

CHAPTER TEN

TELL US A STORY

This is it, our last chapter together. As excited as I am to be "turning right on Hereford, left on Boylston" close to the end of this book, I must admit I'm feeling "some kind of way" about our time together coming to a close. But before we cross that finish line, we have a little more work to do. Let's finish strong!

"Tell us a story" became the tagline of Belmont City Press almost as quickly as I solidified the name of my company. #TellUsAStory encompasses everything I set out to accomplish when trying to provide a solution to others that I needed many years ago. The short of it is: In 2019, I wrote my first book, and even though it was more than 30 years in the making, the 18 months it took to get it out of my head and onto paper seemed longer. I struggled to form cohesive and clear sentences, let alone paragraphs. I would have given anything to have someone read my mind and organize the chapters of my book. Since then, I've come to find that we all have a story to tell, and thus, Belmont City Press was born.

With a focus on personal and business anthologies, our mission statement became, "Gather people from all backgrounds as friends or colleagues and unite them in a common bond. Share everyone's journey as a cathartic story or promise of professional guidance. Promote each individual by being their biggest cheerleader." The four tenets of Belmont City Press became:

- **Establish credibility:** Publishing a book is the ultimate credibility tool for positioning yourself as a go-to expert in your industry or for connecting with others on a profound level. Leveraging your book enables you to secure speaking engagements to promote your business, grow your client base, or share your journey to build an audience or inspire others.

- **Brand Your Expertise:** Writing a book substantially benefits business professionals looking to establish or enhance their brand. It is a powerful tool in a comprehensive strategy that involves creating a unique identity, image, and experience associated with their products or services. A book extends a business person's reach beyond their immediate network, allowing them to differentiate themselves in a crowded market.

- **Simplify Your Life:** A book encapsulates an author's expertise, perspective, and professional journey all in one place. Using your book to centralize your knowledge and experiences makes networking more impactful, personal branding more cohesive, and marketing efforts more efficient. Your book is a more substantial and impactful means of creating a lasting impression.

- **Gain More Business:** A book can serve as a lead generation tool. By providing valuable content, authors can attract readers who are potential clients interested in their professional services. Authors often receive invitations to speak at conferences, workshops, and

seminars. These opportunities further assist in client prospecting by putting them in front of audiences eager to learn from their insights.

As a point of reference, when someone publishes a book about their personal experiences, they often find themselves stepping into a sales role when marketing their book; here's why. Many individuals write books to share wisdom, stories, and experiences that can outlive the author and influence future generations. Most are driven by a deep desire to connect with others on a profound level. However, to reach and touch the lives of as many people as possible, authors must adopt strategies similar to those used by professional "experts" who write within specific fields to achieve similar goals in business. This means actively seeking opportunities to engage with audiences, leveraging moments to inspire, and providing guidance or hope, just as business professionals do. In essence, when aiming to highlight your book, you must embrace being your advocate and salesperson.

In our opinion, writing a book is no longer an option for professionals looking to establish themselves as the go-to expert in their field; it is a necessity to gain market advantage. A book is not just a publication; it's a multifaceted branding tool that establishes authority, showcases the depth of knowledge, expands reach, creates a lasting impact, facilitates connections, enhances the professional image, serves as a platform for diverse content, and differentiates the author from the competition. Authors can elevate their professional standing by effectively branding their expertise through a book, opening new opportunities, and building a lasting legacy in their niche.

Creating Authors

The desire to write a book is a common dream shared by many. These desires are often fueled by deep-seated passions. A commonly cited

statistic (credited to a New York Times article from a few years back) is that 81% of adult Americans want to write a book. Some common motivations for writing a book include:

- **Creative Expression:** Many people harbor a strong desire to express themselves creatively. Writing a book offers an expansive canvas to paint one's thoughts, imaginations, and insights in words.
- **Share Knowledge or Experiences:** For some, the motivation comes from a desire to share specialized knowledge, wisdom, and life or business experiences that could benefit, inspire, or entertain others.
- **Achieve Recognition or Legacy:** The aspiration to be recognized as an author, benefiting from the attention a book affords them, or leaving a tangible legacy through one's words can be powerful motivators.
- **Personal and Professional Fulfillment:** Writing a book is often seen as a bucket list goal, a personal challenge, or a powerful tool for professionals to establish authority, share expertise, and ultimately drive business growth.

Based on our observations at BCP, approximately 1-2% of those adult Americans who want to write a book go on to write their book. The journey from conceiving an idea to publishing a book is fraught with self-imposed and external challenges that can prevent aspiring authors from turning their dreams into reality. These "challenges" often mask fears and self-doubt, leading to almost 98% of aspiring authors pulling back on their dreams. At Belmont City Press, we understand these challenges and offer constructive responses to help inspire potential authors to take the leap and share their knowledge or stories with the world.

Common Reasons for Not Writing a Book and The Responses and Solutions Working With Belmont City Press Provides:

Imposter Syndrome or Not Being "Ready":

We covered 'Imposter Syndrome' in Chapter Four. However, many potential authors feel they aren't "expert" enough in their field to write a book or fear they don't have enough unique insights to offer. Look, "ready is a lie." The underlying issues of not feeling "ready" often involve self-doubt, perceived lack of expertise, or simply the daunting nature of the book-writing process.

Response:

For personal books, we like to paraphrase Glennon Doyle; when writing a book, talk about your scars, not your wounds. If you don't feel ready to write a book about your entire experience, try writing about the lessons you have learned up until now. Until your wounds have scarred over, they may be too raw, leaving you feeling exposed to others. However, your experiences until now could be someone else's survival guide. As time progresses and you heal, you will have a follow-up novel ready to go. Professionally: It's crucial to remember that expertise is relative, and what may seem "basic" to you could be groundbreaking for someone else. Writing about your unique perspective and experiences allows you to start from where you are, using what you know and can do. Take, for instance, our client, a new Agent in Real Estate. Only having three years in the industry made her cautious to write a book and appear to be an "expert," possibly

setting herself up to be "exposed." So, with our help and her deep roots in her community, we worked with her to interview other small businesses in her area: bakers, flower shops, tailors, dry cleaners, hair salons, and others. Her interviews became her book, and she used her book as a hand-out at "Open Houses" and other industry events. She promotes herself as the local "Agent who is friends with everyone in town" buyers can rely on for referrals once she finds them a home in their new town. Brilliant!

Fear No One Will Read It:

There's a common fear that, after all the effort, the book will not attract readers or make an impact.

Response:

Good news, at Belmont City Press, our objective is to help you write a book specifically as a marketing tool. For personal story authors, your book is a key to opening doors to opportunities to tell your story, such as conferences, seminars, guest blogs, and podcasts. The same is true for professionals; although there are many marketing and networking strategies to help your book find its audience, you do not need to worry about selling copies. No one is getting rich from royalties, not even the big guns in publishing. The purpose of your book is very clear: to help you have more "eyes on you" and to gain more business. Your book becomes the best and most significant business card you can have. It is a tool to attract more clients by centralizing your expertise in an easy-to-access format. Imagine the next time you get together with clients, hoping to close the deal. Your prospective client asks you a question, and you respond..." I wrote an entire chapter on that in my

book:" You hand them a copy of your book and say "turn to page 17, Helen." Brilliant!

If you are considering writing a book and curious about how to use it in your marketing, look no further. Our Book Marketing Quiz (BookMarketingQuiz.com) is here to identify the top marketing strategies for your book that match your business, ongoing marketing activities, and personality. Are you a Scribe? Novelist? Publicist? Let's find out!



Lack of Time:

Many people feel they are too busy with their daily responsibilities to write a book.

Response:

First, writing a book is a marathon, not a sprint. Second, with BelmontCityPressUniversity.com, we've developed an entirely online program that *literally* walks you through writing a book. You answer pointed and open-ended questions for 20 minutes daily for 21 days, and then we take it from there. Our writers and copy editors cultivate a narrative of your story and expertise. We either join your chapter with like-minded individuals in an anthology or publish a stand-alone book. Congratulations, you're a published author! Brilliant!

Fear of Criticism or Failure:

Potential authors often worry about negative feedback or the book's failure.

Response:

At some point, every successful author and entrepreneur has faced rejection and criticism. Criticism can be a valuable tool for growth and improvement. At BCP, we specialize in anthologies. We often have clients who gather fellow industry professionals to collaborate on a book with them, each person providing a chapter highlighting their specialized niche. On the other hand, inviting others to contribute to your book in a small way produces a group of respected industry experts who are eager for the publication of your book. For example, the Loan Officer who asks a high-producing Real Estate Agent to write the forward of their book or the Wellness Coach who asks a popular Dietician to contribute to a chapter and list the "Top 10 Things Everyone Needs to Know About Food For Living Well." Bringing together some "raving fans" before you publish is an excellent way to cast aside fears of criticism or failure. Brilliant!

Not Knowing Where to Start:

The book writing process can seem overwhelming, especially for first-time authors who need help figuring out how or where to begin.

Response:

At Belmont City Press, we recognize there are many ways to complete your book: hire a ghostwriter, use a pre-fabricated book (PLR), writing retreats or boot camps, collaborative writing groups, or you could go through our 21-Day-to-Author program. All have pros and cons, and we have opinions on each. (I know, you're surprised!) To discover if writing your book with Belmont City Press is right for you, reach out to us and schedule a call, send an email (publisher@belmontcitypress.com), or plan a Zoom. We can't promise we will always have spots available, as we only work with a few authors at a time. Depending upon the time of year, we may only have time slots available for a quick consultation to see if becoming a published author is right for your business. But that changes often as authors make their way through our guided program. In any case, reach out for no reason other than we would love to hear your story. Brilliant!

Now, let's address some more of those "challenges" aspiring authors face when deciding to write a book. Below are some "challenges" and suggested book "styles" to alleviate them.

Self-Imposed Challenges To Writing a Book and The Styles Of Books To Overcome These Challenges**Procrastination**

Style/Approach: Blog-to-Book Project: This approach starts with a series of blog posts focused on a specific theme or topic. Over time, these posts are expanded, refined, and interconnected to form the basis

of a book. It's a gradual process that allows authors to build their manuscript piece by piece, making the task of writing a book less intimidating and more manageable.

How It Helps: Starting with a series of blog posts on a particular subject can feel less daunting than writing a book. This approach breaks down the book-writing process into smaller, more manageable pieces, encouraging consistent writing habits and gradually accumulating content that can be compiled into a book.

Self-Doubt

Style/Approach: Personal Journey or Memoir: Writing a personal journey or memoir entails crafting a narrative around one's life experiences, challenges, insights, and growth. It's a deeply personal form of writing that draws on the author's own stories, making issues of expertise less daunting since the primary source material is the author's life itself.

How It Helps: Writing about one's own experiences, challenges, and triumphs can be empowering. It leverages the author's unique perspective and expertise, reducing the fear of not being "expert" enough. Personal narratives inherently value the author's voice, helping to mitigate self-doubt.

Perfectionism

Style/Approach: First Draft Series or Serialized Fiction: This method involves publishing a story in segments or chapters over time, often on a public platform. The focus is on moving the narrative forward and engaging readers continuously rather than perfecting every detail before sharing. This serial format can help authors overcome

perfectionism by prioritizing continuous writing and direct reader engagement.

How It Helps: Committing to publishing a series of first drafts or serialized fiction (e.g., on a platform like Wattpad) can help overcome perfectionism. The focus shifts to progressing the story and engaging readers, rather than perfecting every detail. Feedback from readers can also guide revisions, making the task less solitary and perfection-driven.

Lack of Discipline

Style/Approach: Writing Challenge or Event Participation (e.g., NaNoWriMo): Participating in a writing challenge like National Novel Writing Month (NaNoWriMo) involves committing to writing a certain amount of words within a specific timeframe, often with the goal of completing a novel draft. These events provide structure, deadlines, and a supportive community, fostering a sense of accountability and motivation.

How It Helps: Participating in a writing challenge like National Novel Writing Month (NaNoWriMo) provides structure, deadlines, and a community of writers working towards a common goal. This external accountability can boost discipline and productivity.

External Challenges To Writing a Book and The Styles Of Books To Overcome These Challenges

Time Constraints

Style/Approach: Anthology or Collection of Short Stories/Es-

says: This approach entails writing shorter, standalone pieces—such as short stories, essays, or poems—that can be completed in shorter periods of time. These pieces are then compiled into a cohesive collection or anthology. It's ideal for writers with limited time, allowing for progress in smaller, manageable increments.

How It Helps: Writing shorter, standalone pieces requires less continuous time commitment than a full-length novel or non-fiction book. This format allows authors to write in bursts as their schedule permits, eventually compiling these pieces into a cohesive anthology.

Lack of Support

Style/Approach: Collaborative Writing Project: A collaborative writing project involves two or more authors co-creating a work, whether it's a novel, a collection of essays, or another form of written work. This method distributes the workload and provides a built-in support system of fellow writers, helping to keep motivation high and offering diverse perspectives on the project.

How It Helps: Collaborating with one or more writers can provide a support system, sharing the workload and offering motivation. Collaborative projects can take many forms, from co-authored books to compilations where each author contributes to a chapter.

Market Pressures

Style/Approach: Niche How-To Guides or eBooks: Focusing on a specific niche, authors can create detailed guides or eBooks that address particular topics, problems, or interests. These works leverage the author's expertise and are often self-published, targeting a specific audience seeking that knowledge. This approach reduces the pressure of broad market appeal, focusing instead on serving a well-defined reader base.

How It Helps: Focusing on niche topics in which the author has expertise can reduce the pressure of broad market appeal. These works can be self-published, especially in eBook format, directly targeting specific audiences without the need for mainstream commercial success.

Information Overload

Style/Approach: Curated Guide or Expert Compilation: Instead of creating entirely new content, authors curate and compile existing information, presenting it in an accessible and insightful way. This could involve summarizing research, providing analysis on a series of studies, grouping blog posts, or compiling expert opinions on a topic. The author acts as a knowledgeable guide, helping readers navigate complex subjects.

How It Helps: Instead of attempting to cover a topic comprehensively, authors can curate information, distilling complex subjects into accessible guides. This approach leverages existing knowledge and positions the author as an expert curator, reducing the overwhelm of creating entirely new content.

Commercial Viability

Style/Approach: Business How-To or Thought Leadership

Book: As mentioned above, when discussing the "fear no one will read your book," most books are written as tools in a marketing strategy. A "thought leadership" book is designed to showcase the author's expertise and innovative ideas in a specific field or industry. It aims to position the author as a leading expert or visionary, offering unique insights, forward-thinking concepts, and actionable solutions to challenges within their domain. These books are often used to influence industry trends, spark discussions, and establish the author's credibility and authority on the subject matter, not to earn royalties from sales.

How It Helps: Writing a book as a marketing tool for a business or expertise doesn't require any effort in the "selling" of the book. The primary goal isn't direct sales from the book but instead using the book to enhance credibility, attract clients, or as a giveaway to build professional relationships. This book could also offer valuable insights, case studies, or how-to guides relevant to their industry. This approach sidesteps the pressure of commercial success, as the book's value comes from its utility in supporting the author's business or career goals.

Emerging Professional

Style/Approach: Interview-Based Book: Similar to Imposter Syndrome or "not feeling ready" (above), create a book centered around interviews with experts or practitioners in your field of interest. This format can range from a collection of interviews to a more narrative

style that weaves together insights from various contributors around specific themes.

How It Helps: This approach positions the author as a curator of knowledge rather than the sole expert, which can be less daunting. It leverages the expertise of others, providing valuable content for readers while allowing the author to covertly learn alongside the reader.

Additional Styles of Books

The How-To Guide: These books provide practical advice on achieving specific outcomes or mastering skills. A salesperson might write a book like "The Art of Closing Deals: A Step-by-Step Guide to Becoming a Sales Champion," offering readers actionable strategies for improving their sales techniques.

The Industry Insight Book: This style involves sharing in-depth knowledge about a particular industry. An example could be "Tech Sales Decoded: Insider Strategies for Selling SaaS Products," aimed at sales professionals in the technology sector, offering insights into industry trends, customer behavior, and effective selling strategies for SaaS products.

The Personal Journey: Here, the author shares their experiences, challenges, and successes in their career. A book like "From Cold Calls to Closed Deals: My Journey to Sales Success" can inspire, educate, and offer relatable experiences for salespeople at all stages of their careers.

The Thought Leadership Book: These books position the author as a thought leader by introducing innovative ideas or perspectives on selling, business growth, or customer relations. An example could be "The Future of Selling: How Emotional Intelligence Is Transforming Sales," which explores the evolving landscape of sales

and the increasing importance of EQ in building customer relationships.

The Research-Based Book: Authors present findings from original research or compile existing studies to offer insights into effective sales strategies. A book like "Selling Smart: Data-Driven Strategies to Maximize Sales Performance" would appeal to sales professionals looking for evidence-based approaches to improve their results.

The Motivational Book: Aimed at boosting morale and inspiring action, motivational books often include success stories, motivational principles, and mindset shifts. "Sell Your Way to the Top: Motivation and Mindsets for Sales Success" could be an example, offering encouragement and practical tips for overcoming common sales challenges.

The Niche-Specific Manual: These books target very specific segments of sales, offering detailed guidance on selling within particular niches. For instance, "Luxury Real Estate Selling Secrets: How to Dominate High-End Markets" would provide specialized advice for real estate agents focused on the luxury market.

The Problem-Solving Book: This type of book focuses on identifying common problems or pain points in a specific area of sales or business and offering clear, practical solutions. An example could be "Overcoming Objections: The Salesperson's Guide to Handling Customer Hesitations," which would provide strategies for sales professionals to navigate and overcome objections during the sales process, improving their conversion rates.

The Anthology of Success Stories: Compiled from various contributors, this style features a collection of success stories from different authors, providing a diverse range of perspectives and insights into achieving sales excellence. A book like "Sales Victories: Real Stories from the Front Lines of Sales" could inspire readers with tales

of triumph from salespeople in various industries, highlighting the versatility and adaptability required in successful selling.

The Workbook or Interactive Guide: Designed to be a hands-on tool, these books include exercises, worksheets, and actionable steps for readers to apply the concepts discussed in real-time. "The Sales Mastery Workbook: Exercises for Refining Your Sales Strategy" could offer readers a structured way to develop their sales skills, from crafting pitches to managing client relationships, with interactive content to engage and challenge them.

Each style opens up new avenues for sales professionals and business authors to share their expertise, connect with their audience, and reinforce their status as experts in their field. Whether through solving specific problems, sharing success stories, or providing interactive learning experiences, these book styles cater to a wide range of reader preferences and learning styles. This gives potential authors options when looking for the "style" of book that suits them best and enhances the reach and impact of their professional insights.

COLORING BOOKS

Adult coloring books are a thing (no, really, I cannot emphasize this enough. They are having more than a "moment" right now. It is akin to a "movement"). From nostalgic pleasure to cathartic comfort, adult coloring books are on the bestseller list of almost every bookseller, including Amazon, Barnes & Noble, and even Walmart. What initially started as a relatively small niche hobby, has exploded into a worldwide phenomenon, with eight of the top 50 bestsellers in 2015 under "Adult Nonfiction" going to adult coloring books. For most retailers, the popularity of adult coloring books has spurred sales in related art supplies. A Nielsen report revealed that sales of colored pencils

increased 26.3 percent in 2020, a big uptick compared to the previous three years when the growth rate ranged from 1.3 to 7.2 percent.

A tiny segment of our company (known as the "fun" department) is dedicated to producing coloring books. This department is typically used for social media influencers and fundraisers but has some value in the business world. A personalized coloring book, tailored to a business's brand and message, offers a unique and creative marketing tool. Such a coloring book can be especially effective for salespeople or business owners looking to increase sales, enhance exposure, and improve client retention in several innovative ways:

- **Promotional Giveaways:** Personalized coloring books can be excellent promotional items at trade shows, conferences, or local community events. They not only stand out from the usual business cards and flyers but also engage potential clients in a fun, memorable activity that's directly linked to the business's brand. This interaction can make the business more memorable, encouraging potential clients to reach out when they need the services or products offered. Branded coloring books offer a tangible giveaway option for business professionals who may not view themselves as experts and seek a substantial yet less knowledge-intensive alternative to text-based books. This choice allows them to provide something of value without the need for extensive experience.

- **Direct Mail Campaigns:** Including a personalized coloring book in direct mail campaigns adds a tangible, interactive element to the business's marketing efforts. Recipients are more likely to engage with and remember physical items, especially those that offer a unique value like relaxation and creativity. This strategy can help keep the business top of mind among its target audience, potentially leading to increased inquiries and sales.

- **Customer Loyalty Rewards:** Offering personalized coloring books as a loyalty reward or a thank-you gift for continued business can enhance customer retention. It shows appreciation in a unique and personal way, fostering a positive emotional connection with the brand. This approach encourages repeat business and can prompt customers to share their experiences with others, generating word-of-mouth referrals.

- **Social Media Engagement:** This is where BCP shines! One of our most successful campaigns with a coloring book is a self-described "Globally Stunning" Social Media Star who has now amassed more than 4 million followers across platforms. When developing a branded coloring book for our Social Media clients, we also assist with the book launch and encourage purchases of the books to coincide with "color with me nights" conducted by the Social Media author. These interactive online meet-ups allow the author to increase sales and the followers to spend time coloring with the author via TikTok or Facebook "live" events. By encouraging clients to share their colored pages on social media with a specific hashtag, the author can interact with followers and increase exposure and engagement. For businesses, it's an opportunity to showcase their creativity while also spreading the word about the business to a wider audience. In some cases we have had the Social Media influencer reach out to their followers for submissions to the coloring book, which as you can imagine increased the reach and commercial appeal of the book. These strategies can all be amplified by running contests or offering prizes for the best post-publication coloring submission, further increasing participation and visibility.

- **Educational Tool:** For businesses related to sectors like health, finance, or environmental services, a personalized coloring book can serve as an educational tool geared towards adults and children. By in-

corporating industry-related themes and information into the coloring book design, businesses can educate their audience in an engaging way. For example, a dental practice might create a coloring book that teaches children about dental hygiene through fun illustrations. This approach not only positions the business as a helpful resource but also builds trust and credibility with its audience.

Utilizing a personalized coloring book as part of a marketing strategy allows a business to connect with its audience on a personal and creative level. This innovative approach can enhance brand recognition, foster a deeper customer relationship, and ultimately increase sales and client retention.

The Pull/Push Balance in Business

The "Pull/Push" balance in business refers to a strategic approach that combines attracting or drawing in clients by pulling them into your world, actively promoting products or services to them, and pushing them to succeed in their own lives and thrive with your products and services. The key is centralizing your expertise and refining your marketing to reach your target audience. Writing a book is an unparalleled strategy to anchor your authority, share success stories and testimonials, and highlight what separates you from the competition. With your book, you not only pull potential clients into your sphere by offering them a deep dive into your knowledge and unique insights but also set the stage for pushing them toward success through your specialized products and services. The "Pull/Push" balance is crucial across various industries, as it helps businesses engage their target audience effectively while encouraging them to take action and achieve success.

Here are several examples illustrating this concept in different contexts:

- **Life Coaching:** A life coach must attract or “pull” clients by showcasing their expertise, success stories, and the potential benefits of coaching through content marketing, speaking engagements, and social media engagement. Once clients are on board, the coach “pushes” them to excel by setting goals, providing accountability, and offering the tools and motivation needed to achieve personal and professional growth.

- **Book Publishing:** Publishers need to attract or “pull” authors by demonstrating their success in marketing books, providing editorial expertise, and offering a supportive publishing process. This pull strategy ensures authors feel confident in the publisher’s ability to enhance their work. Once an author is part of the publishing house, the publisher then “pushes” the author to meet deadlines, polish their manuscript, and participate in marketing activities, all of which are aimed at making the book—and by extension, the author’s brand—more successful.

- **Fitness Centers and Personal Trainers:** Gyms and personal trainers “pull” in members or clients by offering state-of-the-art facilities, diverse workout classes, or personalized training programs that cater to various fitness goals. They might also use free trials or workshops as a pull strategy. Once individuals are engaged, the “push” strategy involves motivating them to push their limits, adhere to their fitness plans, and possibly upsell additional services or premium memberships.

- **Real Estate Brokerages:** Real estate agents “pull” potential clients by showcasing their market knowledge, customer testimonials, and high-quality property listings through various marketing channels. They might also offer free valuation services or informative sem-

inars on buying and selling property to attract sellers and buyers. After establishing a relationship, agents “push” clients to achieve their goals by educating them with tailored property suggestions, negotiation assistance on deals, and offering comprehensive support throughout the buying or selling process, encouraging them on how to best close deals.

In every scenario described, employing a pull strategy involves crafting an enticing offer that naturally attracts individuals, compelling them to interact with your business or service. Writing a book serves as an effective method to pull potential clients into your sphere of influence, consolidating your authority by disseminating your insights and fostering relationships through meaningful connections. Furthermore, by integrating calls-to-action and providing educational advice, you’re able to push your clients towards achieving success by leveraging the products and services you offer.

Signature Talks

Part of “Telling Your Story” involves well, telling your story. One of the greatest passions I have for helping people to showcase their business is assisting with drafting their Signature Talk. Having a Signature Talk is a powerful tool in promoting a business, offering a strategic way to communicate your message, expertise, and values to your target audience. This crafted presentation serves not just as a promotional piece but as a cornerstone of your brand’s narrative, helping to distinguish you in a crowded marketplace.

Stephanies Story

My friend Stephanie is a talented professional photographer. A short time ago, Stephanie attended my Game Changers Conference and part of the conference was talking about crafting a Signature Talk. To illustrate how to craft a Signature Talk I decided to use Stephanie as an example during the conference. I chose her mostly because of how my idea for her Signature Talk and her need for a powerful narrative that went beyond the lens, captured the essence of her work, and also resonated with her clients, came together in a tantalizing speech.

After much thought, I felt that the heart of her talk should revolve around the theme of "being brave." You see, Stephanie's clients embark on a journey of trust and vulnerability from the moment they decide to work with her. To stand before a camera, to reveal one's true self, requires bravery. It demands courage to trust someone else to see us as we are, to capture our essence, and to pose us in ways that we may have never seen ourselves. Stephanie helps her clients navigate these waters of self-doubt and vulnerability, transforming what could be a nerve-wracking experience into one of empowerment and self-discovery.

You see, Stephanie's clients, in trusting her, were not just stepping into a studio; they were stepping into a space where their insecurities and fears could be laid bare. This act of bravery wasn't just about facing the camera, but about confronting their own self-image issues, their discomfort, and sometimes their lifelong struggle to accept and love their appearance. Stephanie's role transcended that of a photographer; she became a guide, a confidant, a catalyst for change.

In polishing Stephanie's Signature Talk, we would keep the essence of her work at the core—empowerment through vulnerability. The

climax of her presentation, carefully crafted for maximum impact, would be the revelation that she specializes in boudoir photography. This revelation would bring the theme of bravery full circle, highlighting the intimate and transformative nature of her work. It would be a moment of collective realization for her audience, a moment where the importance of being brave, in front of the camera and in life, truly hit home.



In developing a signature talk for Stephanie, we would not only aim to promote Stephanie's business but also to inspire her audience. We wanted to convey that bravery is not the absence of fear, but the strength to move forward despite it.

Stephanie's photography is a celebration of this bravery, a testament to the beauty of being vulnerable, and a reminder that sometimes, the most empowering thing we can do is trust someone else to see us, truly see us, as we are. To book a session, check out her work, or just find a way to spend time with this beautiful human, you can find Stephanie at LustLoveBoudoir.com

Signature Talks Utilization Across Various Platforms

Once crafted, here are some uses for that kick-ass Signature Talk:

- **Conferences and Workshops:** These are traditional yet powerful venues for delivering your Signature Talk. They provide a platform to reach an engaged audience actively seeking insights and solutions in your area of expertise.

- **Webinars and Online Courses:** Offering a digital version of your Signature Talk through webinars or as part of an online allows you to connect with clients who cannot attend in-person events.

- **Social Media:** Short segments of your Signature Talk can be adapted for social media platforms, serving as valuable content to engage with your audience.

- **Podcasts & Guest Blogging:** Sharing your insights on podcasts or through guest blog posts can help you reach a new audience. These platforms offer a way to delve deeper into subjects covered in your Signature Talk, providing additional value to listeners and readers.

- **Networking Events:** A concise version of your Signature Talk can be a compelling introduction in networking settings, helping you quickly communicate your business's value proposition.

- **Sales Meetings and Pitches:** Tailoring your Signature Talk for one-on-one sales meetings or pitches can help persuade potential clients or investors of the value of your business.

Crafting a Signature Talk can be an incredibly fun process, especially when you dive into the creative challenge of selecting a topic. The real excitement lies in choosing a subject that not only has commercial appeal but also includes an unexpected twist. This element of surprise, similar to revealing Stephanie is a boudoir photographer at the end of her talk, adds depth and intrigue to a presentation. A Signature Talk is not just a speech; it's a versatile asset that can be adapted and utilized across various platforms to promote your business. By establishing your expertise, building trust, and enhancing visibility, a Signature Talk helps to attract and engage your target audience, driving growth and success for your business. Let us know if you are interested in crafting your signature talk.

Publisher@BelmontCityPress.com