

# Why Writing a Book is a Better Use of Your Time Than Yet Another “Invisible” Facebook Post

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I was an early adopter of Facebook; I registered in November 2005 when an.edu address was needed for an account. To state Facebook has actually blown up ever since is an understatement. Things have actually altered considerably, and now Facebook organization pages, groups and individual profiles are getting less views than ever previously.

A couple of years back, it appeared all I needed to do was point out something about my service and folks would register. Just recently, I've found out the majority of people aren't even SEEING my posts. I have a Facebook group of about 300 individuals and see that perhaps 8% of my members are seeing my posts and Facebook Lives.

It breaks my heart to see numerous individuals putting their time, energy and even cash into utilizing Facebook for company ... when the ROI simply isn't there for the majority of people. Every day, one business owner or another concerns me upset due to the fact that their posts aren't getting seen any longer.

A great deal of these individuals likewise state they wish to blog site, they wish to compose a book and so forth— however feel they do not have the time.

Trust me, you have the time. Particularly if you stop investing a lot energy on Facebook posts and Lives (let's not touch the scrolling/browsing time at the minute).

So, why is composing a book a much better usage of your time than consuming over the next Facebook post?

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## Writing a book screams professional status

It's REALLY tough to phony know-how in a whole book. There are more charlatans attempting to get organization on Facebook than ever previously— specifically in the training market.

I'm constantly entertained— and horrified— when I see individuals who have actually never ever been

paid to compose calling themselves book or composing coaches. Folks who do not have a steady romantic relationship calling themselves twin flame relationship coaches. Or individuals who just constructed a six-figure organization through selling organization training declaring they can assist other individuals construct six-figure organizations.

There are a great deal of phonies out there, that makes it more difficult to get that traditional understand, like and trust element on social networks.

A book actually makes you an authority; yes, even when it is self-published. You utilize 100+ pages to show your proficiency, your procedures, share customer stories and more. You have that reader's devoted attention. There simply aren't countless other posts and individuals taking on you throughout that individual's reading time.

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## **Writing a book increases the media's interest in interviewing you**

During my 17- year paper journalism profession, I was swamped with individuals desiring me to promote their services (and usually, I was a criminal offense and federal government press reporter).

When somebody has a book, it increases the seriousness element. Papers, publications, television and radio stations and podcasts desire the current and biggest news. Your book is the "hook" that will reel them in, as long as you pitch it effectively.

## **Writing a book supplies continuous earnings chances**

The words "passive earnings" can be really deceptive, as you can't simply put a book on Amazon and any other website and anticipate it to generate thousands or countless dollars over night. Marketing is important.

However, at the best point after publication you *will* awaken to unanticipated book sales. Making a couple of dollars while you sleep is constantly a terrific sensation.

Also, you can acquire author copies of your book and offer them on your site, in your shop or at your speaking occasions for more earnings.

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## You have real control over your messaging when composing and self-publishing a book

We've heard many stories of individuals secured in Facebook prison, shadow prohibited or straight-out prohibited from Instagram and TikTok, advertisement accounts canceled therefore a lot more.

See, you need to beware what you state on social networks ... specifically nowadays. If somebody disagrees with you or is simply plain petty, they can report your posts. This can result in your posts being erased and even your account being prohibited. (Regardless of if you're a paid marketer or are producing totally free material.)

With a self-published book, you have total control over your message. No publishing home exists to decline to print part or all of your book, and no social networks platform can erase your words or perhaps your really existence. Your individual opponents or rivals can't do minor things like report your book in hopes that it'll get erased (even the Amazon evaluation procedure is quite reasonable, and you can get plainly unreasonable evaluations gotten rid of). You are a real material developer.

Although self-publishing on Amazon and other websites features a couple of standards, it's typically quite difficult to get prohibited as a developer on there, unless you're plagiarizing other individuals's work, reprinting the very same material in several books, threatening public authorities and so on.

### Summing it up

Consider just how much time you're investing in each Facebook post, and commit some or all of that time to composing or determining your knowledge into a book. You, and your future clients and customers, will be better served.

The possibilities are limitless when you concentrate on releasing a book instead of consuming over social networks posts that are actually here today, gone tomorrow.

**Related: The Entrepreneur's Guide to Writing a Book**

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