

# YOU, PUBLISHED

How to Turn Your  
Expertise and Knowledge  
into a Published Book



IT'S TIME  
TO CREATE  
YOUR  
UNIQUE  
BUSINESS  
CARD®

Dr. Tim Morrison and Vanessa Lowry

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Expertise and Knowledge  
into a Published Book

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*To you and the book inside of you  
that is waiting to be published.*

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*There is that saying that everyone has a book in them, but in reality not many actually get around to writing one. I think that people perceive it to be a lot of hard work and so are exceptionally impressed by those who have done it.*

Lara Solomon



## Introduction

If you are like most people, you have a book in you, at least one if not more. A good book at that. But the thought of writing a book, of getting it out of your head and on paper is daunting at best. How do you start? Where do you start? And how do you know when to stop writing?

What if you had someone with you throughout the process? Someone who could guide you and encourage you step by step. Would that be good?

What if you had someone to help you get the book done to the point of actually holding a copy of the published book in your hand? Are you interested?



Someone who would help you get your ideas on paper.

Someone who could make sense of the process.

Someone who would actually make the process fun, even exciting for you. Intrigued?

What if someone could help you determine the best topic for you to write about and then show you how to create a solid foundation for your writing and get you started? Getting curious?

Write Choice Services can do all that with and for you. Write Choice Services has worked with hundreds of people who dreamed of writing a book. These individuals came with varying levels of confidence from none to little to look out world, here I come.

While the writing piece is coming to completion, Connect 4 Leverage can assist you in creating an eye catching cover

## Introduction

design and layout. Connect 4 Leverage can also provide insights on marketing the book.

Individually and collectively, Write Choice Services and Connect 4 Leverage have assisted 100s of business leaders, entrepreneurs, professionals, companies and individuals achieve their dream of writing and publishing a book. This book is a joint effort between Connect 4 Leverage and Write Choice Services. We've created it to showcase one of our products while also providing you with significant information that can help you along the way to generating your own book.

This book is an example of Your Unique Business Card® —a registered product of Write Choice Services. YUBC presents a unique way to become an author in a relatively short time, at a lower cost than creating a traditional or standard book.

Before deciding the type of book that will meet your time, budget, and skills, you first need to decide on your purpose for the book. Is your primary goal:

- To join the ranks of being a published author?
- To establish yourself as an authority in your field?
- To create a marketing tool for your company or business?
- To gain a wider personal or professional impact?
- To enhance your career?

When you identify your primary purpose then combine that purpose with the resources (time and money) available, you will be able to determine what book type will serve you best.

## SECTION I



# Why Publish?

*A book is a terrific shorthand  
introduction to your capabilities,  
and can almost be used as a  
“business card” for prospects.*

Rob Duncan



## Five Reasons to Publish

Here are five common reasons that entrepreneurs, consultants and business professionals choose to publish a non-fiction book. The only down side to writing and publishing a book is if your finished product is not well written, not well edited, not well designed and poorly formatted.

- 1. You claim the title of “published author.”** That carries a sense of your being an expert. You know your material, your industry, your process, your business. You are confident in your knowledge and process to write a book that shares with the world your thinking, your process, your knowledge.

- 2. Be seen as an authority.** A book is an impressive piece of work. A book communicates that the author has solid experience in a given area and/or has engaged in serious research. An author knows the topic more extensively, more fully than others in the field. A book conveys the idea that the author has something to share—information, insight, experience, opportunity—and articulates that information quite well.
- 3. Your book is a powerful marketing tool.** Create a website for the book and link it to your business website. Use the book as an expanded business card. Consider the impact of an autographed copy of your book presented to a potential client or a favored client.
- 4. Gain a wider impact.** Your book takes your thoughts, ideas and insights to places and venues that may not have been available to you or that you never considered because there is only so much that one person can do or

be. Your book can be “sent,” shared, placed in reference libraries, etc.

- 5. Enhance your career journey.** “Published author” or “recognized authority in the field” look good on your resume, in the company’s annual report, or in your official business biography. Many find that a published book listed on their resume can tip the scales in their favor when interviewing for a new job or expanding their career opportunities.



*Having a book is a wonderful way to communicate your message to a broader audience. Writing a book will help you find your own voice. It will help you trust that you have something important to say.*

Patrick McFadden

## SECTION II



**What's the Difference?**

*Publishing a book is a great way to  
build credibility and exposure.  
It demonstrates your knowledge,  
level of commitment in your field,  
and your ambition. All positive  
things that set you apart in people's  
minds when they are qualifying  
you versus someone else.*

Roberto Blake



## **Comparing Your Unique Business Card<sup>®</sup> and a Traditional Book**

Which is the better product for a company, business, entrepreneur or professional to create? There is no simple answer. The better format is determined by the specific purpose of the book.

Both a YUBC and traditional book are REAL books. Both should provide solid, valuable information. The author benefits from having written a book as the author establishes added credibility and authority in one's field. Both styles of book carry the risk of not recouping the costs of publishing. History attests to this as 80% of books ever written sold/sell less than 300 copies.

Whether one chooses to write a traditional book or a YUBC, as an author you will invest time in writing and researching and revising. Either format should contain significant, useful information and content. Both require significant financial investment.

How does one decide which to create? By looking at what one seeks to accomplish.



## Writing a Traditional Book

Traditional books have a minimum word count of 28,000 words, which when formatted yield a page count of 110 - 130 pages in a finished dimension of 6 x 9 inches or 5.5 x 8.5 inches. Many traditional books have even larger word counts of 60,00 words or more. Generating a manuscript of this size often takes more than a year to write.

Do you have the time, determination, interest and patience to generate a traditional book? Does the shorter, simpler YUBC format and word limit better suit you?

Maybe you need or want to create both a YUBC and a traditional book. Some have done just that.



## **Your Unique Business Card® – a Different Kind of Real Book**

Your Unique Business Card® is limited to 8,750 words, which, depending upon layout and design, will result in a little over 100 pages in a formatted dimension of 5.5 x 5.5 inches. Turnaround from conception to holding a printed YUBC in one's hands is approximately three months.

Cost is a major difference. Your Unique Business Card® costs approximately \$3,400 including an initial run of 50 copies. Cost per book in soft cover format is about \$3 each for additional printed copies of a YUBC.

A traditional book comes in minimally at \$5,000 but often much more (closer to \$10,000) for 50 soft cover copies with a reprint cost closer to \$6 each.

A YUBC can be revised or even personalized in future print runs easily, quickly, at minimal cost. This ease of updating the content is not true of a traditional book.

The idea behind any book is to write about what you know, to share your knowledge with others and to leverage that knowledge into demonstrating that you and/or your company is an authority. Show that you know your “stuff!” Though your YUBC is small, you fill it with solid, serious, significant information. Being the author of a book brings an added level of credibility. You are seen as an authority.

A YUBC can be used as a business card. Use it to introduce yourself when you arrive for an appointment. Leave it behind after a meeting or interview. Hand it out at net-



working gatherings. Of course, you autograph it before giving it to anyone. Consider the impact.

It's the ideal size. At 5.5 x 5.5 inches, the YUBC is small enough to fit in the pocket of most men's suit jackets and into all but the smallest of women's purses.

Imagine your customers and clients saying to their family and friends, "My banker/insurance agent/auto mechanic/jeweler/financial advisor/massage therapist (put your profession here) has written a book, has yours?"



## **A Different Kind of Marketing Tool**

Your Unique Business Card® emerged out of a conversation I had with the owner of a small business. Scott lamented having spent nearly \$30,000 in the preceding year for marketing and advertising and had next to nothing to show that the marketing and advertising had increased his client base or his gross income. Could he find something that would cost a lot less but have a significant positive impact?

As a writing coach, I gave the answer I always give, “Write a book.” Scott’s eyes glazed over, “. . . take too long, don’t like writing and what would I write about?”

Write about what you know and what will indicate you know your business really well. Think about the information you share with customers regularly. Information you know inside and out including facts, questions to ask, and advice that customers find helpful.

From start to finish, the cost to produce a YUBC book is comparable to that of a full color tri-fold brochure but carries much greater impact.

With an investment of \$3,400 and a turnaround of about three months, Your Unique Business Card® is a marketing piece with impact and relatively quick fulfillment time. It is a perfect bound, soft cover book you can hold in your hands and share easily. Upon completion, your YUBC is a tangible product all on its own.

A YUBC presents useful information and allows the company or individual to show its strengths, distinctive approach to business, and insights: *Seven Steps to Success*;

*Five Critical Items You Should Always Carry in Your Car; Writing Tips for Emerging Writers; 21 Activities Critical to Business Success that You Shouldn't Do; Connecting the Dots . . . Building, Branding, Blogging.*

The basic YUBC package includes coaching in the writing process and editing, cover design and layout to make the document print ready, an ISBN if one is desired and between 25 – 50 printed copies of the book.

Fund your YUBC from your marketing budget. Use your YUBC as an expanded business card, giving a signed copy to a prospective client and to strategic partners. Use your new book as a holiday mailer/greeting card to set you apart from all the other cards and greetings of the season. Share two copies to every client and asked them to gift one to a friend who would find the information useful.

Have copies available at customer service, at check-out counters or with the receptionist. Sign them (as in autograph

the book) in advance of making them available or be ready to sign copies when people ask for copies.

Write Choice Services has had its own Your Unique Business Card® for two years. We make them available at book signings and trade shows. Folks even ask to buy copies. I've seen *Writing Tips for Emerging Writers: a Manual to Help You Focus and to Improve Your Writing from the Start* sitting on the bookshelves in the offices of business executives, in homes with other reference books and in college dormitories mixed in among course books. Our YUBC obviously is useful and it keeps our company name before our clients.

## SECTION III



# Developing YUBC Content

*Business professionals who've been an expert in their field for ten years or fifteen years or thirty years, have knowledge that they instinctually share with their clients and with their prospects. It would be easy for them to get the knowledge out of their head and into a published Your Unique Business Card®.*



## A Baker's Dozen Ways to Create Your Unique Business Card®

- 1. Blogs** – Have you written blogs? Does your company have a series of blogs? Choose 15 to make into a book. Have them address a similar theme. Or choose three or four blog posts that discuss one arm of your business. Identify another set of blog posts to address a different aspect or product of the company. When you have a total of approximately 8000 words, add a section about the author and you're got a YUBC.
- 2. Newsletters** – Does your company have a newsletter? Take articles from various editions of the newsletter—



as discussed about blogs above—to generate the material needed for a YUBC.

- 3. Mission Statement or Value Statement** – Share the statement. Discuss how it came to be. Share how it is followed and/or implemented. How does the statement impact the business, corporate behavior and customer service? Include client comments of how this vision is beneficial to them.
- 4. Company history** – How did the company come into existence? Why was it started? Why does it continue to exist? How has it grown or just survived? How is it poised to help clients/customers grow?
- 5. Lists** – What are 5, 7, 10 . . . things people should know about . . . and what are 3, 5, 9, 12 things people don't know . . . Check out a recent *Reader's Digest* and look for articles similar to What your \_\_\_\_\_ won't tell you but we will . . . in the blank put a profession

(doctor, building inspector, wait person, mechanic, etc.). Then tell . . .

- 6. Create** – Generate an outline of topics, findings, themes which could be fleshed out and used as the content for YUBC.
- 7. Management, department leads** – Have the senior management, middle management, team leads write articles on their responsibilities or department responsibilities, their perspective on the company.
- 8. Problems** – Describe the challenges, the problems the company consistently beats the competition in. Describe “the better mousetrap” that you have made.
- 9. Case histories** – Describe actual incidences the company has addressed and how the company addressed them, learned from them and grew stronger.

- 10. Customer stories** – Interview customers about their experiences and why they ultimately turned to your company for solving the “problem.” Record them, have the interviews transcribed, then edit them into a book. Have a journalist interview and generate the stories from notes.
- 11. Q and A** – Collect answers from colleagues, clients, customers, and/or employees to a question on a specific theme and make a book out of the answers. (Some ideas: Holiday memories – favorite food, who made it, what feelings does that food trigger, best childhood memory. Could do this about any holiday and send the YUBC out as a season’s greeting, or Happy 4th of July reminder, or to celebrate an odd holiday like December 16th’s Chocolate Covered Anything Day . . .)
- 12. Topic for networking** – “I’m working on a book and

collecting answers to the question: ‘xyz.’ Would you like to contribute an answer to be considered for my book?” This serves the dual purpose of giving you a memorable reason to follow up with your new contact, as well as gathering interesting quotes for your YUBC book.

**13. A Single Interview** – Conduct a 60 minute interview with a leader in your industry on a popular topic. Even better, partner with someone to interview you. Transcribe the interview, then edit it as the content for your YUBC. (See an example of this type of interview in the next section.)

*I think every adult, certainly every business owner, has a book in them, has a story to tell. It certainly lends a lot of credibility to my role as a small business consultant that I'm an author, that I've written, that I've been published.*

Tim Fulton



## YUBC Content from a Single Interview

This transcribed interview is an excerpt from an episode of the *Write Here, Write Now* radio show with Vanessa Lowry, Tim Morrison and Stone Payton discussing the YUBC created for Write Choice Services.

**Listen to the complete episode via this link:**

[http://writeherewritenow.businessradiox.com/2011/12/01/  
december-6th-creating-your-unique-business-card-or-tips-book/](http://writeherewritenow.businessradiox.com/2011/12/01/december-6th-creating-your-unique-business-card-or-tips-book/)

## The Interview

**Vanessa:** I love the physical size of this new book. It's kind of a miniature. At 5.5 x 5.5 inches, it's more of a gift size type book. What are some of the benefits of somebody doing this physically smaller sized book?

**Tim:** *What I like about it is it fits into the pocket of a men's suit coat or sports jacket, or anything like that. So, you know, if you hand a book to a guy and he says, "What am I...?"*

*"Put it in your coat pocket."*

*It fits and it also drops really nicely down into a woman's purse. I don't know what it is about this size, Vanessa, but whenever we hand it out to people they exclaim, "Wow! That's neat."*

**Vanessa:** I think people are used to seeing a certain size, like the 6 x 9 or the 5.5 x 8.5, which are standard sizes and so this is really something just a little unique that is just a little bit different enough that it catches their attention.

**Tim:** *People who have either purchased the book or I've given copies to, told me that they do keep it right at their fingertips on their desk, especially if they're writers or writing something and they actually refer to it.*

**Vanessa:** It is tips for writers, common tips, but it's things that people might not have in their head all at one place. It's a convenient little book to have all of those different tips that writers can look up for things they may not be completely aware of.



**Tim:** *They are basic writing tips that have emerged out of my work of being a writing coach for people who are writing their first book or second or third. These are just the things that when I edit and critique writing I have seen time and time again.*

**Vanessa:** I talk to busy business owners and consultants all the time, and you do, too, and so many of them say to me, “I’ve got an idea for a book, but I don’t have time to write a book.”

So, I would love for you to share with the listeners how long it actually took you to write this book.

**Tim:** *Forty-eight hours.*

**Stone:** Wow!

**Vanessa:** Isn't that amazing, Stone?

**Tim:** *I set the goal for myself of, "I'm going to sit down on a Saturday and by noon start writing and by Monday or Tuesday at the latest, I want to be able to send the manuscript off to my cover design layout person," and I did it.*

**Vanessa:** Well, and I think as you commented a minute ago, these are things that you tell your clients all the time.

**Tim:** *Yes, they are.*

**Vanessa:** So, it's information that you already work with regularly, and that's why it was easy for you to sit down within 48 hours and just put it on paper.

**Tim:** *Exactly. Somebody had challenged me, said, "Yeah, but you've done a lot of pre-work on this."*

*Well, yeah, I did a teleseminar and as a takeaway from that event, I had listed 15 points that you need to know about when you're writing. I took those 15 and then I thought, "What else do I run into all the time?"*

*One of the things I run into is the difference between British punctuation and American punctuation in a particular setting. It's just there. That's in the book. Things like that. So, yeah, I had the base of 15 ideas, but the other things just kind of came.*

**Vanessa:** Well, you had the base of 15 years with Write Choice Services.

**Stone:** It took you a weekend, but it took you years, too, because of your experience you brought your experience in.

**Tim:** *That's it. That's what we want to take to people.*

**Vanessa:** I think there's a lot of business professionals that have that kind of knowledge, because they've been an expert in their field for five years or ten years or 15 years or 30 years, and they've got all of this knowledge that they just kind of instinctually share with their clients and with their prospects that would be easy for them to get out of

their head, whether it's 48 hours or whether it's a week. It's something that is easy for them to then put down on paper and start using it as an actual marketing tool.

**Tim:** *Let me tell you how this whole idea came about. I had taken my car in for maintenance and was talking with the owner of the repair place, and he told me he had spent \$30,000 on marketing that year and he really didn't see that he got much for his money. Did I have any kind of book that would help him? I'm never one to say no. I started talking to him about, "Well, let's create this, let's create that," and then I felt the need to come up with something. It took me 18 months. I generated the idea, but it took me 18 months to finally create my own. I saw Scott about three weeks ago and I took it in and*

*I handed it to him and said, “You’re the brains behind this.”*

*He said, “Talk to me.”*

*I said, “You remember that \$30,000 you spent on marketing?”*

*He said, “Yeah.”*

*I said, “Three thousand four hundred dollars for this.”*

**Vanessa:** For him to create his own book in this type of format.

**Tim:** *And get about 50 copies of it, and then after that it’s just whatever it costs to copy. He said,*

*“Ooh, let me go talk to my accountant and come back.”*

*One of the other things I said to him was, “You know that counter where we all check in and check out?”*

*He said, “Yeah.”*

*I said, “You can pile them there and they’re going to see your name on that book and some are going to say, ‘Can I buy that?’ You’re going to say, ‘Absolutely. Ten bucks and it’s yours.’*

*Others are going to say, ‘Gee, can I have one?’ And you’re going to say, ‘Absolutely, take it.’ If you get ten bucks it’s found money.”*

**Vanessa:** And if not they’ve got a book that they’re going to take home that will remind them about his repair service and his auto service every time they see it.

**Tim:** *And how many people have an auto mechanic or an owner of an auto mechanic place who's written a book and autographed it?*

**Vanessa:** Right. It's a really powerful tool.

**Tim:** *Whether you self-publish or if you use a traditional publisher, authors still have to pay for their own book. Now, they may get a 50% discount, but that's still a chunk of change. This book, that's why I say we create this kind of tips book or your unique business card out of a marketing budget, and then it doesn't matter.*

**Vanessa:** Because then it's easy to give away and it's actually less expensive than a lot of promotional items that



you might buy that only have your logo on them, that don't really have any of your information inside.

**Tim:** *Exactly.*

**Vanessa:** You know I was thrilled to work with you on this book and to design the cover and to design the interior formatting of the book. Can you share with our listeners how we incorporated some of the branding from both Write Choice Services and Write Here Write Now throughout the book to really give it more of a marketing feel for your business?

**Tim:** *That was fun. Vanessa did the cover design and the layout and she is just top notch at this kind*

*of stuff, and it's fun working with her. I decided to have this book, it says on the back cover, "Presented by Write Choice in conjunction with Write Here Write Now."*

*That's my company and this radio show. I actually see this as the first of a series of books we're going to do. I don't know what the other ones are going to be, but they're going to be good.*

**Vanessa:** They are going to be good.

**Tim:** *I'm taking this as a marketing tool to the nth degree, but what we did, and, Vanessa, as you recall, you designed the business card for Write Here Write Now and I didn't ask you, you just kind of drew upon the color scheme that's in my Write*

*Choice Services card. So, we have that basic color scheme, which I really like, and then you've kept that on the cover. You put the two card logos on it, and then inside there are a lot of blank pages, but we did that intentional here, or you did that intentionally and I like the design.*

*On my business card there is a hand with a pen or a pencil in it and you have that at the start of each chapter and at the end of each little segment that I have in there. That's very helpful, because that says, "Okay, this is where it starts. This is where it ends."*

*Where we have the blank pages, you've got a little fuzzy something or other...*

**Vanessa:** That's your starburst. That's what's behind your hand on the logo.

On your logo you've got this hand that's holding a pencil or a pen, and then there's this starburst behind. On the front cover we incorporated the starburst, and then used that, because we wanted each tip to start on a right-hand read page. In some cases, the tips are only a single page, and then some tips they run across two pages so that's why there are some blank pages, because that left read page, in some instances, only has the little starburst.

**Stone:** Well, it gives you room to write some notes and stuff, right? I mean, to me, that's more of an actual little workbook almost, making notes to yourself. If I was sitting there writing a book, I would have that book sitting next to me and I'd be making my own little notes.

**Vanessa:** I know that you mentioned a little bit earlier that you've kind of coined a phrase for describing this kind of a book when you're talking to clients about it. Can you share that with us?

**Tim:** *Your unique business card. Now, I know that there are other companies that talk about my big business card. I'm calling this your unique business card, and I've registered the name. Besides that, this is not the, "Oh, I've got to write 150 pages."*

*No, this is very small. I keep emphasizing you pay for this out of your marketing budget and the up-front investment is \$3,400.*

**Vanessa:** That includes help with the writing as well as the design and the layout and getting . . .

**Tim:** *And getting, probably, fifty copies.*

**Vanessa:** *And you can have it on Amazon.*

**Tim:** *Exactly. This is on Amazon. If you want to buy a copy, just look for it on Amazon and it will tell, this is the curious thing. I did that this morning. On Amazon it's \$9.95 so when you click on that it takes you to BookLogix to make the purchase.*

**Vanessa:** You've actually put together a list of some direct benefits that a business owner or consultant can get from creating this unique business card type of book. Can you share with us a couple of what those direct benefits might be?

**Tim:** *It's obviously a one of a kind way to promote yourself or your business. There are how many insurance agents, how many car repair places and stuff like that? You can talk about what's special about us, why am I in this business. It's a platform to discuss your own individual marketing position. These are the people I try to reach and you go after them, and you can share your own personal passion and perspective, and that's what I talk about to people to get them to do this is, "Don't just give us your helps and hints and all this stuff. Why are you in this business? What sets you apart? There's obviously a passion."*

**Vanessa:** Especially when you're in a business that you're being hired for your expertise that is more of a service, as opposed to an actual product, like business coaches

and financial planners and even your car mechanic. While they're more standardized than some other kind of consulting businesses, you know, a good car mechanic can really make a huge difference in the comfort level that you have of keeping your maintenance up to date and that kind of thing.

**Tim:** *The fun part of it for me and for everybody else I think is you're an author. You are now an author.*

**Vanessa:** So, you're establishing yourself as an expert in your particular field and being able to say, "I've published a book."

**Tim:** *Yeah. How many people can say that they've got a book written by their auto mechanic or their*



*insurance broker and it's an autographed copy?  
That's big.*

**Vanessa:** I know in your book that you've actually got a couple of pages that talk about the way you work with clients and kind of what your background is. You get that expanded amount of biography that you don't really have the opportunity to say to someone when you're meeting with them in person, and certainly don't have an opportunity at a networking event when you've got 60 seconds to say what you do.

**Tim:** *That's right. Someone that I've shared this with has described it as between a brochure and a book. I think that's a great description. It gives you a whole lot more space than just a brochure, and it's*

*a whole lot less stressful than writing a book. I have a feeling, and you might know this better than I do, Vanessa, this kind of book is competitively priced with creation of a brochure.*

**Vanessa:** Oh, absolutely. I was just chatting with a friend this morning that's thinking about doing a similar book like this. She said, "I'm going to do this instead of the promotional item that I had been planning to do, because I can do this less expensively and it's a much better..."

**Tim:** *It's professional looking.*

**Vanessa:** It's professional and it gives people a much better look into what she does, as opposed to a promotional

item that just has her logo on it that somebody might or might not even use.

I know that you've also, in addition to the direct benefits, you've also come up with some ideas of what some indirect benefits are. Can you share with us what some of those are?

**Tim:** *It is a deeper connection that you can forge with your clients. When I'm meeting with potential clients now I will generally give them a copy of this, because it gives them a better idea of what they're going to be learning from me, and that enhances the ability to close on the contract. I've got to go back to that voice of authority. You've written a book on what you do. How many other insurance agents, auto mechanics, psychologists, you name it, have a book that they can hand to their client and say,*

*“This is what I do. This is how we do it.”*

*It’s also, obviously, new avenues for marketing efforts and business promotion. I joke, you know, the price of this is \$9.95 on Amazon. If people want to buy it, it’s \$9.95, but if you have it in your place of business and people come out, they’re paying for the service. And they see your name on the book and say, “Can I buy one?”*

*Your answer is, “Well, sure.” And you’re up ten bucks.*

*If they walk out and say, “Oh, you wrote that? Can I have one?”*

*“Sure,” and it’s not that great a loss because it’s out of your marketing budget. It’s a win/win.*

**Vanessa:** I know you mentioned a few minutes ago you threw out the number of the \$3,400 investment to create this book. Can you describe a little bit what people get, what's included in that \$3,400?

**Tim:** *Sure. My piece, Write Choice Services piece, we sit down and talk with you in terms of what are you going to put into your book? What is going to be the content? We'll share ideas with you, listen to what you have to say and help you figure out what are we going to go with. I always have people write a 150 word synopsis so they have clarity. It just gives us clarity so we know what we're doing.*

*As you begin to write the stuff, we're there. You can call and talk with us. We'll look, we'll critique, we'll edit so that this comes out with quality content. It's not slipshod. You will be proud of what you say and*

*how it's said and how it's put together. We coach you on that, and then the next step is included in that price is a layout design person.*

**Vanessa:** Somebody like me. And for an additional fee, you can actually ghostwrite the whole book.

If people don't feel comfortable actually getting their own words out of their head onto paper, you can just interview them and actually ghostwrite their book on their behalf.

**Tim:** *We offer two other packages. For an additional \$400, if you come up with an idea, we'll do the research and give that research to you to write. For an additional \$400, if you want us to write it, we'll do the writing. If you want us to do the research and the writing, we give you \$100 break.*

**Vanessa:** So, it's \$700 over that \$3,400 and everything can be ghostwritten. So, for about \$4,000 if you don't want to write it at all, you can still have this book and have it as a marketing tool.

**Tim:** *Exactly.*

**Vanessa:** I think that's so powerful and I know that you and I have spent some time brainstorming the kinds of content that business owners already have existing that they could turn into this type of book, and you mentioned earlier that this Basic Writing Tips book kind of started because you did a presentation that you created 15 tips. I did a presentation a few months ago that was 30 ways to market your book before and after you publish that I thought, the other day I thought, "I should turn that into this kind of tips

book. I think that would be a great little tips book for the kind of clients that I'm working with on their book covers and the formatting of their book, that they could take this little book.”

**Stone:** I'd buy that book in a heartbeat. I've got a question for both of you. Where do you guys stand on other medium, platform, whatever the right word is, like electronic or Kindle, audio books, that kind of thing? What's your take on that? Do you see them as alternatives or do you not see them as mutually exclusive and maybe there's a time and a place for all those mediums. What's been your experience?

**Tim:** Yes.



**Vanessa:** Yes.

**Tim:** *No, seriously. Any book that I do now I make sure that it's available on Kindle or Nook or any of those. If it's available like that, it can be an ebook and it's important for people if they're self-publishing and self-publishing includes using companies that are subsidy presses, Outskirts, whom we had on here back in I think it was in July, BookLogix was with us in June, but there are a lot of them. They can provide the opportunity to convert your book into a PDF or into a Kindle or into a Nook and I think it's just wise.*

**Vanessa:** But there is something powerful about a printed book. It's a different perception and it's something that,

especially if you're meeting someone face to face that being able to hand them a copy of a book, in their mind, really sets you apart from other people.

**Stone:** And it's not cost prohibitive anymore. You can get it done.

**Vanessa:** Right. With the print on demand technology, this type of book you can print for \$3 a piece. It's not expensive to print.

**Stone:** But for just over \$3K tax, tag, title, out the door, Lee Kantor and I could put together a book on how to leverage this platform to help you grow your business. Am I hearing this accurately?

**Vanessa:** It is. Actually, when I was on my bike ride yesterday, I always get great ideas when I'm out riding my bike, but I was thinking about that. I thought, "This would be a great type of book for Business RadioX to have that said 40 ways for you to leverage your radio show or 40 ways to make the most of your radio show," that then you could give to every host. I mean, you've got like 40 shows already on...

**Stone:** We just ask every one of them to share one idea and then we got our 40. We've got like 42 shows.

**Tim:** *Exactly. Using the example of my client who read through this in one night and signed on, imagine, Stone, if you could take that and give it to people that even just say, "I think I might like to do this."*

*“Read this through.”*

*They’ve got the basics and they come back and ask you more solid questions if they want to or they’ll say, “Where’s the contract? Let me sign.”*

**Vanessa:** It’s the kinds of things that you already coach your hosts on ways to leverage their show, but it would give them, a lot of people that host shows don’t do a lot of the detail behind the scenes stuff, because they’ve got assistants that do that. They don’t always remember to share that information with their assistants.

**Stone:** There’s so much you can do with it. Like there’s so much you can do with a book, there’s so much you can do with this.

**Vanessa:** So, having this kind of a book that would be an easy format for them to just hand to their assistant and say, “Figure out which things you think we should do and then let’s start implementing them.”

What a cool thing that would be.

**Tim:** *Let me put another thought out there. Maybe, we’re going to do it anyway. I was talking with an individual two weeks ago after our show and she’s going to write a real book, but was intrigued with this. She’s an attorney. She’s an associate, not a partner, and her statement to me was, “We need, in our firm, to have one of these. If the partners don’t want to finance it, I will finance it, but I will also negotiate with them some benefits.”*

**Vanessa:** I had this conversation recently with one of my clients that she's got a real book that's scheduled to launch soon, and she already has an ebook on her website that she gives away that she is thinking about reformatting into this size that would be a value ad that she can bundle with her real book when, and she can also do it as a pre-sale item. So, when people pre-order her real book, they can get this as a little added bonus and she also does a lot of speaking. It gives her two products to sell in the back of the room instead of just one product in the back of the room.

It's such a valuable tool that people can use a lot of different ways. Another way that I've talked to people about how they can use content that they already have created is for people that blog regularly, you know, it's easy for them to take some of the blog posts that they've already done and maybe repurpose them slightly and include in this kind of book. One business coach that I talked to wrote a blog post that was 99 ways to . . . I called

her and said, “This would be a perfect format for this kind of a book. You’ve already got them structured and you just show one of the 99 ways on each right-hand read page.”

**Tim:** *If you have a whole series of blogs that becomes a real book. But one of the things I want to put out there and I feel so strongly about this is put out quality. What I mean by that is I’ve had people say, “Here’s my book. I wrote it. Give me your comment on it.”*

*I start to read it and it is filled with grammatical mistakes, punctuation errors.*

**Vanessa:** Which is why they need to come to somebody like you and do editing to make sure that what they’re putting out is a quality.

**Tim:** *Don't put a book out to make yourself look good and have it chock-full of bad grammar, wrong words, improper verbs, singular verb, plural noun subject.*

**Stone:** If you don't talk good, get some help from Tim.

**Vanessa:** That's right.

**Tim:** *Something like that, yes.*

**Vanessa:** You know, one of the other things that one of my clients that did a small book this size earlier this year, she now is approaching corporations and organizations



to purchase it in bulk as a gift item. In the process of that, I went and got some different printing quotes for larger quantities of her book and for like a quantity as low as 250, she could print her book, which is similar to yours, for under \$2 a book. So, you really start seeing how that can be leveraged to great advantage, not only to bring in income, but to get your marketing message out to lots more people.

**Tim:** *And it's not limited to one. You go with this. You spend your \$3,400. You have this around for two or three years and then you come out with version two.*

**Vanessa:** I think you've actually got some pricing structured where if people want to even create more than one at a time they can get some discounts.

I always find that when I'm working with clients and they have multiple things that they want me to work on, they always save money, because it's just that many less conversations back and forth, it's that many less approvals, it's just easier to, once you're in the flow of creating that work for them and you're kind of in tune with what they're looking for, it all goes faster.

**Tim:** *Just make it happen; absolutely.*

**Vanessa:** I want to mention just one other idea that I had on my bike ride yesterday, because I was out...

**Tim:** *I jog to get ideas, you ride.*

**Vanessa:** That's right. I also kayak, but it's a little too chilly to kayak right now for me anyway. I think that you could also do a cool collaborative type of book in this format. I was thinking about, "What if you had a bunch of people that work with new homeowners and they created a book that was survival tips for a new homeowner?"

**Stone:** So, you'd have like the realtor, the insurance agent, anybody that's connected to...

**Vanessa:** Maybe a landscaper, a carpet cleaner, a heating and air person and they each could have a five tips or a ten tips thing in their chapter that was things that you need to pay attention to from a maintenance standpoint or from a keeping things running smoothly standpoint in your new home that new homeowners might not think of right away.

That would be a great marketing tool for multiple companies that are all working with the same target market.

**Tim:** *Let's put this into a quantifiable image for our listeners as I used my own book to make sure I had the right numbers. Manuscript in the book world deals in double spacing not single spacing. We talk about standard margins which are one inch all the way around. That type of typing done 12 point font gives you about 250 words a page. If you can generate 40 pages of that you've got a book. You've got this kind of a book. Forty pages is not really, is not a lot.*

**Vanessa:** Really, it doesn't have to be that extensive if you're doing like numbered items or tip sample items,

because you can have, it makes sense for one item per page, and then, again, like we did with your book, let them start on right-hand read pages and so you can actually create it with less actual words.

**Tim:** *So, 40 pages or less. It's like 10,000 words. That just is not a lot.*

**Vanessa:** That's not a lot.

**Tim:** *When you talk about a basic book is 40,000 to 60,000 words, 6,500 – 8,750 words is not a lot.*

**Vanessa:** Right. And part of that 8,750 words is the section where you talk about your background and your

business and how people get in touch with you, and the benefits of, you know, a couple of testimonials from clients in there. That's really powerful.

So, Stone, we're getting close to the end of our show, but this has been fun to talk about different types of books that people can write for their unique business card.

**Stone:** It has. I really didn't anticipate it being this much fresh content in this show, because I see you guys all the time. I see Dr. Tim every week, you and I working on the re-release of my book. But, I mean, we've generated a lot of ideas here. I love that last idea you talked about. We ought to be taking that to market. You could do that in every zip code probably or every region.

**Vanessa:** I think it just really has been an interesting conversation to talk about this idea of your unique business card and how different business professionals and business owners and consultants can really use this type of book.

\* \* \*

From 2010 through the first quarter of 2013, Write Choice Services, sponsored the *Write Here, Write Now* radio show on Business RadioX. Tim Morrison was the show's host while Vanessa Lowry served as the permanent guest host for the broadcast.

The archives of *Write Here, Write Now* serve as a rich resource for emerging writers. We discussed a variety of topics with our guests, but each show has a theme. By reading the promotional paragraphs for each show, you can find a broadcast that will speak to your particular writing interest or need, regardless of whether you are just beginning to think about being a book author or have already published several books. Archives of shows are available at:

**<http://writeherewritenow.businessradiox.com>**.

## SECTION IV



# Getting Started



*If you are clear on what you want,  
focus on that and get the  
right kind of support, you're  
going to make things happen.*

Henry Leeds



## **What You Receive For Your Investment**

Partner with Write Choice Services and Connect 4 Leverage to create your YUBC book. We work with you through the entire process. We ask you to provide a 150 word synopsis of the content. What do you want the book to convey? Then we ask you to describe your target market for the YUBC. Doing so helps you and us better understand your purpose or strategy for the book. Then comes the actual writing.

You—the client—can write the content. We edit your material as you write to help you identify the strong areas, the weak areas, sharpen your writing skill and make your YUBC a quality book. We engage in conversation to help

you maintain focus and clarity of purpose and to keep your voice in the book. We edit as you go along. We offer coaching sessions as well.

We welcome “think tank” opportunities. We meet to discuss your writing ideas and content concerns. We listen and work with you to expand your contents, show you ways to strengthen it. We are fully committed to having your finished product praiseworthy

For an additional fee, we can take whatever material you have and expand on it for you, in other words, ghostwrite your content.

## **Included in the YUBC Basic Package for \$3,400**

*From the editing team at Write Choice Services (WCS):*

- Detailed editorial assistance – we work with you to develop content ideas and possibilities;
- Conversation on ways to leverage YUBC – we discuss with you things you can do to enhance your personal authority in your field;
- Coaching support – once you have settled on your content, we coach you in your writing and we edit your work. We determine the amount of copy you provide us in increments. We critique and edit that copy, return it to you for your study and consideration and acceptance. We engage in a 30 minute laser coaching session. We continue the process until the document is completed;

- Maximum of 8,750 words in manuscript presented with double spacing, standard 1 inch margins, 12pt font;
- Content suggestions – we offer ideas for additional material or information to be included in your YUBC: author bio, resources, bibliography, appendices, websites, etc.;
- Final edit prior to submission to our layout/design partner.

*From the design team at Connect 4 Leverage (C4L):*

Design includes coordinating with the client, with the WCS editor, and with the printer for the layout of book cover and interior files. The basic design package includes the client's choice of book template with three rounds of edits included. The client will supply high-resolution logos, stock

photos, graphs, or icons to be included in the cover design or integrated into the interior. Your C4L coordinator will create a production schedule with specific dates when your completed manuscript is ready for formatting. Each YUBC book includes these eight design steps:

STEP #1: Client will choose an interior pages template from the four options presented by designer.

STEP #2: Designer will present client with two design options for the front cover of their book. Cover may incorporate photos or other images supplied by the client or may be text only, using colors that compliment the client's logo or brand.

STEP #3: Upon client's choice of cover option, revisions will be made as necessary and a second front cover proof will be sent to client. (This is edit round #1.)

STEP #4: Sample pages of the interior of book using the chosen template will be presented to client for approval.

STEP #5: Upon approval of sample pages, the full book will be formatted. In addition, the full cover (front, back, and spine) will be finalized once interior design is complete and final page count is known. A complete proof of interior and cover will be sent to client for review.

STEP #6: Client edits will be incorporated into the full proof. A second proof will be supplied to client. (This is edit round #2.)

STEP #7: A final round of edits will be available if necessary. (This is edit round #3.)

STEP #8: Upon client approval, press-ready files are uploaded to the printer. Printer will provide and place ISBN number and barcode prior to printing.

Printer will coordinate with client regarding proofing and final delivery.

\* \* \*

Optional services provided by Write Choice Services for additional fees:

- Research for content for YUBC;
- Ghost writing of YUBC;
- Research and ghostwriting YUBC;
- Word count beyond the 8750 word limit;
- Second differently themed YUBC developed simultaneously;
- Three or more differently themed YUBCs developed simultaneously and assuming use of some core materials in each can be created at a discounted price.



Optional design and marketing services provided by Connect 4 Leverage for additional fees:

- Bookmark;
- Signage;
- Press release;
- Social media banner graphics;
- Speaker one-sheet.

## SECTION V



## A Recap

*I would tell any writer and  
any business person for that  
matter to always put excellence  
and quality first.*

Peter Bowerman



## **Your Unique Business Card® - A Recap**

1. A real book, with solid content of about 8,750 words, compact sized at 5.5 x 5.5 inches, perfect bound with a soft cover, professionally created and formatted and published. The basic package is an investment of \$3,400 and includes an initial print run of 25 - 50 copies of your YUBC. Additional books can be printed in small runs for about \$3 each.
2. Compared to a traditional book: cost for that runs between \$5,000 - \$10,000 or more and number of copies varies.

3. YUBC can be produced in approximately three months (assuming all deadlines are met). A traditional book often requires a year or more.
4. Companies/individuals/professionals can develop a series of YUBCs outlining specific aspects of their business at a quicker pace and lower cost than generating a standard book or two.
5. YUBC is a powerful “give away,” “take home,” or can be offered for sale at a low price.
6. Additional copies of a YUBC are easily and quickly printed by the designated YUBC publisher.
7. YUBC can be revised quickly with a nominal additional fee—simply revising the file/disc and if necessary reformatting.
8. A YUBC can be converted into an e-book for an additional fee. Benefits of using YUBC instead of an e-book format: you can hand the book to the person; the book can be

## Your Unique Business Card\* - A Recap

read anytime (no electronic device needed), it serves as visual reminder of your product or service just sitting on the bookcase shelf.

9. YUBC can be personalized—if a company/organization has a sales team, each sales person can generate his/her unique foreword and his/her name can appear on the front of the book.

*A benefit of writing and being published is that we can reach corners of the world that we never dreamed of or even anticipated.*

Tim Morrison

## SECTION VI



# About the Authors



*Business professionals can partner with somebody to get their ideas out of their head. They can create a very powerful marketing tool with a book without actually having to sit down and write it word by word themselves.*

Vanessa Lowry



## About Write Choice Services and Connect 4 Leverage

The teams of Write Choice Services and Connect 4 Leverage have assisted hundreds of business professionals in their publishing journey. They look forward to the opportunity to work with you.

\* \* \*

### **Tim Morrison, Write Choice Services**

Tim Morrison is president and owner of Write Choice Services, Inc, a company that coaches business leaders, entrepreneurs and professionals in the writing of the books

You, Published

each has dreamed of writing someday. Dr. Tim is the author of 6 books and numerous articles. Morrison holds doctorates in ministry and in naturopathy. Tim and his wife, Marta, live in Marietta, GA.

[www.writechoiceservices.com](http://www.writechoiceservices.com)

\* \* \*

### **Vanessa Lowry, Connect 4 Leverage**

Vanessa Lowry is a marketing consultant, graphic designer, author, artist and speaker. Her published books include *30 Days of Gratitude; Improv to Improve Your Business; Publishing as a Marketing Strategy; The 28-Day Thought Diet; and The Adventure of an Ingenious Life*. She leverages over 30 years of design and marketing expertise to support book authors who are self publishing.

[www.connect4leverage.com](http://www.connect4leverage.com)

\* \* \*

## About the Authors

In addition to the book you are holding and the titles listed above, Tim and Vanessa authored *Write a Book – Change the World* and collaborated with eight other authors on *The Magical Influence of Listening*.

**Thank you for reading**  
*You, Published*

**Contact Tim Morrison or  
Vanessa Lowry to  
write and publish  
Your Unique Business Card®**

[www.WriteChoiceServices.com](http://www.WriteChoiceServices.com)

[www.Connect4Leverage.com](http://www.Connect4Leverage.com)