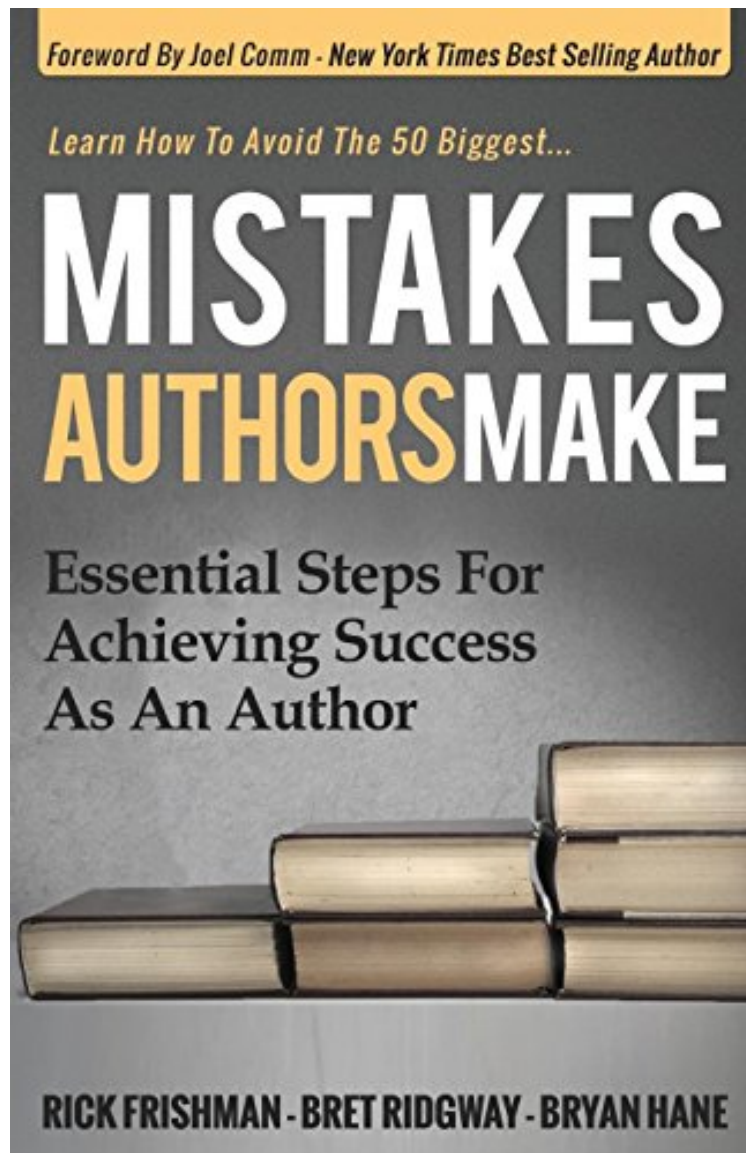


Mistakes Authors Make: Essential Steps for Achieving Success as an Author

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Bret Ridgway and Bryan Hane are co-founders of Speaker Fulfillment Services, a company that works behind the scenes with authors, speakers and information marketers. Bret is author of three previous books including "50 Biggest Mistakes Information Marketers Make" and "Biggest Website Mistakes Online Business Owners Make." Bret and Bryan have worked for over 10 years with NY Times bestsellers such as Joel Comm and John Assaraf. Excerpt. copy; Reprinted by permission. All rights reserved. Everyone has a story to tell. Don't you? And whether the purpose of your story is to inspire, to entertain, to train, or to simply capture your history in words you need to tell your story. No one else in the entire history of mankind shares your story. It is truly unique and individual to you. People love stories and the story you have to share can truly make a difference in the life of another person. 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