

Expert Copywriter Now Helps Business Owners Establish Themselves As Experts To Stand Out From The Competition

July 28, 2016

July 28, 2016 - PRESSADVANTAGE -

One of the challenges many business owners face is standing out from the competition. That's why Richmond Web Marketing's Expert Copywriter Elisabeth Kuhn is offering a special service that can quickly establish them as the go-to expert and attract the kinds of clients and customers that appreciate their expertise.

It can be hard to stand out in the crowd and attract prospects and potential clients during busy networking meetings - and even online. In order to prevail over the competition, it's necessary for business owners not only to be an expert but also look like the expert they are. The challenge is how to accomplish that.

One of the most effective ways is to publish a book, either a regular book, or even an ebook or a Kindle book, Kuhn says. Being an author is a surefire way to impress prospects and customers alike.

She adds that books can work like business cards, but they're much more effective. While most people keep the cards they collect in a big stack where they get lost in the shuffle, a book gets much more individual attention.

The challenge about writing a book is that it can be intimidating, but Kuhn points out that there are a number of different ways to get a book published, some of which may not require any writing at all.

In her article, she provides several tips. Even when business owners choose to write it themselves, they have a range of options. In fact, Kuhn just launched a course, How to Create Your Own eBook, that helps with the process and makes it as painless and easy as possible. It also offers options with more or less writing involved, plus tools that help with overcoming writer's block.

Kuhn adds, "For best results, it's important to target the book or White Paper to the needs and interests of the

business owners' target clients. Otherwise it won't be as effective as it could be." Kuhn helps her clients with that as well.

For a completely hands-off option, Kuhn also offers a complete done-for-you service, for a Kindle book, a White Paper, or the kind of book that her clients can hand to their prospects and customers.

She offers a free consultation on her website at <http://richmondwebmarketing.com/establish-yourself-as-an-expert-by-publishing-a-book-or-white-paper>.

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Richmond Web Marketing

Richmond Web Marketing offers comprehensive online marketing services and consulting to business owners in the US and beyond.

Specialties include persuasive copywriting, special reports, and other publications.

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