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Innovations in Publishing

Books as Marketing Tools

Books have been used as a source of knowledge since the beginning of time. Whether it be for records of history, market professionals sharing their expert opinion, or just for pleasure, books are one of the most effective ways to convey information in a simplistic and effective method. In today’s world, the digitization of information has made the access to books more universal than ever, and politicians and market leaders can use this universality to rocket launch their careers.

Not long ago, running for a political position was a relatively simple process. In today’s political climate, however, political efforts require big budgets, a campaign team, and now: a book. Books for political hopefuls have become an indicator of their seriousness, and they can also use their own personal experiences to explain their visions for the future. “The media universe has become much more fractured than it used to be,” says presidential historian Michael Beschloss. To a candidate “who wants to reach a potentially significant audience in his or her exact words,” writing a book “may seem appealing.”[[1]](#footnote-1) While these books don’t always shine in the eyes of the public, they do help politicians show themselves as real people, when the media can do anything but that.

Politicians are not the only one using their public image and personal experiences to profit through books. Some successful life coaches and marketers use books to build and develop a cult-like following for their work. Russell Brunson, a successful digital marketer, actually uses books as bait to get email addresses, gain social following, and in the long run, *earn him more money*.[[2]](#footnote-2)

Overall, books can be lucrative ways to expand your network and net worth. As seen by my research into the industry of book writing and politics, to the using of publications as a way to gain notoriety in business and land you more clients, books are one of the most excellent and effective ways to rapidly spread information, further aided by the advancement in today’s technologies and the rise in digital media.

1. https://www.washingtonpost.com/lifestyle/style/every-candidates-an-author-the-ceaseless-boom-in-books-by-politicians/2015/05/27/1d1374ae-fd8c-11e4-8b6c-0dcce21e223d\_story.html?noredirect=on&utm\_term=.6fbd23526eb9 [↑](#footnote-ref-1)
2. https://mogulpedia.com/person/russell-brunson-biography-net-worth-career-clickfunnels/ [↑](#footnote-ref-2)