



YOUR NEXT GREAT GUEST

Helen Chang

FOUNDER AND EDITORIAL DIRECTOR
AT AUTHOR BRIDGE MEDIA

CATAPULT YOUR CREDIBILITY WITH A BOOK

SUGGESTED INTERVIEW TOPICS

- Credibility with a Book
- Catapult Your Business with a Book
- Book Vision: 3 Keys to Credibility, Revenue and Raving Fans with a Book
- Book ROI: Turn Your 1 Topic into 12 Products and 7 Figures

HELEN CHANG IS A BESTSELLING AUTHOR, SPEAKER AND ENTREPRENEUR. She is the founder and Editorial Director of Author Bridge Media, which has assisted more than 400 authors to write, design and publish their books for credibility, revenue and raving fans.

Her clients include Michael E. Gerber of *The E-Myth* books, Dani Johnson of ABC's *Secret Millionaire*, and Scott McGillivray of HGTV's *Income Property*. Her authors have landed interviews with top media, including CNN, CNBC, Fox, *Forbes*, *The View*, and Tim Ferriss Podcast. With just one book, a client author launched a \$100 million empire.

SUGGESTED INTERVIEW QUESTIONS

- Why books? How does a book give you credibility?
- What are the benefits of having a book?
- Why are books significant for reaching influencers and investors?
- With all the social media and videos these days, are books still important?
- Who should write a book?
- What are the biggest challenges people face when writing or publishing a book?
- Do you have a system for getting books written and published? How long does it take you to get a book done?
- Tell us about your own experience with books. How did you get started?
- What's the #1 thing a book must do to be successful?
- How does a person tell their personal stories, but still be seen as an expert?
- What are the top ways to generate ROI with a book?
- Are there any books that you do NOT do?
- Your team includes ghostwriters. How are they credited in the books you do?
- How can people contact you?
- Anything else you want to share?



authorbridgemedia @helenchangwriter
www.authorbridgemediacom

Helen graduated from the University of California at Berkeley, with a Bachelor's degree in Comparative Literature. From UC Berkeley, she also holds a Master's degree in Journalism, with an emphasis on business reporting.

Born and raised in Honolulu, Hawaii, Helen is now based in San Diego, California. She participates with a Hawaiian-music group and enjoys dancing hula.