

Create High-Profit Products From Your Book

Most authors fall in love with their books.

While there are clear advantages to creating a unique message that is worthy of sharing, using your book as your mainstay of income is a very slow path to significant money.

For most author's, it's a dead end.

Over 300,000 new books are published each year and less than 5% sell more than a couple hundred copies. Even if an author wrote the book themselves, editing, proofing, design, and a myriad of other publishing costs will wipe out the first few thousand dollars of profit.

Selling *just* your book is not a path to riches.

However, authors CAN reap huge financial rewards *because* of their book, not necessarily from the book itself. This blueprint will be your guide to creating a bankable brand that can earn you more money from additional products and services.

You'll use your book as a lever for profits, not depend on it as the main driver of revenue.

Strategy

Create a brand that is unique. What can you say that nobody else can? What unique perspective can you bring to your clients? Is your position in the marketplace, "I empower entrepreneurs"? Yawn...that is more than lame, there is absolutely no tangible benefit to your clients in that statement.

If you use platitudes and generalities, nobody cares.

Be slightly controversial.

Be bold.

Deliver a tangible benefit that your clients are HUNGRY for!

Your book can announce your unique strategy or it can elude to it. Curiosity brands and titles can work wonders to interrupt the flood of meaningless messages that switch off our brains. Read Seth Godin's book, *Purple Cow* to understand why just being unique, isn't enough.

Your book and brand must also have an emotional hook to it. Humans are emotional creatures. What emotion do you evoke when designing your book and brand? Take a

look at the following list and check off the emotion you are targeting, associated phrase and desired response:

Emotion	Key Word or Phrase
Love, greed, lust	attraction, hypnotic, intoxicating, arouse, passion
Joy, zet, pride, content	enthusiasm, bliss, exhilaration, optimism, triumph
Surprise, wonder	curiosity, amazement, astonishing,
Anger, rage, disgust	resentment, jealousy, aggravation, frustration
Sadness, disappoint	agony, despair, hopeless, sympathy, remorse
Fear	anxiety, apprehension, worry, distress, dread

Of all of these emotions, fear and greed are the largest 2 drivers of change and action. Implement one or more of these emotions into your messaging to stir thought among your readers.

List your key emotional driver_____.

Modality

In order to monetize your book, there are dozens of products and services you can offer. For the most part, all of these products and services will reflect and mirror the emotional hook of your message.

When you change the modality and depth of your content, you can change the price to match or compete with industry standards. The more personalized and exclusive your content, the more you can increase the price. The bottom line is, the more “you” that is delivered, the more you can charge (provided you deliver great value!)

Most books have a value of \$10-\$25. Your other products and services will vary in cost and value. Strangely, your vertical products are often easier to create than your book!

• eBook	\$0-\$10	Repurpose your book
• 3-5-part video series	\$29-\$107	Record take-aways
• Software	\$15-\$197	Outsource App developer
• Workbook	\$37-\$97	Repurpose your book
• Workshop	\$97-\$997	Teach your book
• Weekend retreat	\$197-\$4997	Invite collaborators
• Membership	\$7-\$97/month	“Chunk” your perspective
• Consulting	\$2,00-\$25,000	1-on-1 customization
• Affiliate products	\$10-\$197	Vertical products & services
• Sponsorship	\$2,000-\$10,000	Vertical companies

The following step-by-step checklist will help you organize your other products, publish them in a protected manner, set up a lead capture system, collect data and monetize your brand.

The process to create your other products is brain-dead easy compared to writing, editing, designing and publishing your lowest ticket item... your book.

Successful authors with only 1,000 people in their community can realize a six-figure income from the “long tail” approach to building a business. Becoming a best seller, while admirable, never guarantees financial success.

Building value for you clients does.

CAUTION: You can go overboard when creating your product funnel. The choices and options are overwhelming once you start to peek behind the curtain. Let’s segment what you need as a MINIMUM and how each of these elements dovetail into your business.

Platform

People go online for a reason. They tend to view websites and social media channels for entertainment, information and interaction. You don’t need to have an online presence that does all three of these (informs, entertains and interacts) before you start. One or two of these is a great starting point.

You do, however, need to be where YOUR clients are.

- If your market serves teenagers, you’ll need an Instagram account.
- If your market consists consultants, you’ll need a LinkedIn account.
- At a minimum, your website, Facebook & a YouTube account is necessary.

You can branch off into Pinterest, Twitter, Tumblr, Reddit, and dozens of other sites that may or may not bring you more exposure and internet traffic. As an author, we’ll assume you have an Amazon account and author profile.

This following checklist assumes you own the minimum of the big three (Your website, Facebook & YouTube) properties to build your brand, launch your book and monetize it properly.

Step 1: Establish Your USP

Begin with your USP (unique selling proposition). What can you say that is not being said by others? What perspective can you bring to the topic that is unique and interesting? What additional value are you adding? Write you USP below.

Your USP isn't always the same benefit for your client. For example, the old USP "Have it your way at Burger King" was about building a custom burger. (Difficult to read that without signing the jingle-right?) But the benefit to the customer could be "I hate pickles." What SPECIFIC benefit will your buyers garner from your USP? How will their life improve? This may be different for different segments of your community, so write down your top three.

Now that you have your USP and specific benefit, let's create your products. The first thing you should create is your sales copy. The art of writing benefit-laden sales copy will help crystalize your USP and get your brain thinking about case studies and any bells and whistles you want with your product.

Write your sales copy BEFORE you create your product.

Good copywriters make a living using emotion-based phrases and story-based selling. Great copywriters can charge 5 or 6 figures for a high performing sales letter. There is no software, shortcuts or hacks to writing good or great copy. You have to either hire it out or learn it.

While it is a good idea to study copywriting in and outside of your industry, don't forget who you are targeting. The mind thinks in pictures, so not only must your copy create images in the readers mind, the layout, colors and images must also be in alignment with your demographic.

Study the design of well-crafted landing pages. Look at the colors, placement and images they use. When you look over an impressive sales letter, where do they put the testimonials? What did you feel?

Recall the last online purchase you made and ask yourself why you bought? When did you decide? What objections did you previously have that were answered?

Read *Cashvertising* by Drew Eric Whitman. Look into *Auto Responder Madness* by Andre Chaperon. Read *Pitch Anything*, by Oren Klaff. These authors understand the psychology of copy.

Once you have your sales copy, it'll be time to create a power point and/or video. When you record your solution on camera (with or without a supplemental power point presentation) you are creating visual and auditory learning modules. When you record with video, you capture both visuals and audio, of course.

Step 2: Create Great Content

To get the most out of your first product, get a professional journalist or interviewer to talk to you about your solution and the implication of that solution.

You can do an interview nowadays via Skype or Google hangout. If you are using Skype, I personally use www.ecamm.com/mac/callrecorder for my Mac.

If you are using a Google hangout, it is automatically recorded using YouTube. For a great tutorial on using Hangouts, [click here](#).

Once you have recorded your USP, outlined your methodology or solution, recorded the education and disseminated your solution, you can slice and dice your brilliance into a pdf, workbook, course or members area.

Step 3: Transcribe & Segment Your Content

Transcribe the content. There are dozens of transcription services. The automated ones require too much editing. Hire a native English-speaking person (search medical transcription service). They can generally do this in a day or two.

Strip the audio directly and create a podcast. Simply uploading the audio makes for a very weak podcast, however. It is best to add some “sweetening” and a bumper to the beginning and conclusion of the broadcast. You may want to record a separate call to action and insert 1-2 commercial breaks as well, to give it that on-air feel.

Once you have your document, audio and video, you can create a workbook and series of questions to compliment the content. Get your work book professionally designed to increase the value. For the digital version, go to www.fiverr.com and hire someone to create a pdf with fillable forms. That way, your workbook can be online. [Click here](#) to use my vendor.

Take the questions from the interviewer...expand them. Give examples. Take screen shots online and use these visuals in your products. Be sure to only use screenshots of relevant websites and case studies so they are evergreen.

If you provide links in your content, there are two areas consider.

1. Internal links. When you link back to YOUR website, page, blog or resource list, you bring your clients back to “home base.” This can get them used to seeing you, your brand and feel comfortable using you as a resource.
2. External links. When you link to outside sources, you give up leading your clients to your website, but you build authority by saying, “Hey...I know other resources, in addition to my own...I’m here to serve, not sell.”

Both links are important for you as a marketer (point 1) and as a brand (point 2). Using both links in the appropriate setting.

NOTE: When you print up your workbook or materials for live events, hyperlinks don't work on paper (obviously). So be sure to include the actual URL. For example, my outsource provider on Fiverr (above) URL is www.fiverr.com/creativelog. But on this digital document, I merely made "click here" a hyperlink to allow for a smoother read.

You now have the core content to produce a:

- Video training series
- Workbook
- Podcast
- eBook

For your consulting, retreats, etc. you'll use the above products as handouts. Get them professionally printed and laminated. For eBook covers and workbook covers, use a professional designer. If you are charging thousands for your "live" events, your materials should reflect your value. Some marketers go so far as to print up leather binders and offer resort style retreats.

Events are an entirely different business model than creating physical and digital products. If you have experience with running events, you know how time consuming and stressful it can become.

If you have the ability to hire a meeting planner, do so. If not, consider joint venturing with a partner who is targeting the same audience you are. Spreading out the cost, responsibility and resources eases the burden.

If you are hosting a low-cost event, consider getting sponsors to assist in recouping your costs. The more a sponsor invests, the more exposure they'll expect. Be sure to balance this out appropriately. People don't mind a commercial or two provided they get good value from the event.

This blueprint is not designed to take a deep dive into the world of events. While events can be very lucrative, your first steps as an author/marketer is to create your vertical, digital and evergreen products.

For any questions, please contact me.

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