

IMPORTANT QUICK PROMOTIONS FOR WHEN YOUR BOOK COMES OUT

From Randy Peyser's "Write-A-Book" Program
<http://www.authoronestop.com/writebook.htm>

- ✓ Identify 15 "movers and shakers" who can help you leverage your career in some way. Send them your book.
- ✓ Use your book as your "business card" and give it away to potential clients. You will know when to give it away and when to sell it. If you've got a big fish on the line, by all means, give it.
- ✓ If you are attending any business or networking events where a raffle is going to be offered, let your book be one of the raffle items. This is a great way to get the word about you and your book to a large group.
- ✓ When you are attending conferences or other business-related events where you are part of an audience, always position yourself in the room by asking a question. I don't care if you know the answer to the question you are asking. The idea is to let people know about your book or your services, and you do this by asking a question in which you just happen to mention your expertise. This is a quick way for EVERYONE in a large room to find out about you – without your having to go up to each person individually (an impossibility anyway) and trying to make a connection.

EXAMPLE OF HOW TO POSITION YOURSELF IN A ROOM

When you ask a question, stand up. That way everyone can see you and will know who you are. Say something like: "As a [your occupation], I've often found that x,y,z... In your experience, have you found this to be true?"

Do whatever it takes to position yourself as an expert whenever you are in a roomful of people. The payoff can be huge.

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