

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 Real Estate 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