

ENTREPRENEURIAL AUTHORIZING

**THE EASY WAY TO BECOME AN AUTHOR AND
RESPECTED EXPERT IN YOUR FIELD**

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Introduction

Whatever your field, it's unlikely that you're alone.

You have competitors.

People with products and services similar to yours already have a solid grip on the customers in your market. People with similar products and services to yours *want* a solid grip on your customers.

And new people with products and services similar to yours are coming through all the time looking to take a slice of everyone's customers and to conquer the market completely for themselves.

As an entrepreneur, you can't rest for a minute. You want to grab every advantage you can to make sure that your customers stay with you... and that everyone else's customers come to you and stay with you too.

The best advantage you can have is to position yourself as the number one expert in your field.

You might have competitors, but you want to be the one they're trying to beat. You want to make sure that you have a natural and unbeatable spot at the top of your field.

There's a very easy way to do that...

Nothing turns entrepreneurs into acknowledged experts in their fields faster than becoming published authors.

As soon as someone describes you as "the author of..." the respect people feel for you goes right through the roof.

You're no longer just another marketer explaining the secrets of traffic generation or another financial advisor explaining how to build a portfolio or another mortgage broker with a formula for negotiating mortgage rates.

You are *the* expert on traffic generation. You are the "Professor of Portfolios" or the "Mortgage Master" or whatever it may be. As the author of a book, you are way ahead of the pack and in a position that your competitors just can't reach.

Suddenly, you don't have to work hard to build trust. The fact that you have a published book proves that you are worth listening to. People assume that whatever you have to say is worth hearing.

They'll listen to you, they'll buy your book, they'll pick up the products you recommend, and they'll talk about you with their friends and colleagues.

If you're on the speaker circuit, being a published author gives you a valuable product to sell. It can also give you a ticket to the more valuable conferences and seminars, and provide you with the sort of name recognition that you can't get any other way.

Before I published *The AdSense Code* with Morgan James Publishing, I was giving occasional talks at seminars and conferences around the country.

Since that book came out though — and since, with their help, it became a *New York Times* bestseller — I've been in constant demand. I've been able to increase my speaking fees, sell many more of my products and Coaching Club memberships, and enjoy a lifestyle that's *even* better than the one I had before.

But you probably know that being an author can bring all sorts of fantastic benefits. What's less clear is how to go about becoming an author.

Traditional publishers are known for being a difficult bunch. They expect a proposal that's almost as long as the book itself. They'll then take months to assess it.

And then they'll usually reject it.

If they do accept a book idea, they'll pay tiny advances — if they pay any at all — and microscopic royalties, but they'll expect to be able to dictate timelines, design and even content.

They'll give the author maybe one or two copies and expect him to buy the rest himself.

And if the book doesn't sell after a month or two, it's gone forever.

To me, that just smells of being an employee. You're working according to someone else's clock and someone else's instructions... and you're not even getting a guaranteed paycheck at the end of it.

Entrepreneurial Authoring, the approach created by Morgan James, the publisher I chose to bring out *The AdSense Code*, solves all of those problems.

If you fancy yourself as the next Dan Brown, then it's probably not for you. Fiction doesn't really suit this model. But if you want to be the next Joe Vitale or Jay Conrad Levinson or the leading acknowledged expert in your field, then it could be exactly what you're looking for...

...the easy way to becoming a recognized published author.

In this short guide, I'm going to explain how Morgan James can help you to publish your book on their new entrepreneurial imprint, [Made Easy Publishing](#). From this time forward, I'll refer to the publisher as Made Easy Publishing.

I'll explain the principles behind Entrepreneurial Authoring and I'll discuss the advantages it can bring for any small business owner.

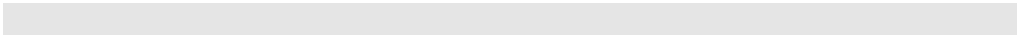
I'll then talk about your book itself. I'll discuss the sort of books that Made Easy Publishing is looking for, and which you should be producing, and I'll suggest ways to identify good topics.

Writing the book doesn't have to be hard either. If you're worried at the thought of sitting in front of a keyboard for hours every day, then don't worry about a thing. I'll explain how you can write your book without breaking a sweat.

And finally I'll talk a little about marketing.

Like most publishers, Made Easy Publishing leaves the bulk of the promotion work to its authors. Unlike conventional publishers though, it also offers training from successful authors. I'll discuss the Entrepreneurial Author University made available by Morgan James and Made Easy Publishing, as well as mention some other ways that you can promote your book and make the most of the expert status that your book will bring you.

So let's get started!



1. What Is Entrepreneurial Authoring?

If you've ever tried to publish a book with a traditional publisher, you know how difficult it can be.

And if you've never tried, let me tell you... it's very difficult.

When David Hancock, the founder of Morgan James Publishing and a successful mortgage banker, tried to do it he just found himself coming up against wall after wall.

After spending hours typing out his manuscript and working on his ideas, the only interest he managed to generate was an interesting pile of rejection letters from traditional publishers.

Those publishers weren't interested in David's book or in what he knew as a mortgage banker or in what his knowledge could do for other mortgage bankers. They were only interested in what his book could do for them.

Eventually, David did manage to find a publisher. But after two months of headaches and bureaucracy, and just as he thought his book was heading to the press, the publisher told David that it wouldn't be out for a couple of years... and that it would cost him \$25,000 in design, print and marketing fees.

He didn't pay that much but he did have to pay, and the result justified the expense. His income as a mortgage banker doubled.

But when his second book ran into exactly the same sort of problems as the first, David figured there had to be a different way of doing things. There had to be a way for entrepreneurs to bring out books that people would be interested in reading and that could benefit the author, the public and the publisher.

That's the goal of Entrepreneurial Publishing.

You can think of it as combining the accessibility of self-publishing with all of the advantages of traditional publishing.

The first major advantage that Entrepreneurial Authoring offers authors that no traditional publisher will provide is that **you keep all of the rights to your book.**

That's a huge plus. Sign up with a traditional publisher and you're effectively kissing your ideas goodbye. If they give you an advance — and they won't always — it could be as little as \$1,500. In return, they decide what happens to your ideas. You can't sell them as an ebook or put them on tape or deliver them in any other format without the publisher's permission.

For a really tiny fee, you hand over control of one of your most valuable assets: the ideas that help you stand out in your marketplace.

With the Entrepreneurial Authoring model, the book is yours, the ideas are yours and you're free to do with both whatever you want.

If you want to put the same content in an ebook and offer it for download, that's fine.

If you want to break off chapters, develop them in more detail and sell them separately, Made Easy Publishing will have no problem with that.

If you want to create online courses based on your book's content, Made Easy Publishing is not going to stand in your way.

As far as Made Easy Publishing is concerned, a book is likely to be the number one way of communicating your ideas and turning them into cash. If you know that some other method can work for you too, only an Entrepreneurial Authoring model will let you make use of them.

You also get to buy as many copies of the book you want for no more than the price it costs to print them.

Again, that's a giant advantage. Publish a book with a traditional publisher and you might get one copy to put on your shelf and one to give to your mom, but if you want any more, you'll have to walk into a store and buy them.

That means if you want to sell your books at a seminar, you have to buy them in a bookstore first. If you want to sell them online, you'll have to buy them in a bookstore first. If you want to hand them out to clients as freebies to show off your expertise, it will cost you the cover price each time. (And remember, the publisher now owns the rights, so you can't just run off a cheap print for your own use.)

The Entrepreneurial Authoring model lets you produce a professionally designed and printed book, complete with ISBN number and impressive dust cover, for no more than the production costs.

But unlike a book from a self-publisher, a book created by Entrepreneurial Authoring doesn't have the author as the only reader. Made Easy Publishing's books are distributed by Ingram, the world's largest book distributor.

Your book won't only be available from your website. It will be available on Amazon, and from Borders, Barnes and Noble, and just about every major bookstore you can imagine.

You'll have the pleasure of walking into your local bookstore and seeing your book, with your name on the spine, sitting right there on the shelf. You'll be able to organize readings and signings, and promote yourself in your local press as a local author. You'll have the sort of image that's usually only reserved for people who have fought publishers for years and signed away their ideas for the privilege.

And you'll get a much larger slice of the sales from those bookstores too. Traditional publishers generally pay between 4-8 percent in royalties. **The Entrepreneurial Model pays as much 20 percent of the sales price to the author.** It's your book, after all. The publisher is just helping to put it in front of an audience. You should get the rewards.

But even at 20 percent, I still wouldn't rely on royalties as the main reason for using an entrepreneurial publisher instead of a traditional publisher.

What attracted me to Made Easy Publishing's approach to publishing — and the reason that I've asked them to produce my next book, even though I've had great offers from some very well-known traditional companies — is the control.

If I were to sign up with a traditional publisher, I would have no say over the design of the book.

I would have no say over the publication date or the typeface.

I would have no say over the style, the table of contents or the general approach.

The publisher would tell me when they want each chapter, would be free to edit what I write as they see fit... and they would even be able to tell me what I can and can't include.

That's the killer.

I don't want someone who knows nothing about AdSense trying to second guess what the people I'm trying to help want. I certainly want advice from professionals in the book business about making the book flow. I'm happy to listen to suggestions from people with tons of experience for ways to make the book better.

But when it comes to content, I want the last word.

And I also want to be free to tell my readers about the tools, software and other services that I've found helpful.

A lot of traditional publishers won't like that. They certainly won't like authors to use their books as long sales letters that recommend that their readers use their services.

If you're planning to use your book to promote yourself and your services as well as provide information to your market, you can forget about using a traditional publisher. If you put in a call-to-action, they'll cut it out.

If you put in your website URL, there's a good chance they'll remove it.

If you tell readers that you've set up a special training club for people who want personal help implementing your strategies, it's very likely that they'll delete that section.

This really goes to the core of what it means to be an entrepreneurial author rather than a traditional author. Like a book written by a traditional author, **it's vital that your book contains real, valuable information.** Made Easy Publishing won't publish something that's nothing more a long sales blurb. But while a traditional author writes his book then sits back and waits for those small royalties to come in, an entrepreneurial author uses that book to leverage himself in the marketplace.

He uses it to sell more of his own products. He uses it to increase his value on the speaker circuit. And he uses it make sure that he's seen as the number one expert in his field.

The Entrepreneurial Authoring model recognizes that publishing can do more than sell books. It can also create status, recognition and value for the author. It turns your name into a brand that you can use to increase your revenue in any number of ways.

So what sort of book should you be writing?

2. Targeting Your Niche – How To Choose A Topic That You'll Enjoy Writing And That People Will Want To Read

It's pretty rare for a publisher to actively search for authors. Most publishers have giant piles of unsolicited manuscripts that have to be read, checked... and for the most part, rejected.

Made Easy Publishing is no different in that regard. They're selective about what they print. For one thing, they certainly won't publish anything immoral. If you can't show it to your kids and say, "I wrote that," they won't touch it.

But although Made Easy Publishing, unlike self-publishing companies, doesn't charge a publishing fee, they're not interested in seeing authors pay the \$4,000 or so that it generally costs to design, edit and publish a book that isn't going to give that money back in spades.

If they don't think a book has the potential to sell or to raise the author's status, they won't publish it. That means that they reject a huge percentage of the manuscripts they receive.

They're interested in helping entrepreneurs and their markets to make money. They're not interested in publishing books that no one wants to read.

After all, they only charge for the costs involved in creating the book. If the book doesn't sell, they don't earn a penny. They'll just have wasted their time and the author's time too.

It's in Made Easy Publishing's best interest then to make sure that the books they publish are successful... and to choose the right books and authors to bring that success.

So with so many manuscripts piled up in the Made Easy Publishing offices, why are they actively looking for authors?

The reason is that they aren't looking for any old authors.

They're looking for entrepreneurial authors.

The people at Made Easy Publishing recognize that entrepreneurs and successful small business owners possess huge amounts of valuable information that can help other people to develop their businesses.

If you've been successful in your field — whatever your field might be — then you've got knowledge that other people will pay to learn.

Maybe you know how to bring traffic to a website. Or flip properties. Or build a conservatory that increases the value of a home. Or turn a struggling coffee shop into a chain to rival Starbucks.

Whatever your expertise, if you can turn your knowledge into practical advice that others can copy and benefit from, then people will want to read it, your book will be a success and Made Easy Publishing will want to publish it.

2.1 Finding Your Niche

The first thing to do then when thinking about a topic for your book is to identify what you know. The sort of information that you take for granted — the sort of knowledge that it's taken you time to learn and implement — is exactly the sort of information that is likely to sell the best.

If it's taken you a while to figure out a strategy that works in your field, then people will pay to save the time and effort of trying to work it out for themselves.

It took me a long time to experiment with AdSense ads and decide which placements, color schemes and keyword targeting systems work the best.

People buy my book because they don't want to have to go through that whole process in the way that I did. They want to leap straight from site launch to high AdSense clicks and they're prepared to pay to find out how to do it.

That's a smart choice. The months it took me to figure out AdSense were months that I wasn't earning from optimized ads. Not knowing AdSense right from the beginning cost me money. (And when you

consider that I now regularly earn over \$20,000 a month from AdSense, those months of experimenting instead of implementing were very expensive indeed!)

As long as *The AdSense Code* sells for less than the amount of money someone will lose by going through the process himself (and perhaps not getting it) not buying the book is always going to be a bad business decision.

Trying to save money by skipping the price of the book will cost them much more money in the long run.

If you can help do the same thing — *put other people in a position in which it pays them to buy your book* — there's no reason why your book shouldn't sell as well as mine has.

If your AdWords campaigns bring you plenty of traffic that you turn into cash by selling goods or sending them to advertisers, that's cash that people who don't buy your book won't get.

If you have a special checklist that lets you identify property with potential in a flash and sell more real estate, those are profits that are unavailable to people who don't know your system.

And if you do something special to a conservatory that adds thousands of dollars to the price of a home, those are thousands of dollars that people who don't know how to build a conservatory like yours can't lay their hands on.

In short, any strategy that you know that earns you money — and could earn other people money too — could be turned into a book that Made Easy Publishing would want to print.

Just think about the strategies that you implement every day, imagine yourself teaching someone else how to create a business that's as successful as yours, and you'll be on the right track towards a profitable book.

Of course, that doesn't mean that book ideas that help people generate extra income are the only ones that Made Easy Publishing is looking for.

Made Easy Publishing prints books that cover a wide range of different topics. So if you have an AdSense-optimized website that tells people how to win at computer games, for example, they might be interested in a book that explained your ideas.

Again, the book would still position you as the leader in your field, letting you sell more products and make a splash at conferences related to your topic. And it would have a market that could benefit from the content the book contains — in this case the benefit would be completed games rather than extra income.

But ideas that help make money are always going to be an easier sell and are likely to generate higher profits than books on other topics.

The best thing to do then is to try to figure out how the knowledge that you possess could help people make money.

If you wanted to write a book about computer gaming, for example, instead of just explaining how to get past some mean dragon in World of Warcraft, maybe you could discuss strategies to pick up valuable items and sell them on eBay.

If you wanted to teach people how to fold origami dinosaurs, maybe you could include chapters that tell readers how to market themselves as children's entertainers.

If you know how to make killer raw food desserts, maybe you could add sections about selling them to health food stores.

Whatever your ideas, and whatever specialized knowledge you possess, as long as it can bring real benefits to people, Made Easy Publishing will be interested in helping you to turn it into a book.

2.2 Take Your Readers By The Hand...

Choosing a topic for your book is likely to be fairly simple. You probably know exactly what you want to write about already. Much harder for most first-time writers is understanding *how* to write the book.

In the next chapter, I'll explain a number of ways that you can write an entire book without touching a pen or a keyboard if you don't want to. But before you even begin the process of getting your ideas down, it's important to understand how to organize your book.

The most important point to understand about the book that you produce is that nobody wants to buy it. No one ever wants to buy a business book.

They want to buy the results that that book can bring them.

A book is just the best way to transmit the ideas that are going to help your customers to manage their real estate better or build more profitable websites or invest smarter or whatever it may be.

If your readers could get that same information any other way with better results then you shouldn't be writing a book. You should be producing a DVD or whatever method of communication would work best.

A book though lets people understand your strategies in their own time and at their own pace. If your readers don't understand a particular approach that you recommend, they can go back and read that section again. That's much harder to do at a seminar or a workshop with lots of other people.

Again though, that means that your book has to be able to deliver solid results to your customers. When they implement your strategies, your customers have to be able to see their income rise, the returns on their portfolio increase or their business grow.

When I get emails from people telling me that their AdSense earnings increased by 300 percent or whatever it may be after they implemented my strategies, I know my system works. Your book must be able to generate those sorts of responses too.

You do that by making your strategies as easy as possible for your readers to implement. Your readers should be able to pull your book off the shelf, follow the advice it contains and see the results.

So make it simple and keep it practical.

You could organize your book as a step-by-step guide, with each chapter letting the reader complete one task before moving onto the next. That would give the reader a taste of success at the end of each chapter and motivate him to keep going.

You could make each chapter about one particular topic, such as choosing renters for residential properties or identifying keywords for AdWords or selecting fonts for a business card or whatever it may be. That would allow the reader to simply dive into that chapter whenever he needed to know about that topic.

You could subdivide each chapter into clearly marked sub-sections so that the reader doesn't feel that he has to read page after page to get the advice he needs.

And you could look at another business book that you've found useful and follow that book's format too. There's nothing wrong with copying a book's structure — just don't copy the content! Plagiarism is always a big no-no.

In short, you want to take the reader by the hand and guide him directly to the success that he's bought your book to achieve.

Make it as easy as possible for the reader to do that.

Use simple language that anyone can understand.

And make sure that you do all of your reader's thinking and planning so that all he has to do is take action, and you'll have the sort of book that can generate sale after sale.

Now I'll explain how you can write that book without breaking a sweat...

3. Writing Your Book... The Easy Way

When I tell people that they can write a book, they often look at me like I've just told them that they can climb Everest. They're terrible spellers, they tell me. The only thing they've ever written is checks, they say, and they've always hated doing that. English was always the subject they liked least at school. They couldn't possibly write a book...

Wrong.

Anyone can write a book. And anyone can write a book that sells like hot cakes.

Sure, you might never have won a spelling bee or know the difference between a semi-colon and a colon but it doesn't matter. Unless you want to write a book on how to spell words like "onomatopoeia," no one's going to pay you for your writing knowledge.

They will pay you though to find out how you managed to grow your business, sell mortgages, win traffic, convert leads, build lifelong clients or do whatever it is you do so well. The words that end up on the page are just the means to do that, and Made Easy Publishing

will be happy to help you get those words down as easily as possible.

3.1 The Entrepreneurial Mastermind Group

The first thing that Made Easy Publishing will do once they accept your book idea is set up an Entrepreneurial Mastermind Group. The group consists of their creative and design experts, and it will get together to talk about the look of the book, its cover, the sort of content it could include and the price point.

Unlike traditional publishers though, the group won't tell you what to do. It's not going to meet in secret and give you a list of its decisions.

Instead, it will teleconference with you and you'll work with the group's members as a team to create a book that can sell. You'll still be expected to produce a book based on your ideas and your strategies. The group's publishing professionals will simply give you their expert advice on how you might turn those ideas into a top-selling book.

When I came to create *The AdSense Code*, I found their advice invaluable. Just look at the cover they came up with for me!

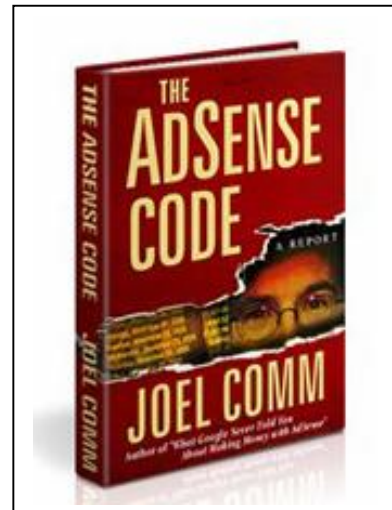


Fig. 1. Made Easy's design staff have some great ideas!

The group's job is to make your job as easy as possible so that you know what to write and how to write it.

So how should you do the writing itself?

There are a couple of very painless ways...

3.2 Become A Dictator!

You've heard of Jamie Oliver, right? He's the British chef who's shown that there's more to English cooking than baked beans and mushy peas. His cookbooks sell for about \$35 a copy and have made him into a millionaire many times over.

Yet, he practically flunked out of high school and can barely write a sentence. In fact, he didn't write a word of any his books.

He dictated them.

All he did was buy a small digital voice recorder (they cost anything from \$35) and talk into it as though he were explaining how to make one of his dishes. He would then have given the files to someone to transcribe for him.

You can find people like this on [elance](#) for prices so low, you'll wonder why you ever bothered with a keyboard.

This is a fantastic way to write a book, especially for an entrepreneurial author.

The first advantage of this technique is that you can write your book anywhere.

You can write it while pacing around your office. You can write it while out on your morning jog. You can even leave your recorder on the seat next to you as you drive into work and write your book while you're sitting in traffic. Instead of wasting an hour every day staring at the back of someone else's SUV, you can use that time to write a book.

Just imagine, three or four weeks from now, you could have the text of your book all ready and you won't have had to sacrifice a minute of your time to do it.

It doesn't get any better than that.

But dictating your book has another giant benefit too.

It gives your book your voice.

Since my book came out, I've received huge numbers of invitations to address audiences at conferences and seminars. I'd done that before *The AdSense Code* came out too, but with nothing like the demand — or the fees — that I have now.

When I've finished talking, many people in the audience want to buy my book. They've come to understand that when they know what they're doing, AdSense can really bring them a great deal of money and they want me to tell them exactly how to do it.

Ideally, they'd like me to come with them to their office, sit with them and show them exactly what to do. But I can't do that. What I can do is give them the chance to buy a book that makes it feel like I'm right there with them, guiding them to AdSense success.

They don't just get my ideas, they get my voice, my way of talking and the confidence that comes with knowing that I'm on their side.

There's a great chance that once your book comes out, you too will be an in-demand speaker on the conference circuit. Your audience will also want to leave the hall and feel that they're taking you with them.

When you dictate your book into a recorder, you can be sure that all of your mannerisms, your vocabulary, your personality and your own unique way of talking will come across in the book. That will help to give your audience confidence and it will help to brand your book.

And it's an easy, effortless way to write that book too.

3.3 Use Your Current Material

Everybody writes. And I don't just mean shopping lists. It doesn't matter how much you might dislike the idea of putting your ideas down on paper, constructing sentences and building paragraphs, everybody has to do it at some point.

When you send emails, you write.

When you issue memos to your staff, you write.

When you put on seminars and workshops, you write.

All of those things, all of the written material that you churn out each day at work, can form part of the content that you include in your book.

So if you put on regular seminars, for example, you've probably got tons of material that you can build on and expand into a book.

The sales letters that you've already found to have generated sales can be put into an appendix of samples that your readers would find useful.

The emails that you send to clients to encourage them to buy more of your goods can also make good examples.

Look through the material that you already have sitting around on your shelves or on your hard drive and you might find that you've got half the book or more already written.

All you'll have to do is add a little information, toss in some more detail and you'll be ready for publishing.

Very easy.

3.4 Get A Ghost

There is another way to write your book without struggling...

Get someone else to write it for you.

Ghostwriting has been around for as long as people with something interesting to say haven't been interested in writing it down. If you've ever read a book "written" by a giant business executive or a successful athlete or even some politicians, there's a good chance that you've read a ghostwritten book.

Hillary Clinton's book *It Takes A Village: And Other Lessons Children Teach Us*, for example, was a *New York Times* #1 best-seller. She even received a Grammy Award for the spoken version.

She didn't write a word of it.

Clinton used a ghostwriter called Barbara Feinman.

Do you think the people who bought and read that book cared who put the words on paper? Not a bit. They were interested in the ideas, and the ideas — for better or worse — were all Clinton's. She told Feinman what she wanted to say about each of the topics in the book and left it to Feinman to say them in the best way possible.

Clinton is a politician, not a writer. When she wanted to have a book written, she hired a professional writer to do it for her.

You can do the exact same thing.

If you want to hire a ghostwriter to write your book for you, Made Easy Publishing can put you in touch with experienced, professional ghostwriters who can work with you.

They usually cost around \$5,000-\$10,000 depending on the length and topic of the book, and the amount of collaboration required.

There are a few guidelines to follow that will make the whole process smooth and give you a book that's as close to your vision as possible:

- **Provide a table of contents**

Although a ghostwriter should be able to create a table of contents based on your topic too, being able to offer your own list of chapter headings is a good sign that you know exactly what you want your book to contain. The more detail you provide about the content of each chapter, the closer the final result will be to your goal.

- **Provide samples**

One of the tricks that every ghostwriter has to master is writing in someone else's voice. You can help your ghostwriter capture your voice by giving him samples of articles you've written, recordings of you talking or videos of you doing presentations. All of those will help him get a feel for the way you talk and the words you use, and reproduce them on paper so that your book sounds like you.

- **Check early**

Once you've worked with the same ghostwriter for a while, he'll understand exactly what you need, the way you think and talk, and you can trust him to deliver. Initially though, it's a good idea to check early to make sure he's on the right track. Ask to see a first chapter, check it for content and style, then set a timeline for the delivery of the rest of the book.

Working with a ghostwriter can be a lot of fun and very rewarding. And of course, once you've established a working relationship, you can have him write all sorts of other things for you too: you can issue newsletters, put up a blog or produce small booklets related to the topic of your main book.

You can create a whole network of related products and marketing tools without lifting a finger.

Except to sign the backs of the checks before you deposit them.

Before you can do that though, you have to market your book. That's what I'm going to talk about in the next chapter...

4. Marketing Your Book And Making Sales

Like other publishers, Made Easy Publishing leaves much of the marketing work to the people who best understand the market for their books: the authors.

That doesn't mean though that they're just going to hand you a box of books with your name on, wish you the best and leave you to it.

The professionals at Made Easy Publishing have tons of marketing knowledge, and they have a long list of authors who have front line experience of turning their books into best-sellers and their best-sellers into valuable marketing tools.

While it will be up to you put those ideas into practice — and to produce new ideas of your own — they'll be happy to share what they know with you.

4.1 More Than A Degree Of Book Marketing At The Entrepreneurial Author University

The most effective way that Made Easy Publishing helps their authors to learn the best book marketing methods is their Entrepreneurial Author University.

This is just a fantastic way to help new authors make the most of their efforts.

They've brought together 25 of the world's most successful entrepreneurial authors, tightened the thumbscrews and got them to reveal all of their ideas and secrets. People like David Garfinkel, Dave Lakhani, Dr. Tony Alessandra, Jay Conrad Levinson and David Hancock himself are all part of the faculty and will be teaching you how to make the most of your book.

The course is delivered by teleseminar (so you won't have to try to stay awake in a crowded lecture hall) and lasts over a year, but you'll be able to start implementing ideas right away.



Fig. 2. At last, a school you'll want to attend...

Classes cover a range of topics including:

- How to use the media to promote your book;
- What you need to do to get your book on the shelves of major bookstores;
- Using viral marketing to sell as many copies you care to print;
- Picking up the sort of endorsements and testimonials that will help your book to sell itself;
- A little-known “backdoor technique” that gives you huge exposure through Google;
- And how to build on your book’s success to brand your services, sell more products and increase your income as a published author.

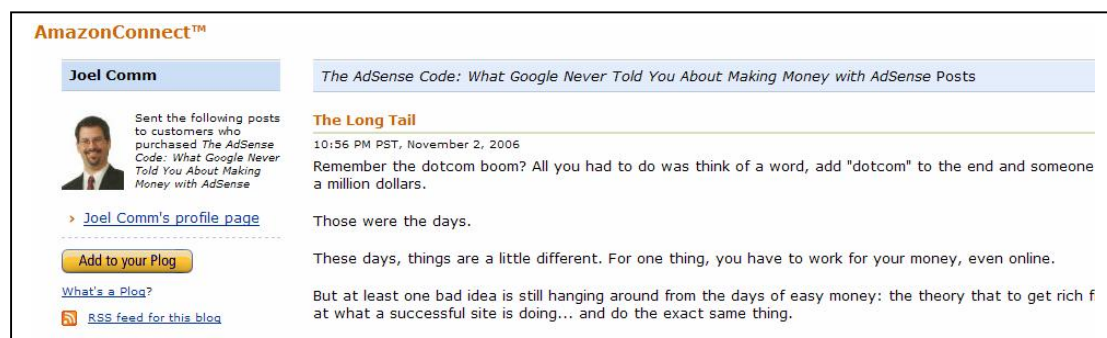
By the time you’ve finished hearing everything that these top professionals have to say, you’ll know exactly how to write an entrepreneurial book, how to market it and how to turn that success into a hugely successful business.

The Entrepreneurial Author University will tell you just about everything you need to know from writing the book, to selling it, to selling yourself as an author. But here are just a few of the ways that you can massively increase your sales...

4.2 Amazon — As Much A Marketing Tool As A Bookstore

Getting your book on Amazon is going to be a vital step towards becoming a successful author. Made Easy Publishing can help you to do that, but your work doesn’t stop there.

Amazon.com isn’t just the best place to sell your book, it’s also a great place to promote it.



The screenshot shows an AmazonConnect page. At the top left, it says "AmazonConnect™". Below that is a profile for "Joel Comm" with a small photo and a bio: "Sent the following posts to customers who purchased *The AdSense Code: What Google Never Told You About Making Money with AdSense*". There are buttons for "Add to your Plog", "What's a Plog?", and "RSS feed for this blog". To the right, there is a post titled "The Long Tail" dated "10:56 PM PST, November 2, 2006". The post text reads: "Remember the dotcom boom? All you had to do was think of a word, add 'dotcom' to the end and someone a million dollars. Those were the days. These days, things are a little different. For one thing, you have to work for your money, even online. But at least one bad idea is still hanging around from the days of easy money: the theory that to get rich find at what a successful site is doing... and do the exact same thing."

Fig. 3. Your Amazon page is a great place to brand your expertise and increase sales.

There are all sorts of elements on your page at Amazon that will affect how your book sells. The reviews are certainly one of them.

You want to make sure that you've got plenty of five-star reviews sitting on your Amazon page.

That doesn't mean that you should write them yourself though. That's another big no-no. But when you ask colleagues and partners for testimonials, ask them to post them on Amazon for you too. You'll do the same for them.

The reviews have to be genuine. They have to come from people who have read your book and enjoyed it. But they can be solicited too. You don't have to sit around and wait for people to write about you.

Major New York publishers send their books out to the media to review and to other authors on their lists to get a tempting testimonial to put on the back cover. There's no reason why you can't do the exact same thing for your Amazon page.

Of course, you can't do anything about a disappointed reader who writes a bad review — you can't please everyone, so sell enough copies and there's a chance that will happen — but make sure you've got enough positive reviews from customers, partners and friends, and they'll just look like the odd ones out.

The other way to use your Amazon page is much easier: you can write a blog.

Amazon lets authors add helpful entries on their book pages. Surf around the site, and you'll find some really huge authors using them to talk about their books and their writing. People like Dean Koontz, for example.

Those blog entries give doubting leads a reason to come back, persuades them that you've got valuable information to offer and increases sales.

This is what one of the reviewers of my book said on my Amazon page:

"This is an incredible book for anyone entrepreneurial who wants to make more money on the web. The guys ideas and stories will really get your mind whirring -- just read his on-amazon posts for a short example of what I'm talking about and you will see -- this guy means business.

Clint Arthur"

That's just a perfect example of how your Amazon blog entries can prove that your book is worth buying and give you extra sales.

4.3 Create Special Offers That Are Just Out Of This World

One of the big differences between a book published through Entrepreneurial Authoring and a traditionally published book is that an entrepreneurial book has much more flexibility when it comes to marketing.

Pick up a book at Borders and the best you can expect is a two-for-one offer. But when people see that offer on a bookshelf, they often think it's because the book can't sell by itself.

With an entrepreneurial book though, you can make all sorts of special offers without reducing the perceived value of the main product itself. The market is used to seeing special offers. Your customers practically expect it.

That means you can give away a whole bunch of things together with your book to encourage sales.

You don't have to use this method if you don't want to. But it's much easier to do than it sounds, it doesn't have to cost you a penny and if you make sure the value of those special offers is massive, the decision to buy your book should be a real no-brainer.

When people bought [The AdSense Code](#), for example, they became eligible for a whopping \$6,972 of extras.

Obviously, I didn't pay \$6,972 for a bunch of goodies every time someone spent \$15 on my book. I'm a generous guy but I'm not *that* generous!

In fact, I didn't spend a dime.

All I did was write to my friends, partners and people I respect in the online marketing world and ask them if they had any guides or tools that people interested in AdSense would find useful, and which they would be happy to provide for free.

Almost everyone did.

What did they get out of it?

Free advertising. They got to put the services they offer in front of a targeted audience.

What my customers get out of it?

Some \$6,972 of real, practical information. (And I checked everything that came in. I wasn't prepared to accept anything that wasn't worth the quoted cover price and couldn't deliver real results. Every single one of the resources available to my customers has proven to be valuable and effective.)

And what did I get out of it?

Well, I'd like to think it was just my writing and my ideas that got my book onto *The New York Times* best-seller list but I think the marketing probably had something to do with it too.

The key to success with this strategy is to overwhelm your customers with offers. A five-buck gift voucher off their next purchase isn't going to cut it. Five hundred — or five thousand — dollars worth of goodies is.

4.4 Sell Your Books Yourself... And Sell Yourself

Made Easy Publishing can help you get your books where the public can find them — on major online bookstores and in book chains across the country — but you can go even further. You can take your book out to the public and sell it directly.

You don't need a bookstore to turn your ideas into cash.

Once your book has become a success, you'll find that you'll start to get invitations to talk at conferences, especially those that are in your field.

You can even be pro-active and write to the organizers yourself. Tell them that you're the author of *Secrets Of Profitable Photography* or whatever your book is called, and ask if they need a speaker to talk about marketing photography services or selling pictures.

If you're going to do this, don't even ask for a fee. Offer instead to share the revenues that you make from selling your book. The organizer is unlikely to say no to that and you'll still be able to walk away from the event with a nice bundle of checks in your pocket.

Of course, you don't have to wait for a conference to be put on in your field before you can fill a room with people and start to share your ideas.

You can put on a workshop yourself.

You might have done these already as part of your business.

The principle is exactly the same. You book a venue, send out fliers and invitations, talk for an hour or so about the ideas in your book, make it clear that your audience has a problem and lead them to understand that the solution is in your book.

Sell just 30 books at \$30 a copy, and you'll have made \$900. That's not bad for two or three hours' work (including the marketing) but most importantly, it starts to build your customer base.

It gives you market that can continue to buy your products...

4.5 Sell Supplementary Products

Once you've created one book, there's no reason why you can't produce more on a similar topic. You don't have to publish all of them though. The book idea that you suggest to Made Easy Publishing should be comprehensive. It should have a broad enough appeal so that a beginner can pick it up off the shelf and feel the results.

But once you've created a general guide, there's no reason why you couldn't produce a series of smaller publications that supplemented your main product.

You could niche your ideas to particular audiences, for example.

So if you'd written a book about website marketing that explained the principles that you've put into practice, you could produce shorter guides about website marketing for bloggers, or website marketing for travel sites, or website marketing for video game sites and so on.

Or you could take one idea that you'd only been able to touch on in your book and expand on it in more detail.

In *The AdSense Code*, for example, I focused on AdSense and only mentioned briefly some of the other contextual advertising programs that publishers could use.

I talked about some of them in a little more detail in supplementary reports.

If there's a topic that you've only been able to touch on in your book but which could be useful to advanced readers, knock out a short guide and sell it separately to people who have already bought your book. Or give it away as one of the free offers that you could use to promote your book.

(If writing a constant stream of publications sounds like a lot of work, this is exactly the sort of thing that can easily be outsourced to a ghostwriter. I'm pretty sure that Tom Clancy wrote his biggest-selling novels; I doubt that he had anything to do with the video games that carry his name except to supply the idea and approve the final product.)

And just like Tom Clancy, you don't have to restrict yourself to selling more books to the people who have bought your first book. You can put on elite training seminars for your customers. You can create software products that make your ideas easier to implement. You can produce DVDs in which you talk through a particular strategy.

The sky's the limit.

The point is that when you create a book through entrepreneurial publishing, the book is not the final product. It's just the start of the story.

A published book will give you extra income from sales. It will also show that you're an expert and the person who knows the most about the topic you're writing about.

But one of the most important effects of publishing a book is that it creates a market.

Once people have bought your book and seen that the ideas it contains can bring results, they'll assume that your other products will do the same thing.

Of course, they have to do that. In business, a market is only as loyal as the results you bring it. Sell a niche report or a piece of software that doesn't help your customers at all and you'll destroy the trust that your book will have created. You'll find it much harder to sell them anything in the future.

Get it right though, and your book will be a fantastic way to earn extra income, create an unbeatable status and build a loyal market.

And of course, you get the satisfaction that comes with helping a group of people achieve your goals. Nothing beats that.

Conclusion

Before I turned to Made Easy Publishing, I'd been selling a version of *The AdSense Code* online. It had been selling pretty well, and I was reasonably satisfied with the book's success.

I didn't really see any huge need to publish it with a conventional publisher, and I was certainly concerned about all the control that a publisher would demand.

But Made Easy Publishing promised me plenty of freedom. They showed me that they would help my book to reach corners of the market that I would never be able to reach alone. And they explained how much I would benefit from having a book available from Amazon and from mainstream bookstores.

I still wasn't sure but I figured that I had little to lose by giving it a try.

The results amazed me. I expected the book to be picked up by people who were browsing for ideas rather than actively searching for solutions but I'd never imagined it would rocket to number three on Amazon's best-seller list, that it would be a BusinessWeek best-seller, and that the next print run would have "*The New York Times Best-Seller*" emblazoned across the top as well.

I certainly never imagined everything that having such a successful book has brought me: the

Paperback Business Best Sellers		
Published: July 2, 2006		
THIS WEEK		MONTHS ON LIST
1	THE TIPPING POINT , by Malcolm Gladwell. (Back Bay/Little, Brown, \$14.95.) A journalist's study of social epidemics, otherwise known as fads. FIRST CHAPTER	1
2	RICH DAD, POOR DAD , by Robert Kiyosaki with Sharon Lechter. (Warner, \$16.95) What the wealthy teach their children about money that others do not. (dagger)	2
3	CONFESSIONS OF AN ECONOMIC HIT MAN , by John Perkins. (Plume, \$15.) Memoirs of a career the author says he spent implementing policies to promote the United States corporatocracy in the guise of alleviating poverty.	4
4	THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE , by Stephen R. Covey. (Free Press, \$15.) A new edition of the author's principles for solving personal and professional problems.	5
5	THE FAIRTAX BOOK , by Neal Boortz and John Linder. (ReganBooks/HarperCollins, \$14.95.) A radio talk show host and a United States congressman call for the abolishment of the federal income tax and the I.R.S.	3
(+)		

Fig. 4. Joel Comm becomes a *New York Times* best-selling author!

extra speaking appointments, the respect... the income.

None of this would have happened without [Made Easy Publishing](#).

In this guide, I've explained how anyone can achieve the same degree of success by publishing their own book.

I began by explaining how Made Easy Publishing's Entrepreneurial Authoring model works, how it differs from traditional publishing and how it brings unbeatable benefits to entrepreneurial authors.

The bottom line is that Made Easy Publishing give you the marketing reach and the status of a traditionally published author without any of the difficulties that come with looking for a literary agent or dealing with publishers.

You retain control over your book and your ideas. You earn the sort of royalties that even the biggest authors struggle to reach and you have all the freedom you need to leverage your book into a powerful marketing tool.

All you have to do is offer Made Easy Publishing the sort of book they know their market likes to see.

For the most part, that's going to be a book that can help other people earn money.

Every successful entrepreneur has knowledge that they use to generate revenues. Not having that knowledge prevents other people from earning the same income and those people will happily pay the cover price to join you in the high-earners' league.

As long as your book contains solid, practical information that can deliver real results, people will want to buy it. I explained that that's the sort of book that Made Easy Publishing are looking for, and even suggested ways that you can turn a simple, fun idea into a profitable idea.

And writing your book doesn't have to be hard either.

I pointed out a number of ways that you can create a book with barely any effort whatsoever.

Of course, if you've always fancied yourself as a Hemingway in the making and love typing, feel free to set aside time to write your book the traditional way.

But there's no reason why you can't dictate it, use your old material or even hire a ghostwriter to turn your ideas into a book. I explained how to do each of those.

Once the book is written, you'll need to market it.

I talked about Made Easy Publishing's Entrepreneurial Author University, a faculty made up of just about all of America's leading marketers.

You can't find a resource like this anywhere else.

The ideas that you'll learn on these teleseminars won't just help you to sell your book, they'll help you to sell anything you want. Over the course of a year, you'll be given an unbeatable education in sales, marketing and promotion — and you won't even need to leave your office to get it.

While the lessons that you'll learn on that course are fantastic, there are some other strategies that you can use too.

I also discussed how to turn your Amazon page into your sales page, and how to create supplementary products that turn your customers into a sales base that keeps buying from you time after time after time.

The decision to publish a book should be very easy for any entrepreneur. The decision to publish it with Made Easy Publishing's Entrepreneurial Publishing model should be even easier.

All you have to do now is let them know about your idea.

The first thing you can do is visit their web site and download a free 20-minute interview that I conducted with David Hancock of Morgan James Publishing (the parent publisher of Made Easy Publishing).

Once you register for the free mp3 download, you will have an opportunity to share your book idea with Made Easy Publishing. This is where it gets exciting!

So start by getting the free mp3 download at www.MadeEasyPublishing.com right now!

Best of luck to you and I'll see you on the best-seller's list!



About the Author

Joel Comm is an Internet entrepreneur who has been building successful web sites since 1995. Dedicated to providing a family-friendly Internet experience, Joel's flagship site, WorldVillage.com, continues to be a popular family-safe portal. Joel is the co-creator of Yahoo! Games and author of the New York Times Bestseller, The AdSense Code. Joel makes frequent appearances at Internet marketing conferences and seminar, conducting workshops and training others in the latest ways to make money on the Internet.



Joel's sites include:

JoelComm.com – Joel's Blog

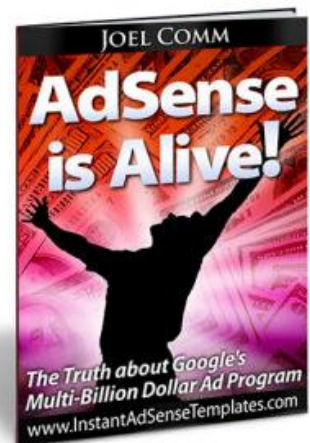
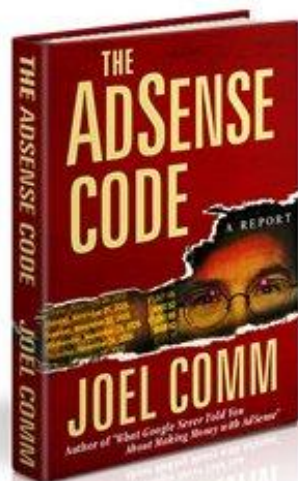
AskJoelComm.com – Question submission page

AdSenseChat.com – Google AdSense Member Forums

DealofDay.com - a popular bargain-hunting community

FamilyFirst.com – Family-friendly sites reviews

[More Resources by Joel Comm](#)



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