


Why a Book?

- Media expects one
- Proves expertise
- Proves commitment
- Shows platform power




Why a Book?

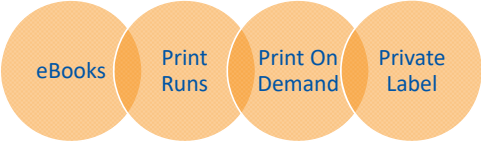
- Solidifies your framework
- Sell at back-of-the-room
- Bundle with speeches
- Co-brand with partners




PUBLISHING	Self	Hybrid	Traditional
Speed	Fastest	Faster	Very slow
Cost	Low	Higher	None
Control	Total control	Control with ADVICE	Almost none
Credibility	Little to none	Decent/varies	Highest
Distribution	None	Possible	Certain
Platform	Not required	Helpful	Necessary
Publicity	All you	Mostly you	Still mostly you
Other	Can be perfect depending on purpose/needs	Costs more but you get a better result	Requires literary agent




Format Choices






Hybrid Publishers

- Greenleaf Book Group
- Book In A Box
- “Vanity” publishers





Credibility Factors



- Self-published
- Print-On-Demand
- "Bestseller" status
- Cosmetics of book

Expert Visibility



Products

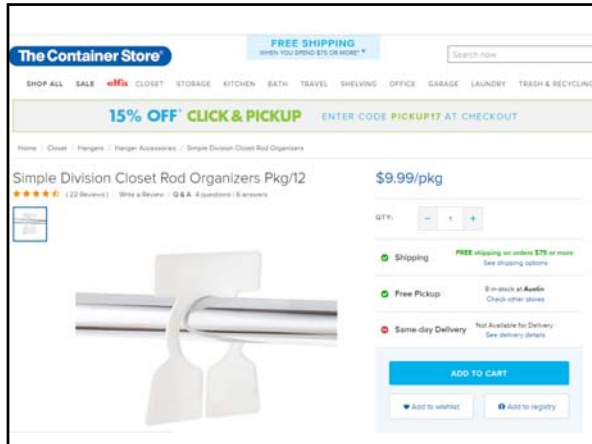
Physical Products

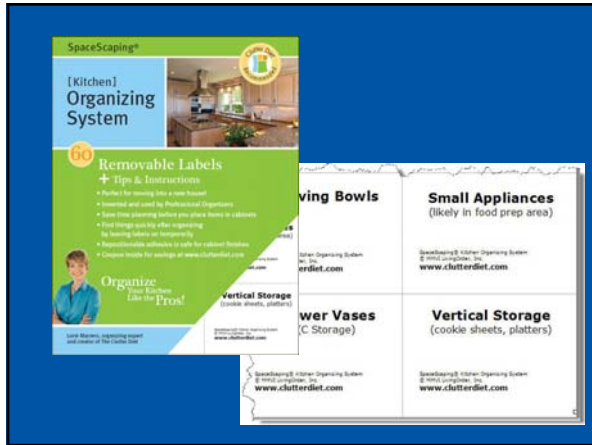
My Product Stories



- One happy, one not so happy

Expert Visibility







Types of Services

- Coaching
- Consulting
- Speaking
- Content Provider Work



Expert Visibility

Content Provider

- Guest posts
- Articles
- Videos
- Webinars



Expert Visibility

Got badges?



Flickr: sarahbest

Expert Visibility

“For the Exposure”

- What exposure?
- Can they pay you?
- What else can they do?



Good Housekeeping *Lifetime*
DIGITAL



Protect your IP!

- If you're not getting paid, don't give up your copyright
- Your rights, they license the use
- Exclusivity for a certain period?



Other Issues

- Social media support?
- Payment terms
- Kill fee





What's Next...



eviz@loriemarrero.com
for program assignments & questions,
service@loriemarrero.com
for other issues
