

BEST SELLER PROGRAM



Growing Your Platform, Online Marketing, and Sales

Compilation of notes and tips refined by Ami Godsgate

Dear Future Bestselling Authors,

As an author, 5% of the job is done when your book is completed, and the rest, 95%, is marketing your book. This is what I learned, taking a program by Peggy McColl, the New York Times best-selling author.

Did you know that even if you secure a publisher to publish your book, the marketing work still falls on you? So, whether through a publisher or self-publishing, you have to know how to market your book if you want to sell it.

But don't worry. You don't need to go out and knock around door-to-door. The methods you will learn here are designed to get the job done in an easier way (and fun!), but remember, work and effort are still involved, just like anything else.

The information I share here is not only for book marketing but also works for any other products or services you may have to offer. You can apply the knowledge to expand your possibilities in any other industry.

And this time, **I am offering these documents by donation.** These 120 pages of valuable information are based on the \$2,000 program plus my own experiences, and time and effort were well spent to shape them all. Please consider it a worthy investment for your prosperous future, because what you give will return to you multiplied.

If you like the content, please use one of the links below to send your generosity. Thank you so much for your kind support.

PayPal: ami.godsgate@gmail.com

Donation page: <https://iam222222.wordpress.com/contact/>

I hope this sharing will help you succeed as an author and business owner, and your creation will reverberate through the planet Earth and the worlds beyond.

Love and gratitude,

Ami Godsgate

'Best Seller Program'

Opportunities as an Author

Your opportunities as an author are **endless**. Whether through self-publishing or a traditional publishing house, having **your book published** is a true accomplishment and a dream come true. It marks a milestone in your life, something that makes you really proud!

Manifesting to become a best-selling author is one thing. You can also imagine your book getting **translated into multiple languages** and reaching people all over the world; it can even turn into **a movie** one day.

Your creation may bring **advance payments**, and you can enjoy **royalties** and **foreign rights deals** as passive income. You can also extend your books into **other sources of income**, such as creating courses and programs to teach or using a copy as a gift or a promotion for your business and profession.

But there is no lie: "Writing a book is not easy." You must be **mentally prepared** to do this work if you want to succeed in it. **Be committed!**

"Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiatives (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans; that is, the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would have never otherwise occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistants, which no man could have dreamt would have come his way."

~ William Hutchison Murray

*"When you are inspired by some great purpose, some extraordinary project, all your thoughts break their bonds. Your mind transcends limitations, your conscious expands in every direction, and you find yourself in a new, great, and wonderful world. Dormant forces, faculties, and talents become alive, and **you discover yourself to be a greater person by far than you ever dreamed yourself to be.**"*

~ Patanjali

Table of Contents

MODULE 1: BELIEVE IN YOUR BEST-SELLER DESTINY

Session 1: *The Mindset of a Successful Best-Selling Author*

Session 2: *Best-Seller Goals*

Session 3: *Visualization Techniques to See & Manifest Your Best-Seller*

Session 4: *The Power Life Script for the Best-Selling Author*

Session 5: *Powerful Unstoppable Confidence on Stage (and Off)*

MODULE 2: BUILDING THE BEST-SELLER FOUNDATION

Session 1: *Building a Powerful Online Presence*

Your Website

Your Book & Your Website

Session 2: *Your Unique Brand*

What Is Brand?

Why Create a Brand?

How to Build Your Brand

Site Examples

Session 3: *Building Your Platform*

19 Ways of Creating, Growing, Building an Email List

Value to Your Business

Session 4: *Social Media Techniques to Succeed*

Social Media Mastery

Session 5: *Many Ways to Bring Greater Value*

The Law of Compensation

The Law of Cause and Effect

Session 6: *Publicity Secrets*

Preparation

Press Release Examples

MODULE 3: YOUR AMAZON + INTERNATIONAL BEST SELLER

Session 1: *What is the Amazon Best Seller Achievement?*

Session 2: *Bestseller Process*

Bestseller strategies, steps, campaigns

Campaign Examples: International Bestseller "Sad Sally"

Bonus Gift Checklist

Session 3: *Copywriting for Promotional Purposes*

What Is Copy?

How to Use Copy for the Best-Seller Campaign

Email Example – Launch of The Millionaire Author

Valuable Components for Bestseller Promotion Copy

Questions to Help Write Copy

Videos on a Sales Page & Social Media Posts

Abide by the Law

Session 4: *Getting Others Onboard for Support*

Set Your Partner Objectives and the Power of Numbers

Project Management

Session 5: *Book Launch & Marketing Funnel Success Model*

How to Market Your Book to a Bestseller

Session 6: *After Your Best-Seller Launch/Campaign*

MODULE 4: YOUR NEW YORK TIMES BEST SELLER

Session 1: *The New York Times Best Seller Strategy*

How to Get Your Book on the New York Times Best Seller List

Multi-Book Purchase Options

Taking Pre-Orders of Your Books

On Your Best Seller Campaign Week

Best Seller Ranking – Tracking Results

Book Launch Event Example

TIPS FROM Q&A

Module 1: Believe in Your Best-Seller Destiny

Session 1: The Mindset of a Successful Best-Selling Author

“Right mindset” is vital and essential if you want to truly succeed as an author (or in any area of your life).

1. Your Beliefs and Affirmation

This is a manifestation technique, not only for becoming a successful author but also for anything you love to create in your life.

“It is already done.”

“It is done with ease, joy, love, gratitude, and harmony.”

“I deserve it.”

“I am worthy of success.”

“The outcome is absolutely guaranteed.”

2. How to Practice Your Beliefs

You create your own affirmation or Power Life Script. (You may use the worksheet provided in this program.) Make sure not to include any negative words when you voice your affirmation.

- Repeat your affirmation daily or as often as you like.
- Be emotionally attached to your belief; feel your success, as it has already been done.
- Visualize what success means to you (or create a vision board).
Your finished book, a best-seller title, money, independence, fame, the perfect you!

3. Importance of Self-Awareness

Understand yourself. Assess yourself for what paradigms or fears are stopping you from succeeding.

Access:

- Do you have any beliefs or thoughts that are blocking your mind and holding you back from moving toward success?
- Do you have any doubts that you feel unworthy or won't be successful?
- What are your beliefs required to succeed?

4. Your Will to Do the Work

This is your manifestation for yourself, not for anyone else. Find the fire within you that burns your desire for writing and continuing to write.

- Go step by step
- Follow your plan
- Your right mindset will make you work better.

Session 2: Best-Seller Goals

Choosing Your Goals

One of the great gifts given to us is a “Gift of Choice.” You just have to decide what you will have, just like placing an order at a restaurant; you only have to pick from a menu, and you know what you want is coming.

What would you love?

- NY Times best seller?
- Get picked up by a large publisher?
- Have your book(s) translated into other languages?
- Receive foreign rights advances?
- Earn millions of dollars from the sales of your book(s)?

Your Goal Card

This is another exercise. Create your goal card and read it every day! (You may use the worksheet provided.)

Q: What is the goal you love?

(Example – doesn't have to be this long)

I am a super-successful multi-millionaire New York Times/international best-selling author. Millions of people love my books and can't wait for my next one to come out. The movies made from my books are always huge successes. I always write sensational and fantastic stories with ease that capture people's hearts and greatly impact them. I enjoy publishing my books so very smoothly. I love working from the comfort of my gorgeous home, surrounded by beautiful nature and a quiet neighbourhood. My imagination never ends; I always live in the wonderful, exciting dreamland where the universe, angels, spirits, and guides show me spectacular story ideas and help me write and create. I am happy and grateful for my life as a successful author. With love and gratitude.

***The key is to FEEL the goal!**

Session 3: Visualization Techniques to See & Manifest Your Best-Seller

Imaging creates reality.

Imagination is one of our highest mental faculties. So, use your imagination. You have the power to create incredible results and your own reality.

Creative Process

1. Decide what you want.
2. Get clear on what it looks like and, most importantly, how it "feels."
3. Connect to the feeling.
4. Allows the "Laws of the Universe" to do the rest.

*The laws of attraction, manifestation, and resonance.

Daily Visualization

Carve out (random) time to visualize your success every day, whenever you can. But just "seeing" your goals isn't enough. Your visions **MUST** connect to your **FEELING**.

(When you can visualize)

- As soon as you wake up in the morning
- When driving, doing the dishes, walking the dog, etc.
- Before going to sleep or while falling asleep

(What you can visualize - examples)

- Your book cover with a best-seller sticker or words
- The name of your book on the best-seller list
- You receiving a standing ovation from a large audience
- Royalty payments or receipt of funds
- Your bank account with seven to eight figures
- Having a successful business

***See it in your mind's eye and FEEL the gratitude.**

Aligned or not?

Aligning yourself with the natural feeling of success is essential for manifesting your desire into physical form. Maintain your frequency aligned with what you are manifesting. If you went off track, get yourself back on.

“Thoughts become things. If you see it in your mind, you will hold it in your hand.”
~ Bob Proctor

[Table of Contents](#)

Session 4: The Power Life Script for the Best-Selling Author

You are the creator who plays a main role in what shows up in your life. What do you do as a conscious creator?

- Focus on creating your ideal life
- Have clear ideas about the ideal life; how it looks, feels, and is like!

Step 1: Starting point

Go from the perspective where you don't have to know “how” but “what” to make it happen.

- Question yourself:
 - “What would I love?”
 - “How do I want to live my life as a best-selling author?”
 - “If I could have, do, be, or experience anything, what would that be?”
- Include everything important for you:
 - o Success as an author, business owner, etc.
 - o Happy marriage, wonderful friendships, and relationships
 - o Your net worth, income, and results in your business
 - o Family, pet, car, house ...

Step 2: Compile details

Be specific in the goals, achievements, dreams, things to have, places to go or live, etc.

What does your house look like and where is it?
How are your health, appearance, and physicality?
How many copies of your book were sold? Is it a best seller?
What numbers do you have on your bank account statements?

Step 3: Expand

Create mental pictures so you see yourself living that life. Make notes/a list.

- Cover ALL areas of your life in your script.
- Write everything in the present tense.
- Use ONLY positive words.
- Place all the events in an order.
- As long or short as you desire.
- This is for your eyes only (or ears if you record), so you can include anything personal.

Step 4: Write and Review

Write: Organize all the items and write your Power Life Script.

- Make sure to include all the important areas and things to you with detailed descriptions.
- Write as if you are living the amazing life NOW!

Review:

- As you review, FEEL the emotions of living that life.
- Etch in your mind that this is YOU!

(The following steps can be optional.)

Step 5: Record

Record your power life script in total enthusiasm.

- Stand up while you are recording (more energy in your body).
- Many ways to record
 - o Audacity (a free downloadable software available online for PC & Mac)
 - o Apps (e.g., Voice Loop, Voice Memo)
 - o GarageBand (for Mac)
 - o QuickTime Player (record audio)
- Have fun while recording!

Step 6: Listen

Instead of reading the script, listening to a recording is much easier. All you do is press “play”!

Repetition reprograms your subconscious mind and embeds in your belief system. Listen to your recording while...

- Getting ready in the morning
- Doing your chores
- Driving
- Taking a walk
- In bed at night as you fall asleep

Active listening

- Take in all the words and feel your emotions.
- Connect to the mental images

Step 7: Improve your script as needed

*This WORKS!

The subconscious only accepts from outside influences, with no ability to reject. The repetition of listening or reading imprints the script into your subconscious mind, allowing the new program to start running within you.

Session 5: Powerful Unstoppable Confidence on Stage (and Off)

This is for speaking engagements, interviews, webinars, etc., and one of the best things you can do is to build your confidence.

Valuable Techniques

1. **Be prepared:** The more prepared you are, the more relaxed you feel.
2. **Take great care of yourself:** Eat well, sleep well, and eliminate anything that could take you off your game.
3. **Program your mind:** Affirm that you are an exceptional speaker.
4. **Visualize:** Do this in advance. See the smiling faces and reactions from the audience and yourself, on stage, delivering a phenomenal speech/keynote/presentation.
5. **Look your best:** Make sure that you look great, well-groomed, and dressed appropriately from head to toe.
6. **Meditate:** Invest time before you talk and quiet your mind. (If time doesn't permit, do a mini meditation before the stage.)
7. **Deep breathing:** Before you go on the stage, take deep breaths to relax while holding positive energy.
8. **Create a power move:** A physical movement (or do it mentally) that elevates your energy to your best and puts you into a “peak state.”
9. **Expect the best:** Focus only on what you want; expect your talk to go really well.
10. **Be enthusiastic:** If you are enthused, your audience will be enthused.
11. **Focus on the audience:** Remember, the reason why you are there is to impact the audience.

*People receive messages through 7% from words, 55% from physiology, and 38% from the way you talk.

12. **Have fun:** if you are having fun, your audience has fun, too!
13. **Speak a lot:** Speak every chance you get. The more you practice, the better you get and feel.

[Table of Contents](#)

Module 2: Building the Best-Seller Foundation

Session 1: Building a Powerful Online Presence

Over 6 billion people use the internet. There are no more borders. You can market from anywhere to everywhere.

What is required

- Internet connection
- Being active online (social media/website)
 - o Do updates and postings regularly and connect with people.
 - o Not only to promote but also to serve them in many different ways.
- Build your email list (with giveaways/freebies/gifts)
- Bring something of value (both for fiction and non-fiction authors)
- A strategy and implementation

Your Website

Domain Name

1. Your name as a domain name
If you can get your name as a domain name, do it (as a .com).
If your name has been taken, add “author” after your name and see if it’s available.
2. Your book as a domain name
If you can get the URL (website address/domain name) for your book, grab it.
You don’t have to have it or a website built under this name, but it’s easier for people to reach out.
3. .com is recommended
.com is still the worldwide standard; it’s not necessary to register other extensions.

If you already have a website

You can “redirect” the new book domain to your existing website.

Example: Permalink your main website address.

<http://WaytoRiches.com> redirect to <http://go.peggymccoll.com/waytoriches/>

Web page for your book

Have a web page for your book on your website (no extra “hosting” required).

A web page can be one page on its website or a separate site with a different domain name, which can be forwarded to another website/your main website.

Web pages are typically used for three purposes.

1. Information about the author
2. Call to action—sales pages, offers, etc.
3. Opt-in (aka funnel)—sign up for a newsletter or freebie offer to collect email addresses for marketing later

What you need on your website

It depends on what you are offering.

- Great values
- Clear “message”/branding statement
- EASY navigation and instructions
- Opt-in and call to action
- Specific link to valuable information

Your Website Objective

When people land on your website, what do you want them **to do or know?**

- Buy your books
- Get them to give you their email address
- Subscribe to a newsletter or a daily or frequent message
- Download your free gift

*People’s attention span is SHORT. Grab it!

What you should NOT have

- Too much detail on the front page
- Boring materials
- Confusion: message information, layout, navigation
- All text and no images
- Anything insulting or inappropriate

Use other websites as a model

Check out the websites of the well-known people in your industry and model their designs.

- Top bar buttons: Home, About, Products, Services, Contact, etc.
Create your customized buttons that suit your offerings.
e.g., Books / Blog / Live Events / Coaching / Certification etc.
- Sign-up and opt-in funnels

[example]



Testimonials on your website

Social proof gives credibility to what you offer. You can have different types of testimonials.

- Testimonials for you
- for your book
- for your services or achievements

Your website = House

1. Start with a design for a simple website
2. Build a foundation
3. Construct with quality
4. Add as you grow

Building website

1. Build your own website

There are numerous free or paid website builders you can choose from.

- Invest some time to explore website builders online to find a platform that best suits your needs.
- You don't need to know "codes." "Drag and Drop" features allow you to build a website easily.
- You can choose a template to start with from many options available.
- There are AI website builders nowadays, to which you can just tell it what to make.

2. Hire a web designer

This option is costly but saves your time and nerves.

- The website builders you can find online also offer this option. You can request a consultation to start with.
- You can also find a freelancer, such as on Fiverr.com. This can be a cheaper option.
- Or ask for referrals from others.

Your Book & Your Website

Where to include your website address in your book

- On the back cover of your book
- Inside the book
Copyright page, About the Author page, Promotion page (of your other books), Opt-in page to download a freebie/bonus from your website.

Author's website

If the URL with your name is unavailable, add "author" after or "the" before to see availability.

- If you have another website, decide which domain is going to be your main site.
- You can REDIRECT one domain to the main one.
- Be flexible to have a different domain name (if you couldn't get the one you wanted).

Your book "Coming Soon" page

This will build excitement for your audience.

- You can start taking pre-orders for your book when you are ready.
- Bundle the book with other things—a gift, free download, bonus material, other books, etc.—to add more value and attract buyers.

Website operation and maintenance

- Should be updated consistently.
- All your social media activities should regularly or often direct to your website.
- Always try to collect email addresses on your website.

[Table of Contents](#)

Session 2: Your Unique Brand

What Is Brand?

To give a clear image or statement of what you offer and who you are. It is represented both online and offline.

- How you want to be recognized
- A message of what you do
- The problems you solve
- Your personality
- To show your expertise and accomplishments
- It can evolve as you go.

CAUTION: If you try to be everything to everyone, you will be nothing to no one.

What is a “Recognized” Brand?

- Your visibility with credibility
- Consistent “reach” to people
- Size and quality (subscriber base)
- A large number of followers
- Recognition in a genre, niche, or target market
- Market ownership

Examples:

<u>Areas of expertise</u>	<u>Experts</u>
○ Holistic Healing	Louise Hay
○ Radical Forgiveness	Colin Tipping
○ Real Estate Investing	Dean Graziosi
○ Ancient Healing Methods	Deepak Chopra
○ Short Stories to Inspire	Jack Canfield, Mark Victor Hansen
○ Soul Mate Secrets	Arielle Ford
○ Relationship Advice	Dr. Phil or John Gray
○ Best Seller Maker	Peggy McColl

Different types of brands

- Personal brand
- Product brand
- Business brand
- Or blend the above

What is NOT a brand?

- One-time thing
- Big numbers only (creating fake followers by buying them)
- Social media only (Get recognized in other platforms as well)
- “Screaming” online and hard selling
- Something you paid to get (You have to earn, invest time, and grow.)

Why Create a Brand?

It provides clarity for people to quickly understand how you can benefit them.

- Easy messaging/communication method
- Give an identity to yourself and/or your business.
- Own a market segment
- Be recognized as the one and only
- Gives you a clear focus

How to Build Your Brand

Be very clear about how you want your brand to be. Invest time, energy, and money. It is necessary if you are looking for a return.

Determine your brand

Create a brand that can answer these questions.

- Who are you? What do you do?
- What do you offer? Do you have products or services?
- What are you known for? Are you an expert?
- Can you help me?
- Who are your audience/clients?
- Why would I buy your stuff, hire you, or work with you?
- How will my life/business change or improve by getting your products/offers/services?

Questions to help narrow down your brand

You don't have to have all the answers. If you have just one, it can help you understand what your brand is.

- What problems am I solving?
- Who is my audience?
- What do they deeply want?
- What is my area of "genius"?
- Where do I believe I have the most to give?
- What do I love?
- What is my greatest asset?
- What have I accomplished and/or helped others accomplish?

The market field you decide to be known for (as the one and only).

- Which market do I want to be known in?
- Be specific.
- Invest time to think about it.

Creating your branding messages/positioning statements

Create quality content. These are the ingredients.

- Clear statements, communications, and announcements
- Easy to understand: People "get it" when they read.
- Say more than a few words
- Send consistent messages
- Show confidence

[Opening examples]

"The Best-Selling Maker"

"Maximize Your Potential"

"America's #1 Success Coach"

"Facebook Marketing Expert"

"Help You Achieve Even More"

Claim it everywhere

*Claim boldly.

- At the top of your website front page
- Posts, blogs, newsletters, articles, books, services, programs, interviews, videos, etc.
- On your business cards
- In your bio
- With the signature of your emails
- Your introduction at events and speaking engagements

Give away your knowledge

Be generous and express yourself from the place of service to others.

Where and how:

- On social media
- In your newsletters
- In articles and blogs
- As freebies
- In interviews
- On stage

Share your experiences

People remember and learn better with stories.

- Share from your heart
- Share stories with the lessons learned

Partner with others to build your brand

Joint forces help expand and strengthen your platform and the others'. Team up with the people who practice in the same or related field.

- Your peers
- People of influence
- Other experts, authors, or speakers

Be authentic, unique, YOU

When you are authentic, you attract the right people.

- People will resonate with you more.
- Trust you
- Want to connect and stay connected with you
- Refer to others

*Be trustworthy and dependable.

- Be true to your word.
- If you commit, follow through.

Speak and deliver

People get to know you better when they see you speak in videos, online gatherings, podcasts, interviews, on stages, at events, etc.

- Learn to speak effectively.
- Take training and coaching.
- Always practice.
- Have more speaking opportunities.

Can a brand change?

Yes, it can. Your brand evolves as you grow.

- Your expansion of knowledge may lead to changing your brand.
- If your passion changes, your brand may change.
- Be cautious not to change too often.

Site Examples

Modelling successful people is one of the best things you can do.

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Feature Presentation: The Secret of Truly Great Relationships - "Wabi Sabi Love" [VIEW NOW](#)

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Deanne Dente

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and encourage you to create
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[Table of Contents](#)

Session 3: Building Your Platform

Platform = Where you show up, whether online or offline

Value to grow your own database/subscribers

Subscribers are the people who are interested in you. The indicator of how you will do.

- Most likely, they are the ones who buy your book(s).
- Have a great potential to buy multiple copies of your books (as a gift/recommendation to friends, family, and others)
- They respond better to any of your offers (a better promotion method than any others).

Building an email list (following)

There are multiple ways to start growing your list.

- Opt-in page on your website (for newsletters, freebies, etc.)
- Any sort of forms that require people to fill in their name and email address

*Make clear what they are signing up for. e.g., provide a list of services and/or gifts—the values they get.

*A subscription age may be required.

Permission-based marketing

People first must say “yes” to your marketing. When they give you their email addresses (and names), they are giving you “permission” to send them emails.

- The subscribers’ information—email address and often name—must come from them. (They provided you with the information at their will.)
- Don’t buy an email list. Keep it organic and authentic.

19 Ways of Creating, Growing, Building an Email List

1. Send out short pieces of valuable content

- o Quick tips, snippets, tidbits, hints, nuggets
- o Inspiring quotes
- o Motivating messages
- o Insights

(Examples)



Daily Inspiration: “God wants you to know...”



THE HENDRICKS INSTITUTE [CONTACT](#) [CEVIN@CEVINORMOND.COM](#)

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Plus: Stay Inspired with our Free Newsletter and Video Trainings

+

Subscribe For Lasting Love

Choose Your Own Adventure ...

2. Newsletters

Send daily, weekly, bi-weekly, or monthly.

*Not as common as it used to be. Shorter content serves better nowadays.

#1 NEW YORK TIMES International Bestselling Australian Romance Author

Stephanie Laurens 

HOME BOOKS LETTER TO READERS ABOUT NEWSLETTER SIGNUP

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Happy Beginnings
Tasty recipes,
Smart workouts,
and more.
Delivered straight
to your inbox!

No thanks 

SIGN ME UP!

3. Free report

Create a valuable report filled with great content.

- Create a Word doc first and convert it into a PDF.
- Use it to promote your product(s) and program(s).
- Make it visually appealing.



The screenshot shows the MarketingSherpa website. At the top, there is a navigation menu with links for ARTICLES, VIDEOS, BLOG, FREE REPORTS, SUMMITS, and ABOUT. Below the navigation, there is a section titled "Free Reports and How-to-Guides from MarketingSherpa". This section includes a brief description of the resources, a list of available reports such as "Research Degree and Benchmark Report" and "Lead Generation Strategies", and a link to "Download Your FREE Report". Below this, there is a "Top 7 Free Resources" section with three items, each featuring a thumbnail image and a "Download Now" button:

- Quick Guide: Email Marketing** - Download Now
- 55 Minute Master: How to Use Landing Page Optimizations for Better Conversion Rates** - Download Now
- Executive Series Vol. 1 Issue 1: The Web as a Living Laboratory** - Download Now

4. Free webinar

Offer to deliver promising content with an appealing topic.

- Can be one webinar or a series of webinars
- Promote it through your network (online) or affiliate
- Run Facebook ads with a sign-up link attached

The screenshot shows a webinar advertisement. At the top, it says "High Value Training". Below that, a note reads: "NOTE: This event is for those authors who would love to be a New York Times Best Selling Author". The main title of the webinar is "New York Times Best-Seller Secrets", with a sub-note: "This event is available for you - click PLAY to view." To the right of the title is a photo of Peggy McColl, the host, with the text "with Peggy McColl" and "New York Times Best-Selling Author aka 'The Best-Seller Maker'". The background features a large, stylized "NEW YORK TIMES" logo.

5. Promote live events

An in-person live event at a venue/hotel can be a lead generator to offer products or a higher-level program.

- Promote/announce online and share on social media
- Ask your contacts to share/spread the word
- Create a video and post it, or do social media live events to catch interest
- Ask people to RSVP

Let's Do Launch

Tuesday, September 22, 2009
6:30pm – 9:00pm EDT

a "live" event at the Crowne Plaza Hotel, Ottawa (101 Lyon Street)
<http://www.thewonthing.com>
This is YOUR Exclusive *Let's Do Launch* Invitation

New York Times Best Selling Author
Peggy McColl is inviting you to the launch of her 6th book called
The Won Thing: The "One" Secret to a Totally Fulfilling Life.

The Won Thing

Some of the exciting *Let's Do Launch* Highlights are

- Live Entertainment with World Renowned Hypnotist Wayne Lee <http://waynelee.com>
- Special Guest Speakers including International Acclaimed Speaker Bob Proctor <http://bobproctor.com>
- Book Signing with Peggy McColl
- Prizes AND Gifts
- Complimentary beverages and hors d'oeuvres

When: Tuesday September 22, 2009
Where: Crowne Plaza Hotel, Ballroom, 101 Lyon Street, Ottawa, Ontario, K1R 5T9
Time: 6:30 pm to 9pm

(The "show" will begin at 7pm prompt – Be there by 7pm please)

This event is FREE!!! But, you must RSVP because space is limited:

RSVP: Fill out the form below or call 613-788-3200

The Won Thing Launch Party

The Won Thing Launch Party

You are invited to the "Let's Do Launch" celebration on Tuesday, September 22nd, from 6:30 pm to 9:00 pm at the Crowne Plaza Hotel, (in the ballroom) in Ottawa, Ontario where there will be live entertainment, speakers, AND champagne & hors d'oeuvres for all who attend.

- Yes! I would love to come! * I
- Your Name * First
- Company

6. At a live event

Always focus on the benefit for people.

- If you are a speaker, ask your audience for their email addresses. If you are attending, ask other attendees to join your list.

7. Blog

Create content-rich blogs.

- Ask people to subscribe to your blog.
- Besides blogs, send news and updates.

8. Podcast or radio show

- Recommend listeners to go to your website to sign up for offers and services.
- Ask people to subscribe to receive news and updates.

9. Freebie, giveaway, gift

Offer free download materials, such as eBooks, or access to videos and podcasts.



FREE Download of Peggy's "Art of Believing" & Access to the Morning Money Class

Discover Peggy's freedom strategies to make millions while serving millions.

First Name Email

Get Access ▶

10. Contests

Get products to offer with no purchase necessary.

*Be aware of the legalities.



Giveaway!

GORGEOUS CITRINE CRYSTAL

www.emmanueldagher.com/home/giveaway

EXPIRES 12.22.2015



GIVEAWAY!

RARE AMETHYST CRYSTAL

<http://www.emmanueldagher.com/home/giveaway>

MUSEUM QUALITY!

EXPIRES 12. 2. 2015

11. Quiz / Survey

People love to take quizzes and surveys on a good topic.

- Create quizzes or a survey with a relevant and interesting topic.

THE MILLIONAIRE AUTHOR ONLINE EVENT

The Millionaire Author Event Survey April 2015

* 1. On a scale of 1 to 10, where 1 are you about learning how to be a millionaire author? and 10 is "very excited", how excited are you?

1 2 3 4 5 6 7 8 9 10

* 2. Which possibilities are you most excited about? (Choose at least one and you can choose more than one)

Writing my first book

Making my book an international best-seller and become world renowned as an expert

Being a New York Times Best Selling Author

Make money doing what I love!

Other (please specify)

* 3. Which one applies to you (choose at least one - you can choose more than one):

I am currently working for someone else

I am unemployed

I'd like to work for myself doing work that is meaningful

I am currently coaching others

12. Applications

For anything that you can invite people to participate, apply, or receive special access, use a form to collect their information. e.g., High-end programs, private mentoring, etc.

Peggy McColl's Annual All Access Pass

Once you hit the "CLICK HERE TO APPLY" button at the bottom, your information will be emailed directly to Peggy's team for review.

Your application will be reviewed and, once approved, you will receive a confirmation email or telephone call to schedule your strategic session.

Name *

First Last

Email *

Why were you attracted to this program?

Why do you believe you are a good fit for this program?

[CLICK HERE TO APPLY](#)

13. Ask people to share and incentivize them.

When people signed up with you, ask them to share about it with others.

- After someone subscribes through them, give away a bonus and a gift.
- The more they share, the better the reward.

14. Your email signature

In every email you send (off-list), invite people to go to your website.

- To sign up for your newsletter
- To download your bonus
- To get a free report
- To register your event

15. On your business card (on the back)

Always print your website address on the back of your business cards.

- Prompt people to go to your website
- Download your free report
- Get a free offer and gift
- Subscribe to a certain offer

16. Community group and loyalty programs

Create your online community.

- Incentives for people to stay connected (e.g., gift cards to a hotel, etc.)
- Rewards for purchasing or repeated purchases

17. A series of webinars / podcasts / interviews / summits

This is one of the best ways to build an email list.

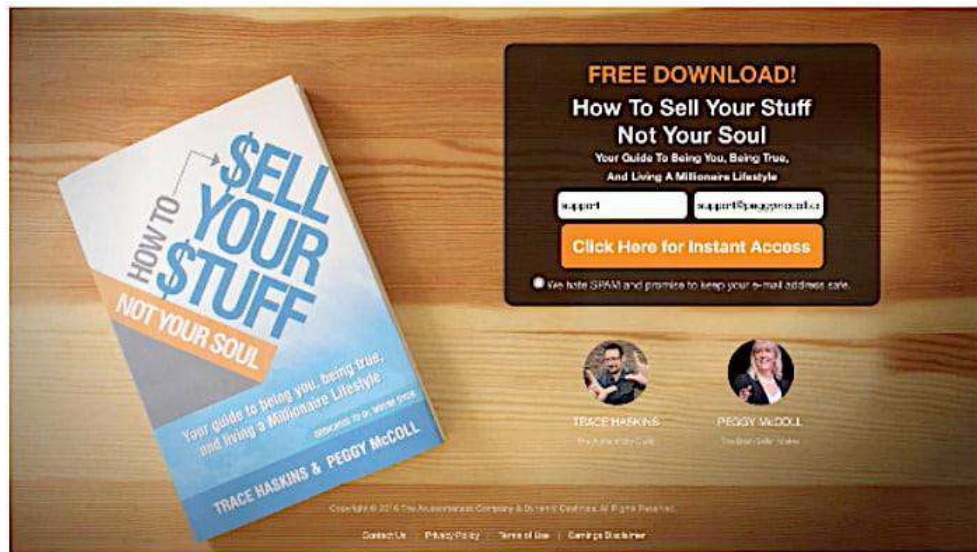
- You must appear to be someone different to catch people's attention.
- Creativity is required. Show your uniqueness and persona.
- Focus on the areas/subjects/topics people really want.

18. Run an ad in the paper

People still read paper materials.

- Go where people don't expect you to be.
- Run an ad in a local newspaper; test it.
- If it works, move up to larger "reaches."

19. Give away an eBook



Valuable things you need to know

Building your list is not a one-time thing. You must continue working on it.

- Email list degrades by 22.5% a year.
- Build your email list from YOUR website.
- Drive the traffic from your social media sites to your website.
- Less is better—only ask for their name and email address.
- Implement multiple methods of list building

List-building services

There are other ways to collect people's email addresses without being hands-on.

- Do online searches for "List Building Services."
- Shopping carts on e-commerce sites manage email lists as well.

Strategy first

“You are either going into strategy or going into a chance.” – Bob Proctor

People sometimes become anxious to get to a destination without taking the right “route” or want the “fastest” track. This program is destined to help you work smart (not hard). 😊

Value to Your Business

- If you create raving fans, they will recommend you to others.
- You can keep offering products, services, and programs.
- You can offer other people’s products, services, and programs and earn affiliate commission.

Which comes first?

Either way, you work on it daily.

1. Build your following
2. Promote to build your following
3. Or both.

Relationship with your subscribers

Consciously and constantly think about how you serve your subscribers.

- Their challenges, problems, desires, and wants
- What you can/will do for them.
- Serve them better than others do.
- People want to engage with those whom they know, like, and trust.

Give away bonuses

Giveaways are important to keep your subscribers’ attention.

- If you find the freebies/offerings/gifts are not well received, try something else.
- If you find people are loving your bonuses, find ways to improve them to maintain the high quality.

Visibility and Exposure

Writing articles and quotes and having them posted on well-known sites/publications will bring you good exposure.

Timing: Before, upon, and after your book launch—all these times are effective. Try more than one shot.

Where to place articles and quotes

- Look up where articles or quotes are posted. (Use search engines.)
- Explore article or quote resource sites.
- Find newsletters that issue articles/stories or include quotes.
- Do you have subscriptions to any newsletters or quote of the day?
- Share on social media sites or post on your website.
- Others’ websites with an opt-in page at the end.

Content syndication

You own the content and can use it in multiple places.

- Create objectives regularly (e.g., weekly) to grow your list with this methodology.
- Once you started, be diligent and follow through.

(Examples)

Dear Peggy,

"Let go of your attachments to how and when your wealth will come to you. Be patient and have faith that your efforts will bear fruit. Acknowledge your blessings, and be confident in your ability to create. Wealth will come to you naturally and easily."

Peggy McColl

New York Times Best Selling Author and Creator of [The Money Accelerator](#)

||

Click [here](#) for our printable version

Sent to you as a courtesy of:

Peggy McColl

New York Times Best Selling Author

<http://www.destinies.com>

(Quotes created with Canva)



Repurpose materials

You can reuse your articles and quotes in different forms.

- Create videos
- Record audios
- Post on social media sites

IMPORTANT

Ensure all your activities lead people back to your website for opt-in.

[Table of Contents](#)

Session 4: Social Media Techniques to Succeed

Social media

The online world evolves fast all the time. Be aware of the changes and news.

- Be flexible.
- It's about being "Social."
- It takes time; it does not always produce results at the speed you desire.
- You definitely still need your website.

Demographic

It's important to determine what your demographic is and on which social media platforms they hang around.

Important tips to keep in mind

- Engage with your followers/audience.
- Build relationships.
- Bring values to them. (Think about them.)

Observe

- Watch what other successful authors are doing on social media.
- Model them (but not copy them).

Social Media Mastery

After you build your followings, promote your book(s) on social media.

- Simple posts that lead to your "Book Launch Special Offer" page
- Image + text / Video + text
- Create urgency—Limited Time Offer—in the post
- Post "stories"
- Live streams and interviews can be done, mentioning your offer.

NOT to do

- Selling to people all the time (only do it when it makes sense).

Which platform to post on



[Facebook post samples]

Doug Dane
March 10, 2017 · 🌐

I love Jacquelyn's new book, it's AMAZING. Get your copy of "The Prophet of Profit" today along with \$511.99 in FREE BONUSES before they expire:



THEPROPHETOFPROFIT.COM
Special Book Launch Offer - The Prophet of Profit
Jacquelyn's "Hot Off The Press" Book is based on her extraordinary

👍👍 Peggy McColl and 16 others 6 Shares

👍 Like ➦ Share

Jacquelyn MacKenzie
March 10, 2017 · 👤

Hi Everyone!! My book is finally here and on available on Amazon.com! I need your help as my goal is to become Best Selling Author. I am asking for your help with sharing this post and also purchasing a copy of my book that is now available on Amazon!! You can purchase it here! I have lots of FREE downloads for you on this site! Thank you everyone for your support!!

www.theprophetofprofit.com

THEPROPHETOFPROFIT.COM
Special Book Launch Offer - The Prophet of Profit
Jacquelyn's "Hot Off The Press" Book is based on her extraordinary models and philosophies that she has learned and implemented from her mentor Bob Proctor – and it's the REAL game changer for people who mean "business" when it comes to creating remarkable profits!

Pugs Are People Too
April 18 · 🌐

Hey Pug Lovers, Connie here! Are you ready for your day to get even better? For a limited time only, I've giving away my FREE Pug Lover Photo Guide: <https://www.pugsarepeople2.com/ebook>

I know you will LOVE it!
-Happy Pug Barks!
Connie Ramsey, The Author of "Pugs Are People, Too"



👍👍 247 29 Comments 39 Shares 36K Views

👍 Like 💬 Comment ➦ Share 🗨️

Pugs Are People Too
April 16 · 🌐

Hey guys, Connie here! Pugs are cute! We all know this. So, are you ready for your day to get even better?!

For my love of pugs I have decided to create a FREE e-book called "Why Pugs Are So Lovable". You can get the free e-book by clicking the link below:
<https://www.pugsarepeople2.com/ebook...> See More



GET YOUR PUG PHOTO BOOK

SEE MORE


Pugs Are People Too
Book

📧 Send Message

Pugs Are People Too
April 17 · 🌐

Start your day on a happy note with this *FREE* pug photo book!
Click on www.pugsarepeople2.com/ebook to get your very own Why Pugs Are So Lovable photobook which is guaranteed to put a smile on your face! 🐶📷📖
#happydogbarks #pugsarepeopletoo #pugsaresolovable

Why are PUGS so lovable?
Download this FREE Pug Photo Book to find out!



<https://www.pugsarepeople2.com/ebook>

Pugs Are People Too Learn More

👍👍👍 Connie Ramsey and 273 others 4 Comments 11 Shares

👍 Comment

Pugs Are People Too
April 24 · 🌐

Get ready to meet Addie and Charlie!
Check back tomorrow, **LAUNCH DAY** for all the details!!! You won't want to miss it! 🐶📖
<https://www.pugsarepeople2.com/ebook...> See More

Meet Addie and Charlie...
Pugs Are People, Too!

Don't forget about **LAUNCH DAY!** Check back tomorrow for all the details!



<https://www.pugsarepeople2.com/ebook>

Pugs Are People Too
April 25 · 🌐

🎵🎧 Musical pugs?! 🐶

Click on the link below to learn more about this special pug, Addie, who loves to listen to some tunes on headphones! 🎧📖
<https://www.pugsarepeople.com>
#HappyPugBarks #PugsArePeopleToo #musicalpugs

Did you know that pugs love music?

It's true! Read more about Addie and her headphones in Pugs Are People, too!



<https://www.pugsarepeople.com>

Pugs Are People Too
May 1 · 🌐

👇 Comment below with #1-6...
What is your favorite Pugs Are People, Too 🐶 BONUS 🐶 ?
Didn't know 🐶 extras 🐶 came with the book? 📖🎧🎨
Head over to <https://www.pugsarepeople2.com/special-offer> to claim yours now!!

BONUS #1: eBook Digital Copy
(\$12.99 Value)
INSTANT ACCESS - DOWNLOAD TODAY

Pugs Are People Too

You don't have to wait to receive the hardcover to start enjoying this adorable Pug Love Story! Included as a bonus is an

<p>BONUS #2: Audio Interview (\$29.99 Value) <small>INSTANT ACCESS - DOWNLOAD TODAY</small></p> <p>Be A Dog With A Bone</p> <p><small>Enjoy an audio interview with Connie Mackay and Peggy Abbott. Hear their funny dog stories, advice about how to bring a dog with a bone to college, your dinner. The audio interview is packed with fun on how to address the "Smack-a-bone", but it's more... #1 FUN!</small></p>	<p>BONUS #3: Short Story (\$9.99 Value) <small>INSTANT ACCESS - DOWNLOAD TODAY</small></p> <p>The Scary, Exciting Weekend</p> <p><small>Young Maddie tells her story about how the "Baby dog" got the book and what else... and how the "pugs" that happen along the way! This short story about a very special adventure and journey...</small></p>	<p>BONUS #4: Graphic Printable Poster <small>INSTANT ACCESS - DOWNLOAD TODAY</small></p> <p>+3 Fascinating Pug Facts</p> <p><small>Order the Hardcover today and Pugs are guaranteed to make you say, "Wow!" don't leave out Pugs are people, too! Includes the 3 new chapters!</small></p>
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Pugs Are People Too
May 2 · 🌐

🐶 Did you know a pug can run 3-5 miles per hour?! 🐶🐶🐶
You would if you cashed in on the 🎁 BONUSES 🎁 that come with your Pugs Are People Too book! 📖

One of the 🎁 FREEBIES 🎁 is a Graphic Printable Poster full of PUG FACTS. 🐶🐶🐶
How cute!!!

Check out this site to claim your EXTRAS now! 📄 🌐
<https://www.pugsarepeople2.com/special-offer>

📖 AND 📖 you can buy the book there, too, if you haven't already. 📄 📱



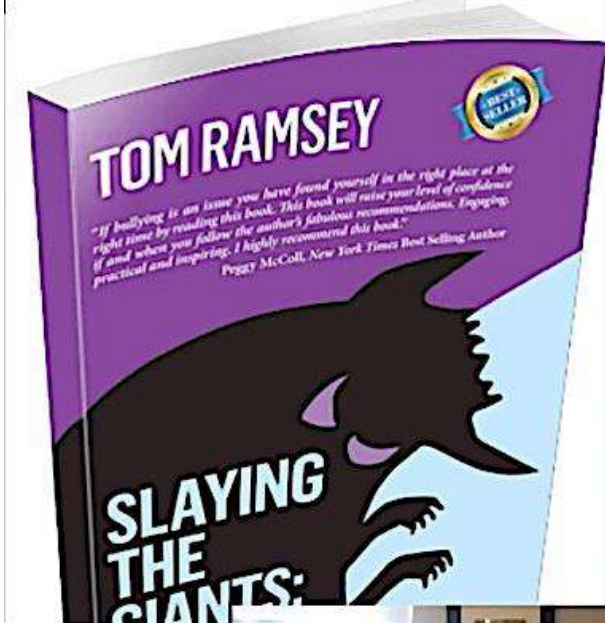
PUGSAREPEOPLE2.COM
Pugs Are People Too SPECIAL OFFER
Hurry! Grab Your Copy Of "Pugs Are People Too" from Am...

Slaying The Giants is 🙏 feeling blessed.
March 27 · 🌐

Thank you everyone with a grateful heart who supported me last week in my Webinar and the launch of my book "Slaying The Giants" (www.SlayingTheGiants.com) on Amazon. My book made "Best Seller" in 4 of Amazon's categories which will result in more people doing the right things to prevent bullying.

If you want to learn more or to buy the book, you can go to www.SlayingTheGiants.com

-Master Tom



Colleen Aynn
October 24, 2017 · 🌐

Pre-order the newest #FeelingFriends and qualify for special bonuses!
#FeelingsMatter #AuthorLife <http://ow.ly/z9XT30g6mZQ>



COLLEENAYNN.CLICKFUNNELS.COM
Feeling Friends - Pre-Order Page

Feeling Friends
Published by Colleen Aynn [?] · November 14, 2017 · 🌐

Hooray! Today's the day! At last we can properly introduce to you our newest #FeelingFriends Nervous Nelly, Mad Michael and Happy Hannah! You can purchase your copies here and qualify for special bonuses: www.feelingfriendsbooks.com We can't wait for you to meet our new friends! #FeelingsMatter



Feeling Friends
Published by Hootsuite [?] · November 19, 2017 · 🌐

A HUGE thank you to YOU for putting all three of our newest #FeelingFriends on the International Bestsellers list! I couldn't be more grateful and honoured by your support. #AuthorLife #Grateful



** Be very visual!

Wrap-up thoughts on social media

- Don't pay for ads on social media for people to buy your book.
- Rather pay for ads to have people enter the sales funnel/opt-in.
- Understand this will take a considerable amount of energy, effort, work, and time.
- But have fun with it!

[Table of Contents](#)

Session 5: Many Ways to Bring Greater Value

Your rewards will come from the value you bring to the world.

"The man who does more than he is paid for will soon be paid more than he does." ~ Napoleon Hill

Daily Commitment

Some people dream of success, while others wake up and work at it.

*Not necessarily work "hard," but have fun with a positive attitude towards it.

The Law of Compensation

The amount of money you earn will be in direct proportion to:

1. The needs for what you do
2. Your ability to do it (fulfill the needs)
3. The difficulty in replacing you

Value

- People are attracted to the people with "value."
- You have something valuable to share.
- Believe in it.

Two valuable questions

Ask yourself,

"Where is the need that I can fulfill better than anyone else can?"

"How will I deliver more value today?"

Values you give

Giving value is a process. It will take time.

- Must be given unconditionally, without any expectation of getting anything in return.
- You must give constantly.
- Give to strangers, prospects, clients, colleagues, friends, and anyone.

The Law of Cause and Effect

What you give out, you will receive.

- Give bad out, bad comes back (usually right away).
- Give good out, good comes back (not always right away or from the source you believe it should come from).

Live your life this way.

Life is a constant improvement of...

- o You
- o Your mindset/attitude
- o What you offer to the world
- o Your team/people you work with

Ideas on how and where to give value

- On social media—training, open Q&A, events, etc.
- eBooks
- Webinar / a series of webinars
- Live events
- Calls, coaching calls, discovery calls
- Interviews / interview series
- Online events and gatherings (e.g., Zoom)
- Other people's events, programs, etc.

*"No man is a true believer unless he desires for his brother that which he desires for himself."
~ Prophet Muhammad*

"Successful people are willing to do things that unsuccessful people are not willing to."

Next Step

"What will I do to bring more value to the world?"

[Table of Contents](#)

Session 6: Publicity Secrets

Online marketing is greater by far. Publicists are designed to get you into the media. If you use publicity, make sure all online activities are going on at the same time.

*Remember, the media are always looking for great media and show ideas.

Different Types of Publicities

- Local / National / International / Online / Magazine / Newspaper / Radio / Television
- Start with locals first to get a hang of it. When you are fully ready, go for national.
- What you look for is "worldwide exposure" through media and online.

Areas of focus/target audience

Know who your audience is and learn about them.

- What are their interests?
- Which social media platforms do they hang around?
- What are they studying?
- What do they read?
- What do they listen to?
- Where do they go?
- Who or what are they following?
- Sometimes, simply a guess

Pitch ideas from media content

Look for which shows and media content are reaching a mass of your target audience.

- Watch and study shows.
- Read materials.
- Prepare your pitch ideas for publicity.

Preparation

You can pitch directly to the show.

Remember, you get one chance to make a first impression.

Preparing media kit

Create a “media release”/press release—an official, one-page document to announce your newsworthy information.

- A professional look is essential.
- Excellent quality paper (if you are sending via mail or courier)
- High-resolution book cover of your book
- Author’s bio and contact information
- Story ideas or segment ideas (for the show)
- Questions and answers (by the author)
- (You can do Google search for examples.)

Preparing your message

Focus on grabbing people’s attention. Think about what would inspire the person who will receive your media release.

- Be unique and creative.
- Capture their mind from the opening.
- What would make them want to have this author/YOU on the show or be available for their listeners?
- Be timely and relevant.
- Evergreen/timeless message

Preparing yourself

All you want is to give a great first impression!

- Edit your work (if it’s written material).
- Practice your speech; speak clearly in sound bites.
- Tell stories effectively.
- Communicate with passion.
- Be confident.
- Give listeners/viewers a “call to action.” e.g., “Go to your website and get...”
- Look your best (if it is a visual interview).
- Have fun!

Preparing your site(s)

Make it REALLY easy for people to find you. If you haven’t picked up your domain name yet,

- Get an easy-to-remember URL (universal record locator).
- Register your name for your website (if you can).

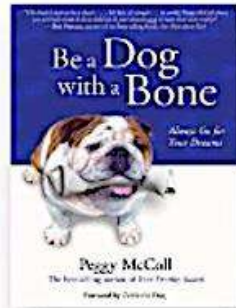
Avoid bad publicity

Invest time in practice to be more professional, smoother, and effective. Do everything in your power to have all your publicity be good and better, yet great.

Recommendations

- Start small and grow (or go straight to a big one?).
- Follow through.

Press Release Examples



Most people who are a dog with a bone do not know how they will accomplish their dreams.

🐾 "YOU HAVE TO BE DOGGEDLY DETERMINED": Tapping Into Your Desire, Focus, and Courage to Realize Your Dreams

It takes more to achieve a dream than simply wishing for it. Incorporating real-life examples of both famous and "everyday" people who have achieved or who are on their way to achieving big dreams, McColl offers audiences invaluable insight on going after our goals with dogged determinism in the face of our own—and others'—uncertainty, fear, and doubt.

🐾 STOP CHASING YOUR OWN TAIL: How Unproductive Behaviors, Habits, and Distractions Hold Us Back—and How to Overcome Them

What are you doing that is preventing you from grabbing your bone? Too often we don't notice the things we do that waste our time, distract us from our true goals, and work against our ability to achieve them. McColl shows audiences how to stop spinning in circles, gain new perspective, and refocus our energy on doing the things that will help us get what we truly desire.

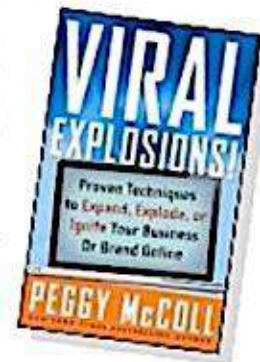
🐾 NEW TRICKS FOR OLD DOGS: How to Teach Yourself New Behaviors, Skills, and Beliefs in Order to Succeed at Any Age

As we get older, we all find that some of the behaviors, attitudes, skills, and beliefs we were taught in the past may no longer be useful or serve our needs today. McColl provides

Ask This New York Times Bestselling Author What Makes Web Content Go Viral?

Ever wonder why one story or video spreads across the Web like wildfire, while other information of equal value reaches almost no one? New York Times bestselling author and entrepreneur **Peggy McColl** knows why, and she's ready to explain what separates a "viral explosion" from ideas and products that fail to connect with a worldwide audience.

McColl, who's launched numerous, highly successful Internet marketing campaigns, has developed a recipe for creating viral content; a recipe which can be used to promote almost anything. It's the ability to go viral, she says, which is already determining everything from which businesses become profitable to which social causes gain popular support.



***On your show, McColl will share her
GROUNDBREAKING FORMULA FOR CREATING VIRAL EXPLOSIONS.***

Ask her:

Which questions must be asked before attempting to create a viral explosion?

What role does attitude play in creating a flash mob mentality online?

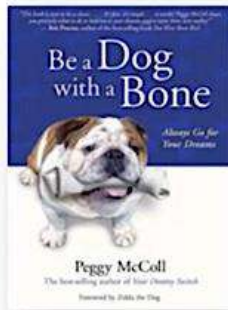
What are the easiest ways to harness the power of social media?

CREDENTIALS:

Peggy McColl is a New York Times bestselling author whose

Let a Dog Be Your Guide to Success!

New York Times best-selling author reveals how man's best friend can teach us to achieve our dreams, find contentment, and enjoy life to the fullest.

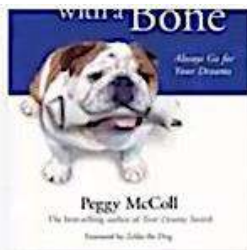


"Are you ready to trust in the universe and to courageously step out...one paw at a time?"

- *Zelda the dog*

"One of the most powerful keys to success: dogged determination."

- *Zelda the dog*



BE A DOG WITH A BONE
Always Go for Your Dreams

Peggy McColl

Hay House
ISBN 978-1-4019-2464-5
Hardcover, 160 pages
US \$14.95/CAN \$15.95/
UK £8.99 (inc. VAT)

January 2009

Each of us has a desire to discover the great secrets of success, to experience total contentment, and to find the path to personal fulfillment. Yet, in our search for these elusive goals, many of us end up chasing our tails or barking up the wrong tree. Just what is the "dogma" for success that will allow us to succeed and enjoy life?

In **Be a Dog with a Bone: Always Go for Your Dreams** (Hay House, US \$14.95, January 2009), best-selling author and internationally recognized personal development leader Peggy McColl shares the simple—yet profoundly valuable—life lessons that dogs can teach us when it comes to going after what we want and finding true happiness. With keen insight, gentle humor, and inspiring advice, McColl shows readers how the positive behaviors, beliefs, and attitudes of our canine companions can help us to identify, pursue, and attain our goals and dreams.

In **Be a Dog with a Bone**, readers will discover how to:

- 🐾 Dig up their true passions, goals, and dreams
- 🐾 Get out of the doghouse of fear, doubt, and self-defeating beliefs
- 🐾 Become doggedly determined to succeed
- 🐾 Stretch to break free of the leashes that limit our joy, desires, and confidence
- 🐾 Drool unto others as they would want to be drooled unto by acting with integrity, kindness, faith, and optimism
- 🐾 Learn new tricks to success and happiness—at any age
- 🐾 And much more

powerful, profound truths about life—and about always going for your dreams.



PEGGY MCCOLL is an internationally recognized expert in the area of goal achievement and the author of several highly acclaimed books on self-fulfillment and empowerment, including the New York Times bestsellers **Your Destiny Switch** and **21 Distinctions of Wealth**. The president and founder of Dynamic Destinies, Inc., McColl has earned widespread acclaim as a leader in the fields of both business planning and personal goal achievement. Through her seminars, speaking engagements, and books, she has inspired millions of people to reach their maximum potential and to define, go after, and achieve their dreams.



Viral Explosions!

Proven Techniques to Expand, Explode, or Ignite Your Business or Brand Online

Peggy McColl, New York Times best-selling author

"Peggy is a one-of-a-kind dynamo. She walks the talk and YOU WILL TOO."

—Paul Moonilogan, international speaker and author of 101 Power Strategies

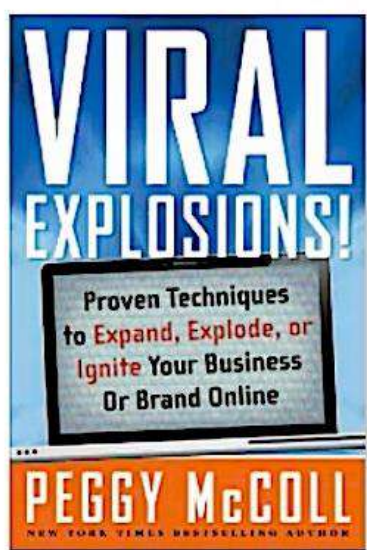
"I have known Peggy McColl for years. She is an amazing woman who has spent years developing herself.... The lady is powerful and her information should be taught in schools."

—Bob Proctor, author of You Were Born Rich

Internet growth has surpassed all projections and continues to expand every day. Those who are adapting to the online medium will reap the rewards for years to come and have the potential to grow their businesses and build their brands exponentially.

Peggy McColl tells her story of discovering the power of online marketing to break through the clutter, capture a global customer base, and build her business. Using many examples and stories, *Viral Explosions!* gives you:

- A specific, proven program that even those who aren't techno-savvy can follow and tailor to their own goals.
- The viral differences and similarities between offline and online marketing that every marketer needs to know to be successful.
- The critical steps needed to build a global customer base, generate additional revenue, and foster customer loyalty...without having to leave the comfort of your home.



Pub Date: April 2010
U.S. \$21.99 (Can. \$27.50)
Hardcover
5 1/2 x 8 1/2, 224 pp., 1-est. I
EAN 978-1-60163-119-0
Category: Business
Rights: World

[Article]

Brand Yourself

By Peggy McColl

What makes you and your business different? What sets you apart in the marketplace?

A brand quickly identifies for people what your expertise and style is, and it differentiates you from everyone else. A good brand conveys the essence of your business concisely and quickly and inspires buyers to check out your message and what you have to offer. It has personality, just as you do. Your brand should have a strong influence on others.

Tip #1: Keep it simple and concise

It's a fast-paced world, and people don't have time to puzzle over who you are, what you're trying to say, and what value you can bring to them. If you have more than one interest, and you can't easily combine them in one brand, focus on what most makes your heart sing even if it seems there's lots of competition for a business built around that



Q&A for the New York Times Best Seller “*YOUR DESTINY SWITCH*” by Peggy McColl

What is a “destiny switch”?

Most of us don't realize that we're in control of our emotions, but we are, and how we handle our emotions determines our destiny. It's helpful to picture a board of dimmer switches that we can choose to raise, creating positive emotions, or lower, dragging us down into negative emotions. The better we're able to recognize our feelings, learn from them, and manage them, the easier it is to live out our purpose and find lasting happiness. We each have our hand on our own destiny switch.

[Table of Contents](#)

Module 3: Your Amazon + International Best Seller

Session 1: What is the Amazon Best Seller Achievement?

Different types of bestsellers

- International best-selling author
- Amazon best-selling author
- Barnes & Noble

Amazon.com Best Seller lists

1. Overall bestseller list for all books sold
2. Multiple categories for bestsellers
 - o Per genre and subcategories
 - o Print Best Sellers
 - o Kindle Best Sellers
 - o Audible Best Sellers
3. Hot New Release Best Sellers (sub-list)
4. Movers & Shakers Best Sellers (sub-list)

*The lists keep changing.

How to be listed as an Amazon Best Seller

Totally depends on how many books are sold.

- Easier to become a best seller under specific categories
- Ranking updated hourly

Bestseller rankings on Amazon.com

- When the book goes on sale and is sold, the ranking appears.
- Amazon.com updates its bestseller lists by the hour.
- Possible to be the best seller only for one hour.
- The book doesn't have to be shipped to become a bestseller.

- Pre-sales affect the ranking when the orders go in.
- You become an International Best Selling Author when your book is a best seller in more than one country on Amazon sites.

How to capture your ranking

1. Go to Amazon.com.
2. Search for your book.
3. Look for "Product Details."
4. You will see the ranking.
5. Do a "screenshot."
6. Save the file.

Product details list

Product details

Paperback: 208 pages

Publisher: Northfield Publishing; Reprint edition (January 1, 2015)

Language: English

ISBN-10: 080241270X

ISBN-13: 978-0802412706

Product Dimensions: 5.5 x 0.4 x 8.5 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: ★★★★★ ▾ 13,128 customer reviews

Amazon Best Sellers Rank: #18 in Books (See Top 100 in Books)

#1 in Books > Self-Help > Relationships > **Love & Romance**

#1 in Books > Christian Books & Bibles > Christian Living > **Marriage**

#1 in Books > Parenting & Relationships > **Marriage & Adult Relationships**

Worldwide Amazon.com Best Seller (international)

- ▶ Amazon sites in many countries
- ▶ USA amazon.com
- ▶ Canada: amazon.ca
- ▶ China: amazon.cn
- ▶ Australia: amazon.com.au
- ▶ Japan: amazon.co.jp
- ▶ Germany: amazon.de
- ▶ United Kingdom: amazon.co.uk
- ▶ Spain: amazon.es
- ▶ Italy: amazon.it
- ▶ India: amazon.in
- ▶ Brazil: amazon.com.br
- ▶ France: amazon.fr
- ▶ Mexico: amazon.com.mx
- ▶ Netherlands amazon.nl

Once having achieved

best seller status

Once you are a bestseller on Amazon.com, you can claim it and share it everywhere.

[Table of Contents](#)

Session 2: Bestseller Process

Bestseller strategies, steps, campaigns

One model doesn't fit all. You need to devise your own strategy, putting your own spin and creativity into it.

Starting point

Give yourself plenty of time to prepare AND execute your campaign.

- When will you launch?
- 3-month preparation minimum for Amazon Best Seller
- 6 to 9 months for New York Times Best Seller
- You, as an author, build your platform, following, and email list.

Primary focus

Growing your email list and followers is the best thing you can do to help sell more books!

Steps to launch

- **Launch date:** Choose a date for your launch.
- **Email list:** Build your email list.
- **Offer:** Put together an extraordinary offer.
(People would think, "Omg, I'm gonna buy this book right now!")
- **Web pages:** Create the necessary webpage—sales page, bonus gift page.
- **Promotional material:** Create promotional content—emails, posts, banners, ads, videos, articles, media releases, social media announcements, etc.
- **Coordinate:** All promotions to go out at the launch time (have your partners on board, etc.)

Creating your bonus gift offer

Think about attractive offers that bring expedient value to your buyers and make them feel like wanting more and potentially lead to a sale.

"Generosity is the first Law of Prosperity."

- Be generous with your offers.
- Work is required, but keep it simple.
- Easy to create and deliver (downloadable)
- No cost to produce and deliver
- No need to be relevant to the book as long as it's useful to the people who buy the book
- Special bundle
- All up to you

Why is this necessary?

- Makes your offer/book more attractive
- Prompts people to make an immediate buying decision
- Makes a big difference in sales results
 - o A prospect buys your book or someone else's.
 - o A prospect will buy or won't buy.
 - o A prospect buys right away or considers maybe another time.

What you can do to create extremely valuable and unique offers

Remember the importance of giving great value and being unique.

- Be out of the box; open to ideas.
- Consider several different offers.
- More story about the author – people want to know about the author.
- Create reports in a Word document and save as PDF.
- Create a short course or training tutorials, e.g., self-esteem, etc.
- Record interview videos or audios.
- Record your own videos or audios.

Campaign Examples: International Bestseller “Sad Sally”

There are a variety of campaigns. You must EVOKE your CREATIVITY and do something UNIQUELY YOURS!

[Special offer page]

SAD SALLY

It's Ok for Kids to Cry!

Teach Your Children
the Value of
Expressing Emotion

Sad Sally – Colleen Aynn

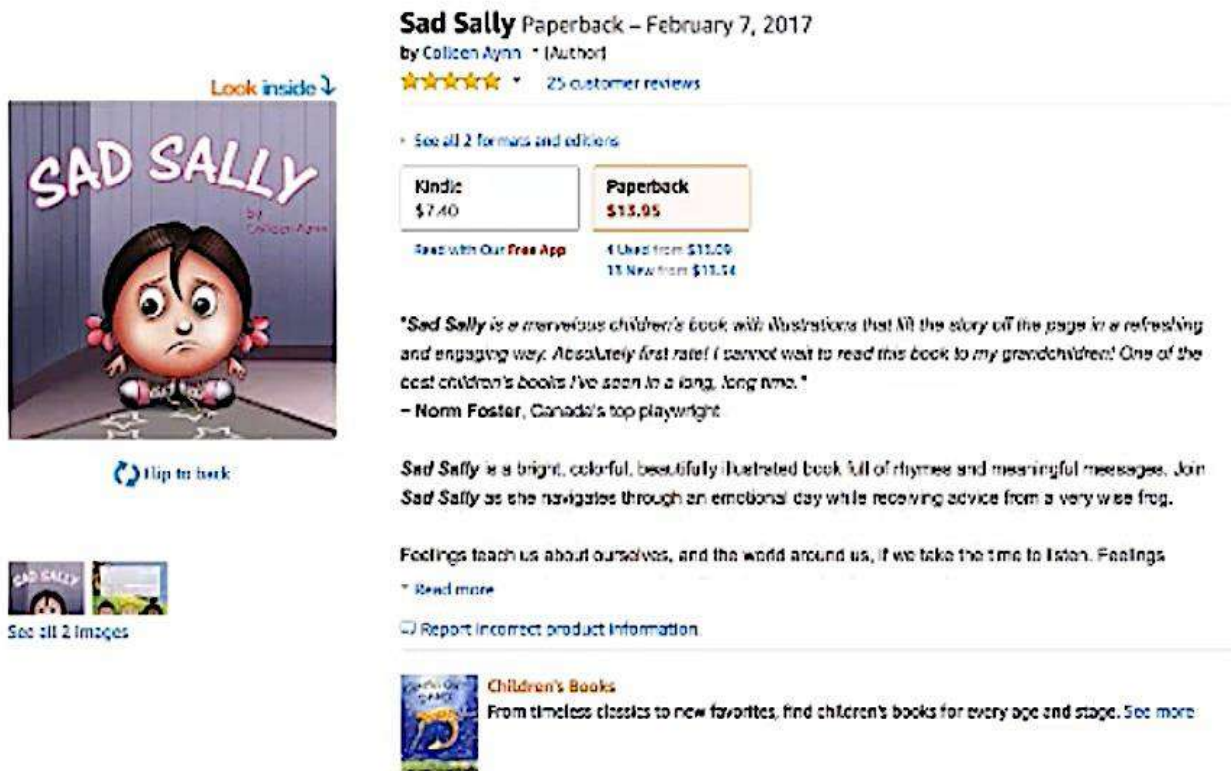
"Sad Sally is an adorable book and truly unique. This story will inspire children to recognize their real feelings and invite them to express them in a way that will bring about joy and positive change. I truly love this book!"

– **Peggy McColl**, New York Times Best-Selling Author, aka "The Best Seller Maker"

SAD SALLY **ORDER TODAY**

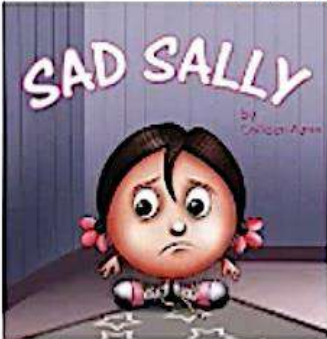
*You can tell people that you are doing this because “Your intention is to make this book a bestseller.”

[Amazon page]



Sad Sally Paperback – February 7, 2017
by Colleen Aynn (Author)
★★★★★ 25 customer reviews

Look inside ↴



Kindle \$7.40
Paperback \$13.95

Read with Our Free App 4 Used from \$13.00
13 New from \$13.54

See all 2 formats and editions

"Sad Sally is a marvelous children's book with illustrations that tell the story of the page in a refreshing and engaging way. Absolutely first rate! I cannot wait to read this book to my grandchildren! One of the best children's books I've seen in a long, long time."
– Norm Foster, Canada's top playwright

Sad Sally is a bright, colorful, beautifully illustrated book full of rhymes and meaningful messages. Join **Sad Sally** as she navigates through an emotional day while receiving advice from a very wise frog.

Feelings teach us about ourselves, and the world around us, if we take the time to listen. Feelings

Read more

Report incorrect product information

Children's Books
From timeless classics to new favorites, find children's books for every age and stage. See more

[Sales page]



SAD SALLY **ORDER TODAY**

Order today and gain access to all of the bonus prizes selected especially for this exciting book launch.

amazon.com

Now Get Your Gifts! Preview Gifts Get Your Gifts

Click the buttons after you get your Order Number from Amazon.

Dealing with Feelings Brings Kids to a Healthier Place!

If children (and adults!) were meant to suppress their emotions ...they wouldn't have been born with them!

Think about it. We didn't come into this world with our emotions so we could hide them. We came into this world so we could live through them.

Today, you have a FUN and REFRESHING chance to teach your children to identify and channel their emotions in a responsible and constructive way!

In her heartwarming new book, *Sad Sally*, author and performer, Colleen Aynn, uses rhymes and colorful illustrations to teach children it's OK to cry and show emotions.

...it's OK to cry and show your feelings.

You'll follow the story of Sad Sally, who is always sad ...and won't allow herself to have a good cry. That is, until she meets an old toad in the middle of the road.

The lesson Sally learns from the toad is it's OK to cry and show her feelings. Children will learn ...

...When they allow themselves to act on their heartfelt emotions, their body and soul will naturally recalibrate – and move them to a healthier place.

"With a simple and heart-warming story, Sad Sally reminds all of us, young and old, of the importance of accepting our emotions and staying true to ourselves and to our feelings. Wonderful story with a great moral."

– Liana Palmerio-McIvor, Registered Psychotherapist

When They Need a Good Cry – Stay by Their Side

Sad Sally teaches children and parents that suppressing emotions is the worst thing you can do! Through Sally's interactions with the old toad in the road, your children will learn ...

- Feelings hold special messages for you, if you listen
- Happiness results from allowing yourself to experience sadness – not from burying it
- Emotions are not good or bad – it's how you manage them that makes the difference
- Feelings ebb and flow – and problems only come when you try to bottle them up
- Moms and Dads have emotions too – and it's Ok to cry, even when you're older

Parents will learn the most supportive thing they can do is to be the one who stays beside their children when they need to release their emotion ...and have a good cry.

"A child having repressed pent up feelings of sadness and a censored edict to not open up, leads to severe depression and an inability to experience love and life's intimacy. Colleen Aynn's 'Sad Sally' is a beautiful highly relatable tool for any psychologist, or child/youth worker to alleviate such suffering in children they're entrusted to treat. A must arrow in your therapeutic quiver"

– **Dr. Stephen B. Stokl, FRCPC**, Chief Psychiatrist, Southlake Regional Health Centre, Author of *Mentally Speaking*

Learn Life Lessons from Sally ...and Her Feeling Friends!

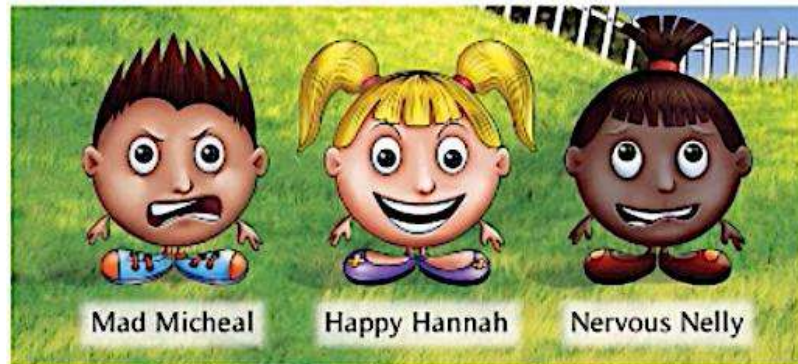
At the end of **Sad Sally**, you and your children will be introduced to the rest of Colleen Aynn's *Feeling Friends* series.

Mad Michael – Michael is always mad ...but can a wise and witty dog use rhymes and smiles to help him deal with his anger?

Happy Hannah – Hannah gets tired of being happy and wants to explore other feelings. Can her home town handle her as she evolves into a more well rounded child?

Nervous Nelly – Nelly is nervous about everything and doesn't know what to do. Will guidance from a magical unicorn take her on life-changing adventure she'll never forget?

[Bonus page]
with descriptions of
what they are in a very
attractive way



The answers to these questions can be found in Colleen Aynn's complete *Feeling Friends* book series.

Bright, colorful, and richly illustrated, these companion books to *Sad Sally* are a delightful cross between *Dr. Seuss* and *Mr. Men*.

Order **Sad Sally**, and you'll find out how your children can go on even more journeys with Michael, Hannah and Nelly, who share life lessons that help kids express their feelings in healthy and constructive ways.



ORDER TODAY

Order today and gain access to all of the bonus prizes selected especially for this exciting book launch.

amazon.com

Now Get Your Gifts! [Preview Gifts](#) [Get Your Gifts](#)

Click this button after you get your Order Number from Amazon



"I got really emotional when I read Sad Sally. It's a book that I wish I had read when I was a kid or that my Mom could've read with me. When I was little I had these overwhelming feelings, I didn't know what they were and I didn't know what to do with them. This would've been such a comfort. I highly recommend this book for every parent and child."

– Dr. Bruno Borges, Pediatric Anesthesiologist, McMaster Children's Hospital

Order Sad Sally Today and Receive This Wonderful Collection of FREE BONUS GIFTS from Colleen Aynn

When you order *Sad Sally*, you'll receive this bundle of **FREE SPECIAL BONUS GIFTS** that educate your children and stimulate their emotional intelligence!

Sad Sally e-book – Enjoy *Sad Sally* on your tablet or iPhone! Have all the gorgeous pictures and valuable lessons in your pocket at all times! Ideal for bedtime when you're traveling.

Video Book – Kids love watching their devices. But why let them watch garbage when you can put on *Sad Sally* and rev up their Emotional Quotient (EQ) during the ride to grandma's house?

Audio book – No video, no problem. You and your kids can engage with *Sad Sally* through this delightful MP3, and let your imaginations soar. Great for kids who love to memorize!

The Feelings Wheel – Fun to play with your children, and it simultaneously raises your entire family's EQ. Naming their feelings is the first step in a child's emotional intelligence.

Put this beautifully colored Feelings Wheel on the wall, and your children will quickly learn to identify their feelings every day!

Their anxieties will lessen as they notice how certain emotions often pair together. Like scared and excited when they're trying something new. The Feelings Wheel is a great way for your children to ...

- Connect with you on a fun, personal level
- Learn to name their feelings – upping their EQ
- Open a dialogue about situations they are dealing with
- Connect with you on a fun, personal level
- Learn to name their feelings – upping their EQ
- Open a dialogue about situations they are dealing with
- Feel the feelings in their body
- Work through difficult emotions
- Recognize their emotional patterns
- Lessen their anxieties
- Celebrate good times with their family!


Bookmarks – Beautifully illustrated scenes from *Sad Sally* are paired with her most valuable lessons to create a series of adorable little bookmarks.

Use Sally and her magical reminders as bookmarks in any book you and your children are reading!

Coloring Pages – Little ones love to color. Download and enjoy these FREE printable characters! Try giving your children Mad Michael when they're angry; Sad Sally when they're sad; and Happy Hannah when they're happy – and then enjoy the conversations that follow!

In addition to these wonderful FREE gifts from Colleen Aynn, you'll also be able to choose from HUNDREDS OF DOLLARS worth of ADDITIONAL BONUS GIFTS!

[Click here to read more about them.](#)



ORDER TODAY

Order today and gain access to all of the bonus prizes selected especially for this exciting book launch.

amazon.com.

Now Get Your Gifts! [Preview Gifts](#) [Get Your Gifts](#)

Click this button after you get your Order Number from Amazon

[Endorsements]

"Colleen has taken some very complex teachings about dealing with emotions, our subconscious mind, our dark side etc. and turned them into something very accessible and fun for both parents and children. Bravo! What a great tool to help us teach our children and ourselves more about our own feelings."

– **Judy O'Beirn**, International Bestselling Author of *Unwavering Strength* series

ABOUT THE AUTHOR

Colleen Aynn is a true artist. She has been *(loudly)* expressing herself since birth as an international singer, actor, author, and coach. Believing we are all born creative, Colleen inspires others to boldly express themselves and bring their unique voice to the world.

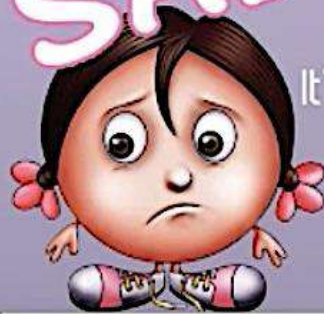
Colleen has spent most of her life performing as a musical theatre professional, and you can still find her on stages, in classrooms, behind canvases or pianos with a pen, microphone or book in her hand.

She designed the *Feeling Friends* series to help little minds deal with big feelings in a positive way. Colleen still loves to belt out a tune, and these days she's most often joined on stage by her husband Bruno, and their little firecracker, Emilia. Colleen lives in Burlington, Ontario Canada.



[Bonus gift page]

SAD SALLY



It's Ok for Kids to Cry!

Teach Your Children
the Value of
Expressing Emotion

Please Scroll Down to View Your Gifts



The Feelings Wheel

Colleen Aynn

Fun to play with your children, and it simultaneously raises your entire family's EQ. Naming their feelings is the first step in a child's emotional intelligence.

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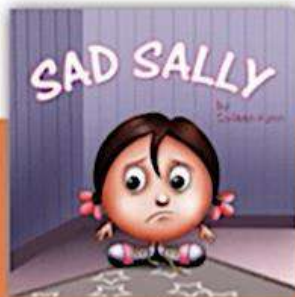


Sad Sally e-book

Colleen Aynn

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[Order instruction] Make it very clear.



ORDER TODAY

Order today and gain access to all of the bonus prizes selected especially for this exciting book launch.

amazon.com

Now Get Your Gifts!

Preview Gifts

Get Your Gifts

Click this button after you get your Order Number from Amazon



[Download page]



The image shows a registration form for the book 'Sad Sally'. At the top, the title 'SAD SALLY' is written in large, pink, bubbly letters. Below the title is a cartoon illustration of a girl with a sad expression. To the right of the illustration, the text reads 'It's Ok for Kids to Cry!' and 'Teach Your Children the Value of Expressing Emotion'. The main heading of the form is 'Please Register Your Purchase'. Below this, the form is titled 'Sad Sally Registration'. It contains several input fields: 'Name' (with sub-fields for 'First' and 'Last'), 'Email', and 'Amazon Order Number (from your Amazon email)'. At the bottom of the form, there is a small disclaimer: 'By clicking submit, you agree to allow Reader's Digest Children's Book Club to send you periodic information about other great books by other authors. You may unsubscribe at any time.' There is also a 'Submit' button at the bottom left of the form area.

*As soon as people enter their information, immediately direct them to a download page.

Things well done on Sad Sally's campaign

- Promoting other things as well, but the focus is to sell "Sad Sally."
- Great aspects of the sales page: bullets, benefits, highlights, and endorsements
- The way the copies are listed and written is the way to get people to buy.
- Placed the purchase buttons in multiple places to buy the book.
- Did not put the price (as it can change unless you have a good reason to do so).
*Instead of saying a price, you can say "Priceless"!

Things to improve Sad Sally's campaign

Sales page:

- Include the bonus gifts listed on the sales page so that people don't have to click and go off to another page to find out.

Bonus page:

- Put it on the front sales page without having a separate page.

Download page:

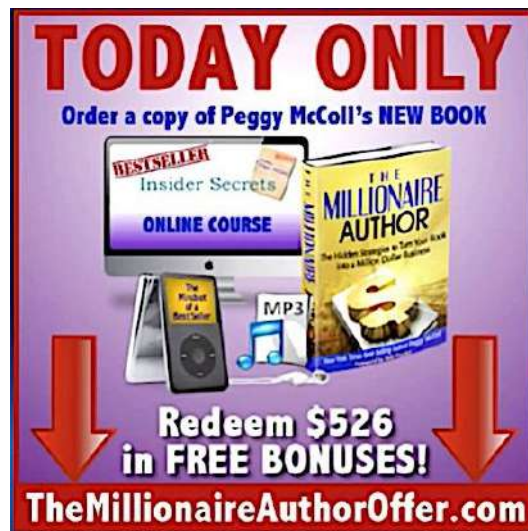
- Have the instructions on the sales page with a short form to fill in, without having buyers click and go to another page to enter their purchase information.
(Keep it all on one page. It's ok to be one long sales page.)

Other than that, this campaign is really well done!

[Table of Contents](#)

[More campaign samples]

TODAY ONLY
Order a copy of Peggy McColl's **NEW BOOK**



**Redeem \$526
in FREE BONUSES!**

TheMillionaireAuthorOffer.com



THE MILLIONAIRE AUTHOR

Peggy McColl
*New York Times Best-Selling Author
a.k.a. "The Best Seller Maker"*
Foreword by Bob Proctor



HURRY! Grab Your Copy of The Millionaire Author from Amazon.com Today And Secure Your Very Special Limited Time Bonuses Valued At Over \$526!

Peggy's "Hot Off The Press" Book is Based on Her Extraordinary, Hands-On Program And Is The REAL Game Changer For Authors Who Mean "Business"

It's Time To Create the Success That You So Rightly Deserve!

Get The Wisdom By "The Best Seller Maker" Herself & Watch Your Financial Abundance Climb Just As Fast As Your Book On The Best Seller List



**FREE BONUS #1:
The Millionaire Author eBook Version**

You don't have to wait for the physical book to come in the mail! As soon as you order your copy of *The Millionaire Author* on Amazon.com and complete the steps below, you will be directed to a special bonus page for you to download a copy of *The Millionaire Author* in electronic format.



**FREE BONUS #2:
The Best-Seller Mindset Audio Training
(Value \$29.95)**



**FREE BONUS #3:
The Best Seller Insider Secrets Program
(Value \$497)**

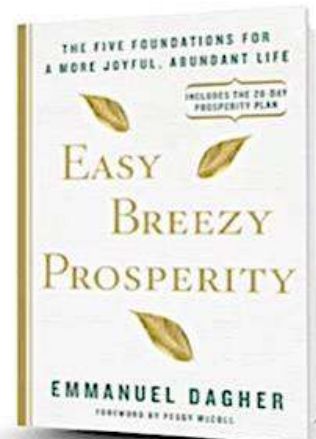
[Pre-order example]

It's the book you've been waiting for that finally ties it all together!

*Pre-order your copies
TODAY and receive up
to \$6,315 in FREE
BONUS GIFTS!!*

PRE - ORDER NOW

A portion of the proceeds of every book will go to charities that support and empower children to thrive.



Hard cover book

Order your copy of
EASY BREEZY PROSPERITY
today and instantly
receive \$2,222 in
FREE BONUS GIFTS!!

Buy 1 book

PACKAGE #1 – THE STARTER PACKAGE

Order Package #1 and you will receive

Purchase 1 book and instantly see generosity in action by receiving the following FREE GIFTS with a combined VALUE of \$465!

1-hour audio healing session titled, *Say YES to Your Divine Inheritance!* - \$425 Value!

This session is HUGE for clearing space and releasing the clutter that prevents you from fully receiving abundance in this lifetime.

Emmanuel leads you to acknowledge that you do actually have a Divine Inheritance. You'll release the ancient pattern of focusing on lack, limitation and what you don't want.

THEN, you'll identify exactly what you *do* want and integrate those qualities into your physical reality - right now.

The universe has SO MUCH more good in store for you than you realize, and this session will open you up to receiving all of it!

Abundance Frequency music session - \$40 Value

Divine abundance awaits you! Sit back, relax and watch as your energetic, physical and emotional blocks fade away through this music healing frequency track.

Emmanuel created this magical experience to solidify your expansion into greater abundance, peace and grace in your physical experience.

By applying some of the most profound shift-inspiring sound technologies, this audio session positions you for success in every level of your life.

PRE - ORDER PACKAGE # 1 NOW

Buy 5 books

PACKAGE #2 – THE SILVER PACKAGE

Order Package #2 and you will receive

Buy 5 books and witness generosity in action by receiving the following FREE GIFTS with a combined VALUE of \$2,300!

Includes everything in package 1, plus the following special gifts!

A healing audio course titled, *Easy Breezy Prosperity Now!* - \$1,795 Value!

A four-session intensive that completely knocks your socks off! It will bring you into an advanced state of substance when it comes to expanding your prosperity. It's saturated with delicious guidance, instant energy healing and processes that support you in attracting an abundant and happy life. This course is a perfect complement to the book, and a perfect if you're ready to...

- Clear hundreds of old patterns and blocks that prevent you from experiencing a prosperous life
- Open yourself up to receiving all of your divine abundance
- Receive powerful time-tested tools to create a healthy relationship with your finances
- Experience money as the sacred and spiritual gift that it truly is
- Step into and maintain a new paradigm of true prosperity once and for all

An audio recording of the *Mantra of All Prosperity Mantras* - \$50 value

This mantra is featured as part of the 28-Day Prosperity Plan in Emmanuel's new book *Easy Breezy Prosperity*. This strategy-packed mantra contains the most powerful prosperity and wealth mantras available today. Thousands of other GREAT MANTRA MANTRAS that have been used for thousands of years by millions of people around the world, and Emmanuel has combined them all in one powerful audio mantra recording for you.

Abundance Frequency music session - \$30 Value

An audio recording of the *Mantra of All Prosperity Mantras*, featured as part of the 28-Day Prosperity Plan in Emmanuel's new book *Easy Breezy Prosperity*. This strategy-packed audio contains the most powerful prosperity and wealth mantras available today. These are the same most sacred mantras that have been used for thousands of years by millions of people around the world, and Emmanuel has combined them all in one powerful audio mantra recording for you. - \$30 Value

As detailed in Package #1, you'll receive an additional Abundance Frequency music session, giving you a total of two.

PRE - ORDER PACKAGE # 2 NOW

What can you do with 5 books?

The Universe loves it when we practice generosity, especially when it empowers others to prosper. Gift your extra books to friends, family, charities, clients, colleagues, or as random acts of kindness... and watch how your prosperity expands!

Buy 25 books

PACKAGE #3 – THE GOLD PACKAGE

Order Package #3 and you will receive

Purchase 25 books and experience generosity in action by receiving the following FREE GIFTS with a combined VALUE of \$6,315!

Includes everything in packages 1 & 2, plus the following special gifts!

2 Guest of Honor tickets to Emmanuel's LIVE online *Abundance Series*, which begins in the spring of 2016 - \$3,590 Value!

Take yourself and a friend to a completely new level of creating greater abundance in ALL areas of your life.

This dynamic interactive event will serve as the perfect continuation of the *Easy Breezy Prosperity Now* course detailed in package #2.

You'll definitely want to be front and center for this life enhancing series!

Through Emmanuel's renowned quantum healing and clearing activations, the following topics will be vividly brought to life.

- Create greater personal abundance
- Manifest greater creative/career abundance
- Generate greater global abundance
- Release the most common patterns that kept you in a lack matrix
- Master time tested tools and processes that create lasting shifts in your finances
- Align with an abundant paradigm
- Connect with the activation of your Divine Inheritance

90-minute healing audio session titled, *The Art of Manifesting* - \$425 Value!

Master the art of creating your ultimate reality!

Have you noticed how some people have an easy time manifesting their desired goals and intentions, while others seem to struggle? *Why is this?*

And how do those who manifest more of what they desire make it happen with such ease and grace?

Better yet, how can WE tap into this ease and grace for ourselves?


During this relaxing 90-minute audio session you will...

- Integrate yourself with the 5 powerful principles of master manifesting
- Release and heal stubborn blocks that prevent you from creating your desired life vision
- Learn a simple paradigm-shifting action process that supports you in manifesting your desires with ease and joy

Abundance Frequency music session - \$120 Value

As detailed in Package #1 & #2, you'll receive three additional Abundance Frequency music sessions, giving you a total of five.

PRE - ORDER PACKAGE # 3 NOW



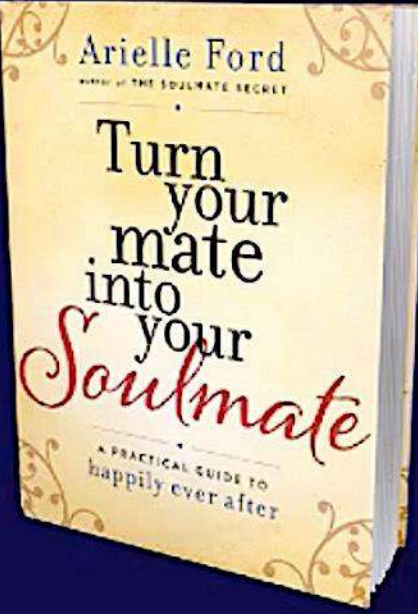
THE SOULMATE SECRET
Three Keys to Manifesting True Love
by Arielle Ford

FREE 25-minute teleseminar by Markos Lovelace

FREE AUDIO PRESENTATION
What Is Love Like in Heaven?
Arielle Ford & Anna Kagan

Enter your information below:
 Name
 Email Address
 Total Address

GET IT NOW



Arielle Ford
AUTHOR OF THE SOULMATE SECRET

Turn your mate into your Soulmate

A PRACTICAL GUIDE TO happily ever after

COMING 12.29.15

Turn your mate into your *Soulmate*

A PRACTICAL GUIDE TO HAPPILY EVER AFTER



International bestselling author and relationship expert **Arielle Ford** introduces a groundbreaking new book that gives you 16 simple, easy and fun ways to reignite love, passion and respect, as well as a renewed commitment to your relationship—no matter how many years it's been since you first fell in love. **Turn Your Mate into Your Soulmate** hands you the keys to be able to create the same kind of life-long love Arielle has with her own soulmate Brian. **PLUS, as a thank you for pre-ordering the book today, you'll get 9 incredibly valuable bonus gifts!** See below for more details...

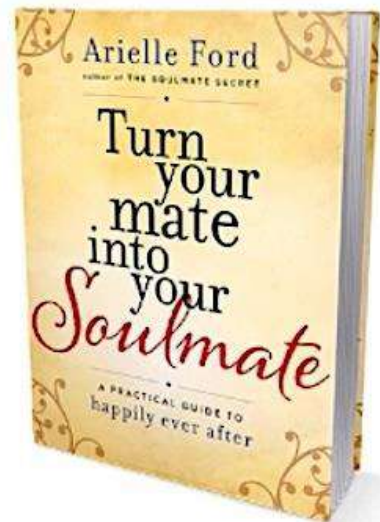
Pre-order today to receive FREE BONUS GIFTS!

1. Buy the book through one of the book seller buttons below.
2. Copy your receipt # and head back to this page.
3. Submit the form below to get your free gifts!

Pre-Order Today!



International



Simply enter your email address and order/receipt number here:

Email Address:

Order/Receipt #:

Yes, please send me your weekly juicy love advice

[GET FREE STUFF NOW →](#)

*When you are focusing on Amazon Best Sellers, have only one link for purchase or multiple Amazon links aiming for the International Best Seller.

IMPORTANT

For Amazon, one order of multiple books, still counts as "1."

For the New York Times, the number of books sold (shipped) counts.

FREE BONUS GIFTS:

• **Five-Part Video Series from Leading Experts:**



JOHN GRAY

"How Women Can Get Their Needs and Desires Met by Their Mate"



DR. PEPPER SCHWARTZ

"How Sex Can Save Your Life"



IYANLA VAN ZANT

"The Best Way to Apologize: Why and How to Forgive"



GAY AND KATIE HENDRICKS

"You're Too Fat (and Other Hard Conversations to Have)"



DR. LAURA BERMAN

"How to Affair-Proof Your Relationship"

• **A One-Hour Audio Lesson with ELLEN EATOUGH**

- **How to Re-Envision Your Sex Life**
- Creative Ways to Get Your Body & Brain Back into the Game
- How to Invite Your Partner into a New and Fun Experience
- Opening Up Your Orgasmic Energy Centers
- Sex Recipes and Solutions for Busy People

• **Bonus Audio: Hack Your Hormones for Lasting Love Tapping Deep Intimacy** with Dawson Church, PhD

- **Sneak Peek:** Read the introduction and chapter one of *Turn Your Mate into Your Soulmate* before it hits the stores!
- **The Everything Book: The Essential Details About the One You Love** – Take your love and relationship to a whole new level. Imagine going so deep, you and your partner know each other at a soul level. A life of true

Step 1: Buy the Book

Step 2: Get Your Gifts

Buy From
Amazon

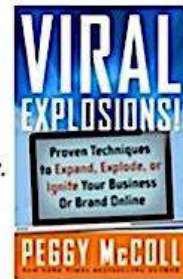
Buy From
Barnes & Noble

Buy From
Borders

Preview
The Bonus Gifts!

Once you have ordered, you will receive an email purchase receipt from one of the stores on the left. Copy the number located in this email, then click the button below.

Now Get Your
Bonus Gifts



Viral Explosions Flash Pack

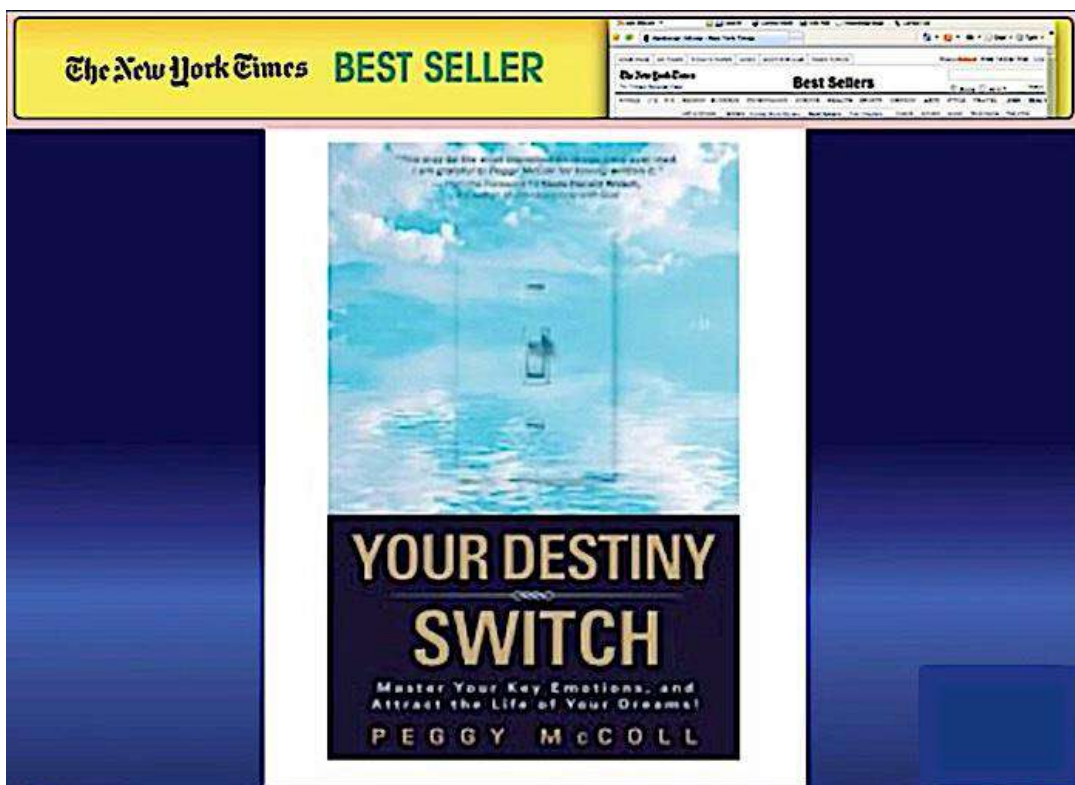
- 8 Hour Viral Explosions Teleseminar
- *Magnet For Money* Platinum Edition
- *Relax Your Way to Wealth* Audio Program
- 2-CD Program *Turn Fear Into Faith*

FREE!
With purchase
of 10 CO

When you purchase 10 copies of *Viral Explosions* (which you can give away to your clients, whoever you desire), you will receive The *Viral Explosions Flash Pack*. To redeem your 10 book pack, you must forward your proof of purchase (the email confirmation from Amazon.com, BN.com or info@destinies.com



*For Amazon Best Sellers, use one link or multiple Amazon links for International Best Seller.



Package 2 – Bonus #1 from Peggy McColl
Turn on Your “Power” Emotions 6 Week Teleclass

By Peggy McColl, Author of Your Destiny Switch

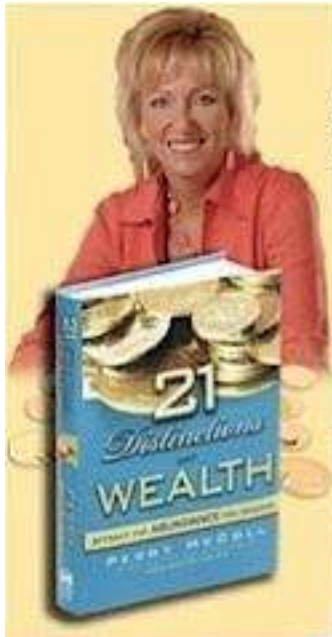
How to turn on the most powerful emotions you have, keep them on and use them to magnetize your desires!

6 week teleclass (1 hour classes for 6 weeks)

Starting Wednesday, May 23rd at 12Noon EDT

This is exclusive six-hour teleclass with International Leading Goal-Achieving Expert Peggy McColl where she reveals the most powerful emotions you can express to propel you to your dreams and cautions you of the negative emotions to avoid that can act like a breaker switch and shut down all dreams.

Value \$167!



WATCH VIDEO OF PEGGY >
VIEW CONTEST RULES >

21 Distinctions of WEALTH

21 Distinctions of Wealth is a breakthrough book that can change the way you feel about money and help you engage in the powerful force that is already inside of you to draw to you that which you desire.



Purchase *21 Distinctions of Wealth* and receive the *Magnet for Money* Audio Course for FREE!

When you purchase *21 Distinctions of Wealth* and complete the form below, you will receive the *Magnet for Money* 2-CD audio course download for FREE.



Hay House Exclusive! Purchase *21 Distinctions of Wealth* and you can join Peggy McColl for a LIVE online event on Hay House Radio for FREE!

Attract the Abundance You Deserve ~ Exclusive Online Event! When you purchase *21 Distinctions of Wealth* and complete the form below, you will receive access to this two-hour LIVE online event (Tuesday, May 13, 2008 | 4:00 pm - 6:00 pm PDT) for FREE. Extra Bonus! Purchase twenty-one (21) copies of *21 Distinctions of Wealth* and get Peggy McColl's *Magnet for Money* program for FREE!



When you purchase twenty-one (21) copies of *21 Distinctions of Wealth* and complete the form below, you will automatically be enrolled in Peggy's next *Magnet for Money* Intensive Program (starting May 7th — or any future program — valued at \$495).

1

ORDER *21 Distinctions of Wealth* from your local bookseller or online.

amazon.com


2

COMPLETE THE FORM to: (1) receive FREE access to Peggy's LIVE online event, (2) enter to win a


3

DOWNLOAD and enjoy your FREE gifts from Hay House and our sponsors!

[Interview video included]



Peggy McColl





Be a Dog with a Bone

Always Go for Your Dreams

Are you ready to decide what you want, grab it, and hold on tightly, like a Dog with a Bone?

If you could find out how to make your dreams come true this year (and every other year for that matter) would you be interested in knowing the easiest and quickest way?

Peggy McColl with Noelle & Pablo

What are your dreams worth to you? ***Be a Dog with a Bone***, the new book by *New York Times* best-selling author Peggy McColl, will help you determine what your bone is by digging up your dreams and sniffing out your strengths. Come on, your dreams are worth it, you are worth it. 2009 is the year for you to be that dog with a bone, and roll around in the bliss of life!

Go for your dreams and grab your copy of ***Be a Dog with a Bone: Always Go For Your Dreams*** right now! This fun, simple, inspiring, and humorous book reveals the profound truths, benefits, and the route to achieve your dreams. <http://promos.hayhouse.com/mccoll/010609email/>

Watch the video of Pablo ("the Spokesdog") as he talks about ***Be a Dog with a Bone***.

"This book is sure to be a classic...it's fast, it's simple...it works! Peggy McColl shows you precisely what to do to hold on to your dreams AND to turn them into reality."
— Bob Proctor

[Contest]

You can get your paws on all of this today: Prizes, powerful MP3 messages, and Bonuses when you invest in just one copy of *Be a Dog with a Bone*

Grand Prize – I Can Do It! Tampa November 2009

2nd Prize – Attend Peggy McColl's TWO Virtual Events: How to Make Big Money Online Event in February 2009 AND The Magnet for Money Intensive Mentoring Program VALUE: \$1490.00

Other prizes (Judy and her team have the list)

Unique MP3 recordings from ALL of these experts. Each one of them was asked the question:

How has being persistent helped you achieve your dreams?

They had to answer the question in 5 minutes or less. Listen to these MP3 recordings and hear these astonishing answers. You'll be amazed at how diverse they are.

BUY 1 copy of *Be a Dog with a Bone* and get all of the bonuses

Buy 5 copies of *Be a Dog with a Bone* and get all of the bonuses for the 1 book purchase PLUS you get access to Peggy's Master Manifestor Teleseminar \$300 value

This \$300 "Master Manifestor" Teleseminar, Thursday, January 7th at 8pm EST (it will be recorded if you can't make the "live" event or if you miss it.) In this Teleseminar, Peggy is going to teach you HER SYSTEM -- how to instantly stop the self-sabotage that's holding you back. She will prepare you for an immediate "new start," with positive, empowering daily disciplines that will change the direction of your life. And, for the first time, she will share with you her own personal daily routine that has brought her success.

Buy 10 copies get all of the bonuses PLUS an extraordinary bonus. You get to be a part of the next Magnet for Money Intensive Program 8 Week Mentoring Program \$495 Value

Peggy's Magnet for Money Intensive 8 Week Mentoring Program

Yes, this Intensive course is about attracting wealth. But it's much more than that. It's also a once-in-a-lifetime opportunity to take those things you really want to work on, and work on them with an expert. Peggy will show you to apply the same "attraction" principles to bring success to ALL areas of your life.

Bonus gifts can be someone else's products (donated or with permission).

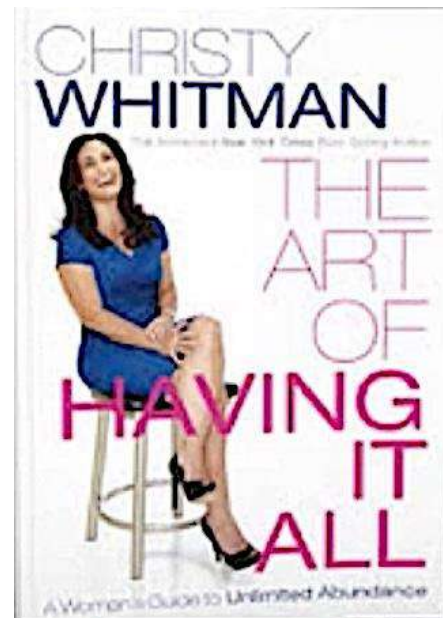
*All of them don't cost to create and are downloadable but require time investment.



Bonus Gifts from Boni

1. **FAQs about The Map & Conscious Creation**
2. **Quiz - Do you have what it takes to create the life you love?**
3. **Creation Journal Template & Instructions**
Single sheets for advanced and beginners inclusive of tips and resources on the template.
4. **Boni's Favorite Things**
Tips, tricks, books, items - crystals, mediation, homeopathy and healing, Bach Flower remedies etc.
5. **How to Get Your Happy Back**
8 Tips to Change Your Resonance FAST!
6. **Why I wrote "The Map" by Boni Lonnsburry**
7. **10 Easy (and Powerful) Techniques to Create a Life You Love**
8. **How to Get the Most Out of "The Map" by Boni Lonnsburry**
9. **Inspirational Desktop Background Image With My Favorite Quotation.**

She interviewed 160 people and asked them to promote the book/interview to their list. They all agreed.



Finally...
A Comprehensive, Step-by-Step Book That Teaches You How to Use The Ground-Breaking Tapping Technique to Radically Improve Your Life

If You're Serious About Wanting an Easy, Stress-Free Life Where You Can Be, Have and Do Anything You Want, Then You Need to Read This Page



Introducing
The Tapping Solution:
 A Revolutionary System For Stress-Free Living

By **Nick Ortner**, the Executive Producer of the Best-Selling Documentary Film *The Tapping Solution*

Order Now and Claim Your Free Gifts!

Click on a button below to order today at a discounted price from:

amazon.com





When You Pre-Order the Hardcover of the Book Today On This Page, You'll Also Get Access to These 5 Special Gifts...

• **Tapping for Stress Relief (Six mp3 audio downloads!):**

This soothing and meditative program with Jessica Ortner, which contains 6 audio tracks, will help you get rid of the stress that is adversely affecting your life.

The guided meditations include morning meditations to help you clear any stressors and set the stage for an ideal day as well as evening meditations to remove the day's stress and invite a positive, peaceful night's sleep!



• **Tapping for Emotional Eating and Cravings Around Weight Loss - A Guided Meditation:**

Experts estimate that 75% of overeating is caused by emotions!

This daily guided meditation with Jessica Ortner, that you can listen to again and again, will help you to get clear on the emotions that have been sabotaging your success and will allow you target the physical craving as well as the emotional impulse to eat.

Self-deprivation doesn't work so it's important to create a relationship with food that's nourishing and pleasurable for you!



• **Tapping for Financial Success - How to Gain Extreme Clarity on**

[Simple Bonus Example]

**ORDER GABBY'S NEW BOOK
AND GET THESE 4 GIFTS:**

- Gabby's Video Course 'How to Create What You Want in 2013'
- 2 May Cause Miracles Guided Meditations
- Audio Book Introduction
- Gabby's audio interviews with experts:



KRIS CARR



MASTIN KIPP



DANIELLE
LAPORTE



NICK ORTNER

ORDER TODAY!

A GUIDEBOOK
OF SUBTLE
SHIFTS FOR
RADICAL CHANGE
AND UNLIMITED
HAPPINESS

**MAY
CAUSE
MIRACLES**

GABRIELLE
BERNSTEIN

AUTHOR OF
SPIRIT JUNKIE



**DARN
EASY**

WORK HALF AS HARD,
EARN TWICE AS MUCH,
WHILE LIVING THE LIFE
OF YOUR DREAMS

**GET INSTANT ACCESS TO THESE
HIGH PROFILE SUCCESS
INTERVIEWS:**

First Name

Email

REGISTER

We respect your privacy
Issues registering? Please e-mail us

Bonus Gift Checklist

- ✓ Include the gift information on the sales webpage.
- ✓ Create a bonus download funnel.
- ✓ Easy for people to access (all on one page and fewer clicks).
- ✓ Attractive enough but not overly done.
- ✓ Offers real value or looks like it has value.
- ✓ Prospects can see the value.
- ✓ It can create motivation in them for an instant buying decision.
- ✓ You have enough bonus gifts.
- ✓ One or two bonus gifts are truly exceptional.
- ✓ Are the bonuses new gifts? Have they ever been used before?
- ✓ A benefit-oriented description for the bonus gift.
- ✓ For many gifts, help prospects understand what they are getting.
- ✓ Easy to deliver (Makes sure the access link is working properly.)
- ✓ Are you happy with the bonus gift(s)?
- ✓ Are you proud of offering it/them?

Things to avoid

- X Using only the same old gifts
- X Irrelevant to the audience
- X Unattractive, no value
- X Inappropriate or offensive
- X Not enough or too many
- X Disorganized

Important reminder

Whether fiction or nonfiction, logistics and preparation are the same.

- Decide the date to launch.
- Create a benefit-oriented and irresistible offer that attracts your readers/audience.
- Sales copy must be appealing, captivating, benefit-oriented, and effective!
- Promote through email and social media.
- The offer must be time sensitive. Aim for one day.

[Table of Contents](#)

Session 3: Copywriting for Promotional Purposes

Copywriting is the words that sell your books and other offerings. (Don't mix with "copyright.")

What Is Copy?

- In direct-response marketing, the words you use to prompt people to take action.
- OXYGEN that breathes LIFE into your book sales and business.
- "Copywriting" can apply to pretty much any aspects of your marketing and promotion.

Where is copy used?

- Sales pages/letters, VSL (video sales letter)
- Introductory script for videos
- Emails, autoresponders
- Social media posts, opt-in pages, ads
- Book back cover
- Slog articles, brochures, case histories
- Stick letters (mails), postcards

Starting point of copywriting

Always think about your audience—the ideal individual who would buy your book—and get into that person's mind.

- o What is this person like? (persona, interest)
- o Why does the person buy this book? (the needs)
- o What attracts/leads them to buy your book?

Think about positive aspects

Essentially, everything you think and feel about your book

- Features, benefits, motivations, problem solving, healing, learning, new discovery, etc.
- Who is it for or not for? Why this? Why you, me, and now? Everything!

How to Use Copy for the Best-Seller Campaign

- For emails that contain a link(s) directing buyers to the Special Offer Page, aka. Sales Page.
- Sales Page = Offer Page. This is where you promote the link(s) to AMAZON.COM.
- In all social media posts to guide to the sales page

Give yourself plenty of time.

The more you understand how to write and apply your copy, the better it gets for promoting, not just for a book but for anything!

- Have your copy/sales page ready two weeks in advance of the launch.
- If you don't want to do copywriting, you can hire an expert.

Get inspiration from other people's copies.

The purpose of copy is to get people to take action. What inspires you will likely inspire others. Check on others'...

- Sales pages, emails, ads, social media posts, etc.

Create an email for your special offer campaign.

- Subject line: designated to grab attention
- Use short paragraphs
- Enticing, captivating, and inviting
- Insert the link to the sales page MULTIPLE times.
- Call to action
- CUSTOMIZE the email for your partners, supporters, affiliates, etc., and forward it to them to use.

Email Example – Launch of The Millionaire Author

HURRY! Grab Your Copy of The Millionaire Author from Amazon.com Today And Secure Your Very Special Limited Time Bonuses Valued At Over \$526!

Peggy's "Hot Off The Press" Book is Based on Her Extraordinary, Hands-On Program And Is The REAL Game Changer For Authors Who Mean "Business"

It's Time To Create the Success That You So Rightly Deserve!

Get The Wisdom By "The Best Seller Maker" Herself & Watch Your Financial Abundance Climb Just As Fast As Your Book On The Best Seller List

Hi Peggy McColl Here.

And it's all happening, right here, right now.

For years I've been sharing many valuable insights, tools and strategies in my author programs but now I'm sharing it with you in a brand new "hot off the press" valuable resource... The Millionaire Author paperback book.

Isn't it time to "go all the way"?

The email directs prospects to a special offer webpage (sales page).

FIRSTNAME ---

I just jumped out of the shower and am running out the door to get my new suit tailored - heading to Los Angeles to speak on stage at Author 101 University as well as Bob Proctor's "You Were Born Rich" event over the next few days. That's going to be so much FUN! :-)

That said, I've got to keep this note quick -

I just released my new book, *The Millionaire Author*, on Amazon.com. People are already LOVING it. When you order your copy TODAY ONLY, you'll receive over \$526 in instant bonuses.

Click here for the details >>

<http://www.themillionaireauthoroffer.com>

This offer is expiring today because - as you know - the Universe loves speed, and Best Seller campaigns do too. :-)

Order your copy of my book on Amazon.com NOW and get 3 amazing bonuses:

- Instant download of the eBook version
- Instant access to The Best Seller Mindset audio training (\$29.95 value)
- Instant access to The Best Seller Insider Secrets Program (\$497 value)

See you inside on your bonus download page!

Peggy

P.S. YOU can become a Best-Selling Author. YOU can become a Money-Making Machine. YOU can cha

Discover my Best-Seller campaign secrets in my new, short, easy-to-read book: *The Millionaire Author*.

Domain name forwarding

You can have the domain name of your book (but it's not a must) and forward it to your main site. (You can use a subdomain as in the example below.)

e.g., The registered domain name <http://millionaireauthorbook.com> was forwarded to <http://peggymccoll.com/the-millionaire-author-offer>.

Valuable Components for Bestseller Promotion Copy

Copy is the most critical part of a campaign. All of the copy should be effective.

Crucial points

1. A strong, compelling headline
2. Immediately focus on the benefit to the reader.
3. If you make a promise to the reader, you must fulfill it.
4. Back up everything you said with specific proof (if applicable).

Headlines, sub-headlines, bullets

- Grab attention with a heading and subheading
- Be IMPACTFUL and USEFUL to the readers.
- Stir a sense of URGENCY.
- Inject the idea that the primary benefit is somehow UNIQUE.
- Do all the above in your tailored way—an ULTRA-SPECIFIC way—about your book.

Your offer is an incentive to buy now.

Make your offer IRRESISTIBLE!

- Highlight the benefits.
- Bonuses/special offers included with purchase
Freebies accessible immediately (because they are all downloadable)
- Create excitement, enjoyment, and fun for the day for buyers!
"Buy Today and Receive..." "For ONLY a short time period."
"YOU also get..."

Emotional appeal elements

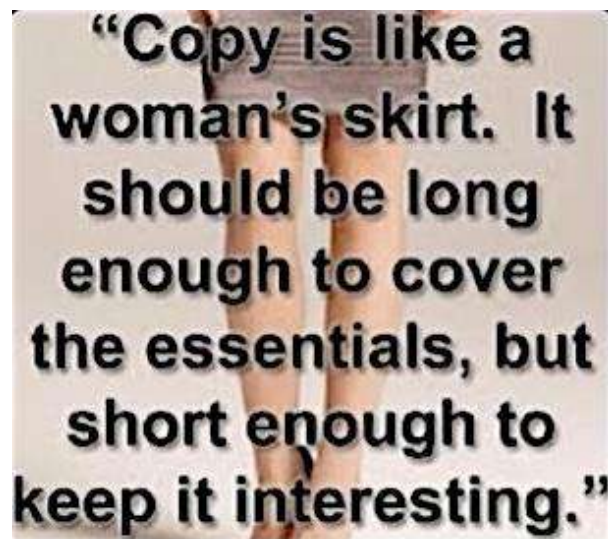
- Show strong confidence
- Captivating / Compelling / Engaging / Inviting / Intriguing / Clear / Confident / Truthful / Trustworthy / Convincing / Appealing / Moving / Relevant / Benefit-Oriented / Attractive / Persuasive

“Every element of copy has one purpose—to get the first sentence read, and the purpose of the first sentence is to get the second sentence read.” ~ Joe Sugarman

(*This concept is the same for both emails and books.)

Long vs. short copy rules on a sales page

- Stick to short sentences and paragraphs for easier reading.
- Long copy, if written properly and effectively, outsells short copy by a large margin.
- Either way, include only what is necessary!



Great words used in copywriting

Discover / Amazingly / Simple / Astonishing / Automatically / Electrifying / Easy-to-Use / Cash-in / Super / Fascinating / First / Mouth-watering / Satisfying / Secrets / Shocking / Tactic / Time-sensitive / Ultimate / Legendary / Fantastic / Free / Booming / Breakthrough / Invest

Pain-and-Pleasure tactic

You can include a story (not always necessary; a story can be used in any other sections).

1. Pain of NOT following through
 - If I hadn't followed through in my life...
 - What could happen to you if...
 - This deal is available now (if you don't act now, you'll miss out on this special offer).
2. Pleasure of Following Through
 - Because I followed through... now my life is...
 - What does it mean to you when you do...?
 - What would be worth to you to...?
 - Following through today, you get these bonuses PLUS the benefit of the book.

The devil is in the details.

- One small word can make a big difference.
e.g., Change "A \$5 fee" to "A small \$5 fee."

*This increases sales by 23.5% (saying the exact number is more believable).

Clear Call-to-Action (the language)

Give a sense of urgency & easy instructions.

“Go here now!”

“Buy your copy!”

“Invest in...”

“Take action immediately!”

“Go buy here and come back to get your bonus!”

With very visible **buy buttons** inserted in a few places.

Objections handled

Think and address all the objections a prospect may have when looking at your book.

- Investment justification (if needed)

- Disclaimer (if needed)

e.g., *“Am I too old for this?”*

“Who is this unknown author?”

“Does the author have experience?”

“Do I need specific knowledge/education for this?”

“Am I enough to read and understand this book?”

“If I don’t know how.”

Social Proof

- Testimonials/Endorsements

- “Other experts said...”

- “814 have already signed up.”

- “393 have bought their copy.”

Visually appealing

- Use colors, images, colored font, quotations, and bolding.

IMPORTANT: No links other than for buying the books and getting bonuses. (You don’t want to send people somewhere away from making sales.)

Questions to Help Write Copy

Think about how you can benefit readers.

- What is this all about?
- Who is this author?
- Is this urgent?
- What is the problem?
- Why hasn’t it been solved?
- Do I need to do something today?
- How am I rewarded for doing it?
- What’s in it for me?
- What is possible?
- What is different now?
- Who else benefits?
- What else should I do right now?

Videos on a Sales Page & Social Media Posts

Video

The process is the same as writing copy before recording.

- Follow a predetermined script.

- Keep the video short.

- Be VERY cautious on how you do. It can help or hinder your page.

Social media copy

- Multiple choices: images, texts, videos (You decide.)
- Compelling and intriguing content that makes viewers want to share.

Abide by the Law

Check online the "trade commission" in your country, which subjects international trade and consumer protection, to ensure you are on the right foot.

Overall Tips

- Follow the suggestions for effective copywriting.
- Include bonuses/incentives for taking immediate action.
- Ensure your sales page is visually appealing.
- Have only links for buying the book and getting the bonuses.
- Be creative.

[Table of Contents](#)

Session 4: Getting Others Onboard for Support

Old saying: *"You do it by yourself, but you are not alone."
"If you don't ask, you don't get."*

The internet now has over 6 billion people online. There is no limit to reaching your prospects, and you can easily reach them, only if you believe it!

Facts about getting supporters

- People want to help other people.
- You have to ask—no ask, no gain.
- This is an important part of your campaign.
- It is so easy to connect.
- You can establish a relationship in a matter of a few minutes.
- You will likely create friendships that will last a lifetime.
- A time investment will be involved.
- You will never exhaust your potential reach.

Set Your Partner Objectives and the Power of Numbers

Your mindset: get out of your old thinking.

- Thinking "I don't know anyone" will not serve you.
- We are all connected, allowing you to reach far and wide.
- This WILL work for you.
- If you don't ask, you never get it (period)!
- Get on with the work!

The Law of Averages: The more you ask, the more good responses you get.

- Outcome goal = X partners/sponsors
- Make an affirmation,
"This week, I will easily get a dozen partners on board!"
- Contact many potential partners.
- Keep in mind you can get "no" for the answer.
- If you get rejection, simply move on to the NEXT.
- They may need a bit more information before saying, "Yes."
- When you've got partners, ask them, "Who else?"

What to look for in partners

- Already have “reach” to your audience
 - Have followers on social media
 - Recognized individuals in your industry
 - Have an email list (not necessarily large but quality.)
 - Quality over quantity
- List owners have a solid relationship with their subscribers regardless of their list size.

What to tell/ask and how people can support you

- You are releasing a book and need help.
- Someone to help you spread the word on your campaign date.
- Provide them with the copy to send emails and post on social media.
- Interview you and share it with their followers.
- Have you to speak at their event
- Share some of your content

Why would they help you?

- Because you asked.
- Because they are kind.
- Because they want to help you spread the word.
- Because maybe they are an author too.
- Because they love your book.
- Because they love your offer.
- Doesn't matter what else the reasons are.

What is in it for them?

- Nothing sometimes, except the opportunity to help/contribute to your campaign
- Exposure, if you would list them as a supporter/partner
- You could give them something (one of your services or online courses, a copy of your book, etc.).

Project Management

1. Be organized.
2. Make a list of people you want to reach out to.
3. Mark down if you reached out to them.
4. Record what they responded with.
5. Create an “Onboard” list of who will be helping you.
6. Make sure to follow up with them in a timely manner.

All the initiatives are designed to

- Promote your book on your campaign date.
- Put more focus on your campaign date, and the better it will go for you.

Timeline and process

1. You can start reaching out to people as early as 90 days prior to your campaign.
2. Stay in touch with your partner and remind them.
3. Send them the copy about a week before and tell them exactly when to use it to promote your offer.
4. Confirm their participation.
5. Remind them again.
6. Check if they sent/promoted and thank them.
7. Thank them again afterward.

A lot of effort is involved.

- Be willing to do the work.
- The greater the results you desire, the greater the effort.
- It will definitely lead you in the right direction.
- It will be rewarding.
- You can reach people by email or social media, even if you don't know them.
- You'll also make friends.

Unique strategy to get partners' attention

Get creative in how to catch people's attention.

- People follow when attracted to excitement/events and who else is involved.
- Uplift them anyhow, sharing the excitement of your book launch.
 - o Typical method: via email and social media
 - o Snail mail or courier to send small gifts/packages
e.g., El Newmark sent dozens of cookies.

Recipes for success

The "right" winning attitude:

- Persistence
- Loving energy, warmth, and kindness
- Confidence and positive expectancy
- Detachment from negative response
- Lots of action!

[Table of Contents](#)

Session 5: Book Launch & Marketing Funnel Success Model

How to Market Your Book to a Bestseller

The core bestseller strategy involves the proven marketing technique that works!

This model works for all types of books, fiction and non-fiction.

But you must inject your own creativity!

1. You can start the process of preparing your campaign while working on your book.
2. You can schedule your best-seller campaign once you KNOW your book will be done.
3. Do not expect to launch your book effectively without following the important steps below.

Mental game/discipline

- Imagine/visualize your desired end result in advance.
- Put yourself right into the feeling that your wish has already been fulfilled.
- Create, see, feel, and live that vision every single day.

Important steps

1. Build your email list and continue to focus on this throughout the process.
2. Choose your launch date.
*For the NY Times Best Seller, a full one-week launch.
*Tuesday is the best day of the week to launch on Amazon.
3. Reach out to others for support to help you promote.
4. Create special bonuses to give away.
5. Create an exceptional offer/sales page and write copy to promote.
6. Test every link—download page, autoresponders, etc.

~ Simple Online Book Launch Campaign ~

Design your funnel to guide all kinds of traffic/people to...

- Your book's special offer sales page
- Purchase on Amazon
- Back to your page for the thank-you bonus download
- (Optional: follow-up funnel with additional offers)

[Example]

*****SPECIAL LIMITED TIME BOOK LAUNCH OFFER*****

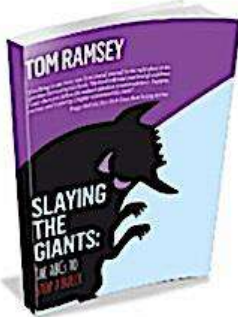


SLAYING THE GIANTS
The ABCs to STOP a BULLY



Tom Ramsey
Best Selling Author,
Assertiveness Instructor &
5th Degree Master Black Belt

HURRY! **Grab Your Copy of**
SLAYING THE GIANTS: The ABCs to STOP a Bully
from Amazon.com Today And
Secure Your Very Special
LIMITED TIME BONUSES Valued At:
\$192.00



Redeem Now! Two Easy Steps:

STEP #1: Click this button to order just one copy (or more!) on Amazon.com!
(Please make a note of your Amazon Order ID, as you will need it in the next step)

Step 1: Order The Book (click here)

STEP #2:
Get instant access to your amazing BONUS GIFTS!

Step 2: Access Your Bonus Gifts

Isn't it time to **STOP** feeling like bullying is out of your hands?

Bullying may be a common occurrence in the world, but with Tom's new book you will receive everything you need to Stop Bullying once and for all.

Begin to embody the confidence you or your child needs to keep bullies at bay and get them to back off!

Have you experienced bullying?

Are you scared for the safety of your child?

Has your child missed significant school time or concentration because of fears around bullying?

It's not teasing and it's not playing around or hazing: bullying is a **serious** problem.

Get The Wisdom From 5th Degree M, Assertiveness Instructor Tom Ramsey
Bullies Back Off Right Away!

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try Prime

Books - slaying the giants tom ramsey

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Books • Education & Teaching • Schools & Teaching

Look inside

TOM RAMSEY

SLAYING THE GIANTS: THE ABCs TO STOP A BULLY

See all 2 images

\$10 & Under with FREE shipping

Slaying the Giants: The ABCs to Stop a Bully Paperback -
October 31, 2017
by Tom Ramsey (Author)
★★★★☆ 3 customer reviews

• See all 2 formats and editions

Kindle \$7.54	Paperback \$15.95
Read with Our Free App	3 Used from \$15.33 7 New from \$15.39

Thousands and thousands of students are bullied each year. When Tom Ramsey first heard the statistics, he was shocked. Although he had experienced his own traumatic situations with bullies, he hadn't realized that it was a global phenomenon.

To Ramsey, bullying isn't merely an international trend but an international health problem. People all over the world are being victimized, and few have the tools needed to fight back.

But "fighting back" doesn't mean giving a punch for a punch. It simply means finding peaceful ways to solve problems and resolve conflicts.

• Read more

Share

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Ships from and sold by Amazon.com.
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This item ships to Austria. Want it Tuesday, March 27? Order within 1 hr 54 mins and choose AmazonGlobal Priority Shipping at checkout. Learn more

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Please enter your Amazon.com order details here to receive Instant Access to your Bonus Downloads page:

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Last Name:

E-mail Address:

Amazon.com Order ID:

Verify My Purchase
And Get Instant Access To My Bonuses

[I Didn't Buy The Book Yet - Take Me To The Special Offer](#)

TOM RAMSEY

SLAYING THE GIANTS: THE ABCs TO STOP A BULLY

Tom Ra

7. When your book is uploaded and published through KDP (Kindle Direct Publishing), it takes 24 to 72 hours for your book to go live on the Amazon site. For the algorithm to fully index your title, it can take up to 7 to 10 days, depending on the book's quality.

*You can add people's testimonials in the editorial review section yourself or ask others to write reviews afterward. (Include humor in email communication.)

8. Watch your book rise on the charts of your best-seller list!

[Amazon Royalty Calculator]

Now it's payday! Check out how much you get after Amazon's fees are deducted.



Authors are at the heart of what we do.

It's that simple. Our innovative **free** tools make publishing and distribution easier than ever. Plus it pays to self-publish with CreateSpace. Our royalty structure provides industry-leading economics, putting more in your pocket.

Just think, manufacturing and shipping is taken care of. Your book remains in-stock, without inventory, made on-demand when customers order. And with an array of options, including our free [Interior Reviewer](#) and [Cover Creator](#), together we can create the book you've always wanted.

[Create a book](#)

[Why self-publish your book with us?](#)
Self Publishing Video Overview

[Overview](#)

[Cover](#)

[Interior](#)

[Printing Options](#)

[Distribution](#)

[Royalties](#)

[Buying Copies](#)

Book Royalties

You earn royalties every time we print a book to fulfill a new customer order placed on Amazon.com, Amazon's European websites, or through sales channels offered with Expanded Distribution. Plus, you can set your royalty payment option to local currencies including U.S. dollars (USD), British pounds (GBP), and Euro (EUR).

Your royalty is the list price you've designated for your book, minus our share.

Calculating Your Royalty

List Price (set by you)
− Our Share
= Your Royalty

Need more information?

[Setting your book's list price](#)
[How we calculate our share](#)

Royalty Calculator*

Use the royalty calculator to figure out how much you'll make every time your book is manufactured.

Print Options	
Interior Type	Black and White
Trim Size	6" x 9"
Number of Pages	200

List Price	Channel	Royalty
USD \$ 15.99 <input type="text"/> <input type="button" value="Calculate"/>	Amazon.com	\$6.34
	Expanded Distribution	\$3.14
<input checked="" type="checkbox"/> Yes, suggest GBP price based on the U.S. price GBP £ 12.38 <input type="text"/> <input type="button" value="Calculate"/>	Amazon Europe For books printed in Great Britain	£4.72
<input checked="" type="checkbox"/> Yes, suggest EUR price based on the U.S. price EUR € 13.99 <input type="text"/> <input type="button" value="Calculate"/>	Amazon Europe For books printed in continental Europe	€5.39

* Figures generated by this tool are for estimation purposes only. Your actual royalty will be calculated when you set up your book.

Session 6: After Your Best-Seller Launch/Campaign

Now that you are a best-selling author

- Claim your best-seller status.
On your website, social media, email signature, bio, new cover of the existing book, cover of the next book, etc.
- You have the freedom to decide what's next. (Choose well.)

After the campaign is over

- Promotions can and should continue.
- You can relaunch another campaign—a best-seller or promotional—at any time.

Your momentum: passing the threshold

- When your books are everywhere and sold all over the world.
- People love your book.
- They recommend it to their friends.
- Your book is high on the best-seller charts and has visibility.
- You may receive requests from foreign rights publishers.

Set new goals

- Feel your success is natural and absolutely guaranteed.
- The laws of the universe work, so use them!

[Table of Contents](#)

Module 4: Your New York Times Best Seller

Session 1: The New York Times Best Seller Strategy

Achieving the New York Times Best Seller is a worthy goal. Making the committed decision to be one is a good starting point as an author.

*Remember the law of the universe: once you make the decision, it is already done. 😊

How to Get Your Book on the New York Times Best Seller List

How The New York Times analyzes data

The NY Times tracks and tabulates the weekly unit sales of all titles reported from thousands of retailers, aka buying agencies—independent bookstores, major chains, online merchants, and wholesalers—nationwide in the USA.

Reminder: When you are pursuing the New York Times Best Seller, all books must be shipped in the United States and purchased through buying agency retailers. e.g., Amazon.com, Barnes & Noble, BAM/Books-A-Million, Apple Books, Indiebound, etc.

*They count the number of books sold & shipped (or ready to be shipped) in the week (from Sunday to Saturday).

Planning and executing the NY Times campaign launch

It works the same for fiction, nonfiction, traditional publishers, or self-publishing.

- Plan and execute 6 to 9 months in advance.
- Be fully committed and prepared to do the work—fun work!
 - o Concentrated book sales require lots of effort.
 - o Massive action = massive results

- Choose a ONE-WEEK campaign period.
- Focus on growing your email list and your followers.
- Set a goal to sell 10,000 books in the USA in one week AND ensure all the books are ready to be shipped the SAME week.
- Concentrate all your promotions to make book sales/**shipping** happen during that one week.
 - *If with Amazon.com (or other online retailers), preorders can be placed before the time, and the books must be shipped during the launch week (within the USA).
- 3 weeks after your campaign, your book will show up on the New York Times Best Seller list.

***See your result in advance!**

Write down the affirmation:

“Now that I am a New York Times best-selling author. (How I feel ...)”

Growing your email list and online followers

This is absolutely paramount for you to get the maximum result. But in this case, you need to focus on growing the number of subscribers and followers in the USA.

- People on your email list and connected to you on social media are the “warmest” audience to reach.
- They will likely buy your book.
- They will likely buy multiple copies of your book.
- Ask them to share with their contacts (and they will because they are connected to you).

Multi-Book Purchase Options

Instead of selling one book, you can sell multiple books at once. This method creates tremendous opportunities to grow the number of your book sales.

Sell books in bundles

Opportunities are everywhere. Think in large numbers.

e.g., 25 people buying your package—25 people x 100 books = 2,500 book sales.

- While giving a discounted price, calculate your hard costs of printing the books so as not to lose money.
- Can do before and after your campaign
- Online and offline
 - Buy 1 book. You get _____.
 - Buy 10 books. You get _____.
 - Buy 50 books. You get _____.

Bonus gift offer (refer to **Creating your bonus gift offer**)

- When people buy one book, they get bonuses.
 - When people buy more than one book, they receive exponential value.
 - * Keep it something that doesn't cost you to produce.
- e.g., course, program, private consultation, etc. But avoid including a type of offer, like a one-on-one coaching session, that takes too much of your time.

Taking Pre-Orders of Your Books

There are a few options for how to do it. All that matters is that the books get “shipped” during the NY Times Best Sellers campaign week.

- You can start taking orders six months before the launch.
- When you get pre-sales, make a bundle offer so your customers can receive something of value while waiting for their books.

Option 1: Use Amazon pre-order (and other online retailers)

You can set the release date with Amazon and other sites you use, so all the pre-ordered books will be shipped from the launch date to be counted in the NY Times campaign week.

~ Have your customers place the order online ~

Through your special offer page, send the buyers to Amazon.com to pre-order the book. (Let them know the launch date.)

1. Create a special offer page (examples: refer to [Special offer page](#))
2. Set the link to Amazon.com to buy the book (and other sites if you have them set up).
3. Arrange the release date for the books NOT to be shipped until your launch week.
4. Buyers place their orders at the online retailer (which reports to The New York Times).
5. Give them bonuses, and they receive the book later.

***Keep in mind**

- Pre-orders on Amazon impact the Amazon Best Seller ranking without being shipped.
- The New York Times counts books sold through their buying agencies and shipped (or ready to be shipped) in that one week.

Option 2: Take pre-orders from your website

YOU take pre-orders and payments/credit card information through your website and order books on Amazon or through a buying agent bookstore.

*CONS: If the orders come from countries other than the USA, they won't count for the NY Times Best Seller, and shipping fees cost more.

Two ways to take pre-orders

1. Take pre-orders and payments and use your credit card to place the book orders.
2. Collect pre-orders and credit card information (w/o payment) and use the customers' credit cards for ordering.

Set up a sales page on your website

You create an e-commerce page, which includes

- Compelling offer (just like your other sales pages)
- "Order Now" button
- Payment method/information form
 - o Use PayPal, Stripe, Square, etc. (Website builders usually have options for set-up.)
 - o You may create a shopping cart.
 - o Don't forget the mailing address section (or email address for eBooks).

Timing and placing orders

Order on Amazon.com:

1. Track all the sales and be ready to place the orders.
 - o Know how many orders.
 - o Determine how much time it would take to input every order.
2. Start ordering at the very beginning of the campaign week (if the release date is not set with Amazon) to ensure the deliveries go out in that week.
 - o You may get a team or partners to help you input orders.
 - o Use your credit card if you've already taken the payments.
 - o Use the customers' credit card information if you collected orders without payment.

Bookstore option:

1. Order books in advance before your campaign launch.
2. Ask the stores to ship the books during your campaign week.

Option 3: Take manual pre-orders with a physical form in person

When you have events and social gatherings, etc., you can collect orders. Create order forms and bring them with you!

At live events and speaking engagements

Every time you get an opportunity to be in front of a room and people, TAKE ORDERS.

- Networking events (e.g., breakfast networking)
- Meet-ups of any kind
- Look for the opportunities to be a speaker.
 - o Instead of taking a speaking fee, have the organizer order a bundle of books.

Create a package offer (not only a book bundle)

~ Package example ~

- 100 books (Tell people what they can do with the books.)
 - o A gift to friends and family
 - o Promotion or bonus offer to clients and business relations
 - o Donation in good faith to create connection and visibility in communities, etc.
- Series of webinars
- Consulting/coaching
- Downloadable bonuses
- Mention the value, e.g., It's worth \$1,999.
- You take payment for the whole package.
- Process the book orders in the same method as Option 2 – Timing and placing orders.

Order form

Include all the information necessary for book delivery. (*Ask to print clearly.)

- Name
- Mailing address: street, city, prov/state, pc/zip (should be USA in this case)
- Email address and phone number
- Payment information (credit card number)

(Example)

∞ MADLY CHASING PEACE book by Dina Proctor \$17.95 USD ∞

Name: _____

Address: _____

City/State: _____ **PC/Zip:** _____

Home #: _____ **Cell #:** _____

eMail: _____

CC #: _____ **Expiry:** __/__/____ **Ver#** _____

Signature: _____

Option 4: Presell books with other offers

Get creative and come up with different solutions to sell your books.

- Create a special event or launch a class/course/program.
- Make it a package with live calls, interview recordings, podcasts, etc.
- Sell the package including a book or books.

Timing and placing book orders: the same as Option 2

On Your Best Seller Campaign Week

Have your special offer go “live”!

- Email your subscribers and other contacts.
- Post sales pages on social media.
- Have your partners email the copy you provided.
- Books get ordered through the direct “live” links to retailers on your special offer page.

Best Seller Ranking – Tracking Results

The NY Times will report the Best Seller list three weeks after your book has made the list.

- The NY Times Best Seller list is found on the related websites and Amazon.com.
- Amazon.com and BN.com update their bestseller rankings every hour.
- Do a screenshot of the page where your ranking is listed.

Tremendous benefits of doing the campaign

- Sell lots of books
- Repeat the proven formula for other campaigns.
- Get on the list AND stay there, so you sell more books.
- Get on other bestseller lists.
- If self-published, you can get picked up by publishers or literary agents.
- Get an advance for your next book from the publisher.
- Sell foreign rights.

[Table of Contents](#)

Book Launch Event Example

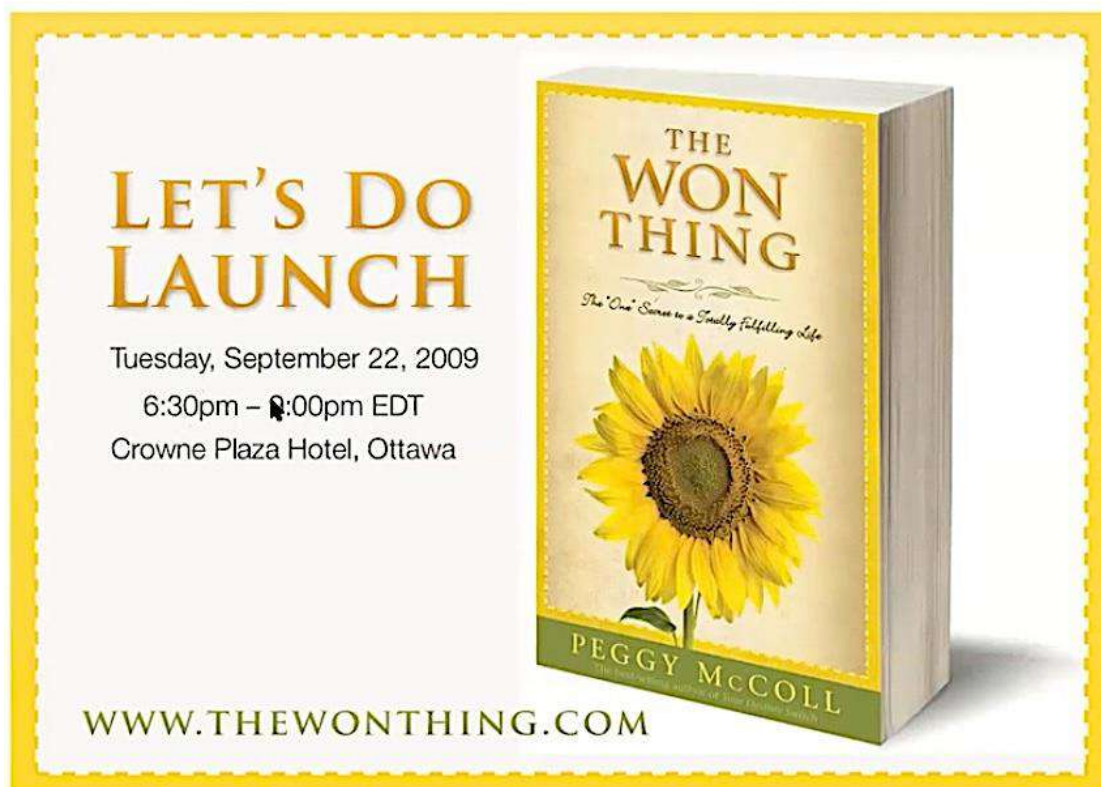
Peggy's book launch event

For 1,000 people at a hotel ballroom

Generated over \$30,000 – expenses \$11,000

She got several sponsors and sold her programs, bundle offers, and the booths for others to present their businesses.

Mercedes-Benz was exhibited as a sponsor at one of her other events.



LET'S DO LAUNCH

Tuesday, September 22, 2009
6:30pm – 8:00pm EDT
Crowne Plaza Hotel, Ottawa

THE WON THING
The 'One' Series is a Truly Fulfilling Life

PEGGY McCOLL

WWW.THEWONTHING.COM

The image is a promotional poster for a book launch event. It features a yellow border with a scalloped edge. On the left, the text 'LET'S DO LAUNCH' is written in large, bold, orange letters. Below this, the event details are listed: 'Tuesday, September 22, 2009', '6:30pm – 8:00pm EDT', and 'Crowne Plaza Hotel, Ottawa'. On the right, there is a 3D rendering of the book 'THE WON THING' by Peggy McColl. The book cover is light green and yellow, featuring a large sunflower illustration. The title 'THE WON THING' is in large, bold, black letters, and the author's name 'PEGGY McCOLL' is at the bottom. A tagline 'The 'One' Series is a Truly Fulfilling Life' is written in a smaller font above the sunflower. At the bottom of the poster, the website 'WWW.THEWONTHING.COM' is displayed in green capital letters.

THIS IS YOUR EXCLUSIVE
**LET'S DO
LAUNCH**
Invitation

New York Times Best Selling Author **Peggy McColl** is inviting you to the launch of her 6th book called:

The Won Thing:
The "One" Secret to a Totally Fulfilling Life.

Tuesday September 22, 2009
Crowne Plaza Hotel , Ballroom, 101 Lyon Street,
Ottawa, Ontario, K1R 5T9
6:30pm to 9pm

(The "show" will begin at 7pm prompt – Be there by 7pm please)

SOME OF THE LAUNCH
HIGHLIGHTS INCLUDE:

- Live Entertainment with World Renowned Hypnotist Wayne Lee
- Special Guest Speaker Bob Proctor
- Book Signing with Peggy McColl
- Prizes AND Gifts
- Complimentary beverages and hors d'oeuvres

This event is FREE! But, you must RSVP because space is limited:
RSVP: www.thewonthing.com/rsvp/
or call 613-788-3200

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About the Author – Peggy McColl



Peggy McColl is a New York Times bestselling author and an internationally recognized expert in the field of self-help and Internet marketing.

As an entrepreneur, business owner, mentor, and professional speaker, McColl has been inspiring people to pursue their personal and business objectives. She provides effective Internet marketing solutions for entrepreneurs, authors, publishers, professionals, and business owners who want to establish an online presence, achieve bestseller status, build their brand, and grow and/or expand their business online. She lives with her husband Denis and her son Michel in the Ottawa Region in Ontario, Canada.

FEATURED BOOK



**The Explosive Launch Event
of
New York Times Best-Selling Author
Peggy McColl's 7th Book:
VIRAL EXPLOSIONS**

**DATE: April 16th, 2010
TIME: 6:30pm EST – 11pm EST**

**In The Ballroom at the Chateau Cartier Hotel
FREE Event
World-Class Entertainers & Speakers
Prizes, Giveaways, Complimentary Hors d'oeuvres &
Beverages
Expected Attendance: 800+ guests
Note: This event will be covered by local media**

YOUR SPONSORSHIP OPPORTUNITY

GOLD LEVEL SPONSOR – 1 SPOT Available-Sorry, but this spot is now TAKEN

Gold Package \$9,995

- Banner at the FRONT of the Ballroom at the Event
- Opportunity to be the Master of Ceremonies at the Event
- 2 x 6 foot draped table or 12 foot Booth Space in a prime location at the event
- Predominant location of Corporate Logo on the Viral Explosions website
- Company logo and listing (20 words) in the event program
- ONLINE: Company listing, link and logo detailed on <http://www.ViralExplosions.com>
- TEN event tickets for the Saturday Workshop* (value \$3,490)
- 25 Autographed Copies of the hardcover edition of VIRAL EXPLOSIONS (Value \$549.75)

SILVER LEVEL SPONSOR – 2 SPOTS Available – ONLY 1 spot remaining NOW

Silver Package \$4,995

- Banner at the Event
- 2 x 6 foot draped table or 12 foot Booth Space (prime location)
- Corporate Logo on the Viral Explosions website below the Gold Sponsor information (primary location)
- Company logo and listing (20 words) in the event program
- ONLINE: Company listing, link and logo detailed on <http://www.ViralExplosions.com>
- FIVE event tickets for the Saturday Workshop* (value \$1,745)
- 10 Autographed Copies of the hardcover edition of VIRAL EXPLOSIONS (Value \$219.90)

BRONZE LEVEL SPONSOR – 5 SPOTS Available

Bronz Package \$2,495

- Banner at the Event
- Corporate Logo on the Viral Explosions website
- Company logo and listing (20 words) in the event program
- ONLINE: Company listing, link and logo detailed on <http://www.ViralExplosions.com>
- TWO event tickets for the Saturday Workshop* (value \$698)
- 6 foot draped table at the event in the Exhibitor Area
- 5 Autographed Copies of the hardcover edition of VIRAL EXPLOSIONS (Value \$109.75)

Exhibit Booths:

Standard Package \$249

- 6 foot draped table or booth space in the exhibit area for the event
- 1 Ticket to the Saturday Workshop*

NOTE: Only a few Exhibit booth tables remaining – grab yours today to secure it.

Please be advised: additional fees will apply for carpeting, electricity, internet connections, storage at venue, and show decorator.

[Website design example]



PEGGY MCCOLL

Your Book, Your Business, Your Breakthrough

LIVE Interactive Webinar

For new authors and authors who already have a book and want to make it wildly successful.

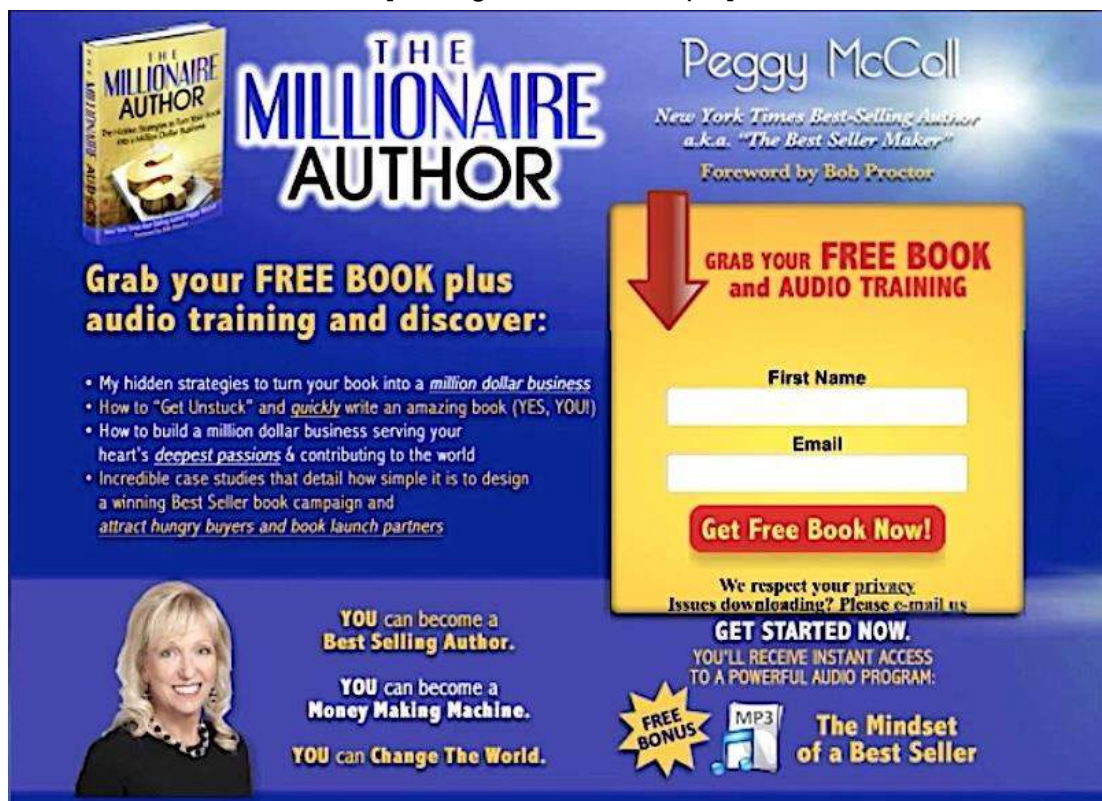



**Free Online Training
with Peggy McColl**

*New York Times Best-Selling
Author and Amazon Best-Selling
Author, author of 19 books and
mentor to thousands worldwide.*



[Lead generator example]



 **THE
MILLIONAIRE
AUTHOR**

Peggy McColl
*New York Times Best-Selling Author
a.k.a. "The Best Seller Maker"*
Foreword by Bob Proctor

**Grab your FREE BOOK plus
audio training and discover:**

- My hidden strategies to turn your book into a *million dollar business*
- How to "Get Unstuck" and *quickly* write an amazing book (YES, YOU!)
- How to build a million dollar business serving your heart's *deepest passions* & contributing to the world
- Incredible case studies that detail how simple it is to design a winning Best Seller book campaign and *attract hungry buyers and book launch partners*

**YOU can become a
Best Selling Author.**

**YOU can become a
Money Making Machine.**

YOU can Change The World.

**GRAB YOUR FREE BOOK
and AUDIO TRAINING**


First Name

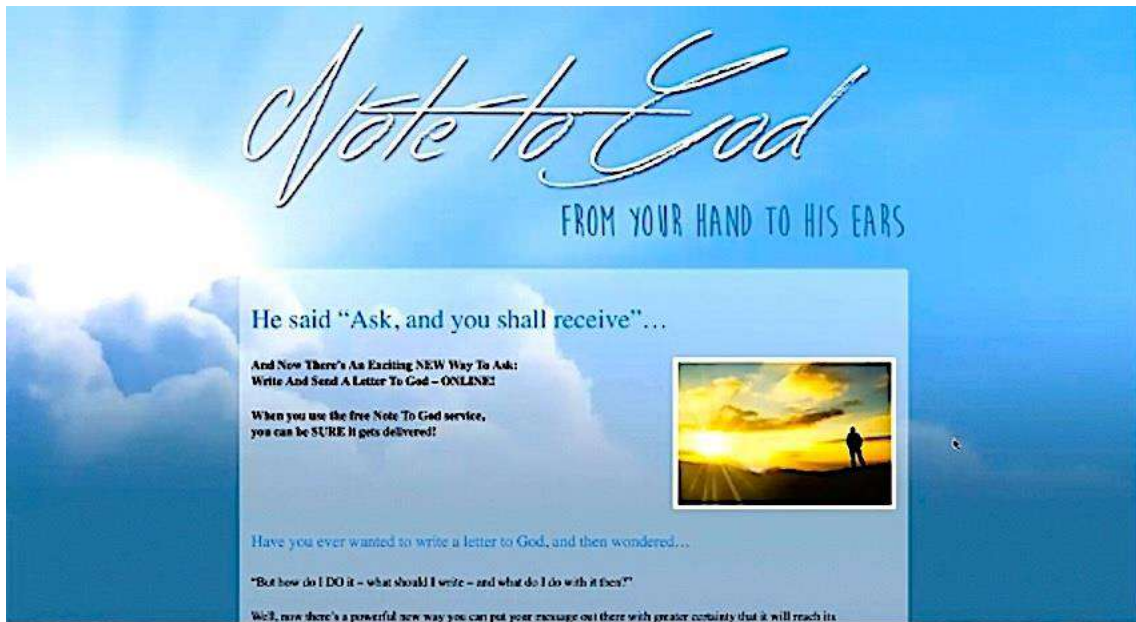
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GET STARTED NOW.
YOU'LL RECEIVE INSTANT ACCESS
TO A POWERFUL AUDIO PROGRAM:

FREE BONUS  **The Mindset
of a Best Seller**



Tips from Q&A

- ✓ Amazon allows free eBook giveaways.
- ✓ You don't own your social media page, but you own your website. Put good focus on your website to grow your email list.
- ✓ Before you get exposure, make sure all your products are ready: book, email sequence, other offerings, and so on.
- ✓ You have to send multiple emails to remind people of the book purchase with an incentive.
- ✓ Square is a good payment system option for lower-amount transactions.
- ✓ Ask people who had viewed your book before launching to put their review on Amazon on the launch day.
- ✓ Upsell, side sell, down sell: 50% off on top of the original purchase may be appropriate.
- ✓ Authors' world is not competitive; everyone is very supportive.
- ✓ There are many NY Times Best Seller categories (look them up on Amazon.com).
- ✓ Fiverr / Elance: freelancer resources for illustration, logo, cover design, etc.
- ✓ Cold ads can do well if the offer is under \$500 (midpoint \$250). e.g., Facebook ads
- ✓ Amazon Royalty Calculator: to find out how much you make per book through KDP. e.g., paperbacks up to 30% or over and eBooks up to 55%, depending on how you price.
- ✓ Sending email subscribers to your social media is a good thing to do.