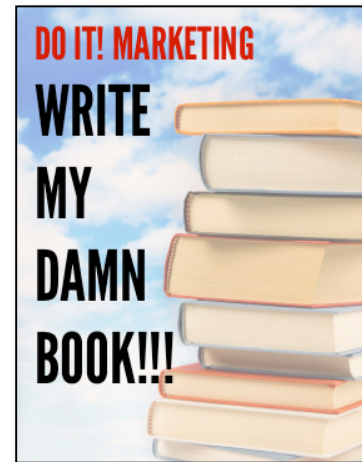


Write My Damn Book!

December 16, 2014

Welcome, everyone. This is the **Write My Damn Book** teleseminar.

Welcome to the call. Thank you in advance for investing in your success by implementing what you hear on today's call to help you write, promote, market and monetize a non-fiction business book built around your expertise.



Before we jump in, you need to know that **there is a special gift waiting for you later in this call**. Whether you call it a gift or a reward or a bribe, it's definitely going to be worthwhile hanging out til the bitter end. I'm also offering something that I've never, ever offered before so stay tuned to hear about that. If you want to get a REAL book deal with a real advance and real distribution that will change your business and probably change your life – as it has mine – this one resource is going to be insanely valuable to you. You'll see exactly what I mean a little later in the call.

I'll get to our agenda in a moment and as we're talking for the next 57 minutes or so, you may have questions. Please feel free to email me your questions. My email is david@doitmarketing.com. I may not be able to get to everyone's question, but I'll do my best on the call and I'm happy to follow up with you after if you didn't get the specific answer you need. Again, my email address is david@doitmarketing.com and just use the subject line QUESTION so I can see your question when it lands in my inbox.

Now let's dig into our agenda for today's strategy session...

What you will take away from our time together today:

- **How to get an agent** and why you need one in the first place
- **Self-publishing vs. traditional publishing** and how to decide which is for



you

- **Shortcuts, tools, and tactics** that make writing your book easy, effortless, and enjoyable
- **5 BIG traps, mistakes, and blunders** in book marketing and how to avoid them
- **How much revenue you can expect** from publishing a non-fiction book
- **How to write a killer book proposal** and pitch it to agents and publishers (and the #1 mistake that even experienced authors make!)
- **Specific resources** you can use right away

Even before we dive into all those goodies, you need to know that there's something exciting I want to share with you during our time together today. It's my new **Book Marketing Workshop** program. If you want to take a sneak peek right now, you can go to www.BookMarketingWorkshop.com. You're going to get plenty of content you can use right away whether you join that program or not – but much of this content is the tip of the iceberg of what you'll get in that program.

In fairness to YOU and in fairness to ME, I just wanted to put that out there as we get going. We may have time at the end of our call today to take some specific questions about that program and I'm always happy to answer your questions about it afterwards by email or phone.

Let me give you a bit of background on my own publishing adventures to set the context. I've written and co-written 9 books. Seven of them are self-published and two are with a traditional publisher.

My mistake was that I did them in 100% the wrong order. I put out the 7 self-published books between 2002 and 2006, then the first traditionally published book came out in 2007 from a small niche publisher, HRD Press. And then in 2013, I launched my first mainstream, major publisher bookstore book with AMACOM, which is also Brian Tracy's publisher. In fact, Brian and I have the same editor at AMACOM. That means zero but it's kind of fun to say to people who ask.

If you are positioning or repositioning yourself as an entrepreneur or executive who has expertise, I would recommend you do 100% the OPPOSITE of what I did.



When I work with clients 1-on-1 on their publishing strategy, we go ALL OUT to land a major publisher. Either McGraw-Hill or AMACOM or Portfolio or Harper Collins or Career Press. That's the league you want to play in.

The sound bite is – go with a REAL publisher for REAL credibility and platform-building power. And then supplement and complement those books with self-published resources to make REAL money.

Your first step in getting a book through to a traditional publisher is to get an agent. These days, it is practically impossible to get an acquisitions editor at a major publisher to look at your query or proposal package without being introduced and filtered through a top-notch literary agent.

What's interesting is that with the advent of independent publishing – we don't like to call it self-publishing – the major publishers are all inundated with more junk than ever before and so they've barricaded themselves behind email, voicemail, and rejection form letters that they print up by the truckload. They do not even look at most submissions over the transom. They are simply overwhelmed so today, an agent is a requirement.

Let's talk about how to get an agent. As I said, this USED to be an optional step for a traditionally published book. That is no longer true – it is now a necessity.

Two tips for you – and these sound incredibly simple, but most good book publishing and marketing advice IS simple, although sometimes not easy.

Tip #1: Ask a published author who believes in your work for a referral or introduction to his or her agent. Let me slow down and repeat that because a lot of would-be authors miss the KEY piece of that sentence: Ask a published author **who believes in your work** for a referral or introduction to his or her agent.

Don't ask a stranger. Don't ask an author you just met at a meeting or whose blog you read. These folks don't know you from Adam or Eve and they will NOT introduce you to one of their most valued business relationships, their literary agent.

My first book I sold to HRD Press after an introduction to the publisher from someone I had worked with for years. It was easy and safe for him to refer me. No agent involved in that one, but the introduction concept was key.

My second book was sold through an agent whom I met after asking for an introduction from my NSA colleague, Gene Marks, who is a seasoned small business author with 5 books, columnist for the *The New York Times*, *Inc. Magazine*, *Forbes*, and *The Huffington Post*. Gene knows me and my work and was happy to connect me with his literary agent. We hit it off, established a relationship and my agent sold my book to AMACOM in a week. Done deal and win/win for all concerned, including Gene who helped our agent make a nice commission.

Tip #2: Look in the **Acknowledgments section** of similar books to yours and find where the author thanks his or her agent. Make a note of the name, visit that literary agent's website, do your research and then approach them with a personalized letter. This is not quite as powerful as the introduction, but you'll at least have a shot.

Let's tackle Self-publishing vs. Traditional publishing and how to decide which is for you. I spilled the beans on this earlier about how I made this mistake myself early on. And I also want to give you an update on Kindle or ebook publishing.

I love independent publishing. And there are two and only two reasons to opt for a traditional publisher. But they are both SUPER important!

One is the opportunity to get mainstream media reviews. The sad truth is that the New York Times, USA Today, Wall Street Journal, and every major media outlet, website, business publication, industry and trade magazine will not touch a self-published book, no matter how great it might be. Traditional publishing opens the door to major media book reviews. Independent publishing closes that door – and hard.

Two is distribution, plain and simple. The major publishers will take care of putting your book in all the places it needs to be – in both the physical and online world. You will be in bookstores – if there are any bookstores left. You'll be on amazon, Barnes&Noble.com, 800-CEO-Read, and every online book distributor.



Your book will be in every English speaking country, including Canada, the UK, Australia, New Zealand, and some major European countries. You'll have the option to have your book translated into other languages based on demand. My book, for example, has been translated into Chinese, Russian and Arabic. Publishers will also take care of Nook, Kindle, Apple iBooks, Google Play and any other digital ebook format now and into the future. Your book will also be in a catalog and the publisher's sales team will sell your book to buyers. You'll get exposure from the publisher at book expos nationally and internationally. Self-publishing houses who SAY they do any of this are simply lying.

None of this costs you an extra dime with a traditional publishing house.

With self-publishing, each one of these things is impossible, impractical, stupidly expensive, or all three.

Folks often ask me about Kindle books and ebook publishing and the question is "Could I just publish my book on Kindle and get the same benefits?" My answer is no, no, no, and no. Kindle-only publishing is actually the **WORST** of both worlds. You still have to write the book; you still have to market the book; you still have to promote the book; and the only thing you have to show for it is electrons. You can't put the book in the mail; you can't send the book to a CEO or meeting planner; you can't use the book as a prospecting or sales tool; you simply don't have the **credibility, authority, and marketing power** of a printed physical book.

Next, we'll talk about **Shortcuts, tools, and tactics that make WRITING your book** easy, effortless, and enjoyable. And you'll also get some **BIG book marketing ideas** later in the call.

But even before we get to that – this is a good time for me to tell you about the new **Book Marketing Workshop**, how it works and what you'll get if you register for it today...

I've been working with speakers, consultants, and authors who want to publish, promote, and profit from a non-fiction business book for 10 years now. So many of them started this process flying blind and they didn't know what they didn't know. So I put together a course that teaches YOU everything that I taught them...



Specifically, this course will show you how to:

- **Sell More Books** WITHOUT breaking the bank with expensive advertising, phony amazon bestseller campaigns or crazy-expensive "book publicists"
- **You'll Know What to Do at Every Step** so that you build your "book marketing machine." We'll cover everything from how to get **high-profile book endorsements** from well-known experts; how to capture email addresses to **build your list**; how to garner **dozens of 5-star amazon reviews** and the KEY book marketing strategies you need BEFORE, DURING, and AFTER your book is published
- **You're Getting the EXACT Templates, Scripts, Emails, Announcements, and Followup Marketing Messages** I used to sell over **12,000 books** in **just 18 months**, gain **major media coverage** with reviews and interviews, and **continuously stay in the Top 10 amazon rankings** since my book's publication
- **You'll Start Building Systems** that will **support your book AND your business** as it grows so that you **get up every day knowing EXACTLY how to invest** your time, money, energy, and resources to **generate RESULTS**. (Including social media do's and don'ts, blogging, articles, and how to build your marketing and editorial calendars to maximize your book's success!)
- **You'll Implement a Perpetual Marketing Plan that fits YOU, your book, and your particular strengths**, personality and preferences AND sells your books, programs, and services - month after month, year after year. (We'll also explore how your book might be a great candidate for bulk book sales to associations, corporations, and non-profit groups. And you'll get the pitch letter template and specific instructions on using it!)

So that's the program I have for you. It's focused on exactly what you need to know to effectively market, sell, and monetize your first or next book.

If you're in front of your computer, click on over to www.BookMarketingWorkshop.com and you'll see the details of the program.

You can see on the site that this 7-module program is \$777.



If you join today before that big countdown timer expires, you'll also get some very cool bonuses.

Bonus #1 is a LIVE pre-program strategy session with me. You get to eat dessert first and we'll hop on the phone for a live Q&A that will help you get the very most out of the course. It's scheduled for this Thursday, Dec. 18 at 3pm Eastern.

Bonus #2 is even more personal help as you start to dig into the course via TWO live office hours Q&A calls that we'll schedule during January to help you absorb, apply, and expand on the book marketing ideas in the course. These will help you get unstuck and keep you moving.

Bonus #3 is the Book Marketing Workshop Master Resource Guide. Includes Tools (most are low-cost/free!) - People (vetted/approved by me) - Technology (easy & affordable) - This is a YUGE time and money saver!

Bonus #4: Bonus Swipe File (loaded with VIP-only extras - Crazy good!!) You'll get an additional treasure trove of: Book preview + followup emails - Website copy, headlines, subject lines (super-important!) – FIVE complete book proposals – FIVE complete book marketing plans. For all of these, I encourage you to copy – adapt – steal – USE 'em!

Bonus #5: Private Facebook Group for Book Marketing Workshop Members — Ask and answer questions, get advice, insights, and recommendations 24/7 in our private Facebook group. This is better than an all-night diner!

Now I have some fast-action bonuses for you that are only available for folks who register for the program before we hang up on THIS call. As in right here, right now.

The first of these is the crazy-good bonus I mentioned at the top of the call – I've never offered this before – it's my personal rolodex of 30 literary agents who specialize in non-fiction business books and who specialize in working with authors who are consultants, speakers, coaches and independent experts. There



are over 2,000 literary agents in the US and you'll waste a lot of time, effort, and money throwing darts at a random dartboard. If you register for the course right now at www.BookMarketingWorkshop.com, you'll get my handpicked list of THE 30 agents who might be very interested in your specific type of book.

The second fast-action bonus is TWO months in the Do It! Marketing Accelerator mastermind program. This program is a hybrid marketing training and mastermind program. It sells for \$277 per month and you're getting January and February for free as a way to personally support your progress in working through the Book Marketing Workshop. That alone is worth \$554 and remember, your whole investment in the Book Marketing Workshop is only 777.

The third fast-action bonus for the folks who register at www.BookMarketingWorkshop.com before we hang up the phone is **you're getting a DO IT DAY, which is a full virtual day of guided implementation** to take your most important book marketing tasks from your TO-DO list to your DONE list. This is happening on Tuesday, January 6th and that is a \$277 value as well – so at this point, your bonuses are worth more than your 777 investment in the course.

To take advantage of these special bonuses, go to www.BookMarketingWorkshop.com **right now** and you'll see the ADD TO CART button on that page. Click that, get yourself into the program and all the regular bonuses are yours. Plus my list of 30 agents. Plus 2 months in the Accelerator program. Plus DO IT DAY on January 6th. And you're also getting FIVE sample book proposals and FIVE sample marketing plans that you can model as a template and make your own. This is totally crazy but I want to give you everything. Those are all the bonuses and extras you'll get for registering right now at www.BookMarketingWorkshop.com

OK let's swing into the next section of our program, which is **Shortcuts, tools, and tactics that make writing your book easy, effortless, and enjoyable.**



Shortcut #1 – Your book is probably already 50-80% written. Unless you're fresh off the boat, you've been thinking about, speaking on and consulting or coaching in your topic expertise for years. Take all those assets – **notes, emails, presentations, PowerPoints, tools you share with clients, and other mechanisms you use to deliver the WORK of your work** – **collect, collate and curate those and you'll more often than not find that your book is 80% done.** All you need to add is some introductory material, some connective tissue for the transitions, and a nice conclusion and voila – your book is done.

Shortcut #2 is to write **micro-chapters**. Several of my books are standard 5x8 trade paper size and consist of short 1 or 2 page micro-chapters. If you can't sit down to write, you can be sure your readers often can't sit down to read! So make it short, simple, and easy to digest. I take it as a huge compliment when people tell me that my book is great because it's a perfect "airplane read."

Shortcut #3 - Another method is to take index cards – one concept per card and **storyboard your book**. The cards become the outline, the outline becomes the chapters, and the chapters become the book! I wrote one of my books in literally 10 days using this method.

Shortcut #4 is to **talk your book**. Using a **digital recorder, a transcription service, and a good editor** is the fastest, easiest, most painless way for you to produce a top-notch book in record time! Expect to pay between \$30-40/audio hour for the transcript and find a great editor for less than \$70/hr. If you want to use my editor, his name is Chris Murray and he is top-notch. And I'm a writer who HATES – really hates – being edited. Chris is masterful. His website is www.ChrisMurrayEditor.com - I make zero money by recommending him. He's just the best in the business. Hire him and you'll thank me later. Guaranteed.

Shortcut #5 is to **interview other experts on your topic**. Find experts in your field and simply call them or email them and ask them for their insights related to your book's topic. You will be amazed at what people will freely share with you simply because you asked. A bonus strategy here is to **CREATE** your next book based on these interviews!

Let's move on. **I promised you 5 BIG book marketing traps, mistakes, and blunders** and how to avoid them. So here we go...

Mistake #1 is publishing your book and then waiting by the phone.

Guess what? There's no marketing genie that comes out of the bottle as soon as you publish your book. I took a speaker to lunch here in Philadelphia who had TWO books, one from AMACOM and the other from McGraw-Hill. Over lunch, she complained that, "the books haven't done anything for my business."

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."

Mistake #2 Not putting together a killer book proposal

We're going to go in-depth on book proposals in the Book Marketing Workshop. **But 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.

THAT is a big mistake. 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!

The MOST CRITICAL part of your book proposal is the section called MARKETING. In the Book Marketing Workshop, I'll walk you through exactly what to put in there in agonizing detail. Later on this call, you'll get the quick skeleton of what needs to go into your proposal.

Mistake #3 is Having ONLY books in your arsenal

Books are great – but they are a secondary source of income. Even if you're a full-time author, you will NOT make a sustainable living on publishing books (unless your name is Seth Godin, Jim Collins, JK Rowling, or Stephenie Meyer). The rest of us will make money on what your book brings with it – credibility, attention, free publicity, and a platform on which to build other services, products and programs

that WILL bring you a VERY comfortable living.

What might those other products and programs be? The list is long, and limited only by your own imagination, initiative, and creativity. Let's get you started:

- Training Manuals
- E-books
- Workbooks
- Audio programs
- Keynote speaking
- Workshops, seminars, training programs
- Membership websites
- Mentor programs
- Bootcamps
- Consulting packages
- Certification and Licensing

Mistake #4 is thinking your job is something other than SALES

Tom Peters said it best: If you don't like sales, get another life. 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 100% 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. I can help you with marketing strategies, tactics, templates, tools – what to say and how to say it, what to do and how to do it – but it's YOU who needs to carry the ball into the end zone and score the goal.

Mistake #5 is 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 an author who's been around the block, done some great work, written a great book, and sells a keynote or a day of consulting for \$1,500 and the same author who wakes up one day, decides that enough is enough, and starts charging \$7,500 for the very same keynote or consulting day?

You know the answer. The difference is about \$6,000.

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'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
- They're paying other speakers \$500, 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 spinoff 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 writing, speaking and consulting career. But then I STOPPED charging too little. And you can, too. Both your spouse and your accountant will thank you.

Next up: How much revenue you can expect from publishing a non-fiction book and how to leverage that into a multi-stream income boost for your professional practice. I have **good news** and I have **other news**. For most people, it's not much revenue FROM the book. And it can be a TON of revenue BECAUSE of the book.

Your advance breaks down into 3 tiers, and, of course, your mileage may vary. In this case, it could vary a LOT:



Level 1 author, first book, good platform - \$5,000-10,000. Most \$7,500.

Level 2 author, second+ book, great platform - \$10,000-20,000. Most \$12,500.

Level 3 author, proven platform, secret sauce, bidding war - \$25k-150k+

Here's a crazy success story. A first-time author with a busy speaking schedule was introduced to a literary agent through Harvey Mackay. This gentleman got a \$225,000 advance in a 3-way bidding war with 3 publishers. Did I mention introductions are an important key to your success?

How to write a killer book proposal and pitch it to agents and publishers (and the #1 mistake that even experienced authors make!)

First, let's cut to the good stuff – the #1 mistake. The mistake is simple. You think the book proposal is a literary document. It is not. It is a sales document. Plain and simple.

Think about what sales documents do – what they are – how they look – what they convey.

First big a-ha insight is that successful sales documents – like websites, one-sheets, and glossy brochures, are primarily VISUAL. Visuals convey 30 TIMES more information to the brain than text alone.

So you need to use juicy visuals – photos, high-end clip art, diagrams, concept maps, infographics.

Think in terms of a sales document, not a literary document.

And again, as part of the Book Marketing Workshop, you will work on crafting a top-notch book proposal...

But even before you get there, here are **a few key things** you need to understand about the book proposal:

1. It needs to include a **marketing section** that makes up about 30% of the full proposal. You need to unleash a storm of indisputable points of proof that you are 100% willing, able and excited to market the devil out of your book to an eager, targeted, and specific audience.
2. **In your competition section** – every literary agent will jump out the window if your proposal says, “this book has no competition” because that means there is zero proven demand for your type of book. My book, for example, competes with Duct Tape Marketing, Guerrilla Marketing, and a ton of sales books. Fast forward to where we are today – I have book blurbs and endorsements from those same fabulous people – John Jantsch of Duct Tape Marketing, Jay Conrad Levinson of Guerrilla Marketing, and many other marketing, sales, and business growth gurus. Your book is only going to be viable if it HAS competition – strong, bestselling competition!
3. **In your author bio**, you must make it abundantly clear that you have the marketing, promotion, media, and online chops to pull off the marketing outcomes that you promise in your marketing section. Everything counts – your web traffic, your social media profiles, your client list, your speaking schedule, your consulting projects, your roster of past clients, your corporate career and connections, your media interviews.
4. **The sections of your proposal** will include the following:
 - Cover
 - Title page
 - What people are saying about you and your work
 - Proposal contents
 - The pitch – executive summary
 - The audience
 - The competition
 - The Author’s promotional platform and plan
 - Book contents and specifications
 - Chapter summaries
 - Full sample chapter



I'll read that list over to you again and you'll also get this in the transcript.
OK, we're in the home stretch.

Now for the gift – whether you decide this is the right time for you to join the Book Marketing Workshop or not, I want you to have these two gifts to help you make 2015 the year you write your damn book and skyrocket your success.

The first bonus gift is a digital copy of **“27 Ways NOT to Get Burned Building Your Business Around Your Book”** that contains a ton of ideas that will help you put together your strategic publishing plan. It will walk you through 27 specific areas so you can begin to implement the ideas you got on this call.

The second bonus gift is your **Book Marketing Cheat Sheet: 7 Proven Steps to Marketing, Promoting & Profiting from Your First (or Next) Book**. People have told me this is a massively helpful summary and overview of the whole book marketing process so you're getting a free copy of that for hanging in with me.

Here's the recap on today's special offer. If you enroll in the Book Marketing Workshop today at www.BookMarketingWorkshop.com, you'll get the LIVE pre-program strategy session on Thursday Dec. 18, two office hours Q&A calls live with me in January, the Master Resource Guide with all my personally recommended tools, people, and technology, the five book proposals, the five book marketing plans that you can use as a template and model – and then for folks who register before this call is over you're also getting 2 months in the Do It! Marketing Accelerator program PLUS the DO IT Day on Tuesday January 6th, and that's worth \$831 alone, plus you'll get my personal rolodex of 30 literary agents who specifically work with authors like YOU who are writing a non-fiction business book based on your professional expertise.

To take advantage of this special offer, go to www.BookMarketingWorkshop.com and scroll down to the ADD TO CART button – register right now and you'll get the full 7-module Book Marketing Workshop plus every single bonus and the fast-action super bonuses we just talked about.

At this point, all you need for **book marketing success** is a HUG.



And HUG is an acronym for:

Hunger to **play bigger** - **Urgency** to **act bolder** - **Gameplan** to **get better**

Thank you for spending this time with me and I'm looking forward to seeing you in the Book Marketing Workshop course if it's the right time for you to get going on your evil plans for world domination. I'd love to be on your team to help make that happen.

Now let's open it up for questions – what questions do you have about what we talked about today or about the Book Marketing Workshop course itself?

[Q&A]

Thank you, everybody and bye for now!