

Effective Business Marketing with a Book

There is a clear trend among business owners, consultants, designers, and licensed professionals (MDs, attorneys, CPAs, etc.) to write and publish books as a means of publicity. Unlike novelists, they are less focused on sales and more on leveraging a **book marketing** campaign. Media interviews, article mentions, and public appearances are core elements of book PR—and they are effective marketing assets for businesses and professional practices. Potential rewards include new client referrals, consulting opportunities, speaking engagements, and direct sales. The results can be remarkable.

A strong reputation is vital for every business and professional practice. Publishing a book—whether self-published or through a traditional house—quickly establishes credibility. When people hear you have written a book, they are immediately impressed by your expertise. Imagine two consultants with comparable skills competing for the same assignment: one has strong credentials, and the other has the same qualifications plus a published book. Almost always, the opportunity goes to the author of the book. It's a tangible reminder to others of your knowledge and commitment to your field.

Companies seeking publicity often struggle to generate enough news to attract media attention. With a book as your introduction, however, gaining coverage becomes much more attainable. An article in a leading business publication can have a major positive effect, and TV interviews on relevant programs offer significant exposure. Today, anything featured on TV or in print is also online, where it can be shared and discovered for years to come. When asked about the value of traditional media publicity, the answer is its enduring presence on the internet. Search engines will keep it alive.

Professionals and business leaders acknowledged as thought leaders and innovators usually outperform their peers. Again, writing a book is valuable because it positions you as an originator of new ideas in your industry. Business books also serve as outstanding marketing collateral. Presenting a copy of your book when meeting a new contact leaves a strong impression. Many recipients will read some or all of it, and your words may influence a sale with little extra effort on your part. The impact becomes clear once you author a book. Your business will reap the benefits for many years to come.