

# IS PUBLISHING A BOOK RIGHT FOR ME?

**check the dots that apply to you**

- I want to further develop credibility and presence in my industry.
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- I recognise the value in creating products to supplement my in-person services.
- I want to help people who can't afford my services - so I can impart the same knowledge without the price tag.
- Currently when I give advice outside of my client base, I only have time to share it in-part. I want others to have the full picture.
- I'm looking to free up more time so I can take on new endeavours (or just take it easier!)
- I would like an additional revenue stream.
- I want to spread my message through lessons and resources.
- I mostly work 1-to-1 and I want to be able to start delivering in a one-to-many model. I want to extend my target market beyond its current reach.
- I'm looking to scale my business and know the value in published products with global distribution capabilities.
- I need evergreen training - training that can be used again and again to educate others about my systems or processes.
- I want to create a legacy. People will benefit from my knowledge and experience and I want to create a means for people to access it.

If you agree with **four or more** of the above statements, then publishing a book is something for you to seriously consider. Perhaps you have some existing content on your topic that could be incorporated, or perhaps you need to get it all unpacked and out of your head first.

If you were to publish a book, what would it be about? Write in the space below.