

Your First 90 Days as the Leading Expert in Your Field

A Written Marketing Plan for Turning Your Expertise Into Super-Lucrative Profit Centers

As an expert and information marketer, you know your posture in the marketplace — and your financial success in your industry — is only as good as the marketing you do every day. Packaging up your expertise into a complete line of information products will not only spread your marketing message, it can actually become the well-oiled machinery that catapults you to leading expert status!

In this written plan, I've given you a step-by-step system specifically written to catapult you to leading expert status, producing and marketing many of the products and programs we talked about. In addition, I've added complete marketing plans for developing and marketing other kinds of products and programs later, long after our time together is through. Please read through it carefully, *then begin to implement what you see*.

Your Recommended Product Pyramid

Ideally, any product pyramid includes a lower-priced, entry level product, with successively increasing prices for increasingly intensive “experiences” with you. For instance, a \$99 audio tape product or \$19.95 per month subscription item (such as your audio CDs). Then, a \$195 workbook + audio + video product. Then, a \$495 multi-media package. Then, a \$995 weekend seminar product, a \$2,495 training program with live seminar + coaching, and so on. Ideally, you should have a corporate training program, as well.

I specifically recommend the following profit centers:

- E-zine or e-newsletter —Free
- Book — \$24.95
- E-book or E-course in your main topic — \$49
- Audio Learning Program — \$99+
- Multi-media learning system (videos, audios, written material) — \$695
- Weekend Intensive Workshop with other speakers (yours or a collaborative effort) — \$775
- Six-Month and/or 12-Month Coaching Program — \$2,500 and/or \$4,000
- One-on-One Coaching — \$6,000+ per year
- Possible subscription consulting program for your peers — price to be determined

Use Your Book as a Marketing Tool

1. Consider approaching a traditional publisher for your book or approaching a literary agent who can “pitch” the book for you. Also make a list of smaller publishers who already publish books like yours and pitch them on bundling your book with theirs.

2. If you self-publish or retain the rights to your book, offer your book as an ebook on your website, but also consider creating a one-page website (see below) for it that has proven keywords embedded to boost search engine status.
3. Seek joint ventures with high-affinity groups and organizations whose members would be perfect prospects to buy the book for themselves, their family, employees and colleagues.
4. Consider taking a sample of the book to BookExpo America to sell to a publisher who can either publish it outright or bundle it as a premium with their other titles.
5. Consider inserting an instructive CD along with the book to boost perceived value.

Marketing Opportunities for Your Book

1. **Public Relations / Radio** — There are many broadcasting networks, many of whom carry syndicated shows and most of whom have shows where you would be a perfect guest to talk about your book and how it can help listeners. For a list of radio stations, searchable by format, go to <http://www.radio-locator.com/cgi-bin/page?page=formats>. Talk radio is the best format for selling books.
2. **Public Relations / Print Media** — Create a series of articles as free content for second- and third-tier publications. Distribute via free content sites on the Internet. Offer to individual publications via email. To post your articles, go to free-content websites like <http://www.ideamarketers.com/>, or do a Google search for “free content” — or better yet, do a search for websites and publications in your industry and when the Google search returns the results, click on “Search Within Results” for “free articles” to see who gives away free articles to others in your industry.
3. **Public Relations / Media Events and Promotional Programs** — Develop a six-week written program that organizations can use as a foundation for a learning series or other learning activity. Package complete instructions for conducting the program, promotional materials the organization would need, plus special pricing on your book to go along with the series. Or consider approaching another organization to co-sponsor the series with you.
4. **Paid Display Advertising** — If you can, negotiate per-order deals with publications who will run your ad, take orders, fulfill and ship books, then cut you a check for your portion of the proceeds. If you develop a well-written direct-response ad they can run anytime, this could be a perennial ad campaign for your book. Once you have success with one publication, approach other publications with your proven response rates and revenue model.
5. **Book Signings and Media Tours** — If your book is published by a traditional publisher, they will arrange this for you. However, you can conduct impromptu book signings whenever you deliver a speaking engagement, and you can orchestrate your own satellite tour of radio and TV stations by coordinating placement and dates. Or contract with a pay-for-placement PR firm to do this for you.
6. **Charity Tie-Ins** — Investigate charities who may have a vested interest in conducting a learning series or bonusing your book as a premium for a fund-raising campaign or membership renewal campaign.
7. **Endorsements for the Book** — Seek out endorsers who are “name” celebrities with potential readers, but also seek endorsements from persons who influence a high number of their own members, affiliates, distributors, church members, subscribers and other

- large groups of potential buyers. Then, once they endorse the book, approach them for volume sales.
8. **Retail Placement & Other Non-Channel Distribution** — If you are self-publishing, contact organizations with their own book sales operation to try and sell the book through their non-bookstore outlets. Also contact magazines and newsletters, gift store chains, catalog companies and other non-traditional outlets who may buy the book in quantity.
 9. **Affiliate Sales Programs** — Develop an affiliate program on the Internet (see below) for selling the book. Target not only industry Internet affiliates, but also bookstore and other sites. Consider announcing your affiliate program through www.affiliate-announce.com.
 10. **Special Sales** — Approach existing self-publishers and small publishers about bonusing your book with their other titles.
 11. **Premiums, Mini-Books and Inserts** — If the book can be cut down to a smaller size or smaller page count, you can work with businesses, organizations and charities to give the book away as a premium for their programs and fund-raising drives. They might purchase the book for \$1.80 in quantity, with your cost being around 60¢.
 12. **Backmatter Marketing** — Be sure to reserve blank pages in the backmatter (whether you are published or self-publish) for marketing your products and your ezine or online newsletter.

Other Strategies for Marketing Your Book

1. Approach existing clients and immediate past clients to sell volume quantities.
2. Tie your book to a business trend, and broadcast press releases to second-tier and business publications about helpful topics covered in the book. Program your online news service to receive articles about companies who are downsizing to see if you can help any of them. Then contact those companies about offering training to their employees or other parties affected by the news trend. If you get an article about some negative event at a specific company, you can also call all the talk radio stations in that corporation's home town to get on the radio that day or next day with your message.
3. Consider using a special sales agent such as Jerrold Jenkins of The Jenkins Group to sell volume orders of books to special situations.
4. Submit the book for consideration to catalogs and other book outlets.
5. Contact DeHart's Printing (888-982-4763) and submit your book as a possible Book-of-the-Month Club selection for network marketing downlines. DeHart's is the book-of-the-month club printer for major downlines worldwide.
6. Research magazines and newsletters that your potential book buyers are reading, and submit articles to those magazines — working with editors to become a possible columnist. Don't stop at just generic publications. Make a list of all trade publications for business markets, too.
7. Offer workshops to corporations as an appreciation program for their customers.

Pre-Selling Your Next Book Before Its Published

1. Research markets that need your type of skills, and get into relationship with parties in that industry who can buy your books in quantity.

2. In addition to your primary markets, always think through how you can sell into the network marketing, corporate, and non-profit industries.
3. Many network marketing companies have a Business Toolkit of the Month Program or Book-of-the-Month program that might buy volume orders of your books.
4. Call INTI Publishing (813-881-1638). They buy books for resale into network marketing companies.
5. Put a postscript in all your correspondence about books for sale in volume.
6. Sell in bulk up to 55% off list price.
7. Release an article on www.marketwire.com. Be sure to put in the release at the end, "Complete 1500-word article available." For more details about I-wire, go to www.marketwire.com. Click on "Our Services" and select "Press Release Distribution" from the pop-down menu. Choose "U.S. Distribution." Use a different email address for press communications.

Create an Entry-Level Audio Program

There are a number of ways to produce this audio program. You can:

1. Interview 8 or 16 people who are "celebrities" in your field or who have attained some level of success. This way you could conduct 60-minute interviews and have eight (8) 60-minute tapes with one interview on each tape or 8 CDs with 60 minutes on each CD. Or you could conduct 45-minute interviews and feature two women per tape (one on each side of a 90-minute tape).
2. Write your own script either from scratch or from a workshop you conduct. Have the audio recordings transcribed at www.idictate.com (1¢ per word, 24-hour turnaround). Then edit the transcript down to an audio script.
3. Create a workbook with exercises developed around the training dialog.
4. See below for Product Packaging options.

Publishing and Distribution Possibilities for Your Audio Program

1. Contact publishers of other audio training materials regarding bundling your audio program with their books and other publications (books/audio).
2. Offer your tape/CD set on your website, but also consider creating a one-page website for it that has proven keywords embedded to boost search engine status.
3. Seek joint ventures with high-affinity groups whose members would be perfect prospects to buy your audio set.
4. See the section above called Marketing Opportunities for Your Book, and tailor many of those strategies, offering your audio program instead of your book.

Additional Marketing for Your Audio Program and Future Products

1. Sell products at the back of the room for all speaking and seminar presentations. Bundle 2-set and 3-set packs that sell for an advantageous price, as a way to boost sales.
2. Mention the website in all newspaper columns as a destination for readers interested in your audio series and other products.

3. Develop a list of potential joint venture partners who have large lists of customers/prospects who are perfect for your product and who would be willing to endorse you to their lists for a small percentage of the gross revenue.
4. Promote a consumer version of your audio learning and other training programs to churches and schools as a fund-raising, subscription sales program. Donate a percentage of proceeds to the congregation or school.
5. Create a series of free-content articles for publications and second-tier secular publications that promote your topic and offer a product (via your website) in the bio paragraph at the bottom of the article.
6. If you develop your audio program content by interviewing experts, choose experts who have a list they can market your audio product to.
7. Create an affiliate program tied to your website that targets websites whose visitors are perfect prospects for you, with a banner or link back to your shopping cart. (For affiliate tracking, utilize a shopping cart mechanism like www.1shoppingcart.com that has reporting capability.) Announce your affiliate program through www.affiliate-announce.com.
8. Promote a tape-of-the-month or toolkit-of-the-month selection for network marketing companies. Contact INTI Publishing (Tampa FL, (813) 881-1638).
9. Bonus a single CD from your audio program with retail products and other publications. These CD's would be sold as a premium to the retail products manufacturer, and would carry a sales message that upsells the entire audio set.
10. Consider selling your tape/CD program utilizing display advertising in specific magazines and newsletters. Purchase space on remnant – or try to negotiate a “per-order” deal.
11. Negotiate on a per-order basis, inserts or ride-alongs with magazines and other subscription products — or inserts in product packaging or shipping cartons. SRDS Resource Directory has a special edition specifically for “insert programs” and lists those companies who are routinely shipping products and publications and who are offering to stuff inserts or ride-alongs. Many of these, though they advertise rates per thousand, will accept per-order deals. You would need a separate call center to accept the subscription inbound calls and report, as a third party, to the company who placed your inserts.
12. Offer a free tape/CD set when a buyer purchases your products (as long as the margin in the product will cover your hard costs of delivery for your audio program). You would then make money on the other products sold. Bonus it with other people's products on the Internet. (The other party would buy from you at a wholesale price.)
13. Submit articles about your topic to webmasters for inclusion in other people's e-zines. Link readers to your website. You can do a search for similar magazines at www.ezine-dir.com. Or do a Google search for “ezine directory” to find other sources.
14. Develop your own free ezine and market the audio set in your own ezine.

Create a Multi-Media Product As the Basis for Your Training Programs

1. Develop this product from recordings of your various programs. Construct your live training outline to facilitate breaking the content into large sections.
2. Consider mixing formats, such as written materials, audio recordings, and video tapes (not DVDs yet) for greater perceived value.

3. Market the program at all your speaking engagements, at your website, as the training materials for your coaching and advisory programs, and through joint ventures.
4. Negotiate endorsed mailings with synergistic companies who are also selling your general type of information (but another subject matter). Oftentimes, you can make a deal to sell to their past buyers, subscription expires, non-converted leads — even though you are also selling the same kind of information. For whatever reason, their people did not buy, did not continue buying, or have already bought everything there is to own from that vendor — and they can be convinced to buy your material with an endorsement from the originating expert.
5. As with the e-course and e-book (discussed below), consider creating separate multi-media packages on different topics — then upselling buyers from each into weekend workshops, coaching programs and other higher priced programs that mix your different topics and strategies.

Develop Expensive-Looking Product Packaging for Your Audio and Multi-Media Programs

The following vendors are recommended for short-run product packaging for the products suggested above:

1. www.polylinecorp.com — For vinyl clamshell albums with clear vinyl overlay on front and back (underneath which you can insert your color artwork). They sell CD binders, audio cassette binders, video binders and more. You can purchase one album or thousands. Ask for special pricing on larger quantities. They also ship free samples.
2. www.blairind.com — For vinyl clamshell albums with clear vinyl overlay on front and back (underneath which you can insert your color artwork). They sell CD binders, audio cassette binders, video binders and more. They have many configurations which are stock items and available for immediate shipment, but many more of their configurations are custom runs. You must typically buy stock items in cartons of 25 albums, and the savings are significant over polylinecorp.com.
3. Design high quality graphics using royalty-free stock photography available at www.gettyimages.com. You can search by keyword, find photos that portray your theme or message, then use them on your front and back cover inserts, paying just a one-time fee of \$69 to \$249 for quality professional photography.

Create a Subscription Audio Series

1. Many experts now offer a monthly audio program on subscription — priced between \$9.95 and \$29.95. Each month, your audio CD might contain an interview with a prominent figure, a mini seminar on some component of what you teach — plus written case studies, newsletters or other written materials. (You can put both the audio track and the written materials in PDF format on an “audio-data CD.”)

2. Though these programs are ideally designed to be “pay-by-the-month” subscriptions, you can also sell an entire year’s subscription at one time so that you can increase your cash flow to support fulfillment.
3. Additionally, it’s recommended that you sell advertising “space” on these CDs, either in the form of PDF files that can be viewed or audio files about your latest learning tool or “recommendation.” You can even advertise other people’s materials for a fee.
4. To build subscriptions for your CD’s, the following marketing strategies are recommended:
 - a. Sell one-year subscriptions at the back of the room at all your seminar presentations. Bundle 2-subscription packs and 3-subscription packs that sell for an advantageous price, as a way to boost subscriptions.
 - b. Mention the website in all your free articles as a destination for readers interested in the subscription series.
 - c. Develop a list of potential joint venture partners who have large lists of customers/prospects who are perfect for your subscription product and who would be willing to endorse you to their lists for a small percentage of the gross revenue.
 - d. Promote your product, if appropriate, to churches and schools as a fund-raising, subscription sales program. Donate a percentage of proceeds to the congregation or school.
 - e. Create a series of free-content articles for industry publications and second-tier publications that promote the theme of your series and offer the subscription (via website) in the bio paragraph at the bottom of the article.
 - f. Consider interviewing “name” guests as part of the monthly content, but choose guests who have a list they can market the subscription series to.
 - g. Create an affiliate program tied to your website that targets similar sites with a banner or link back to your shopping cart. (For affiliate tracking, utilize a shopping cart mechanism like www.1shoppingcart.com that has reporting capability.) Announce your affiliate program through www.affiliate-announce.com.
 - h. Promote your subscription series as the book-of-the-month or toolkit-of-the-month selection for network marketing companies.
 - i. Bonus a single CD from your series with retail products and other publications. These CD’s would be sold as a premium to the retail products manufacturer, and would carry a sales message that upsells the subscription.
 - j. Consider selling a one-year subscription utilizing display advertising in magazines and newsletters. Purchase space on remnant – or try to negotiate a “per-order” deal.
 - k. Negotiate on a per-order basis, inserts or ride-alongs with magazines and other subscription products — or inserts in product packaging or shipping cartons. As mentioned previously, SRDS Resource Directory has a special edition specifically for “insert programs” and lists those companies who are routinely shipping products and publications and who are offering to stuff inserts or ride-alongs. Many of these, though they advertise rates per thousand, will accept per-order deals. You would need a separate call center to accept the subscription inbound calls and report, as a third party, to the company who placed your inserts.
 - l. Offer a free subscription when a buyer purchases your products (as long as the margin in the product will cover your hard costs of delivery for each month’s CD). You

- would then make money on the renewal. Bonus it with other people's products on the Internet. (The other party would buy from you at a wholesale price.)
- m. Submit articles about your topic to webmasters for inclusion in other people's e-zines. Link readers to your website. You can do a search for similar magazines at www.ezine-dir.com. Or do a Google search for "ezine directory" to find other sources.
 - n. Develop your own free ezine and market the CD subscription in your own ezine.
5. Utilize your CD subscription as a low entry level product, then systematically sell higher priced products and services to subscribers to earn revenue that carries a higher margin.

Distribute Single Audio Cassettes or CDs as Samplers

1. Consider creating one single, spectacular CD that brings in information from your book, audio program, subscription series and training workshops. This CD can be used as a sampler CD to generate sales of your other products and services. You can sell it in bulk for distribution to specific lists. Or choose the best monthly CD from your audio subscription series and use that as your sampler.
2. Offer it in bulk to your existing clients first via an email solicitation.
3. Offer it in your e-zine.
4. Offer it on the radio. Direct people to your website to purchase it or receive it free.
5. If you interview someone else on your CD, choose an interviewee who can give you an entrée to consulting for that leader's company.
6. Mention it in your press articles.
7. Be sure to bundle in a flyer or small postcard about your other products and services.

Conduct a Teleseminar Series

1. Approach a top industry magazine to rent or use their list (or create an insert for their magazine) to promote a seminar series with monthly teleseminars over 12 months. Ask them to co-sponsor or co-brand it with you. Ideally, you want them to be the media sponsor for a tele-interview series where you conduct interviews with famous people your market of prospects will respond to. One talking point for the magazine is that they could be the early-to-market leader of teleseminars and use that positioning as a branding and marketing tool for their magazine. The magazine would pay the cost of the ads in the magazine and the cost of the conference bridge.
2. Make your own list of 12 famous people in your industry you can approach as part of this program. They should agree to do the interviews for free. Having a "name" magazine as a co-sponsor will help you gain their agreement to be interviewed. You would interview these people, and also use the teleseminar series to promote your seminar/book/program. Drive listeners to your website for more information.
3. Sell the teleseminar series as a 12-month subscription and have the magazine take the inbound subscription calls.

4. You should make a deal with the magazine to have the conference bridge company digitally audio-record the calls so that you can create your own product around the calls and sell it on your website. (Be sure to get a signed audio recording release from the interviewees, so you can retain the rights to that recorded material.) Also arrange with the conference bridge company to have a playback line for the most recent interview. (Once you create this product, it's easier to sell it to prospective buyers through trade journals, newsletters, subscription tape services and other outlets.
5. Split the revenue with the magazine 50%-50%. You will be designing the ad. You will be securing the people to be interviewed. You will be conducting the interviews. You will be arranging for the conference bridge. The magazine will merely be running the advertisements for the series, using pages that cost them virtually nothing.
6. Since these conference calls will be broadcast on "listening-only" or "all-mute" mode, you can even conduct these interviews before the publicized date of the interview and "broadcast" them on the publicized date (in case the interviewee is not available on a certain date, for example).
7. The appeal for the magazine is that you are bringing them a fully planned out, valuable promotional program that will help improve their subscriptions and positioning in the marketplace. The magazine can even use the teleseminar series as a renewal or new-subscription bonus.
8. You and/or the magazine can also co-brand the series with 6-7 other well known industry, consumer or non-profit groups.

Offer an 8-Week Telecoaching Series

1. As a way to build interest in your other high-end programs, an 8-week telecoaching series or CEU series or other short series is an ideal first step.
2. You could conduct the first three weeks of the program alone, then — in the remaining 5 weeks — interview experts in various fields that are interesting and valuable to your buyers. To fill this coaching program:
 - a. Market the 8-Week Telecoaching Series to your e-zine subscribers.
 - b. Sell it at the back of the room (at your speaking engagements)
 - c. Market it through joint ventures with other ezine publishers.
 - d. Add it as a product to your Internet affiliate program.
 - e. You could eventually create individual telecoaching series for specific populations, then get trainers with that specific expertise to conduct the telecoaching series under a generic series name you develop.
 - f. Package each series of 8 coaching sessions on 8 audio CDs, then sell them under the niche titles for specific populations mentioned above.

Consider Offering One-on-One Coaching and Advisory Services

1. This plan starts with lower priced products and programs because it's recommended you market other lower priced programs in order to build a list of potential buyers of a more expensive one-on-one advisory program.

2. Your advisory program should provide intensive training on a specific area that will substantially improve your prospects' lives.
3. To market your one-on-one coaching services:
 - a. Create a powerful written announcement or compelling marketing copy you can distribute every where — in your ezine, at your website, in other people's newsletters, as a flyer at your speaking engagements, in your subscription audio program, through dedicated mailings to your current customers, everywhere.
 - b. Speak at industry-specific events where the audience will be perfect prospects for coaching services and sell it as a package of sessions or one-on-one access over a specific time period.
 - c. Offer your coaching package through your affiliate program.
 - d. Do joint ventures with other people who have lists of customers and who can endorse your coaching service.

Launch a 12-Month Coaching Program

1. Design a coaching program that can be sold for \$2,500 (for six months) or \$4,000 (for all 12 months), and includes the following components:
 - a. Written materials delivered immediately upon registration
 - b. Audio CDs delivered immediately upon registration
 - c. Video material delivered immediately upon registration
 - d. Bi-weekly telecoaching sessions in large-group format delivered by you or experts you recruit and interview. Structure the curriculum so that each week builds on previous material. Make telecoaching sessions available on a playback telephone line or available for download at a password-protected website. Utilize a conference bridge company such as Eagle Telecommunications (800-778-6338) which charges around \$75 a month for your own dedicated line available 24/7. You can pay them \$25 per half-hour to digitally record your calls or simply utilize Sound Forge software to record and edit the calls yourself (available at www.sonicfoundry.com).
 - e. Weekend workshops (two to four per 12-month program) held quarterly or semi-annually.
 - f. Special weekly ezine-communiqué with homework assignments (or bi-weekly eblasts falling in the weeks when you do not have a telecoaching session).
 - g. Fax access to you for questions/advice which you can then address on the bi-weekly calls. Do not allow email or telephone access to you for this program.
 - h. "Get Started" planning guide or other generic, non-customized tool for helping people take action.
2. This 12-month coaching could be one of your most profitable programs. The key is to market it as a program that will change someone's life, give them a new career, jump-start their business, or in some other way give them highly valuable information they can use. Ideally, you should structure it so that participants can join the program at any time.
3. You should begin now seeking out endorsements and testimonials and media mentions from people — celebrities, past clients and customers, newspapers and magazines — that will appeal to specific segments of your market. Then approach them about selling your program to their names.

4. Ideally, you should position yourself as the leading expert for creating massive results in your area of expertise. Once you position yourself as this expert, you can not only conduct training programs and produce other information products, you can also generate press coverage and other media activity around your message.
5. Additionally, once you attain this positioning, you can create a network of endorsers and affiliates who will help you sell your year-long program. Also, you can create a subscribers network from your audio CD. This way you can make more money off the names and network activity (such as selling members other people's products and services, conducting annual reunions and conferences, etc.)
6. Investigate people who have lists of customers that would be interested in your 12-month program.
7. Call companies who distribute learning tools and especially audio programs, to see if they will give you a distribution contract for a home-study version or companion product — or to find out if they will endorse your seminar to names on their list. Virtually any information product purveyor would be a prime target for doing a joint venture with.
8. Additionally, any business who provides financial or consumer services who wants to target a specific kind of customer (or garner new customers from a certain industry category) is a prime target to approach with a joint venture deal to promote your training program to their list of customers (or to have them co-sponsor a training program as a way to get new customers).
9. Once your website is updated with the marketing copy for your 12-month program, be sure to direct these potential endorsers to your website for more information about the program — or have a prepared package ready to send them.
10. Do a “nationwide search” for individuals who would be interested in being test cases to work with you to achieve a result. You are looking for three (3) test cases only, to which you will offer the program for free. This “search” will create many more prospects for the actual program when it is launched.
11. The key to the success of this program is that you must absolutely believe that your system will create results.
12. Include other “how-to” experts in your curriculum plan. Insure that the other experts will also conduct follow-up conference calls (bi-weekly or schedule them appropriately for the various areas of expertise).
13. Create products (and ask the other experts to provide products) that can be sold at the back of the room of the weekend events. Your own product should be a minimum of a CD/video/booklet/3-ring binder for \$495 or higher.
14. Sell a home-study version of the weekends (the recordings + all the handouts) to both your prospects (as a downsell to the expensive program) and to the participants themselves who may want audio recordings of the calls.
15. Market the program in the following channels:
 - a. Via your ezine
 - b. In your e-book or e-course
 - c. In your multi-media program
 - d. At your speaking engagements
 - e. Through joint ventures (via telemarketing, direct mail, eblasts or a combination of all three)
 - f. In your press articles

- g. Via your website and your affiliate program
- h. At speaking engagements you book for commissioned sales representatives (like the one-day seminars currently put on by no-money-down real estate investment companies)
- i. Through promotions to the lists of your weekend's guest speakers (who would be required to market it to their lists as a condition of speaking at your event)

Sell Training Weekends as a Profitable Program

Develop yourself, or in conjunction with a professional seminar provider, a transformational, yet practical, weekend training program that could be priced at \$995. Offer an Instructor's Training Program for an additional \$2,995 that authorizes the certified trainer to promote, sell and conduct the training weekend once they are certified and capable. Be sure to create a manual as part of the certification training so the weekend is conducted the same way every time. Or work with other seminar providers who would fill the rooms, while you provide the certified trainers to conduct the training the way you want.

1. Market the weekends to your e-zine subscribers.
2. Sell the weekends at the back of the room (at your speaking engagements)
3. Market them through joint ventures with other ezine publishers.
4. Add them as a product to your Internet affiliate program.
5. Develop a marketing system that will help certified trainers sell the program.
6. Once you have graduates of the program, solicit referrals from them.
7. Create a "downsell" version, such as a one-day program, to sell to graduates who have their own business. The program would be conducted for their employees.

Promoting Your Weekend Training as a Boot Camp and Sell It to Other Markets

1. While the above strategies address how to market a weekend training you conduct single-handedly, a "Boot Camp" format brings in many speakers — usually speaking on a highly specific topic and selling their own product — on which you get a cut of the gross revenues.
2. In addition to selling your Boot Camp when speaking at other people's training weekends, you should also promote it in the following ways:
 - a. Develop a list of potential joint venture partners who have large lists of customers/prospects who are perfect for your Boot Camp and who would be willing to endorse you to their lists for a small percentage of the gross revenue.
 - b. Create a series of free-content articles for industry or consumer publications that promote your theme and offer the Boot Camp (via website) in the bio paragraph at the bottom of the article.
 - c. Consider interviewing "name" guests as part of the Boot Camp content, but choose guests who have a list they can market the boot camp to.
 - d. Create an affiliate program tied to your website that targets other training sites with a banner or link back to your shopping cart. (For affiliate tracking, utilize a shopping

cart mechanism like www.1shoppingcart.com that has reporting capability.)
Announce your affiliate program through www.affiliate-announce.com.

- e. Consider selling your Boot Camp utilizing display advertising in magazines. Purchase space on remnant — or try to negotiate a “per-order” deal.
- f. Negotiate on a per-order basis, inserts or ride-alongs with magazines and other subscription products — or inserts in product packaging or shipping cartons. As mentioned before, SRDS Resource Directory has a special edition specifically for “insert programs” and lists those companies who are routinely shipping products and publications and who are offering to stuff inserts or ride-alongs. Many of these, though they advertise rates per thousand, will accept per-order deals. You would need a separate call center to accept the subscription inbound calls and report, as a third party, to the company who placed your inserts.
- g. Offer free attendance at your Boot Camp when a buyer purchases certain other of your products (as long as the margin in the product will cover your hard costs of delivery for the Boot Camp). You would then make more money on the sales of the original product because it would boost sales of that product. Additionally, you would then have more people sitting in your Boot Camp to sell your higher priced coaching program to. You might also consider doing joint ventures where you bonus the Boot Camp with other people’s products on the Internet. (The other party would buy the Boot Camp from you at a wholesale price.)
- h. Submit articles about your Boot Camp to webmasters for inclusion in other people’s e-zines. Link readers to a website you set up especially for your Boot Camp. You can do a search for ezines at www.ezine-dir.com. Or do a Google search for “ezine directory” to find other sources.
- i. Develop your own free ezine on your topic and market the Boot Camp and other products (yours and other people’s) in your own ezine.
- j. Market a free 4-Week Telecourse on your topic to generate prospects for your Boot Camp. Sell the Boot Camp especially hard during Calls 1-2 of the 4-week series since you will experience drop off after Week 2. You would not necessarily need to conduct these calls — you could train someone to do them so that you remain at “guru” status. Also, you could record these calls and just play the digital track during the call time advertised. Then, direct those interested to an 800 number where inbound salespeople answer questions and sell them on attending the Boot Camp. Market this 4-week course through your website, affiliate program, ezine and through joint ventures with others who have lists with appropriate demographics.
- k. Once you have graduates of the program, solicit referrals from them.
- l. Create a “downsell” version, such as a one-day training program you can sell to graduates who want their staff trained by you. The program would be conducted for their employees.
- m. If you can keep your per-unit costs down under about \$7, consider developing an information package that includes a brochure + a video of testimonials from people who attend your first Boot Camp. The video will help sell people into future events.
- n. Promote your Boot Camps in all your other products (written manuals, videos and audio CDs). Provide contact information so other product buyers can get information on your Boot Camps (even it’s just sending them to your website).

- o. Video tape the first Boot Camp (at least all your speaking segments) so you will have a future product to sell. Also, if you video-tape the entire event, you can take orders for these videos at the back of the room at the event itself, then ship them later when they are produced. You could also turn this video series into a home-study course where students are shipped a new module every month or every two weeks — one video plus a manual or homework assignment in each shipment.
- p. Use this video set as a bonus to get registrants for future Boot Camps.
- q. Consider selling the video home-study course through direct-response radio or radio infomercials.

Conducting Weekend Boot Camps

1. As the promoter of the Boot Camp, your role is to emcee the event, present your content and recruit other speakers to “round out” the program content.
2. Your goal will be to recruit speakers who can:
 - a. Market the Boot Camp to their own database (of ezine subscribers, past event attendees, program participants, product buyers and prospects), and distribute your literature at their other speaking events starting months before your Boot Camp.
 - b. Sell a high-priced program or product from the platform, paying you 50% of the gross proceeds. They run the charges through their merchant account. However, you will require an accounting before the weekend is over, and payment of your 50% within 30 days of the event.
 - c. Provide 1-4 follow-up calls, that is teleseminars, after the event to add value to your Boot Camp. In other words, attendees would be buying your Boot Camp, plus a series of single-topic teleseminars conducted after the event to continue the learning process (and keep them engaged with you and your organization for marketing purposes).
3. You should also sell your own program back-of-the-room at your own Boot Camp. Your program could be a 6-month to 12-month mentoring program, ongoing coaching and hand-holding + teleclasses every other week or some similar format that would be valued at about \$4,000.

Pursue a Syndicated News Column and Radio Show

1. There are two ways to provide content to newspapers and radio via syndication:
 - a. You provide the content free as a marketing tool.
 - b. You sell the content to individual stations or sell in bulk through a syndicator who markets the content to stations for you.
2. Essentially, you will need marketing materials that describe and “sell” your series to newspapers and stations.
 - a. Endorsement Letter — Sells your content to individual newspapers or to a syndicator. Ideally, the endorsement would come from a newspaper in which you are already running and would talk about the quality content and the benefits to subscribers. It should be sent with a colorful syndication pamphlet.

- b. Brochure or descriptive piece — Should talk about the content, you as an expert, the format and frequency, how readers and listeners will benefit, and more.
3. Work to create relationships, with newspaper editors and other opinion-influencers who can champion you as a columnist.
4. If you are able to speak to a corporate executive, ask, “How can we get this information out to other papers in your company?” Make it easy for corporate to sell your column. Create a turn-key package (use your pamphlet) and write a letter that corporate can send out to poll member newspapers about their interest. You may even offer to send out the packages for them.
5. Attempt to garner media quotes about your column for use in the package and letter.
6. You can market your column to over 2,000 AP editors by using the InternetWire Newsrelease Broadcast Service. Go to www.marketwire.com. Click on “Our Services. Click on Press Release. As well, your newsrelease will be seen by thousands more webmasters and second-tier publications who subscribe to the service.
7. Write the newsrelease to promote the column and the imminent availability of it. Have the newspapers and webmasters respond to you or to a page on your website to register.

Use the Power of Press Relations

1. Split up your book, audio content and other materials into articles and distribute via:
 - a. Your e-zine
 - b. Free content websites (do a Google search for “free news,” “free content,” etc.)
 - c. Internetwire.com (paid news release distribution service)
 - d. Affiliate-announce.com (an Internet affiliate announcement service)
 - e. E-zine directory sites (do a Google search to find these)
 - f. Offer to your existing and past clients for their company newsletter
 - g. Research periodicals and websites which would be appropriate outlets for your articles (a college intern can do this)
 - h. Contact Yearbook.com about running an ad as an expert available to print and broadcast media/program directors.
2. Create brand new articles that are tied to some news event you discover through your pre-programmed online news service.

Create a Powerful Marketing Website

1. Create a special offer for radio listeners who can go to your website and click on a special banner that reads: “Special Offer for Today’s Radio Listeners.”
2. Offer an e-book version of your book. If not allowed by your publisher, create an e-book of similar but not competitive material with a daily journal or other daily learning tool.
3. Create an e-journal (a PDF file that’s a daily journal) or other learning tool that can be sold at your website.
4. The key is to make an e-book or other product that can be purchased and instantly downloaded. This increases sales at the website, since sales typically drop if the customer can’t have instant gratification on their purchase. If it’s not possible to deliver

- an e-book or PDF file at time of launching your website, be sure to have a link to Amazon.com where people can purchase your book.
5. Offer bonuses on the website that people can download as attractive reasons to buy your product now.
 6. If you ever do a lot of radio interviews, as the BONUS for your radio audience, make an offer that is good “today and today only.” The offer should be your book plus free bonuses for less than they would pay at Amazon.com. Offer a selection of bonuses (at least four bonuses) that they can download from the order-confirmation page that pops up after they purchase. These bonuses must be downloadable for this web offer to be successful. Also, you will not want to spend a lot of money and time on production and shipping of these web orders — so make as much as possible downloadable.
 7. On the Order Confirmation Page, offer your audio tape- or CD-set or recordings of your teleseminars and coaching sessions for a reduced price, for people who have just purchased another item.
 8. Create an affiliate marketing plan that recruits other website owners specializing in similar products. Offer to write a promotional announcement for your book/product which augments the success their product can provide. Also, use an Internet spider program that searches likely websites and traces links back find out who their affiliates are. Those affiliates are probably good prospects for you.

Use a One-Page Website to Drive Sales of Specific Products

1. Research topics at www.overture.com that prospects would type into a search engine if they were seeking to solve a problem or reach a goal.
2. Create a one-page website that incorporates these keywords.
3. Turn your book into an e-book and sell it at the one-page website. Make sure you have a shopping cart and confirmation page set-up that allows buyers to download the book instantly.
4. Bundle the e-book with a bonus they can use as they are implementing what you teach them in your e-book.
5. Get your shopping cart mechanism through www.1shoppingcart.com.
6. Market your workshops/book/consulting in your e-book.

Publish Your Own E-Zine or E-Newsletter

1. Publish an e-zine (e-magazine) that features specific techniques, resources, news and opportunities related to your topic. Put a sign-up form at your website so people can sign up and automatically be placed on your subscriber list.
2. Use the ezine to sell not only your own programs and products, but also sell (or joint venture) space to other vendors with synergistic, not competing information products.

3. Use the ezine to build your subscriber list, mainly through joint ventures with companies who provide similar information and training (do an Internet search to find these companies).
 - a. Pro-actively place articles in their ezines.
 - b. Eblast special offers to their lists.
 - c. Promote your own events to their lists.

Write an E-Book or Create an E-Course on Your Main Topic

1. Customize an e-course, e-book or other \$99 digitally-delivered entry-level training product for specific industries in which you can identify numerous joint venture opportunities. Write the same generic course, then slant it for a particular market by re-writing the introduction or adding a foreword from a prominent individual in that market. Package it on a single CD-ROM in a clamshell binder for sale at live events for \$99 (hard cost of product would be about \$7.50). The reason you'll want to customize is to appear to be the leading expert in that field.
2. Include marketing information about your e-zine and your other, higher-priced products and programs in the frontmatter (section of the e-book before the Table of Contents and Introduction).
3. Bonus this e-course or e-book with virtually everything you sell or that you joint-venture to sell through other people. As a buyer's first "intensive" experience of your expertise, this should provide tremendous value and teach a lot, so that buyers want more of you.
4. Consider selling the reprint rights of your e-book or course to key affiliates in various industries you can specialize in.

Special Report or Ebook Offered as a Premium

1. Transcribe the audio segment from any of your trainings and teleseminars, and quickly create from the transcription a short e-book or special report on your topic that can be bonused with other people's books, products, etc. Approach every author out there and offer to bonus your e-report or e-book free when they do promotions for their own material. You can simply have the buyer download your e-book from that author's website.
2. Be sure to put marketing information about your programs in the e-book or special report and direct readers to your website.

Pursue Speaking and Training as a Profit Center

There Are Really Just Two Ways to Build a Speaking Career...

1. Pro-actively do outbound telemarketing to groups, corporations, and trade associations who hold conferences and could bring you on as a speaker.
2. The other way to get booked as a speaker is to encourage speaking engagements to come to you by promoting yourself in the marketplace and posturing yourself as a Leading Expert. Sell product, get endorsements, do seminars on your own as an expert, etc. You

can also do “speaking engagements” for no fee, but sell product at the back of the room and make more money than you would charging a flat speaking fee.

Orchestrate Joint Ventures in Order to Get Speaking Engagements

1. Contact other training firms who are missing your subject matter from their training repertoire and offer to become an independent contractor of theirs to provide that training to their existing and new clients.

Use Speaking to Garner New Business

1. Research groups and seminar companies who are already putting on events and call and send a proposal to speak there.
2. Your speaker kit should include:
 - a. Your bio sheet
 - b. One sheets on each one of your topics
 - c. List of past clients and speaking venues
 - d. Value add one-sheet on how you provide follow-up calls, training or homework assignments to all speaking clients to add value over other speakers.
3. Visit www.simplyspeaking.com to find gigs at vertical market events where your topics would be appropriate.
4. Also, just being in motion on your marketing, with your e-zine, in news articles, etc. will garner speaking opportunities for you, with people calling you to ask if you’ll speak.

Launch a Corporate Consulting Business

Create a Corporate Consulting Product From Your Topic

1. Regardless of your topic, it’s wide to put a corporate “spin” on it and earn money from corporations who pay a lot of money for ongoing training. Information always sells for a higher price in the corporate market, simply because corporations are accustomed to pay a lot for results.
2. It’s recommended that you create a more robust training product for corporations that includes not just on-site training, but follow-u, too. Specifically, it’s recommend that you bundle a corporate consulting package that includes:
 - a. On-Site Training (2 days minimum; with separate, specific training curricula for executives, managers and staff)
 - b. Four weeks of continuing “homework assignments” and training (either audio or written) that can be distributed via the corporation’s intranet. You can develop generic weekly assignments that help reinforce the on-site training, then “customize” these assignments by adding the company’s name, logo or other identifying information to the worksheets or assignment description.
 - c. 12 months of follow-up training via large-group teleconference call. You would need to interview the corporate executives about needs their company is experiencing.

Teleconference calls would be designed to transform or train the rank-and-file employees in some powerful way.

Marketing Corporate Consulting Products to Corporations

1. Go back to past customers with email or mailing package that sells your training programs. Go through your Rolodex to see who may have corporate connections. Get into relationship with training companies who already provide training to corporations and inquire whether your topic would be an ideal “add-on.”
2. Create a brochure that markets you as an expert and speaks directly to how you solve the problems and challenges corporations want to solve. Include at least the following three sections:
 - a. The results they can expect from you (use testimonials to show results you achieve).
 - b. How you work within organizations to bring about these results (assessment, training, coaching, follow-up, etc.)
 - c. Comments from companies who have incorporated your ideas into their business.
3. Go back to people who provided you with a testimonial and ask them to refer other companies who could use your services. Use the “FedEx Testimonial Strategy” — that is, once you do work for a company, ask for a “comment” or “short assessment” that has specific results/numbers mentioned. Have them put it in writing on their letterhead and give you the names of three other companies, leaders or departments who could use your guidance. Ask them to FedEx their letter to you when completed in the next few days. Give them your FedEx address. Then send their comment letter along with your own cover letter to the three referral names.
4. Ask for testimonials from more people, but instead of using the word testimonial or endorsement, use the word “comment.”
5. Utilize strategies for getting on the radio and direct people to your corporate website for more information about your consulting work.
6. Sell trainings at corporate and association speaking engagements with specific language that presents what the program is, how it works, what the benefits are and how companies can get started.
7. Joint venture with other corporate trainers who are providing synergistic, but not competitive, training to companies.
8. Start releasing a series of articles about your topic to business magazines. Consider using www.marketwire.com broadcasting the release to AP Subscribers and other outlets. See “Launch Your Own Press Syndicate” in the Expert Marketing Guide included with *How Experts Build Empires*.
9. Visit www.simplyspeaking.com to approach various vertical market conventions about speaking. Speak to gain clients plus sell products at the back of the room.
10. Create a bi-weekly e-zine about your topic specifically for corporations. Capture names and email addresses at your site, at speaking gigs and everywhere else you come into contact with corporate leaders.

Produce a Video Training Product

1. Once you create enough content on video (by filming your training weekends and other workshops), you can break up the videos and deliver these messages on a series of 6-8 videos priced at \$299.
 - a. Market the video series in your ezine
 - b. Market the series as a product in your affiliate program.
 - c. Market the series in your news articles.
 - d. Create a subscription video series where buyers pay up-front but get a video and “homework assignment” each month for 6-8 months. Afterward, you would want to convert them to an ongoing video subscription series.
 - e. Use the video set as a bonus to get registrants for your seminar programs.
 - f. Get the Catalog of Catalogs, and begin wholesaling the video sets to catalog companies. You can find the catalog of catalogs at <http://www.communicationcreativity.com/catalog.html>.
3. Regardless of the topic you offer, you can create a program — personal growth, business training, etc. — specifically for business owners (with a shorter, one-day version for employees). Ideally, this could be a precursor to and generate leads for a national network of groups (see below). To generate maximum money from this business training program, create a video-based workshop for employees with a workbook for each participant that can be sold to businesses as a seminar for all their executives, new hires, customer service personnel, etc. The main sales hook and direction of the program would be to create well-rounded employees with balanced lives who are more skilled, productive and happy at work.
 - a. Promote the Training Program in your speaking engagements (particularly when speaking to managers groups and other corporate groups).
 - b. When you do data capture at your website or do joint ventures with other ezine providers, attempt to ascertain whether the respondent owns a business or is in a managerial capacity. Then segregate out those names for special marketing of your employees program.
 - c. If you can keep your costs down under about \$7 (and there is a \$7 margin in the product they’re buying), consider bonusing a set of video + training manual to each business owner who buys another product from you. The video + manual would be a complete system for delivering your employee workshop in their place of business. You can always offer (in the manual) to train their in-house trainers by phone via a large-group conference call. They could conduct your workshop in their business free of charge, but you would make money on the ongoing sales of workbooks for each employee. In other words, give the videos and trainer’s manual away, then charge for the workbooks.
 - d. Promote the business workshop and employee training program on your monthly CDs and in all your marketing materials and other products.

Sell Information to Business Networking Groups

1. In every industry, there are business networking groups, from industry-specific regional chapters to informal study groups to local networking clubs and Chambers of Commerce.
2. Ideally, you can use much of existing materials to create a study program, discussion program, or other self-directed training program for these groups to use at their meetings. In fact, it will be the most convenient because the material will be already edited, duplicated and packaged.
3. An *initial* training program for these groups might include:
 - a. A start-up package for the local group, including a manual for the group leader. The start-up package should include promotional materials and proven ads for recruiting members to attend the meeting where your material will be presented. It might include signage for the local meeting place. If your program can be split into several weeks, it should include a sample yearly calendar that shows the leader what he/she can expect in the next 12 months. You could deliver the material weekly or monthly. And the manual should describe fully how to run the lesson, how to answer questions, etc.
 - b. A weekly study guide for each individual member.
 - c. A regular communication device, such as a weekly faxed newsletter or emailed newsletter to members.
 - d. A quarterly toolkit for members with an upgraded item, such as a book, workbook or audio CD set (available for extra charge).
 - e. Instructions, videos and other training tools distributed to local group leaders for conducting weekend workshops or evening meetings that can be used for additional member education, community outreach or recruitment (especially if you'll be training other people to deliver your workshops locally).
 - f. Materials that upsell members to your subscription audio CDs or newsletter.
 - g. Materials or a sample video of your live sales presentation that sells members on your coaching program.

Sell Your Expertise to Your Peers

The ultimate way to become the leading expert in your field is become the expert who trains others in your market. There are a number of ways to package what you know and distribute it to non-competitive colleagues in your industry.

Sell a Training Product Your Colleagues Can Use

1. Develop a kit consisting of your book— plus 2-3 audio tapes or CDs and perhaps a reminder card or other device — that can be sold through business owners, professional practitioners, retail outlets and service providers who have customers and clients who need your information, but don't wish to address a particular aspect of a customer's challenge or simply don't want to take the time to produce an educational product of their own.

2. Wholesale price of the kit should be around \$25 with a retail price of \$39-\$49. This will provide a good enough margin to incentivize the professional to routinely give or sell the kit to each new customer. Be sure to choose a wholesale price that's an unusual number — such as \$24.72 — so that the purchaser believes you really are selling it near your cost.
3. Add other tools that are available to these customers at your website so that they will have to provide their email address and you can capture that data for future marketing.
4. The marketing message to personal trainers and doctors and other professionals should be, "You're doing a great job handling this particular aspect of your customer's needs. But I can help you improve your success rate by handling this other part of their lives."
5. Once you prepare the audio tape kit, be sure to prepare a turn-key selling system for the other business owner or professional who will have to explain the kit and the benefits their patients, customers and clients. Create a script they can use to describe how the New Client Kit will help the patient/client, so the practitioner or business owner can describe it properly. Write a separate script that gives the practitioner or business owner the dialog for justifying adding the \$39-\$49 charge onto the client's bill.

Become a Guest Expert

1. Offer to conduct a teleseminar, or be interviewed on someone else's teleseminar, for business owners who need more information about your topic. By exposing them to this information, they may elect to carry your information product.
2. During all tele-seminars, you can mention your book, teleseminar series, website and other services.

Sell Your Expertise and Consulting on a Subscription Basis

Perhaps the best money to be made in the information products industry is in subscription consulting for businesses. If you can transform your topic and information into a business-building program for a specific market or a specific category of business owners, you can make millions of dollars.

1. Start by conducting a teleseminar or being interviewed on someone else's teleseminar about your particular system of building a business and how you'll soon be offering an ongoing consulting program to walk business owners through the process — working with them on an ongoing basis as they implement your system in their business and experience rapid growth.
2. Create a powerfully written marketing piece that gives the business owner all the information they need to subscribe:
 - a. The result they might expect
 - b. What they'll learn
 - c. What materials they get and the value of those materials
 - d. Testimonials of others who have benefited from your expertise
 - e. The rationale of why you're doing this

- f. A powerful offer and compelling price that can be compared to the price they're already paying for something that's not working
 - g. An offer to receive further information or to check and see if their geographic territory is available
 - h. Specific instructions on how to register
3. Create subscription consulting program along the lines of a coaching program, with a weekend seminar, ongoing conference calls — but add one thing more: monthly marketing materials, tools, training materials and other items that help them make more money in their business. You might also include:
 - a. A reference library of your books.
 - b. A complete manual for subscribers on how they implement your system.
 - c. A monthly conference call on some topic of interest. You might also include training for their staff.
 - d. Weekly tips via email (do not allow one-on-one email consulting unless you are charging a very high price and have assigned a junior consultant to each subscriber).
 4. Turn these subscribers into distributors for your own materials or services. Produce a new client kit, business recruiting tool or other book and tape they can buy in bulk month-after-month for further distribution to their own customers and clients. Or offer to back-shop some service they can render to their customers and clients.

Addendum:

How to Write a Multi-Million Dollar Book Proposal

Parts of a Book Proposal

Regardless of whether you seek out and use an agent or not, the publisher of your book will ultimately need a proposal in order to buy your book. In a way, the proposal represents the entire “project” the publisher is buying from you — from the book’s content...to the marketing they can expect from you...to even who you are as an author and marketable commodity. Publishers want to see what they are buying.

Because of this — and because publishers often pay advances when they know they are competing with other publishers for your work — you should write the most compelling book proposal possible.

A winning book proposal contains the following elements:

The **Cover Page** — colorful and graphically pleasing and features the following:

- Title of Book
- Author’s Name
- Category (i.e., self-help, business, finance, etc.)
- Approximate page count
- Format (principles, advice, stories, how-to)
- Agent’s name and contact information (if you have an agent)

The **Proposal Table of Contents** which lists all the sections of the book proposal itself.

An **Overview** of the entire project detailing you the author, the book itself, the greater “empire” of derivative products (if that is planned) — plus the answer to two very important questions: (1) Why this book must be written, and (2) Why you are the only author who can write it.

Your **Biography**, written in compelling detail, positioning you as not only a qualified author, but as a consummate marketer capable of creating a best-seller.

Your **Co-author’s Biography** or Credited Ghost’s Biography, if one is involved in the book.

Your **Marketing Plan**, detailing all the steps you’ll take in the areas below. Be aware that this is where you should list your contacts and other joint-venture possibilities — in short, any marketing campaigns, contacts or other activities you will likely achieve or will aggressively pursue. The sections of your marketing plan should be:

- Anticipated Markets for the book
- Public Relations — Radio and TV Programming (appearances on shows)
- Print Media
- Media Events and Promotional Programs
- Paid Display Advertising (if you will be doing this)
- Book Signings & Media Tours
- Charity Tie-Ins
- Endorsements for the Book
- Web Marketing & Internet Activities
- Direct Mail
- Speaking Engagements
- Corporate Marketing Partners & Non-Traditional Marketing Outlets
- Affiliate Sales Programs
- Special Sales
- Retail Placement & Other Non-Channel Distribution
- Premiums, Mini-Books and Inserts
- Additional Branded Publications and Derivative Products
- Brand Extension
- Backmatter Marketing
- Brand Licensing and Retail Merchandise

The **Competitive Analysis**, which is a discussion of similar books that would compete with yours in bookstores; but which also includes summaries of why your book is beneficially different and/or better.

Your **Book’s Table of Contents**, listing in order all the components of the book you’ll be writing — from the Introduction to the Chapter Titles to any addenda, reference guides, index or other backmatter material you might be adding (including your biography page).

A complete section featuring **Chapter Annotations**, with a short one-page summary of each chapter (if the chapters are lengthy) or one-paragraph summaries if your book will be dozens of short chapters featuring tips or strategies.

Your **Introduction**, written as it will appear in the book.

At least one or two **Sample Chapters** as they will appear in the final book. (*The Success Principles* book proposal included nine sample chapters.)

Your **Curriculum Vitae** or Listing of Speaking, Publishing and Business Activity, (if it is extensive) added as an Addendum at the back of the book proposal.

Your Book Proposal's Marketing Plan

Whether you write a book proposal or not (depending on whether you'll self-publish or not), it's best to at least write a marketing plan for yourself, if only to keep you on track. When Jack Canfield and I sold *The Success Principles: How to Get From Where You Are to Where You Want to Be* to HarperCollins for a multi-million dollar advance, we used the marketing plan in our book proposal to show publishers that *The Success Principles* wasn't just a book — it was a business. Like any other business, we had multiple profit centers planned for the book. We had pre-existing relationships we wanted to create joint ventures with. We had special marketing campaigns in mind for the book. We had spin-off titles planned, and on and on. Just like any other business.

And while the actual book proposal we presented to publishers is highly proprietary and can't be reprinted here, I can tell you that it included many of the components from the marketing plan I just outlined above:

- Anticipated Markets for the book
- Public Relations - Radio and TV
- Print Media
- Media Events and Promotional Programs
- Paid Display Advertising
- Book Signings & Media Tours
- Charity Tie-Ins
- Endorsements for the Book
- Web Marketing & Internet Activities
- Direct Mail
- Speaking Engagements
- Corporate Marketing Partners & Non-Traditional Marketing Outlets
- Affiliate Sales Programs
- Special Sales
- Retail Placement & Other Non-Channel Distribution
- Premiums, Mini-Books and Inserts
- Additional Branded Publications and Derivative Products
- Brand Extension
- Backmatter Marketing
- Brand Licensing and Retail Merchandise

There's a process to writing a good book marketing plan. Let's get to work creating your book marketing plan now, starting with the first category of interest, *Anticipated Markets for the Book*.

Anticipated Markets for the Book

Remember in the very first chapter of this guide, I told you that you can't be all things to all people — and that you shouldn't even try? Well, a book is no different. It has to speak to a certain audience or certain groups of people — if only to simplify your marketing.

Start by listing those markets who are perfect prospects to buy your book. Within each market, jot down where to find those populations. Do they subscribe to magazines? Attend workshops? Congregate on the Internet? Belong to associations? Buy certain types of equipment or other goods and services? Where are they?

Start brainstorming now on where to find these potential book buyers. And here's a hint: The vast majority of books are now being sold *outside* bookstores. If Fortune 500 CEO's are your primary audience for the book, be aware they are probably too busy to be shopping at

the local bookstore. In fact, with some buyers, a bookstore is the last place they'd go. Some of your buyers will purchase your book while they're purchasing something else — such as an auto repair book while they're buying auto parts at a retail store, cookbooks while they're buying gadgets at a gourmet cooking shop, and so on.

Public Relations —TV and Radio Programming

Veteran authors will tell you that the best way to land an interview or guest appearance is to have a strong “hook” that tells producers, “Yes, our listeners and viewers need this information, it will provide great entertainment value and this author is the person to provide it.” Write down now the “pitch” you'll use for talking to Program Directors and Producers about bringing you on their radio or television shows. What does the program's listeners/viewers need or want to know? Why will your appearance be entertaining to them? Why are you the only talent who can deliver this message?

Print Media

There are a lot ways to get into print. Occasionally, an editor or reporter will call you, but the vast majority of printed articles will be submitted by you to likely periodicals —magazines, newsletters, newspapers, e-zines and other outlets. The list of periodicals is too vast to list in this marketing plan, but you can narrow the field by doing a Google or other search-engine search using keywords that fit your industry or describe what your prospective book buyers will be looking for.

Next, do a search of websites, e-zines and other online resources who might print your articles. Go to www.ezine-dir.com, then do a Google search using the keywords “ezine directory” for listing of many more directory sites. You can also post your articles on the many “free articles” websites pertaining to your subject matter. Be sure to include contact information in any article or news release you write. You can also broadcast your articles to more than 30,000 journalists, editors and other subscribers via www.marketwire.com for just a few hundred dollars.

Media Events and Promotional Campaigns

If appropriate for your book, you can actually create media events, challenges, contests, celebrity tie-ins, free bonus with volume purchase for schools and other organizations, and other kinds of campaigns to promote your book. In your book proposal, be sure to answer the following:

- Where, how and with whom can you promote your book?
- At which events can you promote your book where the media will be covering the event anyway?
- Can you create your own events around your book's subject matter to attract media coverage?

Paid Display Advertising

Display advertising is really a fancy way of describing the full-page, half-page and fractional page ads in newspapers, magazines, newsletters and other periodicals. Unfortunately, the return on investment from display ads selling books is so low, the best thing you can do for

yourself is to promise *nothing* in the way of paid display advertising in any book proposal you send to a publisher.

These ads are expensive, and the profit margin or royalty you'll make on a book simply doesn't cover the expense of the ads. That said, you can run display ads in newspapers, magazines and other periodicals very effectively if you can *trade the space* or otherwise negotiate free ads. Also, if your book is highly technical (and expensive), you can run profitably in industry newsletters where an ad might be a few hundred dollars to reach your perfect target audience. The best "free" advertising is to convince the editor of the industry newsletter to simply do an article or review of your book.

Book Signings and Media Tours

If you are a self-published author, you can set up book signings that feature mini seminars and other informative events at bookstores all over the country. But the best strategy is to combine a book signing with a speaking engagement or other event where you'll be traveling to that city for something else anyway. You can do book signings at airport bookstores, at industry conventions, at retail stores, and other places where your perfect buyer congregates.

What activities do you have scheduled where you could conduct a book signing — either on-site at that activity or at a local bookstore?

Charity Tie-Ins

Many books, particularly health related books, have logical charity tie-ins that can be utilized to promote the book. For instance, many charities have catalogs of products and other resource tools they sell to their members. Some charities have annual events, where you could get a corporate sponsor to buy quantities of your book and distribute it to participants. Other charities might purchase the book to give to their own volunteers as a thank you gift or other recognition award.

What charities exist that would be perfect tie-ins to your book's subject matter, or that could purchase your book in quantity for their members or volunteers?

Endorsements for the Book

Many authors think that if they simply get a Hollywood celebrity to endorse their book, they'll sell a million copies. But this is not necessarily true. In fact, depending on your subject matter, it could be that a fairly obscure "expert" is a better endorser for you. In securing endorsements for your upcoming book — and by that, I mean sending a copy of the unpublished manuscript to a "name" expert and asking them to write an endorsement — you should choose someone who has great affinity with your audience, even if they're not "famous" in a real sense. You should also be choosing endorsers based upon their ability to influence their own members, employees, distributors and subscribers to buy the book later when it's published.

Which endorsers would add real value to your book? Which endorsers influence huge populations of members and other people who might buy your book?

Web Marketing & Internet Activities

There are so many strategies for marketing your book on the Internet that this plan can't possibly cover them all. But a great resource you should know about for web-marketing is Tom Antion, author of *Click: The Ultimate Guide to Marketing on the Internet*. He's at

www.antion.com. At the very least, if you are self-publishing, you should get your book's graphic artist to create an e-book version for you so you can sell it for instant downloading at your website. While there are many e-book software programs, a plain old PDF file is still the most widely readable — including being still readable by people with Macintosh computers.

Additionally, you should post your book at Amazon — or make sure your publisher does — so you can utilize the “Amazon Strategy” I've detailed below. Other marketing strategies for books listed below form the absolute minimum you should do for marketing your book on the Internet.

1. Develop a website with long, enticing copy about your book.
2. Get a shopping cart service like www.1shoppingcart.com which allows you to accept credit cards over the Internet. They don't provide the actual merchant account (which a bank must approve for you), but they do provide the form fields, the gateway which links your webpage to your merchant account, reporting and tracking reports, email list management and more. 1ShoppingCart also has relationships with banks who can provide the merchant account to you if you don't already have one. A merchant account gives you the ability to accept credit card payment from buyers.
3. Start an affiliate program that promotes your book at all kinds of other people's websites all over the Internet. Tom Antion, as I said, is the real master at this — as is Yanik Silver (www.surefiremarketing.com). In essence, you solicit other websites to carry a banner or other information about your book and other products, then visitors to those other websites click on a link that takes them to your webpage or shopping cart to order. The great thing about 1ShoppingCart is that it maintains an electronic identification trail when people click through to your site, so that the website they're coming from gets credited for sending them. Then, at the end of the month, simply use 1ShoppingCart's reporting feature to print a listing of your sales and which affiliates generated them, so you can easily pay each affiliate a percentage of the book sales they generated.
4. Create an e-zine that keeps you in touch with your subscribers and provides enough value for them to pass along your e-zine to friends, family and co-workers. This is called viral marketing, because if your e-zine is good enough, it will spread quickly, just as a virus does. Offer your e-zine in a prominent place on your website so that you capture email addresses you can later market your book to.
5. Create a series of articles at your website that people can download and reprint in their own newsletters, ezines and other periodicals. Always put a short bio with contact information in the ending paragraph of the article so readers will know where to get your book.
6. Be sure to have a media page at your site, complete with: information on how to book you as a speaker, a pre-written book review, your photo (downloadable), your articles, and your bio.
7. Start several months ahead of the release of your book developing joint ventures with owners of large email lists. Get commitments to market your book to their list, including promising the list owner that his/her subscribers will get free bonuses when they purchase your book. Then, when your book is released, write a highly compelling email that drives all those subscribers to your webpage where you describe the book and the bonuses. Send the visitor to Amazon.com to purchase the book, then have them return with their Amazon order confirmation number, and have them type that in as their personal passcode in order to download the free bonuses. On the same page where you describe the book and

bonuses, have your webmaster create a series of form fields for the buyer's firstname, lastname, zip code (very important), email address and Amazon order confirmation number. All fields must be completed before they can hit the "Submit" button and be taken to another page where they receive instructions for downloading the bonuses. There are a number of key factors, without which this strategy won't work:

- a. All your bonuses must be downloadable or be able to be delivered at very low cost since potentially thousands of people will respond to your offer. Free e-books, special reports, guides, templates, check sheets, greeting cards and other attractive materials can easily be made to pop-up as a PDF file in a browser window for easy downloading by the buyer. Some people even offer a free teleseminar or teleseminar series of four classes as one of the bonuses.
- b. You must give the buyer a very short window for going to Amazon to purchase. The real goal in pursuing this strategy is to get your book on the *New York Times* bestseller list so that bookstores and other outlets more readily buy larger quantities of your book. Placement on the *New York Times* list will help this goal. But the *New York Times* list is compiled using weekly data — and Amazon is just one of the sources they look at. If you can drive thousands, even hundreds of thousands of buyers to Amazon in a 48-hour period, you'll probably hit #1 at Amazon and sell enough books *in that single week* to get fairly high up on the *New York Times* list. Mark Victor Hansen and Robert Allen emailed 2,000,000 names when they released *The One Minute Millionaire*, and it skyrocketed to #2 on the *New York Times* list within days.

Direct Mail

Direct mail can cost up to \$1.00 per name mailed, so if your book is published through a traditional publisher and your royalty is \$1.00 or less — don't do direct mail to sell individual copies. That said however, if the price you pay for books from your publisher will cover the costs of mailing and shipping bulk quantities to buyers, then you should conduct a campaign to a list of prospects *likely to purchase in quantity*. *Chicken Soup for the Soul* mailed a letter written by a county school superintendent who endorsed the book to other school superintendents, encouraging them to purchase *Chicken Soup for the Teacher's Soul* as a teacher recognition gift. One district purchased 4,000 books, yet the entire targeted mailing went out to just the 100 or so superintendents in California.

If you're a self-published author and you can secure endorsements like the school superintendent's above, try direct mail on a small scale before putting any real money behind it. Direct mail is expensive, plus we're seeing an increasing delay in response times, as people let their mail sit around before opening it.

Speaking Engagements

Books often help you increase your speaking fees and get more bookings. A book gives you a platform for your message. It gets seen by lots of people who might hire you to speak. And your name is "out there" more in the marketplace, as a result of the other book marketing efforts you are pursuing.

But speaking engagements used as a marketing strategy to sell books are not very profitable. In fact, I don't even allow most authors I work with to sell books separately at the

back of the room following their presentation. Here's why: If you're good on the platform and you inspire your audience, that audience will want to take home a piece of the magic with them. If you give them a \$10 piece of magic in the form of a book, they'll spend \$10 with you. But if you give them a \$99 piece of magic in the form of an audio program or other product bundle *and include your book as a bonus*, you can realize hundreds, even thousands more dollars in sales at the back of the room.

Corporate Marketing Partners & Non-Traditional Marketing Outlets

Many corporations buy books for all kinds of reasons. They buy them as sales incentive tools for their salespeople. They buy them as premiums to bundle with their products. They buy them in conjunction with bringing you to their meetings as a speaker. Network marketing companies buy books for their book-of-the-month clubs. But a true corporate marketing partner is one who builds entire promotional campaigns around your book. Frankly, these campaigns are pretty rare. But if you have a book that's ideal — say, a dog care book that a pet food company can shrink-wrap and slip inside bags of dog food — then these deals become a little easier.

You can also pursue these deals provided your book is a good fit for a company's employees, customers, buyers and distributors. These deals can often be volume sales in the tens of thousands of copies, but they also require a lot of work, long lead times and patience, as the program you thought you were working on with a company often disappears or gets transferred to another product division.

Non-traditional outlets, on the other hand, are retail stores, franchise outlets, service centers, fairs and other places where books typically aren't sold, but where *people would probably buy them if they were offered*. The beauty of selling into these outlets is that unlike bookstores who demand full-credit return policies, retail outlets are accustomed to buying them outright with no expectation of return. Once the books are sold, they stay sold.

What corporations and non-traditional outlets would be ideal buyers for your book?

Affiliate Sales Programs

Affiliates include your seminar graduates, other speakers, your fellow professional practitioners and others who could really use a book like yours for marketing or training purposes, but who have never written a book of their own. Let me give you an example. When I developed an affiliate program in the alternative healthcare field, nearly 100 affiliates who were paying every month for marketing advice *also purchased thousands of copies of my client's book to give to new patients*, giving my client a bigger distribution channel than bookstores who only sold a few dozen of his books a year.

If you wrote a book on financial planning for consumers, then used that book as a give-away that brought in new clients and significantly grew your practice, you would want to tell other financial planners about it and urge them to purchase your book in quantity as a practice-building tool for themselves.

What fellow experts can you talk to about selling your book to their members, audiences, customers, clients and others?

Special Sales

Special sales is really just another term for volume sales made outside the bookstore channel of distribution. Your book would be used as a "gift with purchase," a sales tool, a recognition award, a leave-behind for salespeople to leave with prospects, etc. Again, these

deals are difficult and time consuming to arrange, and unfortunately, there are very few independent sales organizations you could hire that specialize in making these sales. Many of the top New York publishers have their own Special Sales departments that work on these deals all day long. Sometimes, publicity and public relations firms will bundle your book into a promotional campaign they are creating for their client.

But the best way to start making special sales is to create a short list of companies to call on. Often times, just creating a dialog with people will lead to opportunities you didn't even know existed.

Who will you contact to offer a special sales deal?

Retail Placement and Other Non-Channel Distribution

If you write a book on hiking and mountain climbing, a better place for your book is in sporting goods stores and other retail stores near hiking trails and mountain climbing locales. *Chicken Soup for the Soul* got placement in bagel shops, hair salons, even restaurants. The truth is that the majority of books today are actually purchased outside bookstores. And, as I mentioned before, once these books are sold to retailers, they stay sold. No returns.

List the categories of retail stores and other locations where your book might sell:

Premiums, Mini-Books and Inserts

If you are smart enough to retain derivative rights to your book when you sell it to a publisher — or if you are self-published and therefore control all your own material — you can create cut-down versions of your book with just a chapter or two, or smaller-sized versions that can fit in someone's pocket or handbag, pamphlets and other formats.

How do you market these? The same way you market your full-size book to corporations, pharmaceuticals and other promotional companies. I once worked on a tiny little book for *Chicken Soup for the Survivor's Soul* — it was really just an 8-1/2x14 sheet of paper folded down to look like a book — filled with stories, poems, quotes and information on how to purchase the full-size book. That “booklet” was distributed in the participants' bags for a national charity's Run-Walk Marathon held to raise awareness of breast cancer. I once created another mini-book that Coca-Cola® inserted into 12-pack cartons of Diet Coke®. They had surveyed Diet Coke buyers and found they were avid readers, too. Coca-Cola used the mini-book as a device to increase sales of Diet Coke over a 6-month period.

Additional Branded Publications, Brand Extension & Brand Licensing

While this section of this guide has primarily talked about marketing books, it's time to start thinking about the other kinds of publications you could spin off from your book, since this is often where the most money is made from your content and expertise. Could you create a workbook, journal, companion guide, reference guide, workshop or seminar handout, trainer's manual or other derivative product? Additionally, you should seriously consider creating a second item so that you can trademark your book's title as a *brand name*. Book titles alone cannot be trademarked unless the title is part of a series or brand.

Once you trademark your brand, your characters (if any), your trade dress (how your logo appears on the cover) and other components of your book, you can begin to extend that brand into retail merchandise — that is, journals, calendars, mugs, greeting cards and other merchandise. Often times, merchandisers looking for new characters and brands to exploit will contact you about licensing your intellectual properties for use on their merchandise. The key is

to make a name for yourself first. After all, licensing companies ultimately want to benefit from the pervasiveness of your brand in the marketplace.

What kind of derivative products could you create?

Have you checked into trademarks and trade dress that are similar to what you want to create? Go to www.uspto.gov/trademarks to do a search of pre-existing trademarks and pending applications.

What kind of licensed retail products could merchandisers create from your brand? Is your brand conducive to being featured on these products?

Backmatter Marketing

In the back of your book, behind the last chapter, is the backmatter — your bio, the index, your resource guide, permissions listings and, most importantly, your sales pages. This is where real long-term money can be made and how savvy experts turn their books into businesses. If you are publishing with a traditional publisher, be sure to reserve at least three backmatter pages (even if you can't think of how to use them all right now). On these pages, you can feature free materials book readers can download at your website. You can feature information about your workshop programs. You can feature other books you've written, make special offers for other merchandise and so on.

Send readers to your website to download the free bonuses, but be sure to require them to provide their name, zip code and email address before downloading. This will help you build a list of dedicated readers who know your material and who would likely buy additional material from you later. Why ask for their zip code? When you're promoting a live seminar in their geographic area, you can do a targeted mailing to only those email addresses in specific local zip codes.

What kind of free, downloadable bonuses can you offer in your backmatter pages?