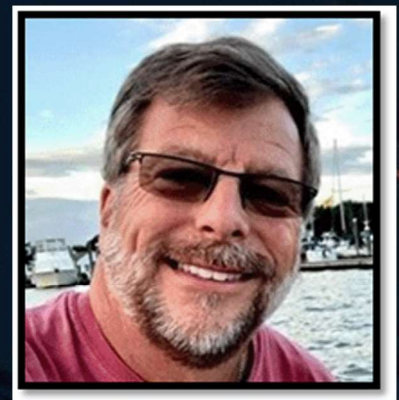


How Being an Author is an Entrepreneur's Success Advantage

CAP'T
JIM PALMER
The Dream Business Coach

<https://www.GetJimPalmer.com/>



How Being an Author is an Entrepreneur's Ultimate Success Advantage!

In 2009, eight years into my entrepreneurial journey, I had grown my first business to \$300K in revenue.

However, I was very impatient and wanted to “push the envelope” and grow my revenues and profits much faster!

You might say I was searching for my “Success Advantage”.

In just 8 years I had grown from being a typical small business owner, to a leveraged entrepreneur focused on wealth creation.

Having created multiple streams of revenue, I was also discovering strategies to increase my fees and therefore my profits as well.

All that said, my focus was to build my personal brand and increase my position in the marketplace through great marketing.

I know - it sounds like a mouthful - but read on for more clarity!

Having a great brand and positioning yourself and your business as the “go-to” place within your niche is how you *sustainably* get more new customers with far more ease.

I sometimes describe this powerful business-changing strategy as going from the hunter (where you are always searching for more new clients) to the hunted – where new clients seek you out.



Being an author greatly enhances your chances of standing out amongst your competition and getting more new customers.

Despite All This, I Fought Tooth and Nail Against the Idea of Becoming an Author!

Like you and many entrepreneurs, I had several “reasons” for initially not pursuing being an author, including,

- “It won’t work for me!”
- “I’m already too busy!”
- “I don’t know how to write a book!”
- “What if I get exposed as a fraud?”

Fortunately, I came to my senses and realized these were all wimpy “success-delaying” excuses.

Let me be very clear.

Being a published author gives you a huge leg up on your competition.

Your book - ***and the perceived expertise it almost magically bestows upon you*** - greatly reduces price resistance.

This means you can charge higher fees, or as I like to say, “charge what your worth!”

In full disclosure, I also initially resisted writing a book because I was scared to death that putting my name front-and-center on a book cover would be telling the world that I am responsible for the words on the pages – *and the mistakes herein!*

(Wow, talk about serious head trash, so glad those days are over.)

In my then somewhat-warped mind full of self-doubt, I saw myself as horribly challenged with the English language.

I mean, I *barely* passed high school English!

How was I going to write a book without being laughed out of the “Association of Business Authors” (completely fictional organization!) and sent back to my home office utterly humiliated?

Besides, I was too busy attending seminars and marketing events on how to grow a business to make time to write a book!

(Yes, I was full of pathetic excuses.)

The funny thing was, the more conferences I went to, the more I heard about the power of being an author.

As I look back now, ***nearly every successful entrepreneur I heard speak on stage talked about having a book!***

My intense desire for faster growth and to become debt-free finally caught up to me.

I kicked my lame-arse excuses to the curb and started writing my first book, *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*.

I wrote every morning, without fail, from 4:30 am to 6:30 am.

In just nine months, my manuscript was done – and boy was I super-proud to “almost” be an author!

Candidly, I shocked *myself at* how brilliant I thought my book was!

However, my vision of myself as a literary genius was about to come to a screeching halt.

Knowing my struggles with the English language, I decided to hire an editor to perform the most basic level of editing, spelling, and grammar check.

A few days later, my very nice editor said to me, *“Jim, the information you share in your book is good, but your whole book is completely out of order. Nobody will read the whole book to get to the “good stuff” at the end.”*

OH NO – did nine months of hard work just swirl down the drain?

Not so fast.

My editor continued. *“Jim, most people don’t read past the third chapter, and since nobody will read your book in its current format, you won’t get the additional newsletter customers you want.”*

She then quoted me about 3X the original quote to reorganize my manuscript.

Even though I was a little cash-strapped at the time, I agreed to pay.

A week later, I got my manuscript back.

I held my breath.

Would the investment I made even be noticeable?

Holy smokes!

I was completely blown away with how good my book was!

It seemed like a totally different book, yet I recognized all of the words!

Feeling an immense sense of relief, I re-read the manuscript a couple of times with a sense of pride and accomplishment.

It had me thinking...

Maybe I ***AM*** an Author After All!!

I opened my e-mail and congratulated my editor, thanking her profusely for pulling my chestnuts out of the fire on this one!

I will never forget her reply, which showed up in my Inbox so fast I had barely refreshed the screen by the time it arrived:

“Jim, please understand that the words, information, and strategies are all yours.

I just took what you wrote and made it much more readable.

I put your wonderful information about newsletter marketing into an engaging, page-turning flow that will keep the readers intrigued, interested, and reading further.

Now sit back and watch as your readers rush to check out No Hassle Newsletters!”

I learned a lot of lessons that day.

But five really stand out.

Big Lesson #1: No matter what your talents are, do not trust your own book editing skills when it comes to something as important as your Dream Business Building book.

My first book truly became my Success Advantage.

But it would never have happened without MY Success Advantage – my developmental editor!

Over time, ***The Magic of Newsletter Marketing*** has literally added hundreds of new monthly paying members to No Hassle Newsletters, my wildly successful “Done-for-You” newsletter content and template business.

Much of this additional revenue has been a direct result of my book and the speaking gigs my book brought me.

Thus, it should come as no surprise that when I got into the book business a year later, I named this new business ***Success Advantage Publishing***.

Since 2009, we have published scores of books, E-books, programs, and training courses for myself and my Dream Business Mastermind and Coaching Clients.

Fun fact: When Stephanie and I got married, we couldn't afford a big honeymoon.

I promised to take her to Hawaii for our 10th anniversary, but 4 kids came along.

Well, I sold so many copies, we celebrated our 30th anniversary in Hawaii!

The whole experience had me so convinced that being an author creates higher levels of success, I did what any smart marketer would do:

I did more of it!

This takes us to our next big lesson – one **I'm pretty sure you've never seen before** because it's not usually taught.



Big Lesson #2: Create a plan for growing your business, then write a series of books that bring you, as well as your clients and customers, through the journey.

I created an initial 3-book strategy that laid the groundwork for the prosperous and profitable Dream Business I enjoy today.

My strategy (key word!) was to use subsequent books to continue pushing my image and positioning, while to also broadened my appeal into areas other than just newsletters.

My second book was called *Stick Like Glue – How to Create an Everlasting Bond with Your Customers So They Spend More, Stay Longer, and Refer More*.

This book was on the broader topic of customer retention.

Newsletter Marketing is key to customer retention, so as I shared more retention-based marketing strategies, I was also able to keep talking about newsletter marketing.

At the same time, my customers and followers were now beginning to see me as more than just the “Newsletter Guru”.

My third book was called *The Fastest Way to Higher Profits - 19 Immediate Profit-Enhancing Strategies You Can Use Today!*

This book allowed me to share several (actually 19) proven ways to increase revenue and earn higher profits.

This was my first effort to show the people who had come to know me as a “newsletter guy” that I indeed had some serious chops as a smart marketer!

As a result of publishing this book, I launched what is now known as the Dream Business Mastermind and Coaching Program.

To sum up, this was my three-book strategy:

1. **The Magic of Newsletter Marketing** – grow my No Hassle Newsletters business.
2. **Stick Like Glue** – expand my niche and gain more celebrity expert branding outside the “newsletter” space.
3. **The Fastest Way to Higher Profits** – launch my mastermind and coaching program.

Each of these three books - and every book I’ve written since then - had a specific goal as well as a perfectly timed book launch.

I wasn’t simply writing more books to be a multi-book author.

Each book title served a purpose in my long-term, long-game, legacy-building wealth creation plan.

See, writing a book is far more than an effort or exercise designed to say, “look at my book and see how smart I am!”

The subject and timing of your books is critical, just like it is with any other marketing asset you have in your business.

Let’s keep going and dig into this a little bit deeper.

As you’re about to see, becoming a published author also means eliminating price resistance and getting out of the “discount game” forever!

Big Lesson #3: Being an author is great - but being the author of a well-thought-out book with a planned “reason for” and launch strategy is better.

Let me share a story that shows you the expert positioning you gain by becoming an author.

Once I published my book, I always scheduled meetings with prospective newsletter customers for 3-5 days out.

(To be seen as in-demand, you cannot drop everything and bolt right over when a prospect calls, ESPECIALLY if you need money now!)

Once I booked the meeting, I mailed them a signed copy of my book with a handwritten note.

The first was a prospective newsletter client in the HVAC business.

When his assistant walked me back to his office, I spotted my book sitting on his desk.

The prospect stood up, smiled, and shook my hand saying *“Hey Jim, I had no idea you were an author, that is so cool! Let’s talk newsletters!”*

How quickly do you think I closed that deal?

Big Lesson #4: The expert positioning you gain by “slowing down the sale” and giving your prospect your book before you meet is huge – *even if they had not yead read the book.*

By the way, I did close this client - *with no negotiation on price.*

I rushed home to tell Stephanie and my marketing friends.

Everything I had heard about the power of being an author had just been proven to me BIG TIME – ***and I was on fire!***

I went on to author several more books, a dozen e-books, and countless free reports, like the one you’re reading now!

While many factors have led to my success, I am convinced it would never have happened without me first stepping up to the plate and becoming an author.

I don’t know how many books I’ve sold over the years.

But I know it all started because I finally stopped being an excuse-maker.

I also know it happened because I invested in professional editing that made my words, concepts, and marketing strategies readable enough so prospective customers would want to connect with me!

Big Lesson #5: Part of what makes your book a client-attraction magnet is when your reader can see it's authentically YOU.

For better or worse, my books, videos, podcasts etc. are me - occasionally misspelled words, mangled phrases, and all.

As long as it doesn't make me sound completely inept, I will sometimes go with what might be "slightly" grammatically incorrect, but 100%, Cap't Jim Palmer, The Dream Business Coach.

See, I'm a firm believer in being your authentic and true self in your marketing.

This is how you **attract** customers you are meant to do business with, also **repel** those you are not meant to do business with.

As I was figuring all of this out "back in the day" - I imagined an audience of those people who had read my book and then came to hear to hear me speak.

If the book and my speech sounded like two different people, they wouldn't buy it because they wouldn't know which Jim was the real deal!

Now, if you're still not convinced, or perhaps you're still entertaining some of the excuses I made early on, let me share some proof.

7 Reasons Every Entrepreneur Should Become a Published Author

Truth be told, there are far more, but here are my Top 7:

1. **Establishing credibility:** Your book builds real credibility and establishes you as a thought leader and expert in your industry - while wiping out price resistance.
2. **Building a personal brand:** Your book differentiates you from your competitors and increases your visibility.
3. **Generating leads:** Your book attracts prospects interested in learning more about your business or services.
4. **Creating additional revenue streams:** Your book becomes a new source of income through both sales and royalties.
5. **Leaving a legacy:** Share your knowledge and experience with future generations as part of your legacy-building program.
6. **Opening up new opportunities:** Your book gets you speaking engagements, media appearances, podcast bookings, and consulting gigs.
7. **Developing new skills:** The process of writing a book, in and of itself, helps you develop new skills - such as writing, research, and organization - which benefit you in other areas of your business and personal life.

Effective Ways to Use Your Book as a Branding and Marketing Tool

A book can be a powerful marketing tool for entrepreneurs to promote their business and attract new customers or clients.

Here are some ways to use a book as a marketing tool:

- **Offer a free chapter or E-book:** This can be a great way to generate leads and build your email list. We create a full-size PDF version of your book as well as a “first chapter free” PDF as one of our Success Advantage Publishing clients.
- **Give away signed copies:** Build relationships with potential customers or clients and create a positive impression of your business.
- **Use social media:** Share snippets from the book on social media and use hashtags to attract attention and build engagement. You can also run a social media contest where people can win a free copy of the book.
- **Use the book to land speaking engagements:** Speaking at industry events builds your reputation and generates new leads. Your book demonstrates your expertise and lands you more speaking engagements at relevant events.

- **Offer bulk discounts:** Companies or organizations may be interested in purchasing multiple copies of your book for their employees or clients.
- **Host book launch events:** Invite potential customers or clients, partners, and industry influencers to celebrate the launch of your book and your business.
- **Use it in your email marketing:** Nurture your email subscribers by sharing excerpts or offering exclusive content related to the book.

Overall, a book can be a versatile marketing tool that can be used in a variety of ways to promote your business and attract a steady stream of new customers and clients.

Myself, I've written numerous books for entrepreneurs that take you by the hand and show you how to create your Dream Business.

Every one of them has contributed to my success.

At *Success Advantage Publishing*, we help entrepreneurs write and publish books that create their very own niche and position them instantly #1 in the eyes of their markets.

Working with us means becoming known as your industry's byword for what you do.

Let's Create Your Dream Business-Building, Celebrity Expert Branding Book!

As I said, we at Success Advantage Publishing work with entrepreneurs, like you, to create celebrity expert branding books that have transformed businesses and lives.

We have a proven track record and a specific process that gets your book done very quickly:

- **Identify your target market and audience upfront** so the end-goal of creating your Celebrity Branding Book permeates through the entire process.
- **Create your Customer-Magnet book title and description** – your prospects will usually buy based on title alone.
- **Determine your book's theme and content plan**, then design the content outline.
- **Put together a game plan that gets your content done quickly**, at a pace you can comfortably maintain and still meet the goal.
- **Provide accountability** that keeps us on track and makes sure your Celebrity Branding Book gets written and published.

- **Perform developmental editing on an “as we go” basis** that keeps the momentum going, rather than waiting for it to all be written first.
- **Perform proofreading and content editing** to create a polished, Reader-Loving final product that matches your voice.
- **Design your calls-to-action** that inspire and motivate your readers to take that natural next step.
- **Help you find the best person to write your Foreword** – and then get them to actually write it for you.
- **Create your professionally-branded cover design** – a book IS judged by its cover, and we provide eye-grabbing, click-magnet book covers.
- **Set up your ISBN number and mix in the “subtle elements”** that show the reader you have created a truly professional book.
- **Get your book properly formatted and uploaded to Kindle Direct Publishing (KDP)** so it gets found in your optimal categories.

Sounds simple enough, yes?

Now, you may have the same question many people ask:

Can You Be a Successful Author on Your Own?

The answer to that question is yes - or “sure, I *suppose* so!”

If I wanted to be somewhat rude, I might retitle the subheadline this way: ***Can Someone Who’s Cheap and Has Never Published a Book Before Do It on Their Own?***

That was *almost* the mistake I made in 2009.

Had I not ponied up the money to get my “brilliant” manuscript reorganized, I can guarantee you I would be one of the few entrepreneurs in the back of the room saying, “*Yeah, I wrote a book, and it didn’t do anything for me!*”

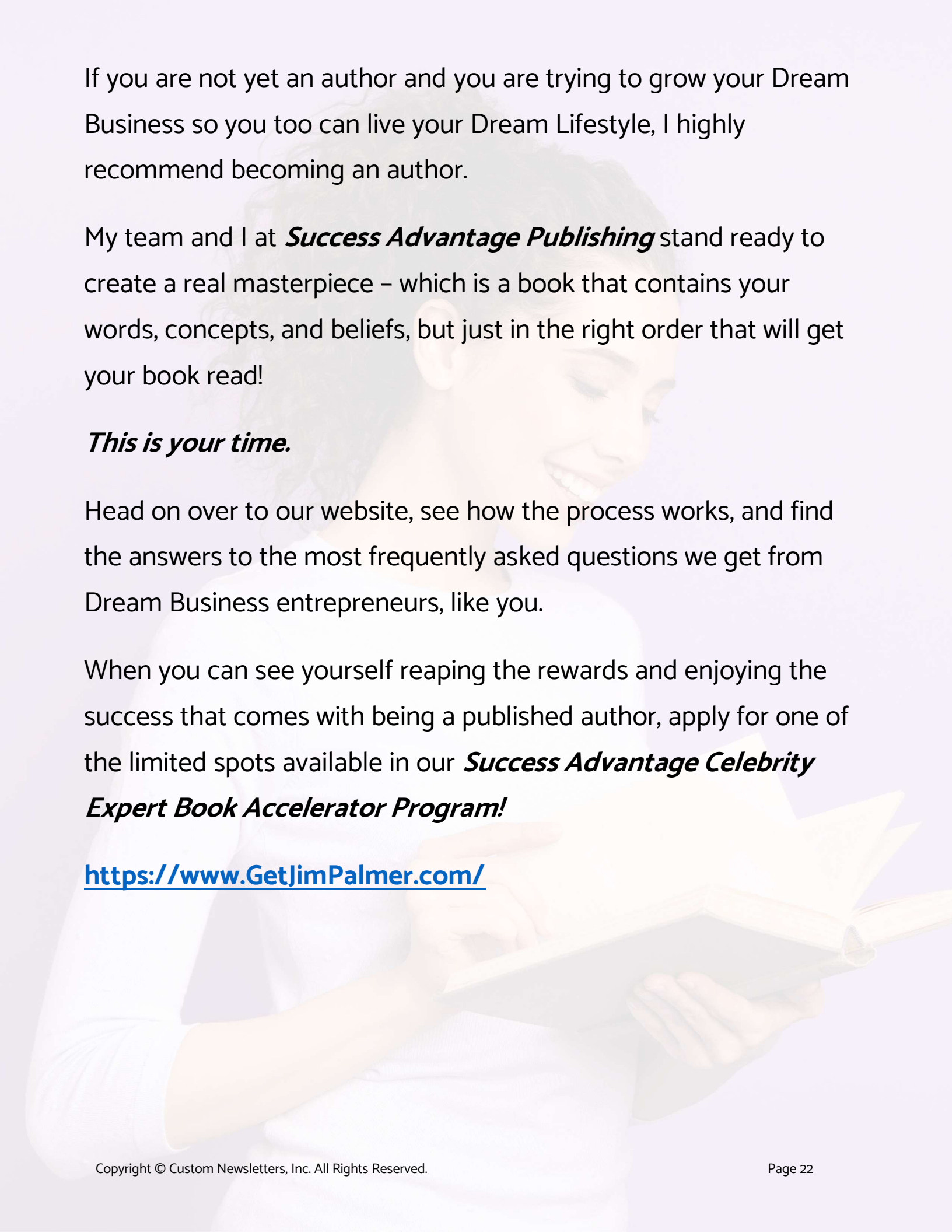
Like most things in life, you get out of it what you put into it.

I mean, yeah, you can pay a ghostwriter to crank out some words they get from Google or perhaps ChatGPT.

You can get a book cover designed on Fiverr instead of paying a real book cover designer.

You can skip the timely and sometimes costly proven strategies on how to do a proper book launch.

And yes, you may do all of that and get some mediocre results.

A faint, artistic background image of a woman with dark hair, wearing a white top, smiling and holding an open book. The image is semi-transparent, allowing the text to be overlaid.

If you are not yet an author and you are trying to grow your Dream Business so you too can live your Dream Lifestyle, I highly recommend becoming an author.

My team and I at ***Success Advantage Publishing*** stand ready to create a real masterpiece – which is a book that contains your words, concepts, and beliefs, but just in the right order that will get your book read!

This is your time.

Head on over to our website, see how the process works, and find the answers to the most frequently asked questions we get from Dream Business entrepreneurs, like you.

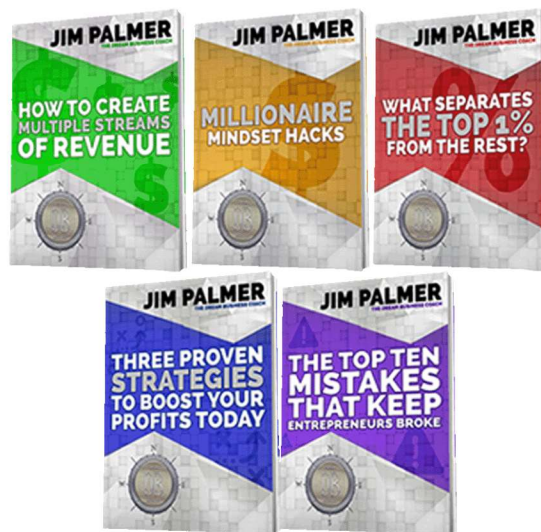
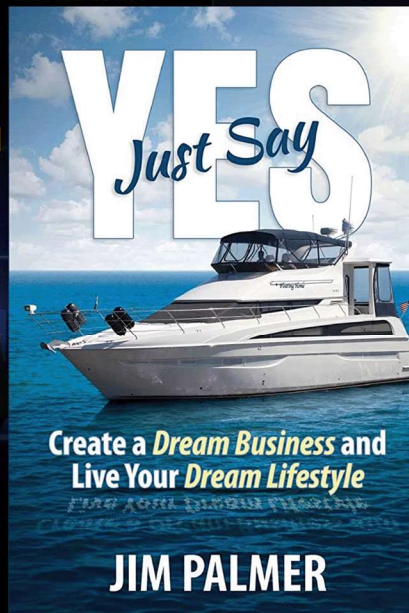
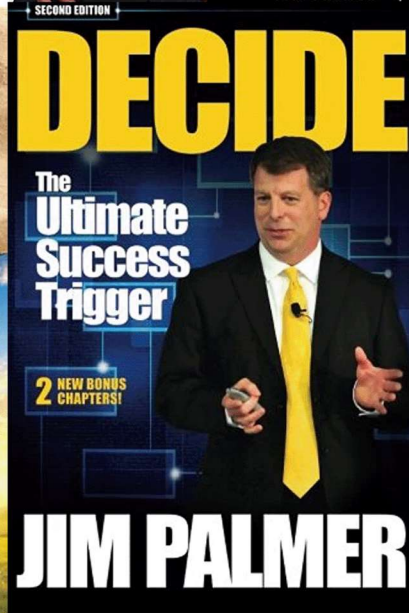
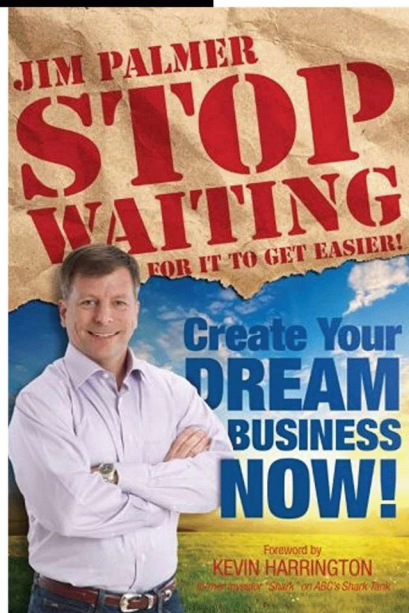
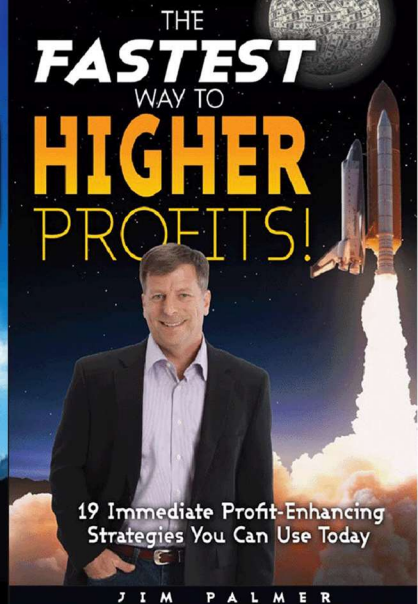
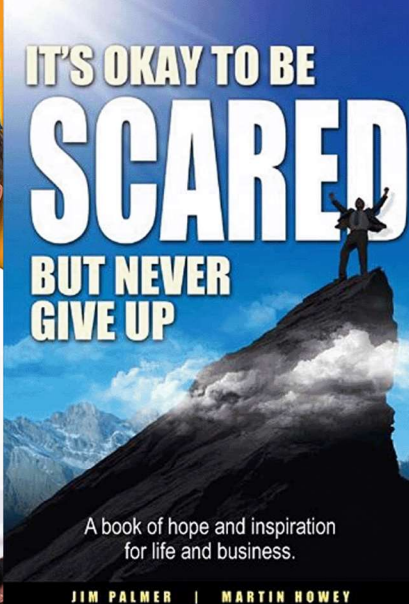
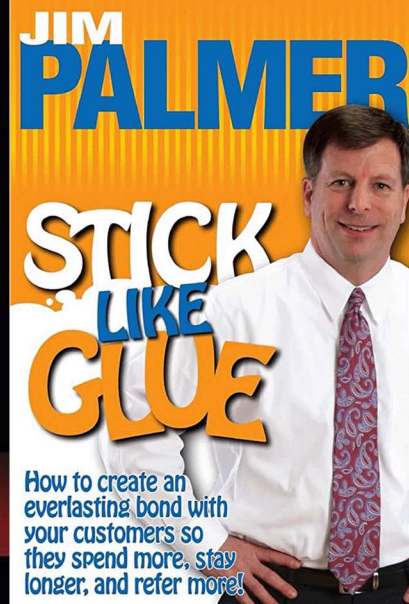
When you can see yourself reaping the rewards and enjoying the success that comes with being a published author, apply for one of the limited spots available in our ***Success Advantage Celebrity Expert Book Accelerator Program!***

<https://www.GetJimPalmer.com/>



Some of the Titles
We've Helped Our
Clients Publish

**SUCCESS ADVANTAGE
PUBLISHING**
Marketing and Business Building Books by Jim Palmer



Books by Cap't Jim Palmer

SUCCESS ADVANTAGE PUBLISHING
Marketing and Business Building Books by Jim Palmer

How Has This Inspired You to Take Massive Action as a Courageous Entrepreneur?

Simply put, you could probably get your Celebrity Expert Branding Book done on your own.

If you, like me, have a full schedule, that might take you a year or two – *why wait, when you can have it done in a couple months?*

While there are no guarantees in business, I hope you're beginning to warm to the possibilities that exist with the right plan, a little extra effort, and some good old bold action.

I WILL guarantee that if you DON'T take action, you'll stay right where you are – and probably backslide over time.

I hope this special report has planted a seed as to what's possible - or has you jumping out of your seat with excitement!

The fact is, you can easily get your book written, published, and into the hands of your high-ticket prospects and clients quickly.

Start now – <https://www.GetJimPalmer.com/>

To Your Success,

Cap't Jim Palmer – The Dream Business Coach

About Cap't Jim Palmer, The Dream Business Coach

Jim Palmer is a marketing and business-building expert and in demand coach. He is the founder of the Dream Business Academy and Dream Business Coaching and Mastermind Program. Jim is the host of Dream Business Radio, the hit weekly podcast based on Jim's unique brand of smart marketing and business-building strategies.



Jim is best known internationally as creator of No Hassle Newsletters, the ultimate “done-for-you” newsletter marketing program used by hundreds of clients in nine countries.

Jim is the acclaimed author of:

- *The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life*
- *Stick Like Glue – How to Create an Everlasting Bond With Your Customers So They Spend More, Stay Longer, and Refer More*
- *The Fastest Way to Higher Profits – 19 Immediate Profit-Enhancing Strategies You Can Use Today*
- *It's Okay To Be Scared – But Don't Give Up*
- *Stop Waiting for It to Get Easier – Create Your Dream Business Now!*
- *Serve First and Unlock a Life of Abundance and Purpose*
- *DECIDE: The Ultimate Success Trigger*
- *Just Say Yes – Create Your Dream Business Now*

Jim speaks and gives interviews on such topics as how to create a Dream Business and live your dream lifestyle, newsletter marketing, client retention, entrepreneurial success, the fastest way to higher profits, and how to achieve maximum success in business and life.

Jim is a cancer survivor, married for 43 years, with four grown children and four grandchildren.

For more resources and information on Jim, his blog, and his companies, visit

<https://www.GetJimPalmer.com/>.