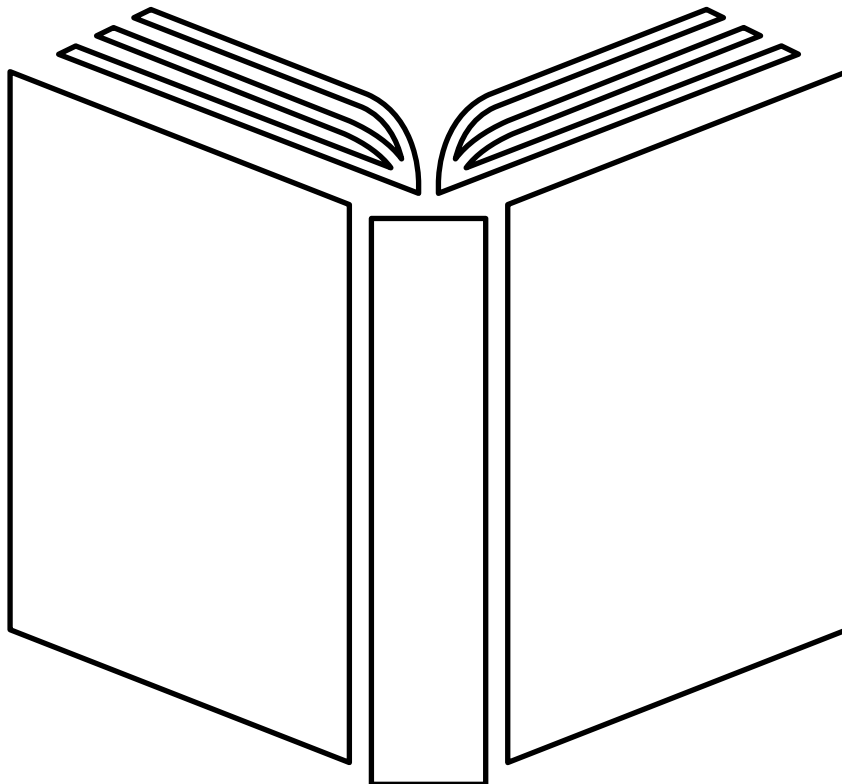


**Influence**  
WITH A HEART®

## **Will Your Book Actually Work?**

The Influence With A Heart®

Book Success Assessment



## 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

“I am fortunate to have gained a six figure client, before my book was done, thanks to Ben Gioia’s coaching and mentorship around my business. Just need to finish the book now!”

— G. M., Speaker, Author, CEO

"If I hadn't joined Ben's group, my book would still be in my computer. It would still be there, and I would still wonder if it was okay, if it was the right time, if I could do it, and if I had something to say. Being a part of Ben's program and working with Ben and Chris allowed me to do it. And I'm really, really proud of it! And can I share one thing? I'm talking at Google next month! Somebody read my book at Google! And they're going to pay me! And so that's like—brain exploding! Thank you, Ben."

— Annemarie Shrouder

Author: BEING BROWN IN A BLACK and WHITE WORLD,  
Consultant: Diversity, Inclusion & Belonging

“I received a FIVE FIGURE FEE for just one workshop, before my book was finished. So I highly recommend Ben's method for writing your book. The masterminds were life changing and very thought provoking. I was able to say, “I am writing a book”! The book writing process looks different for everyone, however, it was doable for even the perfectionist in me. I love the great community that supported me on my journey!”

— Monica J. Jenkins, Author: THE COST OF CLUTTER,

“Never realized that I could whip up my book so quickly! I feel like the end is in sight!”

— Lorraine Van Tuyl, PHD, CHT

## Did you know? Nine out of 10 books don't work.

And when that happens, most people end up losing a dozen years and two million dollars (at least).

Not good.

Instead, find out what it takes to help you attract 2X-5X-10X more money and create more impact with your message. Because your book is a gift to the world. And this is how to make it unforgettable! Then when people realize they have a “problem”, they will immediately think of you for the solutions and support they need.

Plus you can stop competing for business, grow a business that's aligned with who you are, and attract your best opportunities with a world-class book. ([Chat with me here.](#))

## Will Your Book Actually Work? The Influence With A Heart® Book Success Assessment

The Influence With A Heart® Book Success Assessment will help you write/finish a high-quality book fast, elevate your business right, and position yourself for 2X-5X-10X more money and impact. It's a “strategic litmus test” whether you're starting, in the middle, or almost done with your book.

Going through this quick assessment will help you maximize what's working — and refine what you want to improve — so you can create more income, influence, and impact. You will discover how to stand out and serve your people in a more powerful, positive, and profound way by writing an unforgettable book!

This is for you if you want to write/finish your book FAST and RIGHT... and NOT make your life a MISERABLE HELL in the process.

How does that sound?

**Here's The Context:** The following 25 statements are part of a bigger, unique method that I use with people... whether I'm coaching my clients, training audiences worldwide, or consulting with leaders and organization on doing more and more good.

**Here's What To Expect:** Going through this quick assessment will help you maximize what's working — and refine what you want to improve.

You will discover how to stand out and serve your people in a more powerful, positive, and profound way by writing an unforgettable book, fast. ([Chat with me here](#) if you have questions.)

This assessment is the essence of what I use with my clients... the ones who've attracted more of the right clients, enjoyed 5-figure speaking fees, and signed 6-figure consulting contracts. (Lots of them even BEFORE publishing!)

Sounds good, right?

## **GET READY!**

Take a moment to reflect on each statement. Then indicate how much you agree with each of the following statements (whether you're in process, just getting started, or re-launching your book).

**4 = "YES!" and VERY MUCH!" 1 = "Not really, not at all."**

Here we go!

1. My book inspires AND informs.

Your Rating (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

8. My book is 25,000 words (maximum).

Your Rating (1-4) \_\_\_\_\_

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 (1-4) \_\_\_\_\_

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

Your Rating (1-4) \_\_\_\_\_

11. My book is ALREADY positioning me effectively (i.e. as an expert/authority, establishing great partnerships, and attracting money (even before it's finished)).

Your Rating (1-4) \_\_\_\_\_

12. My book challenges the status quo, contradicts conventional thinking, and validates my readers' misunderstandings.

Your Rating (1-4) \_\_\_\_\_

13. My book shows the reader what life looks like after working with me.

Your Rating (1-4) \_\_\_\_\_

14. Even though my book talks about the features of what I offer, the bigger focus is on the benefits.

Your Rating (1-4) \_\_\_\_\_

15. My book helps the reader shift from disempowering to empowering beliefs.

Your Rating (1-4) \_\_\_\_\_

16. I open and close multiple loops.

Your Rating (1-4) \_\_\_\_\_

17. My book debunks the biggest myths and misunderstandings that my readers have.

Your Rating (1-4) \_\_\_\_\_

18. I use a framework, method, pillars, and/or steps for what I teach.

Your Rating (1-4) \_\_\_\_\_

19. I make my life easy by following a proven blueprint/outline for the book.

Your Rating (1-4) \_\_\_\_\_

20. My book includes multiple case studies, stories, examples, and analogies.

Your Rating (1-4) \_\_\_\_\_

21. I share my mess-to-success / hard-earned wisdom story.

Your Rating (1-4) \_\_\_\_\_

22. My book has the right amount of data, science, references, studies, etc.

Your Rating (1-4) \_\_\_\_\_

23. My unique, authentic voice fills the pages of my book.

Your Rating (1-4) \_\_\_\_\_

24. I give the reader good reasons to keep turning the pages.

Your Rating (1-4) \_\_\_\_\_

25. I position myself as an expert/authority without ego or boasting.

Your Rating (1-4) \_\_\_\_\_

Notes:

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*(Keep going to discover more!)*

# How To Score Your Results

Thanks for playing and taking this adventure!

No judgments here, just awareness so you can make good choices for yourself, your book, and the people you serve.

Add up your scores from each reflection. Total = \_\_\_\_\_

## Here's How To Assess If Your Book Will Be A Success

- If you scored from 0-79, your book clearly needs some HELP... whether it's a quick "love ya" to a full-on bear hug snuggle! ([Chat with me here.](#))
- If you scored from 80-89, nicely done... and you probably have some room to make some tweaks that will make more clients come knocking at your door. ([Chat with me here.](#))
- If you scored from 90-100, please send me the name of your book as I'd be delighted to read it!

## Now let me ask you...

"Is it time to get your book done and make sure it will be a success? Want to hop on a free call to find out?" If so, I'd love to chat with you...



# What A Call with Me Looks Like

We'll spend about 20 minutes together. I'll ask you a series of questions so you can get clear on your next best steps... whether I can serve you or suggest someone else to support you. [Let's chat here.](#)

I've helped 100s of speakers, consultants, entrepreneurs, coaches, small business owners, and solopreneurs write and publish their high-quality book fast.

What this means is that I know what it takes! And just in case you're wondering if there's a catch...

Nope... [there's no catch.](#)

My commitment is to serve you and help you get clear on your next best steps. Because that's good for all of us and it's what the world needs.

Whether we choose to work together — or if we simply connect so you can get more clarity to do your thang right — it will be an honor and a privilege to support you.

So join me for a no-strings, no-hassle call — to see what's possible — by [choosing a convenient time that works best for you here.](#)

Talk soon!

Cheers,

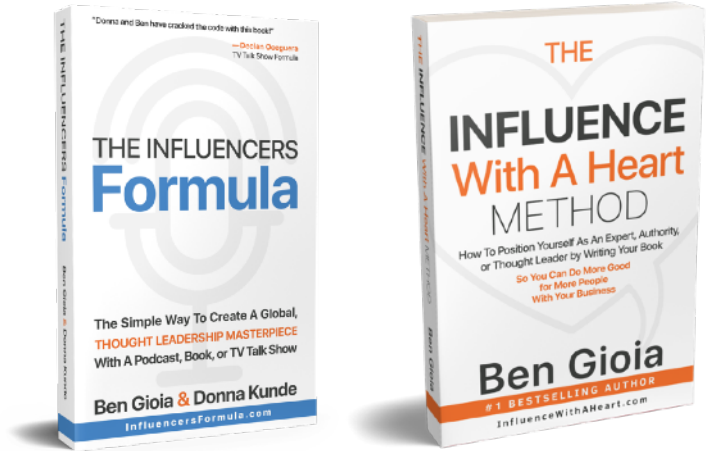
A handwritten signature in dark purple ink that reads "Ben". The letters are cursive and fluid, with a large 'B' and a long tail on the 'n'.

## More About Ben Gioia

"T. got 6-figure consulting!"

"Google is paying A. to speak!"

"M. got a 5-figure-fee BEFORE their book was done!"






If we haven't met yet, I'm Ben Gioia ("joya"), four-time, international, best-selling author, podcast, and radio host... and my teachings are used by more than 80,000 leaders & game-changers around the world. I help folks write great books in as little as 5 weeks, enjoy 5-figure speaking fees, and attract 6-figure consulting. (That's even BEFORE publishing!)



"I've trained 100s of millionaires and helped a Fortune 100 company create a mindfulness and empathy video game for 20,000 employees. With 39 years of writing & publishing adventures, I helped launch the world's largest magazine (AARP) and won a patient services award from The ALS Association for creating their first mindfulness program.

"On top of facing death four times in India (72 hours(!)), and once hospice volunteering, I read fiction voraciously, just moved to Spain (yay!), and give 10% of revenue to companies making an impact."


## Programs

 **BOOK PROFIT MASTERY MASTERMIND** — Comprehensive writing, publishing, launching, and leveraging your world-class book

  THE PODCAST & BOOK ROADMAP — The Simple Way To Create A Successful, Personal Brand So You Can Stand Out, Attract The Right Clients, and Make A Bigger Impact

  THE MAGNETIC INFLUENCE SUMMIT — How To Create A Successful, Personal Brand... So You Can Stand Out, Attract The Right Clients, and Make A Bigger Impact With Your Podcast or Book

 [New Book] THE INFLUENCERS FORMULA: The Simple Way To Create a Global, Thought Leadership Masterpiece with a Podcast, Book, or TV Talk Show

 5 WEEK BOOK MASTERY — Get clients before finishing & and get your manuscript done!

▶▶ ▶ Get your book (and/or podcast) done right — so you can make your greatest impact — and have the business, life, and freedom you love!

You can find out more at [influencewithaheart.com](https://influencewithaheart.com).

And/or [connect with me on LinkedIn](#).

And/or [book a call here](#).

And/or email me: [ben@influencewithaheart.com](mailto:ben@influencewithaheart.com) today.

I look forward to it!

