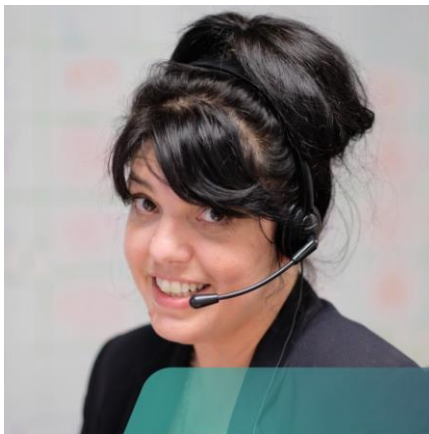




THE ENTREPRENEURIAL BENEFITS OF SELF-PUBLISHING

WEOC's Top Three Takeaways

September 12, 2024



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[Recorded on September 12, 2024](#)

PRESENTER

Emily Perkins | Senior publishing consultant at FriesenPress

Self-publishing can be a powerful tool for business growth. As Emily Perkins of FriesenPress shared during The Entrepreneurial Benefits of Self-Publishing – a workshop held for business advisors on September 12, 2024 – writing a book can help entrepreneurs raise their profile and promote their business. This can lead to all sorts of beneficial business opportunities, from new customers to speaking engagements. Here are our top three takeaways from Perkins' presentation on how self-publishing can support your clients' business goals:

1. WRITING A BOOK CAN INCREASE VISIBILITY AND CREDIBILITY

Self-publishing lets entrepreneurs position themselves as leaders in their fields while increasing their credibility. Writing their own book allows them to show their expertise by sharing their insights and experience on business, which can help establish them as thought leaders. And by using self-publishing instead of traditional publishing, they can express these ideas with full creative control. In this way, books can be an important part of an entrepreneurs' portfolio. In fact, Perkins calls them the new business cards, saying: "A book can get you a lot further than a business card that sits in one's pocket." Having a book can also create more brand awareness

for a business owner. For example, they can lead entrepreneurs to new promotional opportunities, such as podcasts interviews and speaking engagements. The portable and accessible nature of books further allows new customers to discover an entrepreneur's work more easily when spotting it out in public settings such as bookstores or libraries.

2. BREAK DOWN THE BOOK WRITING PROCESS

Starting a book can be intimidating, even for the strongest of writers. Breaking down the process is key to authors' success, Perkins says. To kickstart the writing process, she suggests entrepreneurs create a book proposal – a document designed to help authors outline their overall vision and central message they are seeking to convey. This could include a title to capture readers' attention and a sub-title that goes deeper into what the book is all about. It could also include a table of contents, and a list of topics and sub-topics. Perkins further recommends using the SLAM method to help organize the book's ideas, referring to:

- **Story:** The anecdotes that help drive the larger ideas in the book
- **Lesson:** The moral of the story or reason why you're telling it
- **Application:** Examples of how the reader can apply these lessons to their own contexts
- **Methodology:** The step-by-step approach that readers can take to implement these lessons

3. SEEK HELP IN THE PROCESS

Self-publishing can make it seem like authors have to go it on their own, but professional services are still available to entrepreneurs pursuing this route. Professional publishing services, such as those offered by FriesenPress, support self-publishing authors at different stages of the publishing process, such as editing, designing, distribution and marketing support. No matter the level of expertise of the author, Perkins recommends that they recruit an editor to strengthen the story by offering a second perspective. Entrepreneurs can also opt to work with a book coach to meet them at different stages of the writing process and review their progress. Working with ghostwriters who can translate their story into publishable content is another option for entrepreneurs who may lack the time and resources to write a book all by themselves.
