

Michael J. Dowling

Award-Winning Professional Ghostwriter & Editor



11 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.

You see, writing a book is not only the best way, it is the indisputably essential way, to establish your credibility in your field of expertise. Using authorship as a marketing strategy brings you an ongoing flow of clients who are deliberately and purposefully seeking you.

Elsom Eldridge Jr. and Mark L. Eldridge, authors of *How to Position Yourself as the Obvious Expert*

Writing a book requires time, money, energy, initiative, and perseverance. Before embarking on the journey, you should assess your potential return on investment.

This paper highlights 11 benefits of becoming an author. Which ones resonate with you?

Benefit #1: Your book will increase your influence.

Your book will allow you to harness the power of the written word. Throughout history, books have influenced momentous events. In the United States for example, *Uncle Tom's Cabin* by Harriet Beecher Stowe accelerated the abolitionist movement, *The Silent Spring* by Rachel Carson ignited the environmental movement, and *Unsafe at Any Speed* by Ralph Nader launched the automobile safety movement. A professionally written book will increase your influence.

Benefit #2: You will be viewed as a thought leader.

Your book will position you as an authority in your field of expertise. Your success will increase when people can say about you, "He wrote the book on that!"

Benefit #3: The respect others have for you will increase.

Becoming an author requires knowledge, vision, motivation, dedication, perseverance, and initiative. Many people dream about writing a book, but few actually do it. When you write and publish a book, you will enjoy increased respect.



Michael J. Dowling

Award-Winning Professional Ghostwriter & Editor



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 business owners, to define their niche specialty, write a book about it, and get it published.

Robert W. Bly, author and copywriter

Benefit #4: Your book will promote your ideas, services, and products 24/7/365.

A well-written book that offers useful content will be welcomed and appreciated by your target audience. Because content selling is more effective than advertising, readers of your book will be inclined to respond favorably to your ideas. A single book can bring in hundreds of thousands of dollars in new business.

Benefit #5: Your book will save you time.

A book is an ideal vehicle for explaining complex topics. A clearly written book can save you considerable time by reducing the need for repetitive explanations.

Benefit #6: Your book will set you apart.

A professionally written book that differentiates you from your competitors will give you a sales advantage and increase your success.

Benefit #7: Your book will increase your credibility.

Before people do business with you, they want to know they can trust you to perform as promised. A book that includes personal testimonies and case histories will demonstrate to your readers that you have solved problems like theirs. This increased credibility will accelerate your success.

Reason #8: Your book will increase your visibility.

When you become an author, organizations will invite you to speak, and the media will want to interview you. This increased visibility will open the door to new opportunities.

Reason #9: You will gain fresh insights.

As you write your book, you will find yourself thinking deeply about your vision, priorities, goals, and strategies. The fresh insights you gain as a byproduct of the writing process will promote growth and improve decision making.

Reason #10: You will reap 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.



Michael J. Dowling

Award-Winning Professional Ghostwriter & Editor



Reason #11. Your book will give you tremendous satisfaction.

Think about how proud you will feel when you 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.

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.

Contact Michael at MJD@WoolStreetWriters.com | 912.230.5051

© 2020 Michael J. Dowling. All rights reserved.

This white paper may be reproduced and distributed for personal use with the bio section attached.

