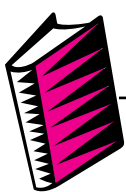
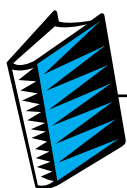




# 5 Compelling Reasons to Write That Book



**It Sets You Apart.** Writing a book shows you're passionate about your topic and able to commit to something—and finish.



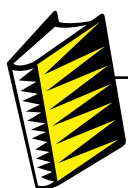
## **It Boosts Your Credibility**

Writing a book allows you to share what you know and helps people see you as an expert in your field.



## **It's a Permanent Record**

Information published on websites and blogs can be fleeting. Books are a permanent record of your achievements, your ideas, and your expertise.



## **It's a Confidence Builder**

Holding a book you've written is a great feeling. What an accomplishment. Lots of people say they want to write a book, but not many do. Congratulations.



## **Service and New Opportunities**

Sharing what you know can help others and can lead to speaking engagements, new connections ... or another book.

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