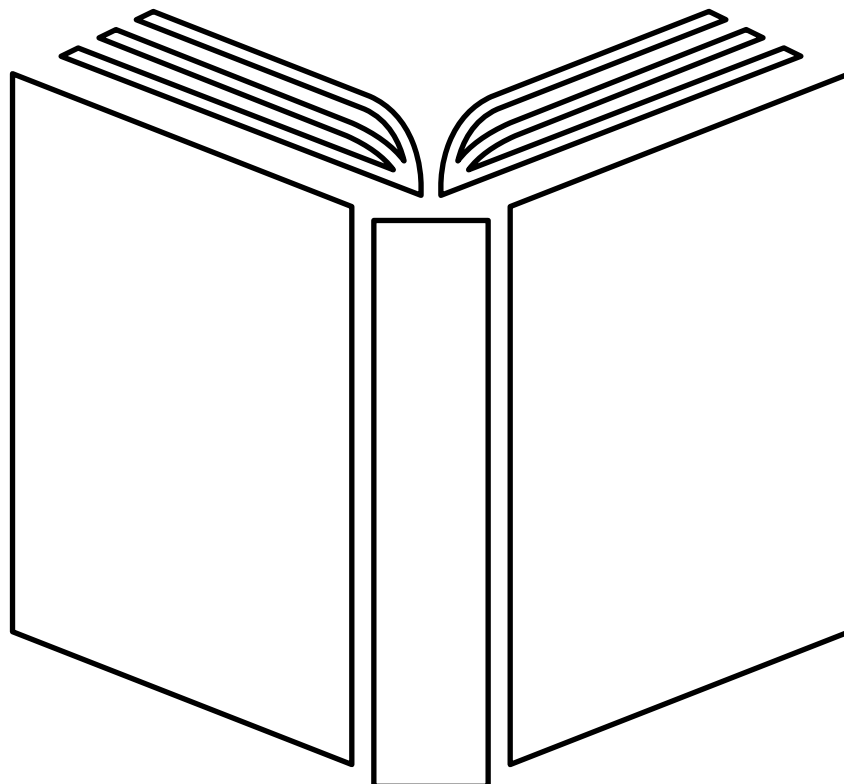




The Brilliant Book Assessment

Will Your Book Position You As An Expert, Bring You Clients (Before You're Published), and Make A Bigger Impact With Your Story and Message?



The Brilliant Book Assessment

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Praise for Ben Gioia and His Strategies

"At 9pm last night my book hit #1. Thank you for your supreme guidance and expertise in starting this book."

— CRISTINA DIGIACOMO, M.S.

Industrial Philosopher, Author: *Wise Up! At Work*, C-Suite Network Advisor

"Ben is the best. You can't find a better book coach and consultant! In addition to being a best-selling author in his own right, he is an expert in helping others develop the best book content, positioning, and messaging strategies. He has the gift for saying difficult-to-hear things tactfully and empathetically, so it can be heard and acted upon."

— WHITNEY VOSBURGH

Speaker, Author of *Work The Future! Today* and
Brand New Purpose | Interim Fortune 20 CMO

"I can't thank you enough for the excellent book coaching, Ben! A publisher discovered some of my writing and book ideas that I'd posted on my blog after working with you and asked me to send in a book proposal. He loved my clear and powerful message and easy-to-digest, storytelling style and gave me a book offer! This incredible opportunity has been a dream come true and is bringing me many steps closer to fulfilling my mission!"

— Loraine Van Tuyl, PhD, CHT

Licensed Clinical Psychologist, Depth Hypnosis & Shamanic Practitioner

"I had a half hour with Ben and in that short time he gave me a big picture view of my business and critical success factors. It was a great experience and more than I expected. I highly recommend Ben for heart-based influencers!"

—Kelley Connors, MPH

I Help Women Leaders Reignite Their Life's Work & Thrive

"I want to thank you, Ben, for your supportive coaching, intelligent strategizing, and your persistent and kind guidance... as we launched my bestselling book, created the Writers Coming Together interview series, and are now launching my podcast, *Bowing to Elephants!* Because of your help in positioning, messaging, and publicity, I've been regularly interviewed on many different kinds of podcasts and I have a platform with tens of thousands of engaged followers and friends. It has been an exciting journey, and the fulfillment of some important dreams of mine!

— Mag Dimond, Bon Vivant, World Traveler, Kirkus Best Indie Award Winner! *BOWING TO ELEPHANTS, Tales of A Travel Junkie* • #1 Int'l Bestseller • Reviews: Jack Kornfield et al.

"Working with Ben is a treat. He brings a calm assurance, inspiring vision, and powerful strategic awareness to our work together. I see how to talk about what I offer/who I am/ why it's unique in a clear, potent framework that I can communicate consistently with ease to my targeted audience. Because of this, I have my positioning and messaging in place. Thank you, Ben!"

— Jennifer Freeman, BIG Picture
Consulting & Quantum Coaching

"What I got was insight into the message I have to share, why it's important, and found the courage to show up. My book will be out soon, and in addition to being a dream come true that it's done, it's also finally a book that shares who I am with the world! Thank you Ben!"

— ANNEMARIE SHROUDER (SHE, HER)
Author: *Being Brown In A Black and White World*,
Consultant: Diversity, Inclusion & Belonging

"I'm excited to recommend Ben to other entrepreneurs who are looking to be more influential with their message!"

—Jason Rogers, Founder of PEAK Inc.

GET READY

Answer and take a moment to reflect. Indicate how much you agree with each of the following (whether you're in process, just getting started, or re-launching your book).

10 = "YES!" and VERY MUCH!"

1 = "Not really, not at all."

★ 1. My book inspires AND informs.

★ Your Rating (1-10) _____

★ 2. The title of my book makes my ideal clients stop and pay attention.

★ Your Rating (1-10) _____

★ 3. My book gains me instant trust because my reader feels I'm "just like family".

★ Your Rating (1-10) _____

★ 4. My readers want to contact me, even before they reach my Table of Contents.

★ Your Rating (1-10) _____

★ 5. My book is both easy to read AND hard to forget.

★ Your Rating (1-10) _____

★ 6. My book makes it clear. I know what makes my clients and audience tick.

★ Your Rating (1-10) _____

★ 7. I seed my offer throughout my book without sounding like a sleazy, used car salesman!

★ Your Rating (1-10) _____

★ 8. The pages and sections that talk about me are unforgettable AND authentic.

★ Your Rating (1-10) _____

★ 9. My book happily sets my readers on the path to my “high ticket” offer – even if they’ve just “met me” in the pages of my book.

★ Your Rating (1-10) _____

★ 10. My book offers a nice mix of timeless wisdom, universal human truths, AND valuable information.

★ Your Rating (1-10) _____

★ 11. My book is ALREADY positioning me the right way and making me money (even if it’s still not finished).

★ Your Rating (1-10) _____

★ Notes:

So... do you have a brilliant book? If you scored less than 100 on the assessment, then I invite you to join me for [Publish, Position, and Profit MasterPlan!](#)



Attend This EXCLUSIVE 3-day, LIVE (virtual) Event, so you can have the business, the freedom, and the impact you want... thanks to your world-class book!

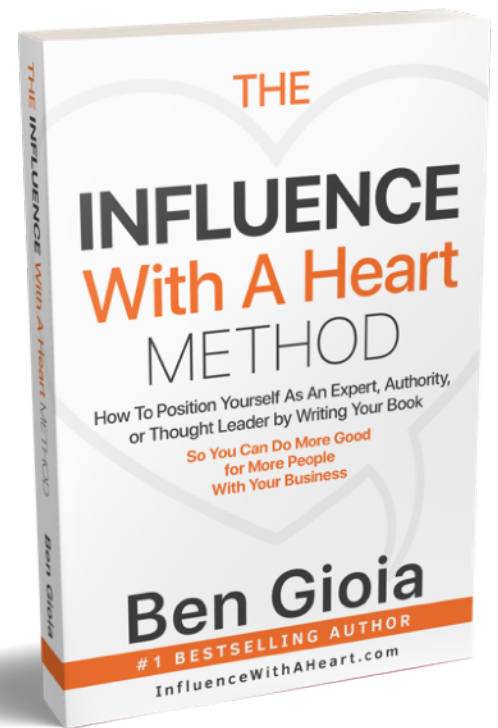
Whether you have an idea, a half-done book, or even a messy manuscript, you will know exactly what to do next!

(By the end of the weekend you will have your CUSTOMIZED ROADMAP for writing, publishing, and launching & profiting with your book!)

[Don't miss your chance, register now!](#)

If you haven't met him yet, Ben Gioia ("joya") is a three-time, best-selling author and creator of [PUBLISH, POSITION, and PROFIT MASTERPLAN](#). He makes it easy for coaches, consultants, speakers, and solopreneurs – to write a world class book in 5 weeks and get clients BEFORE they're published. This means that they can create the life they want, the business they love, AND make a bigger impact right away!

Ben helped a Fortune 100 company shift culture by creating an empathy video game (in collaboration with MIT). He's trained leaders at Stanford and created the first mindfulness program for The ALS Association (Lou Gehrig's disease). With 35 years of writing and publishing adventures, Ben has produced more than 352 million magazines! Ben believes that people thrive when they relax, smile, and 'Quit Suffering Now'.



In the words of Ben:

"While trekking in India (and facing death 4 times) – I received a gift: a fire inside to serve. So today I help people write their world class book in just 5 weeks! When you catch me onstage – or virtually – you'll discover how to quit suffering now, which I call 'The Buddha Smile'. Loving-kindness and service are the name of the game:

- "I've been on retreats for 119+ days of silent meditation;
- "I made friends with Death from three years of volunteering at hospice;
- "I taught English to Tibetan refugees in India;
- "the ALS Association gave me an award for a meditation program for people with ALS as well as the people who care for them; and
- "10% of my monthly income (not profit) goes to people and organizations who are making a difference.

WANT MORE? TALK TO BEN ABOUT YOUR: Conference • Training • Workshop • Podcast • Seminar • Breakout • Panel Discussion • Retreat • Event • Meeting • Keynote • TV/Radio Spot

▶▶▶ Connect influencewithaheart.com/connect or ben@influencewithaheart.com