

## Book Publishing and Marketing for Entrepreneurs, CEOs and Business Leaders



**Adam Witty**  
Founder & CEO

### **About Advantage Media Group**

Advantage Media Group is an international publisher of business, self-improvement, and professional development books and online learning. Advantage has one mission: to help our clients share their Stories, Passion and Knowledge to help others *Learn & Grow™*.

A pioneer of author-centric publishing, Advantage provides authors a full range of services and expertise including book writing, book publishing, electronic and digital platforms, distribution, marketing, and sales to over 25,000 bookstores and retailers around the globe.

Advantage is also a leader in online learning: crafting curriculum, courses, and online universities for authors & experts, professional associations and corporations. Our acclaimed KnowledgePress SaaS platform makes cost-effective online learning possible.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

### **CEOCFO: Mr. Witty, what is Advantage Media Group?**

**Mr. Witty:** Advantage Media Group is a publishing and marketing company to help entrepreneurs, CEOs and business leaders share their stories passion and knowledge with the world through the form of a published book. Specifically, we help those busy business professionals write, publish, monetize and market a book to grow their business. What we are most famously known for is our Talk Your Book program, where we help busy entrepreneurs get a book out of their head and onto the paper in about eight hours.

### **CEOCFO: How are you able to do that? What is the secret?**

**Mr. Witty:** The secret is really simple. Most are very busy and A.D.D and if they were to sit down and start typing, they would stare at a blank screen, but if you ask them to talk, they have the gift of gab and the ability to talk ad nauseam, days upon days with content, stories and knowledge that they have. The secret to Talk Your Book and the reason we can literally get a book out of someone's head and onto the paper in a day is instead of asking them to write, we interview them just like we are doing now. We interview them for a total of about ten hours spread over a couple of weeks, following an outline that we create for their book. Those interviews are all recorded, and then the editor developmentally edits those interviews into the first draft of the main manuscript.

### **CEOCFO: What is the key to reining them in?**

**Mr. Witty:** There are probably many keys. Most business people that want to do a book lack clarity. They know they want to do a book but they do not know exactly what the book should be about. They have a vague idea but they need a skilled writer and editor to help them piece together all of these disparate pieces and weave them into one narrative text. The skill that we bring that is so valuable is getting them to focus and then with our experience, giving them clarity as to who is this book really for, what is the unique value that I can contribute to the reader and then how to do that in terms of a collection of words. The focus, the clarity and then most importantly, as we are actually doing the Talk Your Book interview, is really keeping the author on point. If you simply had a microphone or if you were using Dragon Dictation and you were trying to do it yourself, it would be very easy to get side barred or to just go off in some random direction. The key to what makes Talk You Book successful is that we have a very trained, skilled group of editors who are conducting the interview. They are keeping the author on point and keeping the author focused, but they also have gift and a skill to dig deeper and uncover more information on a topic that the author may not fully go into.

**CEOCFO: Do you find that most people who want to write a book in this manner are doing so because they really feel they have something they want to say or because they feel it is a good way to promote their business, and at the end of the day does it matter?**

**Mr. Witty:** The answer is both. There are myriads of reasons why someone wants to write and publish a book. To give you a semblance, the USA today ran a survey and it was printed on the front page. This was a year or two ago and the percentage of Americans who want to write and publish a book before they die is a whopping 88%. The desire to do a book is very common amongst people, business people and non-business people. When you look at the people that actually do get a book done, it is literally a tenth of 1% of those people. The reasons are the barriers. The brick wall standing in front of most people is time; they just do not have the time to write a book. It is also lack of concentration, focus and discipline. They do not have the discipline to sit down for an hour a day for a month or two months straight to actually get the content out there. Third, it is a lack of confidence. People just do not think they are good writers, and because they do not think they are a good writer, they are not going to spend time doing something that they do not think they are good at. We have found that genuinely, at the end of the day, most business professionals are not going to do a book unless they really feel like they have something of value or they have some set of unique knowledge that is worth sharing. That is really almost a prerequisite. You have to know something or have a set of experiences that is unique and valuable for others to be familiar with, but certainly books have metamorphosed over the last probably ten years and they have turned into powerful marketing, branding and positioning tools for the modern day business person. As every industry gets more competitive and saturated, it is harder and harder for a business person to essentially rise to the top. It gets harder and harder to dramatically differentiate yourself from all the other people that at least on the surface appear to be doing the same thing that you are. Writing and publishing a book is one of those things that very few people do and it automatically vaults you to the top of your field, showing everyone that you are the expert and truly positions you as the thought leader in your marketplace.

**“Writing and publishing a book is one of those things that very few people do and it automatically vaults you to the top of your field, showing everyone that you are the expert and truly positions you as the thought leader in your marketplace.” - Adam Witty**

**CEOCFO: Would you tell us a bit about the range of services in monetizing the book?**

**Mr. Witty:** In monetizing the book, there are many different ways that a businessperson can make money off a book. I like to say that done right, a book can change a business and a businessperson for life. The key word there is done right. Every single business professional that is doing a book should begin with the end in mind and they should know exactly what outcomes they want the book to accomplish for them. The most common outcomes that a business person is looking for are first and foremost, lead generation. They want to use the book to get prospective customers to identify themselves and raise their hand. Whether it be on your website, in your marketing and advertising or at a tradeshow booth. Giving away a book is a great way to get qualified people to raise their hand and to give you much of their contact information as well as personal or professional information in order to get and receive the copy of the book. Lead generation is probably the most common, most popular and most desired reason to do a book. Other reasons are publicity and media. Being the author of a book is very impressive to members of the media. It certainly shows that you are an expert in your field, and in most cases, members of the media are far more likely to interview authors than they are non-authors. The third reason is speaking opportunities. If you want to do any type of speaking, whether it be for a speaking fee or simply as a way to promote yourself and generate leads for your company, it is very unlikely that a meeting planner will hire someone to speak that is not an author. Authorship and being able to say you are the author of this book gives meeting planners a sense of security that whoa, this guy or gal really knows what they are talking about because they wrote the book on the topic. Certainly in 2014 and beyond, content marketing is really the new thing. Content is king. The more content that you can put online that is searched by Google and all the other search algorithms, the higher you rank in search and the more likely the people can search keywords, find you and find you at the top. Those are many of the different way that business professionals can successfully monetize a book to promote themselves and to grow their business.

**CEOCFO: How do you reach out to people and how do people find you?**

**Mr. Witty:** Many different ways. We have many alliance partnerships, associations or groups that we are the official publisher. It is very common for us to do webinars and continuing education programs with those associations and groups where we are teaching their members on the benefits of publishing, how to publish and specifically how to monetize and market. Authors or I should say business professionals that have thought about a book or maybe even started the process of writing a book--we have a number of resources to help you. I am the author of three books, two specifically that would be of help to your listeners and readers. One of my books is titled *21 Ways to Build Your Business With a Book*. The other is *Book the Business*. Many of our clients find us by reading those books and then wanting to talk with us further. Any business professional that wants to do a book, we always welcome the opportunity to have a no obligation, complimentary discovery consultation where we can learn more about their business, how they are thinking the book might benefit their business, and then help determine if we might be a fit to help them accomplish their book goal.

**CEOCFO: *How is business now?***

**Mr. Witty:** Business is great. We will publish 120 titles this year. We have over 500 authors under contract in 43 states in 12 countries and over the next five years, our strategy as a company is to help more people get books done. Over the next five years, we want to grow to help 1000 business professionals per year get a book done. Those business professionals range from financial advisors, lawyers, doctors and dentists to entrepreneurs, CEOs, CFOs, professional speakers etc. Simply speaking from personal experience, one of reasons why I started a company, I truly believe that the right book in the right person's hands can change that person's life or even that person's business forever. I am a voracious reader and I have found books to dramatically and positively impact my life and my business. It is very exciting and we are a very mission driven company, helping people write books they can then get in the hands of people and change those lives. It is pretty special and a lot of fun.

**CEOCFO: *What is the plan to get from A to B to meet the goal?***

**Mr. Witty:** To go from 120 books a year to 1000 books a year. The way that we do that is continuing to build our family of authors because the biggest way that we have grown as a publishing house is through author referrals. Many of our authors are telling all their friends about us and then they friends are calling us, so we have to continue to provide world class service and a world class experience. Certainly, pragmatically, we have to grow our marketing and our business development capabilities. We are growing our sales team in quantity and quality of people. We are also growing our marketing plan and budget to be able to reach more people and much of that is through what we like to call alliance partnerships, being the official publisher of the Financial Planning Association and having a partnership now that we are working on with Million Dollar Round Table. We have to build more of those alliance relationships and partnerships in order to expose more business people with our message of writing, publishing a book and using it to grow your business.

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**BIO:** Adam Witty is the Founder and Chief Executive Officer of Advantage Media Group (AMG), where he heads up strategic business development and growth opportunities for the company. AMG, began in the spare bedroom of Witty's home, and now has a roster of international authors. Started in 2005, AMG is a leader in book publishing, book marketing and online learning.

Witty helps authors grow their credibility, influence and business by supporting them with the tools to write, publish, market and sell their book. He is an in-demand speaker, teacher and consultant on marketing and business development techniques for entrepreneurs and authors, and is a frequent guest on the acclaimed Extreme Entrepreneurship Tour.

Witty has been featured in The Wall Street Journal, Investors Business Daily, Young Money Magazine, on ABC and Fox and was selected as one of INC. Magazine 30 Under 30 for "America's coolest young entrepreneurs" in 2011.

He is the author of multiple books including *21 Ways to Build Your Business with a Book* and *Book the Business: How To Make BIG MONEY With Your Book Without Even Selling A Single Copy*. Witty serves on the Board of Directors of Banco MicroCapital, a Peruvian based micro finance organization, and Youth Entrepreneurship South Carolina (YEScarolina). He is also a member of the Council on Small Business for the US Chamber of Commerce. Witty is a proud alumnus of Clemson University and happy to call Charleston, South Carolina home.

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