



## **SPECIAL REPORT:**

# **27 Ways **NOT** to Get **BURNED** Building Your Business Around Your Books**

**David Newman**

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## **One: Self-publish your book and then wait by the phone**

No, no, no, no!

I can't tell you how many authors, consultants, speakers, and experts I've spoken with who tell stories of paying THOUSANDS of dollars to a self-publishing house and then they merrily continue with business-as-usual speaking, consulting, training, or coaching... and then they tell people, "I thought writing a book would be a great marketing tool, but I haven't gotten much out of it."

Instead, make sure you are writing a book that offers information people want to buy, and spend as much energy on your marketing plans as you did writing the book in the first place.

Avoid wasting time and dollars on vanity publishing and "self publishing houses" that are nothing more than print shops, so you can maximize your self publishing efforts to achieve financial freedom. You want REAL self-publishing with ZERO up-front fees, no minimums, and a fully-built website storefront to sell from? Then visit:

<http://snipurl.com/visitcafePress>

My store is here, just so you can see what's possible with a minimum of hassle and expense: <http://www.cafePress.com/doitmarketing>

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## Two: Professionally publish your book and then wait by the phone

Guess what? The same “magic” that you don’t get with a self-published book ALSO does NOT come with a professionally published book! I know a successful speaker and author who had TWO books professionally published, one by AMACOM and the other by McGraw-Hill. Over lunch a little while ago, she complained that “the books have not done her business a lot of good.”

Of course not! **YOU** have to be the marketing and publicity engine behind your book. In fact, publishers and agents are now very up front with most prospective authors and tell them “Marketing is 100% YOUR responsibility. If the publishing house does ANY marketing or publicity on your behalf at all, consider that a BONUS.”

There are literally dozens of innovative ways to market your book and to present exceptional marketing plans to publishers and agents that lead to offers for book series, complete “systems” based upon your book, and greater revenue producing book releases and author advances. There are even “secrets” to finding organizations that will market your book directly to your target audience for you!

And no, you don’t have to hire me to find out about them – just get a copy of Brian Jud’s masterful work, **Beyond the Bookstore**, right now using the link below:

<http://www.amazon.com/gp/product/1594290024>

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### Three: Not putting together a killer book proposal

Many authors who plan on self-publishing never even CONSIDER putting together a formal book proposal and never even CONSIDER putting their work in front of a book agent or acquisitions editor. Just like the lottery tagline, “You’ve got to be IN it to WIN it,” you have to create a professional proposal to get professionally published!

Is a book proposal tough to write? Not really. Not if you use the right help, resources, marketing principles, and models that are out there. One of the best book proposal books out there (you knew that there had to be book proposal BOOKS, didn’t you?) is Jeff Herman’s **Write the Perfect Book Proposal: 10 That Sold and Why, 2nd Edition**. If you’re really serious about getting your book a fair shake in the professionally published market, buy this book right now using this link below:

<http://www.amazon.com/gp/product/0471353124/>

And remember, the MOST CRITICAL part of your book proposal is the section called MARKETING. Jeff walks you through exactly what to put in there. Plus, look carefully at EACH of the 10 sample proposals to see how those authors made the most of their “selling platform” – and sold their books!

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## Four: Having ONLY books in your arsenal

Books are great – but they are a secondary source of income. That's right, even if you're a full-time author, you will NOT make a sustainable living on publishing books (unless your name is Stephen Covey, Danielle Steele, Stephen King, or Tom Clancy).

The rest of us will make money on what the books bring with them – credibility, attraction in the marketplace, free publicity, and a platform on which to build other information resources that WILL bring you a VERY comfortable living. What might those other information resources be? The list is long, and limited only by your own imagination, initiative, and creativity. Let's get you started, though:

- ✓ Training Manuals
- ✓ Booklets
- ✓ E-books (<http://www.ebookmarketingcourse.com>) \*
- ✓ Audio programs (<http://snipurl.com/audioacrobatttrial>)
- ✓ Audio companion CDs
- ✓ Keynote speaking (<http://snipurl.com/speakmatch>)
- ✓ Workshops
- ✓ Articles in major media (<http://snipurl.com/visitprleads>)
- ✓ Ezine articles (<http://www.ezinemarketingcourse.com>) \*
- ✓ Membership websites (<http://www.membershipsitecourse.com>) \*
- ✓ Mentor programs
- ✓ Bootcamps
- ✓ TV/radio shows (<http://snipurl.com/radiopublicity>)
- ✓ Consulting programs
- ✓ Licensee Kits (<http://snipurl.com/licensingsecrets>)

**\*NOTE: You have FREE access to this resource inside the SpeakerCEO member area!**

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## Five: NOT “selling from the platform”

Because you unfortunately share a common (and incorrect) belief that “selling from the platform” is cheesy, unprofessional, and pushy, you are leaving HUNDREDS of THOUSANDS of dollars in revenue on the table. Yet you rightfully deserve this money for bringing expertise, proven strategies, great information and your time-tested experience to your audience. And when you provide high quality information, people WANT to give you their money, because you have added real value to their lives.

What do I mean by you’re “leaving money on the table”? Let’s say you’re a moderately successful professional speaker and you keynote 50 times a year. Your average audience is 100 participants. (Yours may be much higher or even a lot lower – stick with me and we’ll show you the numbers...)

If you spoke 50 times a year to 100 people, that’s 5000 prospects. With ZERO high-pressure sales gimmicks or pushy “selling from the platform” tactics (we’ve all seen ‘em and we don’t like ‘em), you could reasonably sell 10% of your audience on some sort of follow-up package. As a point of reference, seasoned pros can close between 25-70% of any given room if they’re in front of the right audience with the right message.

**Stop the tape, here, folks.** Before we go on, it’s VITAL to make clear that these “seasoned pros” DO truly have great quality material, are comfortable sharing their

expertise, and know how to get people to go for their wallets **with the utmost in professionalism and a genuine spirit of sharing valuable information.**

OK, let's finish the math - that's 500 people buying your package. Now, the package consists of your book, some special reports, two audio CD's, and a pair of follow-up 1-hour consulting calls. It sells for \$149.

**The math on this is  $500 \times \$149 = \$74,500$ .** Are you SURE you don't want to learn how to sell from the platform with integrity?? And for many experts and speakers the actual numbers are  $\$297 \times 500 = \$148,500$ .

Did you know the average profit margin from these information products ranges from 50-98% depending upon your industry or target audience? Now these are numbers worthy of taking serious action!

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## Six: Not leveraging the power of the internet

I know, I know, you're saying, "But David, I'm a highly paid consultant/ professional speaker/ industry expert, I'm not an internet marketer and the last thing I want to do is set up one of those long 'sales-letter' websites and start hawking products." Right?

Let's say you're a consultant. You travel perhaps 20% of the time for out of town clients, but the rest of the time, your work keeps you pretty much within a 100-mile radius of your home. Do you realize that if you choose to limit your income-generating potential to only those people whom you can SEE in person, or SPEAK to at a live event, you are completely missing out on the **604,111,719 Internet users** in the world. Let me put that number into words so it sinks in – SIX HUNDRED MILLION internet users...MORE THAN HALF A BILLION people! Want proof? Check out The World Fact Book compiled by the CIA on internet usage right here:

<http://www.cia.gov/cia/publications/factbook/rankorder/2153rank.html>

Now, let's say that you've built a good, solid website and used a combination of natural search engine optimization (and perhaps a little paid search using Yahoo! or Google).

(For more on this, see <http://www.searchenginescourse.com>)\*

**\*NOTE: You have FREE access to this resource inside the SpeakerCEO member area!**

If you closed just 1 in 100 MILLION internet users every month, you'd have 6 new customers a month. 72 customers a year. Paying you between \$150-\$5,000 or more.

You do the math on this one, and please don't hurt yourself falling off your chair!!



Some authors, consultants and experts try to convince me that “My audience members don’t use the internet!”

You are drastically limiting your business potential if you think about this in direct or literal terms. Clients are frequently blown away by the “yellow brick road” of opportunity that we can develop together by linking your brand and product awareness with other products and services through affiliate programs or joint venture initiatives.

Your audience is definitely on the internet. The real question is... **Will they find you there when they need you?**

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## **Seven: Using “Same-o, Lame-o” language, services, products**

Here’s a quick marketing and branding test: take your website, sales letter, brochure, or advertisement. Black out your name. Could your clients, prospects, and target market identify your piece quickly and easily with YOU and only YOU and what you provide? Or are you lost in a sea of Same-o, Lame-o buzzwords, service offerings, and expertise?

Here’s another test: what do you say when people ask you “What do you do?” And, more importantly, what do THEY say once you’ve answered? Do their eyes light up and do they lean forward and say, “Wow – oh my God, that’s EXACTLY what I/ my department/ my organization needs! Do you have a card?” ...or do their eyes glaze over and they end up walking over to the veggie tray because a piece of broccoli is more compelling to them than what you just said is your life’s work?

Learn to master the art of ARTICULATION and DISTINCTION. Simply put, this is the art of SAYING what you do, and clearly defining how you’re DIFFERENT from anything else out there.

This is both a science and an art, but it’s definitely a learnable skill. Here’s one of my articles that you can use to start right away: <http://www.unitof1.com/article350.html>

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## **Eight: Thinking small**

When I get onstage and speak professionally or do seminars for corporate clients, one of the things I like to close with is the line, “The obvious is waiting to be invented. It’s your job to be looking for it.” Another speaker I know closes his keynotes with “What would you do if you knew you could not fail?”

These are much more than motivational woo-woo sentiments that give people a “feel good” shot of hope, or a nice “closer” for a speech to generate a standing ovation.

Seth Godin wrote a laser-focused blog entry on this concept in May of 2004, and it has stuck with me ever since. Here it is, in Seth’s own words:

*I just finished giving a talk to a group of 400 high-powered (high-leverage, high-paid) credit card execs. As I left the hotel, I passed a much smaller room, where a seminar for local CPAs was going on.*

*The snacks didn't seem as good. The booklets weren't that interesting either. Apparently. But what occurred to me is that the folks in the second room were just as smart and just as talented as the execs in the first room.*

*The first group was enjoying the benefits of aiming high. They didn't get these jobs because they were arguably smarter or had better connections or had gone to Harvard. No, they were starting with the same raw materials as the group in the second room. The difference, I think, was that a long time ago, the people in the second room had made a decision about what they deserved, or what they were capable of, or what they were going to stick with. And it was a bad decision.*

*No, not everyone should be a banking executive. But no one who aspires to be a bank executive should sell themselves short because of a decision they made a long time ago. In a world where the past matters a lot less than it ever did before, where it's easier than it ever was to hit the reset button, it's sad to see someone choosing to be stuck. So, if you want to, switch. Hey, the snacks are better.*

We all work hard. In fact, it takes as much hard work to do something **well**, as it does to do the same thing **exceptionally well** in many cases.

It's the quality of what you are doing that makes the difference. So why settle for good enough, when with the same level of effort, but different questions, a different focus, and different actions, you could achieve exceptional results?

Is it time to hit your "Reset" button and start earning what you deserve?

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## Nine: Thinking your job is something other than SALES

Tom Peters said it best: **If you don't like sales, get another life.** OK – let's humor Tom for a minute. What is it, exactly, that you're supposed to be all fired up about selling? Your books? Your speeches? Your products? Your consulting services? Your training? Your seminars?

No. Or yes and no. YES, you're supposed to be all fired up about selling your products and your services – but FIRST you're supposed to be fired up about selling your ideas, your value, your gifts, and your SELF. Think about it – it's your primary job as an author, speaker, and expert to sell YOU. If you're not buying YOU (on the inside), how can you possibly expect others to buy YOU (on the outside)?

One of the things that I see all the time is what I call the "Author's Sales Fantasy." It goes something like this. Someone with massive talents and huge credentials comes to me and says, "Listen, David, I love your work, you seem to really GET this marketing and sales stuff and you have a ton of great ideas. I want you to sell for me." In my experience, in the world of professional authors, consultants, and experts, this does NOT work exactly 99.44% of the time. Why? Simple: because YOU need to be the best, clearest, and strongest MESSENGER of your MESSAGE. You are not selling water purifiers here; you're selling your life's work. Can you name one person better qualified, positioned, passionate and committed to doing that? Of course not. **It has to be you.**

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## **Ten: Thinking you have to ask for less money**

So we just established that the first sale is always to yourself.

What's the difference between a guy who's been around the block, done some great work, written a great book, and sells a keynote or a day of consulting for \$3,500 and the same guy who wakes up one day, decides that enough is enough, and starts charging \$12,500 for the very same keynote or consulting day?

You know the answer. The difference is about \$9,000. And 100% of that difference resides inside that person's head. Very possibly, such a difference lives inside your head, too. Let's review what these arguments sound like:

- I don't have a Ph.D., so I have to ask for less money
- I'm not a "big name" author, so I have to ask for less money
- They'll never pay ME that much, so I have to ask for less money
- My book is self-published, so I have to ask for less money
- I wrote my book 6 years ago, so I have to ask for less money
- They're a non-profit, so I have to ask for less money
- They're paying other speakers \$500, so I have to ask for less money
- I don't want to seem arrogant, so I have to ask for less money
- I'll probably be able to sell my books there, so I have to ask for less money
- I don't have my professional credentials yet, so I have to ask for less money
- There could be good follow-on business here, so I have to ask for less money

Are some of these familiar to you? They were sure familiar to me when I started my consulting, writing, and speaking career. But then I STOPPED charging too little. And you can, too. Both your spouse and your accountant will thank you.

There actually is a proven model for you to explore and discover your true value in the marketplace, and the value you are bringing your clients. Here it is...

Let's say you charge \$10,000 to come and speak to 200 executives at a client company. Your "value" per person comes down to a mere \$50 a person. Have you read \$50 of books in your field? Gone to \$50 in conferences and seminars? Studied with \$50 worth of mentors, advisors, instructors, professors, and teachers? Do think you can deliver some ideas that might save each member of the audience \$50 of inconvenience, avoid wasted time, avoid wasted effort, help reduce costs, improve profits, increase effectiveness, boost sales, reduce turnover, or just spend \$50 less on therapy due to unnecessary stress and headache on a given Monday morning?

I think you probably CAN deliver on that measly \$50 of value. So if that's the case, why are you charging any less? You've just proven yourself a BARGAIN at \$10,000!!!

Once you complete this little exercise and internalize it for real in your heart and head and gut, you will never see your speaking fees, or consulting fees, or coaching fees, or registration fees for your events in the same way again. And thank goodness!!

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## Eleven: Getting ready to get ready

Perhaps you know some people who are so busy going to networking events, publishing expos, attending seminars and bootcamps, buying programs and tutorials and consulting services from “experts” whose advice and teachings are sometimes in conflict that they never actually LAUNCH their business!

Or worse, they launch the business and it stagnates and starts to wither under all the pressure of pursuing “flavor of the month” get-rich-quick schemes. One month it might be mini-sites, the next month, they focus on speaking. When neither of those pan out, they explore coaching. When that comes up empty, they’re onto the next thing and the next guru who may finally have “THE” answer to their business success.

On the other hand, the clients I work with who end up with the most success are **precisely NOT** the “professional seminar attendee” type. They **ARE** people who have been there, done that, know a thing or three... and are now (at last) ready to pull the trigger on their business, to take it to the NEXT LEVEL! I call it the “Get Rich Slow” scheme – after all, true success is a marathon, and not a sprint! Start fast, stay steady, and ALWAYS move forward. Futzing around at the starting line will get you nowhere in a hurry. **It’s time to stop getting ready and start DOING.**

Consulting too many experts and reading too many books and subscribing to too many different marketing, branding, publishing, and information entrepreneuring philosophies



leads to one thing and one thing only: analysis paralysis - gathering crate-loads of information, and then sitting on it doing nothing, waiting for a “better” approach or an “easier” way.

One of my mentors was “Million Dollar Consultant” Alan Weiss. Alan likes to say in his speeches and seminars to authors, speakers, and marketers, “Everyone is looking for the shortcut. Here’s the secret: **the shortcut is the long way.**” And he is 1,000% right. Consider this [www.SpeakerCEO.com](http://www.SpeakerCEO.com) program as your personal roadmap and jetpack to get you going on the long way.

Here are a few ACTION TIPS. Ask yourself, “If I could change any one thing right now to become more focused and more successful what would it be?” Pick the one thing and take action.

Here’s a great tip from Pat Croce, former owner of the Philadelphia 76’ers, “Do what you hate doing every morning before 10:00 a.m.” If you can’t get it all done this morning, schedule the rest for tomorrow morning before 10:00 a.m. and get moving on the rest of today’s needs.

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## **Twelve: Going it alone**

Ask any entrepreneur, businessperson, civic leader, political figure, scientist, actor, athlete, artist, technologist, or any other professional who has achieved any significant measure of success, and they will tell you they did NOT do it alone. At some point, they worked with a mentor, or a manager, or a colleague, or a teacher, or a coach, or a parent, or a spouse, or an agent, or an investor, or some other person that ignited in them some spark that led to their eventual success.

Not to say that there weren't many lonely nights when they considered throwing in the towel, but they were never truly ALONE. They surrounded themselves with positive people, allies, colleagues, partners, and fellow travelers that were on the same path to make sure that they got to their destination.

My good friends, Lisa Kramer and Colleen Bracken, speak and write about something amazing called Business Success Partnerships (BSP). A BSP is two independent professionals who commit to each other's success. They are NOT business partners (as they are both absorbed in running their own separate businesses). They DO support each other, advise each other, bounce ideas around together, and communicate regularly about their goals, plans, and strategies. They are accountable to each other in a "peer coaching" relationship and no money changes hands between the two partners for this arrangement. Lisa and Colleen have seen remarkable results for their clients – and you will, too, if you try this powerful technique.

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## **Thirteen: Paying money to get a chapter published**

As inventive and creative and wonderful as many entrepreneurs are, there are also some that seek to make money from people's irrational wants, and who offer a tiny slice of publishing "fame" in exchange for exorbitant amounts of money. There are now several of these operations on the internet, but my advice is to steer clear of anyone asking you for money in order to publish a chapter of your work in a collection together with some "big name" authors and marketers.

Again, please do some math with me. Let's say that all you want to publish is a chapter, or roughly 20 pages of material. You can sell this as an e-Book and charge between \$17-\$37 (or more) depending on the perceived (and actual) value of the content. You have zero production costs on this project, and your first client is a profitable client. You sell just 10 of these a month, and in a year, you've sold 120 copies, earning between \$2,040 and \$4,440, with "no money down" as the popular saying goes. Plus, you're the SOLE author, and you're not jammed in with some disjointed or disconnected group of authors, such as the real estate speaker, that sales training guy, and the other "big name" authors whose work typically appears in these "instant fame" publications. Do the math again now, and what if you had THREE e-Books like this on popular topics in your area of expertise? What would the numbers look like then? Or how about with 5 e-Books? See? And no boxes gathering dust in your basement! Or you get to actually park your car inside your garage!

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## **Fourteen: Paying money to have someone read your work**

Legitimate agents, publishers, and book packagers will NEVER charge money to read your submitted work. Let's repeat that to make sure it sinks in: **Legitimate** agents, publishers, and book packagers will NEVER charge money to read your submitted work. If you're asked for a submission fee, reading fee, agent's fee, processing fee, marketing fee, or any other type of fee from someone promising to consider representing or publishing your work, run, and I mean RUN FAST the other way.

This is another example of folks out to make a quick buck on the "author market." But who they're really after is the "uninformed" author market – that is, the authors who are unaware of the less-than-reputable practice of charging people money to cash in on their hopes of getting published!

Did you know that over 80% of Americans claim that they have a book "inside them"? So, naturally, the opportunists among us tap into this want and make money from submissions. Legitimate agents only make money when your book is bought by a publisher (their usual fee is 15% of the deal); and legitimate publishers only make money when your book is sold to the public!

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## Fifteen: Editing your own work

Editing your own work is quite tempting. After all, you want full creative control, it's your book, and who better to edit the work than the same brilliant person that wrote it? Professional editors always "pay for themselves" many times over with improvements, corrections, and suggestions that are invaluable.

My first book, **Relish! The Highly Authorized Guide to Life**, was written without an editor. By way of background, I have a Master's degree; I write, speak, and teach for a living; and I've developed curriculum and training programs for Fortune 100 companies. Furthermore, I edit OTHER people's books, and my undergraduate degree was in English. **Guess what? I STILL REGRET editing the first edition of my own work myself. Nobody should publish without an editor!**

Why not edit your own work? Because you're too close to it. You're living, eating, and breathing this stuff every day. How can you possibly have an impartial editorial opinion on what works, what doesn't, what facts are accurate, grammar that's not quite right, what flows logically into what, and a hundred other things that a professional editor could spot in a heartbeat.

Editing your own work is one step away from not editing it at all. Short answer: Not recommended. Do NOT try this at home!

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## **Sixteen: Not being a design fanatic when it comes to your book cover**

Whoever said you shouldn't judge a book by its cover definitely wasn't talking about book sales. Unless your book is purchased due to a recommendation, **the number one selling point is the cover**. Computer-driven graphic design has made book cover design a quick and often thoughtless process, at best a matter of shrewd but blatantly obvious picture editing, rather than design. It need not be this way. After all, computers have revolutionized architecture, product and graphic design. Yet your average college campus flyer has more sophistication than many book covers I've seen.

Things to consider when your professional designer creates your book cover:

❑ **Stopping Power:** It is the book cover / jacket design that grabs the attention of potential readers. Make sure yours stands out on the shelf. How will you know? Take 2-3 design mock-ups to your local bookstore, place them on the shelf in your section of the bookstore and take some digital pictures! They should stand out clearly from 15 feet away – casual scanning and browsing distance. **This is critically important** even if you **never** plan to sell your book in bookstores!

❑ **Intrigue:** The book cover design influences the buyer's emotions and thought process and entices her to pick it up off the shelf. Use colors, fonts, and design elements to both reinforce your brand and elicit a "Whoa, this looks different!" reaction.

❑ **Demonstrative Graphics:** Your cover design is the story-teller. It visually gives the reader clues into your style, your tone, your content, and your credibility.

❑ **Close the Deal:** It may be the blurb on the BACK cover that eventually decides the buying decision, but it will be the FRONT cover that gets people to read the back!

Book covers are paramount to the sales success of your book. If you want to explore some reasonably priced options for great book cover design, here are some resources for your personal research:

<http://www.bookcoverdesigner.com/>

<http://killercovers.com/>

<http://99designs.com/book-cover-design>

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## Seventeen: Not reading everything in your field

It's truly amazing to me the number of authors, experts, speakers, and consultants who do not themselves read, read, and READ every book that they can get their hands on that relates to their subject matter expertise.

It's bad enough that two national U.S. studies discovered that close to 90% of all books purchased are NEVER READ! This little known fact supports what I've learned about the importance of book covers – people buy solutions, typically supporting their own emotional needs or desired outcomes, based upon the book cover. Once they purchase the book, many times the “need” is now met, and therefore the urgency to read the actual book diminishes immensely. Sad but true.

Speak to any “major league” fiction or non-fiction author and you will learn the one piece of advice they give to up-and-coming writers: **READ!!!**

You're a sales genius... and you've never read a book by Jeffrey Gitomer? You're a techno-wiz, and you don't know that Bill Gates was fascinated by model trains growing up? You're a motivational speaker and you've never bought a Tony Robbins tape? You're a management guru and you don't know a good Tom Peters book? You write on entrepreneurship, but you've only “heard a lot about” The E-Myth and never actually read it? Are you KIDDING?!?



I must have read at least 40 marketing books before writing my own. I still use and refer to these books for their wisdom and to share with my clients. But more importantly, I can now state, very clearly and plainly, how MY marketing book is different than all the others, and what (exactly) makes it truly unique. Not better. Not smarter. But DIFFERENT, and different enough to merit the attention of agents, publishers, and the average business owner on the street who is tired of reading the same old stuff recycled in a dozen different packages!

As you read, make notes of each author's style, structure, positioning of key points or arguments, persuasion, influence techniques, tapping into buy-in or psychological triggers, use of humor, use of data, visuals or graphics, the book's voice and so on, paying special attention to items that fit your audience, your book and your writing style.

As Yogi Berra used to say, "You can observe a lot just by watching." In a nutshell, READ. If you're already a reader, READ MORE!

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## **Eighteen: Acting like a pro but looking like an amateur**

Just as we discussed with book covers, **appearances count!** They really, REALLY count since it is often nothing more than appearances which separate the authors, speakers, and experts who are considered “serious” from those that are considered “dabblers” or “wannabes.”

You needn’t spend lavishly to look professional, but going cheap is rarely the best strategy in the long run. Cheap or not, here are the hallmarks of a dabbler – someone who is “playing at business” and not a serious authority in it for the long haul:

- **Your email address ends in @aol.com.** Get a real domain for your business and start using that email address for all business correspondence.
  - <http://snipurl.com/hosting995>
- **You don’t have a website or blog** for you or your work/company/services. Along with your real domain, build a simple, elegant, well designed website.
  - <http://www.blogger.com>
- **Your business cards have those little perforated edges.** This makes me nuts. For pennies each, you can get well designed, heavy stock, raised or embossed full-color business cards. In the age of digital printing, there’s just no excuse.
  - VistaPrint deals: <http://www.vistaprint.com>
- **In addition to your main business, you’re also a serial sideliners** – you have a thriving e-Bay business selling collectibles, and you sell vitamins on the side, too.

Focus is the key word here. How can you build a booming business around your book if you have all these distractions and are continually in catch-up mode?

- **You say that you love what you do**, you just don't like "the marketing" part. The marketing part is what allows you to do the writing, speaking, and consulting!
- **Hello, is anyone there?** No you don't have to have someone answering your phone right away, but in this day of telephone technology, you should at least have your office phone forwarding to your cellular phone when you are out of the office. Other options are having a Blackberry™ device or other handheld that directs your email to your handheld instantly 24/7; using E-fax solutions so faxes come into your email immediately and you can respond while away from your office; and responding to your voicemails as quickly as possible.

In all these areas, it costs so little to act and look like a pro – yet it costs so much when you blow it by looking like a little-leaguer!!

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## Nineteen: Paying a PR pro a monthly fee and hoping to get lucky

Many authors, experts, and consultants come to me and ask, “I’m paying a PR professional a monthly retainer fee of (\$1500, \$2000, \$2500 or more) and I just don’t think it’s working out – should I let them go and try to go it alone?”

Now, remember, I do NOT recommend cutting your own hair, I do NOT recommend editing your own book, I do NOT recommend creating your own book cover (unless you’re a professional book cover designer and your book is on book cover design!)... but I DO recommend doing your own PR. Crazy?

Only if you’re doing your own PR the old fashioned way – sending press releases to the media via email or fax and hoping (hope against hope!) that the news about your new client, new book, new methodology, unique service offering, or cool new product can compete against the approximately 1,000 press releases that some editors get every day (according to MarketWire.com).

Want to know the secret? **Stop chasing PR, and start attracting PR.** Here is a unique service that matches reporters who are looking for sources with the experts (i.e. YOU) whom they need in order to write their stories and meet their deadlines:

<http://snipurl.com/visitprleads>

You’ll go from being a pest sending irrelevant press releases to a 1-in-a-thousand expert resource with just the right information to help a reporter do his job!

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## **Twenty: Not acknowledging – and fixing – your issues around money**

In my 1-on-1 marketing and sales work with all types of people – from highly paid consultants, experts, speakers, and authors to frontline customer service reps and office workers, I have yet to meet ONE – out of MANY thousands of people – who is not held back (some quite seriously) by their own mental blocks around money: earning it, asking for it, spending it, saving it, deserving it. It just seems to be one of those universal “sticking points” that can be truly devastating to your financial well-being.

In my consulting work with entrepreneurs, I do an exercise called the “Money Autobiography.” People that go through this exercise thoughtfully and openly say it is one of the most deeply meaningful experiences of their lives, and it clearly demonstrates where they are stuck – and, more importantly, how to get unstuck!

**On the next page, you’ll find my “Money Autobiography” exercise to try for yourself.**

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## Money Autobiography

Money and prosperity can be a big challenge area for some people, so much so that their internal judgments and beliefs about it might be the main obstacle to generating more money in their professional lives.

Money is often a taboo topic, more “forbidden” than sex in our culture. Answer the following questions to begin working on becoming “unstuck” about the role of money in your life.

### Part I

*Here are some questions and statements to complete. Share your answers.*

What do you think about money? [The first answer that comes to you is what we're after!]

What's your attitude toward managing money? Do you avoid it? Obsess about it?

My bank account is \_\_\_\_\_

Discussing money makes me feel \_\_\_\_\_

Money always \_\_\_\_\_

For me to make more money, I must \_\_\_\_\_

If I make too much money, then \_\_\_\_\_

I can't make a lot of money because \_\_\_\_\_

I deserve \_\_\_\_\_

## **Part II**

*Write a "money autobiography," which is simply a truthful account of significant life events from the perspective of money. These questions might start your thinking:*

1. When do you first recall having money of your own?
2. How free were you to decide what to do with that money?
3. How was money discussed in your family?
4. Can you think of a concrete image that illustrates the role money has in your life?
5. Have you ever seen money used in a way that hurts other people?
6. When you face money decisions, how do you feel? Challenged? Elated? Anxious?
7. What is the most difficult experience you've had in which money played a part -- either openly or covertly?

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## Twenty-one: Succumbing to a sense of “overwhelm”

Here are some inexpensive (or free) ways to start spreading your ideas and “selling” your value, your expertise, and your own brand of genius RIGHT NOW, today, this week... jump in and get moving!!

1. Start a blog – <http://www.blogger.com>
2. Start an online forum and/or send out an e-zine – <http://groups.yahoo.com>
3. Create a professional website on a shoestring – <http://www.godaddy.com>
4. Get some publicity with PRLEADS – <http://snipurl.com/visitprleads>
5. Use your email signature file – and include a reason for people to click!
6. Run a tele-seminar and pack it with value – <http://www.greatteleseminars.com>
7. Write your ideas down, create a PDF, spread it around – <http://www.pdf995.com>
8. Write to the editor, call in, respond to online forums
9. Write a column for an association newsletter, company publication, or business periodical. (Secret: Editors are DYING for quality content.)
10. Develop a killer one hour talk. PowerPoint is strictly optional. Get in front of as many groups as you can. Do it 10 times for free. Then start charging \$12,500.

**OK, STOP – pause the tape!** Are you feeling overwhelmed right now? Are you not sure which of these things to do first? Can you attack this list with confidence, clarity, and gauge each of these against your priorities to productively get everything done in a reasonable time frame? Maybe your answer is yes. But maybe your answer is “No – are you kidding? I have enough to do just to keep my business running as it is!”

You need to learn to crack the code on beating the “overwhelm” of solopreneuring.

Get-It-Done Coach Melanie Strick offers an incredibly insightful and powerful tip for you which will result in more clarity, less distraction and more focus. I’m sharing it with you so you can try it out right now.



Place a piece of paper next to your phone that reads, “**When I say Yes to something or someone, I am saying No to something else.**” The secret here is, unlocking the question, “Am I saying yes to what gives me the greatest results now?”

Jack Welch, former CEO of GE, and heralded author of several leadership books, says in his book, **Winning**, “Mission statements should be written simply as, ‘How are we going to win in this business?’”

You need to teach yourself how to get out from under a sense of “business overwhelm” no matter how busy you are, no matter what kind of business you run, and no matter what other obligations you may have in your personal and professional life.

For a quick fix on getting things done, here’s a book I recommend highly:

<http://www.amazon.com/Getting-Things-Done-Stress-Free-Productivity/dp/0142000280>

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## Twenty-two: Spending an arm and a leg to launch your business

As a consultant and mentor to other authors, speakers, experts, and business owners, I've heard most of the variations on the "spending nightmare" story.

For example, one woman who launched her business as a solopreneur fell in with a web designer who charged her a total of \$20,000+ to design and build her website. When I asked her if she could post a link to one of my sites (since we were entering a joint venture agreement) she replied, "You're not going to believe this, David, but the guy told me that he set it up in a way so that I really can't add anything to the site."

I stopped in amazement and asked her what kind of website is impossible to update? She then mentioned the fact that she is suing this website designer, essentially for "malpractice" and overcharging her for work for which they had a signed contract. It helped that she was an attorney before launching her new (totally unrelated) business!

Authors and experts building a business around their books too often "die buying" in the words of Skip Shuda, author of **The Cheap Revolution**. I myself spent over \$40,000 in my first year in business, and of course, in hindsight, could have easily cut that number in half if I only knew then the strategies I know now about spending smart!

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## Twenty-three: Fixating on books – maybe it's NEVER a book!

You know what? Many experts and top professionals have a great story to tell, tons of content with specific learnings that their audience could truly benefit from... and ZERO time, interest, and capability to write a book. Does that mean they shouldn't publish their work and share it with the world? Of course not!

Perhaps what they publish and what they sell is not a book at all, but rather an audio series. Maybe it's a video. Maybe it's a TV show. Maybe it's a podcast, a teleseminar series, or a private coaching process. For people to be fixated on "book, book, book" when what they really should focus on is "message, message, message," leaves a lot of folks out of the game as frustrated authors, when they could instead become successful information marketers – but NOT necessarily with books!

Thinking BROADLY is often as important as thinking BIG – so perhaps, for some of you, you should forget about your obsession with writing a book. Rather, focus on learning how to promote, package, and profit from your ideas, in whatever form you choose to share them!

### Resources:

<http://www.teleseminarsforprofit.com> \*

<http://www.articlemarketingprofitsecrets.com> \*

<http://www.membershipsitecourse.com> \*

**\*NOTE: You have FREE access to this resource inside the SpeakerCEO member area!**

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## Twenty-four: Taking commonplace communications for granted

When's the last time you sent a fax? This morning? Yesterday? Last week? What does the fax cover sheet you use look like? What does it say? Have you ever been hired to speak, consult, train, or coach because of what was on your fax cover sheet?

How about your email signature file? Here's a quick test –which link would **you** click on?

Sam Shramm  
<http://www.InternetWisdomFromTheMaster.com>  
555.888.9999

Sam Shramm  
Internet Wisdom from the Master  
Download 17 free special reports about making money online  
<http://www.InternetWisdomFromTheMaster.com/FreeStuff>  
Grab the Internet Marketer's Hidden Secrets Special Report here:  
<http://www.InternetWisdomFromTheMaster.com/SpecialReport>  
555.888.9999

Now let's look at your outgoing voicemail greeting – blah or BAM? Do people call in to your voicemail just to hear it and get a chuckle? Do they tell other people to call your number because your voicemail message is so funny, interesting, or different?

If you're not doing these things, each of these everyday communications touch points is a wasted marketing opportunity to show prospects and clients who you are, why you're different, and why they should hire you, listen to you, trust you, love you, buy your stuff, and pay you big money!

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## **Twenty-five: Leaving \$\$\$ on the table – NOT licensing your stuff**

Here's a complaint I hear all the time from my clients: "But David, I don't want to share my ideas with XYZ company (or ABC alliance or joint venture partner) because I'm afraid they'll steal my idea." Well, stop right there. What if we turned this whole scenario around, and started encouraging people to steal your ideas? And not just SOME of your ideas – how about ALL of your ideas?

Well, folks, that's called licensing, and it's a remarkably powerful way to spread your message and make a ton of money at the same time. A well-known leadership expert was asked to deliver a training program for a large company on the West Coast, and did a brilliant job. Then, the following year, a different division of the same company wanted a leadership program, but they wanted to use it in-house with their own facilitators.

This expert did something brilliant – he customized the manual to their exact specifications, offered it to them for unlimited internal use for one year, and got paid \$50,000. For re-writing and editing a 200+ page manual. Was it a lot of work? Sure it was! Will they "steal" his stuff? Of course they will! Is he getting paid handsomely from the "thieves"? Absolutely!! Question: What manuals, assessments, programs or methodologies could you license to let others "steal" your ideas in this win-win manner? Here's a great resource to get your juices flowing:

<http://snipurl.com/licensingsecrets>

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## Twenty-six: Size does NOT matter

Many authors and experts have complained that they don't think they have enough material to write a book. Guess what? In the book business, size does NOT matter. Hold on... Size actually *does* matter. But not in the way you think it does!

SMALLER is BETTER. And SIMPLER is BETTER, too. Do you want proof? Let's look at just one category – the management and business book sector. **Who Moved My Cheese?** by Spencer Johnson, MD, has been the best-selling business book for the past three years running. Ten million people have read it. It is less than 100 pages long, set in large print and copiously illustrated. It has been analyzed (by both humans and computers) to be written at the 4<sup>th</sup> grade level. An average 10-year old could cruise through the book with no problem.

**Fish!** has sold 4 million copies and clocks in at 107 pages. **The One Minute Manager** has sold over 9 million copies and it's 111 pages. And remember – all these books have SMALL pages – typically they are in 8" x 5.5" format, or roughly half the size of an 8½ x 11 piece of paper. So your 45 page manuscript that you think isn't long enough can instantly become a 90+ page book with the magic of typesetting!

Bottom line: people are busier than ever; time is at a premium – people want to skim, stop, start, and grab 'quick bites' of information. Keep that reality in mind, and remember that **SIMPLE SELLS!** If size does matter, then get busy writing your next SHORT book!

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## Twenty-seven: NOT investing in your business

Well, I've given you some hard-won advice from the standpoint of a real-life author, consultant, and entrepreneur. We've talked about not doing it alone, we've talked about not overspending, we've talked about not getting ripped off or paying the wrong people for the wrong things, we've talked about developing a healthy mindset around money, we've talked about banishing the feeling of overwhelm from your experience as a businessperson, we've talked about sharing your gifts with a world hungry to receive them (and happy to pay you good money for them!)

As a seasoned professional yourself, you realize that when it comes down to getting things done, you always have a choice – **spend the time or spend the money**. I personally have spent a LOT of both. I've written the books (both self-published and professionally published), built both an online and offline business, and have made almost every mistake in the book. Each day, I wake up and market, sell, write, speak, consult, train, and mentor people with whom I love to work. The one mistake I did NOT make is... NOT investing in my businesses!

After this intensive experience, I want you to be strategically and tactically equipped, with your clear game plan in hand, with accountability and focus built in, and a wealth of support, resources, and structure behind you. You'll be able to take back control of your business, build on all your successes so far, earn what you deserve, and finally prove the old saying true, "Nothing succeeds like success."

I'm very excited about the prospect of working with you personally, and making your book(s) – and the business that you'll build with them – a phenomenal success!

A handwritten signature in blue ink that reads "David". The script is cursive and fluid.

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<http://www.SpeakerCEO.com> and <http://www.doitmarketing.com>