

— THE BLACK BOOK OF —

WRITING,
MARKETING,
PR & MEDIA

PUBLISH. PROMOTE. PROFIT.™



BEST SELLER
PUBLISHING

— THE BLACK BOOK OF —

WRITING

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BEST SELLER
PUBLISHING

WRITING & PUBLISHING YOUR BOOK

Laying the Foundation

“Art is about building a new foundation, not just laying something on top of what’s already there.”

—Prince

3 Keys to a Solid Foundation:

1. You need to know the specific goal or desired outcome that you have for your book.
2. You need to know your audience’s main problem or concern that you can solve by writing this book.
3. You need to be thinking about the conversation going on in the readers’ heads, so that you can hook them.

Before You Begin Writing

So, you’ve got an idea for a book. Great! But, don’t waste your time writing hundreds of pages without laying your book’s foundation. Without the proper foundation, you will likely find that all your manuscript is good for is fuel for a bonfire—you might make some delicious s’mores, but you’re certainly not going to make any money (or sell many books). Before writing, take some time to thoroughly answer these questions:

1. Why do you want to write a book?

(Note: There are two different ways to think about this question: Why do you want to write a book for your **intended audience**? For example, maybe you've experienced their pain and overcome their challenges, so you want to help them. There's also the question, why do you want to write a book for **you**? Perhaps it's because you want to attract clients, get speaking engagements, or explode your income. Whatever the reason, make sure you know your specific why.)

2. What is the goal of your book?

If you've already begun writing, what I ask is that you try to leave some of your preconceived ideas about the topic of your book at the door, so we can discover together a truly solid foundation for your work. Take a moment to dig deeper into what your book is really about.

Who is Your Audience?

Now it's time to think about your readers, because even if this book is about you, it's not for you. You're writing your book for the readers, because without readers, your ultimate goal for your book won't come to pass.

The first question that a prospective reader asks of any author is this:

Out of all the available books on this topic, why should I read your book (or, in fact, any book at all)?

It's important for you to ask this question as though you are your avatar (ideal reader or ideal client). But before you can ask this question, you need to know who your ideal client is. Use the space on the next page to sketch out the identity of your avatar.

My Ideal Client Profile

Gender: _____

Age: _____

Location: _____

Ethnicity: _____

Education level: _____

Interests: _____

Hobbies: _____

Passions: _____

Personality: _____

Income level: _____

Industry/job: _____

Type of books/blogs/magazines he/she likely reads: _____

Social networks he/she uses:

If you want a successful book, then it's important to start first with a foundation focused on the deep needs of your ideal client. If your ideal client wants to increase their income, there's a deeper why there. Do they want to take care of their growing family? Pay for their kids' college tuition? Have the freedom to travel around the world at the drop of a hat? Their need isn't money, it's what the money buys. Take some time to flesh out the deep needs of your ideal client here by answering a few questions:

1. What are your ideal reader's frustrations? (Frustrations are different than fears. They have to do with daily annoyances in your ideal client's life. For example, if you were writing a health and fitness book, a frustration might be having a closet full of clothes that don't fit.)

2. What are their fears? (Fears have to do with the more deep-seated concerns of your ideal client.)

3. What are their wants?

4. What are their aspirations?

Now that you've uncovered the identity of your ideal client, what are the key problems that your ideal client has that you, specifically, can solve?

CREATING YOUR TITLES, SUBTITLE, AND TABLE OF CONTENTS

"I'm writing a book. I've got the page numbers done."

—Steven Wright

Crafting Your Title

Books are judged and sold on covers and titles. Approach this topic lightly at your own (and your book's) peril.

Use this space to write down all of the potential book titles you've already thought of:

Awesome, now let's make them even better! There are three primary characteristics of a good book title. A good book title should be:

1. Curiosity Provoking
2. Interesting
3. Memorable

Another key element of many successful book titles is that they're short and sweet. Finding a word or short phrase for your topic and audience is pure gold. If you can find **one, two, or three words** that capture your readers' interest, and it provokes curiosity or emotion, then you have a winner.

Examples of titles that are both short and curiosity-provoking include Malcolm Gladwell's national bestselling books, *Outliers*, *Blink*, and *The Tipping Point*.

Use the space below to make your earlier titles more curiosity-provoking, interesting, memorable, and succinct. (You'll have more room to describe the purpose of your book in the subtitle):

Some resources I use myself that will help you craft your title:

Words That Sell: More than 6,000 Entries to Help You Promote Your Products, Services, and Ideas —Richard Bayan, *More Words That Sell: A Thesaurus to Help You Promote Your Products, Services, and Ideas* —Richard Bayan

Crafting your title is crucial to your book's success. Take the time necessary to get it right!

Crafting Your Subtitle

If your title is a short, curiosity-provoking one, like we have discussed above, then it will almost certainly need a subtitle to give further explanation and benefit to the reader. The subtitle is your descriptive, benefit-rich, wording that explains the promise of the book.

The best way for you to approach creating your subtitle is to take some time and make a benefits list, which consists of 7– 10 benefits of your solution to your ideal prospect's problem. Or, thought of another way, the benefits that someone will get from reading your book. Write a list of 10 benefits below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Examples of Successful Subtitles:

Malcolm Gladwell's books:

- *The Tipping Point: **How Little Things Can Make a Big Difference***
- *Outliers: **The Story of Success***
- *Blink: **The Power of Thinking without Thinking***

And Timothy Ferris' book:

- *The Four-Hour Workweek: **Escape 9–5, Live Anywhere, and Join the New Rich***

Now choose the top 1-3 (out of 7) clear benefits of reading **your** book:

1. _____
2. _____
3. _____

The human mind often thinks comfortably in ones and threes. I would recommend you use either one clear benefit, like Gladwell does, or three benefits, like Ferris does.

Look at your bookshelf and write down a few successful titles that follow this pattern:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Using the titles and subtitles you've worked on above, pair a few of them up to get an idea of what your full title could look like:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Developing Your Table of Contents

Always make the book, chapters, and content about your ideal clients— their problems, concerns, and desires.

3 Ways to Organize Your Table of Contents:

- Logical Order of Progression
- Segmentation by Content
- Non Sequential Questioning

Logical Order of Progression

An example of logical order of progression would be ordering your book chronologically. Billionaire Ray Dalio's book, *Principles: Life and Work* is divided into two parts, and part one is a perfect example of this logical order of progression. In part one, there are eight chapters, and they simply progress through his life from 1949 to the present.

1. My Call to Adventure: 1949– 1967
2. Crossing the Threshold: 1967– 1979
3. My Abyss: 1979– 1982
4. My Road of Trials: 1983– 1994
5. The Ultimate Boon: 1995– 2010
6. Returning the Boon: 2011– 2015
7. My Last Year and My Greatest Challenge: 2016– 2017
8. Looking Back from a Higher Level

If you're not writing a memoir (and even if you are) this might not be the most reader-friendly way to organize your book. Even if you're writing a book about how you became a successful businessman, including childhood memories, your reader isn't going to want to wait all the way until the last few chapters of the book to move from diapers to success. Your book must be organized in a way that keeps the reader's interest.

Does your book tell a story that must be told chronologically or give consequential steps?

If so, and you feel that logical order of progression is the best way of organizing your book's content, try writing out chapters 1-12 of your book below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

9. _____
10. _____
11. _____
12. _____

Segmentation by Content

Segmentation by content is a great model for your table of contents if you are writing a book with principles that don't necessarily build upon one another but rather fit neatly in sections.

Ex: Stephen Covey's *Seven Habits of Highly Effective People*

Covey organizes his contents page by habit. Each of the habits he discusses are mutually exclusive and don't necessarily build on each other, allowing him to order them any which way he likes. This is Covey's table of contents:

Part One: Paradigms and Principles

- Covey lays the foundation for the rest of the book. It is an overview and introduction to everything he is going to follow with.

Part Two: Private Victory

- Covey has three habits segmented in the section:
 1. Be Proactive— Principles of Personal Vision
 2. Begin with the End in Mind— Principles of Personal Leadership
 3. Habit three is "Put First Things First— Principles of Personal Management
- These are all principles of "private victory," and the chapters are based on what Covey thought were the three key habits that had the most to do with private victory.

Part Three: Public Victory

- Part Three includes three more habits:
 4. Think Win/ Win— Principles of Interpersonal Leadership
 5. Seek First to Understand, Then to Be Understood— Principles of Empathic Communication
 6. Synergize— Principles of Creative Cooperation

Part Four: Renewal

- Part Four includes one last habit and the conclusion:
7. Sharpen the Saw— Principles of Balanced Self-Renewal
Conclusion titled, “Inside-Out Again.”

Do you have a number of themes to cover that are not mutually exclusive?

If you feel segmentation by content is the best way of organizing your book’s content, try writing out chapters 1-12 below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Nonsequential Questioning

Nonsequential questioning is best when you have a book that answers questions (or deals with principles or challenges that someone might be facing) that don’t have any natural sequence. The goal is to address the questions in whatever sequence you choose, without parts or sections, because they do not naturally fit together.

Ex: *Robert Szentes’ book, The Mastering of Your Mind— Forever Change Your Destructive Beliefs to Break Free from Your Past Limitations and Live the Life of Your Dreams*

.....

This is Robert's table of contents page:

1. Chapter One, "Our Mind and Our Beliefs— Limiting Belief Fundamentals."
2. Chapter Two is "Why We Block Out the Good— Not Feeling Deserving and Worthy" and begins what he considers the seven, big, limiting beliefs that people have.
3. Chapter Three is "There Is Not Enough— Scarcity Mindset."
4. Chapter Four is "I Am Alone— The Fear of Being Alone."
5. Chapter Five is "Secrets to Lasting Self-Esteem."
6. Chapter Six is "Our Power and Strength."
7. Chapter Seven is "Stuck in Our Deepest Fears."

As you can see, there is no natural sequence or order to Robert's book, because one limiting belief does not necessarily precede another.

Do you have a book that answers questions with no natural sequence?

If so, and you feel that nonsequential questioning is the best way of organizing your book's content, try writing out chapters 1-12 below:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

WRITING YOUR BOOK

“Easy reading is damn hard writing.”

—Nathaniel Hawthorne

The Hybrid Ghostwriting Process

The basic premise of the hybrid ghostwriting process is that you speak your book, but you do it in a presentation-style format that enables the writer to capture the voice of the author. You can also choose to do this on your own, but because the spoken word tends to be different than the written word, you will need to edit or rewrite it yourself or have someone else do it. So, what is this presentation-style format I speak of? Glad you asked. Have you ever seen a great TED or TEDx Talk? If not, go to Ted.com right now and watch one. They are compelling, interesting, informative, and short— from 5 to 18 minutes.

What are some qualities of the Ted Talk presentation that you liked?

This is exactly how you should create your own chapter content. The following section discusses chapter outline further.

Three Key Elements of Chapter Creation (Hybrid Ghostwriting):

1. Story
2. Content
3. Close

1. Story

People might initially come to you or your book because of your knowledge or expertise, but they will only stay (and read) if you have compelling stories.

Your chapter opening stories should be complete with ups and downs, challenges, pitfalls, and overcoming adversity. Ideally, you would want to use case studies from clients, in addition to stories from your personal life. You will want to start with a story in every chapter. And they don't have to all be your stories, either. The stories can be from history, sports, or anything that you find that is gripping and leads into the content that you want to share.

Remember, the main way to grip the audience right from the beginning, is story.

2. Content

It's not enough to just start with a great story. You want to start with a great story that then flows perfectly into the point or points that you want to make about that chapter's content.

Usually, content is not the most challenging part of the creation process. Obviously, you are an expert in your space and have much to teach and convey about the topic.

Imagine, for a moment, beginning your chapter with a harrowing tale of failure or near calamity. Sharing all the forces set against you and the uncertainty of success. Yet, at the same time, the reader knows that you got out of that and appeared successfully on the other side.

However, imagine that instead of simply sharing the entire story of failure to success, you stop at the point of greatest uncertainty and fear. This is called an open loop. Because of how our brains work, the reader is compelled to read more and find out the conclusion of the story.

Instead of concluding the story at this point, you begin to share the lessons learned in the process—your content. The ways you coped or changes you made in midstream that ultimately changed your course.

The readers now begin to form their own conclusions and learn from your story, while being gripped and compelled to read more. Great structure is necessary to compel the reader to continue and to learn, while being entertained in the process.

3. Close

You've got to end strong.

Remember that every chapter is kind of a microcosm of your whole book. Every chapter has to hook the readers, interest them, and give them great content and information. Then it has to end with something that is memorable and strong.

So, how do you do that?

The easiest way is to conclude the story that you left them hanging on during the open loop. In some cases, though, there is a need for an additional story to add strength to your argument and make the conclusion more powerful.

Remember, think in terms of a speaking engagement. If you're standing in front of an audience, and you've had them hanging on every word, then you won't want to let them down now with a poor conclusion. I tell my authors that their stories and how they're told are often the hardest part of the writing process. So, take your time here, and make sure that you have the elements in place for success.

3.5 What's Next?

There's a fourth element to creating an awesome chapter, but we're going to call it Element 3.5 as it's part of your close.

You might have noticed that Ted Talks don't have a call to action, a "What's Next?" But this is an incredibly important

Consider at the end of every chapter how you can create an additional resource that will add value to the readers' experience.

What's a resource/cheat sheet/video that you can use to add value to your readers' experience and connect them to you with joy to get your next thing? You don't want your relationship with the reader to end with your book. The whole point of your book is to create a door to you and your business. So, don't leave them hanging! Connect them with the wealth of resources you have to offer.

Note: You won't need a what's next for every chapter, but you should have a few throughout your book.

Outline Your Book

These three (and a half) parts are simple, but they're important. When you do this right for each chapter, it becomes simple to create a presentation that's just 20 or 25 minutes long and has all the elements of an amazing chapter.

You start with story, you continue with great structure, and then you end with a strong conclusion and possibly a resource or a "what's next". That's the hybrid ghostwriting process and, though it's simple, it's extremely powerful.

Take some time to outline your book on the following pages.

Story Outline Chapters 1-12:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Content Outline Chapters 1-12:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

Close Outline Chapters 1-12:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

What's Next Outline Chapters 1-12:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

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MARKETING

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PUBLISHING

PROMOTE

The Book Launch

"I wrote a best-selling book, and if you don't believe me, you can come into my basement; I'll show you every copy."

—Anthony Scaramucci

5 Key Elements of a Successful Book Launch:

1. Book cover and design elements
2. Reviews
3. Press releases
4. Free and paid advertising
5. Social media strategy

The average book sells 250 copies in its lifetime and of the 250 copies sold, most are bought by the author's friends and family.

There will be a million-plus books published this year on Amazon, and for your book to be noticed, you're going to have to make it stand out with your marketing and with your launch process. We've launched over 400 bestsellers for our clients, and each one goes through this exact same five-step process.

Book Cover and Design Elements

Often, books will be purchased based on the cover alone. So this is not something to neglect! Your audience might never get to the heart and soul of your material if the cover is not attractive.

Five Things to Consider in the Design Phase:

1. Put Yourself in Your Audience's Shoes

You need to know your audience and put yourself in their shoes. When your ideal clients are perusing bookshelves or scrolling through Amazon, what's going to catch their eye?

Do your homework and research. Check to see if there are commonalities when it comes to cover imagery, colors used, or wording. (Not that you're going to knock anybody off, but if there is a theme across the demographic, then you want to follow that theme.)

Questions to ask while you research:

1. What is the color theme of your demographic?

2. What words or phrases stand out?

3. What universal images or symbols stand out?

4. What other commonalities do you see across books for your demographic?

2. Use Uncommon Words and Themes

A great example of this is Malcolm Gladwell's classic book, *Outliers*. Gladwell takes a common subject, the story of people's successes, and uses an uncommon word to describe it. Find words and themes that describe your subject matter in an uncommon way.

Wherever possible, try to find words and themes that describe your subject matter in an uncommon way. This will add some flair to your title and cover.

List 5 Uncommon Words or Themes in Your Market:

1. _____

2. _____

3. _____

4. _____

5. _____

3. Make a Statement— Use Emotion

The biggest sin in marketing is being boring. Do not be afraid to provoke a reaction in your cover and title. If your subject is controversial, then do not shy from the controversy. If you have convictions about your subject (and you do!), then make your statement.

Magnets attract, but magnets also repel. Do not be afraid to repel those who are not your ideal client and so attract your perfect audience.

What are some controversial topics in your marketplace? (Ex: Rob takes a stand against traditional publishing.)

List 3 things that you believe and take a stand for or against in your market:

1. _____

2. _____

3. _____

4. Get Feedback

What a great time to be alive. It's easier than ever to attract a tribe and find communities that are like-minded. If that's true (and it is), then you should use that to your advantage at every turn.

I also recommend to my clients to use our private Facebook page and give several options to our seasoned authors to choose from. Try different title and cover options and ask your followers what they like and why. You will often be surprised at the results of your query.

Who are 5 people in your marketplace you can contact to get feedback on your book design?

1. _____

2. _____

3. _____

4. _____

5. _____

5. Use a Professional

What you desire and what looks good to you is always important. If you are in your field of expertise for any length of time, then you should have a good feel for what works and what doesn't. You want to create something that you really love and are going to be proud of promoting.

With that said, do not underestimate the importance of paying a professional graphic artist to do it right. There are low-cost alternatives for cover design, such as [fiverr.com](https://www.fiverr.com), and I would only use a low-cost provider if I already knew exactly what I wanted. You cannot expect great creativity on your project if you are paying only a few dollars.

A Word About Color Selection

Your color selection is a key component of your book cover. Here are some basics about colors. Remember rules are made to be broken, so use this as a loose guideline:

Red is a primary power color. It gets a person's attention and holds it. It is the most popular color for marketing and more red books are sold than other colors. That's just a fact.

Blue is a great color to be used to convey a feeling of trust and trustworthiness. It can be a great color if you are in coaching, counseling, or consulting.

Pink is a great color if you're vying for the attention of a female demographic. Obviously, it's a fun color and attractive to the eye. My client Kaelin Tuell of ladyboss.com uses it abundantly and with amazing results.

Orange is dynamic, positive, and optimistic. Yellow is a power color, but you need to be really careful with yellow. You can make a lot of mistakes with that. We generally avoid yellow.

Green is fairly versatile. It's a warm and inviting color, conveying nature and health.

White is clean, simple, and straightforward. You see many of Gladwell's covers with white as the dominant color.

The Soft Launch

During the two-week period from the time we uploaded the book to the actual hard launch/ promo date, we want to focus our attention on getting as many Amazon verified reviews for our book as possible. We recommend a minimum of five to seven reviews, but with a little bit of elbow grease, you can accomplish far more.

To clarify again, an Amazon verified review is a review from someone who actually purchased the book for at least .99 or more. This holds more weight with Amazon when it comes to Amazon's search algorithm.

It is recommended we keep the price at .99 to make it as painless as possible for our clients, followers, and friends to download the book and offer a review on it. If you have a large follower base, then sending emails about the review period and low price in addition to posting on social media will experience amazing results.

Your email, post, or direct outreach should have several elements in it:

1. Announcement of your new book and information that you are letting only your friends, family, and followers know right now because of the reduced ebook price that is temporary for the next two weeks.
2. Request that they download the ebook now for the reduced price of .99, and ask them to kindly offer you an honest review of the book on Amazon.
3. Suggest that they choose only two or three chapters to read and offer a review on the content of those chapters. This is because most people will not read the entire book and will feel that it is necessary for them to do so before they offer a review. Take that pressure off them and watch your reviews skyrocket.

Follow these guidelines, and in two weeks you will see great results.

Make a list of 20 people you can ask to download your book and write a review:

1. _____
2. _____
3. _____
4. _____

-
5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
 11. _____
 12. _____
 13. _____
 14. _____
 15. _____
 16. _____
 17. _____
 18. _____
 19. _____
 20. _____

You've been given space to list 20 people, but you really need to contact at least 100 people personally about reading and reviewing your book.

Launch Pricing Strategy

Up until this point, our book has been priced at .99 and we have been focused on getting as many Amazon verified reviews as possible. Now we shift into launch mode with our five-day KDP promotion.

Day Before Launch

The day before the launch, we're going to raise our price for that one day (\$ 9.99 prior to the five-day promo launch). Why do we do this? There are many websites that make their followers aware of Kindle books that suddenly have a large price reduction. These websites are set up to automatically alert the website subscribers about books that have been discounted.

So, when you raise your price to \$ 9.99 and then, immediately the next day (or let's say two days later) your book is under the five-day free promo period, then you'll have many, many websites being alerted and notified of your book going on special— from almost \$ 10 to free for five days!

Besides all the paid traffic and advertising that we do for our clients, we also make sure to promote it on any additional book-selling sites that are geared to offering discounted offers. So, we'll raise the price for one day or sometimes two days to take advantage of those sites that are looking for discounted books.

Five-Day Promo Period

The five-day promotions we run for our clients start on Monday and run through Friday, with Friday being the fifth day. We do this because our company hours are Monday to Friday nine a.m. to five p.m., and we want to be able to monitor our clients' launches continually.

With that said, it is worthwhile for you to set your five-day promo around your schedule and what fits for you. Weekends are great times to sell books and ending the promotion on a weekend is a great idea. The primary suggestion I have is to end the promotion on either a Friday, Saturday, or Sunday due to buyer trends and habits.

End the Promo Early

We always suggest that you end your promo halfway through the final (fifth) day. For example, BSP is in California, so we would end it at about noon on day five and we'd then price it at 99 ¢ for one week. There are a couple of reasons for this.

We're going to be driving an enormous amount of traffic to the book on days one through five and then, on day five, we issue another press release to hit and also create advertising that hits.

Because of this, people are going to be looking for a promo of the book. If the book is now at 99 ¢, in many cases it's not going to matter to them. If they're already interested in the book and they've already gone to the site for that, then we're going to get some downloads and get featured by Amazon (oftentimes as a hot new release or a top-rated book) simply by ending early on day five and keeping our price at 99 ¢ to get all that final promo-day traffic as purchases.

Raise Price to Full Retail

Finally, we want to raise our price to the full retail price we've decided on. We recommend somewhere between \$ 2.99 and \$ 9.99 for the digital version, while the softcover book should be priced between \$ 19.95 and \$ 24.95 from the beginning.

Now, someone might say, "Well, gosh! I'm going to lose all that money if someone buys the digital version." And that's true, but we're not really interested in making money during the launch period.

What we are interested in is getting the book as much attention as possible, making the book a bestseller, getting it to the hot new release section and making it a top-rated book. In other words, getting Amazon's attention! And don't worry— the higher priced sales will come, down the road. Remember this is only for five days.

The Hard Launch

At this point, you have the title and the cover you want, your reviews are done, and your pricing strategy is all set. Time to set up all the traffic for your five-day promo launch. The final three things we will be covering are all to be set and done for the five-day period of the KDP launch:

1. Press Releases
2. Free and Paid Advertising
3. Social Media Strategy

1. Press Releases

In this section you will begin to craft your own press release.

Your Press Release Title:

(Author name)'s, (Title of book)

- Free Download Tomorrow (date book is free)

What is your newsworthy compelling headline? If you follow our soft launch strategy, it will most likely be about the free download of your book. Write it in the box below:

First Sentence:

Best Seller Publishing announces the release of (author name)'s new book, (book title). It will be available for free download in the Amazon Kindle Store on (date).

In the first sentence of your press release I recommend adding your name, along with the book title. If possible, you want to also hyperlink your press release title with the URL of your Amazon book. This way, someone can simply click through and go directly to Amazon to download your book. Good for SEO.

Write the first sentence of you press release below:

Description/Summary of Your Book:

Here you write a description/summary of your book (approximately 2 short paragraphs). Answer the following questions to get you started:

What are the newsworthy attributes of your book?

What are 3 keywords you can use to hyperlink to your Amazon URL?

Who does your content help?

Your Promotion:

(Book Title) by (Author Name) will be free and available for download on Amazon for 5 days (dates book is free) at: (link to book on Amazon). *(Title of book)* has a (star rating on Amazon) rating on Amazon.com. Here's what some people are saying:

This is an important paragraph where you announce the specifics of your promotion. Give the date, hyperlink the book URL and state the book's rating.

Use the outline above to write your own paragraph below:

Book Reviews:

Your reviews are your social proof. Feature 2-3 reviews that have been left for you on your Amazon page:

1.

2.

3.

Contact Information:

For More Information: For more questions or to schedule an interview about this press release please contact us at (626) 765-9750 or email info@bestsellerpublishing.org.

Best Seller Publishing is a Los Angeles Publishing Company dedicated to helping business owners and entrepreneurs become “the hunted” with their best-selling books.

In this section of the press release, you will want to add your business contact information. Be sure to add your name (or the person who will be handling all inquiries), business address, business phone number, and hyperlinked website URL.

Write your contact information in the space below:

About the Author:

In this area, you want to tell the readers about yourself and give the readers reason to trust that you're the expert. You can, obviously, come up with something specific having to do with this particular book and why you wrote it, or you can just have a great general bio.

Write your bio below:

2. Free and Paid Advertising

Let's say that you decided to write a book on corporate culture. You want to market it but, unfortunately, you have a small following and client list. A quick online search on the topic of top corporate culture blogs gives 18,800,000 results. Well, we don't need that many, so let's try the first one that lists the top 20 corporate culture blogs. If we looked at the top 20 corporate culture blogs, we find that the first one is tinypulse.com, a website I have never heard of. A quick search on similarweb.com, and I find that tinypulse.com gets over 630,000 visitors every single month. Not only that but it has 35,000 Twitter followers and 4,800 Facebook followers.

No matter what topic or expertise you decide to write on, there are blogs, websites, and podcasts, where people have already been creating content and writing about these subjects for years. They have already grown a following and now are looking to monetize it. All you have to do is put your content in front of them.

When you've optimized your cover and title to attract your ideal customer, and then you put that cover and title and your ad in front of that customer, then invariably you're going to have people who leave that platform to buy your book.

That being said, the best way to launch your KDP promotion is to other authors and book buyers who have already raised their hands and requested to be informed whenever a new promotion is run. There are literally millions of people who have signed up to be notified when new books on various topics are on a KDP promotion.

Here are a few of the paid options:

- BookBub— tough acceptance criteria but large and legitimate list— better for .99 promotion rather than the KDP
- ManyBooks— application required but large email list and over 400,000 views per month
- BookGoodies— simple process and nice following
- Books Butterfly— millions of readers and prorated based on response
- Freebooksy— large following, multiple genres

Here are a few of the free options:

- Indie Author News— solid following and multiple genres
- Digital Book Today— requires 20 four-plus star reviews
- EbooksHabit— five reviews required

.....

Google search “free and paid kindle book promotion websites”. Pick the ones that you feel are most appropriate for your subject matter and list the top 20:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

3. Social Media Strategy

Massive followings have been built on Facebook, Twitter, Instagram, and LinkedIn that can be a perfect source for your book and personal promotions. Let's hit some basics.

First, you should have a Facebook page, a Twitter account, and other social media presence for your book and your business. This is separate and distinct from your personal pages (though there is nothing wrong with also promoting your book on your personal pages).

A quick search on Facebook (or any social media platform) for Kindle, book promotion, or book marketing groups will turn up dozens of groups that you should join. BSP owns several of these groups that have almost 100,000 members.

Follow the same pattern and process as discussed in the previous section and you will find both paid and free opportunities to promote your book during the book promotion phase.

There is work for you to do in this phase. Find the right websites, blogs, and social media to market to in the five-day promo period. If you wish to have a virtuous cycle, then start it off right and do the work. The rewards are amazing!

Go to FB and do a search for book promotion groups kindle book promotion, ebook promotion (search for various combinations of these) and list 20 that you should join:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____

-
14. _____
 15. _____
 16. _____
 17. _____
 18. _____
 19. _____
 20. _____

The biggest mistake I see is authors' laziness resulting in them spamming these pages and groups and getting absolutely zero results. They are called social sites for a reason. You must be social and build relationships. If you do that with other like-minded individuals, then you will have the opportunity to reach their networks during your promotion periods. Resist the desire to spam, and instead build alliances.

— THE BLACK BOOK OF —

PR & MEDIA

PUBLISH. PROMOTE. PROFIT.™



BEST SELLER
PUBLISHING

PROFIT

Generating Income from Your Book

*“The only thing worse than being blind is
having sight but no vision.”*

—Helen Keller

Too many authors think their book is a magic bean that once done and planted will automatically and without effort produce everything they ever wanted. And while no one would ever declare such a thing, I tell you that most authors’ actions (or lack thereof) declare it.

Your book is the greatest tool you will ever have to produce results for you and your business to accomplish your dreams and goals even beyond your imagination. So, you have got to do something with it!

There are many ways to profit from your book. It seems that almost every client of mine is doing it in a slightly different way, usually based on their strengths and the assets in their businesses.

An Overview of the Profit Stage

1. Take Your Focus Off the Book

You’ve probably picked up by now that the main way you’re going to profit from your book is not from royalties. The key to maximizing your book profit is to use your status as a bestselling author to get what you really want and to make much more money than royalties could ever make you.

The unfortunate reality is that all books have a shelf life (pun intended). Your book, and the attention and focus it gets, is going to have a lifespan, but here’s the cool thing: *your status as a bestselling author does not.*

And this status as a bestselling author can be used to get exactly what you're looking for in terms of speaking engagements, free publicity, and lead generation for your products, your services, your consulting, and your business for as long as you wish.

So now it's time to take your focus off the book! And put the focus on what exactly you really want for your business.

2. Set Objectives (Know What You Want)

You need some specific targets to aim at so that you can get exactly what you want from your bestselling book on a continual basis. Once you understand what the focus is, you are free to set true objectives for your business and use of the book. Take some time to answer these questions and begin to shape your business objectives below:

1. So, what is it that you really want?

2. What do you want your life and business to look like in one year, three years, and five years?

3. Do you want to be a speaker?

-
4. Have you thought through what that might mean travelwise?

5. How do you generate leads for your business right now?

6. How can you incorporate the book into those systems or, better yet, build entirely new systems around the book?

3. Build Systems

Without question, you are going to get a bump in business and opportunities from your book launch. Ted and Andrew Kallman got multiple speaking engagements and new clients totaling over \$ 250,000 in revenue. Not bad, but they didn't write a book for just a one-time bump. You need systems that give you consistency in activity, which give you consistency in your results.

1. Do you have consistent results?

2. What, if any, systems do you have in place or can you build to give you consistency in activity, which will give you consistency in your results?

Options (for making money using your book)

Top 3 Focus Points in the Profit Stage:

1. Speaking engagements
2. Free publicity
3. Lead generation

Other Ways You Can Make Money

- Royalties
- Paid Speaking Engagements
- Free Speaking Engagements
- Consulting
- Coaching
- Your Own Live Events
- Raising Money
- Building Your Audience
- Connect with Thought Leaders and Joint Venture Partners

A Word on Royalties

I always tell my clients to expect little to nothing when it comes to earning royalties on their books. Perhaps that's an innate desire to underpromise and overdeliver. Truth be told, I have sold about 40,000 copies of my first book and continue to get royalties every month put into my bank account by our friends at Amazon. My largest monthly royalty check was over \$ 1,000. Not bad for doing something one time, over ten years ago.

Thanks, Amazon.

Although, self-published authors are actually outearning all the major traditional publishing houses combined, and Amazon sells over 1,000,000 ebooks (not including softcover and hardcover) every single day, the reality is that you probably won't make much in royalties. It is crucial for you to go out and do something proactively to make money from your book.

You can find examples of how some of our clients have monetized their books using the rest of these strategies in Chapter 9 of *Publish. Promote. Profit.*, but in the following sections we're going to focus on three main ways to make money from your book—speaking engagements, publicity, and lead generation.

Speaking

“The secret of being boring is to say everything.”

—Voltaire

There is something to standing on stage, above the crowd and lifted up as a bestselling author and expert on a topic. It is powerful positioning and irresistible to your ideal clients. Furthermore, what many people do not realize is that having a book is often a prerequisite to even having the potential to get on a stage in the first place— this is true for TED and TEDx Talks and many large conferences and trade shows. It can be a rush too. More than that though, it is perhaps your greatest opportunity to connect with high-level influencers and clients, especially if what you sell is an expensive service, product, or consulting.

The Importance of Choosing the Right Opportunity

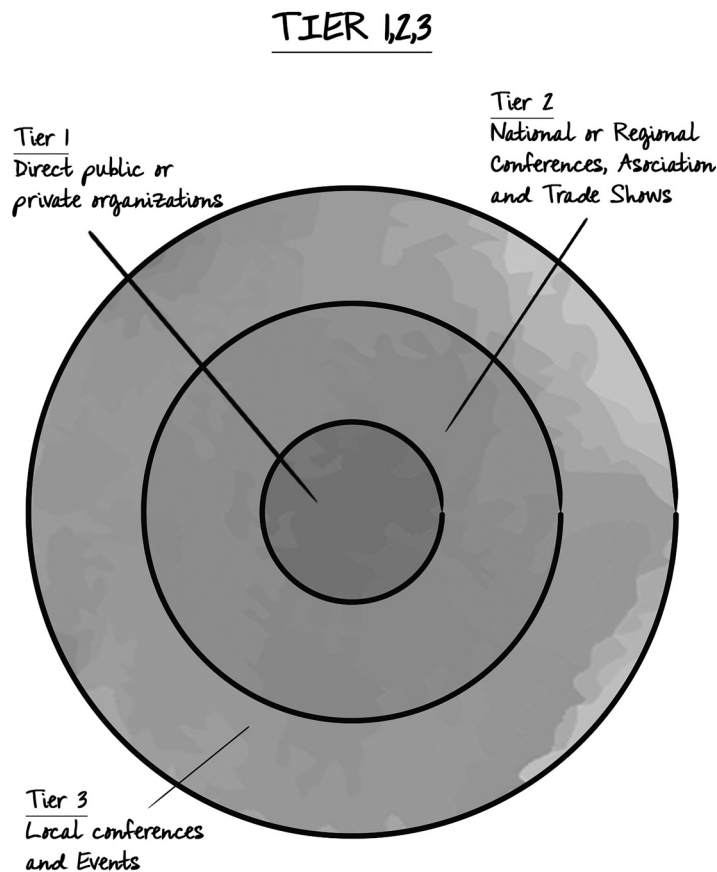
Let’s spend a few minutes discussing a simple system that, if you do it consistently, will produce as many speaking engagements as you could ever want. The more opportunities you get, the choosier you can be. And the more choosy you can be, the more profit you’ll make.

There are three core components of our speaking system:

1. Target
2. Assets
3. Process

Target

The first step in the process is to determine where exactly it is best for you to speak. There are approximately 30,000 conferences and trade shows that take place in the US every single year. There is a plethora of opportunity for you, but only if you know what they are and what you want. We suggest coming up with three tiers of targets.



Tier one (bullseye) is any direct public or private organization that is your ideal client who is holding an event or has its own internal conferences or trainings. If you are a corporate coach or trainer, then this would be a corporation that is ideally suited for your specific and unique abilities.

Tier two (first outer ring) is any conference, trade show, or association that holds events that has your ideal client in the room to learn. If you trained realtors, then this would be the National Association of Realtors (NAR) event or any number of local or regional events that the NAR puts on.

Tier three (second outer ring) is any local conference or event that has a mix of people who might be your potential client, but it is far less targeted. An example of this event would be a local chamber of commerce, or a Rotary or Lions Club event that has local business owners but is not targeted to one specific kind of business. If you serve local businesses with your expertise, then this might be exactly what you are looking for.

Once you've determined your tier one, two, and three targets, then the next step is for you (or an assistant) to find the contact information for the decisionmaker of these events. You will need a name, address, telephone number, and email address. We suggest that you make a list of 100 of these event organizers and coordinators.

In the space below, list 20:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Assets

Next, we want to take account of our assets to make these contacts easier, if possible. Your assets are your past and present personal relationships.

Think of your assets in terms of the following:

- Current clients
- Past clients
- Email and mailing list
- Friends
- Family
- Sphere of influence
- Networking groups
- Social media following

Your goal is to find people within your current relationships that are already directly in contact with or one-degree separated from your ideal clients. So, start taking stock of what ways you can connect personally with your ideal places to speak.

Make a list of current clients:

1. _____
2. _____
3. _____
4. _____
5. _____

Make a list of past clients:

1. _____
2. _____
3. _____
4. _____
5. _____

Make a list of friends:

1. _____
2. _____
3. _____
4. _____
5. _____

Make a list of family:

1. _____
2. _____
3. _____
4. _____
5. _____

Make a list of networking groups:

1. _____
2. _____
3. _____
4. _____
5. _____

These lists are just to get you started. You should be thinking of as many people as you possibly can!

Process

Once this work is done, and you have a list of 100 best opportunities and also what assets might directly connect you to those opportunities, it's time to set up a repeatable process or system that you can use to connect with them directly. For our purposes, a process is a simple, repeatable, and consistent system that gets you a predictable result.

Here's the process.

Step one: Every week, you are going to mail a copy of your book directly to the decision maker of the event or conference. You are going to include a beautiful cover letter, and you are going to personalize the book with a sticky note on the front cover mentioning the individual by name and directing him or her to something valuable in the book.

Sticky note example: "Hi, Jane, Thanks for taking a minute to look at this. Thought this might be helpful in light of your upcoming conference on sustainability. I address several of those specific topics on page 126. Let me know your thoughts. Talk soon, Mike."

Now, what have we done here? Well, first and foremost, we have provided value to an influencer in our space without asking for anything. The law of reciprocity kicks in here, and this previously unknown person has received something of value from us that addresses a need he or she has.

Second, we have indirectly shown this person that we too are an influencer in this space (though he or she doesn't know us), because we have written a bestselling book on the topic. Something that more than likely he or she has not done. You will send three to five books with these sticky notes every single week to different influencers. By the way, you can print a beautiful softcover edition of your book for about \$ 3– \$ 4 and send it for about \$ 3 using USPS. At most this will cost you \$ 50 per week, and you will be connecting with the most influential people in your space, every single week.

Step two: Two to three days after the book arrives, you will have your assistant follow up with a call to confirm that the book arrived and was received. If you do not have an assistant, then pay a virtual assistant for the one to two hours per week that this will require. It is far better for you to have your assistant speak to their assistant to set up a possible meeting or discussion.

Assistant script example: Hi, may I speak to Ms. Jones? Oh, Ms. Jones is not available right now, I understand (typically your assistant will be speaking to the gatekeeper, his or her assistant), no problem. I simply wanted to make sure that Mike's book arrived and was received by Ms. Jones. Did she get it and have a chance to look at it? OK, great. Well, I thought it might be best to see if we can get Mike and Ms. Jones together for a quick chat to discuss your upcoming event. Fantastic. Which is better— 9 a.m. or 11 a.m. tomorrow?

The goal here is for the book to facilitate a conversation in which you are viewed as an expert and valuable resource, rather than a nobody hoping to land a speaking engagement.

If you do this systematically, you will find that by the third or fourth week you will start booking engagements and perhaps even circumvent the process and start booking clients.

How to Close When You Can't Close

Now, it's important to note that many conferences and associations will not allow you to directly sell from the stage. However, this is not a problem when you are speaking in front of your ideal client. What we suggest to our clients is to create something that we call a client success pack.

For example, let's say that you're speaking in front of a trade show, which will not allow you to directly pitch your services. You would leave 5– 10 minutes at the end of your speech and use the following close.

At this point, I've given you the best information I can in the time allotted. Of course, both you and I know that there's much more that can be said about the topic of cybersecurity for your firm.

So, here's what I've done, with permission from the trade show organizers. I've created a cybersecurity success pack, and in the success pack I have included three things for you. Number one, I want to give you completely free, a copy of my bestselling book, Red Flags. Number two, I'd like to give you my free CD on the "Five Biggest Mistakes that RIA Firms Make That Put Their Client's Information at Risk." And number three, and probably the most valuable, is I want to give you 15 to 20 minutes of my time to discuss what your needs are and what questions you might directly have for your cybersecurity firm.

Right now, my assistants are passing out forms for you to get the cybersecurity success pack. Please take a moment, fill the form out, and hand it in at the back table. I don't have enough books with me to accommodate everyone, so include your mailing address. I will be mailing a copy of the full success pack to you within the next few days. Thanks for your time and attention.

Your success pack is going to have 3 elements:

- The book (physical copy usually)
- "5 mistakes" audio recording (can be delivered digitally via mp3 file)
- An actual strategy session call with the potential client

Now, what we've done here is actually created something of great interest to our potential ideal clients in the audience by giving them something of great value. We are not simply handing out books to anyone. The only people who you are going to give this success pack to are people who complete your form requesting the information you're offering.

Your one page form should have the following elements:

- Full Name
- Email address
- Home/Business Address
- 2-3 qualifying questions based on what they're looking for in a potential client

Qualifying Questions:

These are some qualifying questions that a financial advisor might ask:

- How close are you to retirement?
 - ☐ (0-2 yrs)
 - ☐ (2-5 yrs)
 - ☐ (5-10 yrs)
 - ☐ (beyond 10 yrs)
- How much do you have in investable assets
 - ☐ (0-100k)
 - ☐ (100-250k)
 - ☐ (250-500k)
 - ☐ (more than 500K)

You will need to come up with your own qualifying questions in order to help you determine the quality of the lead. Use the space below to come up with three qualifying questions:

1. _____

2. _____

3. _____

This strategy will cost you a little money and you won't be selling books at the back table, but if your average client value is high, then this really is the best use of your book.

You now have a number of highly qualified leads that you will begin getting back in touch with, and, of course, after they have filled out the form, the people who are the most qualified are those people you're going to get back to the quickest.

Publicity

So, is it possible to book media? No, it's more than possible. It's definite, if you follow the process and take action.

C + (AH + WTS) + H/ O = Media

What appears to be a physics equation above is really just our media formula. Let's go through each element together.

C = Credibility

Imagine for a moment you are a producer of a local human-interest story show in San Diego, California (my first TV segment). It's a great place and a top-20 market in the US. As a producer, what is it that you really want? Well, as a producer, you are more than likely wanting to move up the ladder. You want to do bigger shows in bigger markets and make bigger money. You want to move to the number-five market in the US, then the number-two market, and maybe even the number-one market.

Even if you are fully happy in your current market and are not looking to move up, at the least, you certainly don't want to be embarrassed in front of your colleagues by putting someone on the air who is a total disaster or worse, a fraud of some kind. This could ruin your career and make you a laughingstock. So, what do you look for in a guest for your show? You look for credibility. Your bestselling book checks that box abundantly.

If you have more than one bestselling book which one do you think you should focus on for PR?

If you currently just have one bestselling book, it will be your obvious focus when establishing your credibility in order to get PR.

AH + WTS = Audience Hook and Well-Thought-Out Segment

I always recommend to my clients to write a book as focused as possible on their ideal client and niche. This means niching down from the general to the specific.

The problem is that this does not work for mass media. (It does for podcasts and blogs though, so this element is specific to mass media.) You see, on mass media they want you to appeal to as broad an audience as possible, otherwise they are not interested. This is where your hooks come in.

There are four main kinds of audience hooks that you can focus on:

1. **Local Hook:** This is you pitching to the local cities about you being a local business owner etc.
2. **Timely Hook:** Something currently in the news that you can attach (even vaguely) your content to.
3. **Celebrity Hook:** Media loves celebrities and if there's any way that you can loosely attach a celebrity to your content then this is a big plus! It's often an easy way to connect your content to the masses.
 - a. Ex: Angelina and Brad going through a divorce would be a good hook for a relationship coach/expert
4. **Emotional Hook:** This is a feel good story—rags to riches etc.

A producer is not interested in creating your talking points and your segment for you. You must create catchy points that hook the audience (and first the producer), so the producer knows you are a pro. If they get a pitch that is not well-thought-out or is lacking in detail, then they will simply pass and move on to the next pitch.

Your segment must also appeal to the masses for mass media.

Here is an example of a segment proposal or "one sheet":

Dr. Kate Lund

Help Your Child Bounce Back from Cyberbullying and Other Childhood Setbacks



As a mother, psychologist and performance coach, Dr. Lund is committed to helping children build resilience in the face of challenge. Whether it be bullying, medical illness, or disability, Dr. Lund is committed in her work to helping children overcome their setbacks and move forward.

When she was a child, Dr. Lund faced significant medical challenges of her own. Sometimes, this involved surgeries that required her head to be shaved. Her difference in appearance during these episodes often resulted in taunts from her peers and other social challenges. With the support of family and friends who helped her to see beyond her challenges, she persevered.

Her book, *Bounce: Help Your Child Build Resilience and Thrive in School, Sports and Life* gives parents the tools they need to protect their children by helping them find their confidence in a time where bullying has taken on a new and more vicious form.

SPEAKING TOPICS: Kate is FIRED UP to teach your audience about the benefits of building up their children's resilience.

Tolerating Frustration and Managing Emotions

Has your child ever thrown their hands up in the air in frustration? Children are often just learning how to deal with the emotions they are feeling. Getting a grasp on emotional management early on can help your child deal with ANYTHING life throws at them.

Navigating Friendships and Social Pressure

It's inevitable – your child is going to experience difficult social relationships – bullies, toxic influences, or even demanding authority figures. It's important to teach your child to stand up for THEMSELVES while having compassion for others. By accepting individual differences and resisting peer pressure, your child will develop strong relationships with their peers and be better equipped to manage difficult interactions with bullies.

Developing Courage

For your child, new experiences can be exciting but sometimes terrifying – the first time they stand on the stage, the first time at bat, or even their first day at a new school. New environments can be overwhelming, but teaching your child how to develop COURAGE and to FACE THEIR FEARS will help them tackle these challenges. When you foster courage by encouraging your children to take risks, you unlock their potential for success.

ABOUT KATE :

Kate Lund is a licensed clinical psychologist with specialized training and experience in medical psychology from hospitals associated with Harvard Medical School. She has vast clinical experience with children, adolescents and adults coping with medical conditions, physical disabilities and numerous other situations. Dr. Lund works with her clients to find ways to circumvent and manage challenges to maximize potential within their own unique context.

For more detailed information on Kate and to book to interview please contact us:

Phone: 626-765-9750

Email:

evamarie@BestSellerPublishing.org

On the web:

[Website](#) | [Linkedin](#)



What makes up your segment:

1. **Some type of third party credible source:** This could be a statistic about your topic from the New York Times or Wall Street Journal.
2. **Hook:** Ideally you want to use as many hooks as possible. Refer to the four types of hooks I've listed above.
3. **Talking Points:** the points the interviewer will feed off for questions. what interesting things
4. **Bio:** Simple short credibility filled bio
5. **Other media appearances you've had** (if you've ever been quoted or on tv) media loves media so link back to previous appearances.

Write your segment outline in the space below:

1. What is a quote or statistic from a third party credible source (like the NY Times or Wall Street Journal) about your topic?

2. What are four hooks that you can use in your segment?

- a. Local
- b. Timely
- c. Celebrity
- d. Emotional

3. What are some talking points?

4. Write your bio here:

5. What other media appearances have you had?

H and/ or O = Hustle and/ or Others

One of our clients got herself booked on 100-plus media appearances, but it wasn't without a lot of work from her team and herself. You will need to find these opportunities (more on that later), create a catch pitch and segment, contact the producers, and keep working it when some of them say no. At BSP, we will pitch 10 producers to get one or two bookings, and we're pros at it. Remember PR is free, but there is still a cost involved. You need to hustle or hire someone to hustle for you to make it happen.

Which one works best for where your business is at? Hustle or hire?

Sources for PR

There are many opportunities for you to do PR, not the least of which is for you to focus on local radio or TV in your own hometown. Here are some resources that can help you find ongoing PR opportunities for yourself and your business.

- Cision
- HARO
- PitchRate
- SourceBottle

Podcasts— Blog Talk Radio and Web Talk Radio

At this point in my business, I've personally done every kind of PR, including TV, radio (my own show), print, digital magazines, blogs, and podcasts. These days all I focus on are podcasts, and as I said earlier in this book, I am going all in on that platform and creating my own daily show to continue to grow my platform.

I love podcasts, because of the specificity of the audience. No media comes close to it for return on investment (ROI). I have been on single podcast episodes that have generated over \$ 100,000 in revenue to my company. No other media approaches it for me.

If you are aware of certain podcasts in your niche that would be great for you, then you should certainly follow them on social media and reach out to them for a possible interview. You can also go to iTunes and see which podcasts are most popular in your genre. The two sources I am going to mention are simply platforms that can easily be searched for opportunities for you.

Both Blog Talk Radio and WebTalkRadio are great sources for niche-specific opportunities to be on popular podcasts. When you get on their sites, you'll see that you can search all kinds of different categories. There are tens of thousands of podcasts on Blog Talk Radio, and you are able to search a sub-niche category or you can type your keywords into the search box.

Some examples of niches included are the following:

- Education and family
- Food, fun, pets, and travel
- Health and wellness
- Leadership in the workplace
- Living green
- Love and relationships
- Money and success
- Opinions in culture, politics, and religion
- Sales and marketing

Those are just a few . . . I think you get the point. There are thousands of shows on these two channels, and they are all looking for experts.

Understand that your big break could simply be from the free media that you are able to get with your bestselling book. For me, it was radio, but I tell you, if I were to do that today, my focus would be podcasts and blogs rather than radio and television. All the growth for my business originated from that first radio show interview that I did and then later grew to my own radio show, paid radio advertising that eventually grew a multimillion-dollar business.

.....

You can do this; starting is the hard part.

List 5 podcasts that you can introduce yourself to:

1. _____
2. _____
3. _____
4. _____
5. _____

Lead Generation

“Selling is something we do for our clients—not to our clients.”

—Zig Ziglar

In some ways, everything I’ve written about up until now leads to this— the lifeblood of our businesses. Every ad I run, every podcast I am on, every speaking engagement I do, and every book I write is about offering value and building awareness that generates leads for my business.

I want to take this time to remind you that you’re really in two businesses, not one. The first business is obvious. It’s the business of working your magic, doing what you do, and serving the people you love to serve. The second business is less obvious, but in many ways is just as important as the first. In fact, it is the foundation of your business.

The second business that you are in is the business of *marketing and selling* your expertise—your magic. Without the ability to generate leads and create sales, your magic is completely worthless.

If your business is not profitable, if your business is not providing the kind of lifestyle and monetary reward that you deserve, then sooner or later, whatever that business is will become a hobby and you will have to go and get a real job.

You could have the cure for cancer. Yet if you aren’t able to monetize it in a way that allows you to focus on it full-time, then what good would it do for anybody?

As I teach, there are only four reasons people do not buy from you. And of the four, one is preeminent.

4 Reasons People Don’t Buy From You

1. Your prospects don’t know if they can trust you.
2. Your prospects don’t know if your magic works.
3. Your prospects don’t believe in themselves.

And most important—

4. Your prospects don’t know you exist.

.....

Your responsibility is to make sure that they know. It's my fault if you don't know me, and I'm bound and determined to make sure that doesn't happen.

Now, the beauty of a book is that it also handles the other three reasons better than anything I have ever come across but that is only secondary to the real issue.

I want you to imagine for a moment that you're sitting in the middle of a group of people. On your left side is a group of people who you are completely responsible to and for. These people are your family members, your spouse, your children, perhaps your mother or father. These are people who count on you to be responsible, to be a servant, to be financially secure.

Those people are also your employees, if you own a business. I think about the people at BSP. They have families to support and their own dreams and goals. Those are the people who have been part of my business for many years and have made a career at BSP. I don't want to let those people down, and to not let them down means that I need to generate leads to continue to grow my business.

If you're not what you need to be, if your business isn't growing, isn't generating leads like it should, then those people suffer. Those people are let down. There's no two ways about it. You're responsible to and for those people.

Now imagine a different group on your right side. Those are your clients who are counting on you. Those are the people who you serve with your magic. Whatever that is, those are the people who are counting on you to make a difference in their lives with your expertise.

Those are the people who paid you. Those are the people who will pay you, because they need the change that you can offer them with your expertise. If you don't reach those people, you do them a disservice. If they don't know that you exist, you do them a disservice.

If you don't approach your business and your expertise in such a way, then it's time to make a change. It's time to stop playing small and instead play big and make a difference in the lives of people like you can do. When it comes to lead generation it's all about the unique ways you can serve your ideal client.

Take some time to evaluate your current approach:

- What has been your approach to generating leads for your business?

- Who are the people you serve and where are they? (what social media sites, networking groups, magazines they read)

- What kind of tangible difference can you make in people's lives? What will happen if you don't make the changes you need to?

- What ways would you like to be generating your business leads? (paid advertising, online webinars, speaking engagements..."

1.

2.

3.

4.

5.

Examples of Systems

Now that you've thought about what ways you want to generate things, you need to think about the systems you need to put into place to generate those leads. These are several way to generate leads:

- Book funnels
- Money from a book before the book is written
 - ☐ Co-authoring
 - ☐ Fundraising

- Book to booked call
- Book to high ticket franchise sales
- Book to information product
- Growing the brand and balance sheet together

In my book, I give you several examples of these specific systems on pages 126 - 142. To learn more, refer back to Chapter 9 of *Publish. Promote. Profit.*

Conclusion

The key to every story is the proactive focus of the authors to create the results that you see. These things did not happen by accident nor can any real or prolonged result happen accidentally.

Many of our clients will experience a (temporary) boost in lead generation, speaking opportunities, and publicity when their book launches. This is great and is the proverbial icing on the cake, but this is written for you to have dozens of different examples that you can follow and put your own unique twist on.

Find ways to get your book into your ideal client's hands. Every potential client should have a copy of your book mailed to them. Put a sticky note on it and personalize it. Let them know that after your phone call with them you realized you had a similar example to theirs on page 122 (or whatever) and direct them to it. You will be selling without ever having to sell. Get your book into your past client's hands to re-engage them with you.

Get your book to your current clients to pass on to friends and family or anyone that they might refer. Find ways to use your book. Only your imagination is the limit.

Author 1.0 vs Author 2.0

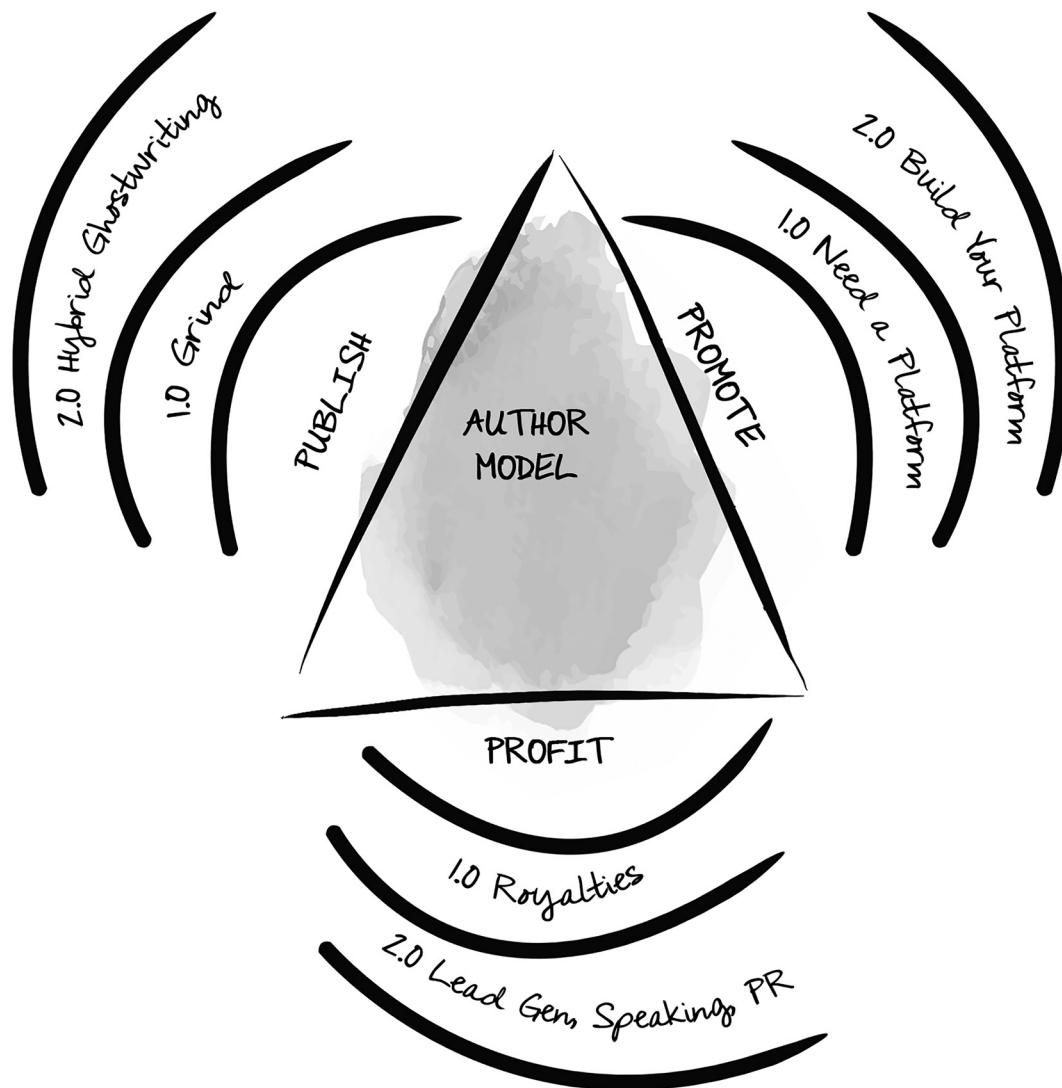
As a reminder, you have two ways to approach your book—one we call Author 1.0 and one we call Author 2.0.

Only 1 percent of people who aspire to write a book ever do. Are you going to be a part of the elite 1 percent? Or are you going to be a part of the 99 percent who never fully realize their potential?

There is a system comprised of three primary elements to getting everything you want accomplished with a book—you've been learning it. Here at BSP, we call it Publish. Promote. Profit.

If you are stuck somewhere in the process, then more than likely it is because you are still using Author 1.0 in one or more of these areas.

AUTHOR 1.0 vs. 2.0



Being stuck in Publish 1.0 means you are grinding over thousands of words, often without a clear direction, and then hoping for a traditional publishing deal.

The solution in Publish 2.0 is to build a great foundation for your content, use a hybrid ghostwriting system to create content and then utilize Amazon as your publishing platform.

If you are worried about promoting your book, then you are stuck in a Promote 1.0 mentality, afraid you need to have a large platform in place to market your book. If you have one, that's great, more power to you, if not, then no problem.

Promote 2.0 turns the traditional model on its head. Instead of needing a platform to launch your book, we are actually going to use your book to build your following and platform. Oh, and you'll become a bestseller in the process.

Are you overly worried about royalties? Sorry to say that you are stuck in Profit 1.0. You are more than likely not going to sell hundreds of thousands or millions of books. If you do, awesome, if not, no problem.

In Profit 2.0, we ignore the royalties and instead focus on using our books to attract speaking engagements, PR, and to generate leads for our businesses. As I've outlined for you, we live in a new world now—a world of Author 2.0.

Exciting times these are!