



GENERATE MORE LEADS THAN YOU KNOW WHAT TO DO WITH

GERRY ROBERT

A BOOK A PHENOMENAL TOOL TO GENERATE MORE INCOME AND GIVE YOU THE SPRINGBOARD TO ESCAPE THE RAT RACE.



I want you to keep an open mind, what I'm about to talk to you about is very different than anything you've ever heard of before. Im not talking about writing a book to make money selling books. Theres very little money in that arena.

WHY IS THE BOOK SUCH AN EFFECTIVE TOOL?

"A BOOK IS AN AD
WITHOUT LOOKING LIKE
AN AD"

Its a way for you to build trust if you're in sales. You don't have to be an expert, you don't have to have a PHD, you can be brand new in an industry using it the way I'm going to recommend.

It helps you become an instant expert. We've done several research studies to find and interview people what they think of the various professions and research.

People trust authors more than almost any other profession.

A BOOK HAS A HIGH PERCEIVED VALUE.

Don't try and sell books, Give them away. If you're at a networking meeting and somebody gives you 5-6 brochures, what do you do with these little brochures as soon as they leave?



THEY GO IN THE BIN!

But if a person says “I've written this book about insurance and how people can understand the complexities of insurance, can I give you 5 or 6 of these, and if yo know anybody, would yo give it to them? Would you throw these out?

NEVER.

A BOOK CAN GENERATE YOU MORE LEADS THAN YOU KNOW WHAT TO DO WITH

A book gives you instant differentiation, so if you're in a business and you've got a lot of competition, you write a book and instantly you're different from everybody else who does what you do. Even if you're brand new in an industry. We tend to gravitate to things that are unique. The problem is most people's advertising and marketing makes them look the same as everybody else.

"A BOOK IS A PHENOMENAL TOOL FOR THOSE OF YOU WHO
ARE LOOKING FOR LEADS. "

THERES LITTLE MONEY TO BE MADE SELLING BOOKS.

But if you took a business, if yo took a speaking engagement, if you took a seminar or what it is you want to build a business around and think you can make thousands of pounds doing that, why would you ever want to make \$ 5-10 selling a book?

The big money is in building a business around a book or build a book around an existing business.



INTERESTED IN WRITING A BOOK?

Click the link below and learn how to use a book to catapult your business revenue and sky rocket your income.

<http://publishabookandgrowrich.com>



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