

## **30 TIPS ON ESTABLISHING AUTHORITY THROUGH PUBLISHING A BOOK**

1. The question shouldn't be "why publish a book?" It should be "why ever wouldn't you publish a book?"
2. Books automatically brand you as an expert. And that goes for eBooks nowadays, as well as hard copy books.
3. "Have something to say, and say it as clearly as you can. That is the only secret." - Matthew Arnold
4. Don't just write a book if you want to establish authority: Write a good book – original content, good editing and helpful ideas.
5. Publishing your own book virtually guarantees lucrative speaking engagements and the ability to charge higher fees.
6. When you publish a book, people automatically mentally brand you as an expert on the book's topic.
7. The hidden benefits of publishing a book: Endowing the author with self-confidence and a healthy source of pride.
8. "A writer should say to himself, not, 'How can I get more money?', but 'How can I reach more readers'..." – Brian Aldiss
9. If you want a self-published book to endow you with authority, make every element as finished and professional as you can.
10. You CAN judge a book by its cover. What will people say about yours?
11. What you teach in a book can inspire people to look for more content from you – or coaching or consulting.
12. There are benefits & drawbacks to publishing an ebook, and to traditional publishing. Deciding which route depends on your goals.
13. Publishing a book for your niche lets people know who you are and what you have to offer.

14. You establish authority through publishing a book because it helps you clarify your own ideas – and share them.
15. Publishing a book allows you to build a fully-fledged relationship with your reader through its pages.
16. The more you encourage others to promote your book, the more you establish authority through writing it.
17. Writing a book can be the perfect way to reach a different market segment who otherwise would never have found you.
18. To establish authority with your authentic voice, write your book in one go, from beginning to end. Let it rest before proofing.
19. Help boost your book's authority by creating a Facebook author's page and offering a sample chapter in an app tab.
20. Ask niche influencers to review your book to boost its authority. Provide them with a download link (don't send the book!)
21. Establish authority through planning all the elements of your book publishing – outlining it, promoting it and following up.
22. Be sure to boost authority with your published book by holding book signings and workshops in libraries and stores.
23. Did you realize you can attract pre-qualified potential clients by publishing a B2B-themed eBook?
24. Publishing a book instantly gives you something to talk about, something to be interviewed about and something to share.
25. Writing and publishing your own book helps you build your personal brand – and visibility.
26. Don't just write one book if you want to build niche authority – keep writing more.
27. "Everything I know about men, I learned from me." - Anton Chekhov
28. If you've never experienced failure, you won't be able to write a convincing and helpful book.

29. Establish your authority by writing for and about your reader – even when the stories are from your own life.
30. No one ever established authority by writing a sloppy, misspelled book. Get a style guide and proof, proof, proof.