



ARLENE GALE

The Book Writing Business Coach

Arlene is a marketing & writing expert specializing in books. She is an international speaker & #1 best-selling author. Her 8th book is: *Book Business Blueprint: Build Credibility, Stand Out from the Competition, and Skyrocket Sales by Writing Your Book*. Arlene's focus is writing nonfiction for professional & personal stories. She speaks about the importance of writing books as business-building credibility pieces & other writing topics. Arlene speaks to fiction writers about the business of writing and mindset change from writer, to author, and ultimately entrepreneur. Arlene spent 25 years using her writing to help clients earn millions of dollars in new clients & new business. She helped write hundreds of books and thousands of magazine articles. Arlene's book *Face Forward Move Forward* earned international, national & peer review awards. The memoir's theme of overcoming adversity opened doors to an array of speaking opportunities. This is the outcome she teaches others to duplicate.

ARLENE'S MOST POPULAR MEDIA TOPICS

- ✓ **Every Business Person Needs to Write a Book to Grow More Business** - Different book platforms and how each is designed and used to build business from the website-based book, to the marketing mini book, and the big best seller.
Value add for the audience - Learn why a business at any stage, with or without existing content, needs at least one of these book platforms, if not all, to grow business.
- ✓ **Write a Personal Story to Leave Your Mark on the World** - Everyone has a story to tell, how it's written opens doors for speaking, coaching, changing lives, and other opportunities to impact people. Write your legacy.
Value add for the audience - Everything needed to succeed is within. Harness the power to motivate and inspire others by writing your story in memoir, how to, or another genre.
- ✓ **Biggest Mistakes Most Writers Make** - What are they. How to avoid making them. How to ask the right questions and find the right answers before a word is written, which impacts content and sales.
Value add for the audience - This knowledge is the difference between just publishing a book and publishing a sellable, profitable, business-building, credibility marketing tool.
- ✓ **Use Your Words** - Create captivating content for social media, websites, and marketing materials. Using words for relationship marketing, which yields sales and customer loyalty.
Value add for the audience - Learn tips and tricks using written words to attract clients without every message being sell, sell, sell. Write so customers will come to you.

PRAISE

"Arlene's presentation was educational, funny, and captivating. I heard Arlene speak and then hired her as the featured speaker for my next event."

—Rachel Lykins, Rejuvenation at Sea Conference Coordinator

"Arlene has impressive writing knowledge. She possesses delivery skills to hold an audience's attention, remain on topic and on time. I enthusiastically recommend Arlene!"

—Timothy Lewis, WTA&M University Writers Academy

CONTACT

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