

You need your own custom business book to stand out and succeed. I can help you do it.

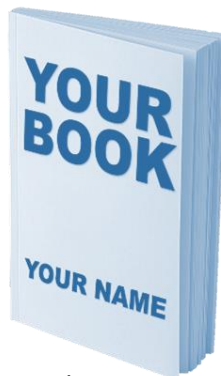
Dear Company Executive:

I have a business idea for you to consider. Do you identify with one or more of these challenges?

- You have a great product or service, but you struggle to get new clients.
- Your powerful message fades and weakens as it is passed through management and sales staff.
- Your sales team spends too much time on potential clients that fall out of your sales funnel.
- You need a new approach to make your business stand out in a crowd of competitors.

Problem: The root of these struggles is a sales & marketing approach that has become ineffective, fails to excite prospects, and is unable to drive potential clients through your sales funnel. You need a better way. You know that your business is at risk without new sales coming in. You may be forced into downsizing, layoffs, or worse. Every month that goes by with this lingering problem is another month wasted, more money lost, and more opportunities gone forever.

Solution: Here is a new strategy to consider and it is surprisingly easy to implement. It is using a book. More specifically, it's YOUR book. At the core of your sales & marketing strategy, imagine using your own custom business book, professionally published, complete with everything your audience needs to know about you, your products, and your services. The written word is powerful and memorable, you can persuade, inspire, inform, or change the opinions of your audience. There are so many benefits to this approach—please see the table on the next page.



Transformation: This simple concept of leveraging a printed book can totally transform your business, providing a steady stream of new, qualified, educated, and prepared clients who understand what you can do for them. Instead of using worn out sales pitches, grab their attention with a professionally published book that explains how people have used your solution to solve their problems.

Opportunity: You probably realize that writing your own book would take forever and be less than effective. Maybe even embarrassing. Many factors go into creating, editing, formatting, and publishing a high quality business book that commands attention and respect. That's where I come in as your ghostwriter. I specialize in taking your ideas, materials, vision, and brand to create something special that fits you and your company. I've written many business books and hundreds of complex business proposals. I'm skilled at unifying a wide range of materials into a focused message for your success.

Results: To make this happen, let's meet and discuss our options. I am currently accepting a limited number of custom book ghostwriting projects. You should know that I don't accept every opportunity for work; the project must be interesting and demonstrate a good chance for a successful and happy client. I'm not a cheap date; and I'm confident that you will get what you pay for.

If you're serious about working with me on this book project, please call or write today.

Sincerely,

Ronald E. Kaine

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🔗 Benefits of a Custom Business Book 🔗

Benefits, A to Z	Description	Potential Clients	Current Clients	Internal Team
Advertise	Share your personal or corporate accomplishments, ideas, success stories, & more	Yes	Yes	Yes
Audience	Expanded to reach hundreds or thousands more people in the same amount of time	Yes		
Author	Establish yourself or your company as an expert, influencer, connection, & resource	Yes	Yes	Yes
Authority	Use book authorship as an opening line in any news outlet for instant recognition	Yes	Yes	Yes
Be Found	Helps potential clients find you—Amazon.com is the 3 rd top-ranked search engine	Yes		
Be seen	Be the one who "wrote-the-book" on your area of expertise—in Amazon.com	Yes	Yes	Yes
Bonus	Use as a free bonus product for upselling or to drive sales of another product	Yes	Yes	
Brand Clarity	Articulate your business model, intellectual property, or core principles	Yes	Yes	Yes
Brand Recognition	Establish your brand name and be recognized when following up on other leads	Yes	Yes	Yes
Bridge to Sales	Use creatively as an invitation to consider your products or services	Yes	Yes	
Building Blocks	Re-use components as a template to construct other marketing materials & articles	Yes	Yes	Yes
Business Card	A unique, extended, posh, long-term calling card with extended content about you	Yes	Yes	Yes
Credibility	Use in your email signature, article bylines, or press releases for instant believability	Yes	Yes	Yes
Credibility Builder	Hand out at conferences, expos, and networking events for lasting memories	Yes	Yes	Yes
Demonstrate How	Instead of cramming ad space, use pages to explain how it works & why you're better	Yes	Yes	Yes
Educate Clients	Help them to understand your true value in the market or industry	Yes	Yes	
Elbow Room	Use the extra space to be more clear and detailed; add charts, diagrams, & infographics	Yes	Yes	Yes
Expand Reach	Be seen by potential customers who you would not otherwise even know about	Yes		
Expertise	Be clearly established as THE expert in your industry or market	Yes	Yes	Yes
Helpful	Provide free value as a calculated strategy to start both new and growing relationships	Yes	Yes	Yes
Image	Improve how you or your business are perceived by outsiders or insiders	Yes	Yes	Yes
Industry Leader	Become known as a reputable trendsetter, setting the standard for others to follow	Yes	Yes	Yes
Lead Magnet	Harvest highly targeted leads for follow up in your sales funnels	Yes	Yes	
Management	Train your corporate management to better understand your methods & principles			Yes
Media Coverage	A great reason and source material for a press release, blog post, or social media article	Yes	Yes	Yes
Mindset	Share the thoughts, ideas, and wealth of experience behind your solutions and offerings	Yes	Yes	Yes
Opportunities	Increase invitations to speak, train, share, and host industry conferences and workshops	Yes	Yes	
Prestige	Recognition as an authority raises you above the competition	Yes	Yes	Yes
Promotion	Raise awareness of new products, services, opportunities, distribution, plans, and more	Yes	Yes	Yes
Public Relations	Improve ongoing PR with a steady stream of positive, useful info that is already written	Yes	Yes	Yes
Retention	Keep existing customers by reminding them of your value or upselling opportunities	Yes	Yes	Yes
Sales Funnel	Use as a collection vehicle on top of your sales funnels	Yes	Yes	
Sell at Events	Extend your impact when you speak, host, or attend industry events	Yes	Yes	
Sell on Amazon	Be seen on the Internet's #1 retailer, with opportunity to collect reviews	Yes	Yes	
Show Off	Finally, a platform for you to share that really cool new thing that your office does	Yes	Yes	Yes
Stand Out	Be different, more compelling, and more professional than your competition	Yes	Yes	Yes
Success	96% of business book authors had "a positive impact on their business." Wellesley Hills Group	Yes	Yes	Yes
Test Ideas	Receive targeted feedback from your team, market, or industry with minimal investment	Yes	Yes	Yes
Textbook	Formalize your internal coaching or external training materials with better retention	Yes	Yes	Yes
Thank You Gift	Leave a lasting memory for existing customers, potential clients, or internal staff	Yes	Yes	Yes
Time Savings	Educate potential clients to avoid repeated explanations before one-on-one sales calls	Yes		
Training	Instead of 3-ring binders, use a professionally published book for internal staff training			Yes
Understanding	Demonstrate your expertise to get past the typical fluff of buzzwords and jargon	Yes	Yes	Yes
Value	Position yourself to justify the price, investment, or value of doing business with you	Yes	Yes	
Visibility	Regain top-of-mind for customers who just need to be reminded of your brand	Yes	Yes	