

Authors Confess

27 REASONS WHY
THESE BUSINESS OWNERS
SAY YOU SHOULD WRITE A BOOK

WESTON LYON

Read This First

There are many reasons why entrepreneurs like us write and publish a book.

Maybe you want to position yourself as an authority in your field.

Maybe you want to get on TV, on the radio, or in some other media outlet.

Maybe you want to start a speaking career or grow your speaking business.

Maybe you want to attract more clients and grow your profits.

It's important that you discover your own personal reasons for writing your book.

After all, reasons are what drive us to take action and change our circumstances. Reasons are what provide us with passion and purpose.

Your own reasons are what will be the driving force behind your success in this endeavor.

To help you uncover your own personal reasons, I've compiled a list of the 27 best reasons I've heard other authors and clients repeat to me over and over again.

As you read their confessions, you'll gravitate toward and resonate with some more than others. Embrace those particular motives and let them consume you.

Your reasons are what will push you to write your book and grow your business.

Dedicated to your success as an authority!

Weston

Confession #1

“Becoming an author positions me as an authority in my field!”

In our society, “author” means “authority.” And authorities are credible, trustworthy, and sought-after.

By writing and publishing your book, you’ll position yourself as an expert in your field and have prospects seeking you out to work with you.

I discovered this back in 2005 after I published my first book.

Confession #2

“Because a book is the best frontend product to lead interested prospects and clients to your backend profit centers.”

The real money in any business is not in their frontend products, products that get prospects in the door and have little profit margin.

The real money is in your backend profit centers, products and services that have high profit margins and are the real backbone of your business.

There is no better business tool than a book to lead prospects and clients to your backend profit centers!

Confession #3

“Because being an author opens up more speaking opportunities for me.”

Event promoters need speakers who will appeal to their audiences. Think about it.

Who would you rather see, a speaker who “wrote the book on the topic of interest” or “just another speaker on the topic”?

You and the promoter are no different. When looking at two speakers, one with a book and one without a book, the author will always win out.

So, whether you're a professional speaker or an entrepreneur who uses your presentation skills to generate leads, know that by not having a book you will severely handicap your booking and earning potential.

Confession #4

“Because being an author lowers the risk of doing business with me in my prospects eyes.”

The two biggest factors in making a sale are increasing trust and decreasing risk.

A book is the only business tool you have in your company's arsenal that can do both simultaneously.

By writing and publishing your book, you'll immediately generate trust and confidence with your prospects, while lowering the perceived risk of doing business with you.

The result is more sales, more often, with less resistance.

Confession #5

“Because writing my book has been one of my greatest accomplishments of my life.”

There's a reason why every entrepreneur doesn't write and publish a book.

Writing a book isn't easy. It takes hard work, dedication, and persistence.

However, when you finish your book and hold it in your hands, you'll know a feeling of accomplishment, success, and satisfaction like you've never felt before.

Confession #6

“Because my book will allow me to qualify leads faster.”

By definition, book buyers are interested in your topic.

And people who are interested in your topic may also be prospects who are interested in your products and services.

By selling and gifting your book to interested prospects, you'll be able to quickly and easily sift through leads and make more sales faster.

Confession #7

“Because having a book gives me a huge advantage over my competition.”

More often than not, prospects aren't looking for the best price.

Instead, they are looking to do business with people they know, like, and trust.

And they're looking to buy from trustworthy businesses who will take care of them.

By writing and publishing your book, you'll set yourself up to win your prospects' attention and gain their trust faster than your competition can fathom.

Confession #8

“Because my book gives me a new, additional stream of revenue.”

While I don't believe book sales should be a major focus for entrepreneurs with backend profit centers, book sales can add to your bottom line profits and give you a well-deserved 'bonus' throughout the year.

It's smart to diversify your income streams, and having a book can help you start this process and shift your mentality.

Confession #9

“Because being an author makes me more valuable to the marketplace.”

People are drawn to authorities and celebrities.

By becoming an authority on your topic, you can easily grab people's attention, educate them on their challenges and possible solutions, and add value to their lives.

Confession #10

“Because turning my thoughts
and ideas into a book
(a tangible asset that I can
use over and over again)
was a dream come true.”

Some say dreams only come true in fairytales.
But that's a little cynical and naïve, don't you
think?

Even though I may risk sounding too
metaphysical or too woo-woo, I want you to
know that dreams come true every day.

Writing a book for most people is a dream. A
fantasy. A hallucination.

But it doesn't have to be for you.

You can write and publish your book. You can
make that dream a reality.

If you want to. If you really, really want to.

Confession #11

“Because being a trusted authority makes it easier to leverage media appearances.”

One of the hardest marketing tactics to successfully pursue is media relations.

The reason is because editors and producers are standing between you and their audiences (your potential prospects), and to get through to them is no easy task.

But there is one thing that can influence the media to welcome you in. And that is being a trusted authority with high-quality information you're willing to share with their audiences.

Your book can position you as that trusted authority in the producers' eyes and get you on their show or in their publication for the world to see.

Confession #12

“Because my book provides non-threatening information to prospects-in-heat.”

All prospects go through a lifecycle.

They start as “solution seekers” and look for answers to their challenges.

Once a solution is found, those prospects become “information seekers” and passionately search for unbiased information to educate themselves about the solution or a person, product, or service to provide that solution.

Your book acts as an unbiased, non-threatening information source that can passively steer prospects your way.

Confession #13

“Because becoming an authority allows me to continually increase my fees.”

People want what they can't have and will pay anything to get it.

Economists call this the law of supply and demand. Education-based service professional call this price elasticity.

The more pent up demand for a particular product or service, the more money you can request to supply it to the marketplace.

When you write a book and become the authority, the demand for your time will increase and so will your ability to increase your fees with little to no resistance.

Confession #14

“Because I’m a badass
and I can!”

I don’t think this reason needs much explanation.

If you feel that you’re a badass and you can write your book, then why wouldn’t you write your book?

You would.

That’s what badasses do!

Confession #15

“Because being an expert and having a book makes it easy for people to refer me more often.”

Referrals are the lifeblood for most businesses. Typically, the difficulty is not in servicing the referral though; the difficulty is in getting the referral.

A book can change all that by allowing you to offer your referral sources an easy, non-threatening way of referring you, while positioning yourself as the authority to the potential referral before your referral source even opens his or her mouth about you.

Confession #16

“Because when I pull out my book, my confidence soars and prospects look at me completely differently.”

Sales people are oftentimes seen as unwanted vermin who prospects cannot wait to rid themselves of. It's not your fault. People are busy and don't like “being sold to.”

However, experts and authorities are seen as magnetic characters who prospects cannot wait to hear from and get to know better.

When you write a book and become an author, prospects no longer see you as a salesperson, and instead see you as an expert who can provide value to their life.

Confession #17

“Because my book is now a part of my legacy for my kids and future generations to see, learn from, and remember me.”

The words immortality and legacy have a nice ring to them for most successful, ambitious entrepreneurs.

Writing a book can not only change your life in the present moment, but it can change the life of your family members, friends, and the world around you now and in the future.

Your book can help you live forever.

Confession #18

“Because the process of writing my book helped me clarify my ideas and create a powerful, persuasive message.”

There are a lot of people with a lot of ideas, but most people just have the seed of an idea. Most people haven't fed their thoughts or watered their intentions or nurtured their messages.

Writing a book makes your message grow inside you, until it's a part of you, until it's in every fiber of your body, and until it's ingrained in your being.

Then, and only then, can your message be honored, honed to perfection, and sharpened to a razor's edge. Having nurtured your message, you can cut through the clutter in your readers' minds, plant the seeds of greatness, and help change their world.

Confession #19

**“Because it’s the best way
to share my information
with the world.”**

In human history, there is no other instrument or device that has shaped the minds of more people than a book.

Bar none, a book is the best way to share your information with the world.

Do people still read books? With over 500,000 books sold each year, the answer is a resounding YES.

Plus, when you realize the fact that books are read by every generation and book buyers are typically well-educated and make more money the average person, you can see why a book is the best way to get in front of your perfect prospect.

Confession #20

“Because my book cheers me up no matter how bad my day is going.”

Tony Robbins says, “The quality of your life is determined by the quality of emotions you experience and live on a daily basis.”

From experience, I can tell you that you can turn your day around in an instant by looking at your ‘masterpiece’ and remembering how you felt when you launched your book, and how you feel when someone reads your book and changes their life.

Confession #21

“Because a book is educational material that no one ever throws away.”

People will throw away your business cards. They'll throw away your expensive, full color brochures. But they will never throw away your book!

In fact, people will hold onto your book until they give it away or sell it.

If they hold onto your book, then they have a constant reminder of you and your expertise every time they peruse their library.

And if they sell or give your book away, the new recipient will continue that same process.

They'll see you as the authority, and they will hold onto your book until they give it away or sell it.

Confession #22

“Because writing my book has put me into an exclusive club that a comparative few will ever enter and experience.”

A recent study shows that 83% of Americans want to write a book. But few actually do. Why?

Because writing a book takes work. Writing a book takes thought and brain power. And writing a book takes time. Time that most people won't prioritize and carve out of their lives.

That's why writing a book puts you into an elite and exclusive "club." Few people ever get into this club, but that's not because the club is closed off to outsiders. It's not.

The club is open to anyone. The only entrance fee to this club is choice. The choice to prioritize your time, and the choice to sit down and write your book.

Confession #23

“Because having a book makes it easier for me to grab my prospect’s undivided attention.”

In today’s fast-paced, technology driven world, your prospects have a lot of distractions begging for their attention.

And if you want to be seen or heard, you have to learn how to break through “the noise” and grab your prospects’ attention.

One of the most powerful ways to pierce your prospects’ minds is to say something relevant, interesting, and worthy of their time.

Your book can help you do just that – and more!

Confession #24

“Because having a book allows me to be in a position of power, where people want to meet me and learn from me.”

At first glance, this reason may seem a little egotistical. But as long as your ego is helping the greater good, then I think it's perfectly alright (and normal) to want people to learn from you.

So, if you feel like you're playing with your ego, embrace that side of yourself for a moment because it may drive you to write and publish your book.

And doing so will help other people change their lives and their circumstances for the better.

A win-win, wouldn't you say?

Confession #25

“Because my book has literally changed people’s lives for the better.”

We all experience pain and misfortune. We all experience problems and challenges. That’s life. But whether this is apparent or not, these same issues and missteps are what allow us to grow and achieve.

Books have played a major role in helping people learn something new, change their perspective, and solve their problems for centuries. Your book can too. It can be exactly what someone else needs to help them over the hurdles in their life.

Therefore, to help the greater good, some believe it’s your duty to share any solutions you’ve mastered. And some see not doing so as irresponsible and selfish.

Confession #26

“Because not writing my book would be something I regretted for as long as I live.”

We all have regrets in life – to some extent. To avoid this feeling, ask yourself these questions:

If I don't write my book, would I regret it?

If so, what would I miss out on and how would that make me feel?

If I do write my book, would I regret it?

If not, what would I gain from the experience and how would that make me feel?

My guess is you already know the answers to these questions. But answer them anyway.

Your answers may just be the fuel and fire you needed to hear from yourself to take action and write your book.

Confession #27

“Because a book is the most powerful business tool ever to exist.”

Take a moment and compare every other business tool to a book.

Can the other tools position you as an authority in your field?

Can the other tools lower your prospect's defense shield and make them more willing buy from you?

Can the other tools be written one time and left alone for decades (websites, brochures, social media, etc. can't)?

Can the other tools be used online, offline, and in conjunction with every marketing tactic you use?

If you answer these questions and take a look back at the other 26 benefits shared here, I'm willing to bet an honest evaluation will put a book on top and solidify the fact that a book is the most powerful business tool ever to exist.

The question now becomes, why would you not have a book at your disposal to leverage for years and decades to come?