

The pride of authorship. Without ever having to write a Book.

Whether you're an established player in a given space or a newcomer with a strong value proposition, a book on your product technology or service promises to deliver strong benefits. Typically anywhere from 16 to 48 pages in length, your book enables you to "go deep" on your subject, allowing you to detail the benefits, applications, and value of your product or service offering.

It positions your company as a leader and/or authority on the subject. Leaders, by nature, educate.

Used as a free offer in print, direct mail, online, etc., it represents a response mechanism of substance, impact and strong perceived value - worthy of requesting and possessing strong pass-around value. It also promises to significantly increase a response rate.

It serves as a memorable hand-out at speaking engagements, trade shows, conferences, etc.

It creates strong opportunities to "push" the news providing a much needed "hook" in the piles of suffocating press releases. Newsworthy, education based information gets industry attention. Better yet, it rises above the fray and clutter of all competing collateral.

Strategically packaging and promoting your offering and value proposition in "book" format raises its level of importance, promotes with greater impact, and builds valuable credibility.

Best of all, you don't have to write it.

At Litos Strategic Communication, we have significant experience in writing and promoting books like these, including ELL's *Seizing The Opportunity*.

Litos is also currently producing the *Smart Grid Book* for the DOE and *It's About Time* for Ice Energy's breakthrough hybrid cooling technology.

To get the book on writing "the book," call Mark Litos at 401.435.8900.

