

# **Boost Your Business With a Bestseller:**

  
*10 Ways Every Business  
Owner Can Make Money by  
Writing a Book*

**By**  
**Alicia Dunams**

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# Boost Your Business with a Bestseller

*10 Ways Every Business Owner Can Make  
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Alicia Dunams  
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# Introduction

AS CREATOR OF Bestseller in a Weekend™ and a self-publishing expert, I help business owners become best-selling authors and industry experts. This is truly my passion—because I know that by leveraging books, entrepreneurs have an amazing tool that introduces many opportunities to boost business and exposure. That is truly where a book has the greatest potential to impact your income and your credibility. *Boost Your Business with a Bestseller* will show you ten effective and exciting ways a book will increase sales, exposure, and instantly give credibility to an author. Once you learn how valuable a book can be to you and your business, I think you'll agree that a book's value is significantly higher than its cover price.

Regardless of your industry, product, or service, a book can attract new clients to your business. Authoring a book automatically makes you an expert in your field, while building your brand. Among the benefits of writing a book to build your brand and your business are:

- A book increases the credibility of your business and sets it apart from the competition.

## Introduction

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- A non-fiction book provides new opportunities for publicity, such as speaking engagements, reviews by professional publications, newspapers, and magazines, and television and radio guest spots. Each of these attracts new clients to your book and your business.
- A book gives you an opportunity to convert readers who are interested in your products or services to clients. By providing value and a takeaway (an invitation to subscribe to emails, newsletters, or to receive discounts or free information products), your book can become a powerful marketing tool.
- Because writing a book makes you an authority, it makes your expertise more valuable in the business world. Journalists often seek the input of experts when writing articles, and those who author a book are often the first choice to interview. Media exposure attracts clients, period.
- Book reviews and endorsements are free advertisements for your business.
- By authoring a book, you have an opportunity to create partnerships, affiliations, and sponsorships with businesses and organizations who are likely to use your

products or services. In this way, you are able to add their list of clients and subscribers to your email notifications.

- A book provides you with an opportunity to expand your business and become a trainer, coach, or consultant. Robert Kiyosaki's *Rich Dad, Poor Dad* spurred his coaching career and made him a household name. His client numbers skyrocketed.

Those are just some of the benefits you'll gain from writing a book. It's all about giving your expertise maximum exposure. In short, your book becomes a business tool that helps you increase leads and build trust. Clients want to do business with people they trust. Small business owners have doubled or tripled the number of clients they attract through their books, something a business card can't do.

So, what are you waiting for? Write a book, become an expert, and watch your business grow! Let's learn how!



# **1      Become a Professional Speaker**

**THE FIRST WAY** A book can boost your income is that it attracts paid speaking engagements. Being a paid speaker is a great way to add an additional revenue stream to your business.

First of all, professional speaking is one of the highest paying professions. Beginning speakers make anywhere from \$2,000 to \$5,000 per keynote speech. When you have a lot of experience and if you have a celebrity level platform behind you, it's possible to make as much as \$20,000, \$50,000, or \$100,000 per speaking engagement. Bill Clinton and Lance Armstrong command fees on that scale.

Speaking is not only a great way to make money, but it's a terrific venue to reach a larger audience and to attract more clients to your core business.

Event planners like speakers that have a book for a couple reasons. One reason is the book automatically makes the author a proven expert. Writing about the subject catapults their credibility. Another reason event planners are

drawn to speakers with a book is that the book and the media hype that accompanies it makes their event an easy sell. They're more likely to fill their seats. For event planners, the top priority is to get attendance as high as possible.

When event planners hire a speaker who has a book on a topic and a proven message and presentation, it makes their jobs easier. So by writing a book, you're not only proving that you have credibility and expert status, but you're also putting the planner's mind at ease because your book verifies that you have developed your key speaking points and presentation skills and are well prepared to address the topic at hand.

Additionally, because event planners like to make their jobs easier (and who doesn't?), they're likely to choose a speaker who has a book because that book gives you an opportunity to sell something at the back of the room. This is an added value for their audience members. The more value you can give their attendees, the better they look.

Back of the room sales are a part of many speaking engagements, and they are a boost to your sales and business. When you get the audience members engaged in your topic, you can also provide "entertainment" at the back of the room by doing a book signing. This gives your audience

something concrete to take away with them. It also boosts your book sales for two reasons: 1) The audience has already heard and been impressed with your expertise and message; and 2) The audience is more likely to purchase a book that is personally signed by the author.

Send your book to event planners to make yourself stand out from others in the pool. This will help you increase traffic, leads, and sales in your business. You can use your book to get your foot in the speaking arena. Use it as a marketing tool to get your feet wet by booking three local events in your community.

This is one way that you can build your core business. You might speak for free, but you can sell your product at the back of the room. You can also build your database by getting business cards from people who are interested in learning more about your business. In addition, you can sell from the stage.

Let me caution you, however, that while selling your book from the stage might seem like a good marketing opportunity, it might not be your best option. First, you'll need approval from the event planner to do that. If you get approval to sell from the stage, though, you might want to consider selling a higher ticket item and let your book be an added value that you provide on top of it.

A higher ticket could be an information product, a group-coaching program, or a live event. Anytime you can sell from the stage, take advantage of the opportunity. But first realize the potential. While your book might bring in \$20 per sale, it's greatest benefit is to provide you with speaking engagements that attract an audience to which you can sell something of even greater value, like a \$100 product, a \$500 coaching package, or a \$1,000 private one-day coaching session with you. That's an up-sell that boosts business and income.

In fact, if you have a high-ticket item and that kind of exposure, you can give the book away for free.

There are other ways you can sell your book through speaking engagements than from the stage or the back of the room. If an event planner wants you to speak at an upcoming event, you can negotiate a package deal that includes you and your book. For instance, if their seating capacity is 500, they can make a bulk purchase of your book to distribute to the entire audience, or they can purchase a set number of copies for their organization. If you've watched Ellen or Oprah, you know that audiences love getting something free from their hosts.

## Types of speaking engagements

Now that you know how your book can help you get speaking engagements, and, therefore, boost your business and income, let's look at the different types of speaking engagements that are available. For our intents and purposes, there are three basic types of speaking:

1. Speaking for free
2. Keynote speaking
3. Speaking on a stage

Speaking for free is an opportunity for you to get you in front of people. It's usually a joint venture with a person or organization who already has established a community that will attend their events. The benefit to you is that you gain exposure, speaking experience, and a ready-made audience who can become future leads, clients, customers, and book buyers.

When you speak for free, you want to make sure you have something of value to provide. The least thing you should have is your book. At best, you'll walk in armed with your book and a product that you can pitch, as well. That product should be something of value—to both you and the audience. For instance, you could speak for free, but sell your book and a \$500 group coaching package or

seminar. Now, you can see where offering your speeches for free can be beneficial.

The second type of speaking is keynote. Keynote speakers are one of the highest paid speakers. Those who book keynote speakers usually don't want you to pitch from the stage. They prefer that your time on the stage is spent providing their audience with 100% value. Keynote speaking can offer the option to sell your books from the back of the room, or to try something creative, like giving each of the members of the audience a free book in exchange for their business card. What value is a business card? It contains all of a person's contact information: Name, title, address, telephone number, Web site, and e-mail address. Once you have that, you're not limited to selling to them during the event's window of time—you can up-sell to them in the future and continue to provide them something of value.

Speaking from the stage is the third type of speaking. This can be a free event, as well, but it's a high caliber event with a large audience of 500 or more people. Speaking for free as we talked about earlier relates to smaller, community-oriented events and speaking engagements, like club or franchise meetings or local chamber of commerce meetings. Speaking from the stage, on the other hand, constitutes speaking at a large trade show, an

association event, or at a huge conference. For instance, corporate events or summits in Las Vegas usually incorporate speaking from the stage. It's not the pay for speaking that matters as such events, but rather, it's the audience that attracts speakers. At an event of this caliber, it's not uncommon to pitch products that are valued at \$1,000 or more.

## **Securing speaking engagements**

You've got a book, and now you're ready to let it go to work for you and your business. You're ready to step on the stage and start your speaking career. But how are you going to attract such engagements? Send event planners two things: Your book and your bio.

One of the most neglected steps in securing speaking engagements is in creating a bio. A bio is more than an “About the Speaker” paragraph—it's your sales pitch! So, to attract event planners, your bio has to sell you more than the competition. It has to pack your expertise and your experience, but it also has to have that ‘pop’ that tells them just why you and only you are the perfect speaker for their event! This is one area where a canned ‘about me’ bio simply won't work.

How do you write a bio that will capture attention? What does it take to make you stand out

among all of the other speakers who are also waiting and competing for speaking slots? Here are a few things your speaker bio should contain if you want to give yourself an edge in a competitive field.

1. Open your bio with your most impressive accomplishment—the one thing that will open their eyes. Did you appear on Oprah? Did you write a best-selling book? Are you the go-to person in your industry? Have you been featured in 47 magazines and periodicals? Did you invent a product or a philosophy? What do you know that nobody else knows? Whatever it is that will grab their attention and make you stand out among the crowd, use it here in the opening—don’t let it get lost down the page. This is not a time to be modest!
2. Follow your most impressive accomplishment(s) with proof that you’re an expert. How many years have you worked in the industry? Do you own your own business? Have you received awards or recognition from organizations or agencies? Hey, did you write a book? That automatically establishes you as an expert in your field, so be sure to talk about it here.

3. The next part of your bio should reveal what unique knowledge or insight you will bring to the audience. When you're done speaking, what will the audience take away—will it be so much inspiration and motivation that they can't sit still, a proven success strategy, or ten steps to achieving millionaire status? Whatever it is, make sure you include it in this third section of your bio. You can find the information to include in this section by asking yourself, "What will I bring to an audience that nobody else can?"
4. Finish your bio by giving them something personal they can relate to. You want the people reviewing your bio to connect with you and be impressed with what they know. Have you visited all 50 states; do you know 8 different languages? Did you personally meet Donald Trump or have your picture taken with the Governor or the President? Are you connected with the Napoleon Hill Foundation, or did you have the pleasure of meeting a celebrity? Maybe you're the go-to person for the company president and have a picture you can include from when you received the Employee of the Year Award from a Fortune 500 company...whatever your claim and five

minutes of fame is, now is a good time to flaunt it.

Make your bio professional, but keep it as brief and to the point as possible, while injecting some of your unique personality into it to give the reader a flavor of your style. Include a high-resolution photograph and a brief synopsis of the topics you are available to speak about.

If your bio includes these things, and specifically in this order, opening and closing with impressive details, it will stand out among the crowd and get you those lucrative speaking engagements where you'll find yourself standing in front of the crowd, sharing your expertise and building your portfolio.

Once prepared, your bio becomes a promotional tool that stands out from the crowd. Your book makes it even more unique. Because you're a book author, you're an authority (that's where the word 'author' comes from!). A book immediately makes you an expert in your industry or field. Are you a relationship coach or a fitness guru? Having a book with your name and picture on the cover will immediately create interest in you and your message and will add credibility to the fact that you are the go-to source in your field. It

gives you an advantage over someone who hasn't authored a book.

With a book and a speaker's bio, you're ready to polish your skills and gain the experience that will make you a sought-after speaker. If you don't yet have experience, there are several things you can do, rather easily, to polish your speaking abilities:

- Join Toastmasters. The best speakers are those who are comfortable speaking in front of groups. Join Toastmasters or other local organizations that help you refine your speaking skills and gain comfort and ease in front of an audience. You'll also learn how to really connect with your audience, a trait great speakers have perfected. Practice makes perfect, and this is a fantastic way to get that experience and to network with others in the speaking industry.
- Start speaking! Start small. Volunteer to speak at local libraries and rotary clubs. Don't overlook the possibility of being a guest speaker for a parents' group, an advisory group, or even a writer's association. There are many clubs and organizations in every community that are looking for valuable content for their audience. Send

them a letter, along with your speaker's sheet, and let them know that you're available for their next monthly meeting. This builds up your speaking experience, as well as your resume. It also increases your exposure within your community. Before long, organizations will begin contacting you as the go-to expert in your field.

- Take it on the road. Now that you have a book in hand and you've established yourself as a valuable speaker in the community and your local media, take your show on the road. Attend relevant seminars and workshops in your industry and network with the attendees and the hosts. These are the people who will ultimately be looking for a speaker in your industry in the future. Promote yourself through professional speaking sites and organizations. Make sure you include positive feedback and testimonials you've received in the past. With your expertise, experience, promotional material (speaker's bio), and your book, you've got everything to offer the next time someone is looking for the perfect speaker for their next event.

As you can see, opportunities abound for you to boost your business and make money by selling

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your book, your product, or your services through speaking engagements. It's one of the greatest ways to use your book and proof that your book is one of the most powerful marketing tools you have available. Use it!



## **2      Become a Workshop Facilitator and Create Live Events**

THE SECOND WAY TO make money with a book is producing live events and being a workshop facilitator. That's not nearly as complicated as it might sound. It's all about repurposing your book and using the content to create a totally different product. Then your book is reborn into another wonderful tool that will attract clients, customers, and media attention. Your new product can be presented at workshops or live events.

It's rather simple. Take a look at the table of contents of your book. The table of contents is basically an overview, or outline, of the content, right? All you have to do is use it in a different way, and let it become the outline for a course, workshop, seminar, conference, or other live event where people can come and learn your message in a different way.

All authors and business owners should incorporate at least one of this *one-to-many* event in their program. Facilitating workshops, seminars

and conferences allows you to utilize your time more efficiently. In these events, you have the ability to reach many people at one time. One-to-one interactions in business are a fine way to make a living, but to really increase the scale of your business, you need to be on a one-to-many model.

You need to be able to facilitate workshops and seminars where you can reach hundreds of people with the same content that you would do during a one-on-one consulting session or a one-on-one service provider business.

Insofar as generating income, a one-day workshop that delivers valuable information and content can generate as much as \$500 to \$1,000 per person. You're delivering the same content that's contained between the covers of your book, but to a larger audience and in a different format. It would be difficult for you to generate book sales that will produce that level of income in just one day.

### **Turning a book into a workshop, and vice versa**

In live events and workshops, your book becomes your script. I don't mean to imply that you should read it out loud, word for word...but follow its outline in creating your new offering. Give your audience the same information, but in a different

format. Follow the script, letting it flow and progress naturally, while you're enhancing it with visual aids, demonstrations, slide shows, stories, and audience participation. A question and answer segment after each 'chapter' is a good way to incorporate feedback and your expertise.

You can video tape your workshops and offer them as teleseminars or self-paced programs for those who can't attend, as well.

Your printed book still can play an important role, even if repurposed into workshops. You can offer it as a free bonus to those who attended your live event or as a free incentive to those who subscribe to your program or Web site. Again, it's all about adding value.

So, you can see how easy it is to turn your book into a live event, but what if your circumstances are the opposite? What if you already host a workshop, seminar, or live event, but don't have a book? I have good news—this way to boost your business with a book is a two-way street! It works both ways. If you don't have a book, turn your workshop into a book and you'll be an author in no time flat. Simply record your workshop, have the audio transcribed, and create a book out of it. Then, you, too, will have two separate offerings that will each boost your business and provide you with opportunities and exposure, as well as the expertise

## Become a Workshop Facilitator and Create Live Events

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and credibility that come uniquely from writing a book.

I encourage you to take your book to the next level, and repurpose it in multiple ways. Your resume will grow, your business will grow, and so will your streams of income.

## **3 Coaching and Consulting**

THE THIRD WAY TO profit from writing a book is through coaching and consulting. If you're a business owner or service provider with an established business, and you write a book, you can claim expert status in your industry.

Other people want to learn how you have built your business, marketed and promoted it, increased your sales, and profited. With a book, you can become their coach or consultant. That book will attract to you even more clients. It will also become a teaching tool for those who want to study your success and implement it in their own lives.

If you're a coach or a consultant, a book gives you the opportunity to increase your fees. Why? Because now you have a greater clientele pool and other opportunities to generate income and attract additional clients. It's important to note, too, that the expert or authority status and credibility that your book gives you beefs up your resume and makes you highly desirable in your industry. The more desirable what you have to offer, together with

the more credentials you have (an author being one), the more money people are willing to pay for your services.

For example, let's say you are a lawyer and you have implemented a really effective marketing plan to grow your law business, or you created an innovative program in your law business that gives you an opportunity to work with more people. You own that intellectual property or creation. That gives you more value and makes you sought-after among other lawyers, who are interested in implementing your idea or program. Now, you can coach or consult those other lawyers and people in the legal field.

The best way to have a scalable way business is to market to other business owners. A B to B model is more effective and more scalable and will reap higher earnings than a B to C model. It facilitates more of a group model, one where you're likely to work with them for long periods of time, instead of just for one isolated session.

Having a best-selling book can help you increase your consulting fees. It's also true that it can help you build a coaching business, if you don't already have one. For instance, if you're a service provider, you might be interested in switching careers and roles, and becoming a coach or a consultant to other service providers.

For example, three years ago I was on beach in Maui and I met a man who was a chiropractor's coach. He was a chiropractor for years, but now he coaches other chiropractors on how to build six-figure chiropractor businesses. He may hit himself as a seven-figure chiropractor business, but he helps his clients make six-figure chiropractor businesses.

Today, he does this, instead of actually working on clients and fixing their backs. He's actually coaching other chiropractors on how to increase their clients and how to make more money in their business.

Another example is an attorney who sold her law firm and now coaches lawyers. She offers one coaching call a month for a thousand dollars, and she has hundreds on the line. That's the way to scale your money! It's verification that the coaching and consulting model where you can reach many at one time is more profitable than working with clients on a one on one basis. Coaching and consulting is definitely a growth business, and it's an element you would want to add to your business as transitional.

In the role of coach or consultant, you can offer your book to clients who contract your services or register for your program. Your book serves a triple purpose: It attracts more clients. It

gives you expert status that raises your service fee. And it adds value, something you always want to offer your clients.

If you're not yet a coach or consultant, your book can serve a dual purpose: It gives you the credibility and expertise to launch a coaching career, and it also promotes you and your business. In doing so, it builds your business to the level that makes others want to model you. After all, that is what it takes to be a coach or a consultant—expertise and success that people want to learn from and emulate.

## **4 Continuing Education Units and Training**

THE FOURTH WAY TO make money with your book is through Continuing Education Unit credits (CEUs).

Many service providers and professionals in every state of the union need to take courses on a yearly basis to keep their credentials updated. This includes people who are certified or licensed in many different industries, like nurses, doctors, accountants, insurance providers, financial service people, chiropractors, educators at all levels, and real estate agents. The field is great and the opportunities abound for authors.

You can repurpose the content of your book and turn it into an online CEU program. The best way to go about this is to contact Continuing Education providers online and discover what content they're looking to offer in an online format.

This is an often overlooked avenue for authors, but one which, if tapped into, can be make your knowledge highly desirable and provide you with a large population who not only want to learn

from you, but have to if they want to maintain their licenses or credentials.

Those responsible for providing CEU training courses and awarding units to professionals are constantly looking for new material and training. They seek resources in marketing, business, and sales in every industry. They are looking for content online, which provides you, the author of that course, with an unlimited opportunity to make income. Online venues don't need a physical location. You don't have to be present to deliver your material. You can make money as you sleep while people download your courses and read your information to get their yearly credits.

Continuing education units can also be offered in a physical setting, such as in workshops or training programs. In this instance, your presence would be required, and the attendees would be limited according to available seat, but it is still a good way for you to command a fee for the education you're providing, and to gain exposure, especially in your local community.

### **How it works...**

Let's say you're a real estate agent or broker. You have 20 years of experience under your belt and are considered a guru in marketing real estate on the Internet. Other realtors expressed interest in

learning how to tap into your expertise, so you wrote a book, sharing some of your tips and tricks.

Now, you have an opportunity to provide your book content as training to other realtors by offering them for continuing education credits. You know that all realtors have to have a specific number of CEUs every year in order to have their license renewed. So, you repurpose your book's content into a training course and get it accepted for CEU purposes. Realtors who select your training pay a registration fee to take your course over the Internet.

That's a good deal, right? There is a way to make it better. An entire book might actually be too much to offer for one course. If your book is divided into sections, each section could become a different course. Depending on your book, this can be further refined so that each chapter becomes an additional offering. Now, instead of one registration fee from one real estate agent, you're able to secure three or four registration fees from a single realtor.

The opportunities continue. Remember that these professionals must accumulate X number of CEUs annually; so next year, the same professionals will be looking for other opportunities to get CEUs to meet that year's quota. Bingo! Another opportunity presents itself; you can update your existing content to meet the current year's

## Continuing Education Units and Training

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trends or real estate financing, leasing, and renting laws and regulations, or to provide new trends or training in online marketing or software.

Your book works in your favor two ways: First, it gives you the content you need to create a CEU offering. Second, it establishes you as an expert, and as such, your CEU courses will be favored by both the agencies that govern CEUs and the professionals who must earn them. When you provide people with something they not only want, but need, you're increasing your value, book by book and unit by unit.

## **5 Information Marketing/Joint Venture - eBook and eCourse**

INFORMATION MARKETING AND INFO products are other ways to make money with your published book. It's similar to the way you would repurpose a book for a workshop or CEUs, but in this instance, you're taking your book and creating an eBook, an eCourse, or another product with the content. The extra feature is that once it's completed, you can partner then with joint venture partners, online marketers, and Internet marketers to make your electronic book or course available online.

The product you create from your book can be a special report or user guide. You might choose to develop a how-to manual or a mini-eBook which covers one specific area of your niche. Other products you can create are instructional videos or an introductory lesson or excerpt from a larger product. Use this product to attract people by

giving it as a free bonus or gift for visiting your site, registering for your newsletters, updates, emails, or future product promotions. In addition, this product will serve to build your client list, subscribers, and will entice people to purchase your bigger, income-generating product or service.

While there is an abundance of places you can upload and sell your eBook or eCourse, two popular places are [www.clickbank.com](http://www.clickbank.com) or [www.ejunkee.com](http://www.ejunkee.com). These Web sites offer an important feature that give your book sales a little extra lift—other online Internet marketers can now promote your material to their site's visitors, their subscriber list, and in their newsletters. It's like getting a sales team working for you and advertising your book or course to a much wider audience. This is again a way to scale your business, letting your book sales grow, even while you sleep.

## eBooks

There is a misconception that the only and best way to deliver a book is through print. Yet, print books cost money. The print costs and shipping fees tap into profits. Digital book formats are a less expensive and potentially more profitable alternative or addition to traditional book options. eBooks are not new, but with the advent of digital

book readers, like Amazon's Kindle or Barnes and Noble's Nook, the popularity of eBooks has risen significantly.

Today, there are people who are making millions of dollars a year selling eBooks online for the Kindle at less than \$2.99 per copy. While that doesn't seem like much, the numbers tell a different story. Yes, their book might retail at only \$2.99, but some of these authors sell thousands of copies a month. Considering the fact that the author incurs no printing or shipping costs, and that the book is available in a market that requires no store or shelf space, you can begin to see that the profit margin is impressive.

Ebooks have evolved as self-publishing has gained in popularity. Years ago, self publishing meant a sizable up-front investment to print and promote a large quantity of books. Then along came print-on-demand, which provided authors with a more affordable way to produce their books, with little or no up-front monies necessary. Today, technology has made self publishing even friendlier for authors, giving them an unprecedented opportunity to sell and deliver books instantly, without the wait time of printing, and at minimal or no cost! This concept is called eBooks, and it's gained in both popularity and momentum with the advent of digital book readers.

Amazon.com has long been the traditional and most desirable website to market and sell eBooks, but they are far from the only avenue. To effectively reach the masses and connect with a large and diverse group of readers, eBook authors should explore all options and sell their books in as many places as possible. A sampling of those places is included below.

**Smashwords:** One of the fastest growing online eBook stores, Smashwords provides free registration. Authors earn 85% of net sales, and their eBook format is readable on any e-reading device, including the Amazon Kindle, the Apple iPhone, iPod Touch, and iPad, the Nook, Sony Reader, a PC, and Android devices.

**Ebookee:** Requires a minimal listing fee, but also allows bulk distribution if you have more than one eBook. Author receives 50 percent of all sales, paid quarterly. Books are sold at [www.ebookmall.com](http://www.ebookmall.com).

**Amazon.com:** The largest Internet retailer, where you can upload eBooks in PDF or Kindle format. There are no fees, but Amazon receives approximately 30 percent of each sale.

**Clickbank:** A place where authors can sell digital and audio books. Clickbank offers an affiliate program, too, meaning other websites can help market and sell your products. There is

currently a \$49.95 one-time activation fee. Clickbank makes payments to authors via direct deposit or Paypal.com on a weekly basis.

eBay.com: eBay is more than a bidding store—you can sell unlimited numbers of eBooks at a set price on eBay.com or set up your own store. eBay.com charges a fee based on the value of your product; however items sold under their classified ad format are not incurred a fee.

Ebook Karma: This site will convert your book to PDF format, which is standard for eBooks. They don't accept all manuscripts, though, so your book first needs to undergo their approval process. Ebook Karma pays authors 50 percent of all sales.

Lulu.com: Lulu is a self publishing site where you can sell your eBooks. Lulu also allows authors to create their own store and blog. The fee: Lulu charges 20 percent of all sales and sends authors their 80 percent via Paypal.com.

PayLoadz: Any downloadable product can be sold on PayLoadz, which also has their own eBay store. The service is free as long as you don't sell more than \$100 worth of products and your file is less than 1 gigabyte in size. A service upgrade is available for either more sales or larger files.

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Let's not forget that another great place to sell your eBook is on your own website, where you get to keep 100 percent of each sale. Make sure you offer buyers a secure payment method and have your book formatted so that it is downloadable via any computer. It's also a good idea to explore the opportunity to promote your eBook through other websites, creating an affiliate relationship, where you reach their visitors, in addition to yours.

Don't forget the increasing popularity of eBook readers! Formatting your eBook for

Amazon's Kindle, Barnes & Noble's Nook, and Border's Kobo will allow you to sell your eBook through the online stores of the three major book distributors!

## eCourses

An eCourse is much like offering CEUs or a workshop. It's simply repurposing your book so that it can be used in a different way and appeal to a new demographic or audience. Non-fiction books work well in this format.

Unlike an eBook, which typically replicates your book and offers it in a different format, an eCourse will likely require revisions in your book's content so it is divided into lessons that the reader can study and learn. The author should be able to define the different lessons and objectives that the reader, or student, will take away.

Delivering an eCourse provides unique options to the author. Of course, a dedicated Web site is an encouraged option, but don't limit your offering. Because an eCourse is an instructional product, it's an excellent opportunity for you to partner with people or businesses who are also in that industry. Take advantage of their exposure to promote your eCourse. Offering these partners or affiliates a commission for each sale that stems from their site makes joint ventures of this type a

win-win for you, the author, and your online partners.

## **Information marketing & joint ventures**

Information marketing and joint ventures provide authors with an exciting opportunity to promote and market their intellectual property on Web sites that belong to other people. This is particularly effective with information products, which attract people who are in the same or similar industry as your targeted demographic. Some people used to steer from this concept, but it's gained tremendous traction for two reasons: It has been proven to be mutually profitable and beneficial, and easy-to-use affiliate marketing programs have been developed which make the process convenient and easy, from registration to tracking.

Of course, if you want others to partner with you to promote sales of your eCourses, eBooks, or workshops, you'll need to offer them something in return. The usual offering is a commission from each sale.

On average, how much would you expect to pay to your affiliate marketers? That is something that can be a set amount, or it can be negotiable between you and your affiliates. I say the higher

the commission, the better, because the more motivated you give to other people, the more likely they are going to be to promote your product.

If it's something like an eBook or eCourse that can be downloaded while you're asleep, you don't have to touch it in anyway once you've uploaded it. You created it once, and it sells over and over again. This makes everything after creation very inexpensive for you. That's why you can afford to offer a higher commission than you can with affiliates who partner to sell print books.

You have a little blood or sweat in the game, but when your goal is to sell large quantities, you can give as much as 75% commission to your affiliates. I've done that before because it's going to motivate other people to sell.

If you have a more of a role program, one where you have an active role, such as coaching or a private program where your time is required, your commission will undoubtedly be lower. Offering 15 to 25% commission is common in these instances, because you still have an investment of time and effort. It will be necessary for you to spend time with those who purchase your program, and your affiliates will understand that. After all, once the sale is made, their role is done.

There are many ways to present, market, and compensate affiliates for their role. By establishing

mutual relationships with other internet marketers, you promote their products and services, and in turn, you can ask others to promote yours. It's a scratch my back, and I'll scratch yours deal. Maybe their website has more traffic than yours, so if you become their affiliate, your link will be given more exposure when people visit their website. In addition, when you promote other people's products on your website, you form a relationship with the affiliate and offer people who visit your website more value and interest. When they click your affiliate's link on your website and buy their product, you also receive a commission for the sale. Clickbank is the internet's leading retailer for affiliate marketing, and they make it easy to get started.

How do you approach and market such joint ventures? Simply let them know what you'll do for them in exchange for what they will do for you.

*You should sell my products because a, b, c and d.* (A, b, c, and d could be commissions, free products or discounts, a reciprocal venture where you sell their products, a joint venture where you package your products together, increased traffic, leads, etc.)

*You can sweeten the pot, if you wish. If you sell my products for a, b, c, and d, you get a set commission, but you will also be able to win a*

*prize! The affiliate that sends the most traffic my way will win a trip to Italy, a free iPod touch, etc.* This is an effective way to market and motivate your affiliates to promote your product and increase your sales.

The best way to find willing partners is to educate them. People are cautious of the many online ruses that are out there, and they should be. To give yourself credibility, you can consider offering your affiliates a free product so they can sample and review it and honestly vouch for its worth. I am offering my products to people who touch the same people I touch and who are power partners for me. They might be social media experts, video experts, or online marketers who have clients that are looking to become experts in their field. This is my target audience, and I want to tap into it.

Affiliate marketing and joint ventures work because the referrals are easy for your partners and they receive real benefit. That benefit is the motivation that makes others want to help you increase your sales. The more sales they generate, the more benefit they receive. It's a win-win situation that can create mutual success and money for all parties.



## 6 Product Placements

ANOTHER WAY TO PROFIT from a book is through product placements. This option can be very lucrative for authors. It entails finding manufacturers of products that relate to your book, and securing funds from them for endorsing their product in your book.

I have a friend and colleague who is a dating coach. She made \$10,000 per product placement in her book. She wrote a book about dating and strategically placed feminine, personal hygiene, and birth control products throughout her book.

When you are writing a book and you are going to basically endorse and discuss a particular product, you, too, can seek product placement fees. Yes, it requires that you contact the corporation and directly sell your proposal. It's also true that, as with anything in the corporate world, this can take some time. There is more red tape than when dealing with a small business owner. But that time can pay for itself when you do get a product placement fee.

## Product Placements

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This is a great way to make money with your book, but you do have to have a marketing plan that incorporates this concept and entices the corporation. That marketing plan must prove that you have a wide enough outreach and PR strategies that will give them the exposure to make their support a worthwhile endeavor. As an author, you'll need to forge relationships and send out marketing plans and media kits. You also need to know how to engage with corporations and how to find the right people to approach or people who have connections with those individuals.

It should also be noted that this isn't something you can do in hindsight. Product placements have to be incorporated as the book is being written, and they have to become a natural part of the flow of your message.

There is another offshoot of this that works for small business owners. If you have a cut-rate marketing plan and a huge audience, such as 20,000 followers on Twitter or 100,000 or more friends on Facebook, you become a corporation's prime target of interest. They want to tap you're your readers and demographic. They can approach you about being in your book or writing a chapter, and you can charge them for agreeing to do so.

In addition, another take is that, again with a large following and fan base, another author could

reach out to you and want to endorse or support your product or business. In return, a mutually beneficial agreement in regard to compensation would take place.

Your book is your real estate, basically. Imagine that your book is an apartment complex, which were turned into condominiums and you could sell the condominiums. The chapters in your book are the condominiums, and you can sell them to other experts in your field to make a book that features different experts.

We call that type of book chicken soup book, like the best-selling *Chicken Soup for the Soul* series. Some authors who produce this type of book do charge the chapter contributors for including their content. However, many don't and for good reason—because they're including content from many other people, they're benefitting from the promotion and marketing efforts of each one. They are getting stories, but they are making a load of money from other people's content.

One example of writing a book for a targeted niche would be centering the topic around a subject that focuses on a particular segment of the population and a particular career—for instance, writing a book that approaches African-American marriages. In that example, the author could approach African-American marriage counselors,

## Product Placements

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and sell each chapter of their book to a different counselor, who will write their content and gain the publicity and exposure from the book.

The key is to compile the book with a clear focus on who your audience and readers will be and to market it so it will interest and appeal to the people you want to endorse, sponsor, or contribute to your book. It's a terrific opportunity to make money, but remember, you need to develop the concept while you're writing your book and you need a focused marketing plan that pitches your proposal in such a way that others will want to partner with you and have a vested interest in your success.

## **7 Corporate Sponsorships and Private Labels**

CORPORATE SPONSORSHIPS AND PRIVATE labels offer another opportunity to make money from your book. Some authors have had astounding success in this area because their endorsers buy the book in bulk and use it as a free bonus to customers who purchase their goods. They can also give it away as a marketing tool. This translates into hefty sales and maximum exposure.

### **Corporate sponsorships**

Let's say that you wrote a book and used that book to launch a speaking career. Your book and message attract the attention of a corporation. They really like your book and are interested in endorsing or sponsoring it. How can they integrate their name and associate it with your book? One way is to place a sticker with their name and logo on your books. Another option is they could buy your book in bulk, using it as a giveaway or free bonus to customers, or purchasing it as a holiday gift for their associates. *Who Moved My Cheese* is

an example of a book that has received this type of corporate sponsorship.

Books centered around a particular topic or niche can attract corporations who want their employees to read it. For example, a chemical manufacturer once purchased bulk copies of *The 7 Habits of Highly Effective People* for their mid-level managers and centered a training program around it. It's not uncommon in this instance for the corporation to also contract the author of the book to deliver the training or make a speech to their employees—again, another way you can tap into a multiple ways to make money from your book.

One of my clients is a celebrity dermatologist who wrote a book about various types of skin care and conditions. She's had a couple cosmetic companies interested in sponsoring her book. In that sponsorship, they might share some of the costs of publishing and printing the book or pay her a fee for naming them as a sponsor and including their emblem on the front cover of her book. Not only would she receive compensation for their sponsorship, but her book instantly gains credibility and high-end exposure in the industry.

Corporate sponsorships can often be a package deal, meaning that the business might want you, as well as the book. They're impressed

with you as an expert who would be a great image for their company or product, and they want to attach their name to your book. That's double the benefit to you and to the company. In that scenario, the corporation might choose to hire you as a spokesperson for them and pay you to do book signings and giveaways at trade shows and other events which attract large audiences.

What does it take to attract such interest? First, it requires expertise. The author needs to be an authority in their field. Second, it requires the appropriate image—do you have the right image to represent their company? Third, it requires entertainment. As an author, you're an entertainer. You bring interest, value, and information to their customers, clientele, conferences, trade shows, and presentations. If you've got the right message and can pass those criteria, you're well on your way.

It might take some creativity and imagination, but know that there are multiple ways author can make money through corporate endorsements. Sit down and develop several options and then get to work marketing it and selling it to them. Yes, you have to sell, but remember, as an author, you're always in sales. Sell yourself, sell your books, and you'll sell your business' products or services.

## Private labels

An effective way to make money is to private label your book. I'll explain by example. One of my clients has a book providing teens with money tips. It just so happened that the Boys and Girls Club of Pittsburgh was interested in giving the teen money tips out to all the members of their club who fit into that age group. So they private labeled the book. They took the existing content of the book and kept it intact. They scrubbed the cover and replaced it with a cover that personalized the title and book for the club. Two pages were added in front, which included an introduction, a thank you, and a statement telling why they were providing this book. In essence, they made it appear as though the book had been written specifically for that club and the members in it.

That is a great way to make money with your book. It's also a great way to scale your book, particularly when the content is applicable and very relevant to a certain demographic or industry.

How does that translate in terms of sales? The group or business that you private labeled your book for will buy the book in bulk. They'll give it away or sell it, and pay you for the same content over and over. Not only do you make money from that particular group, but you can replicate the process by approaching every Boys and Girls Clubs

in the United States and do the exact same thing for them. It's truly awesome.

Another example could be a book that relates to the health field—certainly an area of interest that draws readers. You could pitch the private labeling of your book to doctors and hospitals in that instance.

As you can see, the opportunities are abundant. Private labeling works for both for-profit and not-for-profit organizations. However, there is a different approach with not-for-profits. Because non-profit organizations have limited funds, you'll market your private label offering to their corporate sponsors, who do have the necessary funds.

Let's not forget that there are other options besides asking for money. Corporate sponsors are often interested in other opportunities, such as buying a private labeled book in bulk and giving it to the not-for-profit agency or organization to include in gift bags, and give away at fundraisers, presentations, and trade shows. Donors attend these events, and corporations know that providing them with items of value translates into donations.

What's in it for you, the author? First, you get large book orders. Second, those books are distributed to hundreds, even thousands of potential donors—people who have an interest and investment in your targeted market—thus,

providing you with not only with a significant number of sales, but also a significant amount of exposure. Somebody, somewhere, is going to receive that exposure—why not you?

## 8 Foreign Rights

WE CAN ADD FOREIGN rights as yet another way authors can make money from a book. Too often, we believe that our demographic is bound by geographical locations. In doing so, we place a language barrier that limits sales. Books need to be translated into different languages to reach the largest audience possible.

I can give an example of my book, *Goal Digger*. I was approached by a Korean publishing company who wanted to publish my book. They gave me \$3,000 to do that, and I didn't have to do anything. In addition to the money they paid me upfront, I also get residual income from their sales.

That's just one country and one language. Imagine the possibilities if you begin to explore translating your book into the many other different languages in the world. When you do, your book becomes global and international.

Once your book is available in two or more languages and is available internationally, it gains interest and attention. You will become a more

## Foreign Rights

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sought-after expert and speaker in your industry. Corporations will have an increased interest in sponsoring or endorsing you. The cycle continues. As you can see, one area of success spurs another.

With foreign rights, as with many areas of marketing your book for different purposes, you need to have a fine-tuned marketing plan. Foreign rights is one area where you'll likely need to have established and proven sales numbers.

This is also an area where authors who are self published can benefit. Because you own the rights to your book, you have the option to sell the foreign rights. You can also sell the movie rights to your book. That's something you can't do as easily if the publisher holds the rights to your book.

So, don't limit your possibilities. Erase the boundaries, especially those that are linguistic or geographic, and open your book to worldwide distribution, another profitable way your book can make money for you and your business.

## **9 Bulk Sales**

THE NINTH WAY TO make way to make money from your book is one we've previously mentioned—Bulk Sales. Bulk sales are selling large quantities of a book to corporations, associations, or franchises. Not only does it result in high-ranking sales numbers and exposure, but it's also a wonderful opportunity for an author to offer a book and speaking package.

Individual and bulk book sales are ways to make money on your book with print on demand. I really encourage clients and business owners to publish their book with a print on demand company. I advise authors to only purchase books in bulk if they have already secured the orders to compensate them for it. The reasons are many, but paramount is the fact that print on demand requires no upfront investment on the author's part.

With the sale of eBooks now surpassing hardcover and paperback versions, it's in an author's best interests to stick with the print on demand print and delivery system.

## Bulk Sales

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Let's explore bulk sales, though, and talk about when they are advantageous. Bulk sales are usually an option afforded to an organization or company, allowing them an opportunity to be a large quantity of books at a discounted price. This option could appeal to businesses or organizations who want to purchase your book as a bonus to their customers, who want to give it away as a gift, or who might want to incorporate your book and its message in employee training and workshops.

You benefit by acquiring a large number of sales in a short period of time, and the buyer benefits by getting a discount for a larger purchase.

Authors who offer bulk discounts often relate that information to potential buyers on the copyright or information page of their book:

*This book is available for purchase in bulk.  
For inquiries or orders, please contact...*

Print on demand is an attractive option for bulk sales, as well as individual book sales. Because print on demand companies only print books after money is received, neither the company nor the author has to invest money in books that might not sell. Print on demand companies work with authors on bulk purchases, too, so the discount offered to the buyer is passed along from the printer.

Again, bulk sales often stem from corporate sponsorships, private label offerings, and product endorsement agreements. It's usually the result of an effective marketing plan and book content which targets a particular product or niche.

Like they say, build it and they will come. Buyers will come if you give them a book that appeals to a large segment of their demographic and offer them appealing reasons to be a part of your success.



## **10 Paid Personality**

THE TENTH, BUT NOT least, way to make money from your book is what is known as paid personality. It's becoming increasingly popular and picking up steam.

When you write a book, you become an instant expert. You're an authority in your field, and you're now appealing to an entirely different sector—the entertainment field. In this industry, whether you're a guest on a talk show or the host or co-star of a reality show, you have the opportunity to promote your book to an incredible mass of people.

Take into account all of the new TV shows, cooking shows, and documentaries that are being launched and produced. Every concept is looking for an expert. Guess what? You have a book, and that makes you the expert they might be looking for! Even the “Dog Whisperer” has a book; so does the “Cake Boss” and Carlos of “Carlos’ Bakery.”

## Paid Personality

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Everyone on TLC has a book. If you want to establish yourself as a personality, you need you to write a book. This begs the age-old question, “Which came first, the chicken or the egg?” Which comes first, the TV show or the book? In my opinion, it’s the book. If you want to differentiate yourself in Hollywood or in the eyes of reality TV show producers, or in the eyes of media anywhere, you’ll gain an edge if you write a book first. Then you’ll have an increased opportunity for reality TV shows.

If somehow you get on a reality TV show, you definitely have increased exposure that you can use to monetize your book. Take advantage of it.

Write a book to get your foot in the studio or land an audition. Use your paid personality platform then to catapult your book sales and boost your personality to higher levels. It’s all about being an entertainer, and if you wrote a book, I guarantee that you are an entertainer in your industry. Writing a book is an art; art and entertainment are pooled together as an entity and industry all their own. Be a part of it and your book can be a bestseller that will make you money.

## **Conclusion**

THE REASON I WROTE this book, *Boost Your Business with a Bestseller, 10 Ways Every Business Owner Can Make Money by Writing a Book*, is to show business owners that a book can truly scale their current service business or one-on-one business. Authoring a book provides multiple avenues to generate income and increase exposure. It can push, boost, and catapult you into a position where you are building your brand and platform to incredible heights.

Not only will your business gain tremendous benefit, but so will your bank account. Use any or all of these ten additional revenue streams to generate extra income, attract corporate interest and high-profile media attention, get lucrative speaking engagements, and take your career and your business to the next level. You could find other ways to do that, but why would you? Writing a book does it all.



## About Alicia Dunams



ALICIA DUNAMS, creator of *Bestseller in a Weekend™*, is a leading expert in using books to market your business and create additional revenue models for business experts.

With her signature *Bestseller in a Weekend™* program, Alicia reveals a 5-step process that shows business owners how to go from idea to author in 4 hours or less so that they can establish credibility, get more exposure, attract more clients, and make more profits.

Alicia is a graduate of the University of California, Los Angeles. Visit her Web site at [www.aliciadunams.com](http://www.aliciadunams.com).