

Pinkston.



Why Every Organizational Leader Should Write a Book

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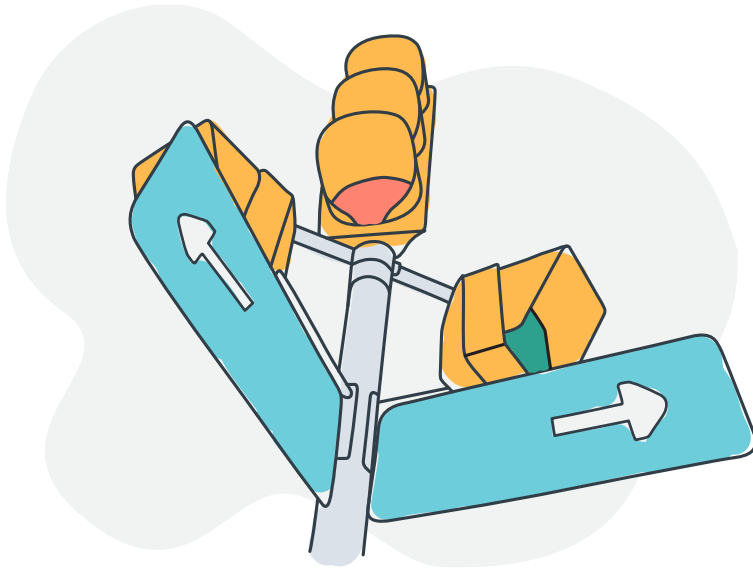
Introduction

Every business leader, nonprofit leader, founder or executive has a story to tell. It could be a personal story, a leadership story, or a story about the work you're passionate about, but it's an important story.

This story matters, and it can catapult your organization and your brand to the next level. It also leaves a legacy for both you and your business.

As a leader or executive, you already have something many writers don't have – a breadth of experience and a platform. You can use your book to speak to this platform, grow it, refine it, or redefine it.

At Pinkston, we have over two decades of experience helping authors cultivate book ideas, develop their audience, and use their book to speak directly to that audience. We've helped CEOs, executives, and other thought leaders use books to open up new opportunities for both their own platform and their organization's platform.



CHAPTER ONE

Traditional publishing vs. Self-publishing

Depending on your goals, you can go the route of traditional publishing – with an established publisher like HarperCollins, Penguin Random House, Simon & Schuster, Hachette, Macmillan or others; or you can self-publish your book.

One misconception among founders and executives is that if you write a book, it needs to be published by a traditional publisher to be successful. This may have been the case years ago, but it's not anymore. Self-published books can be just as effective at growing your business and your brand — and increasingly so, as more and more resources for authors become available.

We see more and more thought leaders choosing this route because it gives them full control over the product and allows you to publish on a shorter timeline. This

is especially important if you want your book to coincide with an upcoming product launch or event, or if you are writing about a topic that is especially relevant now.

Today, with publishers becoming more selective with the titles they represent along with the availability of print-on-demand technology, e-books, high-quality boutique publishing companies and new distribution channels, it's easier than ever to get your story to the right stakeholders in a compelling, attractive, and valuable way.



CHAPTER TWO

Benefits of Writing a Book

1. A BOOK HELPS YOU FIND YOUR VOICE

Books allow executives to communicate their ideas in their own voice (rather than sound bites filtered by the media). As the public becomes more interested in CEOs and organizational leader as real people, developing this voice becomes more important.

Consider fashion entrepreneur Sophia Amoruso. Her book, *#Girlboss*, helped build her brand as an outspoken female role model, and it eventually became a Netflix original series. Bob Iger's 2019 book, *The Ride of a Lifetime*, helped

the former Disney CEO complete his transformation from “underrated CEO to Hollywood royalty,” as [the Los Angeles Times](#) called him.

A book allows you to craft the image of yourself and your brand that you want to convey to your clients, your customers, and to the public. This could be a business mogul, a philanthropist, an industry trailblazer, or an ordinary person who has overcome enormous challenges to succeed. Remember: People are interested in what you have to say.

2. A BOOK COMMUNICATES A VISION

A book has far greater intrinsic value than a white paper, memo or business plan. It adds weight to ideas, shows how concentric parts of those ideas work together and forces an executive to think in a narrative-like, linear way. This kind of big-picture thought process is important, not just for effective thought leadership but for effective communication. What’s the story you’re trying to tell? And what are your communications goals?

Whole Foods CEO John Mackey, for example, launched a new movement in corporate social responsibility with Conscious Capitalism, written with Raj Sisodia. Former Zappos CEO Tony Hsieh’s Delivering Happiness shined a spotlight on good corporate culture practices.

When you lay out your ideas in an appealing format that people can hold in their hands, read (or listen to) on their commute, they’ll devote more time to understanding and thinking about these ideas.

3. A BOOK IS GOOD FOR BUSINESS

In Platform, Michael Hyatt — who we helped with PR — discusses how having a great product isn’t enough anymore. In a crowded economy with a lot of noise, getting the attention of the right audience requires not just good ideas but also a strong communications platform. A good communications platform can help in a variety of ways, from crisis handling to cultural influence, but ultimately it can also help drive business. And it’s often the lesser-known leaders who benefit more from writing a book than the already-famous. Consider entrepreneur Tim Ferriss. His 2007 book The 4-Hour Workweek was rejected by [27 publishers](#). Eleven years later, it was the most-highlighted book on Amazon’s Kindle. He also successfully [sold his business](#), BrainQUICKEN, in 2010.

In most cases, the goal of an author who heads an organization shouldn't necessarily be to become a household name, but rather to target specific stakeholder audiences that can strengthen their organization's platform. But here's a word of warning for the faint of heart: A book must be seen as more than just a short-term marketing campaign. A book is an organization-wide initiative that can span months or years at a time.

Finally, a book can be good for a company's internal business, too. If used strategically, it can be a strong change management tool that breaks down silos within an organization and gets everyone focused on a common goal. For sales, from the top of the funnel down, a book unifies a company's voice and enables different departments to work in unison.

4. BOOKS OPEN UP NEW OPPORTUNITIES

Books establish you as a credible thought leader in your space. Once you publish a book, you can use it as a gateway to speaking engagements, media interviews, columns, new networking opportunities and client meetings, future book deals, and more.

What's your story?



CHAPTER THREE

Why Pinkston Books?

“I don’t know where to start.”

“I don’t have time to write a book.”

“I’m not a good enough writer.”

“I don’t think I can fill up that many pages.”

“I don’t know if my message is book-worthy.”

“I need a whole team of people to make this happen.”

These are common reasons leaders with valuable, worthwhile stories stop writing their book before they even start. That’s why we created Pinkston Books – to guide you through the process, every step of the way.

Who We Are:

We're a team of critically-acclaimed writers, designers, copyeditors and communications strategists. We've been helping clients build their brands through books for twenty years, and we have connections with top literary agents, publishing firms and distribution companies. We've worked with New York Times bestsellers, CEOs of Fortune 500 companies, founders of international nonprofits and the country's top thought leaders.

Premium Book Package:

Our premium all-in-one service, designed exclusively for executives and thought leaders, will help you take your book from idea to publication – and help you get it into the hands of the people who can help advance your brand. Our team of seasoned experts will help you write, publish, launch and publicize your book, from start to finish.

What's included:

- Full manuscript development and editing
- Layout and design
- Printing and distribution coordination
- Author website and book teaser video
- Digital marketing
- Three-month strategic PR campaign
- Premiere book launch event space

Contact Victoria Kelly at victoria.kelly@pinkston.co to learn more about how we can help you reach your publishing goals.