

The Right Way to *Promote Your Strengths*

Do you want to create new clients, increase your company's credibility dramatically in the marketplace, and maybe even leave your competition in the dust?

Then a book might just become the nexus of your marketing toolbox. For a business, a published book can:

Raise corporate visibility and credibility

Act as a "calling card" with prospects

Grow professional speaking fees

Create new revenue streams through related products and services

Attract clients

Increase the author's overall professional credibility and marketability

Notice that the list does not include "realize revenues from the book." The real earning potential of most non-fiction books isn't from the typical 8 percent royalties they earn, but from the work that follows when a smart company or author capitalizes on it. A properly marketed book is often a loss leader that generates future consulting or speaking income. Here is a true story.

The CEO of an outsourcing management advisory firm fought fierce competitors for almost every major contract he won. He was dissatisfied with his growth and decided to take his 20+ years experience – including his "insider secrets" – and write a book that

would provide a guide to the ins and outs of his industry. He populated it with vivid case stories from his background. He hired a ghostwriter and invested tens of thousands of dollars in services and marketing to help him develop the book, create the book proposal, find a publisher, and launch the book.

The book was "Turning Lead into Gold: The Demystification of Outsourcing" by Peter Bendor-Samuel. Even after it disappeared from bookshelves across America, Europe, and Australia, the author, every time he meets prospects, puts the book in their hands and says, "We wrote the book on this."

He rightly focused his efforts on CFOs and CEOs of large, multinational organizations rather than the general public. While his book may not ever make enough from individual book sales to recoup all his expenses, it has helped his firm win millions of dollars of contracts away from his competitors. Even more satisfying, they cannot themselves write books since he has already written the book on their industry.

It has had a noticeable impact on his company's bottom line. In the five years since the book first appeared, the company has grown substantially and opened operations around the world including in Canada, Africa, Asia, India and Australia. The firm has attracted some of the top outsourcing experts in the world as employees, further enhancing the company's ability to win contracts.



Leveraging the credibility of the book, the firm has expanded into a renowned research firm and guru center. The CEO speaks regularly to large groups of CFOs and CEOs and is known worldwide. He is an Honorable Advisor to the Strategic Outsourcing Council of Japan, and is frequently quoted by Forbes and other business publications. He also publishes three of the industry's leading newsletters.

While recognition and awards did not come to the firm solely from the book, it has had an impact on every aspect of the business and has helped rocket the company into the leadership position it deserves. •••

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