

Gain Natural Authority **Write Your Health and** **Wellness Book** *In as few as 3 months!*

Guide 1

Write a winning wellness book to:

- Gain Authority
- Attract More Clients
- Leave Your Legacy

Why are these people in the news, instead of you?

Dr. Mark Hyman. Hailey Pomroy. Dr. Sarah Gottfried. Dr. Michael Breus, David Wolfe.
Dr. Daniel Amen. Jorge Cruise.

You see them in the news. They are featured on the Dr. Oz show. They speak at high level conferences, and are quoted in the media.

They are the recognized health professionals that people turn to as resources.

Have you ever wondered, “Why them and not me? What do they have that makes them the center of attention, when I have just as much expertise?”

The answer is: a book. They are all published authors.

In fact, many of them are authors of several books.

It all started with one book.

“In my own experience, as soon as I published my first book I was widely recognized as the expert in that field. I started receiving invitations from around the world to be a visiting professor or lecturer, to give workshops, and to help set up programs in hospitals.”

Russell Faust, MD, PhD

Associate Professor, Dept. of Pediatrics, Wayne State School of Medicine
Assistant Professor, Oral Biology, Ohio State University College of Dentistry
Carls Foundation Endowed Chair of Otolaryngology Emeritus, Children's Hospital of Michigan
Director, Board of Directors, <http://ABIHM.org/>



Hi, I'm Lynda Goldman

I've been writing and publishing books for 30 years.

I've written 40 books, 27 for 3 major publishers. I've also ghostwritten health books for clients, and built multiple businesses from my books, including training, speaking, coaching and consulting.

Now my passion is helping you, as a health and wellness professional, bring your message to the world.

I have a few questions for you.

Is your health and wellness practice flourishing or floundering?

Is your practice filled with all the patients or clients you want?

Do you ever find yourself struggling to find clients?

Do you wish there was an easier way to stand out from the crowd so you attract your ideal clients?

You're facing fierce competition

Let's face it, the world has changed, and health providers face lots of competition.

Did you know that one of the top online nutrition programs boasts that they've had 100,000 graduates in fewer than 15 years?

This means there are lots of nutritionists competing for the same jobs or clients.

If you're an Integrative Health Professional, a Registered Dietitian-Nutritionist, a wellness coach or consultant, a therapist or a healer of any kind, you know that it takes much more than a degree or certification to build a practice.

People now turn to "Dr Google" before they pay for your services.

There's fierce competition to stand out from the crowd.

And most professional programs don't teach you how to attract your ideal clients or get media attention.

How will you stand out from the crowd?

Become the authority - the proven step to raise your profile

In this guide, I'm going to show you how becoming an author is the proven step to raise your profile, so people acknowledge you as the expert in your field.

Books have been the **undisputed symbol of authority** for over 3,000 years. The written book has been the repository of knowledge and wisdom, and authors have been regarded as authorities. After all, you wrote the book on the subject.

This time-honored approach hasn't changed for decades. Calling yourself an author still puts you in a revered space.

The word "author" is part of the word "authority."

Become the authority in your topic

As soon as you publish a book with your name on it, you are considered the authority on your topic.

Becoming an author is about the best way to break the cycle of being another health professional offering similar services.

Yes, you may have an amazing gift to help people, but if you don't share your gifts with the world, few people will benefit, and that would be very unfortunate.

*When you write and publish your wellness book,
you become a thought-leader and gain authority.*

Patients come to you because they've seen you on the news or quoted in an article. Then they bought your book and contacted you because they feel comfortable with you and your approach.

The media loves authors

Have you ever noticed how often health professionals are on the Dr. Oz show, or on morning talk radio, because they have a new book coming out? The media loves authors.

A new book is a cause for celebration, and a noted event.

In a moment, I'm going to give you three examples of health and wellness professionals who have risen to the top of their professions. I have no doubt their books played a large role in their success.

They have slightly different twists to their stories, yet they are all making amazing contributions to society, and fulfilling their dreams and passions by helping people around the world.

Dr. Mark Hyman's book – endorsed by President Bill Clinton

On his website, Dr. Mark Hyman says:

Your fork is the most powerful tool to transform your health and change the world.

Is Dr. Hyman the only health professional to talk about healing through nutrition?
Hardly.

If you Google “health and nutrition providers” you’ll see 62,100,000 websites.

Is Dr. Hyman the best health professional to help you if you’re sick? That’s hard to say. There are probably many health professionals who offer similar guidance in eating for wellbeing.

Yet by being an author, Dr. Hyman is elevated to the level of a sought-after speaker and media guest, so people get to know him, like him and trust him.

In fact, here’s a quote on Dr. Hyman’s website:

“I hope Dr. Hyman’s new book will inspire you as it has inspired me.” – President Bill Clinton

Getting an endorsement from Bill Clinton is pretty powerful.

Did you notice that Clinton isn’t saying you should contact Dr. Hyman to be his patient? After all, we can’t all go to Dr. Hyman even if we want to.

But Clinton can endorse Dr. Hyman’s book, because everyone can have access to a book.

Creating a media empire

Dr. Hyman has appeared multiple times on the Dr. Oz show, CNN, and Charlie Rose. He's been quoted or featured in the New York Times, Forbes, and Huffington Post.

Not only that, Dr. Hyman has built a media empire based on his books. He has courses around them, DVDs, video programs, and supplements.

Now, Dr. Hyman probably does make a good amount of money from his books, because he has such a high profile now that lots of people are buying his books.

But he probably makes much more money from his online courses, DVDs, video course, and supplements. His book is almost a loss leader that gets people to trust him. Once they buy that first book at \$10 or \$20 (of which the author only makes a small royalty), they feel confident about investing in his other products.

More money from his products than from his books

Dr. Hyman has several online courses that cost around \$275 each. And to accompany each course he has a set of supplements that costs over \$200 for a 21 day supply. As you can imagine, people keep reordering the supplements, so with many people reordering for \$200 per month, you can do the math.

Dr. Hyman's books are probably a small part of his income in dollars, but they are the cornerstone of his media empire.

Think about how many weight loss programs are available. You never stop hearing about them in the news and in TV commercials.

Yet when someone is looking for a weight loss program, and they've just read Dr. Mark Hyman's Blood Sugar Solution, it's a no-brainer to choose his program over an unknown doctor or registered dietitian-nutritionist.

Haylie Pomroy's spin-off programs & services

Haylie Pomroy is a wellness consultant and nutritional counselor. She has written several books including *The Fast Metabolism Diet*, *The Fast Metabolism Diet Cookbook*, and *The Burn*.

On her website she describes herself as “a best-selling author, a highly sought-after food coach, a dietary trainer, and a nourishment expert with the philosophy of Food as Medicine.”

Is Hayley Pomroy the first or only person to quote “Food as Medicine”?

Definitely not. Almost every nutritional website and newsletter uses this quote from Hippocrates. (I've used it myself several times for my clients).

Haley Pomroy is far from the first or only wellness coach and nutritional consultant around. You'll find many people offering similar services.

Her books set her above the crowd, and her programs and services spin off them.

For example, she has several programs that cost from \$100-\$400, several lines of supplements that cost in the same range, and a monthly membership program.

All these products together add up to a very nice income, and the possibilities are limitless.

Dr. Michael Breus – the sleep doctor who’s not asleep at the wheel

Dr. Michael Breus is called “The Nation’s Most Trusted Advisor on Sleep.” I have seen Dr. Breus on the Dr. Oz Show, as well as on popular blogs and media interviews.

Dr. Breus wrote his first book called Good Night back in 2006, and then republished it under a new name, Beauty Sleep, in 2007. He has several small e-books that he uses as lead-generation tools, which he gives away for free on his website.

Two books, written almost 10 years ago, seem to have taken Dr. Breus a long way.

He is a consultant for companies and organizations on sleep and work productivity. He is a frequent keynote speaker, and likely makes substantial revenue from his talks.

He has online programs you can buy, sleep apps for iPhones, and now he even has a special mattress and pillow collection, designed by a “sleep expert”.

Are you inspired to start writing your own wellness book?

So what do all these health professionals have in common, and what does this mean for you?

1. They are the **respected, acknowledged experts** in their fields.
2. They offer great value by **educating people**.
3. They are fulfilling their passions by **helping people worldwide**.
4. They are **leaving their legacy** and imprint on the world.
5. They **fill their practices** with eager, motivated clients.
6. They are living their dreams and making **an abundant living** by enriching other peoples' lives.

If these stories inspire you...I'd like to invite you to make your own dreams come true.



Where will you be one year from now?

Envision yourself proudly holding your published book in your hands in 6 months from now.

Then imagine your life 1 year from now.

How has your practice evolved? How have you been transformed by becoming an author?

What has happened because you decided to write your book, and people have read it?

Commit to your book

The first step is to commit, to make the decision that you'll write your book within the next six months. It may seem like a scary step if you don't know how to get started.

But don't worry, I've got you covered.

In my next guide I'll explain how to write a winning wellness book, even if you don't consider yourself a writer, you don't have a lot of time, or you're completely confused about writing a book.

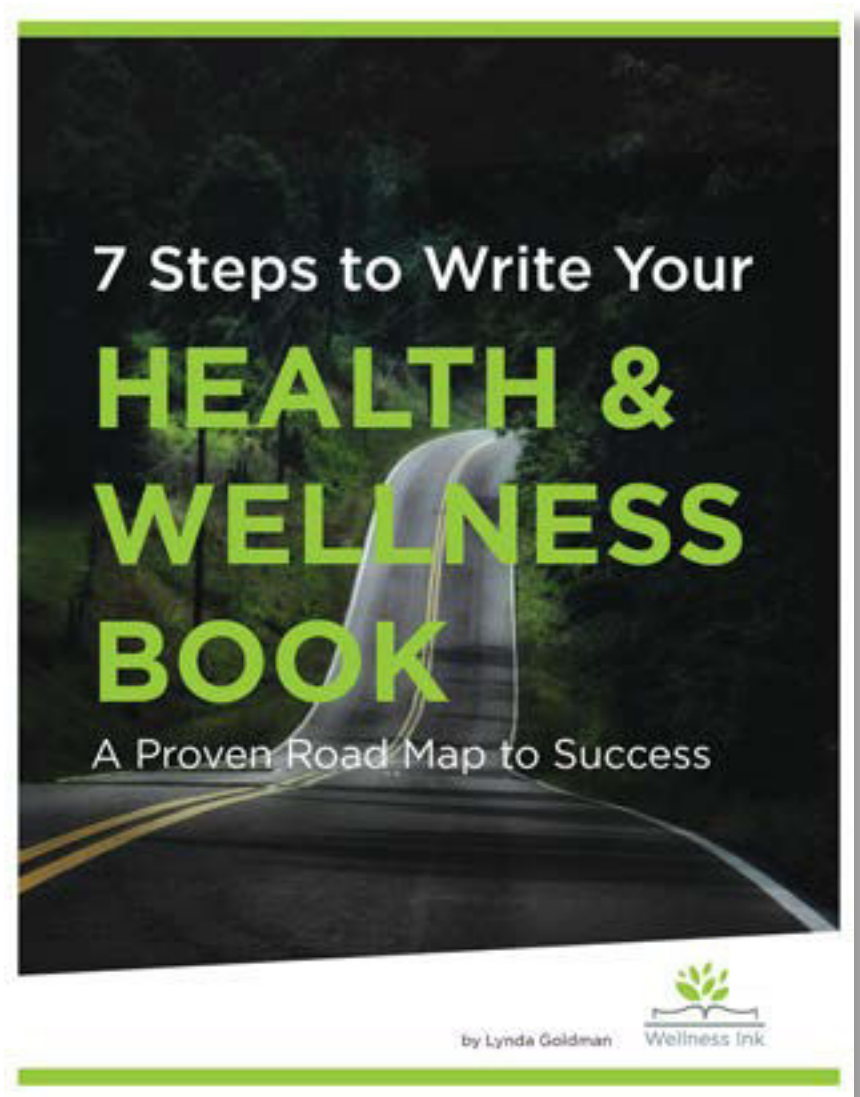
So please check out the next guide you'll receive by email in a few days.

And if you have a moment, I'd really love to know more about your book idea.

*Commit to your book!
Make the decision to write your book
within the next six months.*

3 Special Ways to Get Started

Click the image below to download my free road map to your book!



Free consultation - \$250 Value

I'm also happy to offer a **FREE 45-minute consultation** on your wellness book.

During the session, I'll help you:

1. Create a clear vision of your book and how it will benefit your practice.
2. Determine what you need to do to write and publish your book.
3. Discover what's stopping you now.
4. Create an action plan for your next steps in writing your book.

This is a \$250.00 value I'm willing to give you if you are serious about writing your book within the next 6 months.

But first I need to know a little more about your book idea.

4 questions to help me help you:

1. What kind of wellness book do you want to write?
2. What is your biggest stumbling block in writing and publishing your book?
3. What would it mean to your business or practice, and to you personally, to get your book out into the world?
4. What would the cost be to your business or practice if you DON'T write and publish your book?

To take advantage of this opportunity, just answer these 4 questions and email: Lynda@WellnessInk.com

Use the subject line: **Write my Wellness Book**

I will reply as soon as possible to schedule your call. I look forward to speaking with you!