



# Turn Your Book Into Coaching Business

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## Top 7 Ways St. Louis Area Experts Market with Books

With over 400,000 books published in 2007, major commercial book publishers pulling back on publishing new authors, and bookstore chains like Borders reducing titles shelved by over 50%, experts are increasingly turning away from traditional publishing and toward creating free marketing-style books. Local book consultant Elaine Floyd has over 24 years experience publishing marketing information and 1/2 million book sales to her name. Here, she shares the best methods for creating books that turn into business:

1. **Feature client case studies.** Share success stories in a before-and-after format. Choose examples that are most relevant to the clients you want to attract in your book.
2. **Share your unique approach in an inviting way.** By differentiating what you do, you can increase fees, attract the best clients and avoid competition.
3. **Offer free assessment or phone coaching.** This provides a way for prospects to test-drive your coaching. It can also promote any group coaching, “inner circle” programs or mentee systems.
4. **Interview people who are on your prospect list.** A St. Louis area career coach has conducted over 100 interviews with top-level executives as part of the research for her book. Because of the insight shown in the questions asked, often the executive inquires about the coach’s services.
5. **Record an audio version of the book.** Regardless of the format (CD, mp3 download or a teleclass), hearing your voice is a logical next-step in building a relationship with busy readers.
6. **Create speeches around the book content.** Deliver them to your target prospective clients and provide the book as part of the event to each attendee. Share stories in your book of challenges that audience members share during your speeches. This promotes further speeches.
7. **Target your book to the specific industries or clients you want to work with.** Create books or booklets for industries like health care or financial services; target readers such as accountants, mothers, teachers.

For more information or help with turning your book idea into the future business you’d like to create, call Elaine Floyd at (314) 614-9644 or email [elaine@efgpublishing.com](mailto:elaine@efgpublishing.com).