

# Talk Your Way to a Book

## *Why Speakers Make Great Authors*

**Sallie Goetsch**



9-10:30 AM  
Emery Bay Cafe  
5857-B Christie Avenue  
Emeryville, CA 94608

\$15 (includes enormous breakfast)

Nothing makes you an authority like being an author. The highest speaking fees and the best consulting gigs go to people with books. With a book, you can reach people who will never have the chance to hear you speak.

If you're a successful speaker, you already have what you need to become an author: expertise and a compelling way to present it to an audience. You're already doing one of the best things an author can do to promote a book: speaking in public. Every presentation you give is an opportunity for back-of-room sales. Publishers love this.

Author-izer and Collabowriter Sallie Goetsch shows you how to take your presentations, trainings, workshops, and keynote speeches and turn them into a book. If you can speak, you can write. What are you waiting for?

Join the [Business Speakers by the Bay](#) on November 4, 2005 to learn:

- How to overcome the obstacles to writing
- How to write without writing
- Why publishers want authors who are speakers
- New ways to use speaking to promote your book

**au·tho·r-iz·er** n. A writer who turns other people into authors; a ghostwriter; a co-author; a contract writer.

Sallie Goetsch specializes in turning consultants into authors. She started helping other people with their writing at the age of nine. Before going into business for herself, she translated, directed, produced, and was sometimes forced to act in Greek and Roman plays, as well as founding an electronic journal.

Sallie writes a weekly column on "The Business of Writing" for WomensRadio.com and has published numerous articles about technology and small business. Her [FileSlinger™ Backup Blog](#) appeared in the San Francisco Chronicle. Visit [www.author-izer.com](http://www.author-izer.com) for free articles and links to collabowriting resources.

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