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FOR IMMEDIATE RELEASE

Former Time and People Magazine Editor Uncovers 5 Tips on How Entrepreneurs Can Boost Business Even in This Economy

NEWTOWN, CT/ The economy is bad, Christmas sales lagged and the credit crunch for small businesses is getting tighter all the time. But Sophronia Scott, Executive Editor of the Done For You Writing & Publishing Company, says that entrepreneurs can still attract customers by taking advantage of an underused asset: their own expertise. And the best way to showcase that expertise is by writing and self-publishing a book. As she writes in her #1 ranked bestselling book, ***Doing Business By the Book: How to Craft a Crowd-Pleasing Book and Attract More Clients and Speaking Engagements Than You Ever Thought Possible***, "We're now in the world of 'creative commerce', where having a book to your name is as necessary as having business cards in your wallet," says Ms. Scott.

But she also makes it clear that the book can't be just any book. "Most entrepreneurs write books that are doomed to fail because they were written without any connection to a business strategy," explains Ms. Scott. "There are certain things that today's business book must do in order for it to bring clients in the door." She boils it down to **5 simple tips**. The business book must...

1. Be written to solve a customer's problem.
2. Include a lead generation strategy to allow you to build your list.
3. Qualify your prospects so you'll know who will buy first.
4. Tell stories (Use anecdotes that showcase your expertise.)
5. Connect to other products/services in your business.



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Ms. Scott points to several bestsellers that work these points to great effect including **Timothy Ferriss's** *The 4-Hour Workweek* and books by authors such as **Jack Canfield, Donald Trump, Robert Kiyosaki** and **T. Harv Eker**. "Yes, these guys know how to sell books," Ms. Scott says, "but that would mean nothing if they never heard from the people who bought them." She adds that now, more than ever, people are looking for answers and they buy books to help them. It only follows that they'll want to work with or buy from the authors whose books leave the best impression.

Bill Bartmann, the billionaire business coach and recent *Inc. Magazine* cover subject agrees. "Sophronia Scott shows exactly how to use a book as a powerful lead generation tool," he says. "Entrepreneurs, take note!"

Using the skills and experience culled from 15 years of writing and editing at Time and People magazines, Ms. Scott read and analyzed dozens of business books that led her to create the strategies outlined in ***Doing Business By the Book***. She has also helped many business owners to organize their ideas and produce books that created opportunities and new prospects for her clients.

Ms. Scott is available to comment on stories involving strategies for small business owners and what they can do differently in 2009 to improve their bottom line.

Doing Business By the Book: How to Craft a Crowd-Pleasing Book and Attract More Clients and Speaking Engagements Than You Ever Thought Possible
By Sophronia Scott

Advantage Media
ISBN: 978-1-59932-093-9

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