

Michael J. Dowling

Award-Winning Professional Ghostwriter & Editor



10 Benefits of Writing a Non-Fiction Book

For Executives, Consultants, and Other Thought Leaders

by Michael J. Dowling

About the Author

Michael J. Dowling is an award-winning writer and editor with more than twenty years of experience helping thought leaders write and publish books that advance their ideas and their careers.

Writing a book requires a significant investment of time, energy, initiative, and perseverance. Before embarking on the journey, you'll want to be confident about the potential return.

Below are ten possible benefits of writing a non-fiction book. Which ones resonate with you?

Benefit #1: Your book will sell your ideas 24/7/365.

Your target audience will welcome and appreciate the useful information you provide. Prospects will come to you predisposed to buy. One of my ghostwriting clients credits his book for generating approximately \$1 million in new business.

Benefit #2: You will be recognized as an authority in your field.

When discussing your area of expertise, people will say about you, "He wrote the book on that!"

Benefit #3: You will be regarded as a thought leader.

Many people dream about writing a book, but few actually do it. Authors are highly esteemed in our culture. People respect them as thought leaders.

Benefit #4: Your book will set you apart.

A book allows you to communicate your strengths in a manner that differentiates you from your competition. In today's highly competitive marketplace, differentiation is key to success.



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Having your name on a book can be an immense boost for your business. The added prestige of being an information product developer lends you the kind of credibility that allows you to increase your hourly rates and project fees.

Steven Van Yoder, author, Get Slightly Famous: Become a Celebrity in Your Field and Attract More Business with Less Effort

I tell virtually every self-employed professional, as well as many small businessowners, to define their niche specialty, write a book about it, and get it published.

Robert W. Bly, author and copywriter

Benefit #5: Your book will increase your credibility.

Before people do business with you, they want to know they can trust you to meet their needs. A book that showcases your expertise and experience will increase your credibility in their eyes.

Reason #6: Your book will increase your visibility.

When you become an author, organizations will want you to speak, and the media will want to interview you.

Benefit #7: Your book will clearly communicate your message.

A book is an ideal vehicle for presenting complex information so it's clearly understood. Understanding promotes positive action.

Reason #8: Your book will stimulate your thinking.

As a byproduct of the writing process, you will gain fresh insights and new perspectives about your subject matter. New ideas will occur to you, and new opportunities will open to you.

Reason #9: Your book will generate valuable content.

As another byproduct of the writing process, you will generate valuable content that you can use for white papers, blogs, promotional materials, business plans, and even other books.

Reason #10: Your book will give you tremendous satisfaction.

It's a wonderful feeling to hold your very own book in your hands! If you desire to write a book, and you have solid reasons for doing so, don't procrastinate. Take the next step and evaluate whether becoming an author makes sense for you.

If you want help with this evaluation process, give me a call. There is no charge for the initial consultation.



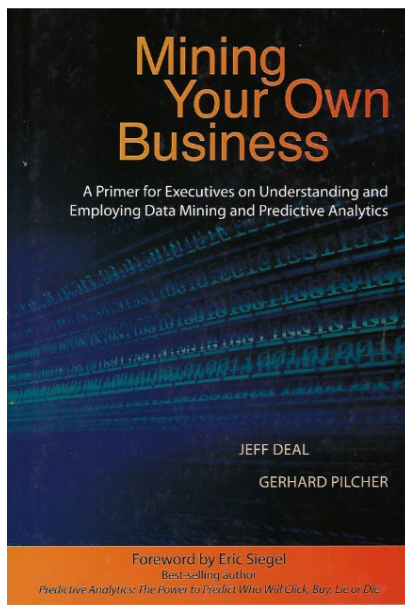
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A Success Story

As a ghostwriter and editor for thought leaders, I love it when a book I help a client write produces a huge return on investment. Here is one of these exciting success stories, told by Gerhard Pilcher, CEO of Elder Research Inc., a leading data analytics firm headquartered in Charlottesville, VA.



The management of a medium-to-large consumer packaged goods company wanted their firm to become more data driven, so they began working with some of the larger analytics firms. But these firms were expensive, and their results weren't always responsive to the company's needs, so they did some more research.

Along the way, they came across the book Michael Dowling helped Jeff Deal and me write, *Mining Your Own Business: A Primer for Executives on Understanding and Employing Data Mining and Predictive Analytics*. The COO read it and passed it along to the company's CEO.

We were one of four analytics firms invited in for a half-day interview. On the day that we pitched our services, the CEO pulled out his copy of our book. It was full of all kinds of stickies he had used to highlight key points, and we had a great conversation about it.

We ended up getting the contract, and it has been a multi-million-dollar engagement that has grown each year. **We were discovered because of our book, not because of our website or all our SEO marketing.**

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About the Author



Michael J. Dowling is an award-winning ghostwriter and editor of more than twenty non-fiction books for business executive and other thought leaders. He offers turnkey writing and publishing services that make the process of becoming an author cost-effective, time-efficient, and enjoyable.

Michael earned an MBA degree from Columbia Business School, where he was a Harriman Scholar, and a BS degree with honors in engineering from the University of Florida. Prior to founding Wool Street Writers in 2000, he served as president of an educational publishing company, president of a national gift company, and administrator of a 1000-member church.

Learn more about Michael and his services at www.WoolStreetWriters.com.

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