

# **BELMONT CITY PRESS UNIVERSITY**

**Business Edition**

Red Hilton



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BCPU Business Edition

## CHAPTER 1

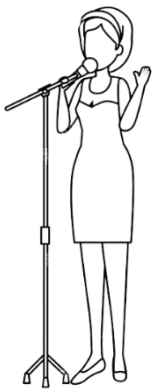
# INTRODUCTION

Some insight on me: I'm old. Not "clutching an autographed copy of the Bible" old, but I've been around for more than a minute. In my time, I have always been curious about the *why* of things in life. I like (read: LOVE) the organization of things and making sure everyone has the most information possible when making any decision.

As a child, I would "play" in my bedroom with my stuffed animals. Sounds normal so far but wait! I owned one "business suit" then. It was a snappy, mustard-yellow plaid number that consisted of a vest, button-down shirt, and pants (bell bottoms, of course). Growing up, I was one of three girls and the best dressed, obviously!

But oh, that SUIT! I would spend *days* on end organizing my “team” of stuffed animals. Seating charts, picking partners, getting feedback from each “person” in the group, making charts and doing what would be considered “vision boards” in modern society. What was I “planning” with them? How we were going to play, of course. By the time the ‘80s rolled around, I felt Alex P. Keaton was behind the times (and perhaps had been following me around in my childhood and watching me!). I miss that suit.

Fast forward to my educational years. I have always wanted to know “why?” and understand



everything; I wanted to excel at learning. College was no different. I spent three of my college years doing stand-up comedy. Why? Not as a “creative” outlet per se; it was so I could understand what people thought “funny” was, and depending on the night, sometimes what they

considered funny was me...and sometimes *it was not*. I certainly learned a lot! As an adult, I

like to combine my training as a former comedienne and my love for the “why” in life into everything I do.

So how is this important to you, my reader (and new best friend)? I have taken the guesswork out of what is essentially a blind item: writing and publishing a book. I have spent my entire life preparing for this moment: the moment you open (and crack the spine on) this book. This book is packed with information, insider knowledge, tips, and tricks on getting the words out of your head and onto paper, and ultimately getting you published as an author.

What path did my career take to get me here? I obtained my real estate license back in the early '90s, at the age of eight; that's my story! I was filled with wonder. My entire real estate career was centered on education. (Who here is surprised? No one? That's what I thought.)

I have worked with and for homeownership focused nonprofits for over 20 years. I was formerly on the Board of Directors of two nonprofits that focused on homeownership

and education. I have an extensive mortgage background and can speak in "All Regs" guidelines like a second language. I also have a spreadsheet of investor overlays to Fannie and Freddie based programs that is *color-coded*. If you have no idea what that means, congratulations; you probably live a normal life!

I was lucky enough to be part of the original Credit for Life Fair, which originated in Massachusetts and is now a national program for high schoolers. I am certified through Money Management International and Consumer Credit Counseling Services.



I have personally taught over 250 First Time Home Buyer (FTHB) seminars. As part of the



home buyer seminars, my role was to review, analyze, and develop a plan for all attendees as needed with regards to their credit profile and plan for homeownership. I have been a consultant for national nonprofits related to the implementation of their online educational courses. Aside from being fun at parties, this means I know a little about the business of Real Estate.

After almost 30 years in the business, I discovered that buyers leaving my FTHB programs knew more about buying a home than new agents did. I kept wondering, if that is the case, then “who is the expert?” The buyer or the agent? Motivated by this discovery, I developed an online and one-on-one coaching program for new agents called EdifyCoaching.com. The focus of Edify became to bring my knowledge of FTHB education to new agents.

As 2016 and 2017 came and went and after repeating myself a million times either in programs or in coaching, I decided to write a book about everything I knew. Half of my

motivation was to simplify my life. The other half was in case I got hit by a bus, at least people might still be able to benefit from my years in the business.

What did I discover about writing a book? That getting hit by a bus probably would have been easier. Even though the book was 30 years in the making, the 18 months it took to get the words out of my head and on to paper were torture...absolute torture. I knew the material like the back of my hand; heck, I *wrote* most of the material I was writing about; but I still struggled. Was I giving too much detail? (Like this intro!) Was I explaining things clearly, using correct sentence structure, cohesive paragraphs, or spelling properly? UGH, the pain! And thus, *Belmont City Press was born*.

Of all the places available for you to publish a book, Belmont City Press stands out as one of the few that *helps* you to write a book. With our "21 Days To Author" program, we walk you through every step of the process. Maybe you don't think you have an entire book in you, but I know you have at least a chapter.

At BCP, we specialize in anthologies, so you have all the benefits of being a published author without the struggles of writing an entire book. And the best part is you are the writer! No canned book from us with only a “personalized” cover that you need to pay monthly fees to use. It’s *your* book.

Aside from giving life to Belmont City Press and having an almost 30-year career, I am a “wannabe” runner. One of my proudest accomplishments is that I am a marathoner. My first (and please, for the love of all things holy, last) marathon was the 2019 Boston Marathon. I was a charity runner (Go Team BMC). I also hold the distinction of being the LAST official marathon finisher for the race (go ahead, Google it, I’ll wait....).

Well, if you are not impressed by that, let me pass on a bit of advice: trust your training. This proved to be an invaluable mantra that propelled my injured leg through 26.2 glorious miles in Boston on that fine spring day. Writing a book is a marathon, not a sprint. Trust the process, surround yourself with good

coaches, and know that the finish line will be there when you get there, and it will be spectacular.

Regardless of where you are in your professional journey, take the time to understand all your options. Surround yourself with a great team of knowledgeable and experienced people who can guide you through the process. If you happen to be interviewing for the position of publisher, let me know. I would love to earn your business and show you how

***"I'm obsessed with your success!"***



## CHAPTER 2

# FIND YOUR “WHY”

It's no secret that writing a book is the ultimate credibility tool for positioning yourself as a go-to expert in business. It helps to differentiate you from your competition. We also recognize that the hardest part of writing a book is, well, WRITING the book. What does that mean? Maybe it's finding the time, maybe it's forming sentences, and probably, it's the challenge of organizing everything you know into paragraphs and chapters.

We also mean physically sitting down and getting it done. We know you have a book in you; it's the getting the book out of your head and onto paper that is agony. We now believe every story we have ever heard about “crazed” authors and understand why Thoreau stayed at Walden Pond for a couple of YEARS in the mid-1800s, growing berries and beans and speaking to no one. We get it Henry, we get it!

In 2019, I wrote my first book, and even though it was over 30 years in the making, the

18 months it took to get it out of my head and onto paper seemed longer. I knew the material like the back of my hand, and yet I struggled to form cohesive and clear paragraphs, never mind actually finding the time to be alone with my thoughts.

***I would have given anything to have someone read my mind and organize the chapters of my book.***

And thus, Belmont City Press was born. We are not just a publisher of books, but of anthologies. Our goal is to walk you through your story step-by-step.

- We ask pointed and open-ended questions in our “21 Days To Author” program.
- You answer questions for 21 days and then we take it from there.
- With the help of our writers and copy editors, we cultivate a narrative of your journey and create a chapter-length story.
- We then group your story chapter with like-minded individuals’ and arrange a book.



**you are a published author!**

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And the best part is **you** wrote your book! What do we mean by that? We recognize that it is easy to “call in an audible” and consider *publishing* a book you didn’t write. It would be easy to succumb to the convenience of one of the companies that will create a book cover with your picture and brand, and place it on a pre-written, canned book that MULTIPLE other people in your industry will also claim as their own. Might we suggest that differentiating yourself with a book at the cost of your credibility is probably not optimal for your long-term business plan?

### **Never trade integrity for income.**

Look, there are many ways to become a published author. At Belmont City Press, we obviously think there is a better way. Maybe our system won’t work for you, so let’s not get ahead of ourselves.

Allow us to highlight the benefits of writing a book; the *WHY*, as we like to use in our presentations to clients. Let’s find your *WHY*; including where to get content, what content to include in your book, how you can publish your book, and what steps to take in marketing you and your services with a book.

## Why You Should Write a Book

So why should you write a book? How will it help your business? What do you do with the book once you've written it? Where do broken hearts go? Is the moon *really* made of cheese? All good questions! Let's see if we can help answer some of them.



### ***How Your Book Will Help Your Business:***

- Establish your credibility
- Brand your expertise (psst, YOU are your brand)
- Simplify your life
- Serve as a marketing tool to gain more business opportunities



# **ESTABLISHING CREDIBILITY**

You need to give people a reason to trust you to solve their problem. The *Merriam-Webster* dictionary defines credibility as “the quality or power of inspiring belief.” Credibility is not built on intentions, but on perception. There is a direct correlation between your perceived credibility and your potential revenue and profit growth.

## **Credibility**

Certainly, there are a few ways to build credibility, such as customer reviews and referrals. Both are powerful drivers of sales in your business, yet they are limited in their reach to the number of current customers and their willingness to leave a review and spread the word for you. Writing a book puts you in the driver’s seat when it comes to spreading the word.

Writing and publishing a book related to your expertise or niche within your industry will have a significant impact on your credibility and can substantially increase your bottom line. How do we know this? In 2006, Mike Schultz, principal of the Wellesley Hills Group of Framingham, MA, decided to find out. His firm, a marketing consultancy for professional service providers, released the results of a survey of 200 business-book authors. They called it *The Business Impact of Writing a Book*. In an article in *BusinessWeek* that same year, Schulz said

***"The vast majority of the authors we surveyed -- 96% -- said they did realize a significant positive impact on their businesses from writing a book and would recommend the practice."***

Schultz goes on to note, though, that the primary business benefits are indirect - that is, even the authors whose books sold well didn't make much (if any) money from the sales of books. The benefits they cited were things like "generating more leads, closing more deals, charging higher fees, and getting better speaking engagements."

**Take-aways from the survey conducted for the *Business Impact of Writing a Book*:**

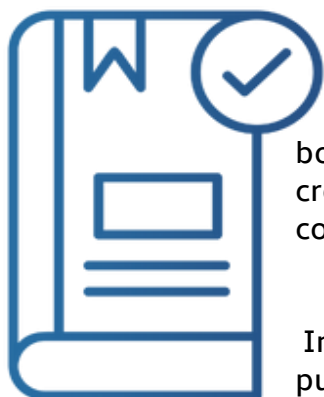
- 96% of authors reported that publishing a book positively influenced their businesses
- 94% said it improved their brands
- 95% generated more speaking engagements
- 96% generated more clients
- 94% generated more leads
- 87% said it allowed them to charge higher fees
- 87% reported that it allowed them to generate a more desirable client base
- 76% said it allowed them to close more deals

What those figures reveal is that if you're serious about your business, becoming a published author is no longer an option; it's a necessity for market advantage.



Adding “published author” to the list of your accomplishments is a valuable commodity that will help you establish your credibility. Doing so also positions you as an expert, so you can command higher fees, easily attract ideal clients, and differentiate yourself from your competitors.

Research conducted by Reputation Institute shows that a print book is number one on the list of “credible”



marketing methods. That’s because consumers consider a book to be the most credible form of communication.

In fact, becoming a published author increases your credibility factor by

300%. That’s a huge return on your investment. Authors are perceived as experts and that expertise or credibility translates to big returns for you and your business through a shorter sales cycle, a higher closing percentage, higher quality leads and clients, and the ability to charge higher fees and easily acquire that higher rate.

**When you are perceived as an expert in your industry:**

- you can market more effectively and at a reduced cost.
- you acquire appearances and features in large publications more easily (approximately 60% of the authors you see interviewed on talk shows and news programs are self-published).
- you attract clients to you instead of having to chase them.
- you land more speaking engagements.
- you can work less because your pay is equal to the value that you deliver, not the hours that you work.



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## CHAPTER 4

# **BRAND YOUR EXPERTISE**

What is the #1 indication that someone is an expert? They “wrote the book” in their chosen field of expertise. My email tag line after writing my first book was “I literally wrote the book on selling houses,” because I did!

Look, most of the time, writing a book is hard. It can be long and tedious. It can take focus and “down-time” away from your regular life. That is, unless you are smart in how you go about writing your book. Writing a book leaves an impression on your clients that you are the go-to person. Perception is everything. Let’s take a real-world example from my 30 years of experience.

When selling a home if I received 2 offers for my sellers’ and compared them side by side: One has fully underwritten pre-approval, the other does not. Who would I probably suggest that my sellers negotiate with?

The one with the piece of paper indicating the buyers know what they are doing and have put the time and effort into researching and understanding the process. Write a book and your prospective clients will make the same choice.

Not sure what to write about? I get it. I've said it before, and I'll say it again: the hardest part of writing a book is WRITING the book. What if I told you that your book may already be written for you? What if I told you that you have access to the resources you need for all the content you want?

**Let's look at a few ways that you could be a whole lot closer to being a published author:**

**Repurpose Your Content:** Do you write or publish a newsletter? What about a blog? Have you produced some videos for your social media channels? If you have done any of these things, there is a good chance you have scripts lying around somewhere. Newsletters, blogs, social media posts, even the content on your website, may already have enough content for a book. Choose your most popular or informative entries, then update your intro and scatter in a few original new comments. Each of those posts becomes a chapter. Add some photos or graphs, and you have yourself a book. One thing to keep in mind is any



copyright issues. Make sure if you are using a service for your blogs, newsletters, or other written media, that you have permission to publish the content anywhere, make changes, etc. In the industry, there are different “rights” associated with copy. Just stay on the safe side.

**Hire a Ghostwriter:** Compile your ideas. The ghostwriter will do the research and write the book. Then you work with the ghostwriter/editor to fill in the holes and add your own voice. It still



has the feel of a book you would write since you’re having someone organize and tidy your thoughts, but it takes a lot less of your time.

**Interview Experts:** Reach out to your sphere of influence, talk to previous clients, or connect with your vendors that you use regularly. Everyone you know is an expert in something. Find a common tie that binds them together, interview them, and “**voilà!**”, you have several chapters written. An excellent example of this is the book LAWYER UP! by Justine Gronwald. The author contacted seven attorneys who each wrote a chapter. Book complete. Then, the attorneys promoted the book to their clients and her audience grew seven-fold!

**Have Someone Interview You:** Some of us have a lot to say, but don't know where to start. Do you have a "Signature System" that you use to run your business? Walk readers through what sets you apart from your competition. Do you have a team? Have someone interview you or your entire team to explain how your way of conducting business benefits your clients. Simply sit and have them be curious and ask you questions about your business, expertise, or topic. Record the conversation and have someone transcribe the video. Hire an editor and your book is almost complete.



**Video Yourself:** Have you created a YouTube channel filled with video? Do you have a TikTok channel filled with "quick hit" style videos containing helpful hints? All those videos can be turned into copy and summarized into categories. The great thing is, once the book is produced, you can recycle the copy back into videos and record fresh, updated videos for your social media channels to help promote YOUR book.

**Create an Outline:**

**10 x 2 x 2 Method -**

- Pick 10 topics
- 2 short stories per topic
- 2 points for each short story

**Outline Steps -**

- Write down 10 topics or “Most Frequently Asked Questions.”
- Write down 2 common answers, options, or short stories you have encountered in your experience. Don’t have your own story? Tell someone else’s story.
- For each short story, give 2 lessons or advice the reader should take from the story. A point-counterpoint argument is an option as well.
- Each of the 10 topics is a chapter. You can wrap up each chapter with a review and reinforce the information you are looking to convey.

**Pros and Cons/Dos and Don’ts:** A “Pros and Cons” list is an easy way to get you started writing your book. Pick your subject and think about the pros and cons of your topic. By writing these down, you will instantly have the chapters to your book. One of the most popular articles on my website was a “Dos and Don’ts” style look at open houses. It talked about things you should and shouldn’t do at open houses. I think people secretly wanted to know which category they were in: the DO people or the DON’T people.

**Remember: You are your brand! Your goal is simple: build a brand, as an individual or as a team, that creates reach, and that people can recognize. By doing so, potential clients will come to you. After all, you are the expert!**



## **SIMPLIFY YOUR LIFE**

Writing about what you know offers people the ability to learn from your years of experience. As a motivated professional, you want to communicate everything you can to every client, but that can be a lot of talking and can take a lot of time (and never mind how many times you end up repeating yourself).

Use studies and statistics in your book to simplify how you convey information and increase credibility. Studies and statistics can lend credibility to your business brand like no other proof element. People have a deeply built-in, almost revered respect for conclusions which are scientifically reached by recognized experts.

Use the art of storytelling to entertain readers when giving examples. There's a lot you can say in the context of telling a story that can't be said otherwise. Share your experiences in the field that you use as lessons to your clients. Tell your target audience how you handle situations in a fun or riveting way.

When speaking to clients, I often say, "I wrote an entire chapter on this in my book." Simplify your life, put all your knowledge in one area, and you can hand your book to your client and say,

**"TURN TO PAGE 17, HELEN".**

*Boom, done!*

I think we agree that writing a book will simplify your professional life but writing it might not seem as simple. Depending on how much time you want to dedicate to the organization of your book, there are several ways to get your book written and published. As we mentioned before, there are companies that will publish A book with your name and picture on the cover. These companies have pre-written books masquerading as "ghostwritten" books. Usually for a fee, they will give you temporary license to promote their book with your name and picture on the cover.

There is usually a startup fee and a monthly fee. You typically buy the books yourself, store them in your garage, and "sell" or use the books as you wish (sometimes they are available for sale on the company's website, and you need to direct customers there to

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purchase). The kicker is, once you stop paying your monthly fee, your licensing ends and you need to stop promoting the book. Also, a thing to note: the “stock” books are being used by MANY other people across the country. That’s right! You have a duplicate copy as other agents are selling the exact same book. So, we ask, did you write a book, or did you publish a book?

### **Never trade integrity for income.**

There are several companies online that will take your fully written and formatted manuscript/book and publish it for you (including Belmont City Press). But the challenge is, you must have the book completely written. In addition, if you haven’t taken care of it yourself, you will need to pay a publishing company to edit/format and then publish it.

We know the hardest part of writing a book is WRITING the book. So, at Belmont City Press, we have come up with a better (and dare we say, timesaving) path to writing and publishing *your* book.



**Belmont City Press, LLC**

At Belmont City Press, we developed Belmont City Press University. At BCPU we will “give you ten fingers” and get you over the *writing wall* of your book.

- We essentially interview YOU for 21 days in our online “21 days to author” course and provide you with a short motivating video each morning and examples of how to answer the daily questions.
- We ask open-ended and pointed questions so you can give us the info you want conveyed to your clients.
- We take the first week or so to get to know you.
- We then introduce your *FOCUS*; the reason you are writing a book.
- Next, we dive deeper by asking about your experiences and aspirations; about the good, the bad, your advice, and your triumphs. We ask about times you were *humbled* in your focus, and other times when you felt *empowered* in your focus.
- We ask about your business model and what sets you apart in your industry.
- We give you the opportunity to write anything you want, upload articles you



have written, and/or tell us something we didn't ask.

- After 21 days, we take it from there. We have writers and copy editors that organize all your thoughts and communications into an appropriate length story.
- We take your story, and if you are not writing a book as a sole author, we combine it with those of like-minded people, and publish an anthology.
- We publish the book or anthology on Amazon or Barnes & Noble (yes, *that* Amazon and Barnes & Noble!) or other well-known online "bookstores" and **voilà**, you're a published author! If you want to be "extra" fancy and want to earn royalties, opt for a "Featured Author" upgrade of the book. This entitles you (or your team) to be featured in your own book and really highlight you as the go-to expert.

**Something to note:** we don't expect (and neither is the intent of writing this type of book) that you will retire from the royalties you earn from this book.

## BCPU Business Edition

Heck, some of our authors never sell a copy. The intent of this book is to give you some credibility (being found on Amazon or Barnes & Noble has an air of credibility to it); it gives you something to reference during your client appointments & interactions, or you can order author copies at cost, whenever and however many you want, any time, to use in your marketing.



Belmont City Press



Belmont City Press  
University

The book is meant to be a tool. Do you want to show up to meet with clients and drop off a chip clip? Or does making your presentation to a client and then leaving them with your book *"should you have any more questions"* sound like a better idea? One carries a little more weight than the other. This book can be used as a low-cost pop-by, as the focus of posts on social media, or the most impressive business card created.

**You decide.**

# **GAIN MORE BUSINESS OPPORTUNITIES**

So, your book is written. Now what? It's time to start marketing the book and put it to good use. First thing to do is to create your elevator pitch. This may seem obvious to some, but it's extremely important to perfect it. A pitch isn't just for potential clients; it's the way you present your book to the world, from clients to industry partners. Being able to explain what your business does and summarize it in just a few sentences may be the most effective marketing tool in your possession.

Next, create 15-minute and 45-minute educational presentations. This way, if you have an opportunity to talk about your book, you won't draw a blank. Planning on what you want to say to communicate you are the new expert in town without sounding forced, conceited, or hesitant will prevent you from looking unprepared. Now, level-up your marketing with a book and be creative.

**Drive Traffic to Your Business:** If you are looking for a great way to drive people to your website, post an excerpt from your book on your website. Use your social media channels and provide a link to the page.



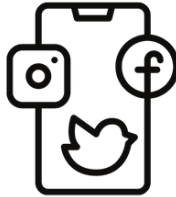
**Create an "About the Author" page on your website:** Like an excerpt, an author page is an opportunity for potential clients to get to know you. In addition, they will get a feel for what sets you apart and how you plan to earn their business.

**Email list:** The email list you have generated is GOLD right now. Include an excerpt of your book in an email drip campaign. If you send a monthly newsletter, include a reference to your book and direct people to your website or Amazon page.

**Are you new to Business? If so, download my FREE copy of the ONE TOOL you need in your marketing toolbox using the QR code below.**



**Get interactions on your social media:** Utilize paragraphs from the book as a blog or social media posts and then link to your website or sales page on Amazon so that potential clients may “find out more.”



**Update your LinkedIn profile:** Include “published author” in your profile. Even on sites geared toward business-to-business contacts, not everyone is in your industry. Let everyone know there is a new expert in town and you’re very easy to find.

**Start or participate in a podcast:** Don't have a podcast of your own? Search for local industry people who have an established podcast. Very often they're looking for people to interview, and that is a prime opportunity for you to market your book and yourself!

**Have a social media LIVE event:** Spend an hour talking live on social media channels, like Facebook or TikTok, about your book. Answer questions or give away a free copy.

**Business card QR code:** Yes, they are back. On the back of your business card, place a QR code to your author page on Amazon or your website's "Meet The Author" page. Or in my case...meet the publisher.



**Write press releases:** In marketing, everything is an opportunity to create buzz. If you have any news you want to share regarding your business, write a press release. A press release can help you to be featured on affiliates of FOX, NBC, CBS, & other industry related sites and publications. Not sure how? We can help!

## **AUTHOR COPIES**

As part of publishing your books through BCP, at any time you can purchase *author copies*. This is so you have copies of your book on hand. The author copies are at cost (plus shipping/handling, etc.). As an example, a book may retail online for \$12.99, but if you were to order author copies, the cost might be around \$2.95 per book. If you order 100 copies (costs would be approx. \$295 plus shipping) you now have the most impressive business card at your fingertips for the next 100 people. The possibilities are endless.

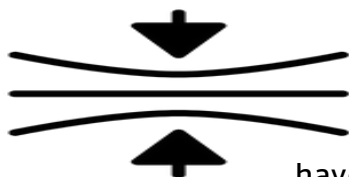
### **Let us suggest a few options:**

**New client appointments:** This is probably the number-one reason to write a book. When meeting with new clients, give them a copy of your book. But remember: “sprinkle, don’t pour.” Make subtle references to your book. You don’t want to be too heavy-handed.



**Happy Anniversary!** Send a copy to your past clients on their anniversary. Include a quick note acknowledging the date, and don't forget to ask for referrals!

**Create a squeeze page:** A *squeeze page* (also known as a "landing page") exists to solicit opt-in email addresses from prospective subscribers. There are companies (like website hosting pages) that will assist you in setting up a squeeze page. You can also build your own (and we salute you!). The goal is to get "industry-minded" people to



exchange their email for a **free** copy of your book.

Sometimes you can

have people cover the

cost of shipping and handling, otherwise consider those costs part of your marketing.

It's a great way to have people coming to you who are interested in what you have to say.



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**Give copies in exchange for reviews:** Nothing helps to instill confidence in people more than reviews from “regular” people. Reviews on your website (or even of your book on Amazon or Barnes & Noble) are helpful. Offer to give a copy of your book to past clients or friends in exchange for an online review. Post the reviews on social media to draw attention.

**Fairs and Events:** Set up a display of books at your next marketing event or participate in local educational fairs. Have a QR code handy for potential clients to scan in exchange for a free copy. The QR code can direct them to your social media and ask them to Like/Subscribe or a registration for an email drip campaign, etc. in exchange for a book.



**Office displays:** Does your office get foot traffic? Is there a public facing window that you can set up a small display in? What about at the office of a vendor? This is a great way to get eyes on your book and create interest.

**Reach out to local libraries:** Contact your local library and put on a free “meet the author” night. I mean, they are in the business of books so this is a common thing for them. In addition, offer to donate several copies to the library.



**Adult Ed classes:** Find local nonprofits or social service agencies that are doing in-person adult education classes. For a 45-minute presentation, you have people in front of you who can each get a copy of your book. (As for myself, I have taught more than 250 FTHB seminars. It is literally how I built my business in the late 1990s and early 2000s.)

**Reach out to local networking groups:**

Perfect your 15- or 45-minute presentation and reach out to your business vendors or local businesses networking groups. Not everyone in each of the offices of your vendor partners knows who you are. Even if people are “in the industry,” they may not have an expert to make referrals to. Offer to do group workshops in your sphere of influence, business partners, groups, and vendors. Plan office visits or “Lunch and Learns.”

*Be creative!*

**Build a team:** Recruiting? If you’re looking to attract coaching clients, new employees, or team members, write a book and provide recruits with the reason to join you.

**Pop-bys or “items of value”:**

Brian Buffini ([buffiniandcompany.com](http://buffiniandcompany.com)) is a real estate coaching GIANT but his methods transcend industries. You may have heard of *pop-bys*. Often, agents pop-by previous clients’ homes and drop off a small “item of value.” In the interest of time, sometimes they mail it. Let your clients know they previously worked with an expert and that you will be there to guide them in the future. **In my experience:** I walked into a home for a listing presentation. The sellers were relatives of a long-time friend/client. I brought my book with me, but it wasn’t needed. When referring me to the sellers, my friend/client referenced my book. The sellers had bought it, read it, and knew I would be the right agent for them. After all, “I literally wrote the book on selling houses!”

**Generate your own buzz and the media may come calling. If they don't, go to them!** (After all, you're the expert!) You have taken the time and trouble to write down what you know and



the media is always looking for new ideas (or a new angle on an old story). The media needs content, so provide it for them! A few years back I was featured in an article of the Boston Globe. You better believe I mention that any time I am marketing. Now my website features the links to articles I have written that have been picked up by the wire and seen on major news sites. So, how is that helpful? Two words: branding and credibility.

**As we mentioned before: write a press release or find an opportunity to guest blog.** At Belmont City Press we can help you write a press release or a guest blog and get it on the wire. Guest blogs can also provide backlinking to your website. Websites and publications affiliated with MAJOR NEWS companies are always looking for articles.

### AS SEEN ON



**Wondering how to get "seen on" major news sites? Let us help!**

## WRAP UP

So why should you write a book?

Well, we have already established that writing a book is the ultimate credibility tool for positioning yourself as a go-to expert in your industry. Credibility matters especially when you work in a competitive industry.

- It establishes you as an expert in your niche and gives potential clients greater confidence that you know what you're talking about even if they don't read the book themselves.
- It is a PR opportunity. You can pitch the book as a story to news media, print media, write guest posts, and land interviews.



## BCPU Business Edition

- A book provides a mailing list sign up incentive. Many businesses rely on mailing lists and special offers to get customers to sign up for their services and for good reason.
- Research data from DMA's National Client Email Report found that email delivers an average return on investment of \$38 for each dollar spent on marketing. Offering your book for free to people who sign up for your email list is a great way for you to encourage sign ups. By clearly explaining how your book is relevant and will provide value, potential customers are far more likely to pass on their contact information to you.
- Writing a book can establish an additional revenue stream if you are looking to publish it and not just use it as a marketing tool.
- A book also increases your visibility and demand with the people who are interested in doing business with you.
- At BCP, our "21 Days-To-Author" program makes it easy for you.

Red Hilton

Sometimes, writing and editing a book requires a fair amount of time, research, and money. It can also depend on the path you take in your book writing journey. Regardless of how you get there, writing a book can have a truly transformative result on your business. Use your book to bolster your credibility, expand your market reach, or create a team.

At Belmont City Press our goal is to walk you through your story step-by-step. We developed Belmont City Press University so that we can assist you in getting your book out of your head and on to paper. Maybe you don't have an entire book ready to go, but you do have a story, a message, or a business plan that sets you apart. Whether you are writing a sole authored book (or booklet) or we create an anthology with you and other like-minded authors, it's time to broaden your reach & simplify your life.

I'm Red Hilton and I want to be your publisher.

"Trust the next chapter because you are the author"

-Unknown

**#TellUsAStory**

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You, your group, or school looking to put the FUN back in FUNdraising? Check out our Coloring Book Collaboration Page. We turn you, your group, or school into a coloring book to sell and market as a fundraiser.



Schedule your online appointment with Red.

**Don't forget to ask Red how to get 20% off your anthology or a single author book about the same length as this one!**



## A b o u t t h e A u t h o r

Red Hilton, inspired by a 30-year career, a very long run through Boston, and an overwhelming need to simplify her life, created BelmontCityPress.com. Her first book *"I'm Obsessed With Your Success"* solidified her as a go to person in her industry. She has been featured in The Boston Globe, major news outlets such as: CBS, NBC, FOX, ABC, AP NEWS, Book Publisher Central, Book Launch Express, The Boston Examiner, Bookstore Newswire, plus several more & her publications have hit #1 in the US and Canada. Red uses her experience as a former comedienne, a marathoner, a mom, and a tired old grumpy lady to compulsively work towards getting herself and others from point A to point B as quickly and easily as possible. Red lives in Boston with her family and 2 dogs. In her free time, she likes researching her "weird" allergies (we told you she was FUN!), planning family vacations no one has time for, cancelling plans with friends to stay home and read, and running (which FEELS like running but probably looks like walking).

To drop Red a note or inquire about your own 21-Day-To-Author journey, visit BelmontCityPress.com

## Credits

### The Business Impact of Writing a Book

Mike Schultz  
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Reputation Institute Article by Lara Cross *WRITING AND PUBLISHING A PROFITABLE BOOK AND ESTABLISHING YOURSELF AS AN EXPERT AUTHOR.*

<https://www.ExpertAuthorBookBlueprint.com>

**LAWYER UP!:** 7 Step Guide to Help You Find the Right Attorney for YOUR Needs

by Justine M. Gronwald Available on Amazon