

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 Real Estate. 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 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!

Red Hilton


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