

DIY guide for entrepreneurs to write their own books

The latest book in a series of 'Brand yourself as the Expert' (BYTE), is The Working Title, which helps ordinary business people to promote their expertise by writing, publishing and marketing their own book.

Charlotte Kemp and Richard Mulvey encourage those that are the 'go to' person for their particular expertise, whose customers expect to pay a premium price for their knowledge and who are chosen amongst competitors as the expert in their field, to write a book.



Charlotte Kemp and Richard Mulvey

Both Mulvey and Kemp have business backgrounds and have written over 30 books between them, with six being best sellers.

"You are a brand," says Mulvey. "Whether you are a salesperson, seamstress, butcher or a businessperson, you have an identity that your customers recognise and that identity will contribute greatly to your success. As far as your customers are concerned your identity is your brand."

"Far too often we ignore our brand, expecting our products or services to sell themselves but this is very short-sighted. If the customers can see no difference between you and your competitors, they will simply buy the cheapest. Your personal brand is essential if you are going to be ahead of your competitors, but simple branding is still not enough. You have to be perceived as the leading authority in your field," adds Kemp.

"It is the experts who can command the premium prices and are busy all day every day. Writing a book is far simpler than it seems and when you have written and published your work, you become the authority on the subject."

"The book sets out to encourage and motivate the ordinary businessperson to become extraordinary. The difference between an ordinary businessperson and an author is just a few extra skills and motivation and when you see that writing a book is not such a daunting task, the motivation soon follows," concludes Mulvey.

For more information, go to <http://brand-yourself-the-expert.co.za>.

For more, visit: <https://www.bizcommunity.com>