

**Get Traction.**

# Get Traction

“Action is the process of doing.”

“Traction is making vision a reality.”

A professionally published book connects your vision to your reality.

—*Implement Traction book by Gino Wickman*

**Writing a custom book empowers your business:**

vision • brand • credibility • sales  
consistency • training • traction  
& beating the competition!



Stand out in the crowd.

Create your own book. I can help.

Your Vision  
& Branding

+

My Writing  
Services

=

Better  
Results

- ▶ Clear Messaging
- ▶ Deep Understanding
- ▶ Instant Credibility!

I write, print, & publish books for corporate executives.  
Contact me to get started. [www.RonKaine.com](http://www.RonKaine.com)

**Corporate Executives:**

# Draw Opportunities

Creating your custom book will increase invitations to speak, train, share, and host industry conferences and workshops.

—Ron Kaine, Ghostwriter

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**Corporate Executives:**

# Poor Relationships?

Leaders read books. To communicate more effectively with them, create a professionally published paperback book—a language they understand.

*—Solve this problem with ghostwriting.*

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# Vision Casting?

Describe your plan in a book.  
A professionally published paperback  
book adds detail and streamlines  
implementation of your vision.

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**Corporate Executives:**

# Gain Prestige

Creating your custom book  
will give you recognition  
as an authority, raising you  
above the competition.

—Ron Kaine, Ghostwriter

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**Corporate Executives:**

# Too Busy?

Maximize your time by  
creating a paperback book  
that can be distributed across  
your entire organization.

*—Solve this problem with ghostwriting.*

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# Big Changes?

Announce the details in your book.  
Sharing a professionally published  
paperback book adds weight and  
credibility to change management.

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**Corporate Executives:**

# Self Promotion

Creating your custom book will raise awareness of your new products, services, opportunities, distribution, plans, and more.

—Ron Kaine, Ghostwriter

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**Corporate Executives:**

# Lacking Consistency?

Capture key principles, strategies,  
and guidelines in a short book.

A professionally published paperback  
book streamlines management.

*—Solve this problem with ghostwriting.*

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# Leadership Training

Distribute your training materials in a nice paperback book instead of clunky binders or stacks of paper. Show them that it is serious business.

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