



eBooks — Why You Need to Write One

By Jan Fishler

If you think you can't become an author, think again. Ebooks are the current trend in publishing and the fastest way to establish your expertise in a chosen field.

Let's say you've owned your business for ten years and you've learned a few things along the way. In fact, you might say you're at the top of your game. Why not share some of what you know? Writing your information and publishing it as an eBook is one of the best ways to boost your credibility and share important and valuable information — especially the information you repeat over and over again.

For example, a personal coach recently complained about having to repeat the same information every time she had a new client. It would take at least an hour to present this monologue, which often had to be reviewed again in future sessions. An eWorkbook was the perfect solution. By sending the eBook to new clients a few weeks before the first session, she ensured that they were already oriented when she met them, and they could immediately get to work.

When the personal coach complained that she didn't have time to write, I suggested she record the information and have it transcribed. After reading the first draft, she was motivated to add additional content to the book. Currently, she's working on a Kindle version that she intends to sell on Amazon. Because her process is unique and successful, it's likely that the eBook will cause her popularity and reach to grow. Who knows, she might become the next Tony Robbins.

How to do *anything* is a great reason to write an eBook. Are you an accountant with tax advice that can save your clients a bundle? Write an eBook. Are you a health practitioner who has figured out a way to lower cholesterol levels without statin drugs? Write an eBook. Can you teach someone how to write or deliver a motivational speech? Do you know how to raise chickens and feed a family of four in your backyard? Are you a dog trainer who has figured out how to housebreak a puppy in a weekend? Write an eBook.

People are hungry for useful information. If you've got it, share it with your prospects, clients, and customers. Not only will it establish you as an expert, but it will also garner you points as someone who is generous and helpful. This builds trust, which is the foundation of any good business or professional relationship. It also lets people know that you can communicate, and — no surprise here — people want to do business with someone they can talk to.

There's another benefit as well. Like articles, blogs, email, and other content, eBooks drive traffic — that's prospective clients and customers — to your website, which is exactly where you want them to go.

For 25 years Jan Fishler was a corporate scriptwriter, copywriter, video producer, and trainer, who also dabbled in marketing and public relations, mostly in the non-profit arena. In 2009 she self-published an adoption memoir, [Searching for Jane, Finding Myself](#) (An Adoption Memoir), [available at Amazon.com](#). Because Jan knows that everyone has a story to tell, she developed and presents a painless and inspiring method to help others write their story. Her [Write Your Story workshops](#) tap into the power of the subconscious so that stories come to life and practically write themselves. Jan is also the producer of *The Path to Publication* DVD series, available from [Films for the Humanities and Sciences](#). Filmed at the Community of Writers Conference at Squaw Valley, the series contains advice from such well-known authors as [Amy Tan](#), [Anne Lamott](#), [Janet Fitch](#), and [Mark Childress](#).