

MIKE CAPUZZI

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Key Focus: Helping Main Street Business Owners Attract New Customers and Sell Smarter by Authoring, Publishing and Leveraging Short, Helpful Books.

Mike Capuzzi is an advisor, author and publisher for business owners looking to stand out. Since 1998, Mike has helped thousands of business owners market their business smarter. He is the inventor of the world-famous collection of hand-drawn direct-response doodles – CopyDoodles® – which are used by copywriters, marketers and business owners around the world.

For the past decade, Mike has helped business owners become published authors and in 2019 he launched Bite Sized Books, a new publishing venture founded on his proven formula for creating short, helpful books (shooks™) for Main Street business owners. Shooks are the ideal type of book for local business owners to publish because they are easy to create, can be read in about an hour and offer helpful ways for readers to connect with the author.

In his latest shook, *The 100-Page Book*, Mike shares his proven formula anybody can use to author, publish and leverage a shook to create a position of authority, differentiate one's business and attract more ideal customers.



#1 Best Seller



SUGGESTED QUESTIONS

1. I know you are a fan of short, pithy content, so I just a few sentences, describe what *The 100-Page Book* is all about.
2. What are your three top reasons why a business owner should consider being a published author?
3. How is this book different than other “how to write a book” books out there?
4. What will readers learn after they read it?
5. Describe in more detail what a “shook” is.
6. Can a 100-page book really be that effective?
7. I know you have gifts for my listeners. What are they and how can they get them?

BRAND NEW!

Unlike a typical “how to write a book” book, *The 100-Page Book* focuses on the specific techniques and details to author a direct-response sales tool for your business in the form of a short, helpful book.

SUGGESTED TOPICS

- The Power & Prestige of Being a Published Author in Your Community
- Salespeople Use Brochures—Experts Use Books
- Helping Before Selling—A Better Way to Grow Your Profits
- The Magic of 100-Page Books

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