

A Book Report on *Book the Business*

(How to Make Big Money with Your Book without Even Selling the First Copy)

By Adam Witty & Dan Kennedy

(Book Report by Gary Tomlinson)

One: Make Money with Your Book, No B.S.

With strategic planning and execution your book can grow your business and multiply your income. Authors who wrote their books with an end purpose in mind have transformed their businesses and their lives.

Writing a book or books can effectively create what we call the “author aura,” which we define as the reputation gained after becoming a published author. As an author you have an opportunity to create a persona that attracts true, die-hard fans.

The Worst Way to Make Money with Your Book is by selling it. You heard it right. We are telling you the worst way to make money with your book is to sell it. It doesn't matter if you're selling in bookstores, other retail outlets or online. Your chances of becoming a best-selling author, at least making an income you can live on, are slim, to say the least.

Here are the statistics:

- The number of new books published every year has skyrocketed. When it comes to selling your book, this makes for hefty competition.
- While the number of books continues to climb, overall sales are declining. In fact, book sales in the adult nonfiction category have continued to drop since peaking in 2007.
- The average number of books sold per title is surprisingly small. The average is about 3,000 copies over a book's lifetime.
- Very few nonfiction books will be big sellers. Only about 6% will sell over 5,000.
- All bookstores carry books on consignment. This means if your book doesn't sell, the bookstore can return the copies to the publisher with no payment due.
- Books that end up on the “mark-down” table are “remainders.” In other words, 35 percent of all books published will sell as ridiculous discounts or never sell at all. Books in the latter category end up in a garbage can.

If the statistics aren't sobering enough, we're about to provide another zinger. As an author, you'll earn an average royalty of \$1.12 for every book you sell in a bookstore. That amounts to \$3,360 dollars over the lifetime (3,000 books times \$1.12). You won't buy much with this income stream.

Why Successful Authors Aren't Bestsellers: If your end goal is to simply sell as many books as you can, you might as well set this book down now. However, if you intend to use your book to generate new leads and customers and develop income for your business, we suggest you keep reading.

You see, successful authors do not view their book *as a book*. Instead, they see it as a marketing asset, the foundation for expanding their business.

Selling books matters little to successful authors. They know with strategic planning and implementation, a book can generate several invisible income streams for any business. It can expand a client base, sell more products and be repurposed to create a variety of additional products. It levels the playing field, making you an expert even among so-called big players. It provides you name recognition in your chosen niche, elevating loyal customers to fans. It even helps you to change the lives of your readers.

And successful authors know all of this amounts to far more than any royalty check earned from books sales.

These “invisible income streams” include:

- Additional pipelines for lead generation
- Speaking engagements
- New customers and clients through free publicity and media
- The ability to promote yourself without selling
- Increased and higher-quality referrals
- Higher returns on direct mail campaigns
- More products to sell.
- Omnipresence in your market
- Marketing for your business, done by others

Your goal as a savvy entrepreneur and author should be to unlock as many of these invisible income streams as possible.

Two: The Best Customer is a Book Buyer/Reader.

For many businesses, the highest-quality client/customer is initially attracted by a book, and is, by habit, a book buyer and reader. The habit of reading reflects many other attributes that make for a good customer: intelligence, desire to be informed, ability to process complex information, respect for authoritative sources and thoughtful rather than impulsive decision making.

Individual who use Amazon instead of Google to find a book or books by credible authors and invests money in acquiring them are more discerning customers/clients. They also likely to be less price sensitive in fulfilling their needs.

Further, we know this type of customer/client will read, and read lengthy material of interest to him, so we need not reduce our marketing and sales messages to a hopelessly ineffective 146-character tweet, an e-mail no longer than two paragraphs, a video shorter than seven minutes. This type of customer/client will spend more time with your message. And more time they invest in your message the more committed they are to buying in that category, the more likely they are to buy from you and not comparison shop and the less price sensitive they will be. But if they can't or won't read, if they are unaccustomed to reading to inform themselves, all is for naught.

You Can Get the Customer You Want: A lot of our work with clients has to do with converting their businesses from pursuing customers to attracting them, from a selling culture to a marketing culture, to using media tools such as books to get prospects invested in time and thought and ready to buy, rather than trying to sell them by brute force. In making these transcendental shifts, focus can be taken off quantity and put on quality.

You can get the customer you want, and very often, the best way to get the best of those customers is by advertising, marketing, promoting and putting forward your book rather than your products or services.

Three: Why a Book is better than any Other Marketing Tool.

If there is one action that your business depends on for survival, it is opening doors. Your prospects are behind closed doors and they do everything they can to keep them sealed shut. Like everyone today, they are bombarded with messages. Essentially, your potential customers do whatever they can to ignore your message and your invitation.

To get your foot in the front door you need your prospects to make a decision. They must decide to subscribe to your newsletter, visit your business, take your call, or give up 30 minutes of precious time for a meeting. Unless you succeed in getting them to take one or more of these steps, selling anything is almost impossible. Yet getting this decision, and thus opening doors, is one of the hardest things for any entrepreneur or business owner to do. *This is where your book comes into play.*

How to Move Past Your Competition and into the CEO Suite: When it comes to getting a busy CEO to agree to a meeting, you can try several methods. However, few compare to sending potential clients a professionally published book along with a well-written letter.

Suddenly, you are more than a salesperson with a pitch. You are an author and an expert in your particular subject. Whereas your prospect may have initially viewed your invitation as an annoyance to avoid at all costs, they now see it as a benefit. They now have an opportunity to discuss options with a trusted advisor who can potentially help their company. *When it comes to marketing, a book positions you in a way that nothing else can!*

Imagine a CEO being handed the day's mail and he finds a book sitting among the letters and envelopes. Put yourself in his chair. What would you pick up first?

Even if he doesn't read the book right away, or at all, he will look over the front and back covers. Chances are he will glance at the table of contents and possibly leaf through the pages. And just with these actions, the author has made an indelible impression.

Yet there is another reason why books are the key to unlocking doors of CEO suites. If you want to make an impression with CEOs, you must do so at their level. As an author, you become a member of "the club." For example, CEOs of multi-national corporations view authorship as being so important that they write their own books. As an author, you join them on the same stage.

Placing a high value on books, as well as authorship, is not limited to CEOs. Society, in general, holds books and authors in high-esteem. Even as young children, we've been educated and trained to hold books as authoritative pieces of information, knowledge and wisdom. This is why most people, and likely those in your target audience, do not throw books away. Our culture frowns on destroying books.

Even if you're not interested in reading a book, you may place it on your coffee table, add it to your collection, or give it away. But chances are you will never toss one into a garbage can. *The value placed on books is your key to opening locked doors.*

The One Way to Market to Prospects without Actually Marketing: The power of a book extends beyond its perceived monetary value. Think of marketing mediums available to you. Depending on your business, this may include a website and other online tactics, TV, radio, direct mail, ads in newspapers or magazines and even trade shows. With the exception of purely educational content on a website, most people recognize all of them as a form of advertising. And as a business professional, you know that all advertising, in general, is something every consumer tries to avoid.

By using your book, you can sidestep this problem. People appreciate receiving a copy, even if they have no plans to read it. They won't see it as an advertisement, but rather, a helpful source of information or even a form of entertainment. It allows you to fly under their advertising radar, to make a connection and open doors no other medium can.

Your Prospect Focused on Your Message: Now that you've opened the door and won your prospect's attention, imagine getting her complete focus on your message. By strategically using your book, you have the perfect opportunity to do this. It is the next best thing to a personal meeting with your potential client. Your book propels you to the front line by capturing your prospect's interest.

When your readers open your book, it's as if you were sitting across the table, talking with them one on one. You can talk about the conflicts and issues your readers face in a non-threatening way. Instead of claiming your service is superior, which is common in

advertising, you demonstrate how your philosophy, service or product solves their problems. *After reading your book, readers often come to you presold and ready to buy.*

Gain an Advantage in B2B Arenas: A book may be even more important in business-to-business marketing than in the business-to-consumer arena. There are several reasons for this:

- Business products are often technical or complex. This is why it's even more important to educate your readers. In fact, business buyers are always looking for information to make their jobs easier or a task faster, or to save money.
- In the business world, a decision to buy usually involves a team. By providing a prospect company with your book, you help move this process along. By giving your book, you provide all the information they (CEO, COO, CFO, etc.) need to be comfortable when it comes to buying.
- Anyone selling to a business knows it takes several touches to move a prospect to a sale. However, give your prospect your book, and now you are building a relationship. It often makes following marketing steps easier – if they are necessary at all – because your prospect has already bought your message. *By the time they meet with you, they are already in a buying frame of mind.*

The Marketing Tool that outlasts any other: Books offer another benefit that is rare in any other marketing method. That benefit is longevity. A book has the power to outlast nearly any other form of messaging.

Your book is more than a marketing tool; it's a long-term asset for your business. When amortizing marketing tools over their length of use, books are typically the most cost effective. Time and time again, we've had authors tell us how new contracts, free publicity or customers they've acquired as a result of a book have more than paid for the cost of publishing. And this often occurs within months of a book's release.

To achieve this in your business, your book must become the cornerstone of your marketing strategy, the very heart of your business. More importantly, you must commit to implementing your strategy over the long term. *Using a book to market and grow your business is a marathon, not a sprint.*

9 Ways to Make Real Money with Your Book:

Four: How to Use Your Book to Build Authority, Celebrity and Expertise.

There is a huge secret about income that only a small percentage of top earners in every field ever figure out and use to their advantage. *The secret is that the higher up in*

income you go, in almost any category, the more you are paid for who you are rather than for what you do.

There are three keys to making yourself a powerful, magnetic, trusted, high-income “who” to any target audience or market: expert status, authority, celebrity.

1. **Expert Status:** One of the most certain benchmarks of an expert is that he is the author of a book – not a brochure – a book. He has probably also been interviewed about his book (represented on a CD, DVD or in an online video). There are probably newspapers or magazines or professional journals about his book. All this can be self-manufactured (and should be).

Books can erase normal and customary doubts and questions and replace them with respect and trust. Readers of your book will tell others and suggest they get a copy for themselves. This type of referral is what we call the “expert status halo.” People are proud of their association with an expert and they will tell others about that person.

2. **Authority:** Certain experts, professionals and providers do not sell their recommendations; they have the authority to *prescribe*. If you want to be liberated from selling, if you want the authority to prescribe, write and publish at least one book.
3. **Celebrity:** People react irrationally to celebrities and celebrity endorsements. A book is a marvelous tool to get star power by association. You can have celebrities write an introduction or endorsement or testimonial for your book. You can use them to help with your book promotions. You can get booked for speaking engagements from being interviewed about your book. There are many ways to use celebrity status with your book.

The Trifecta of Magnetic Attraction and Rising Income: When you combine expert status, authority and celebrity, you cash in a winning trifecta ticket. These three factors, working in concert, act to deliver three very desirable benefits: you are made able to more readily attract more and better clients/customers, make selling to them easier and make price less of an issue so that the profitability of your business improves.

Five: How to Use Your Book as the Ultimate Lead Generation Tool.

You’ve unlocked the door. Your potential clients/customers are focusing squarely on you and your company. Thanks to your book, they now see you as an expert and someone capable of providing valued information or a needed service. Leads are pouring into your funnel. The next step is to convert these leads to customers.

Your book will provide a definite advantage throughout this process. Since you’ve established credibility and expert status, your prospects are at the consideration stage.

Now, your book will fill the gap for those who need more information before buying. It will also cement trust between you and the buyer. Put another way, your book helps prospects to slide down your funnel.

Five Steps to Ultimate Lead Generation with a Book:

- 1. Promote your Book, Not your Business:** Marketing your book instead of your business is important for differentiation as well as regulation. If you own a medical, legal, or financial practice, a range of regulations often restricts what you can or cannot say in your advertising. However, there are no regulations when it comes to promoting a book. By using your book to market your business, you have far more freedom and flexibility. Your book becomes the subliminal sales tool that drives people into your office.
- 2. Repurpose and Reuse Your Book:** For many authors, writing and publishing a book is one of the most significant events in their life. You pour your heart, soul, finances and time into creating something that stands for you and your business. It's a tremendous accomplishment. This is why you shouldn't stop with just writing the book.

Many authors repurpose content in their book to create a presence among their target market. This includes using books as a basis for blogs and podcasts. They reuse content to create articles for trade publications (articles.com) or leading blogs in their industry. Some even use their books as the foundation for a web television or radio show.

- 3. Feature Other Businesses and Influencers in Your Book:** You may be wondering what we're talking about just by reading this title. Why would we suggest that you feature other business owners in a book intended to promote you and your company? We do this because this is an advanced strategy and a powerful one at that.

For one thing, your book should include references to companies and resources that are important to you. If they are helpful to you, they are likely beneficial to your audience and they will appreciate the useful information.

When you feature businesses in your book, your counterparts will be happy to promote your book to their e-mail lists, customer lists or to other people they know. They may want to interview you, the author, on a webinar or teleconference. They might give your book to clients/customers (or to their employees). You win with exposure to new prospects for your business and you essentially allow the "featured" business to do the marketing and promotion of your book for you.

- 4. Give Your Book Away:** This step also seems counterintuitive. After working so hard on your book, why would you want to give it away? But as we mentioned in

an earlier chapter, you must ask yourself these questions: Am I writing a book to sell it in bookstores? Or am I trying to magnify my business and my income?

The lesson here is to give, give, give your book away to the people who matter in your target audience. You have a much greater opportunity to obtain a customer who will be far more valuable to your business than just selling books could ever be.

- 5. Let Your Personality Show:** One of the most important things you can do with your book, and any marketing you do with it, is to let your personality show. When you inject your personality into your business, you stand out. It is an instant point of differentiation. You attract people who want to work with you because they believe in what you stand for. Will you repel some potential customers? Absolutely! But those you attract will be a better fit for you and your business.

By applying these five fundamental principles, you will generate both new and higher quality leads for your business. And to get you rolling, here are nine examples from real authors, just like you, who have creatively used their books to generate new leads for their businesses. *Please Note: you can find these nine examples on pages 62 – 73 of their book.*

Six: How to Use Your Book to get Speaking Engagements.

There are three keys to getting speaking engagements because most people who can provide you with a speaking opportunity have three tasks on their plate:

1. They need to assemble a *marketable* meeting, seminar or convention that their members or customers will want to attend. Therefore, one question you need to answer, whether they ask it or not, is: “How will you help me market my conference and motivate people to attend?”

Part of that answer can be expert status, authority and celebrity. The conference host needs to sell you to its audience. The more ammo you provide, the better the story about you, the more relevance to the particular group you spotlight, the easier you make it to *sell you* as the “amazing creature you must see,” the better your chances of beating out other speakers for the slot you seek. You can obviously support this by being *the* author of *the* book on your subject and if possible, a bestselling author, a visible author, an author with “name” media credits.

2. The planner’s second task is to have a speaker *people will enjoy*, rave about, benefit from, and talk about or social media-ize after the fact. A buzzworthy speaker. A speaker he or she will be thanked for having. Being an author of a book plays here too. Often, the conference host’s ability to buy books at deep discount to give to every attendee or to VIPs, and to create a “celebrity

experience” around you autographing books is a terrific added benefit. The question you need to answer, whether asked or not, is: “What is all the value you can bring (not just making a speech)?”

3. The meeting planner’s *specific objectives*. They vary a lot. For example, the corporate CEO or organization leader gets to speak through you and people will pay heed differently than when he says the same things. Sometimes a speaker is useful in setting the stage for something to be presented, for outright sale or for consensus buy-in. The question here, asked or not, is: “How will you support my chief mission behind my meeting?”

When you fully understand these three tasks and communicate with those who might provide you with a speaking opportunity based on this information, you stand an infinitely better chance of getting booked to speak.

Speaking in the Alternate Universe: Today, speaking engagements in media, rather than on a physical stage, abound and can be very productive – for promotion, to spur book sales or to attract customers to you. This alternative universe includes teleseminars, webinars and interview-format audio CDs. All of these are types of speaking engagements. And they are made possible by books.

Being a book author can often get you into groups and lists you would not be granted access to for more overtly promotional or sales purposes. That’s the status of authorship at work.

Seven: How to Use Your Book to Get Free Publicity and Media Coverage.

In general, the media doesn’t care one bit about you or your business. They care only about delivering good content to their readers, viewers or listeners. Although they get thousands of press releases every day, most of what they see is the same old thing. If you want to stand out, you have to give them something that appeals to their audience. You can do this with your book, if you plan well.

The tips below will help you to develop and implement a media plan that generates free, yet targeted and useful, publicity for your business. We’ve listed two steps to take from the inception of your book topic to years after publishing.

Step One: Make Your Book Attractive to Media: If you’re in the early stages of writing a book, this section is for you. Nearly any book gives the media something to talk about. Yet some topics are more attractive than others. Here are five ways to position your book to make it more appealing to the press:

1. **Choose an evergreen topic:** An evergreen topic seldom goes out of style. It deals with issues that generally remain constant, year after year. Some examples include leadership, management, marketing or hiring and recruiting.
2. **Focus on a current event:** As the exact opposite of evergreen, these topics tap into current, mainstream conversations. It may be a book about the recession or the 2012 election. Books on current events must be used strategically, since they're like a sparkler that burns bright while current, only to quickly die out.
3. **Get extra attention at certain times of the year:** Adding a seasonal dimension to your topic can garner a surge of short-term press coverage. For example, one author wrote a book titled *Lincoln Speaks to Leaders*. Every February, around Lincoln's birthday and Presidents' Day, this book becomes extremely popular with the press. While it gets less attention through the rest of the year, this two-month window makes up for it.
4. **Pick a controversial or unusual topic:** I think everyone would agree controversy sells. If you have a strong opinion that lands on one side or the other of a hot topic, you will get press coverage. The same applies with an unusual topic. For example Tim Ferris and his book *The 4-Hour Workweek*. The title almost demands attention.
5. **Highlight authority-based training:** The media gravitates to books written by authors with credentials such as specialized training in or degrees on a topic. For example, a health book written by a medical doctor is an easier sell to media.

If you're still in the process of selecting a topic, consider using one or more of these elements to position your book, or even a chapter or section within it. This could go a long way in helping you to seize media attention.

Step Two: Benefit from the “Low-Hanging Fruit” in every form of media: What media should I try to get? Before answering that question, you should also ask, “What would do the most to increase my business?”

You need a real understanding of your priorities to get the most out of media coverage. To do this, you must target relevant media that deals with an audience interested in you, your topic or your product or service. You should also be aware of all forms of media available to you. Many business owners don't take advantage of the “low-hanging fruit” when it comes to media coverage. The list below will help you to avoid that mistake.

1. **Television:** It should come as no surprise; the major networks are the most difficult television medium for an author to capture. The national broadcasters cover large, broad topics. For most authors, topics are niched or specialized to a degree where they aren't relevant for national audiences. However, your next option is community programs, especially local news. It is much easier for you to get attention here, and it could help you build momentum to get coverage by

- larger networks. **Low-Hanging Fruit Tip #1: Cable TV** – There are over 200 cable stations. The beauty of cable is you can match your topic or business with a niched audience. You’ll find people who are not only interested in your topic, but in your product or service too.
2. **Newspapers:** Like television, newspapers fall into national and local categories. And like television, national newspapers are more difficult to get into. Be aggressive with your local news. As a local author, local news has a stake in featuring you and your book topic. **Low-Hanging Fruit Tip #2: Local Media:** Target your local news first. Your chances of grabbing attention are higher. And you can use that press as leverage to get national coverage.
 3. **Magazines:** Just like our previous two examples, you have magazines at both the national and local or niche levels. If you check “magazinevalues.com/all.cfm” you’ll find 1,717 magazines listed in different categories. This is a great place to start to look for magazines that target your niche audiences. You’ll also find a fairly comprehensive list on *Wikipedia*. **Low-Hanging Fruit Tip #3: Affinity Magazines:** Take advantage of affinity magazines. A perfect example is your university or college publication. Another example is magazines for clubs, organizations and associations. Also, trade journals or trade publications. Write an article for them, and your chance of a feature is almost guaranteed.
 4. **Radio:** When it comes to radio, you have several choices. There’s national radio, local radio, online radio and satellite radio. An obvious benefit to radio is that you need not travel for the interview. Plus, you can be on-air almost immediately, whereas TV and print typically have much longer lead times. **Low-Hanging Fruit Tip #4: Drive-Time Radio:** It should come as no surprise that we’re recommending talk radio as the best means of promoting your book. You’ll find more opportunities on national talk radio shows, or local new channels. However, going one step further will increase your chances of success. Go for drive-time radio programs. Many will be more than happy to interview you if your book topic is of interest to their audience. Plus, your audience is more likely to be captive, sitting in a car and listening as they drive to or from work.
 5. **Online Media:** This includes websites, blogs, social media sites, article distributors and more. But if you’re not careful, your online work becomes a black hole, absorbing precious time with little return. To avoid this, devise an online media plan with this point in mind: you’re not targeting specific outlets as you do with other media examples. Instead, you are creating an online presence so media can find you. **Low-Hanging Fruit Tip #5: Blogging and Internet TV:** Bloggers are much easier to reach than national journalist and some have more readers than newspapers and magazines combined. You can approach them through two methods. The first is to send copies of your book to well-known bloggers in your niche market. The second is to offer to be a guest blogger. Most blog owners welcome guest posts. Another way to build your audience is through Internet TV.

- 6. Events:** This is something many people overlook, but events can be extremely effective, especially with local markets. Remember, events are an easy way for many community newspapers or radio stations to develop content. If you're speaking at an event, you have an excellent opportunity to get coverage, especially with city-based magazines and small town newspapers. To give reporters a gentle nudge in your direction, send a press release beforehand. This makes the reporter's life easier and increases your chance of a feature article or interview. ***Low-Hanging Fruit Tip #6: Book Reviewers:*** Book reviews can be a shot in the arm for your marketing.

Take a close look at all of these media opportunities and choose the methods that allow you to reach your target audience. Now, here are five additional tips to help you pull everything together:

- 1. Give your book away:** Give free copies of your book to journalists, producers, bloggers, reviewers or anyone who may be a key influencer with your audience. This is often the critical push to get the media ball rolling.
- 2. Get endorsements early on:** You should collect endorsements for your book before you finish writing. Begin by asking people that your audience may recognize – but also go for bigger names as well. If asked, provide a sample endorsement that your endorsers can edit. Also, as soon as your book is published, send free copies to key influencers. Ask them to write reviews for your book on Amazon and other sites.
- 3. Build momentum by starting small:** Begin locally or with small niche media channels. Any coverage you get will be an endorsement for the bigger players. It can also give you practice and build your confidence.
- 4. Get more publicity as time goes on:** Getting free publicity for your book is a marathon, not a sprint. When it comes to coverage for your book, you have to be in it for the long haul. Follow a plan and take at least one step every day. Do this, and you will get publicity for your book.
- 5. Leap to the front with a killer press kit:** Journalists and producers handle multiple media requests every day. With all things being equal, you leap to the top of the pack if you make their job easier. One way to do this is with a well-thought-out press kit.

Eight: How to Use Your Book in Personal Selling.

It's very beneficial *not* to be thought of as a salesman – and your book or books can be the golden master key to alternative, more advantageous positioning. There are four specific spots where the right book can be beneficial to the person who ultimately makes

a sale nose to nose, toes to toes, person to person, in home or office, such as insurance and financial professionals, chiropractors and dentists, cosmetic surgeons, dermatologists, interior decorators and home remodelers, landscape contractors, business consultants, software representatives, business bankers, and on and on. The four spots are:

- 1. Before the Sale:** The most stressful experience – for salesperson and prospect alike – is when the prospect is poorly prepared or entirely “cold.” All of this is transformed when a salesperson has positioned himself in advance as an expert, an authority and a celebrity and the prospect has a basis for understanding the points the salesperson is going to make. For this, it’s hard to beat a book, solo or in the context of what we call a complete Shock ‘n Awe Package with other media. We always deliberately delay even an initial telephone conversation, let alone an actual selling situation, until a prospect can be sent such a package (book) and be given a chance to review it.
- 2. During the Sale:** During the sales conversation/presentation, the book can be referred to. This is an interesting phenomenon. Showing a prospective client an example, case history or set of researched facts from your book is not only persuasive, but it reinforces your expert status, authority and celebrity as a published author.
- 3. After the Sale:** Buyers can be gifted autographed copies, autographed special hardcover or leather-bound editions or complete library sets of all your books. And of course, publication of a new book is a reason to re-contact old, accumulated, unconverted leads.
- 4. To Facilitate Referrals:** The reasons why most businesspeople have such low referral activity are many, most having nothing to do with client/customer satisfaction. But one of the main reasons is that they don’t provide their referrals with a good, easy, comfortable way to refer business. By giving a client several copies of your book to give to peers or friends, you provide an easy, low-stress way for others to promote your product or service. It’s even a way to give your client status because he is the client of a published author, an expert and an authority.

For the most part, people love to buy but aren’t so crazy about being sold. Customers are driven more by relationships than they are driven by product or service features and benefits or even price. They are looking for a seller they can trust. For that reason, it’s good to enable them to develop trust in you as an expert and as an authority. *Selling is easy when you’re prescribing.*

Nine: How to Use Your Book as the Ultimate Referral Marketing Tool.

One of the best sources of new clients for your business is referrals. Referred customers will spend, on average, five times more than clients you acquire through any other form

of marketing or advertising. A book can play a significant role in your referral system. By using your book, you can encourage customers to give referrals while increasing the likelihood they share the message you want prospects to hear.

Why Referrals make Marketing Easier and Increase Returns: No matter what business you're in, your book paints a clear picture of who you are and what you do. Prospects also gain an appreciation of your values, beliefs and personality. By the time they decide to see you, they are past the exploration stage. They already have an understanding of your style and personality. And they have chosen you because they believe you are a good fit for them. They are essentially presold before walking through your door.

With referral, you get superior customers who buy more and stay with you longer. Yet none of this matters, unless current clients/customers refer others to your business. The secret to accomplishing this lies in your book.

The Best Way to Get Customers to Market your Business: Sharing your message is only half the story when it comes to using your book as the ultimate referral tool. Your book will also encourage your customers to refer. And the reason for this lies in status.

5 Strategies to Increase Referrals with Your Book: It's important to know how referrals flow into your business because you can, and should, use different strategies for different sources. Here are five strategies to use in your book's marketing plan:

- 1. Give Your Book Away:** Begin with your key clients, your fans, especially anyone who has already referred customers your way. Send as many free copies of your book as they will take. Another idea is to let your clients know that you are happy to mail a free book to their colleagues or friends whenever needed.
- 2. Strengthen Affiliate and Strategic Partnerships:** If you're working with affiliate partners, provide free copies of your book as bait for webinars, as swag in gift bags at seminars, or as anything else for their client base.
- 3. Build Relationships with Your Complimentary Service Providers:** Many businesses overlook complementary providers when it comes to referrals. Your book provides great opportunities to increase referrals from this group.
- 4. Consider a Licensing Program:** When it comes to books, a licensing program is a co-authorship opportunity. If you have a product or service that coauthors can help you sell, you should definitely consider licensing your book.
- 5. Create Custom Covers for Your Best Referral Partners:** This is an easy way to encourage client-fans, especially those who are already referring clients to you. Create a custom cover for each referral partner. You can also include a letter from your referral partner on the first page. By creating something more personalized for your clients, they'll be more likely to give your book away.

Ten: How to Use Your Book to Boost Your Direct Mail.

Yes, you should be using direct mail to market just about any product, service, business, practice, nonprofit organization or cause. Why? Because the most successful marketers in every category spend more on direct mail than they do on anything else and get a better, more accurately known return on investment from it than from anything else.

How Your Book Fits with Direct Mail: It's hard to trump a free-book-offer direct mail to generate leads. Unlike other media – literature, brochures, even DVDs – the book is not only enticing bait, but it has gravitas; it establishes you as an expert, authority and celebrity. And it appeals to a better-caliber prospect.

Knock-Knock. Who's There? A direct piece – letter in envelope, a postcard, especially a book – is actually a sales representative in your employ, knocking on someone's door. Its purpose may be to prompt a call to you, to secure an appointment, to bring someone to your store or showroom or webinar. Knock-Knock. Who's there?

Answer 1: A salesman representing a product.

Answer 2: A salesman representing a service.

Answer 3: A representative of an expert, authority and celebrity, the man who wrote the book on "X."

Which fellow knocking at the door do you think stands the best chance of a favorable reception?

Eleven: How to Use Your Book for Fast Product Creation and Additional Income.

By now, we're hoping you agree with this statement: your book is not just a book; it's a foundation to build your business. By using your book as the base, you can develop several products and service to expand your business even further. Here are eleven opportunities to leverage your book into new income:

- 1. Licensing and Area-Exclusive Businesses:** With licensing, you give other businesses or persons the right to use your content.
- 2. Teleseminars and Webinars:** Chapters in your book provide the perfect content for teleseminars and webinars.
- 3. Consulting and Coaching:** A book contributes to your coaching and consulting business in two ways. First, it outlines your core beliefs, philosophies and strategies. Second, people who resonate with these philosophies often become your coaching or consulting clients. So in this sense, your book is an important method of transforming people from those who are interested in your message to those who become your clients.

4. **Memberships and Associations:** If your readers and fans want higher-value information from you on a regular basis, you have the perfect opportunity to form an association or other form of membership.
5. **Done-for-You Businesses:** When you provide how-to advice in your book, some readers will follow it. However, others want someone else to do it for them. If you can bundle your product or service into a complete, turnkey system for clients, a “done-for-you” business may be an ideal strategy.
6. **Continuity Programs:** Continuity programs can apply to almost any of the services or products on the list. It may be a monthly membership, a regular done-for-you service or a product shipped to customers every month. If you can apply a continuity program to your business, you create a steady and predictable cash flow.
7. **Physical Products:** Many entrepreneurs use their books to create information marketing products ranging from audio books and DVDs to home study kits. Your book provides perfect, ready-to-go content that can easily be repurposed and reused for these products.
8. **Private Label Opportunities:** While similar to licensing, there are distinct differences. When people pay you for a “private label,” they use your book or business but label it as their own. Depending on how you structure the deal, you can also receive royalties.
9. **Speaking:** Many authors will say that speaking and writing a book go hand in hand. As an author, your book naturally positions you as a speaker and this is a great way to make extra money.
10. **Software and Apps:** Only a few authors can develop a web-based software application or app based on principles in their book. However, if you are one of the few, this opportunity is golden.
11. **Seminars and Events:** This is one of the more sophisticated ways to use your book. If you have developed a true fan base, you should hold events. It’s the perfect opportunity to foster rapport with the people who provide the highest value to your company. You can also position a book to drive people to a special seminar, at which you can build relationships with long-term, high-value customers.

Please Note: You can find more detailed information on where to start on some of the easiest and fastest ways that most authors can leverage their books into money-making opportunities on pages 129 –142 of their book.

Twelve: How to Use Your Book to Get Others to Pay for Your Marketing.

Would you be interested in reaching new audiences, building your list and growing sales with little increase to your marketing budget? Can you imagine another business helping you with your marketing or even paying you to do it?

I think most would agree the chance of this happening in business-as-usual conditions is virtually zero. But this is where a book changes the game.

Your book is a powerful marketing tool. When businesses have audiences who could benefit from the information in it, they will gladly promote it for you. They gain by keeping their customers happy with new, interesting and helpful information, while you collect new leads and customers.

With a book, it is easy to create these win-win situations. The reason for this is simple. People truly value books because they go beyond entertainment. They make us stronger, wiser, wealthier and more. This is why so many are happy to buy a book and even happier to get one as a gift.

So, the first thing to do is to ask this question: “Who would benefit by making their audience aware of the information I have to share?” Then filter this question through each of the 10 opportunities below to build a list of potential partners:

1. Your Vendors
2. Clients and Customers
3. Complimentary Businesses
4. Associations
5. Events
6. Trade Shows
7. Teleseminars and Webinars
8. Speaking Opportunities
9. Newsletters
10. Internet TV

Please Note: you can find deeper information on these ten examples on pages 144 – 154 of their book.

Bonus Tip: This Little-Known Way to Market Your Book is Free! Get your book into local libraries. Remember, the focus is not on selling your book. It is on getting new customers.

Thirteen: Putting Your Plan into Action.

A book is your business game changer. Regardless of your topic and your unique goals for your business there are three steps necessary to achieve success. They are:

1. A defined strategy for your book,
2. A marketing plan and
3. The implementation of your plan.

It all seems so simple, yet many authors miss one or more of these steps when it comes to their book. So, where do you begin? We suggest starting with the steps below. You'll note that each step contains at least one question. We believe asking questions is the best way to develop a plan. When it comes to a book, the possibilities to promote and grow your business are endless. Asking the right questions will help you develop the strategies that work best for you.

1. Determine the Purpose of Your Book:

Although this seems basic, this is your most important step. You need to consider how a book can help you achieve your strategic business goals. After working with hundreds of authors, we've noticed that most have two over-arching goals they want a book to fulfill. Number one is generating new leads. Number two is launching a new business.

Question One: Who are you writing to? What doors do you need to open? A book is a conduit to reaching certain segments of your market. By focusing attention on a segment of your market, you appeal more to that audience. Your business stands out.

So start by asking yourself, "To whom am I writing? Whom do I want to attract to my business? By doing this, you can position your book to not only stand out in a specific market but also to attract your ideal client/customer.

We've mentioned several times how the title of "author" provides nearly instant credibility. Your book makes you a go-to expert in your field. This alone shines the spotlight on you. However, you can narrow your topic even further. By demonstrating expertise in a specific area, you can elevate yourself even further above a crowd.

Your book will provide instant positioning as an expert. Before writing, consider whether you can advance your business, or even develop a new one, by attracting a specific audience. You can then tailor your book topic, language and tone to achieve your business objectives.

Question Two: How can you educate your audience? In addition to determining who your audience will be, consider the information they will need.

By providing helpful information, you establish a relationship with your readers. They understand who you are, what you're doing and equally important, why you do it. Your goal is to create a bond of trust.

Education is especially important for any complex topic or field. Anyone selling highly technical products will tell you that educating prospects is the straightest path to long-term customers. Yet education benefits any profession or business.

Determine the information you need to include in your book. Your goal should be to build solid relationships while leaving your readers wanting more. This attracts people to you and ultimately, the additional products and services you have to offer.

2. Create Your List of Book Partners and Promoters:

Who are the people within your universe who want to be a part of your book? This includes people who would be interested in promoting your book to their list and/or writing a guest chapter.

3. Develop Your Media List:

What media should you generate for your business? Develop your top-ten list of media that reaches your ideal customer. Then, when designing your book, keep this list in mind.

By considering these questions in the early stages of your book, it will be easier to get free publicity after publishing.

4. Plan to Lead Readers Away from Your Book:

There are several ways to draw people away and some are more successful than others. However, for best results, you need to:

- Include several different calls to action.
- Provide more than one way to reach you, such as phone number and tailored landing pages.
- Pepper offers throughout your book, as well as on your book's cover.

5. Develop a Launch Strategy that Adds Value:

When it comes to book launches, it is easy to do what everyone else is doing. However, this is the time to ask another question: How will my launch create customers of lasting value?

The best approach is to reverse engineer your launch by looking at outcomes that will serve you best. If you need to claim "as seen on Fox News," your launch

should focus on making this happen. If it's important that your book is in the hands of influencers, this should be a part of your launch strategy. The bottom line is to develop a launch that helps you achieve your business objectives – even if you're doing it differently than everyone else.

6. Set Up a System that Drives Business to You:

Your book on its own will never amount to much. But place it within a marketing system and you have the power to transform your business. Your system may include some or all of the following:

- Book reviews and endorsements.
- Marketing to your list as well as those of your book partners, affiliated and others.
- Distributing your book to identified people of influence including media, key people in your industry, major bloggers, clients/customers and others.
- Online promotions including your website, PPC campaigns, YouTube videos and so on.
- Print media such as direct mail, remnant ad space in select publications and articles.
- Speaking opportunities, trade shows or both.

The key is to choose the strategies that provide the best bang for *your* business. You want to use the people and media that reach your target audience. Develop your list and stick with it.

7. Get Started!

Your book is a long-term asset for your business. Remember, it really isn't about marketing your book, but rather, how you use your book to do your marketing. Incorporate your book into your marketing system and you'll reap the rewards.

Book the Business is a marathon, not a sprint!

Message from Gary Tomlinson:

I hope you enjoyed reading this book report. It's important to understand this document should not take the place of you reading; *“Book the Business – How to Make Big Money with Your Book without even Selling a Single Copy”* by Adam Witty & Dan Kennedy. Their book contains so many more examples, stories and illustrations that have not been included in my book report. This is an incredible read that will serve you well. Enjoy the education and wisdom contained within this book report and feel free to share it with others because the “illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn and relearn.”

About Gary Tomlinson: *Gary Tomlinson is a leadership consultant and executive coach specializing in executive team alignment and organizational execution. As a professional speaker, he speaks on the topics of leadership, communication and execution. As a business consultant he specializes in helping senior executives discover execution and teaching them how to take their organization on the journey to master it.*

You can engage Gary at gary@gary-tomlinson.com. To read his other book report and book reviews visit his website at www.gary-tomlinson.com.