

# The Power of Authority Authorship

How to Become an Irreplaceable  
Leader in Your Field



© Copyright Sandra Lee 2025 – All rights reserved.

The content within this book may not be reproduced, duplicated, or transmitted without direct written permission from the author or the publisher.

Under no circumstances will any blame or legal responsibility be held against the publisher or author for any damage, reparation, or monetary loss due to the information contained within this book. Either directly or indirectly. You are responsible for your own choices, actions, and the resulting consequences.

Legal Notice:

This book is copyright-protected. This book is intended for personal use only. You cannot amend, distribute, sell, use, quote, or paraphrase any part of this book's content without the author's or publisher's consent.

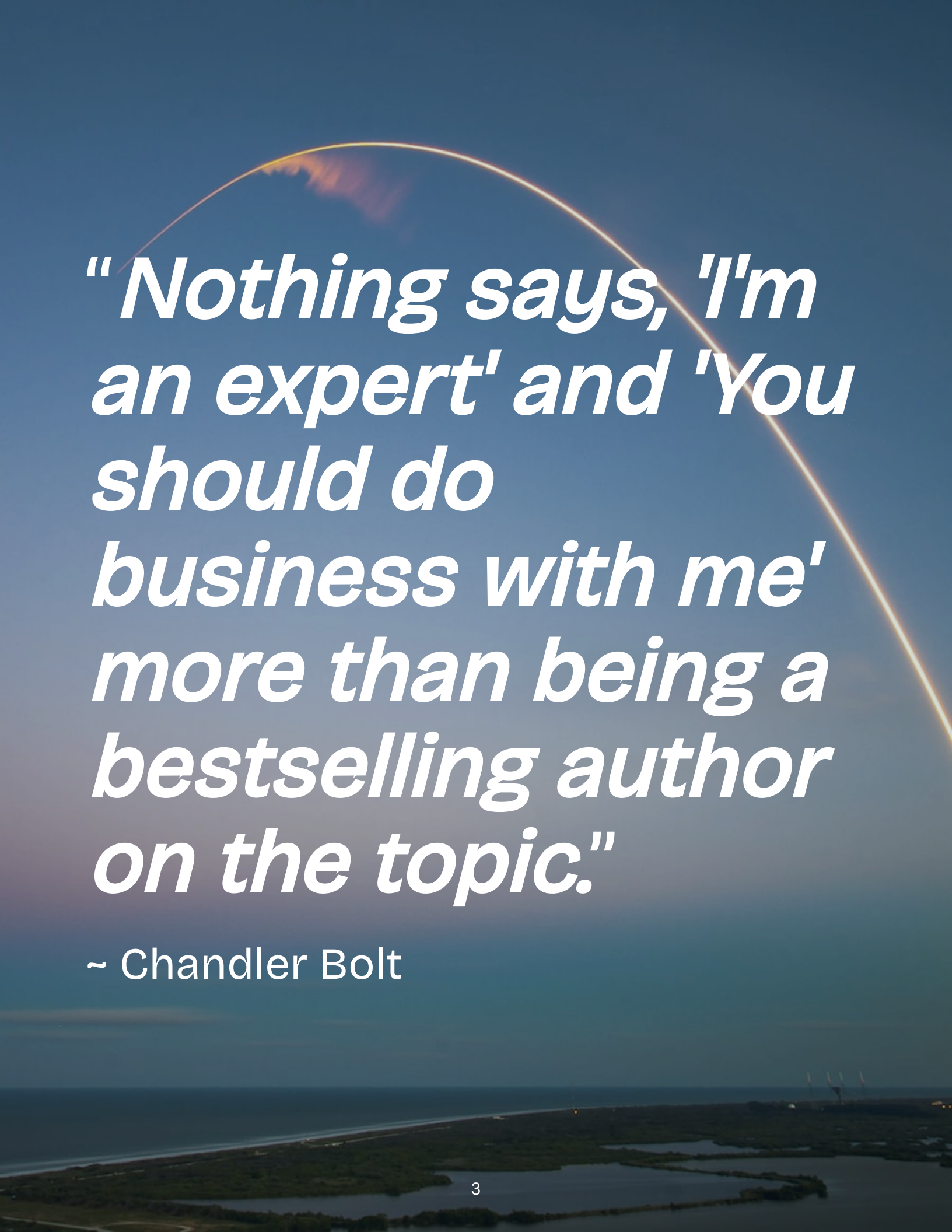
Disclaimer Notice:

Please note that the information contained within this document is for educational and entertainment purposes only. Every effort has been made to present accurate, up-to-date, reliable, and comprehensive information. No warranties of any kind are declared or implied. Readers acknowledge that the author does not render legal, financial, medical, or professional advice. The content within this book has been derived from various sources.

By reading this document, the reader agrees that under no circumstances is the author responsible for any direct or indirect losses incurred because of the use of the information contained within this document, including, but not limited to, errors, omissions, or inaccuracies.

eBook: ISBN:  
978-1-966321-06-4





***"Nothing says, 'I'm an expert' and 'You should do business with me' more than being a bestselling author on the topic."***

~ Chandler Bolt

**Authority Authorship means becoming a published author with the specific goal of establishing your expertise, clarifying your unique approach, and making your value visible to the clients you want to attract.**

**It's not about writing a novel or documenting your memoirs. It's about solving a problem ... going from being invisible to irreplaceable in the eyes of your reader ... while solving the same problems you solve every day in your practice.**

*Why Simply  
Being "Great"  
At Your Profession  
Isn't Enough  
Anymore ...*



**You're a highly skilled professional.**

**You've built your practice, earned loyal clients, and delivered exceptional results.**

**But in today's crowded and competitive world, skill alone isn't what sets you apart.**



— “ —

***"If you're looking for new and innovative ways  
of marketing your specialty, this is an  
excellent untapped opportunity for solid  
growth."***

J. Derek Tieken, D.D.S.



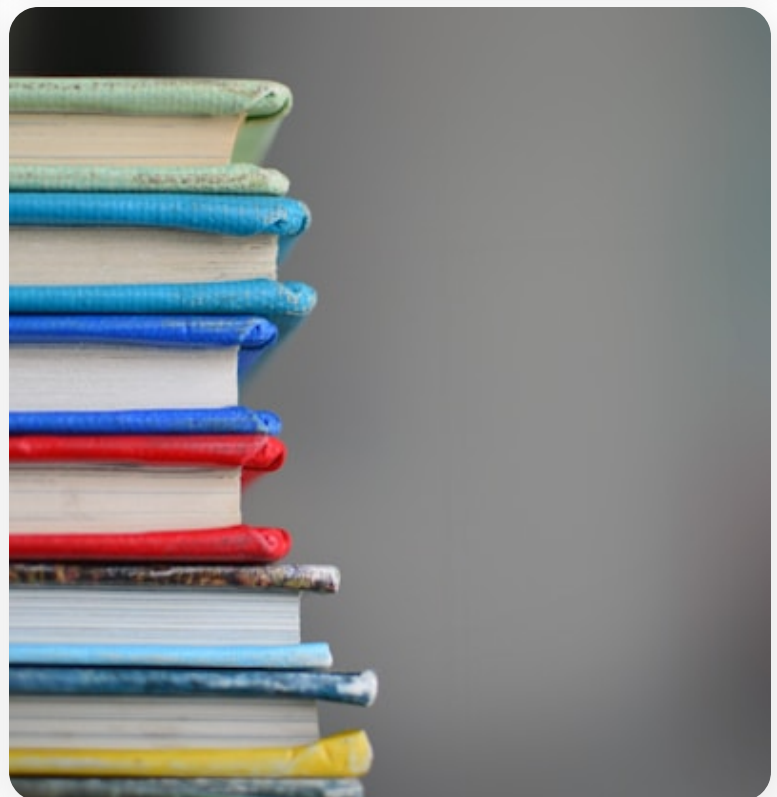
*What sets  
you apart is  
**PERCEPTION.**  
And perception  
is power.*



**Enter  
Authority  
Authorship.**

**Publishing  
a book is  
no longer  
reserved  
for  
novelists or  
academics.**

**It's a strategic move  
employed by today's  
most astute  
professionals—dentists,  
therapists, veterinarians,  
consultants, and other  
service providers—to  
establish themselves as  
the trusted voice in their  
field and within their  
community.**



**This brief guide demonstrates why authoring your own book, as a Professional service provider, is the most powerful authority-building tool available today and how it can transform not only your reputation but also your business, income, and legacy.**

# **Your Authority Showcase Book Becomes:**

- **A powerful first impression**
- **A lead conversion tool**
- **A credibility amplifier**
- **A referral generator**

**And most  
Importantly,  
it turns you  
rapidly into  
the expert  
people  
trust.**

# Why Authority Matters Now More Than Ever

**People today are overloaded with options.**

Whether they're choosing a dentist, therapist, coach, or consultant, they're not just asking who can do the job—they're asking:

***"Who can I trust?"***



***“Who is the  
top  
(enter your  
expertise)  
in my area?”***



*“What makes  
them the best ones to  
see?”*



And, finally  
***“Aren’t they  
all skilled  
and  
educated  
the same?”***

**Authority is  
what bridges the gap  
between being  
unknown,  
undistinguishable, and  
being the obvious  
choice.**



## **And when you author a book:**

- You give people a chance to get to know you before they ever meet you
  - You build instant trust
  - You become searchable, shareable, and referable

If you're  
not already  
seen as an  
authority,  
you're just  
another  
option.

**Publishing a book  
makes you the only  
logical and emotional  
choice.**







"I'm an artist, not a writer. Sandra's team worked one-on-one with me to write, publish, and distribute my Authority Showcase Book™ – one that communicates the unique artistic creations my clients have come to love. This was one of my best business decisions ever. I'm forever grateful!"

~ Mark Avant

Avant Glass Design Studios

# Benefits of Publishing a Book as a Professional

Here are just a few reasons professionals invest in their *Authority Showcase Book™*:

## 1. Credibility On Demand:

A book builds trust more quickly than a website or brochure can.

It's tangible proof you know what you're talking about.



# **2. Attract Ideal Clients:**

**Your book speaks directly to your  
ideal client's pain points  
and shows them how you solve  
them, better than anyone else.**

# **3. Pre-Sell Your Services**

**Readers become warm leads.**

**When they reach out to you, they already know who you are, what you do, and why you're different.**

# **4. Differentiate from Competitors:**

**Most of your peers won't take the  
time to publish**

**When you do, you immediately stand  
out.**



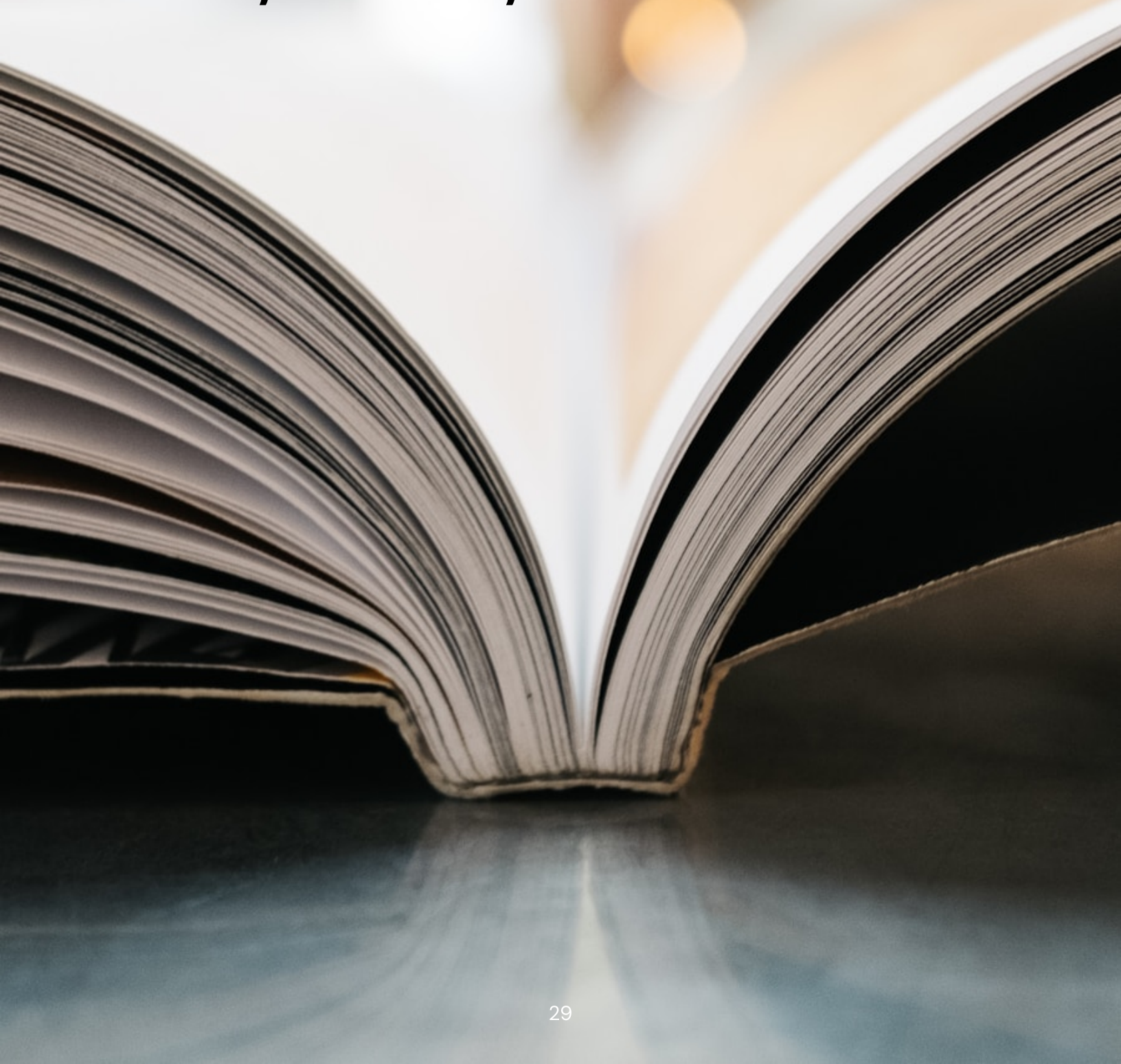
## **5. Justify Premium Pricing:**

**Experts Command Higher Compensation.**

**Authorities are chosen first.**

## **6. Fuel Your Marketing:**

**Your book becomes a source of content for social media, emails, webinars, and talks.**



# 7. Create a Lasting Legacy:

**Your book will live on shelves, in offices, and in the hands of readers long after the initial consultation.**

# ***“But I’m Not a Writer” — The Truth About Ghostwriting***

**Most professionals don’t have the time (or desire) to sit down and write a book.**

**That’s precisely why *Authority Showcase Books* exist.**



# We Take Specific Steps to Ensure Your Success

Through a guided interview process, we capture your story, insights, your client results, and proven practice processes, transforming your *Authority Showcase Book™*.

It's a professionally written and published book—in your voice, without requiring you to write a single page.

You stay in your genius zone. We handle writing, editing, design, and publishing for you so you can focus on what you love doing the most.

Effect

Steps:

1. Recording  
recording  
greater



# What goes into your *Authority Showcase Book™* ?

Your book  
is NOT a sales pitch.

It's a value-rich, trust-  
building resource that  
answers the questions  
your prospective  
clients have ...

# Questions Like ...

- What problem do you solve?
- Why is your method different, faster, better?
- Who is it for?
- What should the reader do next?



# The Author Authority Method™

*From expertise to bestseller—build your brand with a book that leads your field.*

## Our Proven

## 6-Step Process With You:

Mapping Out the Book to Showcase Your Expertise

Engineering Your Book to Sell

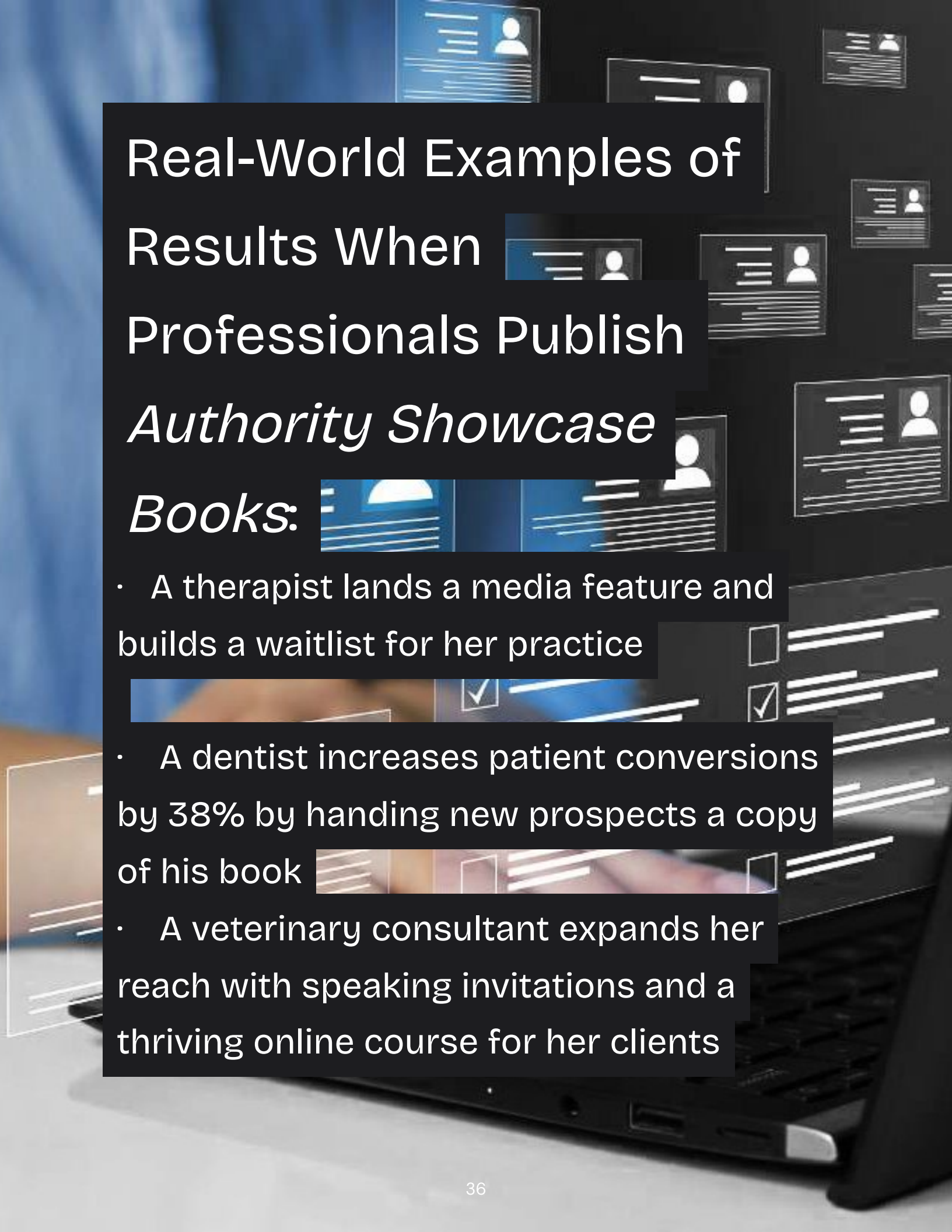
Writing Your Book - Quickly

Turning Readers Into Leads

Launching to Become a Best Seller

Legacy - Selling Your Book Long-Term





# Real-World Examples of Results When Professionals Publish *Authority Showcase Books:*

- A therapist lands a media feature and builds a waitlist for her practice
- A dentist increases patient conversions by 38% by handing new prospects a copy of his book
- A veterinary consultant expands her reach with speaking invitations and a thriving online course for her clients

**The bottom  
line?**

**Their book did  
the talking for  
them.**

**And it worked.**



# Conclusion

*Stop waiting  
to lead your field.*

TEAM  
LEAD  
SUCCEED



NICK FEWINGS

TEAM LEAD  
SUCCEED



*Team Lead Succeed* is for anyone who works in a team and wants to make a positive difference to its effectiveness.

It provides tools, learning and practical suggestions to help you and your team achieve even greater success by understanding both **WHO** is in your team and **HOW** effective your teamwork is.

It will help you to appreciate those areas of your teamwork that are working well, whilst also highlighting areas that could be working better and to be shared with your team, discussed and, if agreed, changed.

*"Everyone in a team has a voice, which needs to be heard, especially when things aren't working as well as they should be. After all, nothing will change if you do not take action and speak up."*



## ABOUT THE AUTHOR

Nick Fewings, Teamologist at Ngagementworks, initially started his 20-year career with Barclays, working his way up from a clerk to a change leader, leading the people working on global projects.

For the past 20 years, Nick has specialised in learning and facilitating team development around the globe and, helping teams to achieve high performance.

He has profiled thousands of individuals and worked with many types of teams.

Nick is the creator of the Team DyNAMics Model that measures effectiveness across 16 areas of teamwork.

When not facilitating, Nick is a highly-regarded conference speaker, having spoken at over 500 conferences worldwide about how to achieve high-performance teamwork.

RRP  
UK £16<sup>99</sup>  
EU €19<sup>99</sup>  
US \$22<sup>99</sup>

ISBN 978-1-7397



9 781739 757205

**There will always be  
someone with more  
credentials.**

**More followers.**

**More experience.**



But what  
they won't  
have is your  
story.



**Publishing  
your *Authority  
Showcase Book™* isn't  
just about writing—  
it's about  
claiming your voice,  
owning your expertise,  
and becoming the  
go-to person in  
your field.**

***The world  
needs what you know.***

***It's time to stop competing  
and make people want your  
expertise.***

***Let's Create  
Your Authority Showcase  
Book™.***

***We can start today! It's just  
an email or phone call away.***



# UNLOCK YOUR BUSINESS POTENTIAL



**You bring  
the  
brilliance.  
We provide  
the  
blueprint.**

**The time to  
distinguish  
yourself in  
your field  
and your  
community  
is now.**

**Let's write  
the book that grows your  
business—and your  
legacy.**





**Discover how  
we write your  
book for you, in  
your voice, not  
some generic AI  
content.**

**Let us help you  
become the go-to  
leader in your  
field!**



**Please tell us a little about yourself,  
and book your FREE Authority  
Strategy call now.**

**Email us at  
[team@leebusinessmarketing.com](mailto:team@leebusinessmarketing.com)  
or call 817-271-4540 to schedule  
today.**





# LEE BUSINESS MARKETING

This free  
consultation  
is a limited-  
time offer, so  
contact us  
today!

*Because great providers shouldn't be  
invisible.*

We look forward to helping you serve  
more of your community soon!

[LeeBusinessMarketing.com](http://LeeBusinessMarketing.com)