

A man and a woman in business attire standing back-to-back with arms crossed. The man is on the left, wearing a light grey suit and a white shirt with a yellow tie. The woman is on the right, wearing a dark grey suit and a white shirt. They are both smiling and looking towards the camera.

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WA WORD ASSOCIATION
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by Tom and Francine Costello

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Many successful business and professional people launch careers as speakers and become experts sought after for media interviews because they've published a book. In other words, they are known as *the one who wrote the book on it*. That is not to say they abandon their

offices, laboratories, or factories for the podium or microphone, but they use their book to expand their professional reach. And that reach does sometimes extend all the way to the stars. Rachel Ray, Dr. Phil, Dave Ramsey, Martha Stewart, Dr. Deepak Chopra, Dr. Sanjay Gupta, Suzie Orman—all are great examples of the power of the book. And perhaps more interesting, many of these people represent the power of the self-published book, even though most of these mega-stars were eventually signed by major commercial publishers, many began as self-published authors.

Most recently, Paul David Nussbaum, a clinical neuropsychologist and adjunct professor of neurological surgery at the University of Pittsburgh School of Medicine, had his third book on brain health published by McGraw-Hill. His first two books, *Brain Health and Wellness* and *Your Brain Health Lifestyle* were published by Word Association Publishers. From the first, Doctor Nussbaum's books sold well. The media was always interested in interviewing and writing about him and he became a sought-after speaker, consistently selling out of books at his events all over the country. Bookstores contact us on a regular basis to order Dr. Nussbaum's titles and so it is no wonder that he would be picked up by a large, prestigious commercial publishing house. He has, after all, become the nation's expert on the subject of brain health. And it all began with his idea to self-publish a book on what he knows best.

Writing your book and being the expert on the subject—the one who wrote the book on it—means that, like Dr. Nussbaum, you could be the one invited to speak on the subject, whether at a convention, on a television or radio talk show, or as an expert consulted for a news story or in a newspaper or magazine article. Of course, this exposure results in brisk book sales and it doesn't

end there. It also provides a strong and lasting foundation for you as the expert, and that image does nothing but good for your business or practice. Get your book into the hands of a good prospect and you'll likely end up with a great client—one who knows and appreciates all of the expertise that you have to offer.

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