



HOW TO MAKE 6-7 FIGURES WITH A BOOK

EPISODE #158 of a Daily Dose of Greatness Quest with Trevor Crane

SUMMARY

How do you make 6-7 figures with a book?

The strategy I share with you today is something that can help you make your FIRST, or ADD an EXTRA 6-7 figures to what you're doing. **And I speak of this from personal experience.**

DAILY QUESTION

What's the best way to make 6-7 figures with your book?

DAILY QUOTE

"MISTAKES or MENTORS. You choose." -[Trevor Crane](#)

DAILY CHALLENGE

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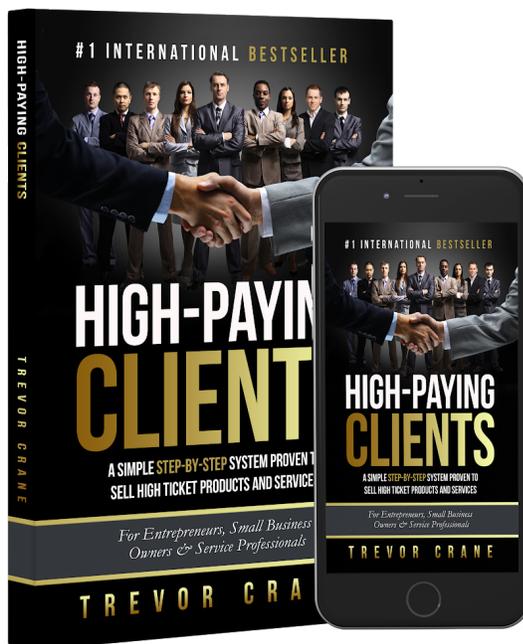
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HERE'S WHAT YOU SHOULD DO NEXT:

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ABOUT TREVOR CRANE

Trevor Crane is best known for 2 bestselling books, [*High Paying Clients*](#) and [*Big Money With Your Book ...without selling a single copy.*](#) If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, Trevor can help you craft a book that becomes your most powerful marketing tool, in 90-days or less. For details visit: EpicAuthor.com

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TRANSCRIPT

How do you make six to seven figures with your book? This is the subject of today's episode. I'm going to do my best to get this down to 10 minutes or less.

So take notes, because this is everything I've got.

(INTRO - AUDIO)

Okay, like I said, I decided to challenge myself to just give you the formula for how to make this happen.

And if you haven't heard my story before, which, if you've been following my podcast at all, you've probably heard it. I struggled for 20 years to get my first book written. And it wasn't until I met a man who published his first book, I was actually interviewing him on my podcast, and I was talking to him and trying to uncover his awesomeness.

And at the time, I think he had 10 or 11 number one best selling books. And he told me the story about the first book he'd ever written. And he didn't get it done until he was going through cancer treatments. He was scared that he was going to die and leave his wife and son, and then he wouldn't have much of a legacy.

And so when times were as bad as hard as they could get when he was going through cancer treatments, and vomiting into a bucket every day, and having this hair fall out in the combination of challenging things. He said, screw it, I'm gonna write a book.

And this makes a difference to me. And it's going to make a difference to my family. And so he pulled out his phone and any hour a day that he still had some lucidity and focus left. He just told his story into his phone. His story became a number one, that book became a number one best selling book, it helped him build a seven figure business, he repeated that he repeated that he started training people to do it, coaching the do it.

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And I just thought it was like a slap in the face of that I was making bullshit excuses. And so if he could do it, I knew I could do it. And so I hired him. This is my big secret is like, if you want to do something you've never done before, then hire someone to help you.

And he helped me with these massive secrets in these massive advantages, so that I didn't make some of the deadly mistakes I've been making for 20 years. I thought the book was easy. And I wasn't getting it done, because I kept going about it the wrong way.

So let me give you the first part of this, if you're going to make six to seven figures with your book, it's really important that you understand that the best way to make money with your book is to go ahead and have something to sell behind it, a book sells for about \$1, maybe \$10, maybe if you're crazy, you can go ahead and get \$100 for your book.

But the truth is, is that \$1 stuff and \$2 profit stuff like that's going to be really difficult for you to make the kind of money that you're going to need to make that mistake seven figures. But look at it, you have to sell 100,000 of them at \$1 profit to make just six figures, and most traditional publishers and whatnot, that's going to be a very tough path for you to go on.

And by the way, when I was working with Mike and he helped me write my first book, not only did I write my first book about inside the first 12 months, my wife and I, she wrote a book also were able to 10x our income.

So when I say that, this strategy that I'm going to share with you today is something that can help you make six to seven figures. I mean, it because I speak from personal experience. And so I just want you to make sure you know that what I'm sharing with you today is the full monty You know, I'm not not leaving anything out, then there's only so much I can cover in a 10 minute call, but our podcast with you.

But the first thing you need to know is that **you've got to have products and services beyond your book**, if you want to go ahead and make big money, I've got a book called *Big Money With Your Book Without Selling A Single Copy*.

And in there, I tell a couple of personal stories of myself, a family, couple clients. But mostly, it's a story of five different people from different walks of life from different

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businesses, who are also killing it with you with their book, because they didn't just say, hey, I've got the I'm going to work on this book. And once it's done, then I'm going to sell it. And that's how I'm going to make money and help people.

That's not how it is, those are all people that are using their book as their most powerful marketing tool, and to transform those new communications as new relationships into clients and the people who buy their products and services.

So let me share with you something I don't think anybody else is actually teaching and sharing on a strategy that just people are not using. This is basically the core foundation of our epic author system. And why I created epic author publishing. Most people get this backwards, and they get it wrong.

They think in order to make big money with their book, in order to establish their authority and credibility, they have to sit down, and most people will write their book, then do some marketing then hope that they make some money. And then at the end of it, they're like, Oh, my gosh, well, if I do that, all that that would help me feel good, because I've met my mission.

So with that book, author publishing, we flipped that entire thing upside down. And this is the system this is what I want you to learn is that we do it differently. We, we work from the bottom up, we work for the end to we reverse engineer what the success is going to be to you.

So number one is **we focus on your mission**. So it's really important for you to get clear about why you want that book in the first place is probably to attract clients, it's probably to get more speaking gigs is probably to get more attention and credibility and positioning in the marketplace.

So you get extremely clear about what your mission is first, and then we work up from there. From there, you go to what is your money making system. Like, there's two core questions I'm asking you is, **who do you want to help when it comes to working on your book?** And then **what problems do they have? What results are you going to deliver?** This is you deciding what you're going to sell.

So we're gonna talk about that a little bit today on the podcast, but you come up with your money making plan, like how you gonna sell this, what are you going to sell, who are you going to sell it to, and understand that, because this can shift your book is

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actually for because it's now built on the foundation of your mission. And what's most important to you.

Then we reverse engineering your marketing. We actually start marketing your book and leveraging your book, my couple of books that I've written up around this subject I really love. And if you haven't checked it out yet, you totally should. One of them is called *Big Money With Your Book Without Selling A Single Copy*. And the other one is *How To Write The Right Book Fast*.

Like in these two, I outlined the strategies you can use to, to, like, implement those types of things. I'm telling you now, I have obviously a training program at epicauthor.com. You can go there and just get my training about how to go from blank page to bestseller in 90 days or less.

But again, what we're doing today is just reverse engineering, how you can make six to seven figures add an extra six or seven figures to what you're doing. And it starts with mission money making plan marketing plan. And then the last thing you do is write your book.

And if you're thinking will travel, how does that mean that I made six, seven figures of my book, like what I don't understand when does the book come in the book comes in at the very beginning. Because once you have a blueprint plan, and highly suggest that before you start building a house, you have a plan and the blueprint to go ahead and tackle it, you know.

You wouldn't go down the Home Depot and just by would go into your backyard and start building a dream house. I don't care how good how crafty you are at the kitchen table crafting out your blueprint, you probably hire an architect, if you're going to build a house that you're really proud of. She want people to move into her, you can entertain guests.

So what you want is a plan. That's the blueprint. And you want to start with that once you've got that you start the marketing to sell your products and services. And you leverage the power of your book in there. So in our system that I use with Epic author publishing, which again, and you can just check out that training at epic author. com, you can go ahead and see how we start to promote and have you profit from day one with your book.

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And you get to promote and profit because you've got an idea of what you can sell. And I'm going to cover that next. So you have an idea of what you can sell beyond in behind your book.

This just happened with them. One of my new clients named Brandon. And he's a pretty great frickin action taker. He applied module one of my epic author Academy system, I got his first blueprint plan, I got a private call with me. And we went ahead and he took action in the next less than 30 days, he generated \$17,000 a month in recurring monthly income.

Now by taking the entire program not by writing his book, not by finishing up, he doesn't even know this. And certainly the title of his book yet he's playing with a couple. But he was able to leverage the marketing and money making into something that got him pay. I don't know about you. But I think that's a pretty cool result.

And I would love to that is not the only result I've got tons, I just don't have time on today's session. So let's jump into what you can sell to make seven figures.

First of all, I think when you are making offers beyond and behind your book, you want to have three core offers. Okay, a small, medium, large a hold on a small, medium, and large. And then I also like to have an all of the above.

So think of small offers of anything less than \$1,000 a medium offer of anything less than \$10,000 a large offer, and this is going to depend on you and where you feel comfortable. But that might be 3050, \$100,000, it just depends on your market. And then an extra large would be the all the Obama package where you say, I'm gonna throw everything in the kitchen sink at you. And that would be whatever number you feel is appropriate. That could be over 30 grand over 100 grand.

And depending on your marketplace, you might be significantly more than just kind of depends on your mindset. But you want to know what those offers are. If you don't have clarity around what you sell, and to whom you want to sell it to, you're going to have some big challenges making any kind of money.

And this is the problem. Most people focus when it comes to getting their book down and making big money with their book, they think I need to focus on getting this book done. And they don't remember that they need to sell the real money behind your

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book, or the products and services that you offer. beyond that.

And to give you a quick example, My daughter is 11 years old. She's 10 number one best selling books. She has three more that are in the works right now. And that she has been making sales to her super kids book workshop beyond her books.

And so just recently, we taught a course over this summer. And she had I think about half a dozen or a dozen kids in this classroom. And we taught these kids how to publish books. And my daughter made \$1,000 in a two hour workshop that we went ahead and on and talk these kids these great strategies.

I don't know about you. But that's pretty cool stuff of an 11 year old can do that, then you can too. Now granted I'm the one they're driving the bus on the strategist, I'm helping with this whole thing. She didn't come up with the business plan and the marketing plan and all of that.

I get it. We're cheating. You know, she's she's using my leverage. But she's actually using the same leverage that I make available to you. I don't recommend that you do it on your own. I don't recommend that you go try to burn this pass through the jungle, all on your own. There's quicksand, and all kinds of challenges, and all kinds of things that hold you back. I've already got the path and I will hold your hand and help you with it to make it happen.

And that's all I got for you today. I just wanted to look at the clock here. It looks like I'm a little bit over. I'm about 12 minutes into this podcast. So looks like I went beyond the 10 minutes window I challenged myself with but that's not that how to make an extra six, seven figures with your book. And this is without even selling it.

Your book is a positioning tool. It's a lever and a piece of leveraged help you get something you want that's bigger and better. And more than just the book. It's probably to make a difference in someone's life. It's probably to help change the world, help solve problems, help deliver results to help position you in your marketplace as an authority.

And you probably want to improve the way you communicate with the world and probably improve the way that you have people coming into your business. And if that's the case, you need to get a book then you need to get a book that will turn your message and your most powerful marketing tool.

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And your book is that tool if you write the right book, my mentor veto the first three ideas and maybe even four ideas I had from my first book, I came I came up with things that made a difference to me. And that saved my life or really inspired me and move and I wanted us to be my first book but going through the process with my mentor like I volunteer to do with you.

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Because if you check out that video you're going to get I say it's a video because I've got a webinar there that either do live or depending on what we could get it It might be a replay but you really should go out and check that training because it can help you go from blank page to best seller in 90 days or less. And really break down our blueprint dinner system for you so that you can have success

Okay, I went on a little bit long there. I yes, but I wanted to make sure you understood I'm here to help you and support you to share your message with the world so you can make a difference and improve somebody's life. That's our duty and our responsibility and I'm tasking that to you today. So go check out epic offer calm.

And I can't wait to see you tomorrow on another daily dose of greatness quest.

To get even more awesomeness, which means all my best stuff, download my app by texting **Trevor** to **36260**. It will show up right on your cell phone.

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