



“Help I’m birthing a book? I sure hope it’s a Kindle version.”

Perhaps you’ve been told you need to write a book. This, ‘they’ tell you, will help you succeed, make lots of money, and even make you famous. Perhaps? This exploratory workshop is based on my experiences as a global professional speaker and prolific author. It can work for other businesses who are looking for ways to expand their reach and garner new clients. **One idea:** a book can be an amazing and collectable business card.

As a professional speaker you would not ‘*just*’ wing it in front of a paying audience, would you? **Before you begin** a presentation or creative project, you need to **STOP, THINK, and ASK** yourself some critical questions. Who is your audience? What are their challenges? How can you help? We will explore some of these as well as discuss how to publish once you’ve written your masterpiece.

Bob ‘Idea Man’ Hooey, DTM, Accredited Speaker

Bob works with leading edge business owners and independent professionals who want to profitably enhance their leadership; as well as organizations that want to remain competitive and productive, to motivate, educate, and empower their staff, improve client acquisition, increase sales, and become more profitable. Thousands of professionals have successfully applied Bob’s creative, practical, and ‘profitable’ **Ideas At Work!**

Canadian author, **Bob ‘Idea Man’ Hooey, DTM, AS** has a solid reputation for going the extra mile in crafting his leadership, business, and career development programs, books, e-books, and innovative **Business Enhancement Success Tools** for his clients and audiences around the world. As the prolific author of 35 plus books, eBooks, and pocket wisdom books, Bob knows what he is talking about and has honed his ability to communicate it in a humorous, engaging, and challenging style.