1 Introduction to the show

Hi, I’m Pat Iyer. I am a nurse, an author, a ghostwriter, an editor and book coach. Yes, I know that is a mouthful. I put this podcast together to focus on how your writing builds your authority, credibility and ability to get business. This show will feature topics on the process and style of writing, tips on writing and publishing and marketing books, copywriting, and blogging. In short, anything that helps you get business through your writing.

This weekly podcast will give you shortcuts, tips, strategies and support around your writing projects.

As of this episode, I have written or coauthored or coedited 48 books, with 2 more planned for 2020. My books created jobs, established my credibility in my field, gave me new opportunities, and built my name recognition. I love to talk about writing and I’m sold on the value of writing to bring you business and hope you are too.

Let’s begin. Please move to the second episode.