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Innovation is the marrow that keeps an organization thriving, says Adam Witty, who has blazed a path in recent years as one of "America's coolest young entrepreneurs," according to INC. Magazine.

“Sometimes, a term is used so often that you have to wonder whether it still retains

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Entrepreneurs, small business owners, professional speakers, attorneys, doctors, financial advisors, coaches, philanthropists and many more all either ascend or descend based on their credibility. A book is an innovative way to leverage one's expertise and tip the scales in a favorable direction. Witty explains.

- **Turn clients into fans.** The most profitable companies in the world boast the most fanatical clients and customers. Think about Apple, which does many things very, very well. One of them is servicing the customer first. And Apple excels in communicating its mission to its audience. A book does both of those things. Profiting from book sales is not the point; you will have serviced readers with information, which may be free, and gotten across your messaging simply by having a book available.
- **Expand your gravitas.** Positioning yourself as the go-to person in your field may seem like a hopeless task considering the sheer amount of competition there is vying for everyone's attention. Work, school, children, TV, social media and the endless sea of websites keep most people engaged at nearly every turn. Published authors, however, are part of .04 percent of the global population, which is a nice differentiation rate considering most professionals today have websites.
- **Earn quantity *and* quality.** A goldmine of new customers come from referrals, which spend an average of five times more with businesses than a customer acquired through general marketing or advertising. Most profitable businesses report that much more than 70 percent of new clients result from referrals made by current customers. Referrals involve a trusted recommendation from a family member or friend, who validates a business with the currency of trust.

“Nearly every expert I've worked with has seen a dramatic increase in their referrals,” Witty says. “Books are an investment. If someone reads your book – or simply knows

you have one – you become part of that currency of trust.”

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