

The Get It Write Approach For Business Owners

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As appeared in Catalyst Magazine, Fall 2006

Who gave the blonde bimbo permission to write a book? Let's be honest, she really isn't all that cute (she looks like Barbie's evil twin on a laxative diet), she's about as deep as the bird bath in my back yard and she's as crazy as Jack Nicholson was in *The Shining*. Yet, this so-called political pundit has created a marketable brand with the stroke of a few computer keys.

Hmmm, a marketable brand that attracts attention and generates sales; isn't that what you want?

I'm talking marketing strategy. Ok, I hear you - you're running a business; you don't have time to write a book. Well do you have time to reach new markets, gain additional exposure, attract new clients and outpace the competition? If not, then turn the page and move on to the next article. Otherwise, keep reading.

We've all thought about writing a book at some point. Most of us, however, don't know where to start or how to finish. Well, I'd like to tell you how to write a book and use it to get what you want (please don't tell my author coaching clients that I gave this to you for free).

Get More. People are more apt to pay attention to you and your business, once you become an author. Why? Because once you take the time to put something on paper, people assume that 1) you're an

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expert 2) you know something they don't and 3) what you're saying is true (case in point: Some people actually believe the crap Barbie's evil twin writes in her books; next she'll be telling us the world is flat!).

Write What You Know. You started a business, so my guess is you've got at least one good story in you. Write about: how you escaped corporate America; your triumphant struggle to start a business; your work ethic; or why you named the business after your first-born son. I'm telling you, this does not have to be rocket science; people are looking for simple ideas that they can relate to and incorporate into their daily lives (think Robert Kiyosaki's *Rich Dad, Poor Dad*)

Keep It Short. Take what you know and turn it into a few money-making pages. Yeah, that's right, a *few pages*. Hey, *Who Moved My Cheese* was less than 100 pages and it made plenty of money. Would you rather read a thin, 95 page book or a thick 300 page text? I'm going for the short one, unless I plan to be laid up in the hospital for 2 weeks with nothing to do but eat jello and watch Jerry Springer (on second thought, make that 1,000 pages, PLEASE!).

Choose Your Role. There are several roles you can choose as an author; some of them don't even require writing!

Expert: Tell the world what you've done and your theory on why it works.

Interviewer: Interview people in your industry and put their info in your book.

Researcher: Gather information and package it to meet the needs of your target market.

Repurposer: Modify existing content, i.e. reports, studies and apply it to a different topic.

Repackager: Take content, i.e. quotes, excerpts on leadership and put it into your book about leadership.

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Nothing New. As you can see, your book doesn't have to present new information (there are no 'new' ideas, only different applications). My first book, *DOWNlo MARKETING: Uncover Your Business, Discover More Profits* was about marketing. I took a very common subject and repositioned it. You can do the same.

Make It Happen. You've got three options: a) do it yourself b) hire a ghost writer (someone to write the book for you) or c) partner with an author coach (someone to help you get started, stay the course and finish).

1. Develop A Marketable Concept
2. Write A Marketable Book
3. Edit
4. Select the Best Publishing Option
5. Market & Sell

Losers. Hey, if you don't do it, I promise you, someone else will. I also promise you won't be happy losing to the competition. How could you be when you sat around making excuses while someone else took action and picked up the money and the customers that could have been yours?

Isn't that what successful business owners do – take advantage of situations and turn them into profits? You could finish your first book in 3 months, if you really wanted to. Let's say it takes you 6 months – by January you will be in position to get what all business owners want: a stronger brand, media attention, greater market share and more sales.

Hey, it's your business - GET IT WRITE and Get What You Want.

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Get Help. Get Focused.



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