



Small Business Consultation Report

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Report Date: July 2010

Report Type: One Hour Small Business Makeover

Client: Pat Chiappa, author of *Year Ahead/Year in Review*, *A Couples Guide to Dream Big, Plan Smart & Live Well* www.planyourbestyear.com

Report By: Joshua Black – Outer Limit Productions LLC

Consultation Issue and Background:

- Client just completed a book and is just getting started with promotion. Uses Twitter, Facebook, a blog, and article marketing to generate buzz with little success. This book is in the lifestyle design/life coaching arena.
- Client's husband runs a financial planning business and client would like to tie the book into the financial planning customers in some way.
- Currently sales are almost non-existent even though the book is listed on 5 outlets, including Amazon and Barnes and Noble. This is a physical book with a free e-book download for anyone that makes a purchase. Current price \$12.95
- Client is looking for ways to generate more sales, up to a full-time income from this product and eventually wants to expand her publishing company to other authors that sell similar books in the same life-coaching genre.
- There is no customer list to work with currently and the blog does not appear to attract many followers.

Quick Fixes:

- Every time you send out a Tweet or create a blog post, make sure that you provide a link back to your book sales page. Create a two-step sales process. Get the person to raise their hand and show interest then take them to a sales page.

- When you write an article or blog post, make sure that you are using keywords in the headline that are related to something that an interested prospect would search for. The current blog posts have ambiguous titles that Google will never find. Also, remove all personal posts. Prospects are there to find out how your services will benefit them, and to get them to make comments on topics that are related to the products that you are selling. They will not stay long if you are just using the blog to talk about your personal life. Think of the blog as a newspaper for your product, where you need to continuously update the front page with new news related to your book.
- You have to start building a list immediately. Pay the money and sign up for an auto responder software program. The list is where you make your money, by reminding your customers to buy on a frequent basis. See the references below.
- Re-write your sales page for the book. This needs to be longer, showing examples of what the customer will get, or how their life may change by purchasing the book. Remember that people don't usually purchase philosophy. They want their hands held, step-by-step on how to accomplish something. Even if your book doesn't do that exactly, you need to show it in a strong "how to" light. On the blog, instead of having a tab that says "buy the book," which is a negative statement, change it to something like "learn about the book," or "invest in you." Remember that people may stumble on your blog and have no idea that you wrote a book, or why they should buy it.
- Put a link to your book on EVERY page of the blog, this will take them to the sales page.
- Make sure that every piece of promotional material that you write from now on, has a tie in to the book in some way. This is the time to promote a certain part of the book, or an issue in the person's life. Focus most of your time on article marketing for your particular niche and keep updating the blog. Don't spend too much time on Twitter at the point.
- Create a Facebook fan page for yourself and link to the book.

Hidden marketing assets:

- Use your husband's financial planning business as a springboard to getting your name out with the book. Offer the book free when a new client signs on for a certain dollar amount's worth of service. Follow up with these customers and ask for a testimonial.
- Offer life-coaching/life planning services in addition to the financial planning service. Use your book as the textbook for the coaching and require that the customer purchase the book as part of the package. You will make a lot more money from coaching if you can sell it to your prospects.

Long-term Suggestions:

- Develop a 7-14 issue free course that will incentive for customers to sign up and get email from you. This course needs to be related to your book without giving away the information in the book.

- Promote the book on your own as an e-book only. There is such little profit in selling a printed book (in the genre) one by one, you might as well keep more of the money. List your book on Clickbank so that affiliates can sell it as well.
- Find a few friends that would be willing to do a “case study” using your system. Personally take them through your book, hold their hand and develop a life plan for them. Post the case studies on your blog. Show your potential customers the answer 95% of the way and they will buy the book to learn that last 5%.
- Give a free lecture for 30 min to 1hr at a local library, or holistic school. Relate the talk to life planning, make sure that they will learn something stand-alone that is a valuable take-away, and pitch the book at the end, offering autographed copies to anyone that buys right then. People love autographed copies of things. You can even personalize them as gifts too. Make sure that you get the name and email of everyone that attends your free lecture and add them to your email list.
- Offer to guest post/guest author on other successful blogs. Go to blogs that are in your niche and make comments in the comment section on a daily basis. Get a list of at least 25-50 blogs where you do this on a regular basis. You will get traffic this way, but it takes discipline.

Resources that may offer additional help:

- www.Aweber.com –the granddaddy of auto responders (monthly subscription fee)
- www.autoresponseplus.com –this is software, where you only pay once, and self-host your email list. This is the one that I use and have been very happy with it.
- www.Clickbank.com –this is a digital products hosting site. They take the payments from almost any currency in the world and distribute affiliate income to anyone that sells your book. Very reasonable fees.

Additional comments:

- Focus on promoting your book instead of trying to build a publishing company at the same time. If the book is a success, then you can use that credibility to promote the publishing business. If the book is a bust, then scrap it, create another one and repeat the process until you find a winner.
- Most people do not create enough income from one book (including well-published authors) to make a living. You are going to need to create an entire library of books, courses and supplemental material to continually sell to your customer list.
- Go to the sites of the authors in your niche that are already doing it/already successful. What are they doing that you are not? Think of some things that you can do differently that will help you stand out from the sea of self-help material out there.