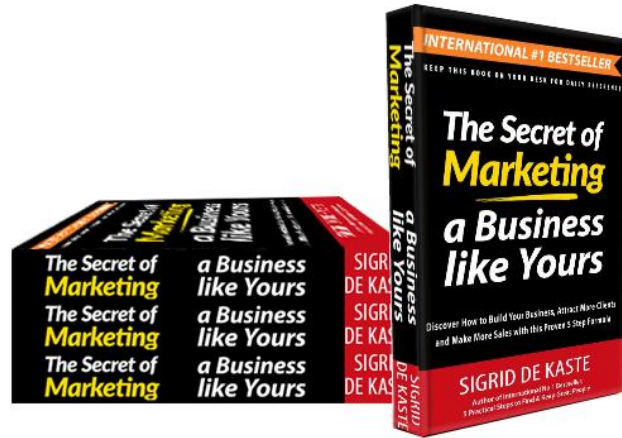
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You know you want and need to write a book for your business growth, and you know writing a book and becoming a Best Selling Author is one of the fastest ways to gain instant credibility in your market and to stand out from the crowd. But perhaps you're like 98% of would be authors who never start, complete or publish their book ...

And even if you have written books before, you're more than likely like many other authors who never make it to Best Seller and making mistakes that can be costing you money (or losing you money in lost opportunity) ... simply because you don't know what you don't know. But that's what we're passionate about - helping entrepreneurs to create more success and growth through proven strategies which help transform you into a superstar!

With that said ...



... Discover the 3 Costly Mistakes many Authors make and how to avoid them

Mistake #1

Writing Without a Clear Plan

Many authors write and publish their books but without any clear plan or research and this is what happens:

- You start writing but don't seem to get finished.
- You finish and have the book published then it all stops.
- Your book is not selling as well as you had hoped.

Writing and publishing your own book is one of the best ways for getting your message out to a wider audience. Being an Author creates instant **credibility and can help you build your Personality** and Business. You will be able to attract ideal high value clients, be asked to speak on stage, build your list ... then you have to have CLARITY, a clear plan and BEGIN with the END IN MIND ...

Here's A Better Way:

Reverse engineer the reason for writing your book. What is your WHY, do you want to be seen as the EXPERT in your niche, build your list, have your ideal high value clients find you, or simply get your MESSAGE out to the world? Most of us want to grow our business while having more time and money freedom, your book can help you do that, plan it out with your goals and dreams in mind. Make your book the WHY and the WHAT and invite readers to your program - the HOW.

Action Steps:

Brainstorm or mind map your big goals and dreams.

Make a list of ways you can build your business around your book

Write down the assets you already have which you can use to add value to your book, while growing your list

Related Mistakes:

- Writing without any true purpose
- Not including any CTA's (calls to action)
- No long term view

Mistake #2

Writing on a Topic and Title YOU like

You have a message, you know it's important and others should read your message, you might even have spoken about your book before it was finished and were told: Yes, that sounds interesting, I'm looking forward to reading it

But then you wonder: why do I not make more sales?

So many authors write their book without stepping into their readers' shoes. Take a look on the book shelves and see how many covers convey who the target audience is, what their problems are and how the book provides a solution. A book is the BEST medium for becoming really intimate with it's reader. Well written books take us on a journey, help us to see what's possible, make our dreams a reality.

Here is a better way:

Yes it is your book and you should write what you want to write.

But what is the purpose of your book?

If it's to build your credibility, be seen as the EXPERT and attract more of your ideal clients or customers, then you really have to get your message out in a way that will hit their hot buttons, their urgent pressing needs. Provide them what they WANT (in your title & sub-title) and then educate them on what they NEED in your content.

Action Steps:

- Get clarity on your MARKET, then narrow down to your NICHE, then go really narrow and deep and define your SUPERNICHE
- Create your AVATAR in great detail
- Write to your AVATAR, your one ideal customer, address their most urgent pressing problems and provide solutions.

Related Mistakes:

- Being too general with your marketing and
- Content creation
- Trying to please or be of service to everyone
- Lacking clarity in market and message

Mistake #3

Following the Hard, Traditional Publishing Path

Going the traditional way, not only can publishing your book take up to 2-3 years, but you have little control over the rights to your book.

The publisher can take control of the size of your royalties, access to your book AND make it very difficult to promote it yourself – and even with self-publishing you can end up with boxes upon boxes of books in your shed and make only a few sales.

Some clients have come to us with \$40,000 - \$125,000 worth of books sitting in boxes unsold, ouch!

One tried 4 different traditional publishers before she was able to have her book promoted to International #1 Best Seller

Action Steps:

- Launch book on Kindle
- Plan out and start marketing, letting others know
- Seek out someone who knows how to do this properly
- Once you have Best Seller or #1 then go to PRINT
- Launch party to sign, media attention
- etc
- Build business around your book

Related Mistakes:

- Not testing the market
- Thinking local instead of global, reach wider audience

For the Fast & Simple Way....

To Write Your Book

[Click Here](#)

and Start Immediately Online!

I've put everything you need in one convenient place for you and am available for any questions you might have

Simply email me with the subject line
"I want to write my Book":

sticky@stickybeakmarketing.com



Sigrid de Kaste
2x #1 Best Seller

