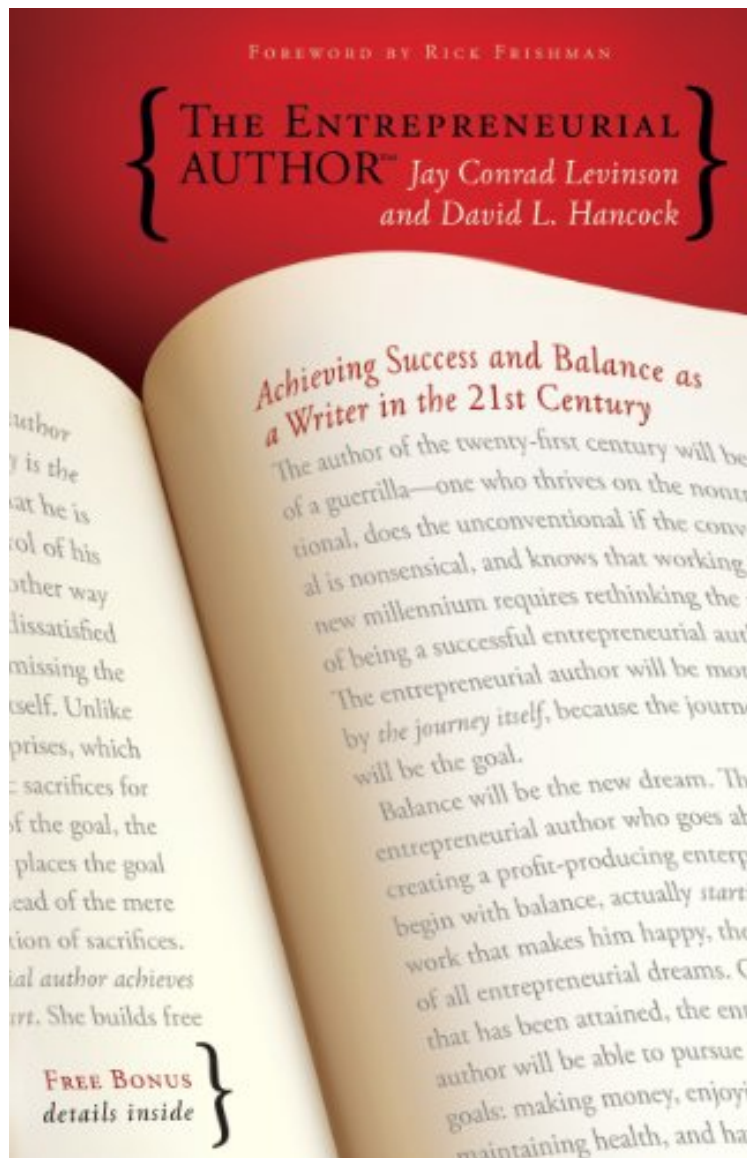


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The Entrepreneurial Author: Achieving Success and Balance as a Writer in the 21st Century

Jay Conrad Levinson

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Jay Conrad Levinson : The Entrepreneurial Author: Achieving Success and Balance as a Writer in the 21st Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Entrepreneurial Author: Achieving Success and Balance as a Writer in the 21st Century:

0 of 0 people found the following review helpful. Five Stars By Jesse Krieger Awesome, definitely worth a read 5 of 5

people found the following review helpful. You must have a business around your book

By Randy Gilbert

For me, being an Entrepreneurial Author starts with having an Entrepreneurial Publisher, so what better person to write this book than David Hancock. And if there was ever to be named an Entrepreneurial Marketer, it certainly would be Jay Conrad Levinson, the father of Guerrilla Marketing. Together they have put together one of the best books on writing, publishing, and marketing a book. Although they do talk a great deal about achieving a balanced lifestyle (something most entrepreneurs struggle with), they do cover some of the best ways to make money from a book by turning it into a business, which has become a passion of mine. Here's a quick rundown of this 5 chapter book.

Chapter 1 - The Goals. This chapter goes straight to the issue of writing for a reason, to satisfy a passion you have. It is important to note however, that what they imply but do not say outright, is that there is no money to be made in just selling books...you really do need to have an information business that sells your expertise so that you can achieve your goals and maintain a balanced lifestyle. Authors without a business around their books are either dirt poor or they have another job. With having a business around your book as the assumption, their advice is spot on.

Chapter 2 - The Setting. They cover an issue in this chapter that I have never seen elsewhere and that is how to have a great relationship with your publisher, so that you both achieve your goals. Of course this is assuming that you have not self-published your book. But even if you have, you should be aware of all of the variables that play into being on top of the publishing game.

Chapter 3 - The Tools. One of the tools that an author needs to have is a team...especially if you want to build a successful business around your book. They also cover a few other really important topics such as leveraging technology, and other people's products and expertise.

Chapter 4 - The Secrets. They get into some of the areas of marketing psychology that every business owner should learn about. Plus you'll learn some other important business strategies that apply to selling, whether it's books, information products or anything else.

Chapter 5 - The Next Steps. This chapter is the only one that is a little "light" on new information. But they did have a very good section called Six Tactics, which are 6 important ways to think. These are very useful and I agree wholeheartedly why each. Overall I give it a 5 star, especially since it covers the true need to have a successful business if you desire to be a successful author (and vice-versa).

1 of 1 people found the following review helpful. A Stirring Call to Action for Every Author

By W. Terry Whalin

Authors pour tons of energy into writing the best possible book. Yet after the book is published, they expect the book to "magically" sell to others. THE ENTREPRENEURIAL AUTHOR is about taking action. As the authors write in the early pages, "Do Entrepreneurial Authors exist in real life or only in fairy tales? The answer is yes. They do exist in real life, but their success and balance are like a fairy tale. They exist all around you...This book has been written to make the dream vividly clear to you. If you can see the dream, you can will it to come true. If you can will it to come true, you can take the steps to empower your will with actions. The Entrepreneurial Author does more than read books and attend seminars about achievement and success. They take action, do something, and shake the tree." (Page 11-12)

The book is organized into five chapters: The Goals, The Setting, The Tools, The Secrets, and The Next Steps. Grab your yellow highlighter as you read this book. You will discover numerous insights and action items. THE ENTREPRENEURIAL AUTHOR is the type of book which can be read and re-read annually with fresh insights. I highly recommend it.

A Blueprint For Success Without Stress, Now and In The Future. The face of publishing has changed drastically in recent years, and the twenty-first century promises to bring the most dramatic alterations to the publishing paradigm to date, calling for an overall revision of the structures and attitudes with which authors set up shop. By following the way of The Entrepreneurial Author, new and seasoned authors alike will discover that achieving and maintaining a professionally and personally balanced life is the way to achieve emotional and financial success, now and in the 21st Century.

From the Publisher

In The Entrepreneurial Author, Levinson and Hancock guide both new and seasoned authors into the 21st century of publishing. They prepare them for the inevitable changes and help ensure their continued business and personal success. Levinson and Hancock cover everything from preparing a focused mission statement and delegating effectively, responding to technological advances, and sustaining flexibility. By following the way of The Entrepreneurial Author, enlightened and successful entrepreneurs will discover that a balanced life - involving more free time, stronger family ties, care for the community and environment, and creative stimulation - is the means to achieving emotional and financial success as an author in the 21st century.

From the Back Cover

A Blueprint For Success Without Stress, Now and In The Future. The face of publishing has changed drastically in recent years, and the twenty-first century promises to bring the most dramatic alterations to the publishing paradigm to date, calling for an overall revision of the structures and attitudes with which authors set up shop. By following the way of The Entrepreneurial Author, new and seasoned authors alike will discover that achieving and maintaining a professionally and personally balanced life is the way to achieve emotional and financial success, now and in the 21st Century.

The Entrepreneurial Author lays the groundwork for a new publishing model whose sole vision is to help entrepreneurs take their businesses to the next level by authoring and publishing a book based on their expertise in their chosen field. The Entrepreneurial Author creates a roadmap for all aspiring authors and professionals that guide

them through the often treacherous paths of book publishing to a place of entrepreneurial lifestyle. It teaches entrepreneurs how to gain credibility and market share, charge more and negotiate less with the clients, how to become experts in their fields and not only maximize revenue from their book royalties, but also teaches how to build new business and increase their revenue substantially through follow-on sales to their readers.