

How to Position Yourself as an Expert by Writing a Book

Want to be perceived as a top expert in your field? Writing a book is one of the quickest ways to solidify your reputation, gain credibility in the eyes of your potential clients, and make yourself stand out above your competition. Having a book will help you attract more clients, extend your visibility and build your brand. Your book can help you obtain media exposure, attract JV partners, and seamlessly get new prospects into your pipeline. You can use your book for back of the room sales when you are speaking, at trade shows, or whenever you want to establish your presence as an expert.

Learn how to:

- Easily overcome objections to: “I don’t know how to write” or “I don’t know where to begin.”
- Choose from 4 different formats that make it easy for you to write a successful book
- Compose a compelling title and back cover text “sell copy”
- Use your book to upsell your more expensive services and products
- Complete your book when everything else in your life demands your attention.
- Distinguish between your publishing options and choose one that is right for you.

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The Huffington Post calls Randy Peyser "brilliant!"

"Randy, you really rocked it. You belong on stage speaking. You were fantastic!" - Catherine Gray, Producer, "Live Love Thrive Conference", West Hollywood.

"Randy, you hold the honor of giving the all-time greatest teleclass for my group!" - Mary Thompson, WTDB founder

"You were one of my best guests ever! You are a pro." – Bonnie Coleen, Seeing Beyond Radio

"Randy, yours is one of the best presentations I've ever attended!" - Cherie Marinelli, President, National Association of Women Business Owners, San Jose, CA

"I cannot say enough positive things about Randy! She's funny, experienced, informative, engaging, interactive - all that you want in a speaker. I've invited her back to speak at my next conference." - Alison Covarrubias, LWL Conference Producer, San Francisco

"Randy, you had me totally intrigued, and I walked away completely inspired!" - Carol Olson, President & CEO, Women In Business Program, Chamber of Commerce, Mountain View, CA

"Randy, you were absolutely wonderful. I will definitely keep you in mind for next year's event." - Kim McMillon, Chairman, Literary Arts Expo, Art and Soul Oakland Festival