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**8 Advantages to Writing a Book as an Entrepreneur**

**By Denise Hamilton**

**8 Advantages to Writing a Book as an Entrepreneur**

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As an aspiring or an established entrepreneur, you are an expert in something, but does the rest of the world know? You have a wealth of information, experience and knowledge that you can package into a book that will benefit others. This truly is the information age and people want to know what you know.

1. A book will give you unbelievable credibility which increases the respect you will receive from customers and business associates. Wouldn't you be more likely to purchase widgets from the business person who wrote the book on widgets? New customers are more likely to take advice from, or purchase the services/products from, an established author. Many consultants increase the levels of their business simply by writing a book on their area of expertise.
2. The typical business person might run into roadblocks when seeking media recognition and publicity for their product or service because the media tend to see this kind of exposure as advertising. However, books receive exposure in the form of reviews or features all the time. Books make great print stories and authors make great featured guests on radio and television shows. Sure beats pulling together an advertising budget.
3. Writing a book gives you instant expert status. If you wrote the book, you are now seen as the authority on that subject by others. And you are! You will have now proven that you know what you're talking about. You will show, in writing, that you know your business area inside and out.
4. Most entrepreneurs love to hear that publishing a book can easily lead to increased fees. People will pay more to work with an established expert than someone who seems less established in a business. Your book has just given you instant added credentials. It would be nice to add "author of..." behind your name, wouldn't it?

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5. If you are not already a consultant, a book along with your proven expert status could bring you new consulting opportunities where you can bill for your time to educate, speak to and work with other companies and individuals helping them succeed through what you know.

6. If you have a service business or you are selling products already, a book will allow you to add a product to your existing business. Expanding your line is never a bad thing and will open up all kinds of doors in your marketing plan.

7. If you aren't already on the internet (and you should be, but that's another article), you can add online marketing to your marketing plan with your book. There are loads of places to sell your book online and having an information product to offer will give you a second stream of revenue with huge potential.

8. Expanding your marketing opportunities and focusing on opportunities for residual income is what you should be focusing on as an entrepreneur. Quit trading your hours for dollars and start working

smarter.

Your own book will be a complement and a supplement to your current business. It will also mean an additional source of revenue added to your bottom line. I'd be willing to bet that you've thought of writing a book at some point in your career. Almost every single person has. Use your passion. Take your knowledge, package it and sell it. People are willing to pay for what you already know.

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### **The Heart Of An Entrepreneur**

**By Jimmy L. Hutchinson Jr.**

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Good morning! The day is more than another day to me. I'm now on my own working for myself,

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completely relying on my skills and ability to make money. That is what an entrepreneur wakes up to every morning, the reality of being the boss. With this step of faith comes a whole host of responsibilities. But the freedom you get from being the boss is unmeasurable. When I first made the step to carry my own weight as an entrepreneur, I had no idea that 24 years later that my decision would carry me this far. Now, I'm more educated than most having a wealth of knowledge, more experienced with failures and success.

### Risk

The heart of an entrepreneur beats on for many years; there is a no quit attitude we have built inside. Even when we just lost everything and the wife is threatening to leave our fire of making it burns ever so brightly. No one can live the life of an entrepreneur without facing so adversity that turns your life upside down. We fall down but we get right back up, stronger and more knowledgeable. The stakes are high, the pain is great and the reward is financial freedom. Think about this country the great USA would not be what it is today, if not for the entrepreneurs like ourselves.

### Leading Example

Adam was the first entrepreneur taking on the task of naming all the animals on earth and tending to the Lord's garden. I order for him to accomplish these things he needed to do a few things.

1. Set some goals
2. Have a Plan Action
3. Manage his time to be more productive
4. Get a clear understanding of his mission
5. Recognize the people around him
6. Have a mentor who understood him
7. Get the help he needed to be successful

Those that are entrepreneurs keep up the good work and those of you would want to be an entrepreneur check your heart at the door. Because once you enter the house of entrepreneurship there is no turning back for the true entrepreneur. We live to fight for financial freedom even if it takes years not days.

Jimmy L. Hutchinson Jr. is Senior Vice President of Tricomm Worldwide Funding helps give real estate investors a turnkey opportunity to financial freedom. Tricomm is a one shop for investors.website: [www.Tricommworldwide.com](http://www.Tricommworldwide.com)

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