

## DREAMarketing's "Instant Author" Marketing Program

Have you noticed the esteem and regard given to authors in our society? Authors are automatically considered experts! Perhaps it's because there is a connection between being an "authority" and its root word "author"!

For most people, even if they thought they could write a book, it remains a distant wish. It's extremely time consuming and requires extraordinary time (and talent) to make the end product passable as a book. Plus - it is not inexpensive! Besides, most people just don't see themselves as an author.

Despite these objections, modern publishing techniques and ghostwriting practices now make it permissible, possible, and desirable for anyone to write a book.

Becoming an "Instant Author" with DREAMarketing is perhaps the quickest way to publish your own book and begin enjoying the many benefits that come with being an author.

Authors find themselves in a pretty elite crowd! Who else in your dental community has authored a book? Being an author is the ultimate differentiation strategy as it definitely separates you from the pack! There is no better way to establish yourself as an authority in your community, or in the minds of your patients, the media, or other health professionals who will refer patients to you once they are convinced that you deserve their respect.

In the real world of "authoring" it is important to know the real purpose for being an author. It isn't about the book itself. Few authors make any real money from book sales, publishing advances, or "back-of-the-room" or online promotions. The real benefit for being an author is in what it will do for you! It's all about the doors it will open for you and the opportunities it will create.

**There are numerous reasons and many tangible and intangible benefits for wanting to be an author:**

### **Public and Professional Relations:**

- Immediately gain the respect and honor of being an author
- Public perception of "leading authority" status
- Greater access to other professionals, media outlets, local celebs and VIPs
- Increased esteem from peers and referral sources
- Increased media exposure & public interviews
- Receive free publicity and be interviewed as an "obvious expert" and
- Media view you as their source for expert information
- Increased opportunity for press releases
- Local book reviews

- Book placement in local stores

#### **Patient Relations & Treatment Acceptance:**

- Increased credibility with your patients
- Leading authority or expert status with your patients
- Higher acceptance by patients of recommended treatment
- Simplified case presentations
- Use books as marketing tool for new patients
- Simplified patient education
- Create special reports
- Posting of author status on web site

#### **Practice Growth:**

- Increased referrals from other health professionals
- Increased referrals from existing patients
- Increased new patient flow due to credibility
- Respect from your dental staff
- Newfound connections and increased earnings
- Business, opportunities and people will naturally seek you out
- Increased speaking engagements, projects, partnerships

#### **Personal:**

- Improved lifestyle and personal satisfaction
- Experience high sense of accomplishment
- Boost in self-esteem

Have you ever noticed how authors walk with a certain swagger? Call it confidence! They carry themselves differently because they know they are different. They have differentiated themselves from the crowd and they know they are viewed differently by the public and the media.

This public persona created in the minds of your patients, the media, prospective patients, and the public is worth its weight in gold. In the real world of everyday dentistry, this should be the leading reason for becoming an author. It's about the new opportunities, door openings, and increased business connections that being an author creates. That's the "WHY" for becoming an author – no matter the cost!

Inside your practice, this "swagger" and ego boost is called credibility and esteem. This is a valuable commodity which can be converted into cash as you better serve the needs and wants of your trusting patients. Helping your patients make important decisions about their health is facilitated when they trust the source of the recommendations and get good information to help them in their decisions.

Becoming an author is about packaging what you know and presenting it to the public in a way that both educates the reader and furthers your objectives. From a

marketing point of view it about packaging “you” in a way that presents “you” in a way that differentiates you from all other choices the consuming public and media have to choose from.

It doesn't take super intellect or require supreme specialization to be qualified to write a book. The truth is that every dentist has expert knowledge and training in something! Eight (or more) years of formal education, plus years of continuing education gives permission for any dentist to write about topics that will help their patients and prospective patients.

But how does an “average” dentist capitalize on this knowledge? How can they write their own book and do it quickly and with less expense? And who has the time to write a book?

That is where DREAMarketing's *“Instant Author”* marketing program comes to the rescue. DREAMarketing's mission is to create affordable marketing products and strategies that powerfully differentiate and set dental practices apart.

With our *“Instant Author”* project it's now as easy as ever to become an author and begin reaping the benefits of a marketing strategy that will truly serve your patients and the public, and in helping you get noticed and in building your practice.

Our purpose is not to provide a book ready for national consumption from a nationally recognized publishing house to be sold at Amazon.com. Our purpose is to provide you with a book which you can use within your own practice and within your own community to establish your credibility to your own marketplace.

You will accomplish this through a commonly used publishing practice called “ghostwriting.” This method of writing a book is a mainstay in today's modern world of publishing. Whether you are wanting a multi-chapter text, or a photo book demonstrating rules of smile design or of “deleterious consequences” of dental neglect, you can now easily create your own book with your name on it as the author using DREAMarketing's Instant Author tools.

DREAMarketing will write the book for you and license it to you with your name as the author. You can use special customization and personalization features to get your input or “flavor” in design, publishing style and format, size, and chapter topics. Finishing choices include hardback, soft cover, comb binding, etc.

If you find yourself “lost in the crowd” and wanting to get noticed above the noise, being an author is a wonderful marketing idea and powerful public relations strategy. Writing a book serves multiple purposes, from helping to better educate your patients, to building your credibility and promoting your practice.

Being an “instant author” holds the power to elevate you above the common and to distinguish you in your community.

Visit **[www.EZInstantAuthor.com](http://www.EZInstantAuthor.com)** to become an “Instant Author” and begin your fabulous journey into the world of authorship and publishing. Start now to enjoy the prestige and esteem afforded authors in our society, and to appropriately use this program to position and differentiate yourself and your practice now! In fact, you may want to take advantage of our Bundle offer to get more than one book with your name on it!

## **Ghostwriting:**

It's a common and generally accepted practice in the world of publishing to have “ghost writers” or “silent authors” write works of biography, autobiography, fiction, and non-fiction. By definition, a ghostwriter “... is a professional writer who is paid to write books, articles, stories, or reports which are officially credited to another person. Celebrities, executives, and political leaders often hire ghostwriters to draft or edit autobiographies, magazine articles, or other written material. In music, ghostwriters are used in classical music, film composition, and popular music such as hip-hop. The ghostwriter is sometimes [but not always] acknowledged by the author or publisher for their assistance” ([www.wikipedia.org](http://www.wikipedia.org)).

Ghostwriters are thus used for a number of reasons. Often those wishing to “write a book” do not have the writing skills, or do not have the time or discipline to see a writing project to completion. Some publishers use ghostwriters to multiply the number of books they can publish under highly recognized names.

## **FAQ - DREAMarketing “Instant Author” Program**

### **1. What is the DREAMarketing Instant Author Program?**

DREAMarketing's “Instant Author” Marketing Program makes it easy and simple for the “average” dentist to be an author and to enjoy the prestige and esteem provided authors in today's society. This is accomplished by using a practice common to the publishing community called “ghostwriting”. DREAMarketing provides pre-written books which require no or little contribution or effort on your part – unless you desire to provide minor contribution.

2. What are the Instant Author book choices available from DREAMarketing's Instant Author Program?

Listed below are the current choices available or in production. Other titles and book projects will be added as they are written and created and become available. (If you have your own ideas please feel welcome to submit them to DREAMarketing for consideration). The current list of books available are:

a) "The 21 Principles of Smile Design"

The "*Smile Design*" book is a photo essay book showing the 21 principles of professional cosmetic smile design. This book has an introduction and a "Putting It All Together" section, along with a Cosmetic Smile Design Self-Test. It also includes a biographical sketch at the end of the book. The 21 principles shown includes a schematic line drawing showing the specific principle along with good and bad photo examples which portray the principle in actual smiles. "Instant Author" dentists can provide their own photography of the examples of the principles included, along with their own biographical sketch, promotional photograph and business logo. Five copies of the book (one hard-bound and four soft-bound) are included with the basic order, with additional copies available for purchase separately.

b) "The Dirty Ugly Disgusting Broken Mouth Book"

The "*Broken Mouth Book*" is a photo journal book showing the deleterious consequences of neglect, bad dentistry, worn out dentitions, and a variety of dental conditions commonly seen in a dental practice. The purpose of the book is to produce some "shock and awe" and to help educate patients as to what happens in real-life when dental health is not protected or is neglected. There is an introduction and conclusion, and a biographical sketch at the end of the book. "Instant Author" dentists can provide their own photos showing examples of the conditions included, along with their own biographical sketch, promotional photograph and business logo. Five copies of the book (one hard-bound and four soft-bound) are included with the basic order, with additional copies available for purchase separately.

c) The Instant Author "Text" Book

This book is a "regular" book of text divided into chapters/subjects. Dentists will choose several chapters (topics) from among the many pre-written chapters that are offered. Each chapter discusses a specific topic (i.e. implants, cosmetic dentistry, insurance, TMJ, cracked teeth, etc). Dentists can write their own preface or introduction, and must provide their own biographical sketch, promotional photograph and business logo. One-hundred

copies are included with the basic order with additional copies available for purchase.

3. How much does it cost to “write a book” using DREAMarketing’s unique Instant Author services?

Please see the order sheet [www.EZInstantAuthor.com](http://www.EZInstantAuthor.com) or call DREAMarketing for current information on prices and printing costs for additional book copies.

4. What are the printing choice options?

Generally any book can be produced in hard-bound or soft-bound.

5. Can I write my own text?

In a word, no! The premise of the “Instant Author” project is to make you an author in a cost and time-efficient manner. If we allowed liberal copy writing and editing by our clients it would increase the costs and time requirements to unacceptable levels and make this project impractical.

In the “normal” world of book writing and publishing it is not uncommon to see costs soar into the tens of thousands of dollars and require hundreds if not thousands of hours of work. They also involve a massive amount of editing, proofing, and re-writing – all before a single book actually makes it off the printing press and into your hands. Someone has to pay for this in terms of money and heart muscle / stomach lining. Famous and celebrity authors have it deducted from advances and royalty payments, but this doesn’t generally work for the other 99.9% of authors. If you want to spend the time and money to write your own copy and produce your own book there are publishing companies which would be happy to oblige your desire. This is a particularly appropriate decision if the purpose of your writing is to write technically to explain and present information. It is less needful if the general purpose is otherwise.

DREAMarketing’s Instant Author program allows you to become an author by providing pre-written copy along common dental topics and themes which are presented in a general overview manner to the appropriate audience. It is very important to remember that your purpose isn’t to write technically or to produce a “textbook”, but to provide a book with general information which educates your patients and can serve as a marketing tool for your name and practice. From a practical perspective, the general purpose of this project is to save you hundreds of hours of time and considerable money, in exchange for accepting the generic presentation of information provided.

6. Do I have to write a preface or introduction to my book?

No – only if you want to. During the assembly of your book you can elect to provide your own introduction or preface (word limits apply) or you may choose to accept the default copy provided. Two problems with providing your own copy are that most dentists are not trained or experienced in copy writing, as well as the increased amount of time doing so may require.

7. Do I need to write a Biographical Sketch?

Yes! Every book will have a biographical sketch of the “author” dentist. This is one of the basic purposes of the author program and it is the one and only way you can “legally” “blow your own horn”. Throughout the world of publishing it is widely accepted and expected that a book’s author will include a biographical sketch citing their experience, background, qualifications, etc. Readers want to know about the author and what makes them qualified to write the book, and this provides you with the ideal pretext to sell your story – you!

You should take great care to write an appropriate biographical sketch. You may decide to have it written by someone in your community who does this professionally. A well written biographical sketch is something you can “multi-purpose” and use for your book, practice web-site, and other promotional literature for your office. For this Instant Author project, make sure to write it not to exceed the maximum number of words allowed. If you need some tips (highly recommended) on how to write a biographical sketch or you would like to see an example, visit [www.EZInstantAuthor.com](http://www.EZInstantAuthor.com).

8. Can I “co-author” a book with another dentist in my practice?

Yes. For a modest additional fee, you may choose to co-author a book with one other dentist in your practice. This will apply to associate relationships, owner-employee, or equal partners in a group practice. The additional fee will allow for an additional biographical sketch and the additional work this will presuppose.

9. Are exclusive territories offered to protect my book in my own community?

Yes and No! For those books which are “table-top” photo books, no exclusive territory is provided. These books will be generally purchased with a limited number of copies to be used inside your practice.

Exclusivity is offered for the larger “text” book which can be purchased in large quantities to be used inside your practice and in the community at large. Exclusivity means that no other dentist in your immediate community will be allowed to publish a similar book. This determination will be made by DREAMarketing, and will be based on population statistics and regional layout of a given community.

#### 10. How unique will my book be?

DREAMarketing provides a number of ways to make each book produced one that is as unique as possible in look, content and layout. Because the use of each photo book is generally limited to in-office use, there is less need for customization, and so there are fewer options for this. Images and photographs from your own patient base can be uploaded and used in your own book, which will help to personalize the book to your own work (although this isn't necessary). The downside of doing this is that it can often take many years in practice to acquire good photos that represent the specific conditions presented, as well as good portrait photography of finished cases.

For the "Text" book, DREAMarketing offers several ways to make your book unique. During the assembly process, you can choose from a number of default book titles or provide your own, choose the general layout and theme, cover art, and other features that will help make your book your own.

In all cases you will be asked to provide a professional portrait promotional photo of yourself, a biographical sketch, and your company logo (if you have one or choose to use it).

#### 11. Will there be an ISBN number registered for my book, and will the book be copyrighted?

All books are created and issued under copyright by DREAMarketing LLC. The photo books will not have their own ISBN number. Each "Text" book will come with its own ISBN registration number.

#### 12. How do I go about putting my book together?

DREAMarketing's online resources make it easy to put your book together. Everything from choosing the title, cover design, type of binding, book layout, overall design, and chapter (topic) choices are easily selected. After your final approval, the manuscript is submitted for publishing and binding.

#### 13. Can I preview the text?

Copyrighted samples are available to view prior to purchase, and a final proof will be provided prior to printing/publishing for your final approval.

As mentioned previously, this Instant Author program does not allow for editing and re-writing of copy, as would be found with other more expensive and 'traditional' publishing houses. We realize that not every point or explanation is or will be made exactly as you might have penned it if you were personally making the effort to write in the original. That is why you are invited to use the

services of traditional publishing houses to accomplish this formally or to self-publish your own work through any of the fine services available elsewhere, if your requirements are to have things explained or written in certain or specific ways.

14. How many copies can I order?

For all books you are able to order any quantity desired. A certain number is provided with the basic order, and additional copies can be purchased as desired. Generally, the costs of photo books will be prohibitive to order in large quantities and are therefore generally used inside the office and with limited number of give-aways to patients. The "text" book is less expensive to print and can be ordered in large quantities from the publisher for general use.

15. What chapter topics are available for the "Text" Instant Author book?

Chapter topics include cosmetics, smile design, amalgam-mercury fillings, broken teeth, TMJ/TMD and occlusion, headaches, periodontal disease, oral-systemic connection, sleep apnea and dental sleep medicine, dental insurance, finances and dental treatment, to name a few.

16. What is "Ghostwriting?"

It's a common and generally accepted practice in the world of publishing to have "ghost writers" or "silent authors" write works of biography, autobiography, fiction, and non-fiction. By definition, a ghostwriter "... is a professional writer who is paid to write books, articles, stories, or reports which are officially credited to another person. Celebrities, executives, and political leaders often hire ghostwriters to draft or edit autobiographies, magazine articles, or other written material. In music, ghostwriters are used in classical music, film composition, and popular music such as hip-hop. The ghostwriter is sometimes [but not always] acknowledged by the author or publisher for their assistance" ([www.wikipedia.org](http://www.wikipedia.org)).

Ghostwriters are thus used for a number of reasons. Often those wishing to "write a book" do not have the writing skills, or do not have the time or discipline to see a writing project to completion. Some publishers use ghostwriters to multiply the number of books they can publish under highly recognized names.

## **DREAMarketing “Instant Author” Agreement**

As a condition of my agreement to purchase DREAMarketing’s Instant Author Program, I agree that I have read and understand the nature of this project, including its limitations, as presented in the informational material supplied on this web site, including the FAQ.

I understand that no results are promised by DREAMarketing LLC or its affiliates in regards to improvements in marketing, media contacts or exposure, or increased practice revenues as a result of acquiring and using these Instant Author products and information.

I specifically understand that I will not be allowed to edit or change copy beyond that which is pre-written and provided, and that if I desire custom copy or to do my own writing that I can and will instead use the services of a full-service publishing house and editor available elsewhere.

I understand that I will be given a final proof of the finished version prior to actual printing of my book(s), and that every reasonable effort will be made to make my book as unique as possible within the limits of this agreement and program offerings.

I agree to hold harmless DREAMarketing LLC, and its officers and affiliates, from any claims made against them individually or collectively, for use of materials or photographs provided by myself or my assigns. I agree that all photographs of actual patients I provide will have been provided after first obtaining a photography release from the subject photographed and that these consents and signatures are in my possession and can and will be produced on demand, and/or in the case I don’t have these permissions I agree to hold harmless all parties from any actions arising from misuse of these materials and photographs and will assume personal liability from such misuse.

I understand that I will need to provide a biographical sketch and that it is solely my responsibility to write, edit and provide this bio, and that I may require the services of an independent copy writer to help me with this task.

I understand that delays on my part in providing photographs, the biographical sketch, and/or any logo art work will hold up the execution and timely finishing of this project, and that providing this information in a timely manner is solely my responsibility.

I agree that I have read and understand the provisions and understandings of this Instant Author Agreement. Please sign and return this form to DREAMarketing. (Fax 509-735-9446).

Signature: \_\_\_\_\_

Printed Name:

Doctor Name:

Address:

Phone Number:

Fax Number:

Primary email Address: