

# BOOKS ARE A BUSINESS<sup>TM</sup> KIT



TM

TIPS, TRICKS AND STRATEGIES  
TO BUILD A BUSINESS FROM A BOOK

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**Stephanie C. Harper, PHR, CCP, CHRM** is a respected **subject matter expert** in the career services field. A certified human resources professional **celebrating 20 years (June 2010)** working "in the trenches of Corporate human resources", Stephanie has earned industry certifications as a Professional in Human Resources (PHR), Certified Compensation Professional (CCP) and Certified Human Resources Manager (CHRM). A graduate of MTI Western Business College and Columbia Southern University, Stephanie holds professional memberships with several organizations, is an Executive Board Member for Influential Women About Biz, Board member for Youth United International and volunteers as a mentor for (former) Atlanta Mayor Shirley Franklin's Youth Career Program.

**An industry resource**, Stephanie has made a global impact in the careers of many with her message of career education and has been quoted in publications such as the *Wall Street Journal*, *Atlanta Journal Constitution*, the *Denver Post*, *Greater Diversity News* and various publications from Atlanta to Australia. Stephanie has been featured on radio, TV, print and even the Internet empowering employees, employers and entrepreneurs with career and human resource strategies. Her commitment to the industry is evidenced by her contributions as an **author, speaker, radio host and career expert** who continuously couples her profession with her passion to enrich the careers of others. Gifted with a unique **Careers and Christ message**, Stephanie also provides faith-based career education and empowerment workshops.

**Creator and Publisher of CAREER Magazine**, Stephanie is also author of several books including, *Why Should I Hire You?* and *A Kingdom Built Career* (foreword by Bishop Noel Jones). Stephanie has also penned *Career Tips*, *Business Basics from the Bible*, *Books are a Business* and the *Youth Entrepreneur Camp* manual. Co-Author of *Life Manual for the 21st Century Woman*, *Smart Start to Business* and *Jump Start to Business*, she also writes career articles and columns for numerous publications including LIVE magazine, WOW Magazine, Speak Life, Streaming Faith, The Success Academy, and Beauty and Lace (an Australian publication).

**Creator of the CAREER Minute** Stephanie hosts both CAREER Mag TV™ and CAREER Conversations Talk Radio and is an **employment expert** for various radio stations throughout the Nation. **A much sought after speaker**, Stephanie has made career presentations for organizations such as Women for Hire, United Way, Association of Job Search Trainers, National Resume Writers Association, Federal Aviation Administration and the Department of Labor (partial listing).

**CEO of STEP Enterprises, Inc.** Stephanie provides career coaching to individuals and human resources consulting to small businesses who may not need an entire human resources department, but certainly need **HR EXPERTISE!** With much to her credit, her biggest accomplishments include being the wife of her childhood sweetheart and mother of two daughters.

# ABC'S OF AUTHORSHIP

- A - All** things are possible (Matthew 19:26)
- B- Business** it's a business, when you write a book, you become a business owner!)
- C- Create** a platform where the world can find you and your product.
- D- Discipline** yourself to write at least one page per day or one hour per day.
- E - Extra Eyes** will come in handy; locate people who will be honest about your work.
- F - Focus** on what's important to you - not mom, dad, or significant other.
- G - Grammar** (if you write like you speak always have a second set of eyes)
- H - Helping Hands** to support your vision and push you forward
- I - Identify** your target market (who are your readers, why will they buy your books?)
- J - Just** when you think the book is finished...there will be fleeting thoughts.
- K - Keep** with it until you get what you desire - - nothing beats a failure, but a try.
- L - Love** what you do and the money will come - don't do it for money.
- M - Manage** your time, tips and talent wisely; you have a new career (life) ahead of you.
- N - Network** with other authors and become a sponge. Soak up all the knowledge you can.
- O - Originality** (many people have similar ideas, set yourself apart in your genre)
- P - Presentation** (this becomes the public's view of who you are and what you do)
- Q - Questions** will save you a lot of time if you get the answers, ask a lot of questions.
- R - Remember** this is your dream...no one can turn it into a nightmare....except you.
- S - See it** before you see it, so you can recognize it when it manifests (when, if, maybe).
- T - Tape recorders** will retain your thoughts when you don't have a pen and paper handy.
- U - Utilize** resources made available to you: it's the difference between failure and success.
- V - Vehicles** to share your experiences, stories, success, failures, comes through writing.
- X - X - out** negativity, professional jealousy, false motives, nay-sayers, etc.
- Y - You** are more than an author; speaker, expert, public figure, resource, role model, etc.
- Z - Zeal** is the enthusiasm, passion and eagerness you need to succeed.

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# Everyone is talking about publishing, but whose telling you **BOOKS ARE A BUSINESS?**

If you're only looking to be "published", you can spend countless hours researching recycled resources on the Internet. Everywhere you look, you can find info on "how to get published", and that's great. What's not so great is many "published" authors ARE BROKE! Trouble is, too many authors build their publishing dream on the traditional "sell book and get paid a royalty" model ignoring statistics that only about 20 out of every 50,000 books traditionally published in the United States becomes a best seller and print on demand publishing is up 132% so the competition is fierce!

No matter how you choose to publish your book, publishing a book is a business and every author needs to understand that **BOOKS ARE A BUSINESS™**. The truth is writing a book will thrust you into the world of Entrepreneurship. Not thinking on these terms until after the book is already written could be a huge mistake, because your big-picture revenue model can and should impact what you write about and how you write the book. If you are going to have success as an Author it just makes sense to plan for it.

This **BOOKS ARE A BUSINESS™** Kit covers line items in a traditional business plan such as **executive summaries, descriptions, products and service, market analysis, strategy and implementation, management teams, and financial planning** and shows you how to tailor these basic business functions to the success of your book - - which is also your new business. That's right it's time to stop selling books, and run a book business! Some Bonus Features of the **BOOKS ARE A BUSINESS™** Kit include:

- ✓ **ABC's of Authorpreneurship**
- ✓ **Adding Instant Credibility**
- ✓ **Business of Books for every Author**
- ✓ **Connecting with more than your niche market**
- ✓ **The Right Release Date**
- ✓ **Creating Multiple Income Strategies with one product**
- ✓ **Avoiding Publishing Mistakes**

Stephanie C. Harper, PHR, CCP, CHRM is certified human resources professional by trade and thriving entrepreneur by choice! Celebrating 20 years in the industry, she was offered a career column with a national magazine in 2001, which became "fuel" for *Why Should I Hire You?*, her first published work which is a workshop she teaches all over the Country. Defining her future with the stroke of a pen, she changed her career forever becoming an author, career expert, speaker, radio host, Publisher of CAREER Magazine and Creator of CAREER Magazine TV....and it all started with a book!

**If you're not ready to run a business,  
you're not ready to write a book...,PERIOD!**

