BUSINESS BOOK CLIENT ATTRACTION CODE

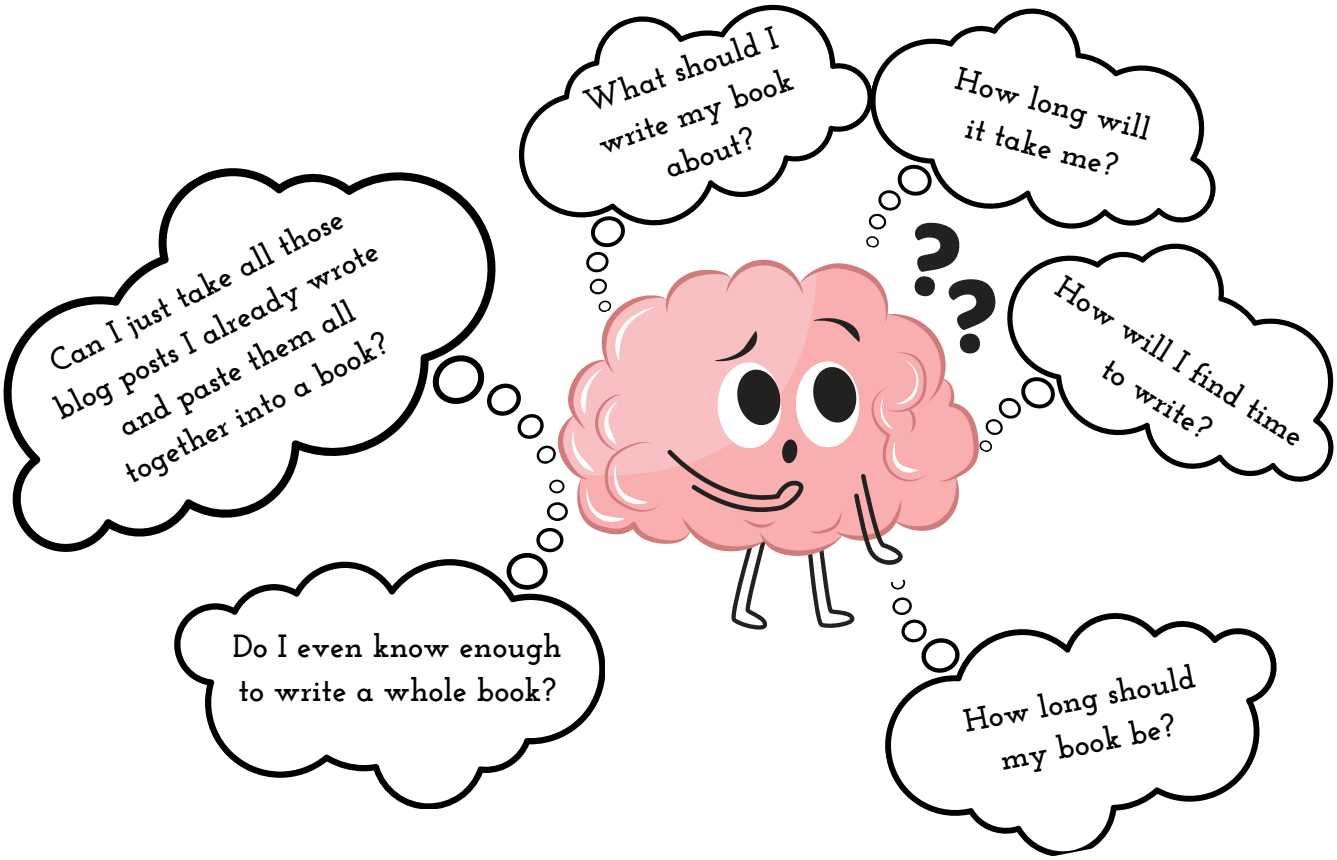
How to Unlock a Vault of Clients from Your Business Book

Jenny Watz Consulting

CONGRATULATIONS!

You've made the decision to write a business book to grow your business..

And you probably have a lot of questions floating around in your head.



Patience, grasshopper.

Those are all important questions to ask before you embark on your book-writing journey.

Let's back up a minute, though, and ask a few bigger-picture questions.

WTF is a Business Book Catalyst?

I'm Jenny, your Business Book Catalyst.

After editing more than a dozen nonfiction manuscripts and ghostwriting a couple nonfiction books, I discovered something important:

Entrepreneurs and business owners need to figure out WTF they're trying to say when they decide to write a book.

> AFTER 3+ YEARS OF MY UNPUBLISHED BOOK GATHERING DUST BECAUSE I DIDN'T HAVE CLARITY, IT ALL CLICKED INTO PLACE AFTER OUR 20-MINUTE CALL.

So I made it my purpose to help them do exactly that – to be the catalyst for their business book.

Someone to help ignite the spark inside them and turn it into a book that will help them achieve their big, bold business goals.

When I coach entrepreneurs on writing their books, they sometimes only have a general idea of what to write so we work together to get more specific. Other times, they have a draft manuscript and aren't quite sure what to do with it.

Like a recent client, who gained so much clarity on a 20-minute introductory call about her draft manuscript that had been sitting in a corner of her office for three years.

THE BIGGER PICTURE

The bigger-picture questions you need to ask yourself – and answer – are going to help you figure out the answers to all those other questions in your head, like how long your book should be, how much content you have on the topic, and how long it will take you to write your book.

1 Why do you want to write a business book?

What will you write about? 2

Let's break these questions down a little bit more.

WHY DO YOU WANT TO WRITE A BUSINESS BOOK?

The first question – *Why do you want to write a business book?* – is important because it will help guide the journey you take your readers through.

Let's consider some of the main reasons you may decide to write a business book:

- Being seen as the go-to person in your industry/niche
- Elevating your authority and credibility in your field
- Landing speaking gigs in front of warm audiences
- Getting booked for media interviews in print and on TV, radio, and podcasts
- Leaving a legacy for your business
- Enhancing your brand visibility
- Attracting more and better clients

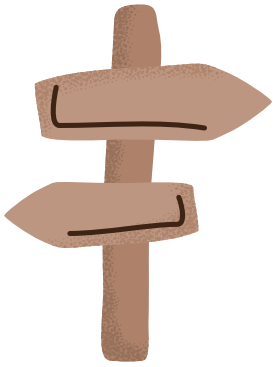
If you decide to write a business book to land speaking gigs and book media interviews, your readers' journey will look different from the journey you'd take them on if you decide to write your book to leave a legacy.

YOUR AUDIENCE JOURNEY

Why will those journeys look different?

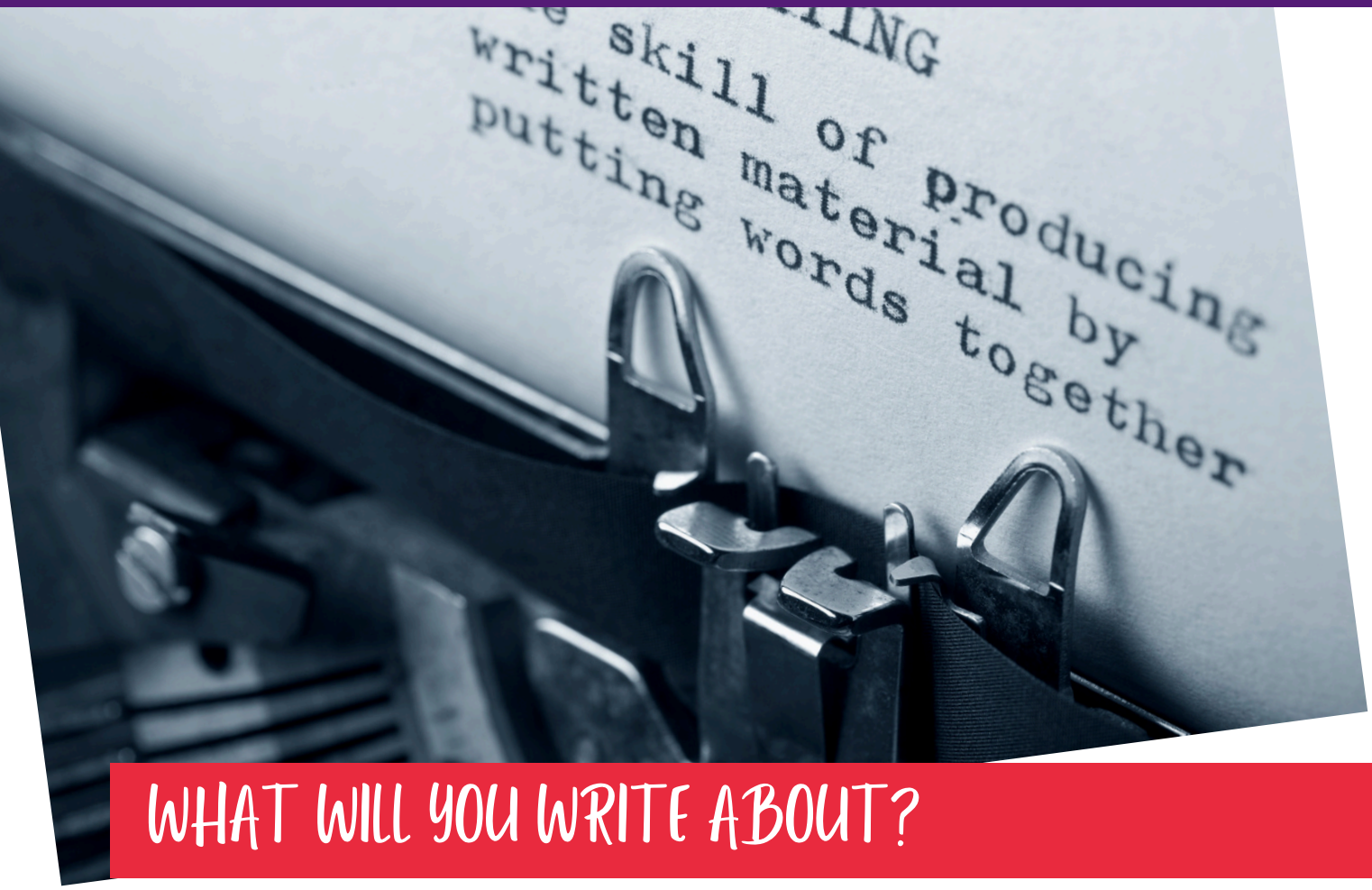
Because of what you want your readers to do once they finish reading your book.

It's all about the destination...



If your goal is to get booked at industry events as a keynote speaker or to get national publicity from media outlets, your reader's journey will include a path that leads then to the conclusion that you have the answers to their questions. And that conclusion will lead them further down the path to contact you.

If, however, your goal is to leave a legacy for future generations, your reader's journey will be a more nostalgic stroll down memory lane. The destination is likely part business strategy & lessons learned and part inspiration & motivation.



WHAT WILL YOU WRITE ABOUT?

The second question – *What will you write about?* – stumps a lot of people, usually because they have too many thoughts in their head.

Clients have come to me with super-specific ideas to scribbled notes on bar napkins and everything in between.

One client, for example, wanted to write a book about digital marketing.

So I asked them, "Well, what about digital marketing?"

"You know, just in general," they replied.

That's not gonna cut it, and I'll tell you why.

HINT: Think "global book market."

THE GLOBAL BOOK MARKET

The global book market is growing. And a large part of that growth is from increased demand for nonfiction books on topics ranging from self-help to religion to politics and current events to personal and professional development.

And readers are no longer bound to paperback or hardback books. There's been a rise in the audiobook and the ebook segments as well.

The size of the global book market was estimated at almost $145 billion in 2023 and it's still growing.

And the size of the nonfiction book market globally was $14.6 billion in 2023 and is estimated to grow to just over $15 billion in 2024.

Do you think a book about "digital marketing in general" is going to stand out in that vast sea of books?

Of course not.

KEEP IT SIMPLE

Another strategy entrepreneurs use to write business books is to put everything they've ever learned into them.

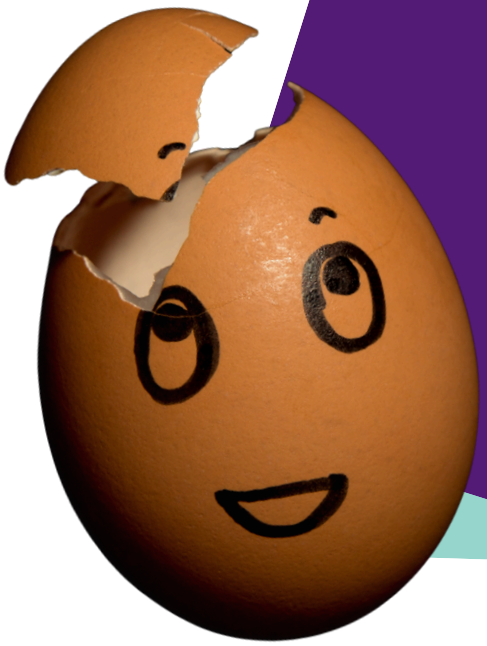
Like a recent client of mine, who actually had already written a loose draft of his business book. And when he came to me, he handed me a draft manuscript...with 57 chapters.

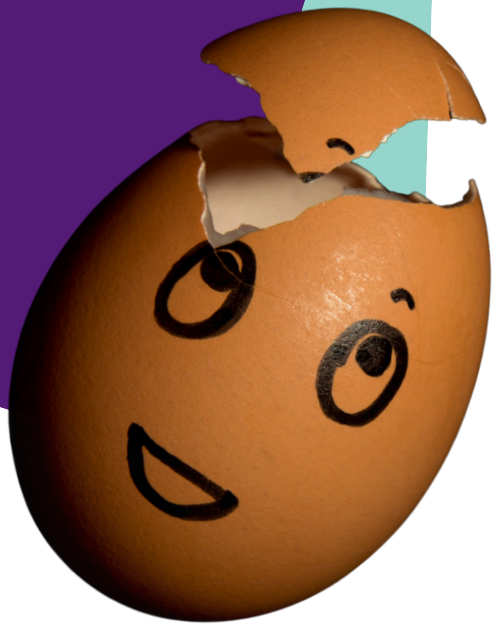
> WHEN WE WERE DONE, MY 50+ REDUNDANT CHAPTERS TURNED INTO A REAL BUSINESS BOOK, THE LIKES OF WHICH I'D READ IN MY PAST.

Just like no one is going to read a book about "digital marketing in general," no one is going to read a business book with so much information it will make their head spin.

And once my client and I worked together to get clear on his message, he was able to publish a book with 12 cohesive chapters that took his readers on a journey.

Their destination? The conclusion that he is an expert who has the answers they're looking for. In fact, he landed a new 5-figure consulting contract and 3 new speaking engagements...from his book.





CRACKING THE CODE

What's the secret formula to figure out what you should write about in your business book?

Is there a code that cracks open the vault in your head to reveal the topic your readers want to know more about?

The answer is yes, and it's simpler to decode than you may think.

But it's not necessarily easy.

PROBLEMS / SOLUTIONS

Make a list of all the ways you serve your clients.

Now add everything you do for your clients to that list.

No, they're not the same thing.

CONSIDER THE SERVICES YOU PROVIDE AND HOW YOU DELIVER THOSE SERVICES TO YOUR CLIENTS.

The ways you serve your clients include the services you provide that solve the problems they have.

What you do for your clients includes the approaches you take to solve those problems and why you use those specific approaches.

THE WAYS YOU SERVE YOUR CLIENTS

Make a list of all the ways you serve your clients.

WHAT YOU DO FOR YOUR CLIENTS

Now make a list of everything you do for your clients.

Let's face it – you do a lot of stuff, and some of it is probably second nature. You just do it without even thinking about it. This is where the magic happens though. Some of those second-nature things are what make your approaches to your area of expertise unique.

And this is the code.

It's not complicated. And remember – your book only needs to solve one problem for your client, not every single problem.

So keep it simple.

This will make writing the book easier for you and will make reading the book easier for your clients and prospects.

Win-win.

So now you know what kind of business book you want to write.

And you have a list of the ways you serve your clients and how you help them solve their problems in your unique way.

I know you want to float that topic by someone and maybe talk through your process for selecting that book topic.

And that's exactly what your **Business Book Activation Call** is designed to do.

In 20 minutes, you'll get the code to unlock your book-writing journey.

So what are you waiting for?

Schedule your call today and crack the code for your business book!

CRACK THE CODE

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