



For over 6 years, Valerie VanBooven RN BSN has literally built her business around one very important business component: her books *“Aging Answers: Secrets to Successful Long-Term Care Planning and Crisis Management”*, and *“The Senior Solution: A Family Guide to Keeping Seniors Home for Life!”*.

All of her marketing materials and her marketing strategies are initially based on those very important elements of her business.

Valerie is a nationally recognized speaker, trainer, successful author and marketing expert – and it all started with her original book written in 2003. Her book was her “hook”. This led to appearances on The Today Show, CNNFN, quotes in Time Magazine, her own radio show, and much more.



Now you can enjoy “the instant credibility factor” by investing in YOUR OWN BOOK!

LTC Expert Publications has developed a 130-page book for elder care and senior service providers called:

“The Senior Solution: Secrets to Maintaining Independence and Choice for Life.”

This exceptional book, ghostwritten by Valerie VanBooven RN BSN, has customizable portions throughout. That’s right – we include personal information about your business, your family, and most importantly, information about YOU! After all – YOU are the author.

Except for completing the template for the customized chapters and book cover, all the work is done for you.

Within 30-60 days, you become an author of a great book:

“The Senior Solution: Secrets to Maintaining Independence and Choice for Life.”—written by “Your Name” boldly printed across the front cover. And the graphics are incredible – including a full-color cover design with all YOUR information.

Ghostwritten books of all genres have become very popular. But the typical cost to have a book ghostwritten by a proven writer is somewhere between \$30,000 - \$50,000 on average. Dan Rather, William Shatner, Hillary Clinton, Lee Iacocca - and so many more famous people- had books ghostwritten for them – and they became best-sellers!

Now you too can become an author and grow your business!

Imagine the attention you will get in your community as you become the “go-to expert” for your elder care or senior service business. And, you’ll open more doors. Want to speak to more groups? Turn more leads into clients? Gain the trust of more referral sources?

Imagine this conversation next time:

“Hello, Melissa. My name is Jim Brown and I’m the author of the book *“The Senior Solution: Secrets to Maintaining Independence and Choice for Life.”*”

Maybe you’ve read it. It’s a great book on the subject of elder care. I understand that you are the program chairperson of the local Women’s Business Owners Association and I just wanted you to know that I’m available to speak to your group at an upcoming monthly meeting. And, I’ll be glad to give away one of my books after my speech. I know your membership will appreciate the information because it’s one of the hottest topics today.”

Imagine Melissa’s response – *“I’d LOVE to have you speak to our group!”* If you’ve ever been a program chairperson for a civic club you know that you are ALWAYS looking for credible speakers. With the LTC Expert Authoring Program YOU can now be the credible speaker in demand in your community.

Or, imagine this conversation:

“Hello Ms. Shields. My name is Mary Peters and I’m calling about your inquiry over the internet about our services. May I ask you a few questions? I’d like to stop by to drop off our information. I just completed my new book, *“The Senior Solution: Secrets to Maintaining Independence and Choice for Life.”* and I’d love to provide you with your own copy!

Imagine Ms. Shields response – *“I’d LOVE to have a copy of your book!”* Anyone in the senior service or elder care business knows how much a caregiver appreciates any additional information they can get their hands on in a time of need. Can you imagine Ms. Shields hiring any other service BUT yours? She’d be crazy to do business with anyone else. After all, you wrote the book on elder care and senior services! With the LTC Expert Authoring Program YOU can now be the credible elder care expert in demand in your community.

And now the great news – COST!

It costs less than a nice vacation and it WILL BUILD YOUR BUSINESS -- exponentially! The publishing business has changed dramatically - and for the better! It is now possible to print books in small quantities at reasonable prices and we’ve figured out how to make it affordable for YOU. You’ll be pleasantly surprised.

That’s it. Now it’s up to you to become an author -- in the next 60 days! Hurry before your area is taken by another author!

**Contact Valerie VanBooven 877-529-0550 or valerie@theltcexpert.com
to discuss pricing and how YOU can enroll in the LTC Expert
Publications Authoring Program.**