

4 SMART REASONS TO

Write Your Book

**AND BOOST
YOUR CREDIBILITY
BEYOND THE BOARD ROOM**



What top-ranked CEOs know about **Book Publishing** that you don't, but should.

A-list celebs, political wonks, and CEOs at global and national companies publish books and set the airwaves abuzz with tales of triumph, temptation, and triviality.

They do it because they understand *it's bigger than the book.*

But why should you, leader of a thriving company, take time to write a book? Why join the talking heads who assume everybody wants to know how they got to the top?

Because you're one of them.

Writing a book sets you up for the next great opportunity, even while you're sitting pretty in the C suite. Whether you're eyeing retirement, or want to solidify your reputation as one of the "good ones" in Corporate America, a book puts the stamp on your career.

People are waiting to read your story of making it to the top – they just don't know it yet. Here's what top CEOs who've added "author of" to their bio understand about the intersection of branding, reputation, credibility, and book publishing.



1

Writing a book is an incredible way to build your brand.

Corporate leaders are known for the company they led to the top, but they're also inventing brands of their own. Think Bill Gates (deep thinking super nerd), Sheryl Sandberg (no-nonsense anti-chick), and Howard Schultz (hippy turned world visionary).

They do it because readers want to know the story behind their successes. They want to know your story, too – the one only you can tell.

A book is the best way to leave a footprint that won't be erased when you move on to whatever's next for you, whether it's a board position, a high-level consulting practice, or headline speaker at global events.



2

Becoming “author of” establishes your expertise.

Everyone wants a s/hero. Leave your humility at the door and tell the world (in an honest, yet mildly glorified manner) that you add more to the corporate scene than an expensive suit and an impressive set of charts.

You’ve got knowledge the next generation of leaders needs.

Be the hero!



3

Your book allows you to leave a legacy.

Long after you've moved on to the next chapter of your life, your book will be here, sharing the story of what X-Y-Z Corporation accomplished and what you did to make it happen.

You didn't pour your blood, sweat, and ideas into the company to see it all vanish when the next whiz kid comes along. Your contributions are the foundation of the company's early and most recent successes. It's ok to want others to recognize your expertise.

Make sure your hard work isn't forgotten by the next generation of leaders.

A book can do that for you.



4

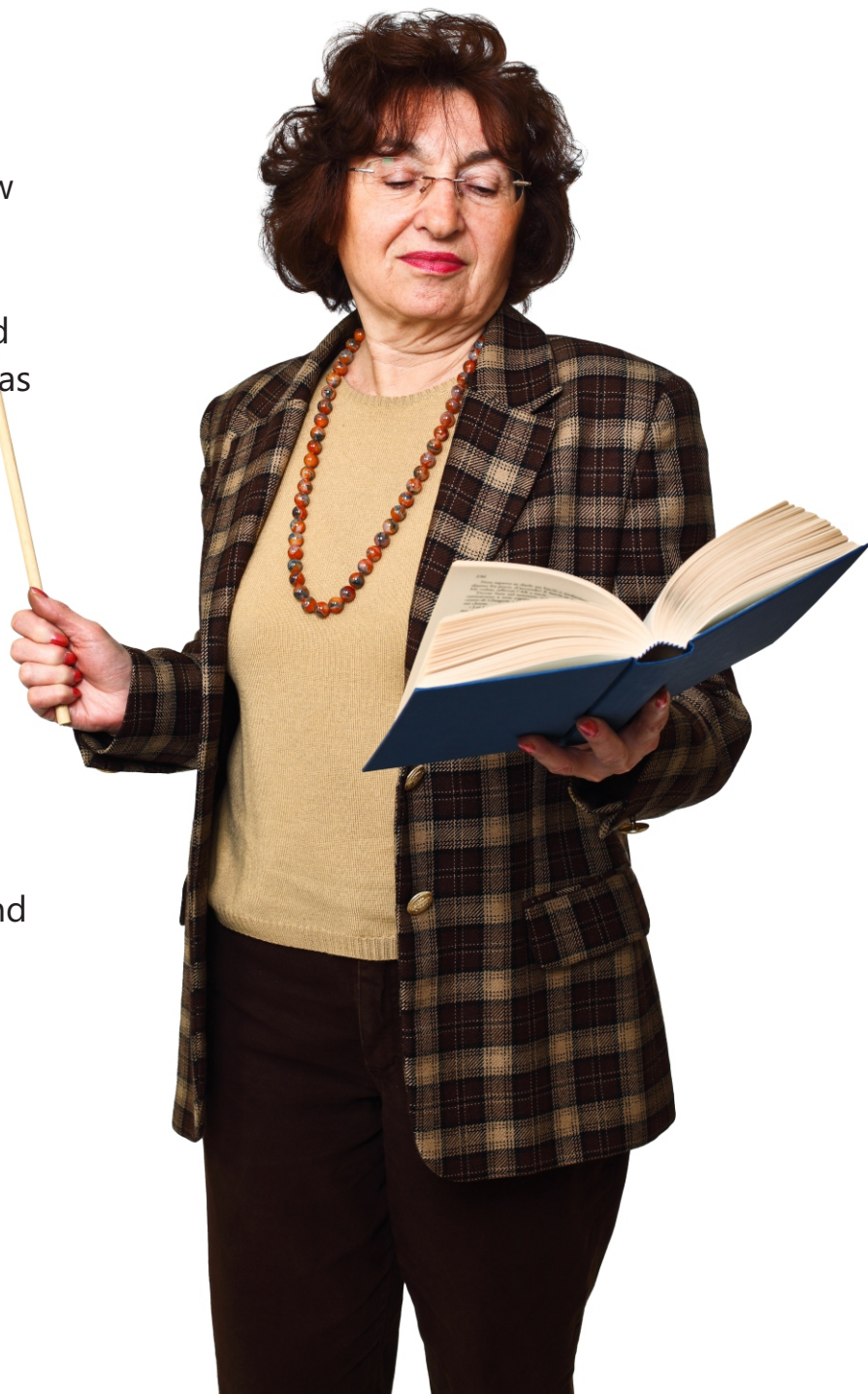
Writing a book is a great way to impart knowledge.

You know stuff. Use your book to explain how you know what you know and do what you do.

Done right, your book can inspire and influence those in your sphere today as well as those who come after you.

With the right book:

- You invite the next generation of leaders to learn from your successes and failures.
- You use what you know to help build the future as you build your brand.
- You cement your credibility and impart knowledge like only you (and your unique story) can.



Here are just some of the bigwigs who have used the intersection between branding, reputation, credibility, and book publishing wisely. They've brought their A-game to both Wall Street and Main Street.

- Sheryl Sandberg, COO of Facebook — *Lean In: Women, Work, and the Will to Lead*
- Howard Schultz, CEO of Starbucks — *Onward: How Starbucks Fought for Its Life Without Losing Its Soul*
- Martha Stewart, Founder of Martha Stewart Living Omnimedia — *The Martha Rules*
- Jack Welch, former CEO of General Electric — *Jack: Straight From the Gut*

**They've done it, and so have my clients.
So what are you waiting for?**

If you're ready to finally write that book you keep thinking about, my team and I are ready to roll up our sleeves and get to work. Start your author journey on the right foot and schedule your VIP Book Creation Day with Anita Henderson, The Author's Midwife.

In this no-fluff 1:1 session, we design a framework to co-create your manuscript – identifying topics, stories, insights, and teaching points that impact readers.

We'll get clear on your ideal reader, purpose for writing your book, expected outcomes and how to achieve them, marketing tactics you can implement right away, and strategies to make writing and publishing your book easier than you imagined.

Your deliverables following the VIP Day include:

- **Audio recording and transcript**, providing a head start on content creation for your manuscript
- **Book Production Schedule**, illustrating each step in the process and how long it takes to complete
- **Framework**, to serve as a general structure or Table of Contents for your book

Get started and get access to the Write Your Life resources and publishing team. We're ready to turn your manuscript into a bestselling award-winning book.

Book your VIP Day now!

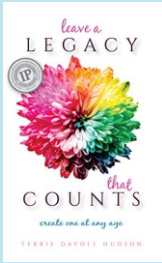


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Testimonials



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When I hired Anita at Write Your Life as my author coach, I had been writing a draft, on and off, for over a year. Her process is educational, easy to follow, and thorough. **Her keen observations helped me formulate a book that I was excited to write.**

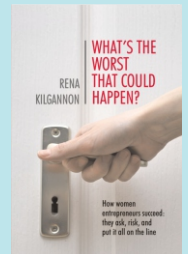
~ Terrie Hudson, retired corporate executive, author of *Leave a Legacy That Counts*



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I call Anita my book sherpa. She guided me, helped me avoid the normal pitfalls authors run into, kept me on track, and helped me to achieve my lifelong goal to become an author.

~ Rena Kilgannon, CEO of Kilgannon Group LLC, author of *What's the Worst That Could Happen?*



How a Book
Coach Helped
a Busy CEO
to a Bestseller



A LIFE
OF
RESILIENCY

