

*99% of Entrepreneurs Never Write and Publish a Book.  
Why? Because They Don't Know The 1% Club Exists.*

# THE **ULTIMATE** BUSINESS CARD



9 Ways To Grow  
Your Business  
With A Book

*OLIVER LUKE DELORIE*  
*CEO Expert Publishing*

## **EXPERT**

noun

a person who has a comprehensive and authoritative knowledge of or skill in a particular area.

## **PUBLISHING**

noun

the occupation, business, or activity of preparing and issuing books, journals and other material for sale.

**For You**

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ISBN: 978-0-9948468-3-9

Cover design by Creative Culture

First edition printed: March 2017

This sole purpose of this book is to provide information. The reader understands neither the author nor publisher are rendering legal, accounting or other professional services.

Expert Publishing creates multimedia information products for entrepreneurial professionals so they can kick some ass doing what they love.

Expert Publishing is a division of Snowbird Books.

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If you encounter  
a person of rare  
intellect, ask them  
what books they read.

Ralph Waldo Emerson



## INTRODUCTION

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You have likely forgotten more about  
your product or service than most  
people know about it.

But the right words, in the right  
sequence, expressed in the right tone,  
can generate enormous profits.

What do you know that others don't?  
What makes you an expert?

If you have something to say, but don't  
know how to say it, why not write and  
publish a book?

If you want more customers and clients  
(who know the value and benefits you  
provide) producing your own book will  
lure them in like an expertly-tied fly.



If it was not for the art  
of printing, we would  
have no learning at all.

Samuel Johnson



With a book, you can share your unique story and connect with your prospects in an intimate way (all the while showcasing your capabilities and highlighting what makes you unique).

On a business card you only have 3.5 x 2 inches (per side) to promote your offer.

But most business cards tend to contain only contact information. Chances are your business card says nothing about:

- What makes you unique
- What problems you solve
- Why customers should buy (now)

And what happens to most glossy brochures? They end up in the trash.

Just think about how YOU consume information and entertainment.



I would never read a book  
if it were possible for me  
to talk with the man  
who wrote it.

Woodrow Wilson



Unless you have 100% of your audience's attention, they cannot (and will not) benefit from your message.

Print 500 copies of your book, hand them out like business cards to qualified prospects and watch what happens.

Your phone will ring; your inbox and appointment calendar will fill up; and you will marvel at the referrals you get.

People are jazzed about referring an author (versus another salesperson).

And if regulations curb your ability to truly communicate your value as a professional, a book is your best friend.

If an educated patient/client/customer is a good patient/client/customer, then you need to write and publish a book.



Anyone who says  
they have only one life  
to live must not know  
how to read a book.

Author Unknown



## 1 : YOUR SECRET WEAPON

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People don't ignore books or throw them away as quickly as other 'propaganda'.

Shiny brochures, attention-grabbing postcards and carefully crafted sales letters are all destined for the trash.

And advertising only helps to brand your business or evoke a direct response.

Unless you are presenting in person or on television, how else do you get a prospect's undivided attention?

If someone is considering your product or service, they will at least flip through your book. And if they read it, you have a unique opportunity to connect with them in a powerful yet personal way.



The pen is mightier  
than the sword.

Edward Lytton



You probably have a book on your desk or night table.

How often does it make its way into your briefcase, suitcase or picnic basket for a business trip, weekend holiday, or afternoon at the beach?

Regardless of the topic, books convey authority, expertise, knowledge, competency, passion and reputation.

Which is why every professional and entrepreneur can benefit from marketing their products, services, philosophies and practices with one (or three).

If you like the idea of strategically employing advanced marketing weaponry to conquer new territory, climb out of the trenches and start (or finish) your book.



A true delineation of the  
smallest man is capable  
of interesting the  
greatest man.

Thomas Carlyle



## 2 : BE AWESOME

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Unlike Rodney Dangerfield, authors get respect.

When you author your own book, you automatically become an ‘author’-ity in your field, industry or discipline.

Some of the many benefits experts enjoy include:

- More customers/clients/patients
- More opportunities
- More influence
- More impact
- More income

The more you share your personality, philosophy and point of view, the better.



Writing is turning  
one's worst moments  
into money.

James Patrick Donleavy



And the more you pre-qualify your prospects and weed out the rest, the better.

When you communicate your purpose, it will be clear with whom you work and why.

When your prospects resonate with your message and your personality, you become a magnet.

If you haven't heard it before, people do business with people they know, like and trust.

And the more a potential customer or client gets to know you, the more likely they are to like you.

And the more someone likes you, the more likely they are to trust you.



Great books help you understand and help you feel understood.

John Green



Are you ready to be AWESOME?

The more your business grows, the more your colleagues, clients, suppliers, industry, friends, family and community benefit from your success.

In addition to the perks that come with success, the payoffs are plenty when you rise to the top of your chosen field.

Authors also enjoy advantages like prestige, celebrity status and wealth.

Regardless of your personal and professional goals, having a book by your side will demonstrate your abilities without having to 'sell' anyone on them.

If you dislike being a commodity, writing and publishing a book guarantees you will never be.



In a good book  
the best is  
between  
the lines.

Swedish Proverb



### 3 : INFLUENCE PEOPLE

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Chances are, your prospects don't have a clue about what makes you and/or your business unique.

What will you say when you have your reader in the palm of your hand?

Fewer forms of communication are as intimate as the relationship between an author and a reader.

Note: this special relationship is not just reserved for high-profile and/or best selling authors.

As an entrepreneur and business owner, you are an influencer. And influence is the ultimate business advantage.



There are no days of our  
childhood we lived so fully  
as those we spent with  
a favorite book.

Marcel Proust



So instead of sending sales people, brochures or videos out into the world, leverage your book to connect with your prospect, answer objections, and explain your approach or craft in a way that stirs their emotions and (perhaps) prompts immediate action.

Don't you love a customer who understands what you do, how you do it, and why you do it?

You know that to attract the big fish, you need the right bait.

So use your book as bait and reel in the hungry fish. They won't be able to resist.

If *influence* is your middle name, start influencing people with the leverage few other marketing mediums could ever hope to muster.



A book is the only place  
you can examine  
a fragile thought  
without breaking it.

Edward P. Morgan



#### 4 : OPEN ANY DOOR

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Most marketing tactics involve chasing prospects. But what do most mammals do when chased?

They run away!

Mention you have written a book, and most people will roll onto their back and green-light a tummy rub.

When someone admires you, they are more likely to pick up the phone, or reply to your email when they know it's you on the other end.

Why?

Because authors are the cream of the crop; experts who rise to the top.



The only important thing in a book is the meaning it has for you.

W. Somerset Maugham



Let your book introduce you to a new market or audience. Establish your position BEFORE you even meet.

In a book, every thought, sentence and paragraph that ‘comes out of your mouth’ is polished like a diamond.

This is especially true when you have a solution to a specific problem. You NEED your prospect’s attention long enough to describe your remedy.

And when the sales cycle involves multiple steps, a single piece of marketing material will rarely close the deal.

A book can be a white paper, sales letter, series of emails, radio ad, tri-fold brochure, video, seminar and weekend workshop... all in one.



A book is a dream  
you hold in your hand.

Neil Gaiman



Send a book to a qualified prospect in your target market and you will not only make a great first impression, but you will also increase the likelihood of a face-to-face meeting (and much faster than any other ‘cold’ approach).

Send a book to a potential client and your message will not only get by the gatekeeper, but said keeper-of-the-gate will likely hand-deliver your publication to your prospect with a smile on his or her face.

It can take hours just to ARRANGE a meeting, but with a book, you jump the cue. Your competition doesn’t stand a chance.

If you like the idea of doors opening when they see you coming, your book will work better than any fob.



Don't go to a bookstore and ask where the self-help section is ... If the clerk tells you it will defeat the purpose.



## 5 : REACH THE TOP

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Authoring a book instantly proves your expertise in your industry or profession (even if your competition has more experience, a larger office, or more-established customer base).

People will often assume you know what you're talking about, just because you have written a book (even if you are full of baloney).

But as long as your baloney sandwich is made fresh from local, organic ingredients by skilled food service workers (and your information and content provides 'edible' value) people will feast on your educational buffet to their heart's delight (while singing your praises to everyone they meet).



I can't imagine  
someone enjoying  
a book and reading  
it only once.

C.S. Lewis



Refrain from competing for shelf space,  
ad space, views, clicks and walk-ins.

Instead: whip up a workbook, manual  
or manifesto for your hungry clientele  
eager for your expertise and ideas  
(whether they know it or not).

What competitive advantage(s) can you  
gain by writing a book?

Your prospects and customers want to  
buy from the best; they want the best  
treatment; they want the best service.  
And they want to know your business  
philosophy is aligned with their values.

And if you are in danger of becoming  
a commodity, you **MUST** set yourself  
apart from the competition.

**A book is The Ultimate Business Card.**



Where is human nature so weak as in a bookstore?

Henry Ward Beecher



Given the choice between two equal competitors, who would you choose?

The author of a book who has studied, researched and published the answer to your problem? Or their competitor who hasn't?

Having a book gives you an edge.  
Having a book puts you in the lead.  
Having a book is the ace up your sleeve.

Imagine your prospect is flying across the country, opens his or her briefcase, and finds your book?

Guess who just won their undivided attention for the next 5 hours?

If you could get used to the view from the penthouse balcony, what are you doing in the proverbial basement?



One always has a better book in one's mind than one can manage to get onto paper.

Michael Cunningham



## 6 : RALLY THE TROOPS

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Without a grasp of WHY you are in business, your company ship may as well be rudderless.

A book allows you to not only translate your vision and goals into a clear and compelling message, but also gets everyone working together, enabling you (as a team) to better reach your target audience and meet their specific needs.

Do this, and you are seen as more valuable, competent, confident and (dare we say) enlightened.

Another perk of creating a book is intellectual in nature: You are encouraged to focus and organize your thoughts, feelings, intentions and goals.



What you don't know  
would make a  
great book.

Sydney Smith



Overall, a book clarifies and communicates your objectives and goals with your community of employees, colleagues, partners, suppliers, clients and customers.

When people understand your vision, they are more content to contribute to the overall success of your company.

And when your team shares your goals and understands your strategy, you are unstoppable!

Whether budding entrepreneur or seasoned veteran, your book will connect you with your target market; the people interested in (and keen to purchase) your products and services.

If you are a born leader, prove it: write and publish your book.



A good book is opened  
with expectation and  
closed with profit.

Amos Bronson Alcott



## 7 : SPEAK & GROW RICH

---

If someone is a success the minute they step on stage, a book is like an escalator.

If fame and fortune are what you're after, a book will put you on the fast track to drinking champagne in the hot tub of your private jet.

But that's only fun for a week.

Sending a meeting planner your book will give them not only an idea of your content, but who you are as a person (again, your personality can not help but shine through).

As an author, you are more attractive to event promoters and speaker agencies.



A book is a device to  
ignite the imagination.

Alan Bennett



Books get noticed by event planners, allowing you to command higher fees all because you are a published author.

Plus, you can sell copies (and other information products) following your speech, which (according to everyone who does it) can be quite lucrative.

You could also ask the organizations to purchase a certain amount of books in exchange for your fee.

This strategy can get your message and contact information in the hands of perhaps 50, 100, or even more people.

Most (if not all) will read your book and pass it along to a colleague, sell it to a used book store, or hawk it in a yard sale. You never know where your books will end up, or who will read them.



It is not the books  
under fire that worry me.  
It is the books that  
will never be written  
and never be read.

Judy Blume



Your book can also act as your outline for a speech or presentation, resulting in a more cohesive speech (and thus grooming you into a better speaker).

Given to your audience in advance of your talk, your book can also serve as support or reference material (which can not only include a thesis on your unique approach, but also your contact information and perhaps a special offer).

Talk about a one-two punch!

Kickstart your speaking career by publishing a book, because being an author and a professional speaker go hand-in-hand.

If you built your own soapbox as a kid (and still have it in the garage) give it some company: a box of your books.



If there is a book you  
want to read but it  
hasn't been written yet  
you must write it.

Toni Morrison



## 8 : MAKE IT RAIN

---

Your book is your passport to the galaxy of business opportunity, a universe filled with endless adventure.

Ever feel the need to break the ice at a networking event? Books are great conversation starters.

You are also more attractive to any and all potential business partners and future business opportunities.

When a potential partner reads your book, they are more likely to 'get it' (and 'get' you). This makes them even more valuable to your empire.

Your book will attract like-minded people in sync with how you think.



You can't judge a book by its cover, but you can sell a bunch if you have a good one.

Jayce O'Neal



Give someone an autographed copy of your book and you will make a strong first impression.

People will ask for (and place a higher value on) your advice and feedback.

How do you think people will react when they ask you for your business card, but instead you pull out a copy of your book, autograph it, and give it to them?

And why not pepper various offers throughout your book as one way to attract new business? Bonus!

A book is the ultimate introduction to you, your goods and services, your mission and your values; it will connect you with the movers and shakers in your industry and intimidate your competition. There is nothing like it.



Dream up a book on  
Monday and publish  
it on Friday.

Jill Novak



Now what if you could turn a \$20 book into \$200? \$2,000? \$20,000? Or more?

You can easily build an information product empire by adapting the content in your book into audio programs, home study courses, tele-seminars, coaching programs, master classes or bootcamps.

You can sell CDs, DVDs, eCourses, workshops, tiered-level seminars and software (the possibilities are endless).

There is no limit to what is possible when you write and publish a book based on your knowledge and expertise.

If your tribe trusts you to summon the rain every year (and you don't want to disappoint them) your book will help you harness your shamanistic powers so you don't have to rely on Mother Nature.



To write is human.  
To edit is divine.

Stephen King



## 9 : LIVE FOREVER

---

How do you want to be remembered?

Do you plan to hand your business over to your heirs?

Will your family members appreciate the fundamental values you based (and built) your business upon?

Your book can also help raise money for your favorite charity, or position you as a spokesperson for a cause you believe in.

If you are curious about your grandparents (and their exploits) there is a good chance your grandchildren will be curious about you (and yours).



Write drunk.  
Edit sober.

Ernest Hemingway



What do you want them to know?

Your life's work is incomplete until you have told your rags-to-riches story, yet no one knows it like you do, nor can they tell it as you can.

Memories pile up like boxes of unsorted photos, so why not record the highs and lows (in your own words) and give your loved ones *The Gift of a Lifetime*?

You are proud of your accomplishments, so why not share your business philosophy and the rise of your empire (and/or the lessons learned)?

Engage your community, your clients and your colleagues with a history of the company you built, and celebrate the people/personnel/processes/products and services responsible.



Books are the  
treasured wealth  
of the world.

Henry David Thoreau



Ensure the future of your enterprise by establishing your legacy as a leader (and perhaps innovator) in your industry.

Why?

Because you and your business are worth more than gold.

If you want to inspire future generations in a subtle yet powerful way, you know what to do.



There is no greater  
agony than bearing  
an untold story  
inside of you.

Maya Angelou



## SPECIAL REPORT

How To Write & Publish Your Book...  
Without Lifting a Finger.

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Often likened to building a house or  
having a baby, writing and publishing a  
book is no small feat.

However, when someone else builds  
your house, or you adopt a child, you  
can almost feel the weight evaporate.

Even so, embarking on any big project is  
risky, and the road-less-traveled is often  
fraught with potholes and speed bumps.

So regardless of the results, if you agree  
that with knowledge comes power, you  
will take pleasure in learning more than  
you thought there was to know.



Don't write because you  
want to say something.  
Write because you've  
got something to say.

F. Scott Fitzgerald



One-out-of-every-two people you ask  
say they want to write a book, though  
only one-in-one-hundred attempt it.

The reasons are obvious.

The old-fashioned way takes a great  
deal of time, unlimited patience, intense  
focus, technical ability and experience.

Writing (let alone publishing) a book  
will drain your blood like a mosquito,  
leaving you drenched in sweat and  
wondering why you nearly drowned  
in a puddle of tears.

But it doesn't have to be this way.

Sure, you may be an excellent writer  
(or a skilled editor or talented graphic  
designer). Or maybe you own and run a  
printshop and bindery equipment.



If you wait for  
inspiration to write,  
you're not a writer  
you're a waiter.

Dan Poynter



Perhaps you have written, edited,  
designed, printed and bound 100's of  
books.

Or maybe not.

You know if you don't create a plan, you  
are essentially planning to fail.

So let's start at the beginning.

The more complete and focused your  
outline, the better your book will be.

If inspiration strikes during lunch, do  
like the artists do: use the back of your  
napkin (just don't crumple it up and  
leave it on your plate when you leave).

**Step 1:** Sit down somewhere comfortable  
and pull out a pen and a notebook (or  
open a word processing document).



There is nothing to writing. All you do is sit down at a typewriter and bleed.

Ernest Hemingway



**Step 2:** Jot down (in point-form) all your advice/processes/skills/expertise/solutions/methods you wish to expand upon later.

**Step 3:** Shift your creative juices into 3rd gear. What else would catapult your book over the high bar? Who is a leader in your field? Would a colleague contribute to your opus?

**Step 4:** Following this information-gathering stage, you now get to interview yourself (spill your guts on the ins-and-outs and ups-and-downs of your business/practice/enterprise).

**Step 5:** Once you have squeezed every drop of nectar from your summer fruit (and are satisfied with the yield) it's time to type it all up (keystroke by keystroke) into a word processing document.



When I had my notes written out I thought I would polish it off in 2 summers, but it took 27 years.

Arnold Toynbee



Step 6: Find/vet/hire an editor to dam your gobbledy-gook into a flowing river of words your found/vetted/contracted proofreader won't get swept up in, never to be seen or heard from again.

FYI: Jumping through each of these flaming hoops unscathed can take *years*.

Yet the work is far from over.

Provided you ARE ready for the next stage, you can either:

1. Bribe your design/tech-savvy offspring to do the layout and design.

OR

2. Learn the software and do it yourself. (Are you kidding?)



It ain't watcha write,  
it's the way 'atcha  
write it.

Jack Kerouac



But wait. You still can't see the summit through the dense cloud cover.

How/where do you source your UPC barcode, ISBN, and National Library Cataloguing-In-Publication Data?

And how/where do you get your book printed and bound?

And finally: who will hold your hand and guide you through the dark forest where ink and paper and glue and cloth and thread and labor and machines and electricity and skill and talent combine in varying quantities to produce what we know and love as books?

Let your seasoned guide heft a pinky and pointer for you; qualified fingers with a decade of experience; digits schooled in the publishing arts.



The books I haven't  
written are better than  
the books other  
people have.

Cyril Connolly



Said hired gun(s) will decipher/  
synthesize your ideas and napkin scrawl  
into an outline, so you can kick back  
with a cold one.

Upon your approval, this same  
gunslinger then finalizes your outline.

Your polished pervveyor of pistols then  
evokes the essence, style and meat-and-  
potatoes of your venture and vision via  
in-person (or Skype) interviews, before  
weaving it all into a rough masterpiece  
of epic (or humble) proportions.

Once the “Frankendraft” resembles  
something more alive than dead, you  
review/comment/edit/delete/add to  
your heart's content.

This process continues until you are 95%  
satisfied (perfection doesn't exist).



Writing comes more easily if you have something to say.

Sholem Asch



Of course, you *could* accomplish each of these steps on your own, but why?

As a successful entrepreneur, you know your best results result from focusing on what YOU do best, then hiring the best to do the rest (I just made that up).

You know that surrounding yourself with brilliant, motivated colleagues and professionals is the fastest way to accelerate your business growth.

When you write and publish a book without lifting a finger, you get to relax, knowing the end result will be a library-quality book both you and your finger-lifter will be proud of.

But before anyone gets too excited and wakes up in the guacamole, everyone knows the real fun hasn't even begun.



I try to leave  
out the parts  
that people skip.

Elmore Leonard



This is because an entrepreneur who writes and publishes a book is NOT looking for a New York Times bestseller.

This would be nice, but it's not the goal. By now you know what the goal is, right?

The business author is counting on the products and services their books SELL.

Your book will sprout opportunities that eclipse even your wildest dreams.

Of course, if you are happy with things as they are, pretend this opportunity never knocked on your door.

Why?

Because whether you lift a finger or not, writing and publishing a book will change the game forever.



A bad review is like  
baking a cake with  
the best ingredients  
and then someone  
sits on it.

Danielle Steel



## CONCLUSION

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Thank you for reading *The Ultimate Business Card*.

I have aimed to share the advantages up for grabs to those who write and publish a book (especially when they get someone else to do it for them).

Hopefully you can see what a few carefully-crafted pages of creative communication bound in colorful cardstock can do for your business.

There is no marketing medium like it.

If you agree, let me help you write and publish your book. Send me an email to: [SnowbirdBooks@gmail.com](mailto:SnowbirdBooks@gmail.com)



Author: Did you  
like my novel?  
Publisher: I really liked  
the last two words.  
Author: Which ones?  
Publisher: The End



## ABOUT THE AUTHOR

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The characters and subplots twisted and turned and (finally) tied themselves into in a neat little bow that August morning.

It was 2004, and suddenly the 6 sweaty years had seemed easy (yet this was only the beginning).

After intensive self-study on the pros and cons of self-publishing vs. the not-so-scenic traditional route, I came to my conclusion:

Self-publish or perish.

Starting my own micro book publishing company from scratch (back in the dark ages before everyone jumped on the bandwagon) was a leap of faith.



Nothing breaks up  
homes, countries and  
nations like somebody  
publishing their  
memoirs.

Will Rogers



Though daunted, I was determined.

I learned new software; applied for an ISBN prefix and UPC barcode; banged out a cover; and traded my bread maker for a wireless internet stick so I could FTP my files to the printer/bindery.

One week later, I was walking down the street with my book in my hands.

It was the best day of my life.

I had dreamed something into existence, yet had no idea how many doors these 325 pages bound in matte paper stock would ultimately open for me.

Getting laid-off from my job as a vegan baker 3 weeks earlier (after breaking my ankle playing hockey) turned out to be a blessing in disguise.



Write out of love, out of  
instinct, out of reason.  
But always for money.

Louis Untermeyer



Unemployed (though a proud parent of my new book) I quickly sold 50 copies to both friends and strangers for \$15 each.

The day the cast came off, I walked into the employment center and noticed a poster advertising a small business incubator program focused on funding ethical start-ups, so naturally I applied.

Had I not self-published that first book, you would not be reading this one.

Soon I was creating business cards, brochures and websites for my budding entrepreneurial peers (some of whom didn't even have an email address).

Long story short: I got lucky. The higher-ups took notice and began trusting me with their communications and desktop publishing projects.



How many publishers does it take to screw in a light bulb? Three. One to screw it in and two to hold down the author.



These included education manuals promoting international development initiatives, websites for international aid agencies, and logos for small businesses.

Ever since, I have delighted in working with healthcare professionals, financiers, creative artists, and dozens of small and medium-sized business owners of all ages innovating in various fields.

Reflecting upon the past 12 years, socially and environmentally-conscious entrepreneurial professionals seem to not only appreciate my style/ability/work ethic, but also appear to value (and benefit from) my services the most.

If this describes you, producing your (first) book is going to be an experience you remember for the rest of your life.



What's the difference  
between publishers  
and terrorists?  
You can negotiate  
with terrorists.



## EXPERT PUBLISHING

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Established under the umbrella of Snowbird Books, Expert Publishing specializes in creating multimedia information products for entrepreneurial professionals so they can “kick some ass doing what they love.”

If you see value in producing a book (and you like my philosophy and approach) I look forward to working together.

Warmly,

Oliver Luke Delorie  
CEO Expert Publishing  
A Division of Snowbird Books  
Email: [SnowbirdBooks@gmail.com](mailto:SnowbirdBooks@gmail.com)

“

A publisher  
is simply a useful  
middleman.

Oscar Wilde

”

## NOTES

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# Do you have something to say or sell?

*If you are a professional at forefront of thought  
seeking a creative way to grow your business  
the next step is to write and publish a book.\**



## In This Book You Will Learn New Ways To:

- ▶ Stand out from the crowd and showcase your expertise.
- ▶ Connect on a deeper level with your target audience.
- ▶ Expand your network and establish your authority.
- ▶ Rise above your competition and lead the field.
- ▶ Empower your team to reach your goals faster.
- ▶ Leverage your book to create more opportunities.
- ▶ Launch a speaking career and build your reputation.
- ▶ Enjoy the unique rewards of being a published author.
- ▶ Inspire future generations and ultimately live forever.



\*Includes The BONUS Special Report :

*How To Write & Publish Your Book ... Without Lifting a Finger.*

Fun and informative, this crash course in self-publishing will give you a lively overview of the entire process.



Expert Publishing creates multimedia information products for entrepreneurial professionals so they can kick some ass doing what they love.