



THE DICKS + NANTON CELEBRITY BRANDING AGENCY

Write A Book...Grow Your Business Empire!

By JW Dicks & Nick Nanton

One of the most common goals that people have is the desire to write a book to share their thoughts and ideas with others.

Few people have been told that writing a book can also be the first step to getting other things they want to have in life – be it fame, fortune or a great business that produces additional (and unexpected) income for you. A published book opens up many new doors for you because the book can be the focal point for a business you start, or for a new product that you add to your existing business. This is the fastest and easiest way to generate more income for you and your family – by leveraging your desire to write of your expertise and share it with others who want to learn more. Yes, you could make more income even if you only added one product and sold it on eBay or Amazon with your book. If you wanted to do more, the possibilities are endless, and the opportunity to create another income stream in addition to what you have, is there.

Over our career, we have written books as launch vehicles for a law practice, (*Small Business Legal Kit, How to Start a Business in any State*, 50 volume set *How to Incorporate in any State*), a Financial and Investment Advisory firm, (*The Mutual Fund Investment Strategies, Financial Freedom, The 100 Best Investments for Retirement, The Florida Investor, Moonlight Investing*), Real Estate Sales and development, (*How To Buy and Sell Real Estate for Financial Freedom*), and our Branding and Marketing Agency, (*Celebrity Branding You*). Some of these books have become Best-Sellers, and some have not. What they all did was help us position ourselves as experts in the field, and served as the platform to build a business on, which in turn generated additional income from these businesses. If you are in business or want to start one, this is what you should do right now to create an additional income stream for yourself, and this is what we are going to show you how to do in this special report. In fact, we will show you how to do it even if all you want to do is write a chapter in a book, or get a ghostwriter to work on it with you.

The sale of books themselves can make you money, but the vast numbers of authors, including ourselves, have not found the sale of the book itself to be that profitable, even though three of the books mentioned above were published by McGraw-Hill and Simon and Schuster, two of the most successful publishers in the business. The reason books don't normally make you as much money as people think is because authors frequently only get an 8% to 12 % royalty on the wholesale price the publisher gets for the book, not the listed or sales price on the book – which is about twice as much. Additionally, the publishers want you to promote the book and the marketing costs are high. Yes, you may hit the 100,000 seller or even the one million book mark but that is very rare, as you know. The reality is that most books sell less than a few thousand copies. And for those that do hit it big, it isn't the publisher or the content that makes the rare book become viral and sells millions of copies, it is the combination of timing, message, and the theme the book conveys, or as legendary marketing guru Dan Kennedy would say, "message to market match"...at the exact right time in the lives of a niche of buyers. There is no better example of this than *The 4-Hour Work Week*,

which became a huge Best-Seller, but its primary attraction was the concept. People were tired of the grind of their long work-week, which left them little time to do anything but work. Here, the thought of even the possibility of working less was irresistible, and having a lifestyle work around them instead of the other way around was irresistible too – creating the perfect cocktail that the market was thirsty for at a time when the economy was slowing and jobs were becoming scarce.

Our message to you is this: write the book or even a book chapter (one you can combine with other chapters that others have written that center on a common theme to make up an entire book) your heart compels you to, but be sure the content coincides with your business of selling the solutions that you discuss in the book, be they products or services. These added and potentially growing products will, in almost all cases, make you more than even a blockbuster business book normally does, because you, and not the publisher, get to keep all of the proceeds. The products and services that go along with your book will create lasting value for you as the author/business person... The Expert in your field!

So how do you build a business with products or services associated with your book?

Your book should answer questions that people in your marketplace want to know the answers to, such as how or what to do in order to accomplish their own goals. As an author, you must establish yourself as the authority, so it is important give your readers the best information you have. Some people try to hold back from telling the reader as much as possible and think they can make more money from those that ask for more later. Experience shows the opposite to be true. The more you give, the more you bond with your reader and your reader wants even more information and ideas from you. Ultimately, this desire for more information gives you opportunities to offer additional products and services to your new fans.

Your book is your credibility piece as well as your marketing piece. If you don't give real value in the book, the prospect will conclude that either you don't have value to give, or you are greedy and don't want to share your best information. In either case, this is not the way to build a relationship with your reader and future prospects. If you want confirmation for this point-of-view, read reviews on Amazon.com for books whose authors provide great content and the reviews of authors that don't. The authors that don't will get very low rankings – and even a few low rankings will hurt sales.

Some authors try really hard to sell products or their services in their books. We don't recommend you try and sell anything in the book other than who you are and how you can help. You will want to offer information about who you are and how people can get in touch with you, but your book is not a place to 'put on a hard sell.' You want people to contact you, but charging readers at this point doesn't make the kind of connection you want at this stage of the relationship with your new prospects. Your reader has already bought your book, so over- deliver on what they were looking

for and build the relationship. Tell them where you have free resources or how they can get your ongoing free newsletters or email updates. What you are trying to do at this stage is to make a solid and trustworthy connection with the reader.

Your goal, at this stage of building a relationship with your reader, is for them to give you their name and contact information so you have an opportunity to continue providing them with information on who you are and how you can help. One way to do this is by referring them to your website to sign up for a free report or newsletter. Because many people don't read entire books cover-to-cover, you also want to have reference points and contact information in multiple places in your book. The contact points should be paired up with different free offers or resources, because different offers will appeal to different people. In many cases, publishers fight you on this process of connecting with the reader and referring them to your websites, because the publisher doesn't want you to take the readers and make money from working with them. It's a bit like the publisher wanting to "eat ALL the cookies," even though they can't possibly provide the services that you are offering.

The publisher believes they have created this opportunity for you, and their goal is, when the time comes, to hopefully produce another book for you which the reader will buy. The truth of the matter, and one that many publishers miss, is that a connected reader will buy a lot more information or services right now while they are engaged, and another book as well, if you are satisfying them with the information they wanted. Since publishers usually don't participate in other aspects of your business, they are focused on book sales and book sales alone, and for the most part don't care about anything else. It's short sighted, but the hard truth. In the future, this model will change and publishers will look to gain more and more participation in ancillary products you may have associated with the book. We have seen this approach in our entertainment law practice as record companies continue to bite into more and more income streams than they used to. This is also the approach taken by people like Oprah, who not only publish and produce television content, but also go on to own parts of the businesses that are built as a result of the book or television deal.

Your next step in profiting off a book you write is to create a website centered around you and your book. This is where you will send your reader for more information. We call these websites Author Empire Platforms – because they are built to function as the centerpiece of your communication with readers and convert them to prospects and then to clients. Your Author Platform is where you capture readers' information, communicate with them, build your relationship, and even make sales. If you want some examples of the types of websites we are talking about, go to www.CelebritySites.com and look at the different examples of clients we have and see how these Author Platforms are laid out.

The first objective of your Author's Platform is to capture the name and email address of your book readers and prospects – who are interested in getting more information about who you are and what you do in addition to being an author. If you don't capture their name and email address the

first time they visit, you will likely lose them as potential customers forever, because the attention span today is very short, and most people don't save information on websites they visit, so they don't go back. The reader quickly finds other information from another source and the shiny new object wins out. If you believe in what you write about and the services you offer, then you owe it to your reader to learn about them so that you can share more of what you know with them.

To capture the prospects' email, you will need a compelling offer that is free to your reader in exchange for their information. This is called a Call To Action (or "CTA" in 'industry speak'). The more compelling the offer, the more irresistible it is, the more names you get, and the more names you get, the faster you build your list of prospects who are interested in your products and services.

Your entire business will be built on this list or, as we like to call it, your "fan base." These are people who want to know more about you and what you do. This is very important. There are two parts to building your fan base so that your readers become loyal buyers who want more and more of what you offer. Some people understand one part of this process but not the other, and they miss out and don't understand what went wrong and why their business isn't growing.

Building your fan base means **simultaneously** building the number of people on your list and making a powerful personal connection with those people. This is where most people fail. If you don't build a viable personal connection with your prospect, then you can't build a business and expect it to be successful — just like the entrepreneur who opens a 'brick and mortar' store and doesn't make the effort to build a connection with his customers, he is going to lose them all to the internet or a cheaper competitor sooner or later if there is no personal connection involved. Making this connection is not difficult now that you know what you must do. Making the connection only means sharing more of who you are and what you have to say. It is exactly why social media has become so powerful today. If you share information about yourself, you will be naturally attracting a segment of people who find that they can relate to you. Not everyone, of course, but a segment of the market. This segment of the market is where you build your fan base and this is fertile ground to build your business upon. It really is that simple, even though people want to try and complicate it.

So, tell your reader who you are and share what you have. The more you do that, the faster people will learn to like you, trust you and refer others to you. That process is exactly what makes information go viral on the Internet. Like when, all of a sudden, you see businesses that have exploded, and people say, "where did they come from?" The answer is that the right connection was made with the right message, with the right group of people – and the business grows beyond everyone's wildest imagination.

In many ways, this new business model of building a relationship with your reader/prospect is like the old model of the 50's. Back then, when you went into a store, you knew the people who owned it and they would know you, and often your family. So, when you went to the store you spoke

and rekindled connections. Now this connection between seller and prospect is gaining important traction again. The difference between the past and present is not the connection, but the channels where the connection is made. The connections are now made more often through websites, email, ezines, newsletters and video.

Even the largest companies are trying to make these types of connections, and the most successful ones are doing it by putting a face on their business, (think Starbucks, Apple and Zappos.com,) while communicating and connecting as much as possible.

In your business, using your Author Platform, your connection will be made strongest in the same fashion. But the amazing thing is that a lot of this contact can be done for you – as discussed in *The 4-Hour Work Week* book – by outsourcing the work to others, no matter where they are located, and they will just email you back what you need.

After you get your readers' contact information, they become your business prospect and the process of prospect/customer relationship is continuous – a constant flow of communication and desirable information mixed with opportunities for purchasing products/services that you have to offer.

If you are new to marketing, think about this process like courting someone. You don't just send a letter (or a text!) once to follow up on your kiss, you think of every possible way for you to see the person again and for them to always see you in the best possible light. That is what this type of fan base and relationship marketing is all about. Your goal is to share who you are and your knowledge in a way that is helpful to your prospects. In doing so, a natural connection is made. The stronger the connection, the greater the likelihood that prospects will become lifelong customers of yours and continue to buy the products and services you sell or recommend.

Relationship marketing is simply a process we as humans are attracted to, and why is it so successful even if you haven't traditionally understood or been successful at marketing? Yes, it is a business strategy, but it works in the same way that turning down the lights and putting on good music is a dating strategy. There is nothing wrong with either, it is just the result of good planning. You are putting your best foot forward with a sincere and honest approach to what you have to offer. You don't need high-pressure sales, and in fact don't want that, because that is the opposite of building a relationship. If this sounds new to you, you are not alone, but trust us – it works. Again, think dating.

At this point in our report, we hope you can see that there really is a simple process you can follow to build a business of selling products and services around the topic of your book, one that will build a business for you. Maybe this is the first time anyone has ever shown you this. Your next goal is to sell something. It is amazing how many people forget that a successful business requires products or services. If you don't have anything to sell, you are not in business. Furthermore, if you don't sell something, you won't be in business very long.

What do you sell?

You sell what your prospects want. Remember, you wrote your book and you got into this business because you had something to say. Whatever it was, there is a product/service you need to offer for sale to your prospects that will make them better, more successful, happier, or whatever it is that the product delivers in the form of benefits to them. Obviously, the better the product/service, the more it relates to the book concepts that you conveyed, the more it solves a problem or fulfills a need, the more sales you will have and the faster your business will grow.

Sometimes, the product you sell will simply be information at being better or doing better in the field you talk about. Usually this type of “information business” ultimately offers coaching to help the prospect achieve their intended goal and that can be done either through an information-based product, group coaching or personal coaching/consulting that you offer.

Other businesses such as dentists, for example, may have a combination of products and services. It is becoming more commonplace to see doctors who offer office visits, but also have vitamins and health supplements that patients can buy. This type of product also provides the doctor with an opportunity to leverage his time since he makes money on the product sales without having to be physically present. Additionally, if properly planned and selected, the products can have recurring revenue opportunities attached to them as well. An anti-aging doctor may have creams or supplements that you reorder each month, and the doctor benefits because they earn monthly income from these products whether they are in the office or at the beach. This is an ideal blend of products and services and it works well in EVERY business model. We even know a funeral director who has a continuing revenue program based on a counseling program he sells to the loved ones of the deceased that guarantees their emotional recovery!

If you don't know what products to sell, research your competition or look at other industries where you might be able to bring in an idea and adapt it to what you do. Google the keywords that are important to your business and see what your competition offers. These products or services offered may be something you can offer as well. Once you find products that you think your customers will like, order some. See what the sales process is that this competitor uses to get you to buy. The process they use may be good and you can model the process yourself.

Whether the process you see is good or bad, the lesson you learn about what others are doing teaches you more about your industry, and the offers you can make that haven't been maximized yet. If you find good products being offered, see how you can offer those through the original manufacturer or make your own. This will be a process of continually looking at your competition and adapting products and services others have for your own use, until you can start creating your own. Right now, you are simply looking for the fastest solution to building your business and delivering good products before someone else does it in your marketplace first.

We hope this report has whet your appetite to the real possibilities of what you can do if you write a book and begin to share your knowledge with others. It is an exciting and rewarding way of life that starts with doing something you have always wanted to do, (write a book) and then following a simple process of building on it to have a lasting business from it.

Some of you may not be ready to write an entire book and if that is the case, then know that there are many compilation books published where you can write with other authors and produce a book—if you have a hard time picturing this, take a look at the Chicken Soup for the Soul series which sold more than 160,000,000 copies and you'll get a good idea of what a Compilation book is. We publish about 20 of these compilation books a year in all fields working with entrepreneurs, dentists, financial planners, health professionals, fitness trainers, success motivators and many more experts. We can even match you with big authors like Brian Tracy, Ron Legrand, Mari Smith and others who write alongside you and give even more added credibility to what you do. The possibilities are endless. It all starts with a book or a book chapter and leads to Best-Selling Author status and the life and business you have always known you could have, but didn't know how to achieve—until now.

We wish you great success!



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**If you would like more information on becoming a
Best-Selling Author to grow your business, please
contact our writers' agent Angie Swenson at
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JW Dicks, Esq. & Nick Nanton, Esq. are best-selling authors that consult for businesses from Start-Up to \$4 Billion in annual revenue, on how to build their business through Personality Driven Marketing, Personal Brand Positioning, Guaranteed Media, and Mining Hidden Business Assets. They offer free articles, white papers, and case studies at their website. Jack and Nick have been featured in The New York Times, The Wall Street Journal, USA Today, Newsweek, Inc. Magazine, FastCompany.com, CNN.com and on NBC, CBS, ABC and FOX affiliates across the country.



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