

7 Strategies for Using a Book to Market Your Business

They say everyone has at least one book in them. You may want to find yours because using a book you've written to market your business is one of the most powerful tools you can have in your marketing arsenal.

Think about it. What's more effective-- giving a prospect a business card or giving them a book you wrote and offering to sign it for them? Nothing can build your credibility faster than writing and publishing your own book. It can open doors for you that were previously shut. It establishes you as an expert and there's even a certain celebrity that goes along with becoming an author.

Everyone wants to think of their advisor as an expert in the industry. A book is one of the easiest ways to pass along your credibility and expertise to others. **What client isn't going to be proud to give a friend or family member your book and say, "Oh by the way, my financial advisor wrote this."**

Every advisor's business is different. Once you have your own book, there are virtually endless ways you can use it as a marketing tool in your business. After working with advisors through the ghostwriting process and developing a subsequent book marketing plan for them, I've identified the following seven activities as some of the most effective in using your book for marketing purposes.

1. Use Your Book Like a Personal Brochure

Whenever possible, leave a copy of your book with prospects and clients *in addition to* your business card. Always offer to sign the book for them. You may think, "I'm not exactly Warren Buffet. Who would want my autograph?"

People love books autographed by the author. And, if they have access to the author, they're going to want their book signed. The book itself builds your credibility and expertise but signing it adds to your celebrity factor and who doesn't want to be associated with a celebrity? Especially one that can make *them* money.

2. Use Your Book to Shift from Push Marketing to Pull Marketing

Most marketing strategies fall in one of two categories: push marketing or pull marketing. Push marketing pushes goods or services to the client. Traditional advertising and sales are classic examples of push marketing.



Pull marketing, on the other hand, pulls clients *to you*. Over the last several years, there's been an increasing emphasis on this type of marketing. Your book and word-of-mouth are both examples of pull marketing.

Having a book gives you the opportunity to shift from push to pull marketing which is far more desirable for both you and the client. This is one of the most powerful things a book can do for you and your business.

When you give someone your book, you're giving them a valuable information resource which over time, pulls more prospects to you. There's not an advisor out there who wouldn't be thrilled to have pull marketing emerge as a predominant component of their overall marketing strategy.

3. Host a Book Signing Cocktail Party

This is great way to build enthusiasm around your book and have some fun with clients and prospects at the same time. A book signing gives your clients an opportunity to be part of your success. It creates excitement and a willingness to share your book and tell others about you. It also gives you an opportunity to be the celebrity without being pretentious or arrogant.

Plan on inviting a mix of clients and prospects, so your prospects spend time mingling with your best clients. They also get to interact with you in a social environment where you're considered as a successful expert in your field.

As you're signing books, be sure to ask each person if they have a friend or family member who might also want a signed copy of the book. Try to sign and give away an extra book to everyone there.

Plan on sending a signed copy to every client and prospect who was unable to attend. Make a campaign of following up with everyone a couple of weeks after you send the book and ask if they have a friend or family member who might also like a signed copy. **Your goal is to get the book in as many hands as possible so the book can begin pulling clients to you.**

4. Update and Utilize Your Website More Effectively

Use your book as a lead magnet on your website. A **lead magnet** is an incentive you offer to people visiting your website in exchange for their contact information. Leverage your book by revamping your website to include more lead magnets to it.

Here are some other ways you can use your website to leverage the book into more prospects:

- Stress that you offer signed copies of your book. Remember, people like to own autographed copies of a book.
- **Have a video on your website where you're talking about why you decided to write the book.** There's a certain status that goes along with becoming an author and people are always interested in a behind-the-scenes look.
- In every section of your website where appropriate, mention the book or have a lead magnet to it. Most people have to see the same thing several times before they take the next step.



5. Repurpose Book Material into Articles for Use on Your Website & Social Media

Turn your book's chapters into articles you can repurpose and use on your website, for submission to publications and on LinkedIn and other social media sites. Repurposing your book into several smaller articles provides you with a lot of content you can use in a variety of different ways.

6. Strategic Targeting & COIs

You may find that marketing the book is easier than marketing your business. We want to take advantage of this.

- Ask if you can leave a couple of copies of your book in your professional clients' reception area
- Analyze your book's target audience from a more strategic perspective:
 - What are they interested in?
 - What trade magazines do they read?
 - What local business magazines are available?
 - What organizations do they belong to?
- Use the information from your analysis to target publications you may be able to advertise in at a lower cost. You can also get the publication's submission requirements and submit one of the repurposed articles you developed from your book. Be sure to include a way for readers to order "signed" copies of the book at the end of any articles you submit or post.

7. Speaking & Seminars

Your book has positioned you as a credible industry expert and even given you a hint of celebrity. Speaking engagements, interviews and seminars can exponentially compound your credibility, expertise and celebrity. Consistently seek out these opportunities.

- Make a list of radio stations, local news stations and newspapers in your area. Send them a copy of the book and offer to do an interview with them. Make it easy on everyone by providing them with a list of questions to ask you.
- Create seminars around your book and give a copy to everyone who attends. Hosting seminars developed around the book reinforces your credibility and expertise. If you're only allowed to use firm-approved seminars, figure out ways you can weave in concepts from your book when elaborating on points in the seminar.

Use these seven marketing techniques to essentially build a brand around your book. Your goal is to get your book into as many hands as possible. Make it a game to see how many copies you can give away. Utilize every resource and opportunity you have to talk about your book. You want people to hear about you and the book from as many different sources as possible.

Your book is your opportunity to begin making a significant shift from push marketing to pull marketing. How much faster would your business grow if prospects started to seek *you* out more often?



If you'd like to know more about what goes into writing and publishing a book, get our free [From Concept to Published!](#) guide. Do you have a book in you?

