



The Book You're Not Writing is Costing You Business

Arlene Gale

- How to use your story to support you and your business goals.
- Different types of business-building books and when/how to use each.
- How a book can attract clients, shorten the sales cycle, and build credibility.
- Why your book doesn't have to be long, perfect, or complicated to be effective.
- How to move from uncertainty or idea to action.

You'll leave with clarity, confidence and a new perspective for what is possible for you and your story through this written form of communication. Why does this matter? Because the right book isn't something you just write, it's something that works for you!

Arlene Gale

Book Writing Business

Arlene Gale is an international award-winning author and book-writing content strategist who has decades of experience working with professionals to enhance communication using the written word. Arlene believes that if you're in business, you need a book. Anything from a website-based book to mini-calling card/leave-behind book, and/or a "big best-seller." She guides the process to turn ideas from business brands and expertise into business- and credibility-building books. Arlene has nearly 500 non-fiction written communication projects to her credit, which blend marketing and business communication strategies with clear, doable writing frameworks. Arlene is an accountability partner who encourages clients through the process of begin stuck, overwhelmed, or the stop/start roller coaster to finally write the right book for their business development. Whether you're starting from scratch with an idea living in your head, stalled in the middle, or close to the finish line, you'll leave with clarity, confidence, and concrete next steps when working with Arlene. Action is always the goal. Arlene is a John Maxwell certified speaker, trainer and coach as well as certified in motivational assessments and DISC personality assessments for individual and team development.

Title: The Book You're Not Writing is Costing You Business.

Everyone has a story to tell, but if you're in business, your story isn't just personal, it's a powerful business-building tool. The challenge is most entrepreneurs think writing a book means producing a full-length textbook or nothing at all. So, they start and stall, overthink, or never start. What most people don't realize is there are multiple types of strategic, business-building books, each designed to serve a different purpose. From a simple website-base book that positions your expertise and helps build a mailing list, to a mini "calling card" book that opens doors and starts conversations, to a full-scale "bestseller" that elevates your authority. No matter which book might work best for you, there is a right book for where you are right now in business.

In this engaging and practical session, you'll discover how to match the right book format to meet your business goals, audience/client needs, and your stage of growth without overwhelm.