

A young woman with curly brown hair and round glasses is smiling while reading a red book in a library. She is wearing a white floral patterned shirt. The background is filled with bookshelves, creating a warm and intellectual atmosphere. The text 'HARNESSING THE POWER OF YOUR STORY' is overlaid in white serif font across the center of the image.

HARNESSING  
THE POWER  
OF *YOUR* STORY

# YOUR STORY DESERVES TELLING

*The power of entrepreneurs sharing their story cannot be overstated. By sharing their journey, challenges, and successes, entrepreneurs can inspire and motivate others who are on a similar path. Stories are a powerful tool for connecting with others, building relationships, and creating a sense of community. By sharing their story, entrepreneurs can also humanize their brand, making it more relatable and authentic to their audience. Stories can help entrepreneurs build trust and establish themselves as leaders in their industry. They can also provide valuable insights and lessons that can help others avoid mistakes and achieve success.*



# WHY ENTREPRENEURS SHOULD WRITE

WONDERING IF ADDING A BOOK TO YOUR TO-DO LIST IS WORTH IT? HERE ARE FIVE REASONS THAT MAY CONVINCE YOU:

1. **ESTABLISH CREDIBILITY AND AUTHORITY:** WRITING A BOOK CAN ESTABLISH ENTREPRENEURS AS EXPERTS IN THEIR FIELD. BY SHARING THEIR KNOWLEDGE AND EXPERIENCE, THEY CAN POSITION THEMSELVES AS THOUGHT LEADERS AND GAIN CREDIBILITY AND AUTHORITY AMONG THEIR PEERS.
2. **INCREASE VISIBILITY:** BOOKS CAN ALSO HELP ENTREPRENEURS INCREASE THEIR VISIBILITY AND REACH A WIDER AUDIENCE. A BOOK CAN SERVE AS A PLATFORM TO SHARE THEIR IDEAS AND MESSAGE WITH A LARGER AUDIENCE, AND CAN LEAD TO SPEAKING ENGAGEMENTS, MEDIA INTERVIEWS, AND OTHER OPPORTUNITIES.
3. **BUILD A PERSONAL BRAND:** A BOOK CAN ALSO HELP ENTREPRENEURS BUILD THEIR PERSONAL BRAND. BY SHARING THEIR STORY AND PERSPECTIVE, THEY CAN DIFFERENTIATE THEMSELVES FROM COMPETITORS AND CREATE A UNIQUE BRAND IDENTITY.
4. **GENERATE LEADS AND SALES:** BOOKS CAN ALSO SERVE AS A MARKETING TOOL FOR ENTREPRENEURS. BY OFFERING VALUABLE CONTENT AND INSIGHTS, THEY CAN GENERATE LEADS AND SALES FOR THEIR BUSINESS. A BOOK CAN ALSO BE USED AS A LEAD MAGNET, OFFERING IT AS A FREE DOWNLOAD IN EXCHANGE FOR EMAIL ADDRESSES AND OTHER CONTACT INFORMATION.
5. **LEAVE A LEGACY:** FINALLY, WRITING A BOOK CAN BE A WAY FOR ENTREPRENEURS TO LEAVE A LEGACY. BY DOCUMENTING THEIR EXPERIENCES AND INSIGHTS, THEY CAN SHARE THEIR KNOWLEDGE WITH FUTURE GENERATIONS AND MAKE A LASTING IMPACT ON THEIR INDUSTRY.

# How to Market

## Your Book

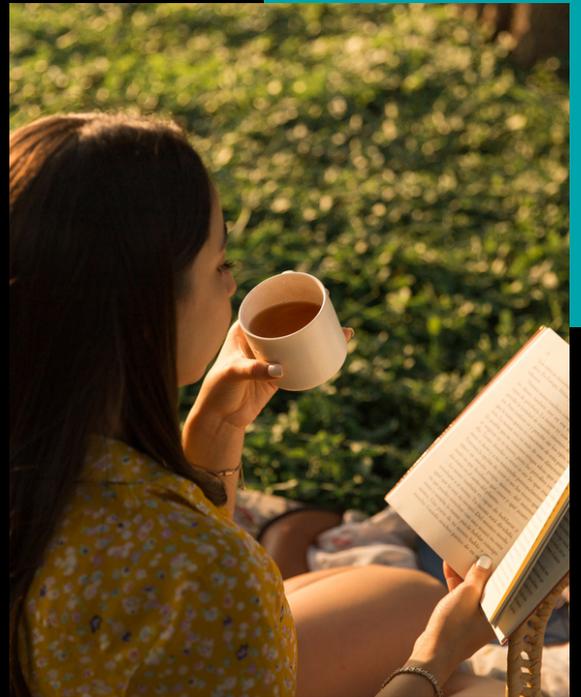
CONGRATULATIONS,  
YOU'VE FINISHED A  
BOOK, NOW WHAT?

## Know Your Reader

The first step to effective book marketing is to know who your target audience is. Who is most likely to read your book? What are their interests? What motivates them? Once you have a clear idea of who your ideal reader is, you can tailor your marketing efforts to reach them.

## Build a Platform

Your author platform is your online presence as an author. It includes your website, social media profiles, and any other online presence you have. Make sure your website is optimized for search engines and easy to navigate. Use social media to connect with your readers and build a community around your book.



# Use Book Reviews

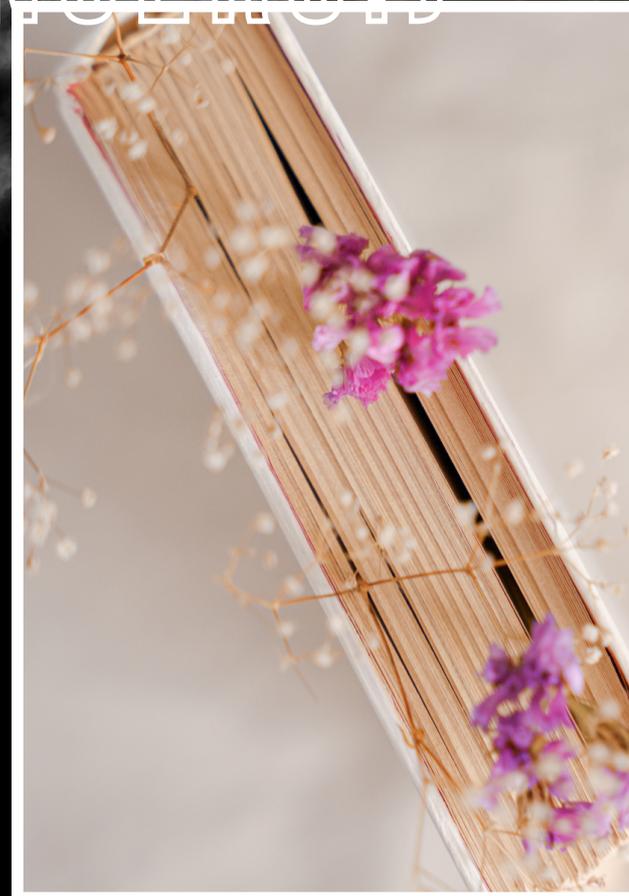
BOOK REVIEWS ARE ESSENTIAL TO BUILDING YOUR BOOK'S CREDIBILITY AND VISIBILITY. REACH OUT TO BOOK BLOGGERS AND REVIEWERS TO REQUEST REVIEWS OF YOUR BOOK. OFFER A FREE COPY OF YOUR BOOK IN EXCHANGE FOR AN HONEST REVIEW.

## Attend Book Events

BOOK EVENTS, SUCH AS BOOK FAIRS AND AUTHOR READINGS, ARE A GREAT WAY TO CONNECT WITH READERS AND PROMOTE YOUR BOOK. ATTEND EVENTS IN YOUR AREA AND BRING COPIES OF YOUR BOOK TO SELL AND SIGN. USE EVENTS AS AN OPPORTUNITY TO NETWORK WITH OTHER AUTHORS AND INDUSTRY PROFESSIONALS.

# USE YOUR NETWORK (AND INFLUENCERS!)

ALL OF THE HEAVY WORK DOESN'T HAVE TO FALL ON YOU. LEVERAGE THOSE WHO ALREADY HAVE A PROMINENT VOICE WITH YOUR POTENTIAL READERS. IDENTIFY FRIENDS OR INFLUENCERS IN YOUR NICHE AND REACH OUT TO THEM TO REQUEST A PARTNERSHIP. OFFER THEM A FREE COPY OF YOUR BOOK IN EXCHANGE FOR A REVIEW OR SOCIAL MEDIA POST.



# About Us

SACRED FIRE CREATIVE IS A PORTLAND, OR-BASED DIGITAL MARKETING AGENCY THAT'S FOCUSED ON CREATING LEGACY – FOR YOU AND YOUR BRAND. WE WANT YOU TO HAVE AN ONLINE PRESENCE THAT'S AUTHENTIC, RELATABLE, AND A FORCE FOR GOOD. AND WE WANT YOU TO HAVE A DEEP AND SOLID CONNECTION WITH A TRIBE THAT TRUSTS YOU AND IS LOYAL TO YOU.

OUR CEO AND DIGITAL STRATEGIST MALEE OJUA IS A ROCKET SCIENTIST, A SHAMAN, AND A CONNECTOR. SHE HAS A PASSION FOR FOSTERING RELATIONSHIPS BETWEEN BUSINESS OWNERS AND THEIR TRIBE. SHE INTENTIONALLY WORKS WITH PEOPLE WHO ARE LOOKING TO SERVE THEIR COMMUNITY IN A BIGGER WAY AND CREATE POSITIVE CHANGE IN THE WORLD.

LEARN MORE ABOUT THE WAY WE WORK BY VISITING  
[WWW.SACREDFIRECREATIVE.COM](http://WWW.SACREDFIRECREATIVE.COM).



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