



FOR IMMEDIATE RELEASE
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Being An Authorpreneur: Becoming An Expert In Your Field By Being An Author to be discussed at "Talking Business: A Conversation With..." on Nov. 19

Syracuse — Me'shae & James Rolling from Rolling Enterprises, Inc. will discuss becoming an expert in your field by being an author at the next "*Talking Business: A Conversation With...*" event. The event will be held at the Syracuse Technology Garden, 235 Harrison St. on Nov. 19, from 5 – 6 p.m. Registration and light refreshments will begin at 4:30 p.m. A \$5.00 donation per person is requested with proceeds used to support the series.

Business people struggle with becoming experts in the eyes of their customers and business associates. Once seen as an expert, a business person is turned to for advice, quoted in the media, and sought after for work. How does a person become an expert? One of the ways to enter the realm of "expert" is to become published (e.g., books and articles) so the person's ideas "out there" for others to read and admire.

On Nov. 19, Me'Shae and James Rolling will talk about the path to becoming an expert by being an author. They like to use the term "authorpreneur." An author-entrepreneur -- or authorpreneur -- views his or her books as products that can be used to increase name recognition, attract customers, and increase business. Me'Shae and James are authorpreneurs themselves. Their books are now part of a strategy to sell several different products and services to their customers. Their books include *How to Save Money & Organize Your Finances: Tales of an Urban Consumer* and *Living Sacrifices: For Those Dying To Rise To A Life Worth Giving*.

A web site is available for the series, which includes information on upcoming events and videos from past events (www.SyracuseTalkingBusiness.com).

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