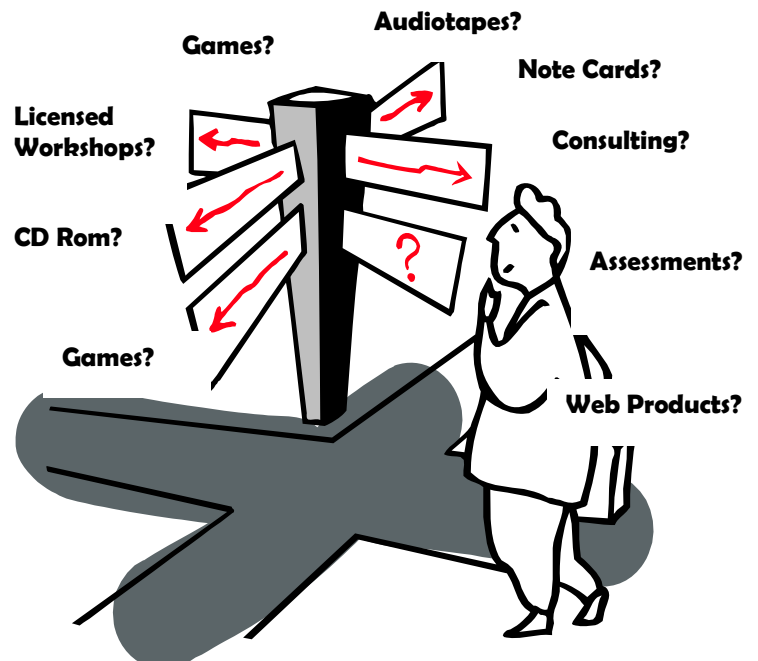


Your Book Can and Should Be Your Next Best Friend...

By Jim Horan

- Your book is your new best friend.
- Like any new friend, go out of your way to find ways to include your book in all of the things you love to do.
- Books are magical... most people have no idea of where they come from. That makes you magical!
- Books have an amazing way of starting conversations. Don't leave home without your book.
- Always introduce yourself as an author. Lots of people have never met an author. That makes you special.
- Don't have your book finished? You are still an author. Declare yourself an author today.
- Get your book finished! It will never be perfect. With short run printing, making changes is easy.
- Completing your book is the first 5% of this adventure. People will want to meet your new friend even more when he/she is ready to touch, hold & read.
- **THE QUESTION:** What will you do with your book when it is finished?
- **ANSWER:** Share it in creative ways, when & wherever you can!
- Have a fiction book – you are an entertainer. Go be with your readers. Read to them. Speak to them! They will tell you what to do next with your book. My readers did!
- Fiction authors - I bet there is a message, a learning, a philosophy in your stories. If so, you have the opportunity to do workshops, seminars, paid keynotes, etc.
- Non-fiction book – you are selling information. Go be with your readers! You are an expert. People will want to buy your expertise.
- Good/Bad News: As an author you are in business. Get over it! Learn the business of book business.



- Be patient with your new friend...your book! Enjoy their company.
- It's highly likely they will introduce you to the most amazing people.
- Enjoy the journey... Build on your successes & have fun!

Jim Horan is a speaker, internationally recognized author and authority on planning and performance management and is available for keynotes, workshops and retreats. His best-selling book *The One Page Business Plan* is available at amazon.com at www.onepagebusinessplan.com

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