

# "Confessions of an Internet Maverick"

by Mark Joyner

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## Chapter 1

### **How I Got Millions of People to Subscribe to My Newsletters using "Meaningful Selective Co-Registration"**

Yes, it's true.

By now you've undoubtedly heard the rumors that I'm getting out of the Internet Marketing business. (and likely moved on by the time you read this.)

I won't bore you with the details, but yes, the rumors are true. I've got no reason to hold anything back ...

In this short documentation, I want to leave you with some of the most powerful concepts I know. I'll make this diary short, to-the-point, easy to read, and immediately useful.

As you probably already know, I have some of the largest opt-in lists in the world. Millions of people have subscribed to our lists over the years. (And, no, we're not talking about spam or junk subscribers.)

Make no mistake - your subscriber list is your most powerful weapon in the Internet Marketing war.

How did we do it?

Well, three key concepts: "meaningful selective co-registration", "viral marketing", and "multiple streams of subscribers".

#### **A. Meaningful Selective Co-Registration**

Co-registration is where your subscription piggy-backs on another subscription or sign-up form somewhere else.

The best resource site on the Internet to learn everything you need to know about Co-Registration Services is at:  
<http://www.CoRegistrationServices.com>

There is a free 5-day Mini-Course there you will definitely want to get.

So, here's an example: a free email service asks you to sign up. During the sign up process they ask you if you also want to subscribe to a few free newsletters, or receive various notifications via email.

That's co-registration in a capsule, and it is perhaps one of the most effective means ever devised of building an opt-in list.

The problem is, most co-registration systems are meaningless and non-selective. So, you may end up with a heap of subscribers, but they are worthless to you.

They are meaningless because they establish no relationship with the subscriber. If the subscriber goes to sign up for a free email account, he's not going to remember that he signed up for "Bob's Fishing Tips".

They are non-selective because most of these co-registration systems are driven by greed. ("Yes, Bob, I'll add the option for people to subscribe to your Fishing Tips newsletter on my Marilyn Manson Fan Club newsletter. Just pay me \$1 for every subscriber we give you, OK?")

Co-registration when meaningful and selective is frighteningly powerful.

Let me give you an example. When people submit a URL to the Aesop index, they are also given the option to sign up for my Mind Control Marketing letters. They also automatically agree to receive the Aesop Search Engine News (it's a condition of their listing).

The MCM list is comprised of people who want innovative and powerful ideas for marketing their products through the Internet. If someone is submitting a URL to an engine, it's a safe bet they are interested in innovative ways to market online.

Since they submitted a URL to the Aesop engine, the relationship is clear. We only present two options, so it's selective ...

And as you can see, both of the relationships are meaningful to the recipients.

So, does this work? Yes - like crazy.

Not only are the relationships strong, but the volume is massive. We get thousands of submissions to the Aesop engine every single day - as I write this yesterday we received 17,478 URL submissions (yes, in one single day).

## Chapter 2

### How I Got Millions of People To Subscribe to My Newsletters using Viral Marketing

In Chapter 1, I talked about the proper way to use co-registration to get meaningful subscribers to your lists.

Co-registration is wonderful in that once you get it set up, as long as the origin-source of your subscribers remains active, you will have a steady stream of subscribers flowing in.

It's a great feeling.

It's a steady stream, but it's still finite. Further, you're still at the mercy of the origin-source. If the source dries up so does the source of your subscribers.

Now, what if you could take your existing number of subscribers and allow them to work to build your list for you?

This is viral marketing and it's a wonderful thing.

(Allow me to reveal for the first time ever some of the viral theory I developed at Aesop. These are the terms we used when we discussed viral marketing at our offices and everyone who was exposed to this theory had to sign a non disclosure agreement.)

Viral marketing is wonderful, but "True Viral Systems" are quite rare.

**True Viral System:** one with a "Spawn Rate" of  $X > 1$ .

**Spawn Rate:** The Rate at Which Your Viral System Grows - That is, for every one person who enters the viral system, they will, on average, result X number additional people spreading the word as well.

If your spawn rate is greater than 1, over time you have something that grows and grows perpetually.

Now, every viral system dies at some point even if they are truly viral. And your system does not have to be truly viral for you to benefit. If you have a spawn rate of  $X < 1$  you still get growth - and growth, when you're talking about an email list, *is* a wonderful thing.

Ah, this is the *theory* of viral marketing. It sounds Wonderful, doesn't it?

The problem is, getting the actual result is the problem. Here's where the real value of what I have to tell you surfaces.

How do you increase the Spawn Rate of your viral system?

In layman's terms: how do you get people to spread your marketing message for you?

### **1. The Golden Rule of Viral Marketing:**

**"If there is no motivation, there is no viral growth."**

What does this mean?

Well, why don't I put it this way:

Give me \$500 dollars.

You heard me. Give me \$500 dollars.

Punk.

Well, you're probably asking yourself right now, "why?" (And you may have two other words for me as well.)

See, when you ask someone to do something for you, unless they have some motivation to do so, they simply won't do it.

Note how you reacted when I asked you, out of the blue for \$500. (If your reaction was "sure", please contact me immediately: [mark@aesop.com](mailto:mark@aesop.com)).

Some may balk and say, "Well, I don't have to have a reason every time I do something for someone. Sometimes I just want to help people."

Well, in that case, your motivation is probably that you want to please the favor-asker (or you want to avoid the pain you will experience by saying "no.").

## **2. Motivate People to Spread Your Message by Giving Them a Compelling Reason to Do So**

Why should they tell people about you?

The classic way to motivate people to spread the word is to bribe them. "Pass this on and we'll give you \_\_\_\_" (fill in the \_\_\_\_ with your creativity).

But motivation doesn't have to be so overt.

Sometimes people are motivated to pass things on for subtle reasons. For example, humorous emails are some of the most frequently passed on items on the net. One might argue that people are motivated by the approval and appreciation they will receive from their friends.

In the Real Time Interactive Marketing Experiment (a great viral ploy we used to build our lists at Aesop) curiosity was the main motivator. In order to see the results of the experiment, people were required to tell 3 friends about the experiment. I reveal complete details on how to do this in my Confidential Internet Intelligence Manuscript available at <http://www.marketingmanuscript.com/>

As you can see, the possibilities for motivating people to spread the word are endless.

## Chapter 3

### **How I Got Millions of People To Subscribe to My Newsletters through "Multiple Streams of Subscribers"**

The concept I'm about to introduce to you is perhaps the most powerful of all list building principles.

In Chapters 1 and 2, I talked about two very powerful theories of list building. As with any marketing idea, the effectiveness of these ideas are dependent upon how well (and how aggressively) you employ them, of course.

It's like swinging a bat at a baseball ...

Sometimes you'll strike out. Sometimes you'll hit a foul ball. Sometimes you'll bat a man onto first, and sometimes you'll hit a home run.

Of course, we can never predict which of these efforts are going to render the best result. This is why most marketers live in fear. We're always afraid that our marketing efforts will suddenly stop rendering results.

Even worse, when we have a marginal success we tend to dismiss it and move on chasing that elusive "home run".

Why is this?

It's probably a throw back from the pre-Internet direct marketing days. See, back then a marginal result meant a negative ROI (Return on Investment). That is, you'd make \$100 in profit from an ad, but since you spent \$200 on the ad itself, you have an ROI of - \$100 (that is, you lost a hundred bucks).

The Internet has so many wonderful free methods of spreading your marketing message that marginal successes should not be overlooked at all. In fact, they should amassed in great number.

This is the core of the list building principle of "Multiple Streams of Subscribers". That is, if you can

amass thousands of marginally successful list building campaigns, over time you will have "multiple streams of subscribers" constantly flowing in.

As you can imagine, this is a great feeling!

Now, here's a technique I used to accelerate this process greatly. I created a tool for my various affiliate programs called "the automatic affiliate list building system".

I simply gave my affiliates a line of code to add into their website. The code would put a subscription box for one of my newsletters on their site.

Of course having thousands of sites with a subscription box for my newsletter was wonderful (how's that for automating multiple streams of subscribers?), but why would a webmaster do that?

Well, as I mentioned in Chapter 2 (Viral Marketing) people must have a motivation for spreading your message. The motivation can be anything, but in this case the motivation was money. Every subscriber sent to us by them was recorded with their affiliate ID. We promised the affiliates that whenever we would release a new product to that list we would do so on their behalf with their affiliate ID in place.

They send the person to us once and we sell to the subscriber on their behalf perpetually.

The result? We never had to invest any money in this advertising (we only had to pay commissions when the advertising resulted in a sale) and it brought us a steady stream of new subscribers for our various lists every single day.

In fact, it built a list of 30,000 subscribers for one of the projects I launched in just 4 weeks.

## Chapter 4

### **How I Sold Millions of Dollars in Products and Services Over the Net on a Zero Dollar Ad Budget**

I feel really bad for the old-school direct marketers. At the same time, I have a tremendous respect for them.

Greats like Ted Nicholas (wonderful human being), Gary Halbert (hates me - I never met him ;-), Joseph Cosman (knew him briefly, may the wonderful man rest in peace) ... These guys really had it rough!

Back then, if you wanted to sell something through direct marketing, you had to take rather significant risks.

That is, even a small direct-mail marketing test is going to cost you a decent amount of money. When you start talking about magazines, TV, and radio the costs are quite prohibitive.

You may not realize how pampered we are on the Internet!

We are blessed with so many free forms of advertisement that I've never had the need to branch out into other forms.

Sure, I've experimented with a few others forms of advertising here and there, but I've always gone back to my "good old" free Internet advertising methods.

So, when I say "free Internet advertising", do you think I'm referring to:

FFA Pages ... ? Nope.  
Search Engines ... ? Nope.  
Classified Ads ... ? Nope.

Unfortunately, none of the blatantly obvious free forms of Internet Advertising are going to get you these huge results.

The 3 main techniques I used (which I believe are the three most powerful techniques on the net) are:

Newsletter Promotions  
Affiliate Marketing  
Article Submissions

... and sometimes various combinations thereof.

### **\*\* Newsletter Promotions \*\***

It's very hard to beat the power of a great offer to a warm list of email subscribers.

In Chapter 1, I told you how to grow your lists of enormous size, but size, in this case, doesn't really matter ...

Well, it matters, but more important than the size of your list is your relationship with your list.

That is, if you pummel people with nonsense offers twice a day then you aren't building up much of a relationship with your list ...

Well, it's a relationship of sorts. The relationship is: you bug them, they ignore you.

You should provide useful value to your list. Offer them things that will truly help them. Over time, they'll love you for it.

While you do this, you can work in your marketing in various ways. (That's an entire book on its own...)

### **\*\* Affiliate Marketing \*\***

I had hundreds of thousands of affiliates for my various companies (and I'll show you how I accomplished that later in this series), but you know what? That didn't really matter so much.

That's right. Only about 10% of my affiliates did anything at all and less than 1% did anything worth mentioning.

No disrespect to the guys who tried and failed, but that's the truth. Most affiliate program owners won't admit this. Why? Well, they want you to believe the lie: "sign up today and earn thousands of dollars tomorrow!"

Now, you can in fact get more mileage out of the "little guys" if you provide tools for them that will automate for them the process of selling. StartBlaze was a great example of this. It was so effective at getting the average guy to pass on the word that we were able to make it the #37 most visited site in the world in 6 weeks.

Sidebar: Check out what the guys over at <http://www.NitroAffiliates.com> are doing - They are different than the norm - they are doing a good job of carrying on my torch of giving the "little guy" a lot of great tools to be able to make some real money.

Back to me point...the real power of an affiliate program lies in its ability to provide a structure for Joint Venture (JV) marketing.

This has been a great source of power for me. By providing major players a compelling reason (i.e. money) to promote my products for me, I was able to tap into the promotional power of their lists as well as my own.

## **\*\* Article Submissions \*\***

This is a great technique that most people don't have the energy to master (that's why I created the [now unavailable] product called Web Hit Machine - to automate the process of writing and submitting articles).

Here's how it works:

- a. You write an article about a topic related to your products and services.
- b. You get it published in electronic newsletters.
- c. At the bottom of your article you include an "author byline" that tells who you are, and ... you guessed it ... what you're selling.

This sounds quite simple, but it's actually incredibly effective.

Why? Well, when you write a thoughtful and informative article people who read it will automatically see you as an expert.

When people see you as an expert, they are more likely to buy your products.

Of course mastering these techniques takes practice, but, those three simple techniques are responsible for selling millions and millions of dollars of my products and services - all on a zero dollar ad budget.

## Chapter 5

### **How I Found Hundreds of Thousands of Affiliates**

OK, this one is actually really, really simple.

Don't be surprised by the brevity of this. And don't be misled into thinking, "because it's brief it's unimportant."

If you're building an affiliate program this little trick can multiply your results 1,000 fold.

Here it is - the big secret:

~ ~ ~ ~ ~

Give them *\*another\** reason to sign up for your affiliate program.

Give them something free, and desirable, to sign up for and when they sign up for that, make them affiliates at the same time.

~ ~ ~ ~ ~

EXAMPLE: ROIbot

In the early stages of ROIbot we offered an ROIbot FREE service.

People would sign up just to use the free service for tracking their ads. Simultaneously, we would enroll them in the affiliate program.

EXAMPLE: StartBlaze

When they would sign up for the StartBlaze FREE service, they would automatically be a part of the affiliate program that sold StartBlaze Pro.

Tips:

1. The free thing people are signing up for needs to be something people really want. As a rule, if you can't sell it, you can't give it away. Would \*you\* buy it?

2. Getting people to sign up for the affiliate program is one thing. Getting them to actually promote your products and services is another. This will get them in the door, it's up to you to get them to generate sales. You have to give them the tools and provide the motivation.

Again, check out how <http://www.NitroAffiliates.com> is doing things right.

## Chapter 6

### **How I Sold \$100,000 in One Weekend and \$600,000 in Three Weeks**

I've released many products and services over the years ...

Some were incredibly successful, some were failures.

Some I am proud of, and some I wish I could erase from memory.

The nice thing is, after so many successes and failures, I've been able to see a clear formula for product launch success.

First, here are the two case studies:

#### **A. Confidential Internet Intelligence Manuscript**

<http://www.MarketingManuscript.com>

On the first weekend of it's launch we sold over \$100,000 worth of this product.

#### **B. The Mark Joyner Farewell Package**

Within 3 weeks of it's launch we sold over \$600,000 worth of this product.

How did we do it? It comes down to a simple 4-step formula:

##### **1. Start With a Great Product with Outrageous Value**

The "Confidential Internet Intelligence Manuscript" represented well over \$200,000 in marketing research we had conducted at Aesop over the years. Included were easy-to-implement marketing tricks that have increased our response time and time again.

When you start with a value like that for such a low price, it's not hard to write copy that makes the value clear...just look at: <http://www.MarketingManuscript.com>

If someone presents you with an offer that truly represents an incredible deal, of course you take them up on it.

This is the core of any great business success: massive value for the price. It doesn't feel like doing business anymore - it feels like stumbling across a priceless antique in a dime-store where the shop owner doesn't understand the true value. It's no longer a question of "will I buy" but "man, I hope they don't change this deal before I can take advantage of it."

The "Mark Joyner Farewell Package" was an even more outrageous value. It's hard to put a price on almost 10 years of blood, sweat, and tears, but that's what it represented. The one hard cost we could quote was the over one million dollars it cost us to develop the source code included in the package.

Using that as a metric, people were paying 10 cents on every one hundred dollars of value.

But that was only a small part of the package. It also included 20 hours of audio interviews with me and some of the greatest minds on the net, resale rights for many products, technology I've used to blow up my lists, automate my customer service, build and mobilize my affiliate armies - and more. You can see an archived version of the sales-letter here:

<http://www.buymarkjoynersassets.com>

As if all that wasn't enough, the actual value was even greater ...

## **2. Over-Deliver Then OVER-Deliver Some More**

The actual value of the package was much, much more than that. There are things I included in there that I deliberately didn't even mention in the sales letter - some of them are valuable in the extreme.

Why?

Why would I do this? I already had the sale. Why would I give up more value after the deal had already been closed?

Here's why ...

## **3. Get Them to Be Your Evangelists - Then Reward Them Ridiculously Well for It**

The result of over-delivering in both cases was:

- a. Page after page of sincerely glowing testimonials.
- b. Incredibly happy customers (almost non-existent refunds for both products).
- c. Hordes of people voluntarily spreading the good word about these products.

A lot of people stop right there. They figure if people are spreading the word and they are happy the sales will roll in.

They are partly right, but you can do even better. Why not pay them for spreading the word as well?

Now, you may be asking, "They are already spreading the word - why pay them? Isn't that unnecessary?"

Here's why:

If people love your product they will tell a few friends about it.

If people know they will get paid they will also tell a few friends about it.

**If people know they will get paid for telling people about a product they truly believe in and love, they will shout about it from the roof-tops.**

For "Farewell" for example, we set it up so anyone who sold it would be paid \$500 per unit sold. That along with a love of the products made for some aggressive selling - and no one felt any shame in it because it truly is an outrageous value. There is nothing wrong with telling your friends, family, and customers about something that will help them.

Indeed, if you care about those other people, it's your duty.

#### **4. Create Irresistible Offers**

On the weekend that we launched "Confidential" we sold it at a special price for a limited time with heaps of additional bonuses.

Many of the affiliates evangelizing the "Farewell Package" put together similar deals for folks who purchased through their affiliate links. The results were amazing.

Sidebar: For a really humorous example, see:

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

This was fun and wildly successful!

An irresistible offer stacked on top of an outrageous value will truly make things sell like crazy.

Here are some things you can do to create irresistible offers: (see also: <http://www.PowerfulOffers.com> )

##### **a. Time Limits and Other Urgency Cues**

To create a sense of urgency, make it so the offer is only valid for a short period of time. This will inspire people to act right away.

It doesn't have to be a time limit - it can also be a volume limit. For example, the "Farewell Package" was

limited to 2,000 total sales. That creates a great sense of urgency since people fear they will miss out on a great deal (and they truly will).

**b. Added Incentives of Great Value**

Offer people additional bonuses on top of the great value at the core of your offer and they will love you even more.

You should avoid the mistake of stacking on worthless bonuses, though. Many people include stuff that's of no real value and it will actually hurt your offer.

Rule of thumb: if you can't sell it, you can't give it away either.

**c. Uniqueness and Exclusivity**

Every part of your offer should represent something that can't be found anywhere else.

If people know that you're the only source for what you're offering, it immediately eliminates the need to shop around.

This works for all types of offers. For example, when Mike Chen created FlyInAds he modeled it after the ExitBlaze code he got in the Farewell Package, but he modified it in such a way that it delivered an ad format that was not offered anywhere else on the net. The result? He 4,000,000 hits in 5 days.

Follow this formula and your sales will skyrocket.

## Chapter 7

### **How I Shot My Book to #1 on Amazon in 48 Hours**

This report details the blow-by-blow account of how I became an Amazon #1 Best-Seller within 48 hours of my book's official launch. Best-selling books do not occur by accident. **Every step of the process is deliberate and calculated.**

Would you like to call yourself "#1 International Best Selling Author?" What would that mean for your business? Of course, the added credibility would increase the sales for any product or service you recommend. That's a given. The question is, will you follow these steps yourself?

#### **The Precise Tactics I Employed**

I will give you everything that I did so that you can duplicate the process - down to the very emails.

The following is the step-by-step, chronological time line (along with all the marketing materials I used) of what I actually did.

#### **Pre-Production**

**Tuesday 12/20/01 - Friday 1/4/02** - In order to get testimonials before *MindControlMarketing.com* was finished, I sent a draft of the book to several reputable authors. This way, I could get testimonials from well-respected authors on the cover of my book.

As a result, I researched and gathered contact information for reputable authors that I knew personally, but didn't have contact information for on hand.

Several resources to locate people:

- Aesop.com published authors
- Google.com to find author websites and phone numbers
- Betterwhois.com

**Monday 1/7/02** - I made 50 draft copies of *MindControlMarketing.com* at Kinko's. Then I prepared all the FedEx envelopes ahead of time so that I could immediately send them to the authors as soon as the draft copies were finished.

**Tuesday 1/8/02** - I emailed the authors to let them know about the review copy and get a testimonial from them. Notice how it is implied in the email that the better the testimonial, the more likely it will make it in the book - not to mention, the cover of the book.

I also make everything as easy for the authors as possible, including a pre-paid, pre-addressed FedEx envelope, an easy to fill out testimonial form, and a personalized letter from me.

SUBJECT: FNAME, quick opportunity...

Hi FNAME,

Mark asked me to contact you.

I just wanted to let you know that we are sending you a draft copy of Mark's latest print book by FedEx for your review.

If you enjoy it, he would like to include your comments on the jacket or inside the book in a "reviews" section. Of course we'll list your name and your company name along with it, so this is a good exposure opportunity for you.

Naturally, better reviews will get better placement in the final print form. (The best being displayed on the front and back cover of the book itself.)

Please be aware that the copy you're getting is just a draft. There are quite a few things left to be done, but Mark wanted you to see it now so that we have enough time to include your comments in the final layout.

Please write back and let me know the best address to send this to. We'll send it out as soon as we hear back from you.

We'll also be including a pre-paid return FedEx envelope for you to return the review copy when you are done.

I look forward to hearing back from you soon.

All the best,  
SIG FILE

**Thursday 1/10/02** - I sent out a FedEx package to all the authors. The package included three documents: a Confidentiality Letter, an Explanatory Letter, and a Testimonial Request

### 1) A Confidentiality Letter

**Confidential: for FNAME only.** Before reading, please agree not distribute or discuss. Please return in the enclosed pre-paid FedEx envelope along with your comments.

Thanks!

### 2) An Explanatory Letter

Hey FNAME,

Thanks for taking a quick moment to take a look at this. Please note that this is just a **draft**. I've left out the introductory chapters as they are not yet acceptable.

Those chapters will establish my credibility (sell millions of dollars of products online annually, developed sites that get millions of visitors monthly, etc.) and explain what it is I'm trying to do (use metaphors from psychology and warfare to illustrate important principles in Internet Marketing).

The title for the book is up in the air as well. I've toyed with some really melodramatic titles (like "TheWarforYourMind.com - How I Use Forbidden Mind Control Psychology and Asian Military Tactics to Make Millions Online" - my publicist is trying to talk me

out of that), but haven't made a final decision.

Any editorial advice from you would be greatly appreciated but is not in any way expected. My main aim is to get testimonial comments from you so that I may include them in the book itself. Naturally, I'll take the best comments and place them prominently on the front and back book cover.

As soon as you're done, please send this (along with your comments on the included form) back in the pre-paid Fed Ex envelope included.

Thanks again for giving this a quick look. Since I plan to give this wide distribution, this will get your name some additional exposure as well.

All the best,

Mark Joyner  
CEO  
Aesop.com

### 3) A Testimonial Request

Hi FNAME,

Please complete and return by one of the following means:

- 1) Fax to (323) 769-3649
- 2) Mail to the following address:  
Attn: XXXX  
6741 Hollywood Blvd., 2nd Floor  
Los Angeles, CA 90028-4604 or
- 3) Email comments to XXXX@aesop.com

**FNAME's Testimonial:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Business Name**

\_\_\_\_\_  
**Date**

**Monday 1/14/02 - Friday 2/1/02** - I gathered and compiled all the testimonials that the authors sent in. Also, I incorporated some of the suggestions and recommendations the authors were kind enough to provide me into another draft of the book.

**February 2002** - I applied for ISBN. (see next chapter for detailed explanation)

**April 2002** - I registered ISBN with R.R. Bowker Agency. (see next chapter for detailed explanation)

**Monday 9/2/02 - Wednesday 9/4/02** - I looked for a printer. (see next chapter for detailed explanation)

**Thursday 9/5/02** - I applied for the Amazon.com Advantage Program. (see next chapter for detailed explanation)

**Thursday 9/5/02** - I re-emailed all our major contacts who had not given us a testimonial yet. Even though, I had sent in an advanced rough draft copy of the book back in January, some people had forgotten to send in a testimonial. So, I sent the authors this email:

SUBJECT: FNAME, how was your weekend?

Hi FNAME,

I hope things are going well and you had a great long weekend. I was wondering if you've had a chance to write your testimonial for Mark Joyner's book that we sent to you a few months back. Mark is getting ready to release the book and we would love to have your name put in lights and we may even put it on the front/back cover of the book.

Please e-mail me your testimonial as soon as possible. We want to make sure that your testimonial is part of the book before we send it out to the publisher.

If you have any questions, please feel free to contact me.

All the best,  
SIG FILE

**Thursday 9/5/02** - I had my editors re-proof the final draft at least 4-5 times, looking for discrepancies, formatting errors, etc... I also did everything I could to make the book look as professionally published as possible by adding Title pages, Acknowledgements, Dedication pages, Testimonials... etc.

**Tuesday 9/10/02** - I worked on getting the EAN-13 bar code. (see next chapter for detailed explanation)

**Wednesday 9/11/02 - Friday 9/13/02** - I researched how to get *MindControlMarketing.com* distributed in different bookstores. (see next chapter for detailed explanation)

**Thursday 9/12/02** - Amazon.com put *MindControlMarketing.com* on the site and I loaded the book cover onto the site. (see next chapter for detailed explanation)

**Friday 9/13/02** - Amazon.com officially notifies me that the application for *MindControlMarketing.com* has been approved.

**Monday 9/16/02** - I emailed all the major contacts to double check their mailing addresses so I could send them a review copy of the book when it was finished.

I also wanted to remind people to send in their testimonials if they had not already done so. As a result, many people sent in their testimonials before I started printing the book and I included them in the book.

Here are the two different emails I sent out:

**Email 1**

SUBJECT: FNAME, how was your weekend?

Hi FNAME,

I hope things are going well and you had a great long weekend. I was wondering if you've had a chance to write your testimonial for Mark Joyner's book that we sent to you a few months back. Mark is getting ready to release the book and we would love to have your name put in lights and we may even put it on the front/back cover of the book.

Please e-mail me your testimonial as soon as possible. We want to make sure that your testimonial is part of the book before we send it out to the publisher.

If you have any questions, please feel free to contact me.

All the best,  
SIG FILE

**Email 2**

SUBJECT: FNAME, how was your weekend?

Hi FNAME,

I hope you had a good weekend and things are going well. Mark wanted me to let you know that his print book MindControlMarketing.com is being released very soon and he would like to send you a personally signed copy to thank you.

Can you please forward me your address so that I can send the book out to you?

Thanks and I hope to hear from you soon,  
SIG FILE

**Thursday 9/19/02** - The printer delivered our first batch of finished books.

**Thursday 9/19/02** - I made sure to immediately thank all the people who helped me with testimonials and reviews by sending a personal note and first edition copies of *MindControlMarketing.com*.

**Thursday 9/19/02** - I mailed the applications along with review copies of the book to Borders and Barnes & Noble. (see next chapter for detailed explanation)

**Tuesday 9/24/02** - I emailed our major contacts with Amazon.com referral link information. The purpose was to give a heads up to the authors and super affiliates about when the book was being released and how they could promote the book.

SUBJECT: FNAME, did you get Mark's book?

Hi FNAME,

I hope you had a good weekend and had a chance to read Mark's book. If you still haven't received *MindControlMarketing.com* in a few days, please let me know.

I just wanted to let you know that Mark is very excited about his book and he wanted to make sure that you could benefit from the promotions, so he has listed his book on Amazon.com and you can promote it to your list and earn commissions from the sales. Mark's release date for *MindControlMarketing.com* will be next Tuesday, October 1st, but I wanted to make sure that you were ready to go on Amazon.

Here's the link to become an Amazon.com reseller - click on "Join Now" on the upper left hand corner:

<http://associates.amazon.com/exec/panama/associates/ntg/browse/-/567830/102-1097298-4340100>

The application process is very simple; I went through it in 5 minutes.

Once you're done, you can start building individual book links in Associates Central, and you can start promoting Mark's book. And once you've become a reseller you can promote other books at anytime.

Here's what my link for Mark's book looks like:

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

Just replace "nitro-20" with your own Associate ID and you're all set!

If you have any questions about Mark's book or about becoming an Amazon.com reseller, please feel free to contact me.

All the best,  
SIG FILE

**Tuesday 9/24/02** - Many people wrote back immediately, mentioning that they were excited to start promoting the book right away.

However, since I wasn't releasing the book until the following week, I emailed them a follow up letting them know that they should wait until the October 1, 2002 to begin major promotions.

SUBJECT: FNAME, it's me again...

Hi FNAME,

I forgot to mention that any promotions for Mark's book MindControlMarketing.com would have to wait until next Tuesday, Oct. 1st. So please do not mail out to anyone until then. I just wanted to give you a heads up and get you prepared for the big day. Thanks.

However, on Friday you can mail out about the new program "Guerilla Marketing Bombshells" with Jay Conrad Levinson. If you haven't heard anything about it, please let me know.

All the best,  
SIG FILE

**Tuesday 9/24/02** - I spoke to a friend who used to be in the wholesaling business about distributors and wholesalers. (see next chapter for detailed explanation)

**Friday 9/27/02** - I first hinted at my new book in a PS to an email announcing Phase II of Guerrilla Marketing Bombshells. The PS promised advanced notice about my new book to people who signed up for GMB and wrote back.

Using cognitive dissonance (as explained in the [Confidential Internet Intelligence Manuscript](#)), I instilled interest in the book because I didn't tell my readers *anything* about my book - not even the title - except that it was new.

The PS also assumed several things: 1) that people would sign up for GMB, and 2) these very same people would write back because they *\*had\** to know about my latest book. Also, since they had already written in, they were interested in the book and would most likely buy from Amazon.com right away. This helped to give an initial kick to my book sales. The email is included below:

FROM: All our newsletters

SUBJECT: FNAME, Phase II is here

Hi FNAME,

You've probably already heard, since the buzz around the net is pretty intense right now, but Phase II for Guerrilla Marketing Bombshells has begun (this is my new joint project with Jay Conrad Levinson - author of the best selling series of business books of all time: Guerrilla Marketing).

That means that now is the time when you can start telling your associates about how they can get their first month of Guerrilla Marketing Bombshells for free - and how they can secure their position in the matrix under you (see below to get started).

All of those people out there you see promoting GMB could be benefiting \*you\* if you act fast. We've structured Guerrilla Marketing Bombshells so we have one very large company forced matrix (that way everyone benefits the most) with the best promoters in the industry on the very top layers.

And the promotion that we'll be doing as the company will benefit one and all.

Now, if you're thinking of joining the program just for the "spill-over," please don't. We're targeting people who:

- a. Want this product (anyone who wants to increase their sales [for \*any\* product or service] with low-cost or free guerrilla marketing tactics will love Guerrilla Marketing Bombshells).
- b. Accept that they will need to work in order to earn money with this program.

Since you'll be getting the first month for free, you may as well give it a shot:  
<http://www.gmktgb.com/page/>

Since it's still very early, you'll be placed very close to some huge builders who will be working hard for you every month (they know that to keep their "builder" status at the top of the matrix they have to promote every month).

But, again, join for the product (see "a" above).

If you have any questions, just write back and someone on my staff will get back to you soon. We're pretty flooded with responses, though, so don't be alarmed if it takes longer than our standard of "one business day" for a response.

I recommend just signing up first and asking questions later, to secure your position in the matrix (if the Guerrilla Marketing Bombshells product - and the idea of increasing sales for your business with free/low-cost guerrilla marketing tactics appeals to you):  
<http://www.gmktgb.com/page/>

All the best,  
Mark Joyner  
CEO, Aesop.com

Founder of StartBlaze, ROIbot, and more  
Author of "MindControlMarketing.com"

P.S. After you sign up, write back with your username and we'll give you advance information on how to get my new print book before we tell the rest of the world. Only if you sign up for Bombshells, though! Here's what a few people have said about my new book (published by Steel Icarus):

"Best book of the new millennium!"  
Robert Anton Wilson  
Co-author of Illuminatus, Author of "Quantum Psychology"

"Riveting. Mind Expanding. A masterpiece."  
Joe Vitale  
Author of Hypnotic Marketing

**Monday 9/30/02** - Since the authors already had a week to prepare for the release of the book and to get their Amazon accounts set up, all I had to do the day before the official release was send a quick reminder about it. I also wanted them to put up a good review on Amazon.com and showed them how to do that as well.

SUBJECT: FNAME, a quick reminder

Hi FNAME,

I hope you had a good weekend and you've had a chance to read Mark's book "MindControlMarketing.com." I just wanted to remind you that we're releasing the book tomorrow and wanted to give you a heads up so that you can be one of the first ones out there promoting Mark's book. And to assure your lists that they are getting a good read why don't you put up a testimonial on the site.

If you haven't signed up as an Amazon.com affiliate (it only takes 5 minutes) here's the link once again -

click on "Join Now" on the upper left hand corner:

<http://associates.amazon.com/exec/panama/associates/ntg/browse/-/567830/102-1097298-4340100>

Here's what my link for Mark's book looks like:

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

Just replace "nitro-20" with your own Associate ID and you're all set!

If you have any questions about Mark's book or about becoming an Amazon.com reseller, please feel free to contact me.

All the best,  
SIG FILE

**Monday 9/30/02** - I wanted to generate excitement and tie *MindControlMarketing.com* into one of my other products. As a result, I guaranteed that people would see guerrilla marketing in action when they buy the book. All they had to do was go back to Amazon.com often and watch the book ranking go up. (see the following Guerrilla Marketing Bombshells Update #2, Section 1)

FROM: Mark Joyner

SUBJECT: GM Bombshells Update #2

Hi ~FNAME~,

Just a quick note here to keep you up to date with what's happening at Guerrilla Marketing Bombshells.

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1. Overview - The Bombshell Explosion, My New Book, and more...
  2. Your Stats
  3. Marketing Focus: What to do... What not to do...
  4. What's the Next Step? <--- IMPORTANT
- 

1. Overview - The Bombshell Explosion, My New Book, and more...

Want to see some Guerrilla Marketing in action? Well, it's actually my own blend of Guerrilla Marketing and Internet Marketing. More on that in a second...

I have to say, the support we've been generating for the Bombshells in just these last few days is far more intense than anything I've seen to date. People are excited about this new fusion of Internet Marketing, Network Marketing, and Direct Marketing. (Tom Wood and Brett Rademacher sure are. They are two of the top builders working hard for you. I had dinner with them on Saturday and they are \*fired up\* about this new concept.)

The last few days have been quite intense around here at Aesop since the launch of the Bombshells. My new print book "MindControlMarketing.com" comes out on Amazon tomorrow, as well. All of the press that's been circulating around it will be used to drive more interest in the Bombshells - and all of those new sign ups will be placed right back into the matrix.

If you want to see some Guerrilla Marketing in action,

just watch the sales for my new book on Amazon tomorrow. After you buy your own copy, check the rank of the book. Then keep checking it every hour:

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

This will give you an inkling of the marketing muscle behind the Bombshells...

Spread this information to your friends so they can watch it as well. Then, once they've seen what we can do, tell them to sign up for the Bombshells if they want to learn how to get those kinds of dramatic results.

## 2. Your Stats

While your full stats will not be available until Phase III, we've created a place where you can check your current number of direct sign ups:

<http://www.gmktgb.com/stats.php>

Remember, this won't reflect spill-over. This only reflects the number of people who clicked on your link and signed up.

Spill-over will be calculated daily when Phase III begins.

You should also be getting your sign up notices now. I am sorry it was not working over the weekend. We're happy to say there were no tracking errors, though. You should be getting your notices in real-time now from now on.

## 3. Marketing Focus: What to do... What not to do...

First, let's make it clear up front what the focus of this program is: the Guerrilla Marketing Bombshells product.

We don't want a swarm of amateurs flooding in expecting "free spill-over". We want professionals who:

a. Are interested in a product that will increase their sales. (and/or)

b. Are willing to promote this product like crazy.

I see a few guys out there advertising guaranteed spillover. Not only is it illegal to make that promise, it's also not the way we do business here. That's not our focus.

With that said, clearly we are targeting the MLM promoter type in the early phases here before the product is released.

But, ask yourself: do you want a guy in your matrix who is going to sit around and wait for spill-over (and then quit when he doesn't get it), or do you want a guy who is willing to work to build your matrix with you?

The answer is obvious.

In Phase III, we'll be focusing more on people who genuinely want this product. That will make the bottom rows of your matrix that much more solid.

But, meanwhile as we are here in Phase II...

4. What's the Next Step?

While we have at least two weeks now before Phase III, you have a great opportunity in front of you \*right now\*. You're probably already getting a sense of how big Bombshells is going to be.

Early placement is obviously important for the network marketer who wants to try for a large matrix (with a maximum payout of over \$100K per month, it's easy to understand).

See section 1 above. At the end of that section I outline a really aggressive tactic you can use to give people living proof of the value of this product.

They'll be able to see first-hand how powerful the Bombshell marketing muscle is. Then, once you've shown them the high sales rank on Amazon for my book

tomorrow (you'll see - just watch), the sale of GMB should be easy. Just say, "If they can do this in one day, imagine that same marketing muscle promoting this matrix every single day. Don't you want to be a part of a matrix like that?"

Just wait till you see the great promotional ideas we have in store for you! Give that one a shot and let me know how it goes.

All the best,

Mark Joyner  
CEO, Aesop.com  
Author, MindControlMarketing.com  
Founder of Guerrilla Marketing Bombshells

**Monday 9/30/02** - At the same time, I sent an announcement of the book's release to all of my newsletters. Again, this time, I gave very little details about the actual book itself. Notice how I strategically placed good reviews from famous authors to further create desire and anticipation. Plus, I threw in the controversy factor for good measure.

Also, I mentioned that *MindControlMarketing.com* hadn't been released yet and told them that they were the first to know about the new book. Therefore, they could be the first to buy the book and apply the concepts before everyone else did.

FROM: Mark Joyner

SUBJECT: FNAME, you want controversy??

Hi FNAME,

My new print book is out tomorrow - and it's already creating some major controversy. With a title like this, it's easy to see why:

MindControlMarketing.com:  
How ordinary people use forbidden mind control psychology and ruthless military tactics to make millions online. "This book is mandatory reading. A masterpiece."

Jay Conrad Levinson, Author, Guerrilla Marketing  
"Riveting. Mind-expanding. A masterpiece."  
Joe Vitale, Author, Hypnotic Marketing

"This powerful, punchy book will snap your mind  
open..."

Brian Tracy, Author, Create Your Own Future

"The best book of the new millennium!"

Robert Anton Wilson, Author, Illuminatus! &  
Schroedinger's  
Cat

We're going to announce it to the rest of the world  
tomorrow, but we wanted to give you and a few other  
select ROIbot affiliates the opportunity to get the  
word out first.

Here's an amazon.com affiliate link you can use:

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

Just replace "nitro-20" with your own Associate ID and  
you're all set!

I do ask that you wait till tomorrow morning before  
you promote, though, as the Amazon page won't be fully  
functional until then. (9am Pacific Time Tuesday)

Enjoy!

Mark Joyner  
CEO, Aesop.com  
Founder, ROIbot  
Author, MindControlMarketing.com

**Tuesday 10/1/02 - Friday 10/4/02** - I spoke to different  
wholesalers and opened accounts with them.

**Tuesday 10/1/02** - I officially released  
*MindControlMarketing.com* to the public.

**Tuesday 10/1/02** - I told all my newsletters about the official release. Due to my earlier efforts, *MindControlMarketing.com* was already in the top 10. Again, I used only the testimonials to compel people to check it out at Amazon.com. Further more, I gave them an incentive to promote the book (and increase book sales) by mentioning the Amazon.com affiliate program. I even make it really easy for them to do it by providing a link for them to use. The only thing people had to change was their Amazon.com ID.

FROM: All our newsletters

SUBJECT: FNAME?

Hi FNAME,

Mark asked me to give you a heads up: the official book is finally out. Just three hours after its release, it's already an Amazon best seller.

Everyone's been waiting a long time for this:

"This powerful, punchy book will snap your mind open..."

Brian Tracy, Author, *Create Your Own Future*

"This book is mandatory reading. A masterpiece."  
Jay Conrad Levinson, Author, *Guerrilla Marketing*

"Riveting. Mind-expanding. A masterpiece."  
Joe Vitale, Author, *Hypnotic Marketing*

"The best book of the new millennium!"  
Robert Anton Wilson, Author, *Illuminatus!* &  
*Schroedinger's Cat*

What book are they talking about?

Here it is:

"MindControlMarketing.com" by Mark Joyner  
How ordinary people use forbidden mind control psychology  
and ruthless military tactics to make millions online.  
Get it today before it's banned!

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

All the best,

Tracy Clark  
Hospitality Agent  
Aesop.com

**Tuesday 10/1/02** - I also sent out a similar email to my customers who had purchased from my company in the past.

FROM: Aesop.com

SUBJECT: FNAME, an Amazon best seller in 3 hours

Dear FNAME,

It's finally here.

Just a few hours after its official release, it's already an Amazon best seller. Since you've purchased other Mark Joyner products, we thought you'd like to see what people are saying about his latest:

"This powerful, punchy book will snap your mind open..."

Brian Tracy, Author, Create Your Own Future

"This book is mandatory reading. A masterpiece."

Jay Conrad Levinson, Author, Guerrilla Marketing

"Riveting. Mind-expanding. A masterpiece."

Joe Vitale, Author, Hypnotic Marketing

"The best book of the new millennium!"

Robert Anton Wilson, Author, Illuminatus! & Schroedinger's Cat

What book are they talking about?

Here it is:

"MindControlMarketing.com" by Mark Joyner

How ordinary people use forbidden mind control  
psychology  
and ruthless military tactics to make millions online.  
Get it today before it's banned!

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

All the best,

The Aesop.com Team

**Wednesday 10/2/02** - By this morning, *MindControlMarketing.com* had already been #2 for about 12 hours. However, I couldn't beat the #1 book. So, I gave people another incentive (of course, I didn't violate any of Amazon.com's Terms of Service) to buy the book.

Notice how in the email, I assumed that if the readers were clever, they would want to help out with a cool idea I had. And, since I stacked the odds against my book, they would naturally want to help out the "underdog" trying to surpass the current #1 who, at that time, was promoting his book every half hour on CNN.

Then, I thanked all the people who already had purchased the book and mentioned how much I really wanted to become the next #1 book. So, anyone who purchase *MindControlMarketing.com* in the next 24 hours and sent me their Amazon.com confirmation email would be sent a \$197 software as a "Thank You Gift." Instead of telling them what the \$197 software product that guaranteed to increase their web site traffic was, I made it so they *had* to buy the book in order to find out.

I even extended the offer to people who had already bought the book if they went out and bought another one. Also, I included a powerful PS that encouraged people to forward this offer to all of their friends. Who can resist buying a \$20 book for a \$197 software? (You're probably wondering even now, what it is.

You'll have to write me at <http://www.aesop.com/support/> to

find out...)

FROM: Mark Joyner

SUBJECT: Favor (FNAME?)

Hi FNAME,

Can I trouble you for a quick favor?

It's very easy and I promise I'll make it worth your while. I want to do something kind of clever and I know I can count on you for that. :-)

My new book is #2 on Amazon's best seller list right now, but I'm shooting for #1.

Since the #1 book is all over CNN right now it's going to be hard to beat that.

I'm asking everyone I know to buy a copy - but I'm doing them all a big favor in return. I'm giving everyone a free copy of some expensive Internet Marketing software (sells for \$197 and it will help you get more traffic to your site) if they buy a copy of my new book on Amazon in the next 24 hours:

<http://www.amazon.com/exec/obidos/ASIN/0971932506/nitro-20/102-1097298-4340100>

(Aren't those reviews great? I'm so happy about that. People have been really kind, and I'm very appreciative.)

I know. I know. I'm foolish to give away my software for free, but I really want to be #1.

Even if you already have a copy of my new book (sorry, I didn't check), I'll still take care of you if you buy another copy within 24 hours after you read this.

Just send a copy of your Amazon order confirmation here and we'll send you the software immediately.  
markj@foreverweb.com

I promise you'll love the software, \*and\* you'll love my book.

All the best

Mark Joyner  
CEO, Aesop.com  
Author, "MindControlMarketing.com"

PS. Forward this email to anyone you want to do a  
favor for  
and I'll give them the same deal.

**Wednesday 10/2/02** - At 5:00pm that same day - only a few  
hours after I sent the email - *MindControlMarketing.com* hit  
#1 on the Amazon.com bestseller list. I was now a #1  
International Best- Selling Author.

## Chapter 8

### **How to Self-Publish Your Own Physical Best-Seller Book Using My Formula For Success - What to Do And What Definitely Not to Do**

#### **1) Select An Appropriate Topic**

This, of course, sounds overly simplistic. However, this will make or break a book before it's even started. Think about it. The topic you choose will direct the writing, marketing, and target audience. Furthermore, depending on how much information there is out there already, your topic may be so narrowly focused as to be irrelevant to the majority of the population, or so commonly discussed that it fails to incite interest.

Here are some questions you should consider carefully when deciding on a topic:

#### **a) What Is The "Unique Selling Point" Of Your Topic?**

This is the most important part of the book writing process. There is no point in writing a book that won't be sold. Why spend your time writing a book that no one will ever read? Before they can read your book, they must buy it. In order for them to buy it, you need to give your potential readers a *reason* to buy it.

The best book is one that is **bought**. Shelf space is limited - so why should a store put your book on its shelves? Besides, you're writing a book to make money. To say otherwise is just kidding yourself. You may be in it for the "art," but you definitely don't want to be an unrecognized artist - not to mention a poor and unpaid one..

In the case of *MindControlMarketing.com*, my unique selling point is the sub-title: "How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online." I haven't found a book out there yet that combines mind control psychology with ruthless military tactics in a practical way for the average person to make millions online.

Not only is my topic unique, it's also different enough to separate itself from the hordes of books on marketing and compelling enough so regular people will be intrigued. Furthermore, the principles in *MindControlMarketing.com* are profound yet simple enough to be illustrated in dozens of eye capturing cartoons.

**b) What Makes You An Expert On This Topic?**

Along similar lines to the previous question, this heavily influences why people should buy your book. Just ask yourself, would you rather buy a book from: "Mark Joyner, CEO of a Multimillion Dollar Internet Marketing Company," or "Mark Joyner, regular guy"? Or asked another way, whom would you rather trust with your health: a doctor or a random guy off the street? The answers should be immediately evident.

So, what are your qualifications? Where did you go to school?

What experiences do you have? Why should people trust you? What makes you the expert they should listen to?

In the case of *MindControlMarketing.com*, I had already built a loyal following online through years of hard work and constantly churning out quality and affordable products. I merely illustrated what worked for me online. Since it was clear to everyone that I practiced what I preached and became overwhelmingly successful, people were eager to check out what I had to say.

**c) How Much Prior Knowledge And Experience Do You Have About The Topic? Is That Enough To Fill A Book?**

Depending on how much you know about a topic, it will be easy or difficult for you to generate content. Obviously, the more you know about a certain topic, the more you can write just from personal experience and know-how and the less you have to research online, in libraries, or other people.

In other words, write about something that you know a lot about. It will save you time and you will be much more

confident.

For *MindControlMarketing.com*, I already had about 10 years of experience in Internet Marketing. All I had to do was break down the thinking behind what I've been doing instinctively all along.

**d) How Much Will You Have To Research And Perform Due Diligence On? And How Long Will It Take?**

No matter how much you know about a particular topic, you'll eventually have to do some outside research. After all, you can spout your opinions and theories all you want, however, they will always remain just your opinions and nothing more if you do not have outside sources verifying and collaborating with them.

This doesn't mean that you should just regurgitate what others have previously written. It means that you should use outside studies and research to support your unique theories. Properly done, this will make you sound and look far more credible than you actually feel.

Virtually every chapter in my book cites studies, stories, psychologists, biologists, or military strategists to increase my credibility and bring life to my theories. For instance, in Chapter 10, I use the Vietnam War story of Killer Junior to hammer home the concept of doing everything we can to overcome limitations and succeed - even in life and death circumstances.

**e) How Many Other Books Are Already On The Topic?**

If there are many books already, will your topic add anything new to the discussion? Why should people buy *your* book on this topic? If there aren't many books on the topic, will people actually be interested in it?

These questions make immediate sense to ask, right? After all, if your topic has already been beaten to death, what point is there in going over well-traveled ground?

However, you can make this work for you; put a new twist on the topic. For instance, there are millions of marketing books out there, but only one marketing book that dissects

and intertwines mind control psychology and military tactics.

Likewise, you don't want to choose a book that is so obscure that you limit your market. For instance, there would most likely be few takers on a book that spent 200 pages describing the reproductive lifestyle of the garden snail.

However, if you can tie it in to a broader topic, then you've got something truly unique on your hands. How about a 200 page book on Male/Female relationships using the reproductive lifestyle of the garden snail as the basis for your theories...? (Kudos to you if you can make it work - I sure can't!)

Again, few people may be interested in mind control psychology or military tactics, but many people are interested in making millions online. (Is this starting to make sense?)

#### **f) Be Honest**

Do you think people will pay good, hard-earned cash for your book? Why or why not?

There is nothing in life more difficult than brutal self honesty. I mean, who wants to burst their own bubble? However, it is imperative that you honestly assess the "sellability" of your book. Remember that a book is a considerable financial investment (I'll get into this more later...). Will enough people want to buy this book to recoup your costs of printing, marketing, distributing, and shipping? Will enough people be interested in the book so your name gains the enviable title of "#1 International Best-Selling Author"?

Again, you must be honest. If you lie to yourself, the cold hard facts of dismal sales will be much harder to swallow than a quick but relatively painless blow to the ego prior to printing.

Had I chosen a stupid topic and convinced myself that it would sell, the moment of truth would have been devastating. Not to mention that the whole Internet community would watch my failure... No way would I let that

happen! I would rather take an honest blow to my ego than have my business fail, that's for sure!

**g) Do You Like This Topic? Are You Passionate About It?**

You are going to be spending a lot of time on this topic - whether writing about it or researching it. You better make sure you can live, breathe, and eat the topic without growing sick or bored. Otherwise, how will you finish the book?

Furthermore, your passion will translate onto the written page. Have you ever read an article or book by someone and could instantly tell that they *loved* what they were writing about? Have you ever read about something when the author couldn't care less about what they were writing? How did you perceive the book afterwards? Compare that to the passionate writer. Makes a difference, doesn't it?

Likewise, people will notice it in your writing. Had I hated my topic or felt contempt for it, people would immediately be able to tell. As it is, I love what I wrote about (since that's what I love to do everyday) and people have been writing in and telling me that they could tell I loved what I did. That's awesome.

**h) Can You Effectively Communicate To Others About The Topic?**

If you cannot communicate what you want to say, then you're going to have a tough time writing the book - and an even tougher time selling it. Have you ever read a purely scientific journal? Now, I know a reasonable amount of science, but cutting through that scientific mumbo jumbo is mind numbing, not to mention, terribly frustrating.

Use small and common words that everyone can understand. Don't alienate your readers by making them feel small and stupid. Who wants to be constantly confronted with their own ignorance and limitations? I sure don't. So, don't do that to your readers. Communicate with them in a clear and concise manner. Use examples and stories to illustrate what you mean. Provide pictures and diagrams.

One of the reasons I included the cartoons in *MindControlMarketing.com* was so that the average person could pick it up, flip through, see the pictures, and instantly know what I was talking about. As a result, they could easily see how to apply what I wrote to their business - and thereby, increase their likelihood of buying it.

## **2) How To Find A Ghostwriter**

Although I didn't use a ghostwriter, I can understand if you choose to do so. So, here are some things to consider first.

### **Do You Need A Ghostwriter?**

Determine this first. Why try and find a ghostwriter if you don't need one? Here are some helpful questions to ask yourself:

- a) How much time do you have to produce the book?
- b) How much time do you have to dedicate yourself to personally writing the book?
- c) What is your book budget and does the ghostwriter fit into it?
- d) How comfortable are you with your writing skills?
- e) Are you a good writer? If not, do you have time to improve?
- f) Are you able to hand over creative control to someone else?
- g) Are you comfortable with claiming credit for someone else's work?

If you have limited time to dedicate to writing, don't like to write, and can afford it, then hiring a ghostwriter may be a very valid option. If, however, you don't like to give up control, have ample time, and are a decent writer, then perhaps you would prefer to write the book yourself. Choose whatever fits your style best. In my case, I wrote every word of *MindControlMarketing.com* myself.

## **How To Hire A Ghostwriter**

Let's just say that you do decide to hire a ghostwriter. Here are some things to look out for and consider:

- a) Get several writing samples on many different topics first.
- b) Send them some samples of your writing. Then, provide them some topics to write on, and see how closely they imitate your style. You will want someone who can adapt to your voice and present you in the best possible light.
- c) Find out how much research your potential ghostwriter is willing to do. Are they good at it? Do you have to provide all the information?
- d) Find out their rate. Make sure you find the best quality for the lowest cost.
- e) Ask for samples of previous ghostwriting.
- f) Do you like the person? Do they like you? Do you trust them? These are very important. The more someone likes you and has a feel for you, the better they can write according to your style and become you. Trust your instincts.
- g) Have friends and family try to figure out who wrote something - your ghostwriter or you. The harder it is for them to differentiate between the two, the better your ghostwriter.

## **3) 7 Things You Must Know Before You Go To The Printers**

### **a) Select A Marketable Title**

Again, the best book is one that is bought. Does your title captivate people's interest? This is one of your first and only chances to get someone to pick up and open your book. Just as I explain in the [Confidential Internet Intelligence Manuscript](#), it doesn't matter how awesome or great your book is if no one picks it up. The sole purpose of the title is to **get people to pick up and open your book.**

Think about it. Which book are you more likely to pick up based on title alone?

*MindControlMarketing.com: How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online*

or

*Mind Control Psychology and Military Tactics as Applied to Online Marketing*

Both explain what's inside the book. However, which one do you want to read? The first option is intriguing and exciting, using words like "Forbidden," "Mind Control," "Ruthless" and "Make Millions Online." Furthermore, it's for "Everyday People" and broadens your market to people who normally wouldn't consider themselves marketers.

The second option sounds like a manual or a textbook. Some of the same words are in the title - however, it's quite evident that this book sounds like a snoozer to the average person. Remember, it's the same content inside - but the readers don't know that. All they know is that *MindControlMarketing.com* sounds much more interesting.

## **b) Be Controversial**

I don't have to tell you that a book with built in controversy (particularly with a stellar title) will generate you a ton of publicity without even trying. A controversial book will naturally generate discussion and put you on the media's radar. The more publicity you get, the more people will hear about the book. And the more people hear about the book, the more likely people will check out the book and buy it.

Let's look at the title of my book again:

*MindControlMarketing.com: How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online*

There are several things that are controversial about this title. First, I have "Forbidden Mind Control Psychology." This is sure to cause controversy - after all, is mind control ethical? And what about "Ruthless Military Tactics"? Is that ethical as well? Furthermore, these

questionably ethical tactics are **currently being used** and they are used to "Make Millions Online." Is that even possible?

You see how before you have even opened the book, you're already thinking about it, wondering what it's about, and making a judgment on whether this book is ethical or not. Also, notice how the main thing called in question is the ethics of using such tactics - not whether the tactics work. No one doubts that.

### **c) Solicit Testimonials From Experts In The Field**

This way, you get to incorporate the testimonials into your book. For instance, you can use testimonials on your book cover to create excitement as well as include them within the book to further add credibility to it.

Of course, the more well known the expert, the more weight the recommendation carries. This makes sense, right? Is a testimonial by Joe Schmoe on the cover of your book going to add or detract credibility? What about that same testimonial from the leading expert in your field?

**Quick tip:** Here's good way to cut cost if you have the time. Send out books for review by Priority Mail instead of FedEx. It gets there in three days instead of overnight, costs about \$10 less a book, and is a great option.

**Quick Tip:** I strategically placed the testimonials before the Table of Contents so that people would read the book anticipating greatness.

### **d) Select Appropriate Cover Design**

The cover design must create curiosity and interest in your book. Despite the proverb, "Don't judge a book by its cover," the reality is that people do. If your book cover is boring, people will immediately think that the content is boring as well. Arouse people's curiosity by catching their eye. Make sure, of course, that the design matches the style and content of your book.

I'd also highly recommend using the testimonials you solicited from experts to put on the cover of the book.

Keep the testimonials on the front cover concise and moving. Use longer testimonials on the back.

### **e) Create A Table Of Contents That Read Like Bullets In A Sales Letter**

Many people instinctively rifle through books and scan the Table of Contents to see if there are any chapters in it that capture their interest. It goes without saying then, that your Table of Contents should sell the content of your book. Just like the bullets of a sales letter increase the desire to buy the product, your Chapter Titles should increase the desire to read the whole book. And of course, the only way to do that would be to buy it!

Which chapter title makes you want to read more? Which title grabs your interest?

*Framing: Beauty May Be Only Skin Deep, But Who Wants to be Ugly?*

or

*Why Framing is Necessary*

I'd bet my money that you chose the first title. If you look through *MindControlMarketing.com's* Table of Contents, you'll see at least fifteen more examples of attention-getting chapter titles. All throughout the Table of Contents, I do everything I can to excite people so that they will not put the book down. As a result... they can take it all the way to the cash register.

### **f) Find Two Or Three Good Editors**

There's nothing like a typo in a book to make me instantly question the credibility of the author. After all, if they can't do something as basic as spell or check for punctuation, surely they don't know what they're talking about! As unfair as that instant judgment is, (and I'm sure there are tons of brilliant people who can't spell...) in this age of computers, there really is no excuse for grammar errors. So, why give people an unnecessary wedge in their minds about your expertise?

Editors can also help you clarify clunky statements in your book and help you communicate your points in the best way possible. The easier people understand what you're saying, the more likely they will read the whole book.

Get two or three good and editors. Use multiple sets of eyes to ensure that you catch all of the little mistakes and errors in your manuscript. I had at least three editors each read drafts for *MindControlMarketing.com* two or three times. One of them even read the draft five times in two days! Better to spend one day making the necessary changes than to lose credibility over an obvious spelling error.

#### **g) Make Sure Your Book Leads To A Sale Of Some Kind**

People who buy your current products are more likely to buy from you in the future. Make sure that the people who buy, read, and love your book know **exactly** how to find you. After reading your book, people are more receptive to what you recommend, so have a resource page that directs them to your website. Do not throw such a qualified lead away.

We included several of our best product sites in the back of *MindControlMarketing.com* such as ROIbot.com and StartBlaze.com.

Since we know that readers of the book are interested in online marketing, we direct them to sites that are geared towards helping people make money online.

#### **4) Pros And Cons Of Publishing Methods**

There are two ways to get your book published. You can choose to publish with a professional company, or you can choose to do it yourself. Both have their good and bad points. It's up to you to decide which is better suited for your needs.

## **Publishing With A Professional Company**

The main benefit of publishing with a professional company is credibility. With a well-known company, you are buying the good name and reputation the company brings to the sales table. People assume that big-named professional publishers will only publish the highest quality of books. (If only that were the case!)

Furthermore, a professional publishing company has tons of experience and knows the publishing industry in and out. They know exactly what it takes to get distributed and onto bookstore shelves.

However, there are quite a few drawbacks. You have to go with the publishing company's schedule. There is so much bureaucracy and red tape that it could take years before you see your book published. You may also have to change your content to what the publishing company thinks is more "marketable." Plus, you get a smaller percentage of the profit.

You may not know this, but I actually was in talks with a famous publishing company to publish *MindControlMarketing.com*. They loved the idea and the concept of the book and were eager to publish for me. We were drawing up contracts and discussing terms and everything. Then, they told me that it would take at least another year before the book would be out and ready. One whole year!

I don't know about you, but I'm the type of person who constantly has ideas and acts on them. The idea of waiting a year before benefiting from the book appalled me. In a year's worth of time, through my own company, we churn out at least twenty to thirty books. And I have to wait a year for my own? I could have three books written in that amount of time! So, I decided to go at it on my own.

## **Doing It Yourself**

This is definitely not for the faint of heart. There are thousands of tiny details - all extremely vital to the publishing business. So, the first thing I did was my due diligence. I bought and read books on self-publishing. After all this research, I began to see that although the initial cost of production would be higher than had I gone with the professional publisher, the benefits far outweighed the costs.

Most people fear that by self-publishing, they seem less credible. However, done right, self-publishing doesn't have to be that obvious. First thing: create your own publishing company. That way, although you are self publishing, it doesn't sound like it. The truth is, although there are some publishing companies that sound immediately familiar, many books are published by lesser-known companies and have done just fine. So, as long as the book looks and sounds professional, no one will be the wiser.

Second, you have control over production time. You can print whenever you want. You can promote whenever you want. All you need is the book and a printer. (More on that later.)

Third, other than production and some other minor costs, you get to keep the profits and share them with you and you only. Now that's what I call a good motivating factor.

## **Finding A Printer**

### **a) Figure Out What Your Requirements For A Printer Are**

In my case, I wanted a printer that would do a great job, quickly, at a reasonable price.

### **b) Know All The Specs (Specifications) Of The Book**

The more you know about the specs of your book, the easier it will be to get an accurate quote. There's a website, <http://www.booksjustbooks.com>, which is like the Priceline of publishing and printing.

It asks for all the specs of the book such as paper type, number of colors in the book, and the type of binding. Then, after you submit the specs, you receive offers from printers who would be willing to do the job for you.

In our case, I realized it would be a lot more convenient to find a printer in the Los Angeles area. I could save money on shipping (which can be quite pricey, depending on the volume) by picking the books up myself or having the printers drop them off. Plus, I would have more control over timing, since I could drive over to see the proofs rather than having to wait for the printer to mail the proofs over.

So, I looked up "printers" in <http://www.superpages.com> and started calling any and every printing shop in our area. After receiving many quotes, I finally found a printer that offered me the right combination of price and delivery time.

I ended up selecting *Copy & Print Express* in Beverly Hills. Their flexibility, understanding, and desire to accommodate and meet my needs impressed me greatly and I couldn't have done it without them. (see References for contact information)

#### **c) Use Quark For Your Book**

Most printers would like the book to be done with Quark software. Save the book on disk and take it to the printers.

#### **d) Account For Editing And Proofing When Estimating The Printing Time**

After you take it to the printers, they will come back with a complete blueline proof (you can pick other types of proofs that you would like). Check for errors - remember that this is your last check before printing. If you catch any, correct them and send the revised disk back to the printer. Remember that these changes will affect and delay the original estimated delivery time.

## **5) How To Get Your Book Registered With The Proper Authorities**

### **Get An ISBN (International Standard Book Number)**

The ISBN (International Standard Book Number) is a unique machine-readable identification number, which marks any book unmistakably. It is divided into 4 parts: country code, publisher ID, title ID, and an assigned check digit.

For example, the ISBN for *MindControlMarketing.com* is 0-9719-3250-6. "0" stands for the country code, "9719" stands for the publisher's ID, "3250" stands for the title's ID, and "6" is a check digit that is assigned to this book.

#### **a) Fill Out An Application For An ISBN Prefix**

If you are planning on self-publishing the book then you will have to fill out an application for an ISBN prefix. You can find the application on ISBN website at <http://www.isbn.org>.

Here are a few things that the application will ask for: company/publisher name, address, phone number, rights and permissions contact, ISBN Coordinator, Division or Subsidiary of, Imprints, Payment, Processing Information, Publishing and Distribution Information.

The cost of getting an ISBN varies depending on whether you choose express or regular processing. The price range for 10 ISBN's is \$225 - \$350. Keep in mind that it can take up to 2-10 business days until you receive your ISBN.

#### **b) Registering Your ISBN**

Once you receive your list of 10 ISBN, take 1 of the 10 and register the number with the title of your book. The agency that takes care of the registering process is R.R. Bowker Data Collection Center. Bowker is the official ISBN Agency in the United States. You can find more information about R.R. Bowker at <http://www.bowkerlink.com>.

Once you get to the site, click on "Add/Update in Books in Print and Publisher's Authority Database." Once you get a username and password, you can fill out all your book

information and finish the registration process. Once your book is registered, your book is listed in a catalogue of all registered books.

### **c) How To Generate Your EAN (European Article Number) Bar Code**

In general, the ISBN number is supposed to go on the bar code that's on the back of the book. Although you might think the bar code represents your ISBN, it actually represents your EAN-13 (European Article Number) code.

The EAN-13 barcode is divided into four areas: number system, manufacturer code, product code, and the check digit. The number system, consisting of two or three digits, identifies the country numbering authority that assigned the manufacturer code. All books with an ISBN are part of "Bookland" (literally, the "country" of books) and the number system for them is "978." Therefore, you will always see 978 as the first 3 digits in the EAN-13 of all books with an ISBN.

The manufacturer code is a unique code assigned to the manufacturer by the numbering authority. All products produced by a given company will use the same manufacturer code.

The product code is a unique code assigned by the manufacturer to represent the book. Each product has its own code.

The check digit is an additional digit used to verify that a barcode has been scanned correctly. The mathematical formula to generate the check digit can be found on many different sites online. Just do a simple search for "EAN-13" or "EAN-13 check digit" and you will find websites that show you how to compute the check digit.

Using *MindControlMarketing.com* as an example, remember that its ISBN is 0-9719-3250-6. The EAN-13 becomes 978-09719-3250-0. If you notice, the ISBN is within the EAN. The "09719" and "3250" represent the manufacturer code and the product code, respectively. So when a store scans the bar code, the EAN-13 should automatically be picked up.

You can either obtain the EAN-13 bar code from a printing

company for a small fee, or you can get the software online and prepare the bar code yourself and put it on the book before you send it off to the printers.

## **6) How To Get Distribution For Your Book (The Magic Formula)**

### **Establish Relationships With Wholesalers**

Wholesalers are the gatekeepers to all the major bookstores. In other words, they are the people who distribute your book to the bookstores. Also, it's much easier for you to get your book distributed when you have a wholesaler working to get your book out there.

However, keep in mind that if you're not a major publishing company, or if you haven't publish at least ten book titles, then it's very difficult to get your foot through the door. Since I happen to know someone who used to be a distributor, I got tons of great advice, telling me which wholesalers I should contact and how the general process works.

Basically, the four largest wholesalers in the book industry are Ingram, Baker & Taylor, Bookazine, and Koen. When you contact the wholesalers, ask for the head buyer, the person in charge of purchasing books from the publisher, of whatever category your book falls under. Once you get in contact with the head buyer, they will usually request to see the book first. Then they will set up an account for you and place an order.

So, for *MindControlMarketing.com*, I contacted the head buyer for business books or small press books. Then, I made sure that they received a copy of the book.

Another benefit a wholesaler provides is the opportunity for the publisher to set up displays in bookstores. They can also work with you on various promotional opportunities for your book.

Some standard wholesaler terms to keep in mind are: 50-55% discount on the purchase of the books, publisher is paid in 90 days, and the publisher pays for shipping and the books are returnable.

## **Plan Ahead**

Plan ahead of time how you want to package and send out the books. You want to make sure the books are packaged properly because if they get damaged along the way to the wholesaler or to Amazon.com, they will be returned. Be sure to do this especially if you think a large number of orders will be coming in. It would be a wise to have all the packaging information and supplies ready to go.

## **7) How To Get Your Book Into Amazon.com And Other Online Distribution Sources**

### **Amazon.com**

#### **a) Join Amazon.com's Advantage Program.**

You can find the application, which is fairly easy, at Amazon.com. Here is some information that you should have prepared before starting the application: suggested retail price, description of book, author's biography and 3 reviews along with their sources.

It takes about 1-2 weeks to get your book approved after you submit the application. Then, Amazon.com will request copies of your book to be put online. Make sure that you have your book ready by the time your application is approved. You want to mail out your books as soon as Amazon requests them.

In the case of *MindControlMarketing.com*, Amazon.com put the book on its site within a few days and approved the application in less than a week.

Also, Amazon.com's Advantage program will pay you 40% of your retail price at the end of the following month. For example, you will get paid for all the orders placed in September at the end of October.

#### **b) Upload A Picture Of The Book**

Once you're on Amazon.com, you should upload a picture of the book. You can either have Amazon.com scan the cover for you (of course, this would require you to send them a copy

of the book first), or you can send the image via File Transfer Protocol (FTP). Sending the image by FTP is a lot easier and faster if you have the resources. I used FTP and the image of the book got uploaded within a day or two.

Make sure you follow the guidelines if you decide to upload the image yourself. If the size of your image isn't exactly right, the change in sizes may cause the image to appear smaller and unclear.

#### **c) Join the Look Inside Program**

This allows the public to view the inside of the book and see actual chapters of the book. Only the publisher can email Amazon.com and request that they consider the book for this program. This process takes about 1-2 weeks.

#### **d) Request Keywords For Searches**

Make sure your book shows up when people do searches for specific words by emailing Amazon.com which keywords you want. For example, you may want your book to come up when people do searches in a specific category (e.g. marketing) or specific parts of your title if it's long and hard to remember.

#### **e) Place Your Book In All Applicable Categories**

Make sure your book is placed in as many different categories as it fits in. For instance, *MindControlMarketing.com* can belong in many different categories: business, marketing, psychology and even military. Once placed in these categories, you can become a #1 seller in these categories as well as an overall bestseller.

#### **f) Sign Up For The Associate Program**

You may want to sign up as an Amazon.com affiliate so you can make money from selling your book to the public. The application process takes no more than 5 minutes and is very straightforward and simple. Once the application is complete, you are given an ID, which can be used to build

links and create websites. Commission rates are 15% of the sales price.

#### **g) After Your Orders Come In**

Every time an order for your book comes in on Amazon.com, you will be notified via email. Once they have placed an order for your book, you have 2 days to confirm the order and 5-7 days to ship the books out to them.

If you plan on starting a major campaign (and you should - more on this later...), Amazon.com recommends that you let them know ahead of time so they can order a larger number of books to accommodate buyers.

#### **Barnes & Noble (bn.com)**

First thing you need to be aware of is this: there are separate applications to get into the physical and online Barnes & Noble stores.

##### **a) Physical Barnes & Noble Store**

Here are some of the requirements to get your book into an actual Barnes & Noble store: an ISBN, an EAN-13 bar code, and a wholesaler.

**Quick Tip:** Barnes & Noble will only work with a wholesaler to get your book into the stores. If you don't have a wholesaler, they will put your application on hold until an account has been opened with one.

If your book meets these requirements, you need to send in a review copy of the book, any reviews it may have received, as well as a recap of pertinent marketing or promotion plans to their Small Press Department. The review takes approximately 6-8 weeks and you will be notified by mail. You should definitely take this waiting period into consideration when planning for your book release.

##### **b) BN.com**

Getting your book online at bn.com is somewhat more difficult, especially for publishers who have never

previously submitted any books there. You need to fill out an information sheet about the publisher and the book it's submitting. You also need to send a review copy of the book to the Barnes & Noble Distribution Center. The application process for this takes a few weeks and I was contacted by phone to get the account started.

**Quick Tip:** One thing that I learned about Barnes & Noble is that it includes all of the following bookstores: Barnes & Noble, B. Dalton, Bookstar, Bookstop and Doubleday Book Shops. So once you get your application approved for Barnes & Noble, you can potentially get your book in these other stores as well.

### **Borders**

Borders has teamed up with Amazon.com to sell books online. Since I had already taken care of getting our book into Amazon, I only had to make sure the book could get into Borders.

Borders requires the publisher to send in 2 copies of the book and a cover letter including the company address and proposed terms. The proposed terms are what the publisher is proposing regarding fees, payments, shipping and etc. The best thing to do when putting together the proposed terms is to follow what's common in the industry. You can look this up on any site such as Amazon.com or bn.com.

**Quick Tip:** One thing that I learned about Borders Group Inc. is that it includes Borders Book and Music, as well as Waldenbooks. So one application can get you into both places.

## **The Exact Strategy I Used**

In this section, I reveal what my overall strategy was and the reasoning behind it. Many of these strategies have already been laid out in the previous sections of this detailed report. The actual tactics I employ are in the next section. Remember, every part of this process is **crucial**.

### **1) I Decided To Self-Publish**

Although I was discussing with a major publishing company, since it would take at least a year before the book would be out, I decided that it would be faster and more lucrative for me to do it myself. This way, I controlled when and how the book would be released. Furthermore, I didn't have to worry about pleasing another company and cater to what they thought should be in the book.

**Quick Tip:** When you self-publish, make sure you design the book to look as "professional" as possible. I compared my book to a professionally published book to make sure I included all the little things, such as: title page, copyright page, acknowledgements, and more...I made sure everything was in place so you can always model your format after mine.

### **2) Solicited Testimonials From Famous People In The Field Of Marketing**

I sent draft copies of my book to a lot of experts in the field. This way, I received feedback from well-respected marketers as well as got good fodder for promoting my book *before* it was even published. I would use these testimonials in a variety of promotional ways: on the book cover, within the book, on sales materials, and on promotional materials.

### **3) Enlisted The Help Of Editors**

I wanted to make sure my book was error free. This is key to building credibility through my book. If it were full of spelling and grammar mistakes, it would instantly trigger

distrust in the minds of the readers. As a result, I had a few people read the book several times to ensure that there were no such mistakes.

#### **4) Designed An Attention-Grabbing Book Cover**

I made sure that every word, graphic, and color captured interest. For instance, I made the entire cover a glossy black. On the front, I had the title in gleaming white and red - definitely jumping out of the black. Also, I included quick "sound bite" versions of testimonials that people could read and absorb in a glance. For example:

*"If you ever dream of making a fortune online, this book is **mandatory reading. A masterpiece.**" - Jay Conrad Levinson, Author, "Guerrilla Marketing" series of books*

Furthermore, on the back, I included a "Pop Quiz" in a white box - strategically placed and worded to compel people to pick up the book. I included even more testimonials to drive up desire. In other words, I did everything possible to:

- a) **Get people to pick up the book**
- b) **Get people to open the book**
- c) **Get people to buy the book**

#### **5) Wrote My Table Of Contents Like Bullets In A Sales Letter**

Let's be honest. In a physical book store, your cover and Table of Contents are the sales letter. They are the elements that create the necessary desire and action to buy your book. So, I made sure my chapter titles and subtitles elicited curiosity that could only be satisfied by buying and reading the book.

#### **6) Got My Book Onto Amazon.com**

The reasoning behind this move is pretty obvious. Which is more impressive? To sell thousands of books on your website (which we already do regularly), or to sell thousands of books on Amazon.com?

I wanted to get my book onto the Amazon.com bestseller list in order to benefit from the publicity and opportunities that would open up. There is nothing like a #1 Amazon.com Best Seller to do just that.

#### **7) Found A Quick And High-Quality Printer**

My book was already on Amazon.com and I needed to get a small order of books in to send as a thank you to our reviewers and affiliates. I needed a printer who understood the urgency of the matter and follow through.

#### **8) Enlisted The Promotional Help Of Experts In The Field**

I called and gathered the top experts in the field and asked them to promote the book ahead of time so that they could make Amazon.com commissions.

I also had them log onto Amazon.com and put up their honest opinions and comments to further create goodwill for the book.

Then, on the actual day of release, the experts mailed out to their newsletters and began the flood of sales on Amazon.com.

#### **9) Promoted To My Own Newsletters**

I wrote several emails to my newsletters, giving them a heads up about the book and then letting them know it had been officially released. This helped drive the book to #2.

#### **10) The Tricks That Blasted Me From #2 To #1**

The Amazon.com #1 at that time was Rudy Giuliani's new book that he promoted every 30 minutes on CNN. Now *that's* a formidable book to beat. (I mean, it's *Rudy Giuliani*, the mayor of America...)

I knew my window of opportunity was limited. So, I emailed once again, to all my newsletters, asking them for their help. I told them the situation, and let everyone know that if they went out and bought *MindControlMarketing.com* within

the next 24 hours, I would send them a free \$197 traffic increasing software.

I even extended the offer to people who had already bought the book, mentioning that if they bought the book again, I would send them the free \$197 software as well. Plus, this email spread like wildfire (the way exceptional deals always do) when I mentioned that they could forward the offer to their friends.

### **11) When *Mindcontrolmarketing.com* Hit #1 On Amazon.com**

The first thing I did was print out the web pages that showed my #1 Amazon.com Best Seller status (the page with info on the book, and the "Bestsellers" page). This was so that every time I sent my book out to a distributor or a store, I could include the printouts to verify that indeed, I had instantly become a #1 International Best Selling Author!

And now, I get to use that title to add to my credibility for the rest of my life. That's definitely an awesome feeling.

# Checklist

1. Appropriate topic
2. "Unique Selling Point" of topic
3. Prior topic-related knowledge and experience
4. Outside research about the topic
5. Market research on the topic
6. Honest self-evaluation
7. Ghostwriter?
8. Marketable title
9. Controversial topic?
10. Testimonials from experts in the field
11. Appropriate cover design
12. Table of contents that reads like bullets in a sales letter
13. Several good editors
14. Book leads to another sale
15. Professional publishing or self-publishing?
16. Find printer
17. Specifications of the book
18. Timeline for book
19. Registered ISBN
20. Registered EAN-13 bar code
21. Find wholesalers
22. Register for Amazon.com
23. Join Amazon.com Advantage
24. Upload a picture of the book
25. Join Amazon.com Inside Look
26. Request keywords for Amazon.com searches
27. Book placed in all applicable categories
28. Join Amazon.com Associate Program
29. Confirm Amazon.com orders (when applicable)
30. Register for Barnes & Noble
31. Register for BN.com
32. Register for Borders
33. Tell people to buy the book
34. Sell lots of books

## References & Resources

### How To Market Your Book

Confidential Internet Intelligence Manuscript  
<http://www.marketingmanuscript.com/>

MindControlMarketing.com  
<http://www.mindcontrolmarketing.com/>

### ISBN & Bar Codes:

How to get an ISBN  
<http://www.isbn.org>

Registering your ISBN  
<http://www.bowkerlink.com>

How to order Bar Code Products  
<http://www.createbarcodes.com/main/>

Information about EAN-13  
<http://www.barcodeisland.com/ean13.phtml>

### How To Get Your Book In The Marketplace

Getting your book into Barnes and Noble.com  
[http://www.barnesandnoble.com/help/pub\\_selling.asp?userid=0B3XR7BF90](http://www.barnesandnoble.com/help/pub_selling.asp?userid=0B3XR7BF90)

Getting your book into Barnes and Noble  
[http://www.barnesandnobleinc.com/authors/advice/ac\\_advice.html](http://www.barnesandnobleinc.com/authors/advice/ac_advice.html)

Guide to Publishers to get their titles listed at Borders  
<http://www.bordersstores.com/care/care.jsp?page=10>

Amazon.com Advantage program  
[http://www.amazon.com/exec/obidos/subst/partners/direct/directapplication.html/ref=qw\\_bt\\_ad/002-2107310-7731213](http://www.amazon.com/exec/obidos/subst/partners/direct/directapplication.html/ref=qw_bt_ad/002-2107310-7731213)

## **Wholesalers**

Ingram Books

[http://www.ingrambookgroup.com/Pub\\_Relations/](http://www.ingrambookgroup.com/Pub_Relations/)

Ingram Distributors

[http://www.ingrambookgroup.com/Pub\\_Relations/resources.asp?LOOKUP=DISTRIBUTORS](http://www.ingrambookgroup.com/Pub_Relations/resources.asp?LOOKUP=DISTRIBUTORS)

Koen Books

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

Bookazine

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

Baker & Taylor

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

## **How To Find People's Contact Information**

Google.com

<http://www.google.com>

BetterWhoIs

<http://www.betterwhois.com>

Anywho.com

<http://www.anywho.com>

## **Other Useful Sites**

Copy & Print Express

Phone: 310-657-7777

Fax: 310-657-7510

Email: [printexpr@aol.com](mailto:printexpr@aol.com)

Finding a local printer in your area

<http://www.superpages.com>

Getting quotes for printing books

<http://www.booksjustbooks.com>

Making Commissions from sales on Amazon

<http://associates.amazon.com/exec/panama/associates/ntq/browse/-/567864/002-2107310-7731213>

## **Useful Email Addresses**

Amazon.com Advantage Program

[advantage-orders@amazon.com](mailto:advantage-orders@amazon.com)

Amazon.com Book Department

[book-dept@amazon.com](mailto:book-dept@amazon.com)

Amazon.com Correcting Errors in listing  
[book-typos@amazon.com](mailto:book-typos@amazon.com)

Amazon.com Look Inside Program  
[submissions-request@amazon.com](mailto:submissions-request@amazon.com)

Barnes & Noble.com publisher/author inquiry  
[publisherauthorinquiry@book.com](mailto:publisherauthorinquiry@book.com)

### **Phone Numbers**

WaldenBooks (corporate office)  
1-800-243-7510

Barnes & Noble (corporate office)  
1-212-633-3300

Amazon.com  
1-800-201-7575

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