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PART I: THE ‘WHY’

Chapter 1: What Is A “Trusted Authority” Book?

Marketing experts in a variety of fields including Jay Abraham, Bill Bachrach, Gregg Habstritt and Dan Sullivan are unanimous in their belief that an entrepreneur in virtually any business should have a book.

While not stated explicitly, what they are really saying is that an entrepreneur should have a book that confers credibility, authority and “expert” or “trusted authority” status upon its author.

An “expert” book differentiates its author from the competition in the marketplace by establishing him or her as someone who has acquired specialized knowledge, insight, perspective and experience, and by combining these attributes, is able to provide customized solutions to the problems that his or her clients find most challenging.

Brendan Burchard, founder of *The Expert Academy*, defines an “expert” as someone with a specific skill set on an issue or body of knowledge for which people are prepared to pay.

More recently, marketing gurus are claiming that being recognized as an “expert” in an age of information overload is no longer sufficient. Gregg Habstritt, founder of *The Trusted Authority Formula*, claims that people are no longer buying information; they are seeking “*transformation*”.

Habstritt (and your author) prefer the term “trusted authority” to describe a person who can, through a combination of knowledge, competence, experience and a commitment to helping others, not merely educate or even motivate, but actually *transform* the lives of others.

There may be only subtle differences between the terms “expert” and “trusted authority”, and many will use the terms interchangeably. (Bill Bachrach uses the term “trusted advisor”.) But because of the

transformative aspect associated with the term “trusted authority”, that’s my preference, and why I urge you to write a “trusted authority” book.

Chapter 2: Now's The Time To Do It... Here's Why

There has never been a better time to write and publish a book that positions you as someone who understands the problems faced by clients and customers in your niche or industry, and recognizes you as someone who can solve them.

There has never been a better time for two key reasons.

First, the world of publishing has been completely revolutionized and democratized by innovations in digital publishing technology that make publishing a book easier, more affordable and faster than ever before in history.

Second, in a report entitled "*The Business Impact Of Writing A Book*" published by the RAIN Consulting Group, 96% of the 200+ authors interviewed agreed that publishing a book had **significantly** impacted their business, and would recommend the practice to others.

But despite this compelling statistic, less than 2% of advisors in the financial services industry have published a book. (Experience suggests that the figures are correspondingly low in almost any other field.) What an opportunity this represents for you to stand out from the crowd!

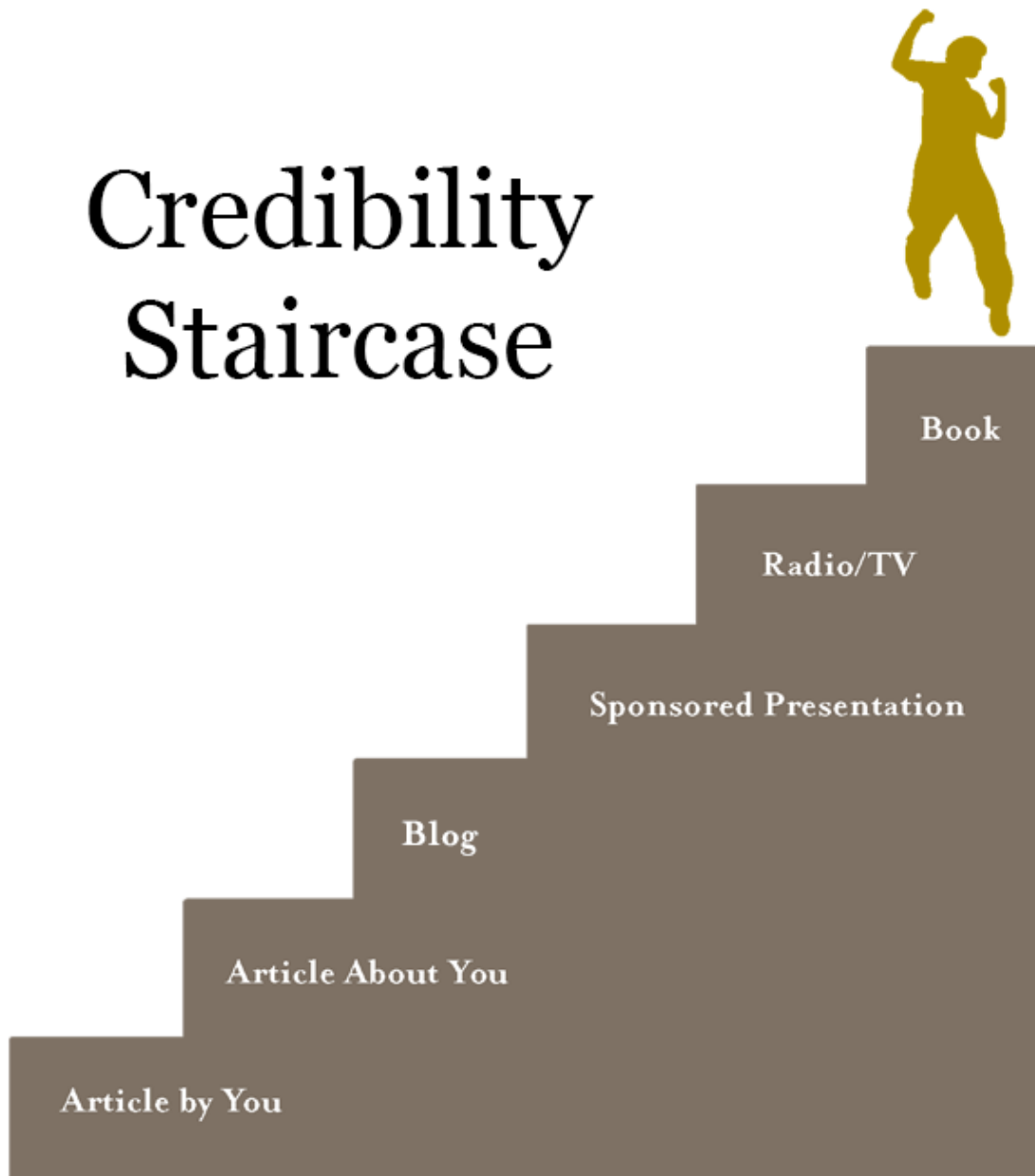
So whether you prefer to call yourself an "expert", a "guru", "trusted advisor" or (my preference) a "trusted authority", it doesn't really matter. What does matter is that you write a book, work with someone who can help you write it, or have one written for you. Doing so will enhance your credibility in a significant way and help you make more money by attracting clients or customers to your business who are looking for solutions to their problems—the very solutions that you will describe in your "trusted authority" book.

Chapter 3: The Benefits Of Having A “Trusted Authority” Book

There are many benefits that will flow from having a book, including the following:

- ✓ You are immediately perceived as a leading authority in your field; it’s the top step on the *Credibility Staircase*.
- ✓ Raises your profile; authors are perceived to be in the top 10% of their fields of endeavor.
- ✓ Increases your perceived value as a businessperson.
- ✓ Helps to brand your business.
- ✓ Represents an expression of your personal mission to help others.
- ✓ Creates differentiation from your competitors who do not have a book.
- ✓ Builds greater client loyalty and retention.
- ✓ Provides an entrée to radio, television, guest speaking, and corporate presentations.
- ✓ Establishes respect, as books are still one of the most revered forms of publication.
- ✓ Allows you to make an impact when you arrive at a prospective client meeting and present him or her with a bound copy of your professionally written book, in full color, complete with graphs, charts and images.

Credibility Staircase



In addition to the benefits listed above, there are two others worthy of note.

First, having your own book is like having **a business card on steroids!** It's much more powerful than a simple business card, which is likely to be quickly lost or tossed into the trash. A book is much more likely to be treated with respect and kept, thus providing a much longer "shelf life" than a simple business card.

Second, it allows you to **move from “selling your ideas” to “your ideas selling you”**. You have probably been working every day for years to “sell your ideas” to clients and prospects, mostly on a one-to-one basis. There’s no leverage there. A much faster, easier more productive and profitable approach is to put your problem-solving solutions, your unique process, or your success formula into a book. That way “your ideas are selling you” —selling how smart and creative you are, and how you add value to people’s lives—around the clock, 24/7, 365 days a year. Forever.

Having “your ideas selling you” will enable you to multiply your capabilities, resources, opportunities and successes in ways you never dreamed of previously.

That’s why I encourage authors **not** to focus on marketing their book. Rather, you should be doing everything you can to get your book into the hands of clients, prospective clients, and centers of influence (COIs), and **let the book market you**—around the clock, 24/7, 365 days a year. Forever.

Chapter 4: Did You Notice That We've Said Nothing About Selling Your Book?

In Fact, The Value Of Having A Book Is Not In Selling It!

A "trusted authority" book is one that helps its author make money without a single copy ever being sold. Surprising concept...right? We usually gauge the success of a book by the number of copies it sells. Now, that's not to say that your book can't or won't be sold; there are several ways in which it can be, and I can help you to do so if you wish. In fact, it's much more achievable by the author of a niche "trusted authority" book than ever before.

But it's important to remember that you will make money from your book, even if you never sell a single copy.

It's all about the credibility, differentiation, respect and other benefits cited above that make it worthwhile for you to write that "trusted authority" book.

Think of it as a business card on steroids and you'll get the concept.

I hope that by this point, you are convinced of the advantages of having a "trusted authority" book as a means of growing your business by adding a huge degree of credibility to your offering.

The next part of this Special Report outlines some of the decisions that you must make if you decide to proceed.

PART II: THE ‘HOW’

Chapter 5: What’s The Best Format For A “Trusted Authority” Book?

My years of experience in writing my own books and helping others bring their books to life tells me that there is one overwhelmingly predominant and effective “trusted authority” book format.

It is referred to as a “solution” book. It begins by describing, based on your experience, the major problems or challenges your clients and prospects face. The “solution” format then proceeds to present in detail, and step-by-step, the tried and true solutions which you offer, in order to address and solve the problems and challenges which you know keep your clients and prospective clients awake at night.

This type of “trusted authority” book is typically 100 to 125 pages in length, and consists of 10-12 chapters.

This traditional format is usually structured as follows:

Chapter 1: I’ve been there—I know the problem(s)—I feel your pain.

Here the author shares his/her experience and outlines the problems the reader faces. Furthermore, the author demonstrates empathy with the reader.

Chapter 2: I am the solution—there is hope. Here’s the solution.

In this chapter, the author explains why and how some others have the “wrong” solution, positions him/herself as the best problem solver, and lays out the process that represents the best solution.

Chapters 3-8: Step-by-step description of the solution.

The author describes the process or formula that will solve the clients' problems in step-by-step detail, devoting an entire chapter to each step.

Chapter 9: Review of the key problems and the author's solutions.

The author restates the problems and his/her researched, tried-and-true solutions.

Chapter 10: Encouragement.

The author encourages the reader to take action on his/her own if so inclined, to attend an information seminar, to call for a free consultation or whatever is the proposed first step in the process of engaging the author to solve the reader's problems.

Chapter 11: About the author.

The author's biography, experience, and qualifications are cited as well as contact information and (if appropriate) other products and services offered by the author.

The "solution" approach is the gold standard format for "trusted authority" books.

Other "Trusted Authority" Book Formats

But it is not the *only* format that can be used successfully. There are a wide variety of other formats that can also be used to create a "trusted authority" book.

Here's a sample:

1. The "Mistakes" approach, such as "50 Investment Mistakes Even Smart Investors Make".
2. The "List" approach, as in "10 Ways To Impress Your Boss".
3. The "How-To" model, such as "How To Lose 10 Pounds In 10 Minutes"
4. The "Frequently Asked Questions" book, such as "The 20 Questions You Should Ask Before Accepting A Marriage Proposal".
5. The "Interview" format where the author interviews experts in a given field and then presents his/her 'findings' in book format.
6. The "Step By Step" book such as "A Step By Step Guide To Preparing Your Tax Return".

You can also create a book using "tips", "strategies", "secrets" or "shortcuts" as the building blocks—particularly if you have inside information about a particular industry or niche. In fact, the range of approaches to publishing today is virtually endless, and limited only by your imagination.

As a result of the incredible changes taking place in the publishing marketplace these days with access to print-on demand and digital production, it is no longer necessary to stick to the expectations of a traditional publisher as to length, format or design. If the material you present is valuable to your clients or prospective clients, it will by definition be valuable to you too.

But Remember: Keep It Simple...

Whichever format you choose to use, and whether you write your book yourself or hire assistance, remember to keep it simple.

Your “trusted authority” book is your chance to provide simple but powerful big-picture solutions to the problems you know cause your clients and prospects sleepless nights.

Don’t get caught up in complex discussions of intricate, specific issues in the book. Your job there is to make clear that you have identified the issues they face, and that you know the solutions to those issues. Don’t give away all the information in your book; remember, its purpose is to make them want to work with you. You’ll show them the “magic” **after** they have hired you.

Chapter 6: Should You Write Your “Trusted Authority” Book Yourself Or Hire Assistance?

I began my professional career as an English and History teacher at the secondary school level. A few years in, I co-authored several history texts as well as a text on world religions. Then I wrote both a Master’s and Doctoral thesis. In my next career in the financial services sector, I wrote *The Money Coach* (which was updated through 6 editions), as well as co-authoring nine editions of *Top Funds*. I make these points only to share with you my experience as an author (it’s very hard work, even though I love the process), and to offer this piece of advice to prospective authors: *Forget about **writing**; instead, just **tell your story**. But before you can tell your story, you must **know** your story.*

That means that if you are considering writing your “trusted authority” book yourself, be sure you can “tell” your story/book either to yourself or to someone else, as if you were sitting with them on a long plane flight.

If you do not feel comfortable with that prospect, it’s probably a sign that you’ll need help to draw your story and your book out of your head and onto paper.

Consider too that if you are a busy professional, you will likely find it very difficult to carve out the time required to write your book yourself. That’s partly because we tend to avoid doing things we do not feel we do very well; and my experience is that very few people actually look forward to sitting down to write.

That’s where a ghostwriter comes in, and it’s **part** of what I help clients do in my role as their “**personal book coach**”. I help clients draw out the experience, the expertise, the body of knowledge they have in their head, but which they are having difficulty articulating or organizing.

Chapter 7: Approaches To “Writing” Your “Trusted Authority” Book

Here are the most common ways of going about “writing” your “trusted authority” book:

1. Write it yourself either on a keyboard or in longhand. If written in longhand, it will need to be transcribed later.
2. Record your book, chapter by chapter. (This assumes you have organized it in your head, and have at least a tentative Table of Contents.) You can record by using an old fashioned tape recorder, a newer digital recording device, as well as using online services such as Audio Acrobat (www.audioacrobat.com). Then have the recording transcribed, edited and published in book form.
3. Have someone interview you, record and transcribe the interviews; then edit and publish them in book format.
4. Hire a professional ghostwriter or personal book coach to write your book entirely, or to collaborate with you in having it written.

And remember: hiring someone to assist you in organizing and documenting your experience and expertise to produce a book that will take your business to the next level (and beyond) is not cheating. It is simply combining your unique professional ability with others’ unique abilities (writing, editing, designing and printing) to create a powerful result. It’s just good business.

Chapter 8: There's More To Publishing Your Book Than Just Writing it

While it's true that the writing part of the book is the most time consuming aspect (requiring about half the total time of production), there's a lot more to completing the project than just writing it or having it written. (Note that a ghostwriter assists only in the writing part of the project.)

Once it's written, I recommend you hire a professional to *proofread and edit* it. They will find typos you missed when you reread your text for the twelfth time, and they will tighten and polish the manuscript in the way only an experienced professional can.

Then there's the *design phase*. Here again, hiring professional assistance will raise the quality level of your book in a way you simply are unable to achieve on your own. You will give final approval to the design before it's sent to the printer, and benefit from the creative ideas and layout suggestions a professional designer will bring to the project.

Finally, there needs to be a decision made as to whether to *print using the traditional offset method, to use the newer digital printing technology*, or to print on demand (POD).

Having made that decision, you must then *choose the specific printer*. There are a large and growing number of printers out there; some are experienced and very good at producing a quality product, on time and on budget. There are also lots who produce inferior quality, not on time, and over budget.

If you are able to find a publishing company willing to publish your book, everything beyond the writing portion will become their responsibility, and subject to their decisions. If you decide to publish independently, all those responsibilities will be yours.

Chapter 9: Traditional Or Independent/Self Publishing?

Just as many people mistakenly believe that the main purpose of writing a “trusted authority” book is to see strong sales, many also mistakenly believe that the best way to have their book published is to find an agent or publisher.

I used to believe that too.

I had worked successfully with a major publisher (McGraw Hill) when I co-authored several textbooks, and assumed when I wrote *The Money Coach* that they would be happy to work with me again. After all, I was a known quantity, who had proven that he could write well and meet deadlines.

I was in for a shock and a disappointment. It turns out that when we were writing textbooks for a government-approved Ontario curriculum, the publisher had fairly specific knowledge as to how many copies of the text would be purchased by school Boards across the province, and perhaps beyond.

They had no clue about potential sales of *The Money Coach*, and were reluctant to take a chance. After all, the topic was not a biography, nor was it a romance, nor was it a fantasy, nor was there a zombie to be found in its pages...all big sellers in bookstores. Frankly too, I really had no serious “name” in the broader publishing business, and a “name” goes a long way in getting books published.

The same story was repeated as I made the rounds to all the major publishers in Canada, and even many of the second-tier players. Sorry, not interested.

Then I had an idea that I thought was worth a try. If I could prove to a publisher that the book had a market, if I could show a purchase order for a “serious” number of books, perhaps they would publish it. (5,000 copies sold confer “best seller” status in Canada.) At the time, I was involved in the financial services sector, and was aware of the marketing genius of Jim O’Donnell, then President of Mackenzie

Financial Corporation and its Industrial Group of Funds. So I approached Mackenzie, and within about a month, Mackenzie committed to purchasing 7,500 copies of the book; later the order was raised to 10,000.

I took the letter to Copp Clark, and (forgive my cynicism) with their risk reduced to zero, and with an instant "best seller" thrust into their lap, they agreed to publish *The Money Coach*, to publicize it, and to ensure its placement in bookstores nationwide.

So whenever anyone asks for my advice as to whether traditional publishing is better than independent (self) publishing for an unknown author, you know my answer: "You'll be old and grey if not dead, before you are published using the traditional method."

So celebrate the flexibility, creativity, speed, low cost and, yes, the independence of publishing independently.

Chapter 10: Benefits Of Independent/Self-Publishing

- ✓ You don't have to worry about being rejected.
- ✓ Speed of production. You can have your book written, designed and published within about 6 months; the traditional publishing model requires about six times that length of time—about 36 months.
- ✓ You have complete control of the 'look' and 'feel' of your book, of its length and dimensions, and whether it's to be hard or soft cover. The designers work for you and aim to please you, not a large publishing house.
- ✓ You also have complete control over all the ancillary rights to your book, like videos, audio books, and future revisions. In the traditional model, the publisher usually claims these rights as part of the contract.
- ✓ With digital or print-on-demand technology (POD), you can print only the number of books you need, and not have to warehouse large numbers of extra copies in your basement or garage.

Chapter 11: Helpful Hints As You Work Towards Publication

The following are some helpful hints that will ensure the highest-quality book publication:

Place a QR Code On Your Book: Traditional Meets Cutting Edge

The term “QR code” stands for Quick Response Code. A QR code is usually square and has some squiggly marks on it.

It serves the purpose of the bar codes you see on items in the grocery or hardware store, which allows the checkout clerk to scan the item into the store’s computer as a way of tracking sales and inventory in stock.

With a QR code on the back cover or inside the front cover of your book, marvelous things are possible. Let’s assume a client, prospect or COI is reading your book and responds to your suggestion that they scan the QR code. Immediately, they are taken to your website on which you have posted a personal video introduction to the book, highlighting some of the key information they will learn by reading it. Once on your site, they’ll also be able to download an e-version of your book, download a Special Report you have prepared, or set an appointment to meet with you...all of which they can do in return for providing an email address.

This combination of a traditional hard copy book (still one of the most revered forms of publication) along with electronic portals to the newer digital world further positions you as someone who respects the offerings of both worlds, thus further enhancing your professional prestige and credibility.



Put A Price And An ISBN On Your Book—Even Though You May Never Sell A Single Copy

There are a couple of reasons for listing a sale price on your book, even though selling it is not your priority. The first is that you *can* list it for sale on Amazon, for \$21.95 or any price you set. And you may end up selling some using that platform. The second reason is that every book published and available publically for sale has a price listed. In order to make your book appear as “pro” as possible, you should put a list price on yours.

The same thing applies for an ISBN. That’s the International Standard Book Number, a worldwide system of identifying each and every book published. The ISBN is issued by Library and Archives Canada. So, by obtaining an ISBN you are conforming to worldwide publishing protocol and by doing so, you’ll make your book look “pro”.

When You Publish Your Book, Create An E-Book At The Same Time

There are at least three reasons why this makes sense. First, a printer will likely offer a price break if you hire them to produce both hard copy and electronic versions simultaneously.

Second, you can also sell your e-book on the Kindle or Amazon platform, though again, selling your book is not your top priority.

I recommend the ePUB format to my clients, because it allows downloading to iPad, Kindle, Kindle Fire and Nook. Authors post the ePUB version of their book on their website (we help with this too), and in return for an email address, give away electronic versions of their book. This is another powerful way your “trusted authority” book can market you and your business, because there is no cost whatsoever for delivering the digital version of your book to a prospective customer or client. That’s the third reason I recommend that you create an e-book at the same time that you print your hard copy edition.

Chapter 12: Why You Need Your Own Personal Book Coach

If you have decided that you **will** work on a “trusted authority” book to leverage and grow your business, congratulations! It’s a decision you will not regret.

But let’s think of the logistics for a moment.

Clearly, the first step is to get the thing written; but...

Do you have a clear idea of what you want to say?

Do you have a Table of Contents in your head or on paper?

Do you enjoy writing?

Do you write well? Is it your “unique ability”?

(Remember, you could hire a ghostwriter, but they generally assist only with the writing component of the project.)

And there’s lots to be done beyond the writing stage of the project...

How do you find professional proofreaders and editors who can polish your thoughts and ideas?

How do you find experienced book designers you could call upon to create a front and back cover, to paginate the book to best effect, to propose colors and to prepare a camera-ready product?

Should you print your book using traditional offset or should you print digitally? Which printing firm should be hired?

Realistically, do you have the time that you can afford to divert from your business to devote yourself to doing all these tasks yourself?

In short, do you really want to get into the publishing business just to have a “trusted authority” book?

Put another way, if you have a problem with your car, would you become a mechanic? If you had an electrical problem, would you become an electrician? Of course not; you'd hire an expert in the field to solve your problem.

Why would you spend your valuable time learning about the modern publishing business when you could instead be building your own business?

As Dan Sullivan, *The Strategic Coach* would put it, you should focus on your "unique ability" to build your business, and delegate other tasks to those who can use their "unique ability" to assist you in achieving your goals.

That's why you should consider engaging the assistance of a "personal book coach"... someone experienced as an author and publisher... someone who can manage the *entire project* for you from concept to publication... someone who can make it possible for you to invest *as few as twenty hours over a six-month period*, at the end of which you can be holding your own professionally-published, four-color "trusted authority" book in your hands...ready for distribution and ready to propel your business to new heights.

About The Author

Over his four-decade career, Riley has authored or co-authored nearly two-dozen books using both traditional and self-publishing channels.

Among his most successful publications is his “trusted authority” entitled ***The Money Coach***, first published in 1992 and in five subsequent editions, which sold a total of over 200,000 copies. He followed this up with ***Top Funds***, an analysis of the top mutual funds. It was first published in 1992 and subsequently revised and updated annually through 2003. He also created and self-published ***The Money Coach’s Estate Planning Guide***, as well as ***The Gerber Baby and You***, a discussion of the social and economic impact of the Baby Boomers on North American society.

During his long and distinguished publishing career, he has learned the secrets that produce quality publications, and he is now available to share these secrets with you.

Imagine having an experienced pro working closely with you, assisting and mentoring, managing the production process, and serving as your **Personal Book Coach**™, as you author the book that will take your business to the next level.

Riley Moynes specializes in managing the production of high quality, “trusted authority” books for entrepreneurs, coaches and consultants with an emphasis in the financial services sector.

He also conducts introductory Seminars for those who wish to write their "trusted authority" book, but who have questions to be answered before committing to the project, or who are having trouble getting started.

Visit his website:

www.PersonalBookCoach.com

He also coaches and manages the production of memoirs for individuals who have a compelling personal story to tell, but who need help in organizing or managing the project.

Riley also conducts Seminars for those interested in "Getting Started On Your Memoirs."

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