

# HOME BUSINESS NEWSLETTER

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# Trenches



In France in 1916, thousands of soldiers were struggling to stay alive, not from the threat of their enemies in trenches across from them. Not from artillery shelling, the sniper attacks or the bombing runs, but from the environment. Winter was amongst the coldest and harshest experienced in years, especially in the trenches.

Winter brought frostbite and exposure and many soldiers died or became sick. Those were hard and trying times: the sacrifices made by the few for the many should never be forgotten since today we enjoy the freedom that they paid for with their lives and blood.

Today we sit behind our desks and play with technologies, and sometimes we see our children growing up with a sense of entitlement that arguably they have never had to sacrifice anything for.

It is so easy to forget those horrors that our ancestors had to endure to gift us with the lives that we have today, and in many cases take for granted and scoff at.

In 1916 being “in the trenches” really meant something, now we hear that phrase being thrown around on management courses or being used as a buzzword.

When you have a heavy workload, looming deadlines or an upcoming launch, you may feel overwhelmed and anxious, like you are “in the trenches” with bullets flying all around you. But think about this, you may see that stack of paperwork as daunting, you may have unhappy customers but to those soldiers in 1916, your desk and tasks are nothing more than a safe warm sanctuary. It’s what they would have loved every freezing day in those trenches.

The next time you feel overwhelmed and that old proverb of being in the trenches pops into your mind, remember that to the soldiers who really fought in them, your trenches are just a crack in the ground.

It is not terrifying, just something to deal with. So, don’t let it stop you. The human spirit is far stronger than you might think.





# ***Resources and news***

## **‘Google My Business’ Listing Hijackings Are Increasing**

Spammers are attacking businesses by accessing the “claim this business” link in the Google Local Knowledge Panel. An email is then sent to the business owner from Google My Business notifying them of a request to gain control over the listing.

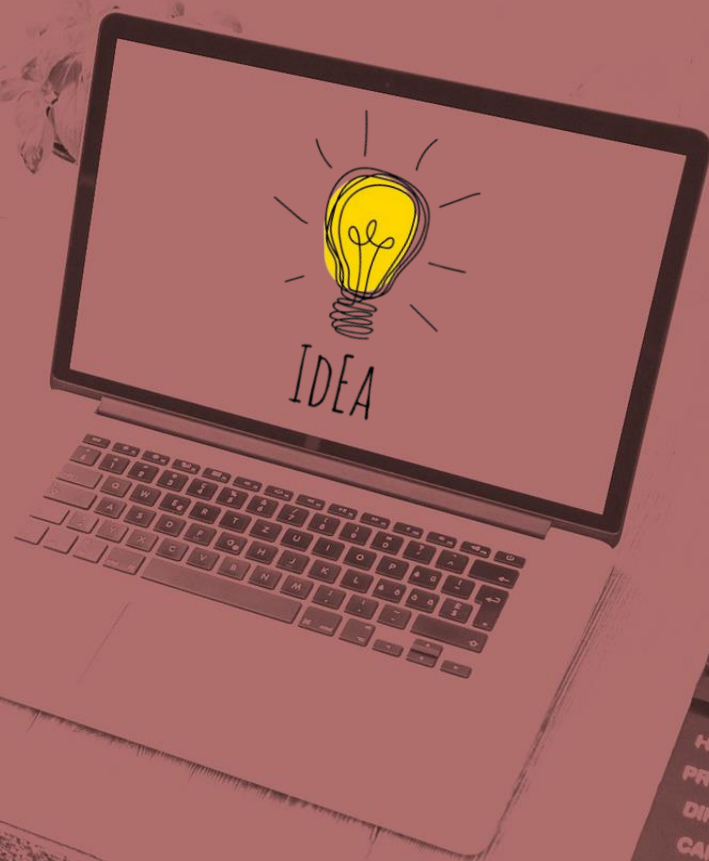
If you ever receive one of these emails for your business, don’t assume it’s your webmaster or some other friendly person doing this. Decline the request until you can verify who this person is. A user shouldn’t be able to access your listing as long as you do not click the link in the email or follow through with the verification process it contains.

<https://searchengineland.com/hijacked-google-my-business-listings-appear-to-be-a-growing-problem-343737>

## Youtube's New Features Aim to Tackle Negative Comments

YouTube is launching new features designed to encourage commenters to reconsider posting disrespectful comments to others. For example, one feature works to reduce negative comments on videos, while another focuses on filtering negative comments out of a creator's YouTube Studio.

<https://blog.youtube/news-and-events/make-youtube-more-inclusive-platform/>



## YouTube Helps You Build Excitement for New Videos

YouTube Premieres enables creators to generate buzz around a new video in advance of when it goes live, and the tool is about to get four completely new features.

### Live Redirect

Live Redirect allows you to create a multi-part show experience. You can connect a live stream to an upcoming premiere to generate excitement, as well as using an interview or Q&A to instantly redirect your audience to the premiere page.

### Premiere Trailers

Now you can create your own trailer. This is a pre-recorded video between fifteen seconds and three minutes in length. Trailer videos must be public and owned by the channel hosting the Premiere, which means no one can use a video from another channel as their own trailer.

### Expanded Countdown Themes

There will be not just one, but 10 themes available for the countdown displayed immediately before a video premiere. Note: These new themes won't be available until early next year.

### Schedule Premieres on Mobile

For the first time ever, creators can schedule Premieres using the YouTube mobile app. Simply upload a video from your mobile device and then schedule it as a Premiere at the same time.

<https://www.searchenginejournal.com/youtube-has-more-ways-to-build-hype-for-a-new-video/389735/>







## Can You Turn a 20 Minute Phone Call Into \$10,000?

If you have an interest in selling high ticket coaching, I urge you to spy on other marketers to see how they do it.

Often times it starts with a webpage or an email message asking you to respond for more details.

You fill out your name and maybe answer some questions that make it seem like you have to qualify.

In some cases you do have to qualify because the person wants to only work with a couple dozen serious people. And that makes sense.

But in many other cases, it's totally unclear WHO is doing the coaching. You might think it's the big name marketer who is going to walk you through whatever it is that you're doing, but it turns out to be a minion of theirs instead.

Which is okay too, as long as they tell you that up front.

But here's what I think is the most interesting part of all this...

In many cases the pricing is flexible.

Maybe the coaching is \$5,000 a month, but you can only afford \$2,000.

Or the coaching is \$10,000, but you only have \$1,000 left on your credit card.

Oftentimes it doesn't matter because they will gladly sign you up anyway.

Does the person who paid \$1,000 get the same level of coaching as the person who paid \$10,000? I have no idea.

But what is clear is that the folks selling coaching are extremely effective at getting the maximum amount of revenue from clients.

I highly recommend if you want to offer coaching to your clients, that you first get on the phone with others who are selling coaching and record their pitches. Make a note of what you like and what you don't like and then adjust your own story accordingly.

In most cases you'll be talking to professional salespeople who are often working from a proven script.

And while you might not want to employ your own salespeople or use a script, you can still learn a great deal about how to turn a 20-minute phone conversation into \$10,000.



# How to Make Big Money NOT Selling Products

Okay, obviously you are selling products... but then again, you're not.

You've never woken up wanting 12-video course and neither have your customers.

But plenty of people wake up wanting to finally solve their problem that day. They want a solution they can believe in. They want one that makes sense to them and isn't pie-in-the-sky bullsh\*\*.

And here's the twist: The solution your customers want isn't always what you think it is.

Do you think your overweight customer wants to lose weight?

Nope. What she wants is for her clothes to fit, to not get winded walking up the stairs and for her husband to look at her like he used to when they were dating.

Do you think your financially challenged customer wants to make money?

Nope. He wants to stop waking up in a cold sweat at 3am because he has no idea how he's going to pay the mortgage or how he's ever going to be able to retire.

Do you think your kid-client wants to learn martial arts?

Nope. He wants to be able to walk onto the school yard without fear of being bullied, and he wants his friends to look up to him, too.

Most marketers who think they're in the business of selling products can't figure out why their sales are lousy.

Quick Story: Ten marketers are all competing to sell their 'Make Money FAST and EASY' products.

9 of them talk about the money. Mansions. Fancy cars. Super model girlfriends or boyfriends. Living life on a beach with room service or owning a yacht. You know... the kind of stuff 99% of people can't even relate to.

One of them talks about enjoying life – a normal life of owning a home, staying home with the kids and never going into the office again. He talks about working less and living life on your own terms.

9 of these marketers are doing churn and burn marketing because their products don't turn people into millionaires overnight like they say they do.

1 of these marketers is making an awesome living without stress. He doesn't have to worry about customers complaining that they didn't get to buy the yacht after one week because he never makes promises like that.

He gives them the solutions they seek, and he does it in a realistic way that they can believe will work for them.

Sell a solution that makes sense to your customers using their own reasons for buying it and your sales will go through the roof.



## Twitter Testing New Option

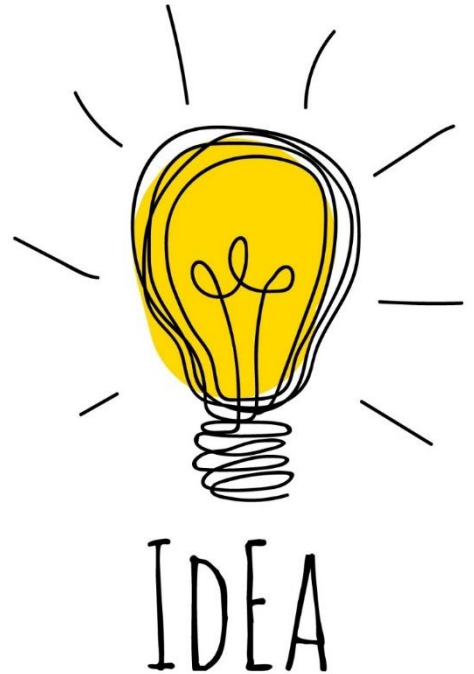
This option will limit tweet replies to followers only.

Current reply options include:

- Everyone - The default, public Tweet option
- People you follow - Limiting your replies to only those you follow
- Only people you mention - The @handles that you've specifically noted in your tweet

The new option of 'Your followers only' is to give users another way to manage their tweet narrative, essentially controlling the discussion.

<https://www.socialmediatoday.com/news/twitters-testing-a-new-option-which-would-limit-tweet-replies-to-followers/591758/>



## Strange Icon Appears in Windows 10 Taskbar

Have you seen it? That little thing that looks like a camera with eyelids in the bottom right of your taskbar? Where did it come from and what the heck is it?

I'm not used to things mysteriously popping up in my taskbar without permission, but the other day I noticed something new. What was that, a spy satellite? A jiggly hot water bottle? A fish swimming against the current?

Nope. It's a camera inside rotated parenthesis (I don't know why) that indicates you have access to Windows 10 "Meet Now".

Meet Now gives you, "Easy access to Skype video-conferencing features. Meet Now lets you start quick video chats through a browser without the need for Skype accounts or the Skype app."

Here's how to use it:

<https://www.howtogeek.com/704271/what-is-meet-now-on-windows-10-and-how-do-you-use-it/>

Or if you prefer, here's how to hide or disable Meet Now:

<https://www.howtogeek.com/704215/how-to-hide-or-disable-meet-now-in-windows-10/>



# \$3,500 a Month From Newsletter Curation



Have I told you lately how much I LOVE recurring income?

Here's a brief case study about a guy who has not one, but FOUR different newsletters that he puts out twice per month.

These are super simple newsletters that contain all the latest stuff he's found on the internet about the topics.

How in the world does he find all the latest news, articles, blogposts, stories, video clips, photos and so forth?

Google alerts.

Yup, it's that easy.

He creates a dozen or so Google alerts for keywords and phrases for each niche and Google spoon feeds him all of his content for free.

In some cases he asks for permission to reprint a post or article. For other things he simply rewrites it into his own words. And even more often he'll provide an intro and then a link to the video, article or whatever.

Seriously, this does not take a lot of time or brain power. His strong point is he chooses topics that he's interested in so that it never becomes boring to him.

I asked him if I could share his newsletter topics with you, but he was pretty firm in saying no. But what I can tell you is all 4 of them are not things you might think of off the top of your head.

And that makes sense. The BIG topics are already covered on millions of websites, videos, articles, magazines and so forth.

It's the little sub-niche specialized topics where people are craving more info and not wanting or even knowing how to hunt it down themselves.

I'll give you an example: Cats and dogs are EVERYWHERE. No one really needs to subscribe to a newsletter to read articles on cats and dogs.

But sloths... now there's a much smaller niche that isn't covered nearly as much as more popular pets. Or how about iguanas? Sugar babies? Or tarantulas?

If you insist on choosing a big niche, then subniche it down. Instead of cats, focus on the care of cats with a certain illness (diabetes, kidney disease, etc.) or a certain breed of cat.

What should you charge for a curated newsletter? In most niches, \$10 or less works well.







This makes it super easy for them to sign up and there's almost no incentive to stop the subscription.

Let your readers send you articles and photos of their own for your newsletter. Put in a classified ad section, too. People think it's hard to create a newsletter, but the fact is you don't even need to have an original thought to do it. Between curated content from the internet and submissions from your readers, all you have to do is assemble the newsletter, save it to PDF and send it out to your subscribers. You don't even need a membership site to do this.

Don't want to do a newsletter? Create a podcast or video subscription instead.

You can get new subscribers by striking deals with blogs and list owners in the niche. Because these are smaller niches, it's far easier to get people to mail for you for a small fee or sometimes even for free if they really love your newsletter.

This is a model that will never die, takes a minimum of work and even builds you a list. You can promote products to your list above and beyond the newsletter. In many niches the money you make from promoting products will double your income from subscriptions, so why not?

And by the way, that \$3,500 a month figure is from just ONE of his newsletters. Remember, he's got 4 of them.

Make a list of topics that interest you, no matter how weird or even obscure. Choose one that has an active audience you can reach. Create a sample newsletter, contact people in the niche and get your first subscribers.

This almost sounds too easy, doesn't it? Then again, many of the best ideas are the simple ones.



# The 20 Minute, Self-Liquidating, 71% Conversion Rate Squeeze Page

Imagine a squeeze page that takes you 20 minutes to put together, including the lead magnet.

Imagine this page converts at something close to 71%.

And now imagine you can buy unlimited traffic to your squeeze page because the paid traffic pays for itself.

How many new subscribers would you like today? This week? This year?

The key to a high converting squeeze page is to offer something so ridiculously good, people are more than eager to enter their email address to get that prized item.

You could offer an outstanding resource of some kind, or a huge bundle of books, or maybe a hot plugin or piece of software.

Or... what if you take a product you have lying around, such as a course you've been selling for \$197, and offer a coupon for a 90% discount on that course? Of course you need their email address to send them the coupon, so it just makes sense they would fill out your form to get it.

Then you send them to the actual sales page with their coupon. They get to see that everyone else is paying \$197 while they're only paying \$19. That should make them pretty happy AND immediately set you up as an authority in their eyes, since it is your course they're buying.

Don't have a big product of your own? Use quality PLR and a weekend to create one.

The point is to have a REAL product that sells for a high price and then offer a crazy discount coupon like 90% or 95% off.

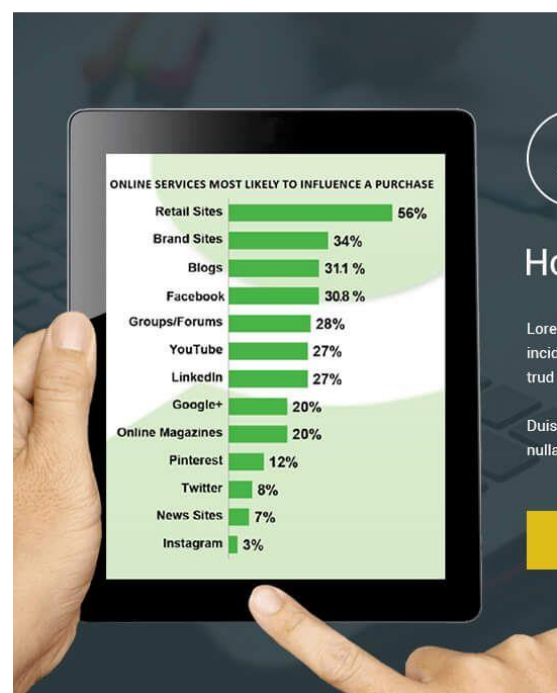
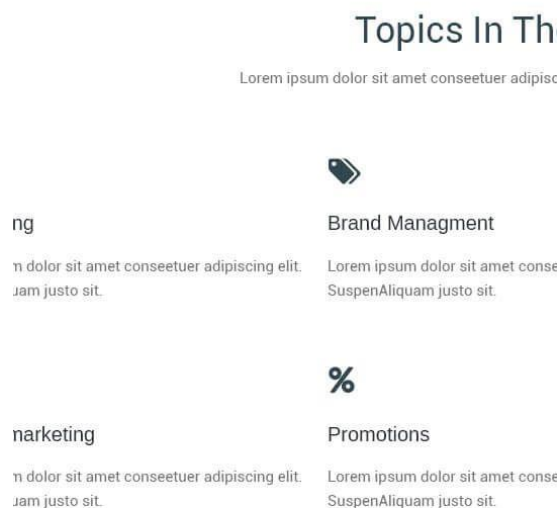
People enter their email address to get the coupon.

Some of them use that coupon to immediately buy the course. Others purchase the course sometime during the following week, as you remind them that their coupon is expiring soon and they're going to miss the deal of a lifetime.

Now you've got new subscribers and enough income to continue buying traffic for as long as you choose because the purchases of your course – even at 90% off - are paying for the advertising.

Just remember the deal you're offering has to be irresistible to new subscribers. Your goal here isn't to make money, it's to pay for the advertising that's building your list.

Once they're on your list, then you can start making profit when you offer them other products.





You can add a super easy micro-recurring membership to your income in about 30 minutes, start to finish.

This assumes you already have some sort of product you're selling as well as the ability to do a 'bump' upsell on the order form or create an upsell page.

A bump upsell is where you add a product to your order page with a tick box. The customer clicks the box to add the item to their order and that's it – it's added with one click.

If your payment processor doesn't allow that, then you can add an upsell page that appears after your customer purchases your product.

Your micro-membership typically won't have a product, although it certainly could be a newsletter or something you send out every so often. But the easiest, fastest way to add this micro-membership to your sales funnel is to offer something that takes almost no preparation such as support.

Let's say you're selling a product on how to do something. Of course you already answer questions from your customers, but if they want more in-depth help, they can sign up for your support membership.

You can charge this membership by the month or by the year. Typically, it's going to be a very low price and in this case billing annually will likely make you more money.

Then again, maybe you're selling a course that lasts for 12 weeks. Then you might offer a monthly membership that runs for 4 to 6 months for any questions they might have.

If you sell software, you might provide support to your customers and resellers in case they encounter any problems.

By offering a priority, more in-depth email support service for your product or course, you'll likely make a lot of sales without doing any hard selling. A good price might be \$10 a month or \$97 annually, adjusted for whatever it is that you're offering.

If you're selling a hundred copies a month of your product and one third of those sales opt into your micro-continuity at \$10, you're looking at an extra \$330 a month. Sell a thousand copies and you see this becomes real money.

You might think you'll have to spend a lot of time servicing your customers, but most people will never use the service. If they do, oftentimes they simply want reassurance they're doing the right thing. And you can always outsource your customer service to a knowledgeable, trusted assistant.

This won't make you rich but it does add a nice bit of income with almost no set up whatsoever – maybe 30 minutes of your time – and there's one more benefit...

...you can backdoor sales of your big products. The customers who do email you with questions will sooner or later need more help than you can give them via support. That's when you suggest they purchase your high-end program.

Even if you only sell one extra copy of your \$1000 program every month because of the rapport you build through your micro-continuity program, that's still an extra \$12,000 a year.

It always amazes me how opening one door in online marketing nearly always results in more doors opening by themselves.

## 30 Minute Micro- Memberships With NO Product





## Use Extreme Caution With Adjectives

An email subject line in my inbox caught my attention because it included the phrase, “Breathtaking-Templates”.

Only it was written like this...

“These B R E A T H T A K I N G - T E M P L A T E S blah blah blah”.

I can’t tell you the rest of the subject line because they had me at breathtaking-templates and that’s all I needed to know.

Because they chose the term ‘breathtaking’ and wrote it in all-caps with spaces, I knew these had to be the most wonderful website templates ever devised by modern man.

Finally, I was going to see something so revolutionary and awe-inspiring, my eyeballs would pop out and I would fall to my knees in rapture.

Sorry to say, my eyeballs and knees are fine.

When I opened the email, scrolled down and squinted at the small images, all I saw were...

...the same run-of-the-mill templates I see everywhere.

Thinking it was a mistake, I clicked the link. But no. These templates looked no different than a thousand other templates I’d already seen.

I closed the sales page and deleted the email immediately, without hesitation.

When you build up expectation to that level, you darn well better deliver on your promise.

If you don’t, you’ll lose people so fast you’ll never even know they were in the room.



# Daven Michaels

## interview



### Editor:

This time, we're chatting with Daven Michaels, an entrepreneur who left behind the music business to become wildly successful with multiple business ventures. These days he's arguably best known for 123Employee, which is a virtual employee centre based out of the Philippines. Now, alongside that, he's also become one of the world's leading business coaches and public speakers. We're going to talk all about all of that and so much more, but for now let's welcome Daven Michaels.

### Daven Michaels:

Hey, it's great to be here. Thanks for having me.

### Editor:

Well it's great to have you with us. Now for those people that haven't perhaps come across you before Daven, maybe I could start by asking you just a little bit more about your background, where you're from and how you also discovered your entrepreneurial streak.

### Daven Michaels:

Yeah, sure. Mine is an entrepreneur's story. And if you're an entrepreneur and you're listening or reading this, you probably have one too. And I used to think that mine was so unique until I started speaking and teaching and empowering and making a difference in entrepreneur's lives that I realised that all entrepreneurs really have a story. Mine starts at the tender young age of 15. I didn't have any brothers or sisters. I was an only child. My parents encouraged me to do whatever I wanted it to do. All the dumb ideas I had, they encouraged me and I had a few smart ones too. And so at a very young age, I started doing entrepreneurial things. It was something that drove me. I was excited.

### Daven Michaels:

I didn't like high school. I just wanted to get out there. I want to make money and see my way in the world. And so my very first business, I was designing clothing for music groups, and it was in the early '80s. And quite frankly, I had no clue what I was doing. I was working with these bands. Most of them were playing their garage. I was designing their costumes. So most of them were playing their garage or very small venues.



And then an amazing thing happened. MTV came on the air and it changed the face of music and changed my life. So I was working with some of these bands that had nothing going on. And within about 90 days, most of my bands had record deals. Within about a year, they were selling millions of albums. And I rode that wave and found myself working with some of the biggest bands of the '80s and '90s, Prince, Madonna, Cyndi Lauper . Over on your side of the world, Thompson Twins, Duran Duran, gosh, you name it, so many of those bands.

#### **Daven Michaels:**

And it was a blast and it was especially incredible touring with these bands, especially at such a young age. And it literally happened overnight. We would play these small venues. They would bring us to the venues. We'd come in through the backstage just before the bands would go on. And I remember there were 600 people in the room, a thousand people in the room and then 5,000, 10,000, 20,000. And within about a year, we were playing stadiums and it was a wild ride. And that was the beginning of my entrepreneurial career.

As you alluded to, most of my businesses were around entertainment communications. From there, I wanted to be a recording artist. Well actually let me back up a second. From there, I had a telecommunications company and then I became the biggest electronic music event producer in the US and I'd throw parties eventually for about 15 to 20,000 people a night. Because I had that built in fan base, I actually had a short career as a recording artist, went on tour for a while. I did a couple of albums and then I started writing and producing for others. And that took off. And I was working with a lot of big bands. My partner, Layla discovered Tupac, which plummeted me into the hip hop world. That was a wild ride. And I really had a good run there.

And quite frankly, I would probably still be in that business today, except Napster came out and there was about 50 million people downloading free music. I saw the writing on the wall and I bounced. And the only thing I really knew how to do was produce. And so what seemed like the next step for me was producing television. And it was right at the beginning of reality television. And I hired a huge staff and unbeknownst to most of them, they were actually training me how to do television same time I was paying them. And we didn't really have any big successes in television because I was only there a few years and then my outsourcing business took off. And we can talk more about that.





But as you said, that was 123Employee. Started off a small shop with about 10 employees. And today we have nearly a thousand of them. It's been just an incredible ride. Today we work with entrepreneurs all over globe, some of the biggest thought leaders on the planet. We do all the busy stuff or BS, busy stuff in their business, everything from internet marketing, social media, telemarketing back office tasks, inbound and outbound voice. It's basically virtual assistant services for small businesses, customer service for larger companies. And our mission at 123Employee is to rescue lifestyle starved entrepreneurs, give them their time back and their lives back. And we've been doing it for well over a decade and it's been a lot of fun.

**Editor:**

I was going to say it sounds like you've done so much in quite a relatively small amount of time. To hear that you've rubbed shoulders with the likes of Prince Madonna, Duran Duran and so on. That's impressive enough as it is. But then to go on to have this wildly successful business as well. Was that always part of the plan, would you say Daven? Or is it something where you just got lucky, would you say?

**Daven Michaels:**

What I've found over the years is that most entrepreneurs or successful people will take credit for their success. They'll take credit for their luck. And I believe wholeheartedly that luck is when preparedness meets opportunity. Luck doesn't just fall typically on your lap. You get to that point where you have good luck. You build a network. You become proficient in business. But I have to say that if you've had any level of success, you had to have had luck in your life. And I've met plenty of people that worked hard that had the qualifications and didn't achieve what they wanted achieve. And a lot of that is luck. A lot of it is being at the right place at the right time.

I have a dear friend of mine that is a perfect example of luck is when preparedness meets opportunity. He hustled in the real estate space for decades. For decades, he paid his dues. But on top of that, he happened to be at the right place at the right time. Today, he's making insane money. But it's a combination. He worked, he paid his dues, but there's plenty of people who've paid their dues. But then he was at the right place at the right time. But if he didn't have that network and those skills, he probably wouldn't have taken that very far. So anybody, I believe that's had any level of success, definitely there is luck in the mix. And then of course there's skill and there's resources and there's everything you built over the years.

**Daven Michaels:**

And the reality is I have had a lot of success and when you zoom out on it, it looks incredible. But if you zoom in, there was trials and tribulations and it wasn't over that short a period of time. The reality is I'm old. I just look a lot younger than I am. And so it was several decades really. But I was fortunate enough to have some early success, which definitely helped out a lot. But it's a process and being in business for yourself is full of ups and downs. But eventually you get to a point you've been doing it long enough, you can zoom out and go, "Look at all my success."

**Editor:**

It's true. It's true. And how do you balance your family life? Because with 123Employee being based out of the Philippines as you mentioned, does that mean you have to in normal times travel a lot?



***Note from the editor:***

*This is a bridged version of the full interview which is available to listen to separately.*



This is a part time business that quite literally requires no specialized knowledge, and you don't even need a product.

One thing you do need is just enough people skills to build rapport over the phone, Skype, Zoom or whatever mode of communication you choose.

I know a guy who is doing this part time and based on my own math he seems to be making about \$4,200 a month doing this 2 hours a day.

He charges his clients \$35 a week for a 20 minute phone call, and he books about 6 clients per day during his lunch break and after work.

And he takes his weekends off, too.

Have you guessed what he does? If you said coaching, you're right. But this is a rather narrow, specialized coaching niche.

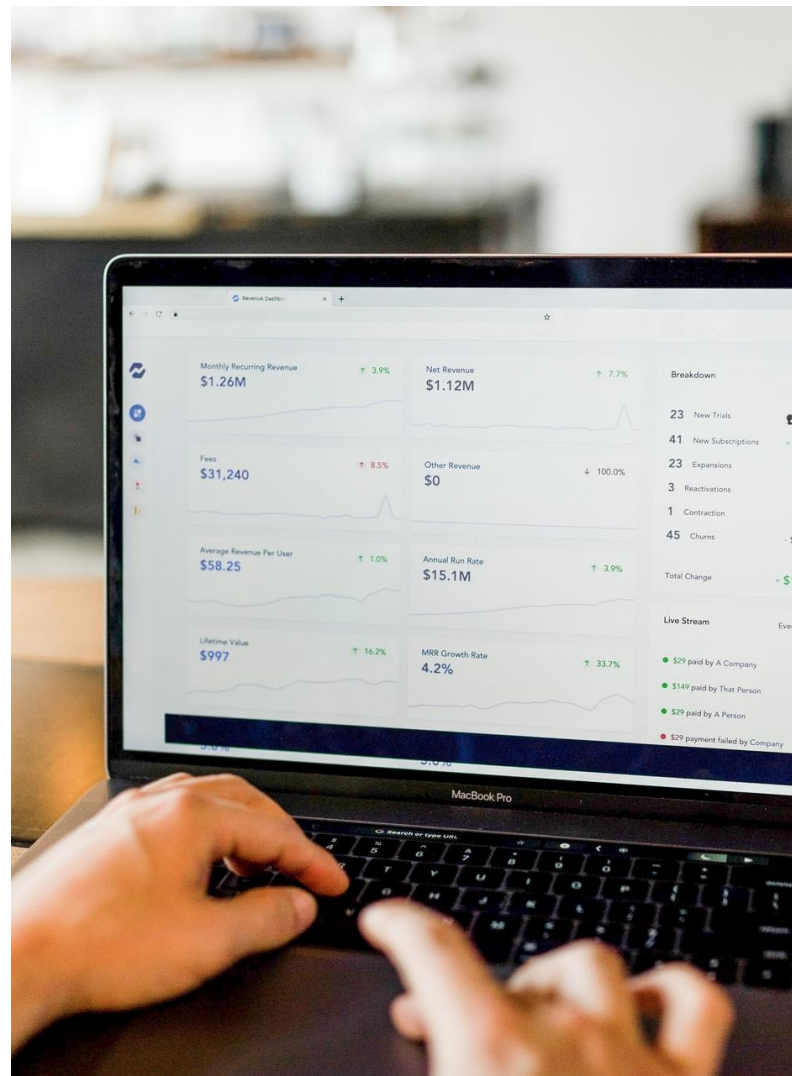
He calls himself an accountability coach. He lets his clients tell him what they're going to accomplish over the next seven days. He asks what their plan is to get it done. He points out potential problems and asks the client how s/he will deal with them if they arise. Basically, he asks a lot of questions and once in awhile he gives a little advice.

Then when he calls them the following week, they have to be 100% honest and tell him exactly how much they did or did not get done. Personality-wise he comes across as a father-figure, and his clients don't want to disappoint him so they get busy and do what they need to do.

He bills weekly automatically with Paypal because he says that when they see that money come out of their account every week, it's a reminder that they need to get in gear. He tried billing monthly but his clients would just relax for three weeks and then get busy in the fourth week. He says he doesn't exactly understand the psychology of why weekly billing works better than monthly but that it doesn't matter to him as long as his clients are getting results and he's getting paid.

He has a full-time job but he does have some flexibility. He does some calls during the day and the rest in the evening when he gets home. He's firm about only having 30 clients a week because he says more than that is too much. And he's got a waiting list of people who want him to be their accountability coach.

## Case Study: \$4,200 a Month With Zero Knowledge And No Product



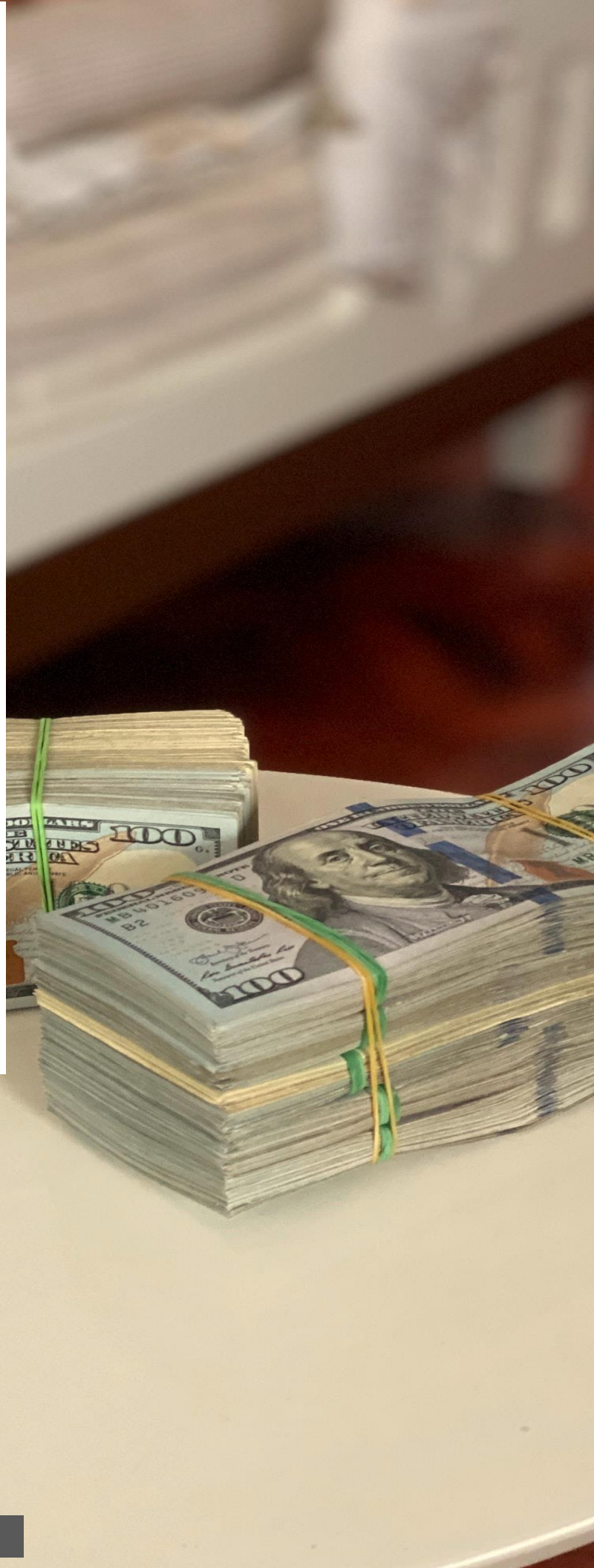
He's strict with his clients about being ready to receive his call. As much as possible, he lets the client choose the day and time for the weekly standing phone appointment. He explains to them that they MUST be available at that time to talk to him, no exceptions allowed. He doesn't care if their house is on fire, they better answer the phone when he calls.

When I asked him how he arrived at \$35 a week, he said it seemed to hit a sweet spot for clients. At first he was charging too little (\$20) and the clients weren't taking the call all that seriously. Then he went overboard in the other direction and charged too much (\$100) and the clients usually canceled after a couple of weeks, if they signed up at all.

He was once referred to a potential client who desperately wanted his help but \$35 was out of reach. Obviously this person's first goal was to make more money. Since he doesn't charge for the initial consultation anyway, here's what he told the new client: "Our next call is in 7 days. Right now you're going to tell me 5 ways you could add an extra \$100 a week to your income starting this week. Then you and I are going to choose one of those 5, and you're going to tell me your plan for making it happen."

And that's exactly what happened. Within a week that man had a new income stream, and within a month he was making an extra \$1,000 a month. 9 months later he quit his job and opened his own small business, all thanks to having an accountability coach.

You probably need a certain personality to make this work. If people naturally look up to you or naturally want to please you, then this might be an idea for some part time income. Goodness knows there are plenty of people who just need a weekly fire lit underneath them along with some encouraging words to help them reach their goals.





# This Mind-Flip That Makes It Impossible To Fail

Setting aside every self-help book out there, I'd like to propose the theory that there is ONE thing you need to be successful, and that you are already in possession of this thing.

You just don't know it yet.

Ten years ago two marketers started their online journey. They both endured similar pitfalls and setbacks.

One went on to make millions.

The other one failed miserably and works a 9 to 5 job.

What made the difference?

The mind-flip.

Imagine you have a switch in your brain, and every time you have any kind of setback whatsoever, you flip that switch into finding the positive in it.

No, I'm not talking about pie-in-the-sky rainbows and magic pink unicorn thinking. I'm talking flip your own switch because no one else is going to do it for you.

Instead of getting discouraged, angry or sad, find the good or the lesson in everything that normally gets you down.

This is called resilience. We're told to be resilient, to bounce back from defeat and just keep moving, but no one tells us how to do that.

So, let me try, and see if this resonates with you.

You get an angry email from a customer. Yeah! This is your chance to make it right while also finding out if there is perhaps a flaw in your product. What an awesome thing to have happen! Your formerly angry customer now understands what happened, they're thrilled with the attention you paid to them and how you resolved the issue, and you have feedback on how to improve the way customers use your product.

You have trouble with your website. Yeah! Now you get to call your host or your website builder or whoever and let them show you what awesome service they provide. You're not happy with the result? Yeah! Now you have the perfect reason to go find a new host or webmaster who will make you happy!





You dropped that dish of spaghetti on the floor? Yeah! You've been meaning to clean the floor for weeks and this is the perfect motivation to get it done. Now look at it shine!

You missed the light and now you have to wait 3 minutes to get through the intersection? Yeah! If you had made the light, perhaps you would have been involved in a fatal accident that you've now missed!

Does all of this sound a bit crazy? Maybe. But your experience is exactly what you make it.

I once went camping with a friend at Yellowstone. As we arrived, it started to rain and it didn't stop raining for two days and two nights. Yeah! I took it as a challenge and it was one of my best vacations ever. I sang in the rain, danced in the rain, hiked in the rain and listened to the rain on my tent as I fell soundly asleep each night.

My friend, however, decided to be miserable the entire time. He grumbled, complained, got angry, picked fights and spent the entire time wishing he was someplace else. He also wasn't too happy that I didn't share his attitude, but oh well! 😊 We shared the same experience, and yet it was positive for me and horrible for him. The only difference was how we chose to view what was happening.

I might be oversimplifying here, but when you boil it all down, I think the only difference between the successful person and the failure is resilience.

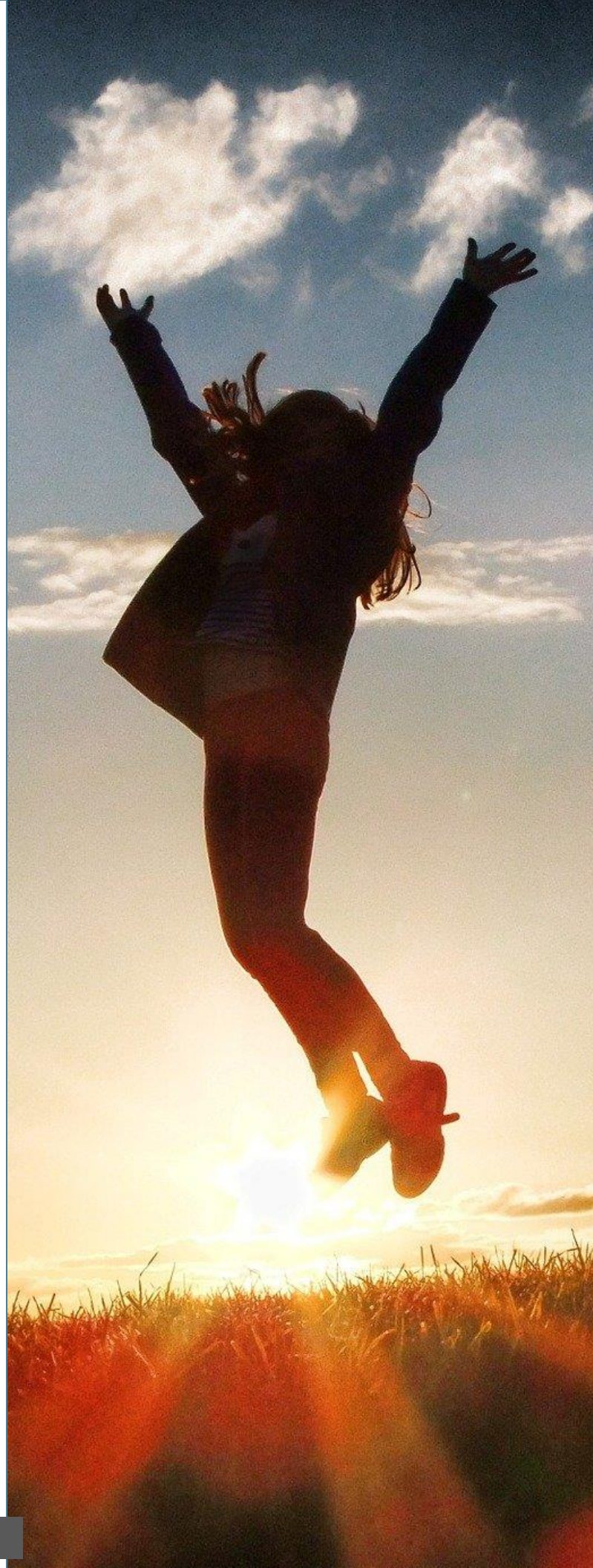
Look for the bright side of everything. Sure it's a cliché, but it is a fact that your experience is what you choose it to be.

Have you ever felt sad or depressed about something, and then you drank some coffee or you took a walk, and now you felt 10 times better about it? The situation didn't change – you did. And once you have the positive mindset, you can move forward and do whatever it is that needs to be done.

**Here are 9 tips for becoming a pro at flipping your mindset to the positive side of life:**

**Play Opposites** – When you think a negative thought such as, "I hate getting on these Zoom meetings," ask yourself, "What if the opposite were true?"

**Friends** - Support groups are wonderful for helping you to build this resilience. Talk it out and help each other to see the positives. If they insist on being negative – and let's face it, some people revel in negativity – then get a new support group.





**Greatest Hits** – When you're feeling down about yourself or your abilities, think about times when you did awesome things that totally worked for you.

**Self-care** - Get enough sleep and eat well. Exercise. All of these things will help you to stay positive and keep moving forward in your business and in your life.

**Is it True?** – When you notice your negative thoughts are spiraling out of control, ask yourself if those thoughts are true. 9 times out of 10 you'll realize the negative thoughts are a distortion and out of touch with reality.

**Acceptance** – Instead of negatively judging yourself for being pessimistic, accept your current mindset and stop fighting it. Then set it aside and move on.

**Humor** – Can't find the positive in the situation? Then pretend 5 years have gone by and you're telling someone the story of what just happened. Find the funny in it and make your friend laugh.

**Use Your Power** – You always – ALWAYS – have the power to choose how you will view circumstances. Maybe right now you choose to feel bad, but realize that is indeed your choice. Try choosing to feel just 1% better and see what happens.

**Body Language** – Emotions follow the body and not the other way around. When you force yourself to smile, stand tall and raise your arms overhead in a victory gesture, you feel better. Even holding a pencil sideways in your mouth will activate your smile muscles and improve your mood.

Now I know that some people reading this will have a strong rebuttal for me that goes like this: "We're in the middle of a pandemic, my life is upside down and people are getting sick and even dying. How am I supposed to mind shift into positivity?"

All of that is 100% true. But can you think of a better or more important time in your life to practice resilience and find the good in everything you possibly can?

The next time something is getting you down, go take a walk. Or play your favorite music. Or pet your dog or talk to someone.

Taking a break is a good thing because it gives you the perspective you sometimes need to keep moving forward.

Practice flipping the switch in your brain each time things don't go the way you planned. This life-skill will see you through the tough times and ensure massive success in the good times.

Flip the switch. Know that resilience is your strongest defense.

Find the positive. I promise you that it's there somewhere.

And smile, because no matter what it is, this too shall pass.





## How to Make Money From Other People's Content

I want to be clear right up front – there is NO stealing required to do this.

In fact, professionals have been doing this exact same thing forever, or at least since people have been creating stories, content and so forth.

I'll give you some movie examples:

*Bridget Jones Diary* (2001) is really a modern version of Jane Austen's *Pride and Prejudice*.

*Clueless* (1995) is based on Jane Austen's *Emma*.

*Cruel Intentions* (1999) is a modern version of Pierre Choderlos de Laclos' *Les Liaisons Dangereuses* (1792).

*Pretty Woman* (1990) is based on George Bernard Shaw's 1912 play *Pygmalion*, as is *She's All That* (1999).

*10 Things I Hate About You* (1999) is really Shakespeare's play, *Taming of the Shrew*, in disguise.

*Star Wars* is Akira Kurosawa's 1958 samurai classic, *The Hidden Fortress*, only in space.

In fact, I would wager that at least 9 out of 10 Hollywood movies are based on stories from other movies or books.

And yet these movies earn millions of dollars. So, the question is, is it ethical or legal to 'borrow' other people's ideas?

Yes!

It's a fact that you can't copyright an idea. All the best artists (who are honest) will even admit they steal like crazy, which is what makes their art so awesome.

There is no need to continuously reinvent the wheel. The wheel was invented once, and ever since then people have copied that idea onto their own products, whether it was for wheelbarrows, carts, carriages or cars.

Using other people's ideas (not their work) is 100% legal, ethical and even required if we are to move forward as a society.

Now let's say you've run across a 50-page ebook on how to do something. You cannot copy the actual writing, the author's name or the cover of the book.

But you can use the idea of the ebook to create your own.





West Side Story and Disney's High School Musical used a famous playwright's plot in their stories. Can you think what that might have been?

A little play called Romeo and Juliet.

So that book on driving traffic that inspired you to use the method yourself... you can't copy that book and sell it.

But you can write your own. Or record your own videos. Or offer a coaching program that teaches the method.

As long as you do not use the author's copyrighted stuff such as their writing, their screenshots, their images and so forth, you can write up the method as your own and sell it as much as you want to.

And if you've used the technique taught in the material yourself, which hopefully you have, then you can speak with authority on the subject.

If this makes you uncomfortable, then the solution is simple: Don't do it.

Instead, take something from an entirely different niche and adapt it to your own niche.

For example, you read a great book on dog training and you realize that many of the techniques in that book could work equally as well on your three-year old.

So you try it out and sure enough, you've gotten your three year old to stop screaming when she wants attention, to eat her food when you give it to her, to follow your simple instructions without throwing a tantrum and so forth.

Yes, I'm probably going to get emails from people who are upset I equated training a puppy with training a child. 😏

The point is that what you learn in one area of life can often be used in other areas as well.

Heck, I've heard that some dog training methods can even be used to train men. And if you're rewarding us with food, kind words and pets for good behavior, I can totally see it working, too.

Take a look at the millions of how to books out there and find something you can adapt to an entirely different niche, and you'll have all the inspiration you need to create unique products without having to be brilliant yourself.

Although incidentally, people will think you are brilliant.

# The T-Spring Method of Guaranteed Profits BEFORE You Launch

This isn't about selling t-shirts, but rather the lesson we can learn from t-shirt sellers that will put money in our pocket before we even create the product.

When you sell shirts on T-Spring, you're not committed to investing any money until you have the orders in hand.

Let's say your goal is to sell 50 t-shirts at \$15 apiece. You advertise on social media and buyers commit to purchasing the actual shirts. But until you reach the 50 order mark, or whatever number you've specified, you're not obligated to pay for any shirts.

Once you hit 50, the customers are billed and the lot is created and shipped.

But if only 49 people pre-ordered, then the t-shirts are never made.

Why don't more marketers use this business model for their own products?

You could open a course for "x" number of people and presell it. The course will start in 3 weeks time, but only if all the seats are filled.

Or you could outline a product and presell it. If you get enough orders for it (whatever number you deem that to be) then it will be delivered on the date you've specified.

The point is, you are charging for a product prior to creating that product. And if you discover there isn't enough demand for the product, you simply refund the orders that you've received and try it again with a different product.

The benefits to launching this way are two-fold: First, you find out up front whether or not people are willing to pay for the product you propose to create. This way you will never again create a product only to discover no one wants to buy it.

Second, you get operating capital up front. If you need to outsource the creation of the product, you can simply use the money from your advance orders to get it done.

Of course, the one thing you need for this business model is a good reputation for delivering on your promises. If you're completely unknown in your niche, this might not work for you. You'll need to at least put out some great content and create a following before you use the T-S method for pre-launching your first product, but it will be well worth the effort.

Two more benefits of this business model are the ability to head off problems before you do a full-blown launch, as well as getting proof that your product works.







By doing a pre-launch to a smaller number of buyers, you can get feedback on what your product lacks, what might be confusing or anything else you need to improve your product before doing the full-scale launch with affiliates.

And you can ask your first buyers for their testimonials as well, which will help you to sell more of your product once you launch it full scale.

I can't see any downside to using the TS method to launch any virtual product, while there are tons of benefits to doing it this way.

And yet, most marketers won't do it. Why not? Maybe it's because they have a belief that things can only be done a certain way because 'that's how it's always been done in the past.'

Which is nonsense.

Just because most everyone else spends a month or two creating a product before they even know whether or not it will sell doesn't mean you have to be brain dead, too. (Too rough?)

Let me tell you a quick story and then I'll close with one last thought:

When my cousin's daughter turned 16, she wanted to get a part time job to make extra money. I suggested a method that I knew for a fact would get her a job in 48 hours, but she flat out refused to do it because, "No one else does that."

I dutifully drove her around anyway and she put in applications at a dozen or so businesses.

A month later, not a single one of them had called her in for an interview, much less offered her a job.

I asked if she was now ready to use my method, and she reluctantly said yes.

That's when I helped her write out a letter that told a little bit about herself and her qualifications. Then we added something like this (I don't remember the exact wording we used):

"I realize that since I've never held a real job, it might seem like a gamble for you to hire me. That's why, to prove my worth, I want to work for you for 2 weeks for free, to demonstrate to you what an asset I will be to your business."

I again drove her to about a dozen businesses, where she filled in the applications and attached a copy of the letter.

Within 48 hours she had 5 interviews scheduled, and within 96 hours she had 5 job offers and requests for 3 more interviews. That is the power of doing things differently from everybody else.

If someone tells you that you **MUST** create the product **FIRST** before you launch it, just know they have been as brainwashed into 'right' thinking as my second cousin.

Frankly, I think it is often best to ignore 'established methods' so that you can find a way that reduces risk, increases results and in this case, saves you from creating a product that won't sell.

A few tips on selling your product prior to creating it:

- Choose a topic you're familiar with so that you can make the product quickly.
- Outline the product prior to offering it for sale. This will make it super easy to write your sales offer.
- Include plenty of enticing bullet points in your offer.
- Make it super clear that the product has not been created yet but will be available on "X" date.
- Also make it clear that if there is not enough response, they will be refunded and the product won't be made.

If possible, promise to have the product ready no more than two weeks ahead of when you're making this offer. If you have a list of your own and you're fast at making products, reduce this to one week. For example, you make the offer on Monday, Tuesday and Wednesday, with the product becoming available the following Tuesday.

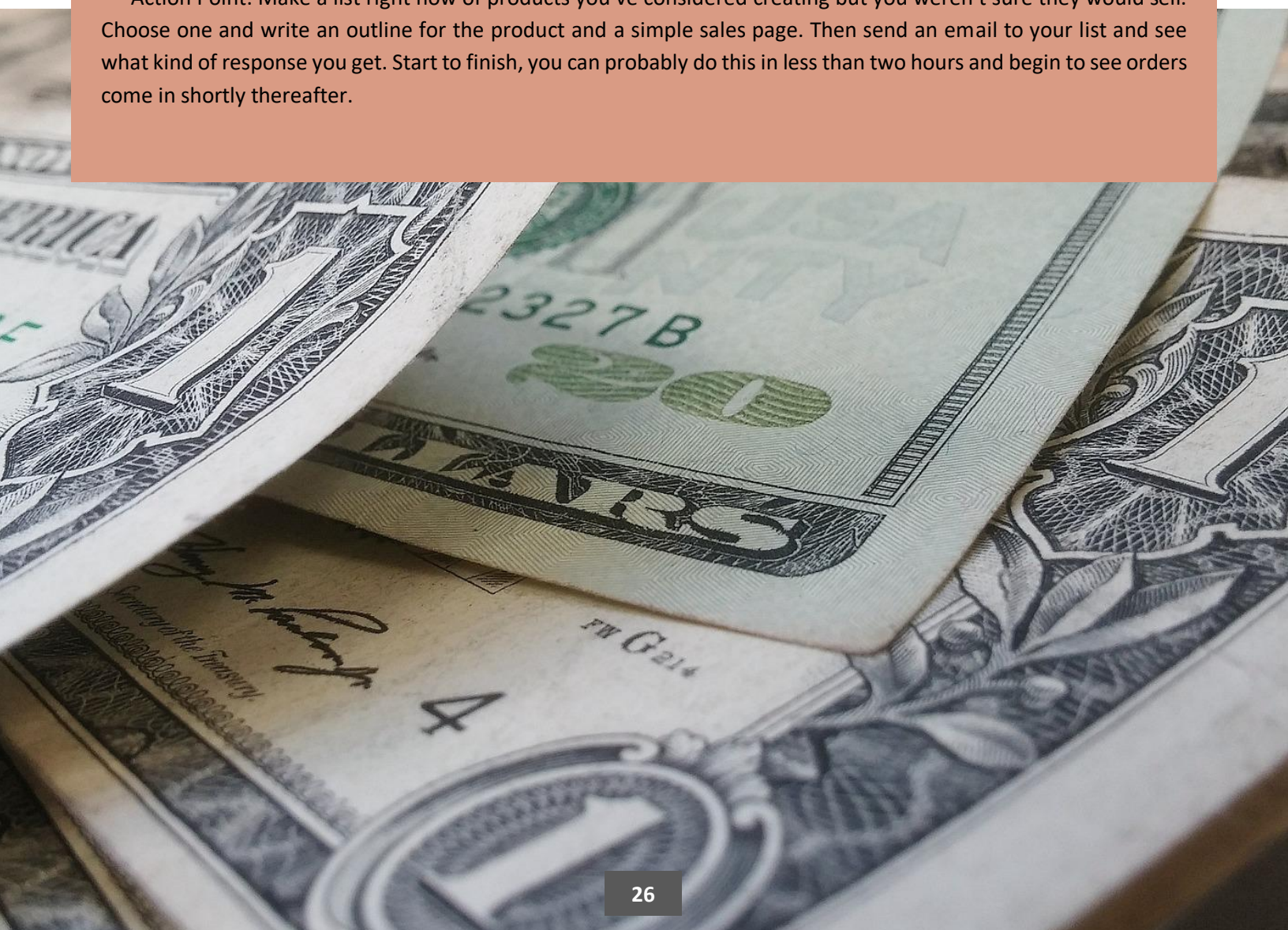
If you offer something like group coaching with one call a week for six weeks, you only need to get the first call ready.

Let them know they are your beta group and you'll be looking for feedback from them, as well as offering more personalized service. Solicit their questions and comments so you can improve your product prior to doing your full launch.

One last thing... Oddly enough, tests show that conversions for lead magnets are generally HIGHER if the lead magnet is not yet created. I don't know if this is also true for products, but it well might be.

I think it's the allure of a brand new, totally up to date product (or lead magnet) that no one (NO ONE!) had yet to get their hands on.

Action Point: Make a list right now of products you've considered creating but you weren't sure they would sell. Choose one and write an outline for the product and a simple sales page. Then send an email to your list and see what kind of response you get. Start to finish, you can probably do this in less than two hours and begin to see orders come in shortly thereafter.







## Case Study: Super Simple Business Model For Content Creators

This will only work if you love to write emails and create products, or if you're able to outsource email writing and product creation.

But this is so simple and clean, I thought it worth mentioning.

There's a gal I know who never, ever promotes affiliate products to her list. She simply won't do it.

Instead, she only promotes her own products.

Every day she writes and sends out a new email to her list.

And for 3 to 5 days she'll promote just one product. Then when she's done promoting that one, she'll move on to the next one for 3 to 5 days.

She's continually creating new products and she also promotes the same products multiple times.

Let's say she's got 20 products. If she promotes each one for 4 days, then she doesn't repeat a product promotion for 80 days.

She has no complicated autoresponder sequences because she doesn't need them.

And her emails are conversational and fun to read. She shares stories, anecdotes, case studies, humor, news and things that are controversial or edgy.

Her readers never know what to expect in the next email but they always know it will be entertaining.

Her conversion rates are high, her returns are next to zero and her list loves her because she doesn't bombard them with affiliate products.

If creating 10 or 20 or more products is scary to you, it might work best to just focus on one at a time and set a goal to create a new one each week. You could presell them to your list, too, so that you know which ones will be hot sellers and which ones you shouldn't waste your time on.

She also offers coaching and she does quite well with that, too. It's simply another product in her rotation. She also sells a monthly newsletter.

And once she's promoted one of her products to the point where it's not selling as well, she turns around and sells the PLR rights to that product.

People who are new to her list are exposed to all of her products in the first 2 to 3 months. If they don't buy something the first time, they often buy it the second or third time it's promoted to them.

And she never promotes the same product in the same way. Every email is new and fresh and oftentimes tied to the events of the day.

One thing she doesn't do that I might suggest is to offer her best-selling products to affiliates to sell. But then again, I think she really enjoys the simplicity of her system and doesn't want to deal with affiliates, so more power to her.

Plus, her list knows that the ONLY way they can access her products is directly through her.

I'm running out of things to tell you about her system because it really is that simple. If you enjoy writing emails and creating products and you don't want the hassle and competition of selling affiliate products, this simple system might be exactly what you've been looking for.

# THE **BIG** SECTION





# Publishing Your First Kindle Book in 30 Days or Less

This is it!

This is the final module on how to write and publish your first Kindle book in 30 days.

If you've been following along, then you might have your book written by now. If not, that's okay because there's no time like the present to start.

Today we'll finish up with marketing your book including how to make it a best seller.

Let's get started!

## Finding Your Book's Category on Amazon

While Amazon shoppers can type keywords into the Amazon's search bar, they can also search Amazon books by category. And even when readers are searching for a particular book by name, they will often browse other books in the same category just to see what else is available.

There are tons of categories on Amazon and every one of them has its own bestseller list. That's why you have a better than average chance of best-seller status.

Some folks will drive a ton of traffic to their book over a short period of time to get the best seller status for an hour or a day, 'manufacturing' their bestseller status. And while some people will say that's cheating, I think there is nothing wrong with taking every advantage you can get.

But you can do better than that. By choosing the proper category for your book, you have an excellent chance of maintaining a best seller status for a much longer, more respectable and advantageous period of time.

## How Do You Research Possible Categories for Your Book?

Research... Lots of research.

1. Go to Amazon's Best Seller List and browse the categories, looking for ones that best fit your book.
2. Click on each category that might be a possible fit (left-hand column). Then click on each of the top 10 titles in the Best Seller list.
3. Scroll down on each of those ten listings and note which additional categories those books are listed in.

(Note: Categories may not show up on listings until they have hit the top 100 in that category. Otherwise, it simply shows an overall Amazon book sales rank.)

4. Pay attention to the placement for each book in each category. The rankings will give you an idea of how well the book is doing in the category. It's all about getting the right topic in the right category, and it's not always as easy or intuitive as you might think.

Researching other books that are similar to yours will provide insights on not only what categories you want to be in, but also how you want to position your book. It's entirely possible that the exact same content with a different slant or even just a different title will do better in a certain category.

**Side Note:** I've mentioned this before, but it bears repeating: If possible, plan to write a series of books rather than just one. A book series, regardless of whether it's fiction or non-fiction, has a much better chance of ranking high in its categories.

That's because when someone purchases one book in the series and enjoys it, they are extremely likely to go back and buy more books in the same series. Each book acts as an ambassador for all the other books in the series, creating a sales synergy that can help tremendously to get you into the bestseller list and even keep you there.

Amazon will also help you to promote other books in your series to anyone who has purchased one of them by suggesting to them that they buy more from the same series.

5. Your goal is to find two different categories in the Kindle store for your book; one that is broad and a second one that is more specific.

For example, "Learn Like a Polymath" is currently ranking at #14 in Memory Improvement, but it's also #20 in Creativity Self-Help and #35 in Memory Improvement Self-Help.

And if those categories sound nearly the same, welcome to the world of Kindle categories where there is practically a category and sub-category and sometimes a sub-sub category for everything.

Be thankful for the many categories because they will help you reach the coveted best seller status and help you sell more books.

6. Look at the "Customers Who Bought This Also Bought" list on each listing and you'll notice many of them are books in the same series (Cough cough, you're paying attention, right? You want to write a series, not a single book.)
7. Take notes of all the categories in the niche where your book could appear. Make notes of what other categories your competitors' books are appearing.
8. Clicking a few of those categories at random, look at the other books people are buying in these categories.
9. If all of this sounds overwhelming, it will make more sense when you actually start doing this.

Now that you're getting a feel for what categories make sense for your book, decide where your book would be shelved in a real bookstore or in Kindle's virtual bookstore.

10. When you upload your book choose the two categories – one broad and one specific – that best fit your book.

Devote some time to this process but don't sweat it too much. I've seen people become paralyzed because they couldn't decide which categories to choose. It's far better to choose two categories that are "close enough" than to not upload your book.

And if need be, you can adjust the categories later when you gain more insight into how the entire process works.

## Pricing Your Book

Pricing your book might seem tricky but remember that you can change your price any time you choose. Are sales down? Reduce the price. Are sales booming? Then you might want to increase the price.

## Fiction Books

I talk mostly about non-fiction, but for you fiction writers, here are a few things to consider when pricing your book.

**How long is your book?** The longer it is, the more you can usually charge.



**What genre is your book?** Some genres command a higher price than others, so pay attention to this when doing your category research.

**Are you self-publishing?** As a new author, if you're self-publishing then you're going to charge less than if you were represented by a mainstream publisher. Then again, if you were using a publisher, they would be earning most of the money, so by charging less and not splitting the money with a publisher you can potentially earn more.

**Do you have a following?** If you have followers, then you can charge more. If you are new to fiction, you might want to start at 99 cents to build your audience and increase to \$2.99 or \$4.99 once your sales pick up.

If you're doing a fiction book series, when the series is complete you can release one more book – a compilation of all of the books in the series in one volume for a higher price than any single volume costs, but less than it costs to purchase all of the volumes separately.

## Non-fiction:

**Again, how long is your book?** 300 pages can command a higher price than 50 pages. But the smart non-fiction author will split that 300 page book into 3-6 books and create a series.

**Is your niche specialized?** If you've written the millionth book on a topic, you're not going to be able to charge as much as you can if your book is positioned as something unique or revolutionary.

**How much is the big benefit worth?** If you're writing non-fiction, then you're offering some sort of big benefit to your readers. How much is that benefit worth to them?

As an example, if you're teaching people to save 15 minutes every day, that might not be worth as much to them as teaching them to completely revolutionize their lives.

**What is the perceived value of the contents of book?** This one is huge and counterintuitive. When pricing your book it's the readers' perception that matters more than the actual content you deliver. You can offer the most valuable advice or training in the world, but if the reader doesn't perceive it as being valuable to them, then it's not worth anything to them and they won't buy it.

This isn't an excuse to make massive promises and then not deliver. You want to write a great book that helps your readers, but you also want to present your book as delivering tremendous value. This is no time to be shy. Toot your horn and let readers know they will get a huge return on their investment.

**What does your price say about your book?** Regardless of the contents, a \$100 book is going to be perceived as being far more valuable than a 99 cent book. Then again, far fewer people are going to pay \$100, so you've got to find the right balance.

**What's the biggest factor of all in pricing a non-fiction book?** Specificity. The more specific your book is, the more you can charge. A book that teaches general knowledge to building contractors isn't perceived as being as valuable as one that teaches building contractors how to build and sell million dollar homes in suburban areas of major U.S. cities.

## Non-fiction Pricing Strategies

I'll give you some tips here which may or may not work for every non-fiction book, but it should give you a better idea of where to start.

**99 cents is a good price to choose when:**

- You're using the book for lead-generation and your goal isn't to make money, but to get your book into as many hands as possible

- You're writing a short book that essentially addresses one question or problem.
- You're brand new to your niche and completely unknown.

**\$2.99 is a good price when:**

- You've started to build a reputation in your niche
- Your book goes in depth about the topic
- You feel confident your book is worth more than \$2.99 but you're still relatively unknown or you're still more interested in generating leads than charging a higher price

**\$3.49 to \$4.99 is a good price when:**

- Your book goes in-depth on the topic and offers a high return on investment.
- You're delivering awesome results as proven by your reviews or testimonials.
- You include step-by-step plans and instructions.
- Your book stands alone with creative ideas and solutions seldom found elsewhere.

**\$4.99 to \$9.99 is a good price when:**

- Your book is a full-blown power-packed 200 pages of awesome good stuff your readers love.
- It's several books in one.
- You're well-known and people eagerly buy your books regardless of price.

Don't sweat the pricing because you can always move it up or down as you see it. If you raise the price and sales go down markedly, lower the price.

Just keep in mind that sometimes you will earn more by selling fewer copies at a higher price than by selling more copies at a lower price. Remember to keep records and do your math.

## Kindle Magic Pricing

When you price your book in the \$2.99 to \$9.99 range, you make a 70% royalty on Kindle. Price your book at 99 cents or over \$9.99 and you'll make 35%.

Price at \$1.99 and you'll fall into what is known as the Kindle Pricing Black Hole. From what I've read, people generally don't buy Kindle books at \$1.99. Maybe 99 cents is something they don't have to think about, \$2.99 connotes quality and \$1.99 is a confusing limbo land to buyers – or at least that's my theory.

## Your Book Description

It's amazing how many authors slap their book onto Kindle and never give a thought to the book description. This is essentially the SALES LETTER that sells your book.

The right description will double, triple and even quadruple your sales. That's why you'll want to take as much time crafting your book description as you do a regular sales letter.

Use bullet points. Spicy bullet points. Enticing bullet points. Bullet points that make readers say, "I gotta know how he does that!"

If you don't know how to write sales copy then take a crash course or get some help.

Look at other books in your niche and find the ones with outstanding book descriptions. See what they say and HOW they say it. Make notes and work on your own.

Add reviews to your book description. If you don't have any reviews, get some. Hand out copies to interested parties who will read it and write your reviews.

If you can, get people who are authorities on your topic to write the reviews. If not, get anybody. Just get those reviews and add them in.

## 7.5 Steps to Being a Super Successful Authorpreneur



Remember, you're not just an author, you're also a book marketer. You wear both hats and like it or not, they are equally important.

**1: Build your tribe.**

- Build your topic-based Facebook Group
- Build your followers on Twitter
- Build your email list

**2: Build your relationships.**

- Let people see the real you in your posts, tweets and emails.
- Engage people by answering their questions.
- Tell your story. You've got to have a story that people can latch on to and relate to. It doesn't have to be long or complicated, either. "I was so terrible at doing X that I embarrassed myself half to death. That's when I swallowed my pride and did Y until the day came when I could do Z."
- Showcase your knowledge, share your wisdom and give your opinions.

**3: Have a website.**

- This is your ground control, your central hub where people can come to read your posts, announcements, ideas and so forth.
- You can make your site appear as though it's been around for awhile by backdating posts, such as one per month for the last couple of years. This shows that you are an established author. (I know... sneaky, right? It works!)
- Make your site look professional. If you don't know how to do that, hire someone. It's worth it.
- Get a professional head shot and use it. The key word here is professional.

**4: Hold something back.**

Create a special chapter that's not in the book itself or a super-duper highly valuable bonus that you give away on the day you launch your book to create excitement and sales.

**5: Choose a launch date and announce it to the world.**

This will keep you on track and motivated.

**6: Find launch partners.**

These are the people who will help you to spread the word that your book is now available and gosh darn it people should go buy it right now!

- Podcasts - Ask to be a guest on podcasts related to your book. Ask for the date when your book launches. Podcasts are prerecorded, so you can do this ahead of time and they can use it on the date you specify. Be respectful when you ask and don't demand. The podcaster can send a lot of book buyers your way.
- Guest blogging - Ask to do guest blog posts on blogs related to your topic. Ask them to release the guest post when your book launches.
- Facebook - Make a list of topic-related Facebook pages and groups. Ask them to promote your book on your launch date. Some will and some won't and that's okay.
- Twitter - Post on Twitter multiple times leading up to launch day, on launch day and the next day, too.
- JV Partners - Find JV partners who will email their list for you. Some will do it because they like you and your book, and others will do it if you pay them (paid sponsorship).

**7: Build a launch kit.**

- Use a single page of your website for your launch kit. This page is for media who want to interview you, bloggers who want to promote you, email list owners who will email for you, etc.
- Add sample emails to the page so list owners can copy and paste rather than having to write an email themselves.
- Provide sample Facebook posts and tweets people can use to promote your book.
- Add your book cover image (very important!)

### **7.5: Create Your Amazon Author Central Page**

This is your author page on Amazon and you'll go to [AuthorCentral.Amazon.com](http://AuthorCentral.Amazon.com) to create it.

- Buy a domain name for your book such as, [MyBookTitle.com](http://MyBookTitle.com) and use this as a redirect to your Amazon Central Page. It's a lot easier to give out this URL than spelling out the Amazon page where your author profile is found. People will be able to see ALL of your books on this page, not just the one you're promoting now.
- Link your blog to your author Central page so people can find your blog and read your posts.
- Link to social media on your Page and your Twitter feeds will show up right there on the page.
- Include your bio, photos from book signings, headshot, schedule of events, book trailer videos and so forth.

## **Launch Day**

Whoo-hoo! Launch day is here!

- Set aside the whole day because you might need it.
- Stay engaged with people promoting your launch
- Post ranking screenshots on Facebook along with a link to the book listing or to your Author Central Page if you have more than one book. People get excited when they see your ranking increasing, and when they get excited they start buying (if they haven't already) and maybe even share with social media friends.
- Visit your partner sites and thank them.
- Say "share this" when posting to Facebook. Tell people what to do and they are much more likely to do it.
- Thank everybody. Thank you than you and thank you. You cannot say thank you too much.

## **How to Make a Best Seller**

There's a formula going around that says to get a best seller on Amazon, you get a few dozen people to email about your book all at the same time.

You sell a bunch of copies in an hour, and BAM! You've hit the Amazon top sellers list.

But you're only on there for an hour or two, and then you're knocked right back down.

That's better than nothing, but let's see if we can improve upon that.

Here's how...

- Use the 7.5 step formula you just learned.
- Extend the timeline from one hour to one week.
- Push hard. HARD. This is a marathon, not a sprint.
- Remind your partners. Thank your partners. Keep them updated. Ask them to do it again

and again.



Your goal is to stay in the Top 10 Best Sellers list for at least 3 days. A week is better. If you can keep your book on the best-selling list for a week, Amazon is going to put a banner on your page that says, “Best Seller!” Now that is valuable. Take a screen shot of that. Take 10. Pass them around on social media and to your partners. Celebrate, because now you truly are a best-selling author.

After you launch, keep promoting. Half your job as an author is to promote your books. Even when you’re writing the second book you need to be promoting the first one.

Track your sales and watch for the correlations between promotions and sales, price changes and

At various points in our lives both personal and professional, it may seem that we are “all at sea”. What I mean by this is that it may seem that we have very little control over what is happening in the environment around us, and the only choice we have is to go along with the flow.

There are good times and bad times, ebbs and flows much like the tides of the ocean. In the end it’s not about how we handle the good times that count, but how we weather the bad ones.

If you are a fan of the Marvel Cinematic Universe, you will probably remember the phrase used by Steve Rogers, prior to becoming Captain America. He uttered it when he was taking a beating from a larger opponent, it was after he has just been knocked down again and had picked himself back up. The aggressor said, “just stay down”, to which he replied, “I can do this all day...”

What he meant by that was that it didn’t matter how many times he got knocked down, he would always get back up. Entrepreneurs are similar, it isn’t in us to simply wait for something to happen, instead we need to be out there driving forward, making things happen for us. Being proactive rather than reactive.

categories, your cover art and so forth.

I could write an entire book on launching a book, but right now you have more than enough to successfully do your first book launch.

Remember to take plenty of notes as you go. Like anything else, this is a learning process. Don’t depend on your memory for what worked and what didn’t work – write it down. These notes will be invaluable when you launch your second book, and your third, and your tenth. ☺

Can you write and launch a book in 30 days? Yes!

Is it okay if you take 60 or 90 days? Yes!

Just be careful that you don’t get bogged down with trying to make things perfect. No book is perfect and no book launch is perfect. Take solace in knowing you will make a few mistakes **and it will still work out just fine.**

**You can do this!**

If you haven’t already started writing your book, then brainstorm some ideas and choose one by tomorrow at this time.

If you’ve already started writing your book, then reread these modules and make a list of things to do once you send your book to your editor.

And in 30, 60 or 90 days from now you can add, “Best Selling Author” to your list of accomplishments!

## Storms Coming

sales,  
launches  
of your  
second  
book with  
sales of  
your first  
book and  
so forth.

Tweak  
your  
keywords,  
your

In our lives and in our businesses, we may not always get everything we want, exactly when we want it. But everything that happens is for a reason, we just have to open our eyes and minds to the lesson that we're supposed to learn from it.

There will be times when it seems that everything is going wrong, but that's not the case, there is a lesson in that time that you're supposed to learn, and that lesson is going to get you to the next rung on your ladder.

Like the merchant, you may be wet and cold cursing the storm that you've found yourself in, but it may be that you need to see what the lightning is going to show you to find your way to the next point.

Every moment is about choices, but they aren't the ones that you might think. In every case, the choice is – "Am I going to learn from this and move onwards, or am I going to stand still?"

## See you next month!



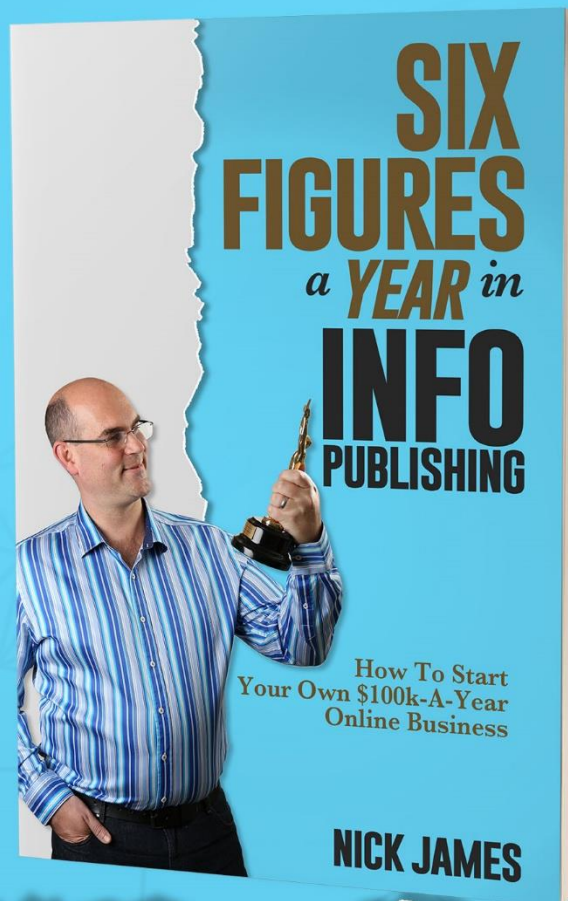


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