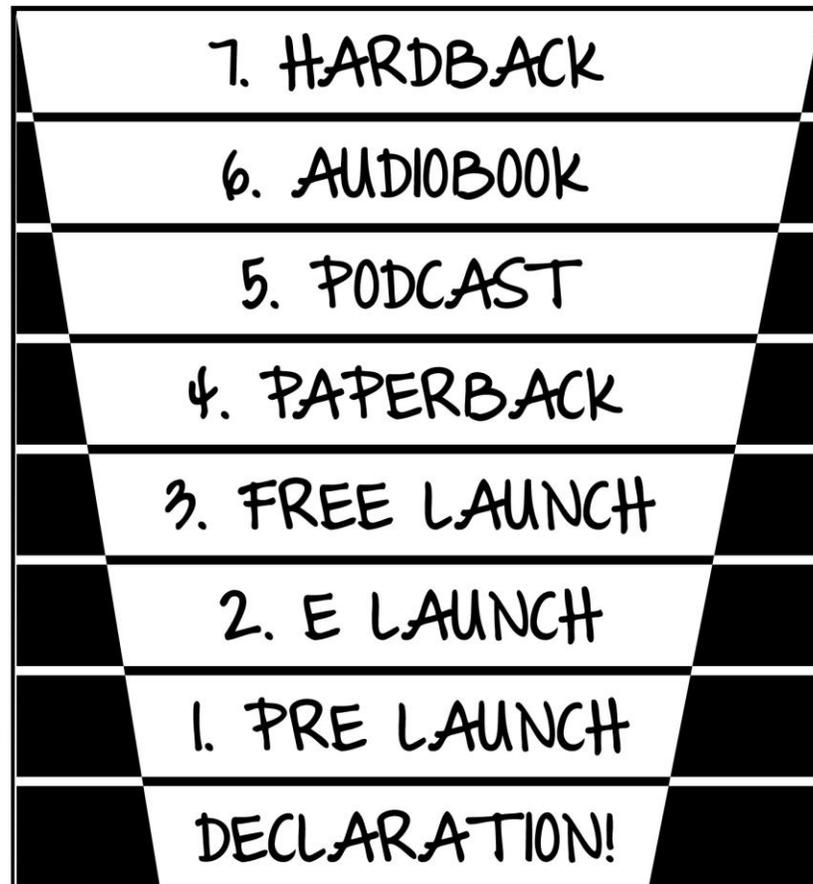


# MARKETING YOUR **BOOK**

## *How To Use Your Book As The Ultimate Promotion Tool*



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# HOW TO USE YOUR BOOK AS A MARKETING TOOL

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Hey guys, Trevor Crane here again and I'm gonna talk to you about how you can actually use your book as a marketing tool and grow your book and your business, I know you're gonna love it.

Now, if you haven't seen the [last video](#) that I just made, I talked about how you can write a great book really fast, about why it's so important for you to actually get your book out now and how helpful that's gonna be for you and how you're really missing out by not having your book available. So make sure you check out that video - if you haven't, you're gonna love it. And I give some simple steps to write it really fast, to make sure you write that great book for your great, ideal, perfect client.

The cool thing about this is it's one step at a time. Now, I don't want you to think of all the things I'm about to share with you and have it overwhelm you.

I remember when I was in my 20s, I decided to take my first trip out of the country. I just finished college and I packed up my backpack and I was gonna take a world trip. I was on my way to Australia. I was living in Arizona and I bought a flight to Australia. And on the way, I had to stop off in LA. And in LA, I landed in the domestic terminal. And I put my backpack on, that I'd packed up with all the stuff that I thought I needed for this trip. And I had to walk from the domestic terminal to the international terminal. And on the way, I got so exhausted, cause what I packed was so heavy, I actually had to stop along the way and unpack it and take things out and throw them away. I hadn't made it more than about two hours away from home and I was already overwhelmed because I had over packed my backpack.

Now, I'm sharing this with you because, if you're gonna take a journey from where you are (let's say blank page, or you have a book, or you have a book that you've been working on, or wanna write) and you need to go to bestseller (we're talking about marketing it or writing it or monetizing it), if you try to understand it all in one shot, it's gonna be over packing your backpack, okay?

I don't want to do that for you but I am giving you a great overview of the next 12 months of what you can do to really market your book and tell the world.

People think that they need to write a book like Ernest Hemingway. They think they just go ahead into the dark, like they gotta go to a cabin in the woods and just sit there and write.

That's not how you have to do it. On the last video, I talked to you about some strategies to write it fast : on this one, it's about making sure you get it done and then start marketing it.

## TELL THE WORLD

So, the first step, after you do the strategy stuff I talked about on the first video, is to just TELL THE WORLD.

I call it a DECLARATION, you tell the world, "I'm writing a book!" Now, my wife did this. She'd been teaching something called MONEY PARENTING. When she first discovered money parenting and decided what it was and created it as her concept, she started teaching it to parents of small children. Parents of children in kindergarten or preschool. This is how she finally figured out that niche marketing - she broke six figures really fast. Now, she decided she was gonna write a book about it and started interviewing people, a lot of women who are really successful, about her new project.

**See, she declared to the universe she  
was gonna write her book.**

That led to were a lot of new relationships - she actually hasn't written that book yet - what she found was there was a better book for her to write. So last year, she published her book that became a number one bestseller overnight - we literally published on the same day.

I'm just sharing with you but that is really the first step. People think, "Oh, I need to figure it all out." Don't figure it out. I know you don't know your title yet. Or if you do know your title, you might want to revisit it, because you want to share that with the world.

## **Number one thing here is, tell the world and celebrate at every stage of your book.**

I wrote a book last year, with 20 other number one best-selling authors, called "Your epic book launch." I'm gonna share with you those seven phases or stages of your awesome launch of your book telling the world. But in real short, it's - tell the world!

Celebrate every single phase, even the idea "I'm going to write a book." Even if you don't know the title, even if you don't know everything that's gonna go in it, don't let that keep you back from marketing. Cause marketing is telling the world. See, a lot of people think "I need to wait until my book is done." But that's not how Tesla did it, that's not how Elon Musk did it. I think they've sold almost 500,000, I'm not sure what it is to date - 500,000 cars, that aren't gonna be ready yet for over a year, okay? You can tell the world about your stuff, before it's there. **And you want to definitely do this with the book.**

### **PRE-LAUNCH THE BOOK**

So, once you tell the world that you're gonna have a book, let's get to the real meat and potatoes here, which is when you **PRE-LAUNCH THE BOOK.**

You may not know this, but similar to Elon Musk and the Tesla... you can pre-sell your book. That's the prelaunch.

If you do the stuff I shared with you on the last video, you'll understand who this book is for, what the name of the book is, the table of contents. You'll have an idea of it, you'll have an overview of what goes on in this book - **that's all you need to go on Amazon and pre-sell your book.** And that also gives you a 90 day deadline to get it done.

### **This is the time that you can become a number one bestselling author.**

This is what we used with my daughter's book, for example. Now, my daughter wrote her first book when she was 7. On her 8th birthday, we did our pre-launch for that book, and she became a number one best-selling author, before we'd finalized all the details of her book. That was okay.

You can do it too, and you're not cheating the system. A lot of people are like, "How could I sell something that I haven't already made?" Well, what we're doing here is modeling the best businesses in the world. Apple did this with the iWatch, right? They told the world, "Hey, we're gonna build an iWatch. Sometime. In the future. it's gonna be awesome!" And then, when they get a little closer, they said, "Hey, you can now make orders for this and preorder" - same thing. That's what the prelaunch of your book is.

What makes this really cool is that, like I said, Amazon will give you a maximum of 90 days once you prelaunch it, to say that you have to have the e-book ready.

But then that's again, you're like, "What do you mean? I market that and I tell the world that I have an e-book coming out?" **Yes. That's what you do.** It's another opportunity for press releases, it's another opportunity for you to get interviewed and for you to talk about it. By the way, remember I said, ***Blank Page to Bestseller in 90 Days or Less?*** ... You just became a best-selling author.

## E-LAUNCH

Now you've got to get the stuff done and it's your e-book launch. This means it goes on Amazon, it goes on Kindle. It can go everywhere where you can put e-books. Now you've had the deadline from Amazon, you met the deadline and got it done.

Here's another thing: you don't have to do these in order like I'm talking about. Depending on you and your business, you might want to start with different phases. I'm just covering them in sequence here. So, depending on how you want to do it, you might want to start with a different type of launch.

By the way, make sure you [download the little PDF](#) that shows you this, so that you can go ahead and decide what's the best thing for you.

## PAPERBACK LAUNCH

Now, let's get on to the PAPERBACK.

This is what my buddy, Steve Napolitan did.

Steve Napolitan told the world, "I'm writing a book." and he called it "Capture clients, close deals." (By the way, he changed the title several times during that 90 days while he was writing the content. Because he went ahead and told the world - he was talking to his potential clients and asking them what they wanted. Based off their answers, he ended up crafting the book for his ideal target client).

He had his pre-launch, and then he had his e-launch, he told the world, woohoo! And the book was available, everybody's able to get it, everybody who bought it on Amazon was able to receive it.

Then, he wrote the paperback.

**Now the paperback launch is another opportunity. It's another press release, it could be another version of your book, because you might've modified it by the time your paperback comes out.**

One of my clients, Michael Bunting, had his e-book come out and then he wanted his paperback book to come out immediately - he wanted to just launch it at the same time.

But we decided to stage them apart, so that we can have an opportunity to tell the world it's here. And **you don't want to miss that opportunity!** You still get to celebrate it, it's coming - but think of marketing.

**Marketing typically has to hit people 8 to 12 times before they will buy from you.**

So make sure you don't forget that.

See, it's not about how you have to deliver it: **you have to talk about it and create a buzz.** So once your paperback is done in that physical version, you can hold it in your hand and show it to the people who are waiting for it.

Anyway, this weekend, Steve Napolitan is going to be speaking for the first time. He ordered 300 of his books and he's gonna be launching those and celebrating the paperback launch of his book, while he's speaking on stage in front of hundreds of people. And he's gonna have his book there to either give away (or sell... I'm not sure how he's doing it).

Which brings me to your next option....

## **FREE BOOK LAUNCH**

Now you might be thinking: how can I make any money on my book if I have a free book launch? If I celebrate it for free?

One of my business partners actually helped author my last book with me. Not my last book, but the book last year called "Your epic book launch." His name is Aaron Canard and he went ahead and gave his book away for free for 18 months.

Just check that out - he gave it for free for 18 months. He has hundreds of reviews about his book "The positive thinking secret" - great book. It tells his story, but here's what happened in 18 months: he got 15,000 people on his list that said, "Hey I want to know more about you and can you help me more?" 12,000 of them stayed on his list and then he started offering them things for sale.

**So he started making money on the backend, selling hundreds and thousands of dollars worth of products and services, instead of just his book.**

Now I believe his book actually does have a fee on it, because he's established his brand a little more and he already has his following, but it's another version of the launch (**and Amazon will partner with you during a free book launch**). It's phenomenal, you'll get all this new buzz and energy.

## AUDIO BOOK LAUNCH

Another thing that you can do is get your AUDIOBOOK out.

Now, I have a friend of mine who's written several books and he told me he makes **10 to 50 times more sales** on audible with his audiobook, then he does with his paperback.

It's the same content and he didn't even record it. He said, "Well, I didn't have time to read it, I hired someone to do it." He didn't pay that much money, but they got the audiobook done and he sells more on audible of the same book, then he does in the paperback form. And people spend more money on it!

That's really key - to have your book available in all these different formats. So, it's a great tool.

Now, let me go back to that free book launch again.

Another friend of mine last year was giving his book away for free. And he offered it as free, plus shipping offer. So he'd ship them the physical book, and then they would cover \$8 for shipping, or \$7 for shipping, something like that. That would then be a tripwire, where they would trip into spending some money with him. He'd then make them an offer. He gave his free book away last year, and if you're thinking, "I'll never make any money if I'm giving my book away for free" - he made **\$10 million**. \$10 million, by using his book as a free giveaway. So don't discount these different launches and how you can use them in your marketing.

## PODCAST

We talked about audiobook, another version of this is your PODCAST.

I have a friend of mine on my publishing team. He's one of the co-authors of "Your epic book launch," his name is John Cody. He decided that to write his book, he would start with a podcast launch. He would start with it.

You don't have to do it in that sequence, but for him it was best. If you want to do the other steps and then do your podcast, you can as well. But it's the same content (or it's the same gist of the content), except now you're gonna be talking about it and interacting.

John Cody started a podcast in an area he was not an expert in. Check this out: **he wrote a book, based on the podcast where he interviewed the experts.** His book is called "*Health care elsewhere.*" That's also his podcast.

What he did is, he found all the people that were experts at doing medical tourism (which he didn't even know it existed a year or two prior to starting this). But he decided he'd interview all of them, and he became an expert just by interviewing them.

He took those interviews, he transcribed them and probably juiced them up a little bit into making a book, that he then used as a HARDBACK COVER - that's another one your launches, and he's leveraged that into a multi-seven-figure income. Boom!

Were talking about marketing here, okay? And if I'm a little bit wrong on his numbers, forgive me. But his numbers are huge and he's done a phenomenal job.

Okay, so now we've gone through them, we've got a podcast launch. That's another chance for you to tell the world, gain a list and make a difference with your message.

## HARDCOVER LAUNCH

Now the last one I cover here is your HARDCOVER. If you're like Stephen King, you might want to start with the hardcover.

That's how Tony Robbins did it. Tony Robbins' new book "*Money Master the Game*" was first a hardcover book. But check it out: he used some of the strategies I teach in our **Bestseller Big Business Program** to partner with a non-profit company (something that I'll share with you and teach you if you take my program and I'll help you go from **Blank Page to Bestseller in 90 Days or Less**). He also partnered with a for-profit company (one that he ended up donating).

Anybody who bought one of his books, he said, "I'll give it to you for free. Pay for shipping, but I'll match that shipping price" (match or double or whatever he said).

He gave millions away. Somewhere around \$20 million or something to feeding America.

But on the backend, he had a profit partner. I'm not gonna tell you how that whole thing worked out, but he made a lot of money by giving his book away.

**And there's another opportunity for you to launch your book, so that every month or every other month for a year or more, you can be celebrating this book, instead of quietly doing it behind the scenes where nobody knows about it.**

So I hope you enjoyed this. Again, if you haven't signed up for my webinar yet, make sure you do that. And on the next webinar, on the next video - you're gonna love it, because I'm gonna talk about HOW YOU MONETIZE YOUR BOOK and I go over 12 specific things that'll help you make an extra 6 to 7 figures.

Imagine adding extra income to what you're doing with the book.

And if you didn't hear my story from the first video that I made, my wife and I tripled our income with the power of books and some of the strategies I'm gonna be sharing with you. And I can't wait to work with you on our Bestseller Big Business Program and to see you on the webinar that's coming up. We're gonna cover even more awesomeness, to help you get your book out there and change the world. I'll see you on the next video.