



**The Foundation of
Your Profit Platform
Mike Lewis The Nomad CEO**

Your New Book

**Complements OF
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Ghost Publishing**

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Your New Book

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**The Foundation of Your Profit
Platform**

The Nomad CEO

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Dedication

*To my loving wife Carolyn, without whose help
this book would not be possible*

Your New Book

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Your New Book

Forward

After writing and publishing over 40 books myself, I know what being a published author can do for one's career. It's probably one of the single most important things I've done to get where I am today.

Having your own book published and sold on Amazon is the perfect conversation starter, a great door-opener, and the biggest credibility builder. From personal experience, I have found that people are just in amazement and awe when you tell them that you are a published author. But I also know how long and difficult the process of creating a book can be.

While at dinner with Mike one night, he was telling me about his "Done For You" process of book publishing. I couldn't believe how he had simplified this system! All I could think about was how many nights I had stayed up writing, and re-writing my book. How many months I locked myself away in my office, ignoring my friends and family, just to get a book done. And all the time I waited to see when, and if, it was going to be published.

I was impressed when Mike finally showed me his published book, and pulled up Amazon.com on his

iPhone to show me that his book was already #2 in the search engine...only 3 days after getting his book from the printer!

I knew that Mike's service was going to be invaluable to all my friends and business associates. There are a lot of marketers out there who are having trouble getting their foot in the door, and I was excited for them because now there's a simple solution.

I was amazed and delighted at how inexpensive and easy Mike made the process of becoming a published author was. I could have a book published for me in 30 days without even writing a word? All I could say was ***“How soon can you publish a book for me?”***

Willie Crawford

International Author, Speaker

#1 World Ranked Joint Venture Broker

Introduction

I would like to thank you all for taking the time to read this book. I promise you'll be glad you did.

We're not in the information age any longer. Social media has brought us into the referral age, or as my good friend Glenn Dietzel says:

“ into the age of the recommendation”.

I would like to start off with a question:

What is the most important business book ever written?

**The most important business book ever written is....
the one with your name on it!**

Would you like to be able to do one simple thing that will totally change the way your customers perceive you?

Would you like to have a product that not only sells with a big profit margin, but it's also the platform on which you can build all of your other larger and more profitable products that will help you and your business?

Wouldn't it be fun to do something that will shock the heck out of all your friends and family?

I'm going to share with you how I became not only an instant expert in my niche, but also a published author, and show you how you can become both, too.

I'm going to cover exactly what it takes for you to seize the title of expert in your niche.

Following what you learn in this book, you can literally shave years off the time it takes to get the authority and trust necessary to be successful in today's marketplace.

We're going to talk about the "guru" gap, and the easiest and fastest ways you can close that gap.

Learn how you can become the author of your own book and how to get it done quickly and easily, with a very small investment.

In the following chapters, I will show you how YOU can get the power that comes from being a published author. But before we get started, I would like to tell you a little bit about myself.

Up until two years ago I had a career as a very successful land developer. I owned and operated a \$100million building and development company that built projects throughout the southeastern United States.

You could say that I was living the American Dream.

We had big houses in each state, fancy cars, several boats, and flew by private plane.

My wife and I took exotic vacations at a moments' notice.

Then everything changed.

I had gone from making as much as \$1Million dollars in one day down to being unable to make enough money to pay my family's monthly obligations.

I found myself in an economy worse than I had ever faced before.

I ended up losing my entire business, and filed a \$60Million bankruptcy.

Here I was in my mid-50s, for the first time in my life with no job, and no income.

I considered my options. I had already done the real estate seminar circuit almost 30 years ago, but didn't think that anyone would want to pay to listen to how they could turn \$100Million of assets into \$6 cash!

It was painfully obvious that the industry I'd spent my entire lifetime becoming an expert in would not be back for at least 10 years..

If it ever comes back!

So now I was forced to go out and find another way to make a living.

I looked for other work to do, but frankly, given my age and my experience, I wasn't qualified for most of the jobs that were out there.

So I researched my other options, and decided that I could learn to make money on the internet.

I chose to get involved in Internet marketing because it looked like it had unlimited growth, and it didn't matter what age you were or what your background was.

All that mattered was what you could do today.

I struggled for two years barely making a living...

So I looked to see what it was that the successful people in the marketplace had that I didn't have.

The answer that I found was that they had trust and authority.

Hard work and a good product just wasn't enough in this marketplace,

You need to have both the authority and the trust necessary to convince buyers that your product is the ONE they want to purchase.

The more I studied the successful people in the marketplace, the more often I found that the one major thing they all had in common was that they had become published authors.

Each one of them could point to a drastic change in their career once they had published and started to be perceived as an authority in their area.

So I decided that I needed to do what 99.9% of people don't or can't do - become a published author, too

There were just a couple of problems:

One was that I needed it done right away, when it typically takes years to write a book, and secondly, I wasn't sure that I had it in me to write a book!

I barely scraped by through high school English, and to say I had less than stellar results in English 101 in college would be to put it mildly.

But I was determined to find a way to become a published author.

I knew the added trust and authority was what I needed to get me over the hump and to be able to start making a great living, and living the lifestyle that I wanted for my family.

I am going to share with you the exact ways that I found that enabled me to become a published author, which in turn helped me to create my new company.

Also, at the end of this Book, I'm going to tell you about a “done for you” service that will enable you to become an author much easier and much faster than I was able to.

But before we get into the step-by-step items it takes to become a published author, I would like to share with you some of the benefits that you can look forward to once you have a book of your own

Chapter one

What a Book Can Do for You and Your Career

*“Authority and Expertise are not given, they are seized!”
~Mike Lewis~*

Have you noticed the esteem and regard given to authors in our society? Authors are automatically considered experts! Perhaps it’s because there is a connection between being an “authority” and its root word “author”!

For most people, even if they thought they could write a book, it remains a distant wish. It requires extraordinary time (and talent) to make the end product passable as a book. Plus - it is not inexpensive! Besides, most people just don’t see themselves as an author.

Despite these objections, modern publishing techniques and ghostwriting practices now make it permissible, possible, and desirable for anyone to write a book. Becoming an “Instant Author” using a “done for you”

service from Nomad CEO is perhaps the quickest way to publish your own book and begin enjoying the many benefits that come with being an author.

Authors find themselves in a pretty elite crowd! Who else in your business community has authored a book? Being an author is the ultimate differentiation strategy, as it definitely separates you from the pack! There is no better way to establish yourself as an authority in your community, or in the minds of your customers, the media, or other professionals who will refer customers to you once they are convinced that you deserve their respect.

In the real world of “authoring” it is important to know the real purpose for being an author. It isn’t about the book itself. Few authors make any real money from book sales, publishing advances or online promotions. The real benefit for being an author is in what it will do

for you! It's all about the doors it will open for you and the opportunities it will create.

There are numerous reasons, and many tangible and intangible benefits, for wanting to be an author:

Public and Professional Relations:

- Immediately gain the respect and honor of being an author
- Public perception of “leading authority” status
- Greater access to other professionals, media outlets, local celebs.
- Increased esteem from peers and referral sources
- Increased media exposure & public interviews
- Receive free publicity and be interviewed as an "obvious expert"
- Media view you as their source for expert information
- Increased opportunity for press releases

- Local book reviews and book placement in local stores
- Increased credibility with your customers
- Leading authority or expert status with your customers
- Higher acceptance by customers
- Use books as marketing tool for new customers
- Posting of author status on web site

Business Growth:

- Increased referrals from other professionals
- Increased referrals from existing customers
- Respect from your business staff
- Newfound connections and increased earnings
- Businesses, opportunities, and people will naturally seek you out
- Increased speaking engagements, projects, partnerships

Personal:

- Improved lifestyle and personal satisfaction
- Experience high sense of accomplishment
- Boost in self-esteem

Have you ever noticed how authors walk with a certain swagger? Call it confidence! They carry themselves differently because they know they are different. They have differentiated themselves from the crowd and they know they are viewed differently by the public and the media.

This public persona created in the minds of your customers, the media, prospective customers, and the public is worth its weight in gold. This should be the leading reason for becoming an author. It's about the new opportunities, door openings, and increased business connections that being an author creates. That's the "WHY" for becoming an author – no matter the cost!

Inside your business, this “swagger” and ego boost is called credibility and esteem. This is a valuable commodity which can be converted into cash as you better serve the needs and wants of your trusting customers.

Becoming an author is about packaging what you know and presenting it to the public in a way that both educates the reader and furthers your objectives. From a marketing point of view it’s about packaging “you” in a way that presents “you” in a way that differentiates you from all other choices the consuming public and media have to choose from.

My Personal Experience:

The first time I heard a published author refer to his book as the “ultimate business card”, I wasn't really sure what he was talking about. Then once I started to use my books to help me acquire new clients, I understood.

I was shocked at the difference that it made!

My customers instantly felt that I was an expert.

It helped me to develop leverage that I never thought I'd be able to.

I've been able to bring in a lot more business with a lot less effort.

It's almost as if my abilities are presold before I even get there!

Overnight I'd been granted celebrity status and an unfair advantage over all my competitors because I'd done something that 99.9% of everyone else in the world had done.....

I became a published author!

I became the “go to” guy in my niche, and I started to receive requests from newspapers to comment on my specialty.

People that up until I become a published author I couldn't even get to return my phone calls were now calling me unsolicited. I've even had some inquiries from the local radio stations.

I had once heard Brian Tracy say that you don't make money from your book; you make money BECAUSE of your book.

I had no idea what he meant when I first heard that.

I also started to get more speaking engagements. I was even able to command higher fees than I ever thought I could for those engagements.

At meetings I started to get approached by people that wanted to joint venture with me, or to work with me on future products.

I had no idea that my authority would spread so quickly!

My credibility and trust factors went through the roof!

I started to get massive exposure and publicity in the areas that I never thought possible.

And the longer my books' out there, the more this happens!

I can't stress what the changes did to my career, and I hope that they will make the same changes to your career.

But now, even though I had a book that was a high-margin product, it took me a while to realize that the book was just a gateway to other complementary products that I could sell for much more money, with much larger profit margins.

Your New Book

Chapter Two

Your Profit Platform Leveraging Your Book

*“You don’t make money with your book,
You make it because of your book”
~Brian Tracy~*

As you saw in the first chapter, becoming a published author can make a huge difference in both your business and your life. But I'd like to tell you about what I consider to be the most important reason you need to publish a book for your business

The book is not just a book. It can be the foundation on which you build your entire profit platform.

A smart author can use their book as the basis for the creation of all of the following products:

Companion Workbook:

You might ask “how can a workbook be different than the book that I wrote?” You should never underestimate people's desire for more information. By following up with a detailed workbook that shows step-by-step how to implement the information that was in your book, you will find that it takes very little time to create a

workbook that can sell for 5 to 10 times what the original book sold for.

Videos and DVDs:

You can create simple videos from recordings of your interviews, webinars, tele-seminars, and coaching calls. A simple product called Camtasia can help you to easily create the video portion to coincide with your audios.

Numerous authors also make it a point to record both the audio and video of any live event they speak at, or any workshops and boot camps that they do. These recordings can be edited and packaged together into a “business in a box” type product.

Amazingly, even though these are relatively simple products for you to create, the marketplace will pay a significant premium for these video and DVD products, with prices ranging anywhere from \$595 for a short simple program, up to \$2,950 for complete program.

Audios:

Audios are even simpler than creating videos and DVDs. All you have to do is record every time that you

Speak on your topic, do a little bit of editing and polishing with a free program like Audacity, and you've got yourself a quick and easy, yet very profitable, audio product. Prices for these can range from \$19.95 to \$95.00.

Online Classes and Workshops:

Online classes are a great way to not only earn more money, but also to acquire a good library of recordings to use in the creation of your other products.

An online class or workshop can be anything from a quick one-hour question-and-answer class all the way up to a yearlong once or twice a week 1 to 3 hour workshop. Prices for these online classes and workshops can vary from free, all way up to \$20,000 or more for year-long online workshop

Online Group Coaching:

Online group coaching calls are another popular way to get your information out there and to deliver a custom product to your customers at a much lower price than one-on-one coaching. Prices for online group coaching vary dramatically depending on the number of times that you meet, and the information that you're teaching.

They can be priced anywhere from free, when used as a bonus product, all the way up to the \$20,000+ range for long-term coaching groups

Online One-On-One Coaching:

Online one-on-one coaching is probably the most expensive and most profitable of the products that you can create based on your book. This is a chance for people that can afford to pay you for direct personal customized one-on-one training. This type of coaching can run anywhere from \$200 an hour to as much as \$1,000 an hour, depending on your demand in the marketplace. I want to caution you though, that too much success in marketing your one-on-one coaching can leave you working much longer hours, albeit for a lot of money, but be careful that you don't let the money effect your quality of life.

Off-Line Classes and Workshops:

Off-line, or live classes and workshops, are usually able to command an even higher price than their online counterparts. Partially this is because you'll have extra expenses such as meeting room fees, but mostly it's

because your customers perceive a much more valuable experience getting to work live with you.

Off-Line One-On-One Coaching:

Off-line, or live one-on-one coaching, is probably the most expensive product in your product line. One day coaching can run anywhere from \$3,000-\$15,000 per day plus travel costs for them to come to you.

Newsletters:

Newsletters are a great front end, or lead-in, generation product because they can be priced very affordably. This is because your per-unit cost once the newsletter is created is close to zero.

But even add as little as \$1,995 per year as your newsletter list grows to the thousands. This will probably become one of your largest and steadiest sources of revenue in your business, so please don't underestimate the value of converting your list into newsletter clients

Membership Sites:

Membership sites take some effort to create on the front end and a small effort to maintain, but once they are

created your cost per member again is close to zero, and the perceived value from a good membership site can be significant with some membership sites charging as much as \$500 per month. Again, this can lead to one of your most significant revenue generators.

Speaking Opportunities:

Speaking opportunities will both increase your public awareness and authority, but they will also give you a significant opportunity to market your products to the people attending your speech. ‘Back of the room’ sales, as they're called, can make a good speaker several hundred thousand dollars for less than two hours work.

Webinars, Tele-Seminars, Live Public Seminars and Boot Camps:

All of these events, while both helping to build you and your business’ brand, also offer excellent opportunities for you to attract people into your sales funnel, and/or make direct sales during the event. The opportunities to use all of these are limited only by your imagination. As I said above, the public's desire to get additional customized and focused information cannot be underestimated.

Service Provider:

Many authors use their notoriety to help them to attract more customers and clients to their existing service provision business. This can be an excellent way to keep a never-ending source of customers coming to you, rather than you needing to go out and chase them.

Joint Ventures:

Lastly, your position as an industry expert will start to attract joint venture partners that either have a market that they think would be very good for your product to sell and/or a new idea that they'd like your assistance in promoting. For the author that has a full product platform, these joint ventures can lead to phenomenal income, with some people even achieving multimillion dollar paydays.

I hope this brief explanation of the value in using your book as a springboard to creating an entire profit platform for your business shows you just how valuable it is to be a published author, and why you shouldn't let another day go by without being one if you can help it.

In the next chapter we will start to get into the specifics on how you can become a new published author.

Chapter Three

Write It, Publish It, Print It

Here I will be covering a lot of ground on how to publish a book.

The first thing we need to do to start your new book is to decide what niche it is that you want people to believe you're an expert in. It could be a niche that you're already working in, or it might be a completely different niche. But the important thing is that it's a niche that you *DO* want to become an expert in.

But it's also critical that it is a niche where people are buying.

So we need to get out and do the niche research and make sure that the book that you're creating, and the future products that you create, will be in the niche where people want to spend money.

Look, it doesn't do any good at all to have a great product and to be in a niche where no one is buying.

Trust me..... I've tried that before, and it doesn't work.

Before selling a book though, you need to write one first. One of the first things you should consider is your readership. Writing to specific groups of readers makes it easier to find the focus of your work.

As a writer, you will have to pick topics which are mainstream or niche based. The difference is enough to dictate whether you will enjoy success or suffer from failure. In general though, writing for niche topics is more profitable, due to less competition and more trust and credibility as an expert writer.

The next step after you select a niche is to decide which method you want to use to publish your book.

Did you know there was more than one way to publish your book?

I want to give you a quick summary of the most popular ways to get your book published:

Traditional Publishing

One of the best advantages of going traditional is the prestige of easier access to media and more street credibility. Shelf space is also a good means of promoting your book. Publishing your book this way also means an advance comes your way. You can write for this without worrying about sales, although bad sales may affect future advances.

On the downside, you can expect lower profits per book - usually at 10% royalty. Getting a deal can be quite difficult and once you do, you lose control over your book. You are bound by deadlines which may or may not be convenient for you.

You want to create your book first, or at least a book proposal. This can take anywhere from several months

to several years, depending on how diligently you work on it.

After that you will need to locate a literary agent to help you navigate all of the mazes involved with traditional publishing.

Your literary agent will help you to submit to different publishers, and this will require a bit of thick skin because publishers only accept approximately one book for every 10,000 books that are submitted to them.

If you are the lucky one that gets that one in 10,000 books into a major publisher, then the publisher will pretty much handle everything from there on. They put up all the money for the development costs, the editing and formatting, and so forth. And when a book sells, the author typically receives approximately 5% of the sales price in the form of a royalty.

At first blush, this sounds pretty good having someone else do all the work (except for all the time it took you to write the book!)

But you do have to give up a few things to the traditional publisher.

The first one is that you give up most, if not all, of the creative control.

You do create, don't get me wrong. You create the original manuscript, and whether it takes you six months or a year to do it, it doesn't really matter to them.

Once it is submitted to the publisher, from there on they handle all the editing and they decide what goes inside it. This is a good way to go if you don't mind the lack of creative control, and you don't plan to do anything with a book except publish it, because they do keep all of the rights to the book for a certain number of years.

So, if you plan on selling your books yourself, or using them at speaking engagements, or using them to create other products, you will be very restrained by their copyright control.

But in my opinion, the biggest problem with going with a traditional publishing company is the amount of time it takes your book to get to the market.

After you've spent 6, 12, or even 24 months writing your book, the publishing company needs approximately 24 months to run it through the maze of steps that they use, and in today's high-speed market information, that 24 months is usually pretty useless. But that's the problem with traditional publishers.

Vanity Publishing

A vanity publisher is one who charges a client to publish a book, or offers to include short stories, poems or other literary or artistic material in

an anthology book, and then invites those included in it to buy a copy of that anthology.

This still requires you to spend the months or years that it takes to create your book before you go out and locate a vanity publisher.

Once you've done all this, the next step is pretty simple.... you just write them a big check.

Once you've written that check, they will take care of everything from there up until the time the truck pulls up at your garage. I hope you cleared a lot of space because vanity publishers require you to buy anywhere from 1,000 to 5,000 books on your very first printing.

This is obviously a huge downside to vanity publishing, but they can get your book out there on the market in as little as 12 months after you've written it. That's a heck of a lot better than the 2 to 3 years that it typically takes with the standard publisher, but still not good.

Self-Publishing

In self-publishing, you retain control over your book and enjoy a much higher profit margin. This means you can update it anytime you wish. It is relatively inexpensive as long as nothing is outsourced. No need to get your book approved, and you can work at your own pace. Switching to traditional publishing is always an option.

No advance means no money if no one buys your book. You do everything by yourself with no help in editing and proof reading. Formatting and cover design are all up to you as well. However, these can be outsourced for your convenience – for a price, of course.

I'm going to go into a little more detail here because I believe this is the way that most of the do-it-yourselfers in the audience will choose to go.

It still requires the same amount of time to create the book, but while you're creating the book you can immerse yourself in the self-publishing world and learn all the steps that are required.

Then once your book is finished, you do all the steps that you learned in the self-publishing industry, and usually in less than two years you can hold your own book in your hands.

If you decide to spend all that time writing a book of your own, you can skip the next couple steps.

But if after you've completed the research phase and know what niche it is that you want to try to get into, then your next step is to reach out to hire a ghostwriter. Create an outline of what you want covered in the book, and let them start the process while you edit along the way.

Your second option is rebranding. What rebranding means is that you go out and you find a source book in your niche by searching the marketplace, looking at what books are available, checking to see what your competitors have on the market, and then make your decision on what area you want to focus your book in.

Then you need to contact the owner of the content and negotiate the purchase. Once you've successfully negotiated with the author and paid him for the copyrights, he will deliver the book to you in what I like to term a “source file”. Typically that's a word document, but it may come in another format that you will need to convert.

When you've got the source document in hand, the next step will be to thoroughly edit the contents to bring it up-to-date to make sure there's nothing in there that doesn't work now and in today's market.

Next, you want to write a foreword to the book in your own voice and create an author page telling people all about you and how they can reach you on your author page.

(By the way, you do want to try and put a special offer in there to get people to reach out to you by e-mail so that you can capture the names of all the people that read your book.)

While you're personalizing the book you want to make sure that you change the copyright information in the front of the book, rename all the chapters, and purchase an ISBN number that's unique to your book.

Using your publishing platform specifications, you need to select your books cut size. I typically like to publish the 6" x 9" size, which is a trade industry-standard, but there are multiple other sizes available to you.

Next, you will create a template for formatting your book. This will help you to determine the number of pages after formatting, and making sure that all of your titles end up on right facing pages, and that you're using the correct fonts and margins.

Once you've totally formatted the book, you want to lock in the formatting by creating it as a PDF file. The use of PDF files is pretty standard throughout the industry.

Although you can have the printer lock it in as a PDF, I strongly suggest that you create the PDF and reedited it to make sure that you've got the style that you want your book printed in.

It may seem like you're pretty much done now, but we're actually just getting started.

The next step though, is a little bit more fun.

You get to create the title for your book!

You want an attractive title, but you also want to try and use some of the top keywords in your niche to help your search engine results.

I strongly suggest that you don't make your book too generalized. A lot of people think that a book that's more generalized will appeal to more people and will generate more sales, but really it's quite the opposite.

In today's information overloaded society, people are looking for concise, specific information about topics.

You may also want to consider titling your book as a set up for future books that you might want for publishing a series.

Now that you decided on the title of your new book, the next step is to create your book cover. And even though we were told not to, I have to admit that even I “judge a book by its cover”.

We all do, so it makes sense that the books' cover is the most critical element of the book.

I strongly suggest that you use professional artworks and graphics. They are a must in this situation. This will demonstrate your professionalism, and this is not an area that you should skimp in. Remember, we *do* judge books by their covers!

And once you have your front cover complete, then you want to look at the back cover. This is the second most reviewed spot in the book, and you want to spend a lot of time and thought on this area.

Remember, people have really short attention spans, so you need to convince them that you're an expert, and that the book has the information that they need.

You have only just about 7 seconds to do this.

This is not an easy task, but a well thought out, well-written copy back page is going to work wonders on

proving that you're an expert in your field. This again is not an area that you want to skimp in.

This is a good time to remind you of the purpose that you're using your book for... you are looking to find people that want to hire you, you want customers that are attracted to your book cover, and you want them to even read the back cover, as well as the forward.

But you're not looking for the do-it-yourselfer that reads the book word for word, page by page, and then goes out and does the work himself.

You're looking for somebody that wants your services, so that's why you want to spend so much time on the book cover, title, back page and forward of your book, because those are the areas that your future customers will probably look at, and those are the areas that you want to make sure they do everything they can to convince them you're the person to do business with.

Now you've arrived!

Your book is formatted to fit the publisher specifications, your cover's been laid out to fit their standards, and it's time to submit your book to the publisher.

After submitting your book, and acceptance by the publisher, the next step will be to order a proof copy. When the proof copy arrives, you're almost there, but not quite yet. Now you need to reedit the book.

But unfortunately, editing your own writing can be a problem. You'll sometimes pass right over your mistakes multiple times without seeing them. That's why I highly recommend that you get at least one, and preferably two, people to edit your book. (This may be an area where you want to again reach out to a real professional editor and make use of their service.)

Once you've got the editing all done and you resubmitted to the publisher, it's time to order your books. You need to determine how many books you want in your first shipment.

If you've used a vanity publisher, there may be minimum quantities that you need to order.

If you've done it the “self-publishing route” though, with print on demand, you can order any number that you want.

The way that I determine how many books to order is based on the purpose that I'm going to use it for.

Now you want to consider the many different ways to deliver your book to your customers.

Obviously you can sell it directly through Amazon and through local and national bookstores if you've properly set up your self-publishing to meet all of their criteria.

You can also sell it on your own existing website, or create a website specifically for the book.

My favorite, though, is to use it as a sales tool when I call on customers.

I really like the effect it has when I hand them my book and they see that I truly am an expert, not just another guy walking in the door trying to get in their pocket.

A lot of people also use them when giving live presentations, either as a gift to people for attending, or as part of a larger package that they're trying to sell at the back of the room.

If you're using it just in your general business to hand out to new customers, than possibly as little as 50 books will more than suit your needs, with plenty of time to reorder books as necessary. But if you're about to go out to a big tradeshow where you know there could be hundreds of people that you want to give your book to,

obviously you want to make sure that you order an adequate number of copies.

But the nice thing about print on demand is that you can get a reprint of your book in quantities from 1 to 1,000, or even more done for you in less than two weeks

Your New Book

Chapter 4

Amazon - The 900 Pound Gorilla

Choosing the self-publishing route means Amazon will be your primary sales channel. It offers a number of advantages when publishing your book. First off, what is the Amazon Bookstore?

Think of the Amazon bookstore as a search engine for books. Anything that ranks well and becomes popular does not need further promotion. The good news is that Amazon will pair books in the “bought with” section. This helps in providing more exposure for your books.

Though a relatively new phenomenon, book sales from the Amazon bookstore are increasing at a remarkable pace.

In terms of volume, the Amazon bookstore offers a much more competitive offering. The diligent

community of users who put out book reviews also helps.

While offline book sales are dropping, online sales are going in the opposite direction. This trend is set to continue as predicted by experts.

If you plan to self-publish, selling your book via the Amazon bookstore is a must. But how exactly do you do this?

Publishing on Amazon

Being a published author on Amazon is pretty straightforward. This is possible through the Amazon Direct Publishing program. It allows you to participate in the royalty program, and your book becomes available on Amazon.

To publish your book, you need an account, and have it on file. It is recommended that it is uploaded in DOC or PRC format but other formats are accepted as well.

Any links in your Book should be edited to be human readable. This is to allow them to type it in their browsers.

Formatting your book according to Amazon standards is a must. Page breaks must be avoided and proper coding must be observed to make it appear the way you want to. You can always make changes after uploading as you see fit. To make it easier to find your book, you want to select your keywords carefully. Keep in mind that rankings affect its exposure, and with thousands of other titles you want to get this right for maximum exposure.

Although a product image is optional, it is recommended that you upload one anyway. Images may be uploaded in .tif or .jpg format of at least 500 pixels, although 1200 pixels are recommended. An image also helps in selling your product.

Amazon Product Page

Since you will be selling through Amazon's bookstore, it is important to have at least a basic understanding on how it works. Specifically, being aware of the inner workings of the Amazon Product Page is a must. However, this is one of the most misunderstood parts of this self-advertising method.

Many people waste the space provided in this page and pretty much fumble the ball. To put it simply, think of this as a small ad space in a glossy magazine. You need to build up hype to get your customer's attention. This is your chance to make a good first impression.

Excite your customer's visual senses with the right cover art. Avoid using bright colors and crowding your graphic. Your book should be placed in the right category as well. This makes tagging for relative content much easier and more effective.

The product description section is very important, but often misunderstood. Instead of an actual description, it is better to use this space to promote either the book or yourself.

Do not skip on any awards and distinctions you received. But remember to keep things short. Customers tend to stop reading this section, so take this into account. If you have good reviews, this section would be a nice place to put them up.

The “bought with” and customer reviews sections are both important for your book’s popularity. However, there is little you can do to control these sections. You will have to contend with what you can actually control.

General Guidelines

PDF Specifications

- PDF v1.4 and lower are supported

- Embed all fonts and images in your PDF file prior to submission
- Submitted PDF files should not contain bookmarks, comments, invisible objects, or metadata
- PDFs should be optimized. Optimization is useful to reduce your files size, allowing for higher performance when transferring, uploading, viewing and printing the files

Common Points of Failure

- Layers and transparencies should be flattened in the PDF file
- Open Prepress Interface (OPI) code in the PDF file is not accepted
- Locked or encrypted PDFs are not accepted
- Crop marks or other printer's marks should not be used on any files
- Submitted PDF files should not contain bookmarks, comments, invisible objects, or metadata
- The book description should be in compliance with the rules listed here
- Missing Pages
- Title missing on the front cover
- Missing barcode

- Incorrect pagination
- Books with upside down pages

Cover Specifications

Cover Page Size

Covers should be submitted on an 18” x 12” or 19” x 13” page, depending on the book’s trim size and page count. Use the charts below to determine the correct page size.

If the trim size is between 4” x 6” and 8.25” x 10.5” and the interior page count meets the following specs, please submit the cover on an 18” x 12” page:

Your New Book

Trim Width (in inches)	White Paper (444 ppi) spine calculation: 0.002252	Cream Paper (400 ppi) spine calculation: 0.0025	Full-Color Book (426 ppi) spine calculation: 0.002347
4 - 7.56	828	746	500
7.62	780	700	500
7.75	660	600	500
7.88	550	500	500
8.00	440	400	400
8.12	330	300	300
8.25	220	200	200

Your New Book

If the interior is black and white and the trim size is between 4” x 6” and 8.5” x 11.69”, or the interior is color and the trim size is between 4” x 6” and 8.5” x 11,” and the interior page count meets the following specs, please submit the cover on an 19” x 13” page:

Trim Width (in inches)	White Paper (444 ppi) spine calculation: 0.002252	Cream Paper (400 ppi) spine calculation: 0.0025	Full-Color Book (426 ppi) spine calculation: 0.002347
8.12	828	828	500
8.25	828	770	500
8.27	828	750	500
8.5	630	570	500

Cover Formatting

- Covers should be centered left to right on the spine. Artwork should be shifted down so that there is only .125" bleed at the bottom of the page
- Center cover artwork from left to right on the spine, and shift it down to .125" bleed at the bottom of the page
- Flatten all layers in the native file
- Bleed of .125" is required on all sides. The bleed at the bottom of the page must not exceed .125"
- There should be no "live" elements within .25" of the trim lines.
- Both RGB and CMYK color spaces, and profiled RGB or CMYK spaces are accepted
- 300 DPI image resolution is recommended. Higher resolutions are acceptable

Spine Measurements for Black & White Books

- 60# white paper = 444 ppi (page count x .002252")
- 60# cream paper = 400 ppi (page count x .0025")

Spine Measurements for Color Books

- Color paper = 426 ppi (page count x .002347")

Spine Text and Barcodes

Only books with more than 130 pages can have the spine text printed. Text on larger spines must be sized to fit the spine, with at least 0.0625" of space between the text and the edge of the spine.

All covers must have a 300 DPI barcode on the back cover, and the barcode must be at least 1.5" wide and .9" high.

Book Block Specifications

Page Size

- For books without interior bleed, create “one-up” text files on true trim size pages (There cannot be any hidden areas of the page.)
- See “Interior Full Bleed” below for details on books with interior bleed

Font

- Embed font information
- Do not use type three fonts

Margins and Alignment

Content should be positioned on the page according to its location in the document:

- Pages printed on the left side of the book (even pages), should be set up from the right-side gutter.
- Pages printed on the right (odd pages), should be set up from the left-side gutter.
- This formatting is called "mirror margins" in many document-authoring tools.
- Allow .75" for the gutter (the left-side on odd pages, and the right-side on even pages) and .5" for the outside margin (the right-side on odd pages and the left-side on even pages)

Exception: If a .75" gutter creates an outside margin smaller than .5", then the margins should be even, left and right (centering the text block on the page). We recommend including larger gutters on books with more than 600 pages.

Pagination

- Book pages must be numbered in sequential order
- All books must be paginated independently from preceding volumes (e.g. Volume I-Book 1 ends with page 300 and Volume II-Book 2 should begin with page 1, not page 301.)

Color and Halftone Images

Resolution: 300 DPI or higher

Format: JPEG (JPEG Photoshop compression level with quality 10 or higher), or TIFF (use JPEG or lossless compression)

Monochrome	Bitmap	Images
<u>Resolution</u> :	600	DPI
<u>Format</u> : TIFF (CCITT Group 4 (preferred), LZW, or no compression)		

Media Box

The media box of the PDF should contain all the content to be printed.

Interior Full Bleed

Full-bleed interiors (with content that extends past the edge of the page, with no white space on the edges) must have .125" of bleed at the top, bottom, and outer margins (exclude the gutter). For example, a finished book with a trim size of 6" x 9" requires a 6.125" x 9.25" interior PDF.

Additional Tips

If you made a mistake on your book and only realized this after uploading, be sure to upload an edited version. It will overwrite the original without a hitch.

Keywords affect how people will find your book. As such, you want to put a lot of thought into which ones you will be using. Getting this right maximizes your exposure and puts you on top of the rankings.

Chapter 5

Amazon Best Seller Strategies

Introduction

Imagine this: You, a bestselling author.

It's the kind of thing you're proud to tell people at dinner parties. It's the sort of label that commands instant respect and admiration. And it's the sort of achievement you can use as a springboard to a plethora of wonderful money-making opportunities.

Maybe you've thought about it before. And maybe you've brushed it right out of your mind. You just couldn't really imagine yourself creating a book that actually snagged a spot on a bestseller chart.

Good news – now YOU too can be a best-selling author on Amazon!

And you're reading the book that will show you EXACTLY how to do it!

You see, lots of authors rely on publishing contacts, good luck, and a mention on Good Morning America to achieve best-selling status. It's no wonder most people never see their dreams of becoming a best-selling author come true.

Fortunately, you don't have to rely on any of those things in order to become a best-selling author. All you have to do is:

- Write and self-publish your book
- Create a pre-launch excitement and anticipation
- Recruit JV and affiliate partners to promote your book
- Offer prospects a huge bonus package to buy on a particular day
- Promote the launch with your JV partners' help
- Rocket to instant stardom when you hit the Amazon bestseller list – and you can use your

newfound fame to land publicity opportunities,
a book deal from a major publishing house and
much, much more

You'll learn how to do all of these things inside this
book... so let's get started!

Understanding the Ins and Outs of Amazon

One of the keys to getting on the Amazon bestseller list
is understanding how their system works.

Let's take a closer look at how to get your book listed
and ranked...

What is the Rankings System?

Some bestseller lists rank books on a weekly or even
monthly basis. Amazon updates their sales numbers on
an hourly basis, which is why it's quite possible for you
to hit #1 by sending a flood of buyers in a short period
of time (e.g., within a 12-24 hour period).

What Does It Take to Become a Bestseller?

I can't give you an exact number of books you need to sell in order to get a #1 spot. That's because Amazon's ranking system is a bit of a mystery. It doesn't necessarily calculate actual number of sales – rather, it compares your sales to the rest of the bestsellers.

In other words, you don't have to beat someone else's overall number of book sales to nab the bestseller title – you only need to beat your competition over the course of a matter of hours! And since most booksellers are taking the long view and getting “slow but steady” sales, you can beat them by having a flurry of sales in one day.

Tip: This is why you shouldn't launch your book on the day a well-known author launches his or her book.

Even if you don't get on Amazon's overall bestseller list, you can still claim the mantle of having the best-

selling book in your niche (e.g., the day's best-selling business book).

Note: If you can get your book ranked in the top 100,000 BEFORE your big launch, do it. That's because some experts suggest that Amazon's ranking algorithm takes into account previous sales history. So it's better if you demonstrate some sales before the big launch – experts suggest it makes it easier to grab onto and maintain a good spot on the bestseller list.

How to Get Your Book Listed on Amazon

Warning: Get your book listed on Amazon first before you even think about launching. That's because this process sometimes takes a while and/or it can be unpredictable. It would be a shame to plan a big launch on some specific day, only to have to scrub it because the book isn't yet listed in the marketplace.

While it can take some time, this process is by no means difficult. Fortunately, both Lulu and Amazon provide instructions to get your book listed in the Amazon marketplace.

Tip: If you don't use Lulu or Amazon's services to distribute and list your book on Amazon, then you'll need to apply to be a seller. Once you've supplied your application, then you can list your product. (Amazon will order a couple copies of your product.) Once Amazon has approved your application and ordered your book, you'll need to upload your cover artwork, synopsis and other information.

This process may take several weeks to complete. See [Amazon Advantage](#) for more detailed instructions and more information.

How to Price Your Book

You're going to have a base price for your book, which is essentially the printing cost. As mentioned, you should choose options that keep this expense low, which allows you more flexibility in pricing.

Next, you'll want to look at similar books in your niche (e.g., your competition) – especially the bestsellers. Since your market is comfortable paying for these books, price your book in the same neighborhood.

Example: If most books in your niche are between \$14.95 and \$19.95, price yours about the same (preferably on the low end to help spur sales).

Tip: Remember, you're pricing for maximum sales... NOT for maximum profit per book. And that means you should generally sell on the low-end of the price range in your niche.

Organizing a Best-Selling Book Campaign

Unless you're very lucky – or your name is Steven King or J.K. Rowling – your book isn't going to zip to the bestseller list by itself. That's why you need to recruit the help of joint venture (JV) partners, as well as “bribe” your customers to purchase your book on a particular day.

Here, then, are the requirements of a successful campaign...

Coordinate All Traffic for One Day

As mentioned repeatedly, your goal is to have a flood of sales in a very short period of time. Namely, you want these sales to all happen on one day, so you can hit the bestseller lists.

That means you need to do two things:

- 1. Make it clear to your JV partners that they must promote your book on a certain day.**

Ideally, they should also send teasers to their list several times before launch day. But they definitely must be available to promote on the big day, as you want your sales to all come in very quickly in a short period of time.

- 2. Likewise, your customers need to know that the “bribes” you send them (AKA the incentive package that you’ll learn more about shortly) will only be available to them during a short 12-24 hour period. As such, they need to purchase your book during that time period if they want to claim the package.**

Bottom line: You’re not looking for repeat visitors or traffic that trails out for several days. You’re looking for a flood of traffic that hits your site, buys your Amazon.com book and then claims their incentive package – all within 24 hours.

Which brings us to our next point...

Offer a Massive Incentive Package

If you sell single products, then you probably already know to offer a bonus product as an incentive to help indecisive prospects make the buying decision.

In this case, you're not just offering a "bonus" – you're offering a massive package of bonus products to anyone who orders your book through Amazon during a 24 hour period or less.

In other words, you're basically bribing your prospects to order your book (and you can tell them as much).

Now, this brings up two questions...

1. Where do you get these bonuses to create the package?

You'll of course create and provide some of the bonuses. However, the bulk of your bonuses will come from your JV partners.

Why would they toss a bonus into your incentive package? Simple --- because any bonus they offer includes their advertising, which means they can quickly and easily get traffic to their site if they participate in your promotion.

Note: Please note that some marketers don't deliver the incentives as one package. Instead, they create a page where customers must request (via email) the gifts they'd like to receive. In this case, all participating partners build their mailing lists whenever a customer requests their product.

How you set it up depends on your customers and your relationship with your JV partners. It's easiest for your customers if you simply send them to a download page that has all the products listed. However,

your JV partners would likely prefer to build their mailing lists.

You may offer the package as one download while offering other incentives to your JV partners.

Example: You may agree to do a mailing for them in the future. Or you may pay an affiliate commission for every paying customer they send.

2. What types of bonuses should you include?

The more closely related the bonuses are to the topic of the book, the more attractive the package becomes to prospects. Ideally, you're looking for valuable bonuses (the kind your market is already paying for elsewhere) that compliment or enhance the book.

Example: If you're selling a marketing book, then you may create a bonus package that includes things like:

- Free web critiques.
 - Free access to a traffic-generation membership site.
 - Free social media marketing teleseminar.
 - Free report on article marketing.
 - Free blog templates and blogging book.
 - Free 15 minute consultation.
- ... And so on.

Again, these should be unique and valuable bonuses that the prospects can't find online elsewhere for free.

While you may offer non-tangible items (like services) or physical products, most should be

downloadable so that your customers get instant access (and instant gratification).

Get Others to Promote the Book for You

As you've already surmised, this entire strategy rests on you recruiting JV partners to not only add something to your bonus package, but also help you promote the book on the launch day.

Now, it's obviously easier to get a friend to promote for you as opposed to a total stranger. In other words, you'll get a more positive response if you build relationships first and ask for JVs later.

Tip: Start building relationships today! That way you're building trust over the weeks and months it takes you to write, self-publish and list your book. Then when it's time to promote, you have a list of friends who may be willing to help.

Of course I realize it's not always possible to build relationships first. Here's what to do if you need to find and recruit "cold" partners...

Spotting Partners

The first thing to do is put together a list of prospective partners, which generally means the other marketers in your niche.

Ideally, look for those that have a platform (waiting audience) such as a mailing list, busy blog, well-trafficked forum and/or big social networks.

Here's where to find these folks:

- **Amazon.com**. Look for other authors in your niche who have a web presence.
- **Clickbank.com**. Find book marketers in your niche in the Clickbank marketplace.

- **Use Google.com** to see who controls both the organic and paid search engine marketing in your niche.

Example: Enter in your keywords (like “home business”) – those on the first few pages are all potential partners. Do this for a variety of words.

- **Uncover the busy blogs, forums and newsletters in your niche.**

Example: Run a Google search for “dog training blog” (not in quotes).

- **Ask your prospects** whose products, services, blogs and newsletters they enjoy.
- **Search social media** (like Twitter.com or Facebook.com) using your niche keywords to find potential partners.
- **Ask your existing partners** to recommend other partners.

Once you have a list, move on to the next step...

Contacting Partners

As mentioned before, it's best if you start building relationships first. That means getting some name recognition in your niche, contacting other marketers (they'll answer you if they recognize your name) and starting up a dialogue.

You might talk about shared interests, compliment them on a product, or become an affiliate for them first. Indeed, putting money in someone's pocket is one of the best ways to get a marketer's attention.

But if you don't have time to do all that, then you'll need to send them a proposal email. This is where you ask them to become a launch partner. The key to a good proposal email is to let the potential partner know what he gets out of the deal.

So what can you offer a partner? As many of the following as possible:

- **Commissions.** You can have partners send traffic directly to your Amazon book page using their Amazon affiliate link. That way they get a commission for all paying customers.
- **Publicity and traffic.** You can list your partners' name and links in all sales material, including pre-launch emails, videos and more. You may even offer permanent links on your blog or elsewhere.
- **Backend revenue.** Your partners can put ads for any products or services they want inside their bonus products. They'll also get traffic and sales from the pre-launch publicity.

- **Bigger mailing list.** Your partners can put links to their subscription page in their bonus product. Alternatively, you may set it up so that people who claim their bonuses must do so by subscribing to your partners' individual lists.
- **Get positioned as an expert.** This is especially attractive to your lesser-known partners, whose names will appear alongside your "big name" partners.

Below is an example email you can use. Be sure to customize it for each partner (as different people have different "triggers")...

Subject #1: I'll help you grow your list in exchange for...

Subject #2: Get a handsome reward if you can help me, [partner's name]...

Subject#3 (Use this one if the partner recognizes you): Hey [partner's name], it's [your name]

Dear [First Name],

*Hi, it's [your name] from [your website or blog].
I'm writing today to offer you the opportunity to
quickly and easily:*

** Grow your mailing list.*

** Get yourself established as a [niche]
expert alongside well-known authors and
marketers like [list your well-known partners)*

** Get fresh traffic and backend revenue
using free publicity.*

** Pocket easy commissions in the process.*

*And all you have to do is send two reminders and
one mailing to your list.*

*You're probably wondering why you get so much
for so little. So here's the deal...*

I just created a book called [title], which your prospects will enjoy because [reason]. My goal is to get it to the top of the Amazon bestseller list on [date] by offering a massive bonus package to anyone who buys the book that day.

But I need your help. And I'm willing to reward your handsomely for your help.

> First, you can contribute a product to the bonus package. People will join your list to request your product, which means you'll effortlessly grow your list. Plus you can put any ads you want in your product.

> Secondly, you'll get Amazon commissions for every one of your subscribers who buys the book through your Amazon affiliate link on [date]. And they'll do so in droves, because the bonus package will be worth at least [price]. It's an easy sale.

> *Third, your name and link will appear in all marketing materials on my website, blog and newsletter. That's a lot of exposure.*

Again, all you have to do is send a few notes to your mailing list – I'll even provide the copy.

Please hit reply right now and let me know if you'd like to join us...

[Your sign off, signature and contact info]

P.S. I almost forgot...

The first 20 people who agree to this joint venture will get one more bonus from me – I'll mail anything you want to my list of [number], which will certainly grow in size by the time this launch is over.

Email me now to be sure you're one of the first 20...

Shaking Hands With JV Partners

Some JV partners will email back right away with a ‘yes’, some with a ‘no’, and some won’t email back at all.

Here’s what to do in these individual situations...

Email #1: People who reply with a “no.” (You want to respond positively and keep the door open.)

Dear [First Name],

Thank you for responding so quickly. If there’s anything I can do for you now or in the future, just let me know!

Sincerely,

[Your name]

Email #2: People who don't respond at all. (Give a gentle nudge to see if they're on board.)

Subject: Did you get my email, [first name]?

Dear [First Name],

Emails get lost more often than socks in a dryer, which is why I'm re-sending this email. Please let me know that you received it – thanks!

[Copy and paste original email here]

Email #3: People who reply with a “yes.”

Dear [first name],

Thank you for your prompt reply!

I'm so excited that you've decided to come on board. You were at the top of my list – and my customers will be thrilled to see you've joined this

project -- so your positive response really made my day.

Here's what you need to do next (each step only takes a minute or two):

- 1) Tell me about your bonus product so I can add its description to the sales materials.*
- 2) Give me your email subscription code so I can add it to the download page.*
- 3) Join the Amazon affiliate program and generate your affiliate code (tell them how to generate the link for your book).*
- 4) Prepare to email your list a short note on [date], another reminder on [date] and a launch day email at 8:00am EST on the morning of [launch date].*
- 5) Watch your inbox – I'll send you reminders before each mailing and otherwise I'll keep*

you informed of each step. You can also read the JV blog at {link}.

Thanks again for joining the launch – you should find it a profitable venture! If you have any questions, please don't hesitate to email or call me [enter phone number].

Sincerely,

[Your name and contact info]

Putting It All Together

You have a book, it's listed on Amazon and you have a list of JV partners ready to help you launch. Now let's put it all together...

Tip: There are two ways for your partners to promote and earn commissions.

First, you can create a launch email that list all details in the email. Then the partner sends their subscribers to your Amazon page using their affiliate link.

Secondly, if there's too much info for an email (and there probably will be if you truly have a massive package), then you can create an editable sales page. You can offer to upload and host each partner's page on your domain, or they can upload it to their own site.

Either way, each partner's unique sales page will include their affiliate link to your Amazon page.

Of course it's easier if you don't even offer the option for your partners to collect commissions for their referrals, and instead your focus on the benefits of free publicity, links and subscribers. That way you don't need to create unique sales pages for your partners.

Bottom line: Feel your partners out to find out what is in everyone's best interest.

Create Pre-Launch Buzz

Obviously, much of the buzz you'll be creating with your partners will be through your blogs, mailing lists and social networks (which we'll touch on in a moment). But you may also create buzz by:

- Creating and distributing press releases via PRWeb.com.
- Posting YouTube.com videos.
- Telling your social networks about it.
- Posting it in your niche forum signature links.
- Creating free teleseminars, reports and articles that mention the launch.

Your partners may even want to do these same things.

Tease Your Mailing Lists

The first time your subscribers (and your partners' subscribers) hear about the launch shouldn't be on launch day.

Instead, you and your partners need to send at least three emails to your list, including two reminders before the launch day and one launch day email.

Tip: If you can get your partners to send more emails, do it – the more pre-launch anticipation they build, the better sales numbers you'll have.

Here are examples...

Note #1: Send 10 days before launch (just create a P.S. within a regular newsletter).

P.S. I almost forgot – something big is coming on [date]! I'll tell you how to get [value/price] worth of [niche] products like [name two or three products here]. Stay tuned!

Note #2: Send 7 days before launch (another P.S. will suffice).

P.S. Remember that big product package I told you about? I just heard that [popular product] got added to the package. It's now worth [price] – and you can get it for less than \$15 on [date].

Stay tuned to find out how... and be sure to mark that date on your calendar, because the bonus package will only be available for 24 hours!

Note #3: Send 2 days before launch (ideally, send a separate email).

Subject: *It's almost here!*

Dear [First Name],

The launch day is almost here, and now I've been told I can spill the details. Here's the deal...

Well-known author [author's name] is celebrating the release of his/her new book [title] on [date]. To celebrate the release, he/she's offering a package of [number] bonus products to anyone who picks up the book at Amazon.com that day.

Yes, that means you get [\$\$] worth of products for just \$14.95!

Here's a sneak peek at the bonus package:

[Link]

I can't wait to buy my copy of [title] – I hope you'll join me!

Sincerely,

[Name]

P.S. Remember, this all happens in two days – and the event lasts just 24 hours! So be sure to get to a computer by [time] that morning!

Note: The final email is sent on the morning of the launch. You'll find that email template just a bit later in this report.

Plan for Problems

Servers crash. Autoresponders go down. In other words, Murphy's Law tends to take hold during events like this.

Here's how to help ward off problems:

- ➔ **Hire a technical expert** (you can do so on rentacoder.com, elance.com or any other freelancing site). Be sure he or she configures and tests your server to withstand high traffic.
- ➔ **Put redundant systems in place.** Be sure to have a backup plan if your server goes down, such as a quick redirection to another server or host.

→ **Brainstorm.** What else could go wrong? List all the possibilities you can think of, and create a backup plan.

Create a Countdown Page

You'll want a pre-launch page that shows some information (to whet the prospect's appetite), but you don't want to include the full information. And certainly you don't want to include links (because you don't want people to buy early).

To build anticipation for visitors, include a countdown script that ticks down the days, hours and minutes until they can buy your book. [Here are instructions for how to create a free countdown](#) (it even counts down to the second).

Set Up a Delivery System for Incentives

There are two main ways to do this:

- 1. Hire a customer service team** to manually deliver the bonus package. Customers send their Amazon receipts, and your team sends the download link.
- 2. Do it automatically.** Here you set up an autoresponder that sends a reply whenever it's triggered by a certain phrase (i.e., a unique phrase that would be included in the Amazon receipt).

You then ask customers to forward your receipt to that email address... and the autoresponder will instantly send them a download link to the incentives package.

The downside is that you may get a few non-customers slip through. The upside is that you can use this to quickly and easily build your own customer list!

Tip: Even if you use this automated system, be sure to have a help desk and support team in place to field the inevitable pre-sale inquiries and post-sale support issues.

Go, Go, Go!

The launch day is here!

You've tested every part of the sales process and made back up plans in case something happens. Now it's ready to take a deep breath, send out that final email... and then watch yourself rocket to bestseller status!

Here's the email you can use...

Final email: Sent on launch day (solo email)

Subject #1: Don't miss out – get your copy now and claim your bonus package!

Subject #2: Go, go, go!

Dear [first name],

The book release event for [title] just kicked off – and you have until midnight tonight to claim your bonus package! All you have to do is order the book for just \$14.95 and you’ll get everything listed on this page:

[Link]

Go there now to get full details and to order now!

[Sign off and signature]

P.S. Hurry – you can only claim your free bonus package if your order the book TODAY. So order now to avoid disappointment!

Conclusion: You, a Best-Selling Author!

Congratulations – you now know everything you need to know about writing, publishing and marketing a best-selling book!

Let's quickly recap what you've learned:

- **You learned how to create a lot of pre-launch excitement about your book!**
- You discovered how to recruit JV and affiliate partners to promote your book!
- **You learned how to create a huge “bribe” for your buyers!**
- You discovered how to create a launch event that rockets you and your book straight to the top of the bestseller's chart. Plus you found out how to leverage your newfound fame!

It's pretty exciting, right? I bet you can already picture yourself as a best-selling author!

That's why you need to take action today.

Start by selecting your topic and outlining your book. Then commit to setting aside at least two hours per day (every day) to writing and promoting your book.

Your New Book

Do that, and it won't be long before you see your name in lights on Amazon's bestseller list!

Chapter 6

Get it Sold

Lastly, you should employ a strategy on how to maximize your book's online exposure. One method may not be enough, so you should be prepared to conduct multiple campaigns at once. So the next step is to take action, step out of your comfort zone and tell yourself I'm going to do this, and before you know it you'll become a successful Book publisher.

Social Networks

More and more people are signing up for social networking sites. In fact, the average person spends most of their time on the internet checking their Facebook news feeds and Twitter tweets among others. With so many people within reach, it is a good idea to promote your book here.

Social network marketing does have its advantages. For one thing, it is easy to set-up. Maintenance requires a bit more effort, though.

Another bonus is that this campaign will not cost you a penny. Creating an account is free, and the only thing you need to spend here is some time and effort.

One thing that you can never take away from social networks is the close connection you get with your readers. People are more than willing to provide feedback through comments. Some would even create their very own fan submissions, which double your content. Your readers will surely appreciate it when you respond to their comments.

Social networking sites are also a good way to tap into the hottest and latest trends that people are interested in. This way you are aware of what the next big thing may be. You can ride this trend to your advantage and cash in.

The benefits of self-advertising through social networking are undeniable. For good measure, make your online presence felt on Facebook, Twitter, YouTube, Google+ and other similar sites. With account integration, you can post new content and keep in touch with your readers across all your accounts without a hitch.

Book Communities

When promoting a book, it's always best to target those people who are already familiar with it. You can do this over various online forums that cater to specific interests, such as book reading. Book clubs also exist in the online universe so they are always worth checking out. Last but not least, there are sites dedicated to promoting books as well.

Obviously, you cannot miss out on the opportunity of promoting your book on these kinds of sites. It has the advantage of reaching out to people who are already

interested in buying them. Chances are most of your sales will come from these groups of people.

You can think of book communities as social networks for and by book enthusiasts. As with any kind of community, you should play your part here. This means contributing something useful such as tips, information and the like. This way you are seen as a respectable member of the group, and not another business person out to get their money.

Another advantage here is that you build trust and close connections with other members of the community. Soon enough, you will be seen with respect and be considered an important part of the group.

Like in social networking sites, you will have to put time and effort into promoting your book in book communities. The rewards can be overwhelming, though.

You can find these communities through a quick search online. Be sure to behave properly, and follow the rules or risk getting booted out.

Search Engine Ads

When people have questions, or are simply looking for something, the first place they turn to is the internet. You can find everything on the internet, after all. Specifically, a search engine can find anything for you. This is why search engines such as Google and Yahoo attract so much site traffic.

With so many people visiting these sites every day, it is a good idea to promote your book here. Luckily, you can do this through search engine ads. Such an advertising method is easy enough to understand. Whenever someone uses certain keywords related to your book as search terms, your book appears on the results page.

This means your ad can potentially receive a lot of exposure. More exposure means more chances of reaching your target audience and converting them into paying customers. The targeted audience works to your benefit in terms of conducting a successful advertising campaign.

The most common type of search engine ads is pay-per-click (PPC) advertising. This involves charging advertisers every time the ad is clicked, hence the name. Fees vary widely depending on the level of competition that exists for the keywords you choose. However, the disadvantage of launching a PPC campaign is that you are charged every time your ad is clicked on, even though you may not realize any sales from the visitor.

Signing up for PPC advertising is fast and easy. You are most likely to sign up with [Google AdSense](#) if you decide to promote your book this way.

Ranking plays a huge role here and you want to come out on top for maximum exposure. The good news is that there are plenty of tools that help you do this.

Video

In most cases, promoting using text is enough. On the other hand, the power of images can never be underestimated. People are just more likely to relate to your message when presented with an image, or better yet, upon watching a video about it. Name recall and brand recognition are two bonuses that go with video marketing as well.

Most videos are uploaded and seen via YouTube. Users are free to upload their own videos and comment on others. As such, the site is one of the most frequently visited on the internet and actually ranks third. Uploading videos there is also a great way to tap into a crowd of site visitors.

Ads are usually placed as part of videos or can be what the video is about. It provides a brief but more detailed preview of a product. Unlike text and still pictures, videos have the advantage of staying in a person's memory longer.

When videos grow popular enough, they have the potential to go viral. This means they can be shared around by almost everyone on the site. It is not uncommon for these videos to reach a million views when this happens. Now imagine that your book promotion earned a spot at a viral video. You are talking major exposure here.

Coming up with content for your video campaign is as important as your text ads. It is important to keep it short, but rich in content. Try to aim for around three to four minutes of content.

Word of Mouth

Finally, you can promote your book via word of mouth. This method does not require as much effort as the others once you get it going. In fact, you do not even have to do much at all. Another thing is that this ad campaign is completely free. Getting the ball rolling is a bit tricky, though.

First off, you have to generate hype around your book. When this happens, people are bound to get excited and spread the word themselves. It is important to meet these expectations, though, or else this campaign will fall flat.

Starting this campaign is best done through other means such as social networks and video marketing. Encouraging enough people to jump on the bandwagon is important as well. The more the merrier applies here.

Other reliable means of spreading via word of mouth include your very own social network. You can always

start with family and friends and work your way outside your social circle. Soon enough, your campaign will reach farther than you expect. Rumors do spread like wildfire, which is good for increasing your book's exposure.

Advertising by word of mouth also has a unique advantage. You may not know this, but people are more likely to trust the word of someone they know. This is what makes this advertising method such a huge success.

Jumpstart your word of mouth advertising when you send out free copies of your book for review. Providing a sneak peek for a few select users is a good idea as well.

But remember, book sales are great, but the main reason you have a book is for the leverage it gives you with your much higher profit other products. Sell all the

books you can, but focus on creating and selling those
“Big Bucks” Products.

Your New Book

Chapter 7

Conclusion

Let's recap. Now that you have a grasp of the basic concepts of selling books, it is time to apply everything you have learned.

When you finally decide to self-publish your book, the next crucial step to take is to sign up for an account on the Amazon Bookstore. Having one makes it possible to sell on one of the largest digital media stores in the world.

Before selling a book though, you need to write one first. One of the first things you should consider is your readership. Writing to specific groups of readers makes it easier to find the focus of your work. As for books, you are most likely to write for a younger crowd who lives in a fast-paced and modern world.

As a writer, you will have to pick topics which are mainstream or niche based. The difference is enough to dictate whether you will enjoy success or suffer from failure. In general though, writing for niche topics is more profitable due to less competition and more trust and credibility as an expert writer.

Pricing has a lot to do about the success of a product or service, among other things. For books, it is best to stay on the average scale to keep attracting buyers for more profits. And keep in mind...it's Quality, not Quantity, that will make you a success.

Visit www.Nomadceo.com, or attend our FREE webinar to learn how to become an “Instant Author” and begin your fabulous journey into the world of authorship and publishing. Start now to enjoy the prestige and esteem afforded authors in our society, and to appropriately use this program to position and differentiate yourself and your business now! In fact,

Your New Book

you may want to take advantage of our Bundle offer to get more than one book with your name on it!

Your New Book

Chapter 8

Done For You Service

I know that this sounds like a tremendous amount of work, and that's because it is.

Do you have the free time to create and publish your book? Y/N

Creating a book is not an easy task, or everyone would do it.

But don't throw up your hands and quit yet.

Remember, I promised you at the beginning of the book that we had a way to help you become a published author that's quick, easy and very low cost.

We've got an option for your that has not been available before, a way that you can become a published author and start to gain all of the authority and trust that you need to run a successful **business in today's marketplace.**

We call this service “done for you” instant author publishing.

We have already done the research to find the most salable niches. Then we went out and hired ghostwriters to create books, or purchased the rights to existing books and had them edited to bring them up to today's standards.

We've built a complete system to race you through the publishing process.

All you have to do is fill out a short questionnaire or have a brief interview with one of our expert ghostwriters. Your information will help us to customize your book.

And that's it! We take over from there.

Once we receive your questionnaire, your book is compiled professionally, edited three times, submitted

for your review, and formatted to fit our publishing platform.

While you review your book, you will have the option to change, add, or delete any information. We also request that you create your introduction, author page, back page and cover design for personalization.

When you give us the go, we submit your book for publishing.

We purchase your ISBN number, and we place your first order.

Your book is printed, packaged, and delivered to you in less than 30 days.

CONGRATULATIONS! You're now a published author!

It doesn't take super intellect, or require supreme specialization to be qualified to write a book. The truth is that every business person has expert knowledge and

training in something! Years of continuing education in the “school of hard knocks” gives permission for any business person to write about topics that will help their customers and prospective customers.

But how does an “average” business person capitalize on this knowledge? How can they write their own book and do it quickly and with less expense? And who has the time to write a book?

That is where Nomad CEO’s “Instant Author” marketing program comes to the rescue. Nomad CEO’s mission is to create affordable marketing products and strategies that powerfully differentiate and set businesses apart.

With our “Instant Author” system, it’s now easier than ever to become an author and begin reaping the benefits of a marketing strategy that will truly serve your customers and the public, in helping you get noticed, and in building your business.

We provide a book ready for consumption that will be sold at Amazon.com. But our main purpose is to provide you with a book which you can use within your own business, and within your own community/niche to establish your credibility in your own marketplace.

You will accomplish this through a commonly used publishing practice called “ghostwriting.” This method of writing a book is a mainstay in today’s modern world of publishing. You can now easily create your own book with your name on it as the author using Nomad CEO’s Instant Author tools.

If you find yourself ‘lost in the crowd’ and wanting to get noticed above the noise, being an author is a wonderful marketing idea and powerful public relations strategy. Writing a book serves multiple purposes, from helping to better educate your customers, to building your credibility and promoting your business. Being an

“instant author” holds the power to elevate you above the common, and to distinguish you in your community.

Special Offer

That's all there is to it! You're now a published author, and depending on how you use your book, it's a tool. You'll start to see yourself gain trust and authority in your marketplace. Sometimes you start to gain that authority even before the book comes out in print.

I know you're asking “how much does the service cost?” Well, it's not the tens of thousands of dollars that a custom ghostwritten book would cost you, or even the 5 to 15 thousand dollars that would cost to get yourself placed in the typical anthology book.

Because of the volume and the processes we've developed, we can offer you the option to become a printed author for *much less than you think*.

ACT NOW! There's no time to lose. Just visit our site at [www.nomad CEO.com/book/bonus](http://www.nomadCEO.com/book/bonus). Find out the specifics of how you can become a published author in less than 30 days, at a cost lower than you ever imagined!

I implore you, don't put another day between you and building the credibility and trust that you need in your marketplace in order to make a good living.

Your New Book

Bonus Chapter

Maximize Your Return At Marketing Events

Since attending my first Internet marketing seminar in December of 2002, I have attended at least 50 other seminars, conferences, workshops, boot camps, or cruises with groups of marketers. I attend so many events because they help me to grow my business exponentially by networking face-to-face with my peers.

Attending live events, provided you choose carefully, is well worth the meager investment usually required for admission. However, there are certain things you need to do before, during, and after an event to gain the maximum benefit. Here are some of the things that I do, and consider important in getting the most out of your seminar experience.

Have specific objectives for attending the event. The webpage describing the event will typically tell you what each speaker is going to cover. Networking and chatting about the event on social networking platforms such as Twitter will give you ideas for what your objectives should be.

Have specific people that you want to make sure that you meet and start to form relationships with. While you can certainly get to know some of the speakers, there will often be many others in the audience that it will be beneficial to get to know. By chatting about the event in forums, and on sites such as Twitter, you can often identify many of the other attendees beforehand.

I go as far as pre-arranging appointments with some of these people. Some seminars can get so hectic/busy that you may have difficulty cornering a particular popular speaker or attendee. By pre-scheduling an appointment, you avoid that problem. It's probably best to schedule these appointments in the evenings, and you can simply arrange to meet the individual in the hotel lobby, or in a restaurant for a cup of coffee.

Find a seminar buddy if you haven't previously attended a live event. Many of the seminar "regulars" will know each other and it can feel uncomfortable until you get to know these folks. Find someone else who is relatively new and latch on to them, and the two of you can offer each other mutual support.

You may also want to share a room to reduce expenses, and so that you have someone to discuss the seminar experience with. Seminar hosts usually arrange for special discount prices with the hotel where the event is

being held, so the room should not be overly pricey. However, you may still want to share a room.

After the seminar, stay in touch with your seminar buddy, and make them your accountability partner. Tell them which things that you learned at the seminar that you are going to implement, and ask if you can use them to nudge you in that direction with weekly calls. These calls can be over Skype so you don't need to incur any long distance phone charges.

Your accountability partner should keep you focused and moving in the direction that you said you were going to go when you were pumped up by the seminar atmosphere. You should do the same thing for your seminar buddy.

Many of the speakers at seminars offer coaching or mentoring packages. You may also want to enroll in the coaching program of a speaker that particularly resonated with you. They may be more effective at motivating you than an accountability partner.

If you have a pet project that you hope to find joint venture partners for at the seminar, take along some flyers or brochures explaining your project. You may not get an opportunity to fully explain your project to all of the people that you want to. However, you can

often just hand a brochure or presentation folder to some of these individuals and ask for permission to follow up with them later. Most will agree to that.

Take along lots of business cards with accurate, complete contact information. Many people at live events automatically ask for your business card. Passing out cards with the wrong email address or phone number, that you have to mark out, and write in the correct one comes across as very unprofessional.

Believe it or not, I've encountered online marketers who had business cards printed out and didn't think to put their email address or website url on the cards. Plan far enough in advance and plan thoroughly.

Take a digital camera or a portable video camera. You can buy a Flip digital video camera for about \$50 in many places. While at the seminar take photos with lots of the attendees. Also, shoot video of various happenings at the seminar. You may also want to record your interacting with various attendees.

You can upload the videos to video sharing sites such as YouTube and use them in creative ways in your marketing.

With still digital images you can attach them to emails

when following up with individuals. This serves as a memory jogger if both you and the other individual are in the picture.

Use the photos and videos on your websites or blogs, politely linking back to the other person's site. I use photos of me with a product owner when doing a product promotion for them. Posting a photo of the two of you on your blog as you talk about their product adds credibility.

I also use digital photos of me with the other person in the follow-up system that I use. First of all, realize that when you give someone your business card at a live event, most people won't follow up with you. They get back home, fall back into their old routine, and don't follow through on many of the things that they planned on doing at the seminar.

Therefore, YOU should be the one to follow-up. Here's how I do it, and recommend that you do it to. I use a greeting card system called Send Out Cards that allows you to compose and send real greeting cards right over the Internet. You can add digital images to these cards. Their system has over 15,000 cards to choose from, which is really amazing. You just log-in, compose a card, preview it, and when you click the send button, the company prints out your card in full-color, puts it in

an envelope with first class postage, and mails it to anywhere in the world.

So, to follow-up with an individual, I just download the photos that I take at conferences to my computer. Then I design a card that basically says it was nice to meet them and let's keep in touch. If we discussed doing a specific project together, I suggest when and how we get started. I also upload a picture or two of us taken at the event to the card. This serves as a nice memory jogger.

The Send Out Cards system is very versatile and even allows you to send out a series of pre-composed cards, much like an autoresponder series, so if you are particularly busy, you could set up several cards in what's called a campaign, and follow-up with individuals from a given event semi-automatically. Maybe you meet two dozen people at an event who all agreed to help with your product launch, so you could send them all the same follow-up sequence building up to your launch.

If you'd like to check out the system that I use and love, you can take it for a test drive (sending a few cards on me) by visiting [http://WillieCrawford.com/greeting cards/](http://WillieCrawford.com/greeting_cards/). I'm willing to do this because if you become a customer of the company, I'll earn a commission on

each card that you send. I'm also looking for team members to help me sell the cards!

I often go back to my room while at a live event and send follow-up cards out before even leaving to head back home. That's how I make sure that I get things done in a timely fashion.

I also implement many of the things that I learn from speakers and attendees while still at the seminar location. It's easy to plan on doing something when you get back home and then somehow never get around to implementing it. However, if you do at least one or two things while still at the seminar, you set things in motion. Once you set things in motion, overcoming inertia, momentum often kicks in and you find that you benefit a LOT more from having attended that live event.

The final thing that I encourage you to do is consider creating a product while at the live event. You'll often have lots of experts at these events, and this makes this the ideal environment for creating an interview product. You can easily do a dozen interviews creating either audio or video recordings.

Many of the speakers, and attendees who are subject matter experts, will be honored to grant you an interview. To showcase their expertise, many of them will also reveal little known facts without your having to work too hard to drag it out of them. You'll get back home with a nice interview product that you can package and sell, or use as a bonus with one of your other products.

Internet marketing seminars are inexpensive (some are even free), but if you follow the tips offered in this article you'll turn that tiny expense into a large profit.

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Willie Crawford has been marketing goods and services over the Internet since 1996. A professionally trained speaker, Willie teaches at seminars and workshops around the world. Willie also spends considerable time sharing his knowledge and experience inside a private membership community called The Internet Marketing Inner Circle. Check them out for only \$1 at <http://TheInternetMarketingInnerCircle.com>.

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