

# How to Write a Short Book to Promote your Coaching Business

By Judy Cullins

One thing many coaches say when they contact me is "I'm not a writer." They can't see the end of the journey, because they believe they must write a long book, and shouldn't it be with a publisher?

My Book Coaching Strategies:

## Think of the benefits of writing a short book.

- You will build credibility and be known as the expert in your field.
  - You build your brand with the book title and chapter parts.
  - You can generate leads with a short free eBook.
  - You can finish a short book in 100 days or less.
  - You can transform your readers into clients.
  - You can brand your business and build worldwide visibility.
  - You can share your mission, influence and educate your targeted audience
  - You can create on-going life-long revenue.
  - You can repurpose your book into tele-seminars and coaching packages.
1. **Take action now.** Write your short 30-100 page book for your audience to attract them to you and finish within two months or less.
  2. **Focus on what topic or book you'll write first.** I can recommend you begin with the one that shares about your coaching and how it helps your audience. Remember, the #1 business trend is education. So, educate your potential clients.
  3. **Write a list of your audience's problems or challenges.** Get these from your client files. Then, choose a focus, and answer those questions. Think a series of short books for this to reach different needs.
  4. **Stop researching so much to write the perfect book.** You know your topic. You know your coaching strategies. You already have the answers within, so don't think you need to do a lot of research. In fact, research makes your chapters dry and telling like a lecture, rather than engaging your readers with case studies or dialogue. Your organic, natural voice will emerge with the correct format.
  5. **Use of all of your experience to write your book.** You may have some articles written, given a teleclass, or have some juicy client stories where you solved their challenge. These translate into compelling chapters. Writing a book is like writing a program in a way. You'll need a beginning, middle, and end. These strategies can short cut your time to your book's finish line.
  6. **Know the pay offs of finishing your book.** If you don't create even a short eBook, and self publish soon and fast, your potential clients won't know what you have to offer them. You won't build your practice beyond a few, and won't have the confidence of being a respected coach who earns consistent high income.

7. **Know your audience well before you write your book.** First think of your preferred audience – the one who will most want your book. Write to that one audience to make your book speak directly to them, and engage them to want to act on your ideas. With too many audiences in mind, your book may lack focus and you will need to including information for each one of them in every chapter. This is the number one mistake emerging authors make – unless they are Chicken Soup marketers of course.
8. **Think about where your audience hangs out.** They aren't going to the bookstore to find your book unless you are in the 1% famous list. They are on the internet! You need to share your book that brands you in articles, blogs and social media marketing, and put up a website sales letter that will seal the deal.

You can grow your coaching business one step at a time, and a good place to start is with your short book.

### **Judy's Bio:**

Book Coach Judy Cullins helps you transform your book idea into a helpful, entertaining, and engaging book that brings you visibility and credibility for your business. Author of 13 business books including "How to Write your eBook or Other Short Book-Fast!," and "LinkedIn Marketing: 8 Best Tactics to Build Book and Business Sales."

Get fresh, free, weekly publications on book writing, self publishing, and online marketing at <http://www.bookcoaching.com/help-writing-a-book.php>

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