

Best Seller System:

How to Publish, Promote, and Profit From Your Own #1 Best-Selling Book

Presented by: **Rob Kosberg**

Hosted by: **Jay Boyer**

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Introduction



Welcome! In this lesson, you're going to learn about the three steps you need to take to publish, promote, and profit with your own bestselling book. With this system, you're going to be able to stop hunting for clients, speaking engagements, and free PR. You're going to find out about some exciting new things that authors are doing to find success and discover how you can implement this system in your own business. Nothing is being sold during this presentation, but you will be given the opportunity to learn more if you like. So, don't worry about that, and go ahead and let your guard down.

You are about to embark upon a journey. A great deal of information will be shared with you throughout this presentation as well as many different examples on how you can use this system to your advantage. Hopefully, upon taking in this information, you'll be inspired to take action yourself.

This system could allow you to join the top 1% of your industry, especially if you're an expert, a coach, or a consultant. Even if you own a brick and mortar business, having a bestselling book takes you to the very top of your industry and allows you to become the 'hunted' instead of the 'hunter' in your business. That's the goal and focus of this training. Let's get started by saying everyone once each of the following three things in their life:

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1. Income
2. Impact
3. Independence

People want to have a great income so that they can live the way they want to live. They want to make an impact on other people. They want their work to affect the lives of others. Maybe you have made mistakes and overcome challenges in your own life, and you want to take those lessons and become a positive force in the world. Finally, people want independence. They want to be free to live the life that they want to live.

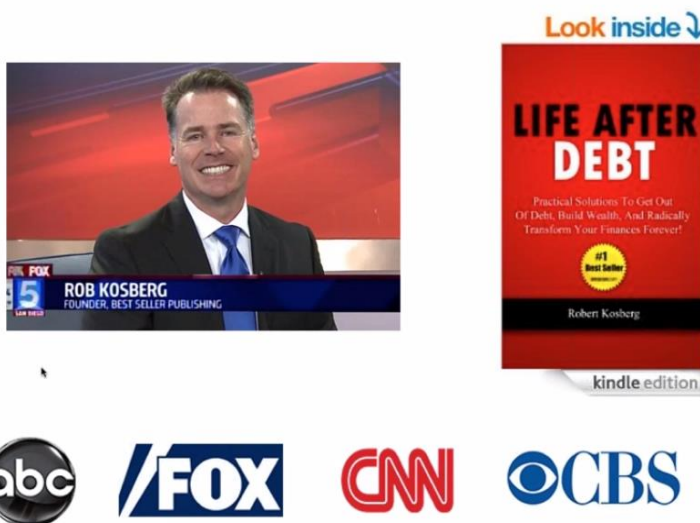
If you take a moment and you think about some of the bestselling authors out there, and some of the people you never heard of until they wrote a book, like Tony Robbins and Zig Ziglar, these are people that have made tremendous income, made great impacts, and live lives of independence. That is what many of us aspire to.

Regarding those three things (income, impact and independence) what is it that you are looking for? What do you think has been holding you back from it? A lot of people say that it's fear of getting started, while others say that it's because they don't have a platform to promote their work to. There are many different reasons, and some of the major ones will be addressed within this training.

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About Rob Kosberg



The information found herein was originally presented by Rob Kosberg. He is shown in the screenshot above. There is a disclaimer that you need to read over before moving on to learn about his success and the success of the clients he has taken on. It reads:

Warning: The results I'm about to show you are NOT typical for most businesses or entrepreneurs. I have no idea who you are and what results you will or will not achieve. What I DO know is that I only work with clients who I know I can help get massive results.

Rob isn't promising any kind of results based on this teaching and this webinar. What he does know is that when he brings on a client and starts working with them guarantees are made. He and his team guarantee that their clients will become bestselling authors. So, it's not enough for them to just do the work. They actually have money-back guarantees in place to ensure success.

Rob doesn't come from the traditional publishing world. He doesn't come from the world of being an author. In the early 2000s he owned a real estate company. Actually, he owned three businesses which were all in the real estate industry. He owned a real estate company, a mortgage company, and a title company. You may remember what was happening with real estate back then; business was booming. Rob's businesses were doing over 100 million dollars in sales, and he was bringing in about 2.6 million in personal income for him and his business partners. So, things were fantastic.

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You know what happened next. The real estate market had a massive collapse, and by 2008 those three businesses went from 2.6 million in income to zero. They didn't lose 20% revenue, or 30% revenue, or even 50% revenue. They went straight to zero, and Rob had to close the doors of all three. It was a total disaster. Rob knew he didn't want to rebuild a real estate business, but he had to figure out what he was going to do. Essentially, he had to reinvent himself. Well, what he decided to do was reinvent himself with a book, and he did. The book was called *Life After Debt*.



Rob can't really say why he chose this route, per se. He wasn't into marketing. He did see some people who were very successful with their books. These people were able to build six-figure and even seven-figure incomes from their book sales. He had never done anything like this before though. He just thought that if someone else could do it, maybe he could too. Fortunately, the book did become a success. In the screenshot above you can see that it sat beside Dave Ramsey and others.

Rob re-launched the book not long ago. It went all the way to #12 in the entire Kindle store. It was #1 in tons of categories too. You can see in the screenshot above that it was outselling Tony Robbins, it was outselling Dave Ramsey, and it was outselling David Bach. These guys are known industry-wise and some of the top gurus out there. Now, Rob had to learn about some things to accomplish this, and he made many mistakes along the way. Nonetheless, his book became a success.

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Rob started a brand new business called Crown Financial Solutions, LLC. It was started in September of 2009, and by the end of 2011, that business had generated over \$1,000, 000 in income. So, in a matter of just 15 months Rob was able to make this much money in an industry in which he was not known. Again, he made his mistakes, but all of this came from his bestselling book. This book also led to many interviews. He's been on television all over the country. He has also done quite a few speaking engagements. Rob just started Best Seller Publishing about 3 ½ or 4 years ago.

What should stick out to you is that he started out in an industry where he was not know, and after a complete collapse of his previous business and in a tremendously down economy, he was able to start a bestselling business. Since then, he has earned many millions of dollars and created new businesses, coaching opportunities, speaking opportunities, etc. This was all because of his bestselling book.

Rob isn't sharing all of this because he wants you to think he's somebody. This isn't about ego for him. He's nobody, really, and chances are that you haven't even heard about him before. That's totally fine with him. What's important, and what he wants you to take in was that he was able to do something with his bestselling book. He wants this to be instructive to you.

If you get nothing else, he wants you to get this from an inspirational sense. Your bestselling book is a gateway to a bestselling income. This was a gateway for him, and it can be a gateway for you to. Here are the three phases to this system:

1. Publish
2. Promote
3. Profit

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Step 1: Publish Your Book



The sky is the limit when you do this correctly. When you think of names like Tony Robbins or Zig Ziglar, and in fiction people like J.K. Rowling and Stephen King, they made tremendous mistakes. In fact, Stephen King threw his first novel in the garbage, and his wife took it out of the garbage and made him publish it. They made their mistakes, but they took action and they moved forward.

A survey was done about a year back that showed 81% of the US population wants to write a book and believes that they have a book in them. However, less than a quarter of 1% ever actually writes a book and finishes it. There are successful people all over the world that have been trying to write a book for five years, ten years, or even longer. It's a hard thing to do, but if you get the elements provided in this training right, you can get it done. You can get it done in weeks, not months or years.

So what are the challenges? Let's specifically address them. There are two primary issues. There's "what", meaning "What do I right about and communicate it so that it attracts the right audience? What is it that I have that will make an impact on others?" Then, there's the "How".

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“How do I do it?” You might ask “Is the only way to sit down and write a thousand words a day? Then, in a year I should have thousands upon thousands of words that will magically become my great work?” There has to be a better way.

You have to deal with these two primary issues, and Rob is going to share how he deals with them as well as how he helps his clients deal with them. First, let’s deal with the “what”. What do you need to say in order to communicate with your ideal audience? According to Rob, you have to start with the finish line in mind. You have to start with your end goal in mind. What does that mean? Well, in traditional publishing the end of the road is you publishing a book. If you’ve got a book deal with a traditional publisher, when you publish that book and get it out there, that’s it.

Rob is a business guy, so for he and his team it’s different. For them, the book is a means to an end. Yes, it’s amazing to be a bestselling author, but what does that book lead to? So, before your title page is even formulated, you need to think about who you want to attract with your book. Who is your ideal client? What is that client going to want from you? How are you going to serve that client? If you were to get on TV, what are you going to say? If I were to be part of a speaking engagement, who would I be making an impact on? You have to think that far beyond the book to really come up with content that is going to make a difference.

Rob and his team use something called an author/market questionnaire. In other words, before their clients have their initial phone call with a project manager, they are given an author/market questionnaire. There are dozens of questions on this questionnaire, but they all revolve around four primary things.

Who is your audience is? Who do you have an interest in making an impact on? For example, if you’re a financial advisor, then you’ll want to help people in that regard. Even if you’re a fiction author, you have to have an audience in mind. You need to question what their fears are and what their worries are. You need to think about what their aspirations are. What is it that they desire? What are they hungry for? When you begin to answer these sorts of questions, you’ll start to come up with a series of issues that those people face. Hopefully, you as an expert can help them resolve these issues, and that will begin to formulate the “what” of your book.

Another thing that Rob and his team help their authors do is to create a benefit list for their audience. If you were to take a piece of paper and a pen out and began to write down every way that you can be beneficial to your audience using the knowledge that you have, that would help you immensely in figuring out how you can make an impact. Think about how your knowledge can be beneficial to the person who’s going to buy your book, watch your interview

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on TV, or listen to you speak. This questionnaire, which asks questions about your audience's fears, hopes, and desires, will help you begin to formulate the answer to "what to write about".

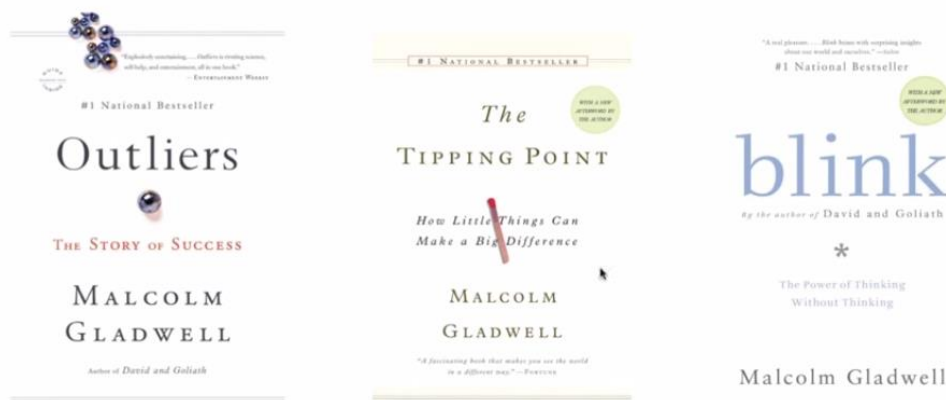
Rob and his team do a brainstorming session with each one of their clients, and often they will hold multiple sessions to make sure that this really gets nailed down. You can't just sit down and start writing about the things that you know. You have to have a plan and a program, first and foremost. Also, keep in mind that it always has to be about the audience, not about you. That's how you need to start out.

When you pull this together, what you're going to come up with is your hook. The hook is really your main title. When you think about a hook, think of one, two, or a maximum of three words that will capture your audience's interest and attention. These words should also invoke interest and curiosity. Of course, a few words can't tell the whole story of what your content is about, but that's okay because what you really want to do is make people curious. You want to provoke some emotion. Now, you'll want these words to tell some of the story, but not all of it.

The truth is that books are judged by their cover, and if your title isn't right, then most of the time people won't get past the cover, unless they are your mom, your friend, or a family member. Therefore, you have to make sure that you have a great hook that will capture the attention of your ideal audience. One of Rob's favorite authors is Malcolm Gladwell; he does an excellent job when it comes to coming up with a hook. He generally uses a one-word primary title.

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Look at the screenshot above. It shows three of Malcolm Gladwell's book covers. As you can see, the first book is titled *Outliers*. The second one is titled *The Tipping Point*, and the third one is titled *Blink*. You may have notice that each of the three books has a subtitle. The subtitle is short as well, but it is a more descriptive, benefit-rich statement that explains the promise of the book. The initial word or couple of words that you use for your title should be what hooks them in and invokes curiosity, and the subtitle explains more and addresses that curiosity. At the same time, it illustrates the benefits of reading further. Something else you may notice is that each of their book covers has a very clean look to them.

The “what” is about your audience, their needs, and capturing their attention. This is about speaking to your audience in a way that intrigues and interests them. Now, let's move on to talk about the “how”. Look at the figure in the screenshot below. This little guy has three primary roads that he can take. Well, let's just say that there are three primary roads that you can take in writing your book. If you're like most people, then you're probably not built to take the road that most people think they should be taking. That is the road of just sitting down and writing.

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How?



Rob admits that this isn't who he is by nature. He has a morning routine in which he reads, studies, thinks, and writes in his journal. However, he doesn't think in terms of writing the next chapter of his book. It's a great habit to have, and if you have that habit that's great. Hopefully, you're creating some tremendous power and content. The fact of the matter is that most people aren't wired this way. The "gut it out" way is not the best way for probably 95% of people.

The second best way, for those that have a bit of money that they can spare, is traditional ghost writing. There's a challenge with traditional ghost writing though. Rob says that when he first started his book, he knew that he wasn't the type to sit down and "gut it out", so he did the only thing that he knew to do, which was to hire a ghost writer. He paid this ghost writer thousands of dollars, and they went through the same process most people would go through.

The first thing this ghost writer asked Rob for was a table of contents. Rob admits that he had never put together a table of contents before, and he didn't know what he was doing. No one had ever told him how to do it, and no one had ever explained to him the "what" process that was just explained to you. So, Rob just wrote down a bunch of topics that he thought would be

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interested in. He jotted down things that he was an expert on and things that he thought he could help other people with. Rob did the best that he could at the time.

When Rob turned that table of content over to his ghost writer, she proceeded to interview him, asking him questions about each chapter one by one. This happened several times, in fact, and these interviews probably lasted a few hours each. They may have lasted a bit longer, but that was it. A month later this ghost writer gave Rob his finished product. That's a good example of how traditional ghost writing works.

The problem was that Rob got something back that wasn't in his voice. Statistically, there was a lot of information in the book, and it was information that Rob wanted included. But, from the standpoint of Rob feeling like it was "his" book, as though he had wrote it, the book was terrible. In fact, it was so awful that he just tossed the book in the garbage. All that money was wasted, all that time was wasted, but that was that. Rob just sat down and started writing himself, and it took him a year and a half to do that because he wasn't writing consistently. This was a challenge for him, Rob says. *Life After Debt* isn't a particularly long book, but it took him a long time to write it.

Again, traditional ghost writing doesn't capture your voice if it's not done the right way, so Rob now uses a hybrid ghost writing process. He and his team explain to every single author that they want him or her to create their own content in such a way that it's given as though you were at a speaking engagement. What does that mean? Well, in the first few calls, the team helps you develop the hook, title, and subtitle for your book. Then, you begin to develop the table of content from the hook. When it comes to fulfilling the promise of your book, this is something that you'll need to do.

After the table of contents is built out so that it contains 10 or 12 chapters, the author of the book is asked to come to a recording session every week. There will be recording session for each chapter, and you can do any chapter you want, but it's best to keep it in order. What the author is asked to do is record themselves talking on the subject of their chapter as if they were speaking to an audience of 20, 30, 50, or 100 people. Now, some authors aren't public speakers, so they don't really know how to do this. So, they are given a number of steps to follow, and these are given even if they are public speakers.

The first thing that they are asked to do is to tell a story that will hook them into the chapter. This could be a personal story, a story from history, a sports story, etc. Then, they are asked to hit the three or four main points that are going to fulfill on the promise of that chapter's title. Afterwards, they are asked to close strong by giving one or two case study examples that

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illustrate the points that were just made. What this results in is a speaking engagement that consists of three different parts. It contains a story, some specific teaching, and a strong close.

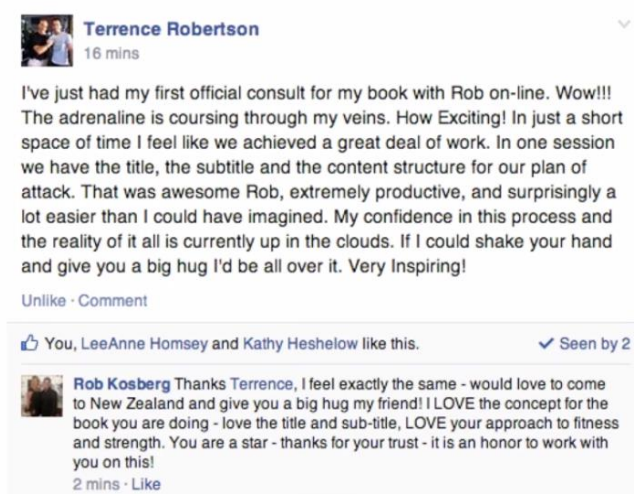
The cool thing is that when this is done over 10 or 12 weeks, with the help of a ghost writing team, you end up with hundreds of pages of content. You could do this yourself. Now, some people would recommend taking this content and just publishing it as your book. Rob and his team don't advise that you do this. That's not a book. It's just a compilation of 12 transcribed speeches. Publishing this would be the lazy way out, and anyone that opens your book will notice that immediately.

What you need to do is take all of this raw data, which has captured your voice by the way, and turn it into an actual book. You can do this yourself or have a ghost writer do this. What this requires is taking that content and creating real introductions and conclusions. Take the long run on sentences that happen as you're speaking and turn them into shorter, more concise, grammatically correct sentences. Take your major points and turn them into bullet points. Don't just take out the "uhs" and "ahs", but make sure that the pages have a good flow.

When this is done by an expert, unlike traditional ghost writing, you've captured your voice by dictating all of this by spoken word. If you present your material in this type of manner, your material is going to end up being richly written in your own voice. It will contain your own passion and be in your own point of view. Rob has a team in place to do all of this. They have project managers that help with all the brainstorming. They also have ghost writers, editors, formatters. They even have people that create cover designs on their team.

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You'll have to put a team like this together in order to do this sort of thing yourself. Obviously, if you want the help of Rob and his team, it's available. He's not selling anything right now though. All he is doing is sharing how this is done in his business. If you want to do this, you can, but it will require that you put together a team of the right people. They have, however, helped many people through this process. In the screenshot above, you can see a Facebook message from one of Rob's own clients named Terrance Robertson. It states:

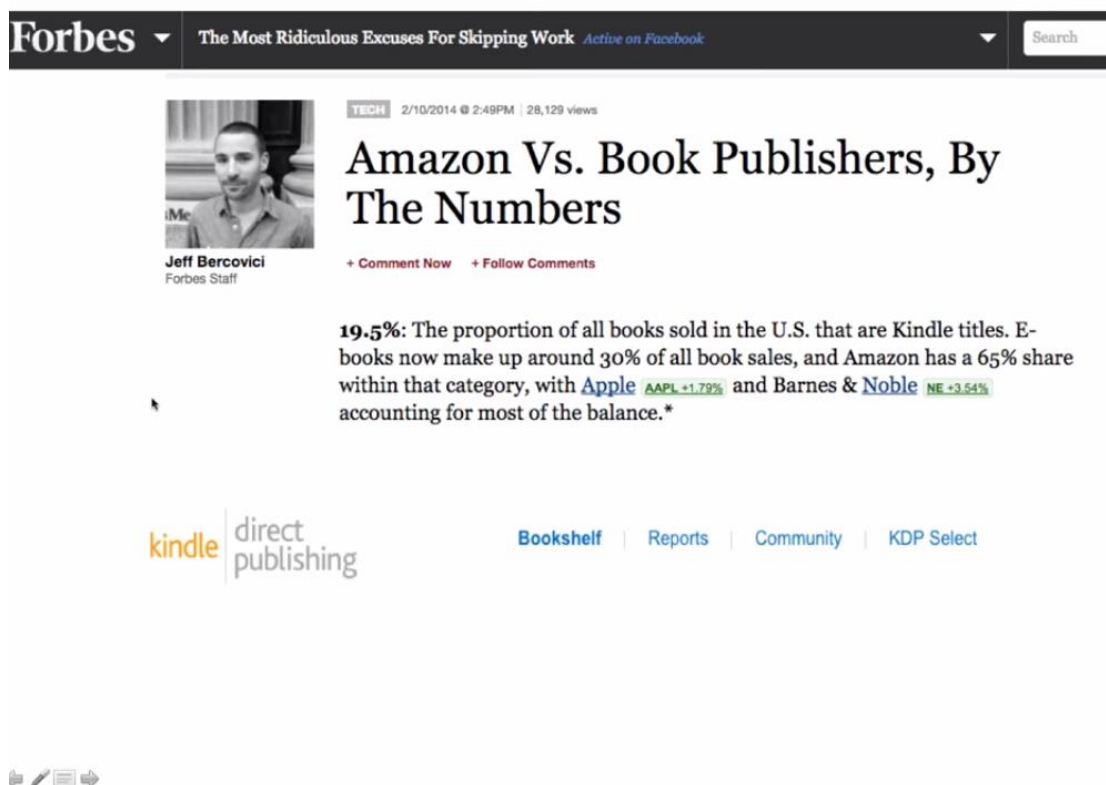
"I've just had my first official consult for my book with Rob on-line. Wow!!! The adrenaline is coursing through my veins. How Exciting! In just a short space of time I feel like we achieved a great deal of work. In one session we have the title, the subtitle, and the content structure for our plan of attack. That was awesome Rob, extremely productive, and surprisingly a lot easier than I could have imagined. My confidence in this process and the reality of it all is currently up in the clouds. If I could shake your hand and give you a big hug I'd be all over it. Very Inspiring!"

The point is, here's someone that was stuck for 10 years. When you follow the process the way that it was just outlined, beginning by thinking it through the end, building your hook, building your subtitle, creating a table of contents, and developing the content through this hybrid concept, it's easy, it flows, and you can get this done. Where are you currently at in writing your book? Some people wonder if this is something that can be done with fiction, and it can. The process is a little bit different, but it can be done.

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Step 2: Promote Your Book



If you pour your heart and soul into a book, the last thing that you want is for your book to flat line. Yet, that's the norm. If you're an author, or if you've been doing research on writing a book, you've probably seen some of the statistics. In a lifetime, statistically a book will only get about 250 sales. The worst part is that about 70-80% of those sales are directly to the author because they are giving them out for free to friends, family, etc. That's what's typical. Now, the good thing is that there are ways to ensure that this doesn't happen with your books.

Rob's company is called Best Seller Publishing because all they publish are bestsellers. The reason they can accomplish this is because they know how to market and launch books. Rob is going to share the steps that you need to take to make sure that your book is a success too. So, let's get started.

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First and foremost, there are lots of different platforms that you can publish your book to. Rob and his team primarily use Amazon. You probably already know that Kindle Direct Publishing (KDP) is Amazon's Kindle publishing platform, and Amazon also has a publishing platform called CreateSpace for publishing physical books. The reason why Rob and his team prefer publishing to these platforms is because Amazon sells more books than the next 10 publishers combined. They are the 800-pound gorilla of publishing, and they are changing the publishing game.

If you're worried about and thinking about getting your book in book stores and not paying as much attention to publishing to Amazon as you should, you are making a serious mistake. It doesn't matter if you're selling digital books or physical books. Amazon controls the market and it is only growing. That's why Rob and his team mostly focus on publishing to Amazon.

Both online and offline, books are primarily chosen based upon their titles and their covers. You may look for a book because it has been referred to you, but for the most part you'll look for something that catches your eye and then you'll read the title to see if it hooks you. If it does, you will move on to read the subtitle to see if you're interested in it and from there you buy your book. That's the way 80-90% of book sales are made. So, you need to pay attention to this and make sure that you get these elements right. Here are some important facts about cover design:

1. Put yourself in your audience's shoes
2. Avoid common words and themes
3. Make a statement (Emotion!)
4. Get feedback (Social Media)
5. Use a professional – because your book will be judged by its cover!

Just like the list above states, one of the wisest things that you can do is put yourself in your audience's shoes. Think about what's attractive to them. If you can, ask them what they like graphically and what make sense to them when it comes to a title. Give them a choice between cover designs and covers if you can, and get some feedback.

The book covers that were shown in the previous section had nothing spectacular about them graphically, but the hook was done well enough to provoke curiosity. If you can only think of a common word for your book, use Thesaurus.com. Go there, type in your common word, and look through all the different synonyms that pop up in the results. Find a word that means the same thing but that's more uncommon and interesting.

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Next, you'll want to make a statement that invokes emotion. Keep in mind that your book title doesn't have to appeal to everyone, and your company doesn't need to appeal to everyone. In fact, the more polarizing you can be the better. You want to provoke emotion. You want some people to like it and some people not to. There are plenty of people in the marketplace, and if you can conjure up emotion, your books will have a following.

It's already been mentioned briefly that you'll want to get feedback. Social media is a great way to go about doing so. Put two book covers up on your Facebook page or your Instagram page to see which gets a better reaction. Of course, this works best if the people on your page are actually part of the audience you're targeting otherwise you might get mixed results.

Last but definitely not least, you'll want to use a professional. Your book WILL be judged by its cover. Therefore, you don't want to be a cheapskate when it comes to this. Spend some money to make sure that you have a professional cover. One of the best services for getting a cover designed is 99Designs.com. This will cost you hundreds of dollars, but the cool thing about this service is that a number of different designers will design a cover for you and you can just go with the one that you like best. You can also give these designers feedback so that you end up with something that's really cool and that meets your needs.

Rob no longer uses 99Designs because he has a designer on his team that designs books all day long and knows what connects with people. He has used 99Designs in the past though, and they really are a great service. Again, it does cost hundreds and maybe even thousands of dollars to use this service, but it's your book. The design of your cover is so vital to the success of your book that this is not part of the process that you'll want to try and save money on.

The next step in the promotion process is getting your book good reviews. To begin, you need to know that reviews are hard to get but very necessary. This sounds funny, but it's the truth. Most authors start out by sending their book to their mom, asking her to read it, and then having her leave an honest review. Then, they will do the same with other friends and family members. The truth is, however, that people are busy and they hardly ever get around to doing this for authors, even if they are a beloved friend and family member.

The simple fact of the matter is that reviews are hard to get. Rob's first book, *Life After Debt*, has been bought and downloaded about 35,000 times. He has about 42 reviews for his book right now. That's on 35,000 purchases and downloads. So, yes these are hard to get, but they are absolutely necessary.

Another thing that you need to know is that you shouldn't buy reviews or do fake reviews. People will go to Fiverr.com and places like that and pay \$5 to get people to review their books. Amazon is smarter than that. They know who these guys are, and you can get your account this

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way. So, how do you get the reviews that you need? Rob and his team use a list of authors that they have launched books for in the past as well as their own internal market with tens of thousands of followers. They are also a part of author clubs that they can do review exchanges through.

One thing that you should know is that Amazon doesn't really want you to review an author's book and then ask for a review from them. They don't like people exchanging reviews in this way. That's because they want their products to have legitimate reviews. This is a little easier for Rob and his team because they have staff members that will review the books of authors outside of their network, and exchange the authors (that get these reviews) will be asked to review books for the team's clients. Therefore, it's not a direct review exchange from one author to the other. This keeps things cleaner and truer with Amazon.

In any case, this is something necessary for you to do. There are two reasons why you cannot skip this step. First of all, Amazon's algorithm is dependent upon book reviews. The only way that Amazon can tell whether your book is a good book is by taking into consideration how many times your book has been downloaded and how many good reviews it has gotten. If you want Amazon to promote your book, you really need to make sure that you get good reviews. Also, marketing sites that promote books require that books have a certain number of reviews. They are never going to read your book, but they only want to promote good books to their followers and clientele. The only way that they can do that is to have standards, like requiring a book to have at least 10 five-star reviews.

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Reviews



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Length: 83 pages (estimated)

kindlematchbook
 If you buy a new print edition of this book (or purchased one in the past), you can buy the Kindle

Formats	Amazon Price	New from	Used from
Kindle Edition	\$2.99	--	--
Paperback	\$12.64	\$12.64	\$23.05

The first thing that you need to do, according to Rob, is have a soft launch. This is where you reduce the price of your book in order to get more reviews. When you do this right, it's very cool. Above you can see the sales page for a book on Amazon by Danny Hewitt, which is one of Rob's clients. Danny and his family started Jackson Hewitt, the tax service. After that, they started Liberty Tax Service. Rob has done two books for John, which is Danny's dad. John is the CEO of Liberty Tax Service, and they have over 5,000 franchises. As you can see they launched Danny's book, and in a period of just a couple of weeks they got 69 customer reviews as a result of Danny's network and Rob's own.

Steve Fisher is another client of Rob's. He's a network marketer, and his book has gotten over 100 reviews in a very short period of time. This was way more than Rob got, but that was because the focus was on getting reviews. Rob's team also launched a book for Dr. Nicoline Ambe. Rob says that she's a real sweetheart, and he's glad that she has been able to experience a tremendous amount of success. She has gotten 61 five-star reviews, and whenever people see this book, they immediately recognize that it's an awesome read. You don't get 61 fake reviews; no one's doing that. This particular book, *Above and Beyond: How to Help Your Child Get Good Grades*, has been bought many times and people have given it great reviews. When this is all done right, the results are very impressive.

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When you have these steps in place, so that the cover is excellent, the title is right, the content is done, and everything is formatted, you get the reviews you need, and the next step is the launch. This part of the process is critical. In fact, this is where all the magic happens for Rob's clients. Remember making sure that the title, cover, formatting is right, and making sure that the book gets a good basis of reviews is all part of the soft launch. After that, you're going to schedule a five-day promo launch of your book, and in that 5-day promo, you're going to schedule three press releases.

Next, you're going to schedule advertising on 35+ websites. Actually, Rob and his team advertise on over 50 different websites for their authors. So, when they schedule a 5-day promo launch for one of their authors' books, they are scheduling paid and sometimes free advertising on over 50 different websites that get literally millions of book buyer reviews every single month. They do that because all their genres are different, and they want to put the book being launched in front of as many people as possible. They want a burst of sales. Paid advertising is a really important part of the launch phase.

You're also going to want to schedule social media. They do daily tweets to tens of thousands of people. There's different software and systems that they use. They spend six figures a year on Facebook marketing, so they know what they are doing there. If you have a small social media following, there is a ton of author groups that you can promote your books with. You're going to receive Rob's list of author groups that they use to promote books in as well as all of the Twitter groups they use.

They also use LinkedIn if it's appropriate. That, of course, depends on the book. Then, lastly, there are private author groups that the team promotes to as well. All of this is focused on during this 5-day promotional launch because the team tries to get the book downloaded and purchased as much as possible. Amazon only lets you choose two categories, and you want to beat the tens of thousands of books in those categories during that one week so that the book shoots to the top, becomes a hot new release and a top rated book, and becomes a best seller. That is where the magic is.

To get a little more specific, there is a specific formula that the team follows to promote books with press releases. They will do a press release a day before the promo begins, just announcing it with the name of the author, the website, and a link. Then they will do a press release on Day 3 of the promo, announcing the book as a bestseller because their clients' books become bestsellers on the first day of the promo. So, they announce that the book is still on promotion and is already a bestseller.

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The final press release is put out on the last day of the promo, and it tells people that this is the last day to take advantage of the special offer. All of these press releases build on each other and create urgency. A company that you can use for your press releases is PR Web. Rob and his team use others as well. PR Web is a place where you can get really great media attention for your press releases. It will help you to create a lot of buzz and generates tons of visibility.

Advertising is extremely important. You're probably reviewing this material right now because you saw an ad or connected with Rob in some way. In any case, he paid for advertising in order to connect with you. Rob focuses heavily on advertising during his clients launches. He recommends that you do the exact same thing. This is so important to the team, in fact, that they actually created their own software for this. It's a book submission tool. You can't find this anywhere else; they created it for themselves and their clients. With this software, the team can schedule advertising on 30 or 40 of the 50 websites that they use.

Using this software is as easy as just putting the ASIN number in. It auto-populates the fields in most cases. The software is shown in the screenshot above. Rob isn't trying to sell this software today. He is just letting you know about it to show how important it is to them to advertise, and since they were doing this every single week, they went ahead and invested in having this software created. This is something that saves them a lot of time.

After you get all of this right and you pull the trigger, really cool things happen. Another book is shown below. It's called *The Nehemiah Effect* by Ted Kallman. You can see that it was a hot

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new release and a top rated book. It ended up hitting #1 in all three categories too, and it has been able to stay in the Top 10. At the time this screenshot was taken, Ted's book had 37 five-star reviews, but there are over 50 now. He was even contacted by Wiley about doing another book because of all the attention this first book has gotten.

The Nehemiah Effect: Ancient Wisdom from the
 Ted Kallman (Author), Andrew Kallman (Author)
 ★★★★★ (44 customer reviews)
 Print List Price: \$23.99

Hot New Releases See More

Book Title	Kindle Edition Price
The Nehemiah Effect: Ancient Wisdom from the	\$9.99
Market your Consultancy wit...	\$8.99
No Nonsense Transitions	\$0.99

Top Rated See Top 100

Book Title	Kindle Edition Price
The Nehemiah Effect: Ancient Wisdom from the	\$9.99
Making Money is Killing You...	\$9.99
Firm Forward: A Journey Pro...	\$9.99

Another book, called *The Project Manifesto*. This was created by a software company which markets to Fortune 500 companies. It's been over a year since its launch, and it continues to hover around the Top 10 in its particular category. Another book that was recently launched was a children's book that was titled Way Up High. Rob and his team don't do many of these, but this book made it to the top 10 in its category just prior to when this presentation was conducted.

When it came to John Hewitt's book, they launched the paperback and Kindle edition of his biography at the same time. So, they had both the book taking up the #1 and #2 in hot new releases simultaneously. Rob thought that this was pretty cool. Also, if you know anything about cookbooks, then you know that they are very competitive. Still, Rob and his team are able to get their clients' cookbooks ranked #1. There's also a spiritual book that they were able to successfully launch for a client named Kevin Jackson, and Kevin was even able to outrank one

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of his mentors with this book. He also got some radio exposure and local television exposure. More will be shared about him a later on in this lesson.

When you pour your heart and soul into a book and put it out there for the world to see, you then have to take the next step. You can't just cross your fingers and hope that it does well. Most people think of their book as though it was their baby, and you have to take care of it. You can just leave it out in the cold. You have to nurture and care for it so that it can grow.

The promotion phase is just as important as the publishing phase because it's painful when you put hours, days, and even weeks of your time into a book and no one wants it. Well, in a lot of cases no one wants it because they don't know about it. If they knew about it because you marketed and promoted it correctly, then you could be a bestseller too. That's what Rob and his team guarantee to every single one of their clients.

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Step 3: Profit From Your Book



Your book is your gateway to your seven-figure business. In the Profit Phase, Rob's team focuses on three primary areas. The first is using your book to get speaking engagements. This could include both paid and free speaking engagements. If you would like to learn more about how to grow your business and get more speaking opportunities, visit BestSellerPublishing.org/blog.

A client of Rob's named Karen Simpson Hankins. She launched her book a couple of years ago with the help of Rob and his team. Well, during that launch Rob got an email from another client asking if Karen would possibly be able to speak at an upcoming real estate convention in Orlando. Karen was given the opportunity to speak for a \$2,500 fee and her trip was fully paid for. The best part is that she was speaking to her ideal clients, and she was essentially given the go-ahead and being paid to sell as many books or products to this crowd as she wanted to. This was all a result of the successful launch of her book.

Now, it doesn't always happen this way. However, Rob and his team offer a very simple process that you can implement which will allow you to get speaking engagement after speaking engagement. Even from just the launch of your book, you will find that you can get tremendous opportunities to speak to hundreds, if not thousands, of your ideal clients. They

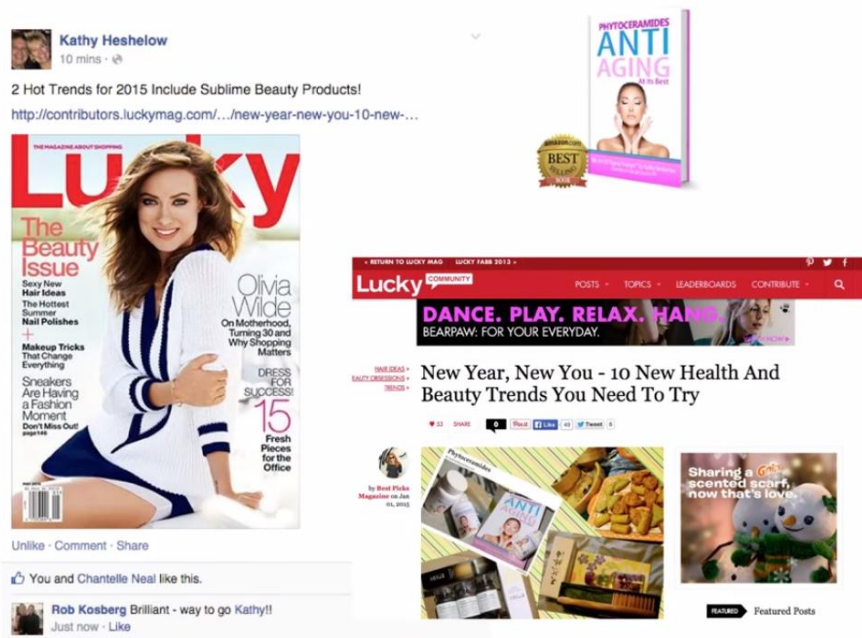
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want experts. They want people who are credible sources of information, and that's what you are when you author a book.

There are a number of sources that you can use to get more publicity through radio or podcast interviews as well as to be featured on everything from the *New York Times* and the *Huffington Post*. The first site is called HARO. They do have a paid version, but you can use the free version which is also really good. You can sign up based on your expertise and what it is that you want to be quoted for. Every single day, this site will bring up opportunities from people that are looking for people with expertise in a certain area or field.

Blog Talk Radio and WebTalkRadio.net are places where every single week, and often every single day, there are blogs and podcasts and radio shows going on with thousands, tens of thousands, and even hundreds of thousands of monthly listeners or even daily listeners. These hosts want experts on their topics, and these topics range from the mundane to the ridiculous. So, you can really use these really simple sources every single day to build your credibility.



Karen actually used these simple sources as well. She was able to get interviewed on the radio over 100 times in a 12-month period. Imagined what that did for her and her business. Some really cool things happened for her. Another client's book is shown above. This book was on anti-aging and it became a bestseller. She was featured in *Lucky Magazine* in an article about beauty trends. This magazine has a half a million to a million subscribers each month. Imagine having the opportunity to get this much free publicity. To do a half-page spread in a magazine

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like this, it would normally cost you around \$25,000. Well this was completely free for Kathy, and they featured her advice as something that all their readers needed to follow.

A client named Mick Dieterich was someone that Rob and his team was able to get on NBC Baltimore. He is a renewable energy consultant. He consults to school districts and even foreign governments on renewable energy and how to reduce your carbon footprint. Even in residential construction, there are things that you can do. He's been able to help people reduce their energy usage far more effectively as a result of his publication and this interview. Look at the email in the screenshot below. It states:

Hi Mike,

I know you're on your way to Brazil right now but I wanted to let you know that the national programming director at the Green Festival (<http://greenfestivals.org/>) I submitted you to wants to have you speak at the next 4 conferences – DC, Los Angeles, San Fran and Portland! He's very excited to have you and also want to host a book signing event for you in each city. Last year they had over 20,000 people attend each conference and the festivals are the BIGGEST and longest running sustainability and green living events in the US.

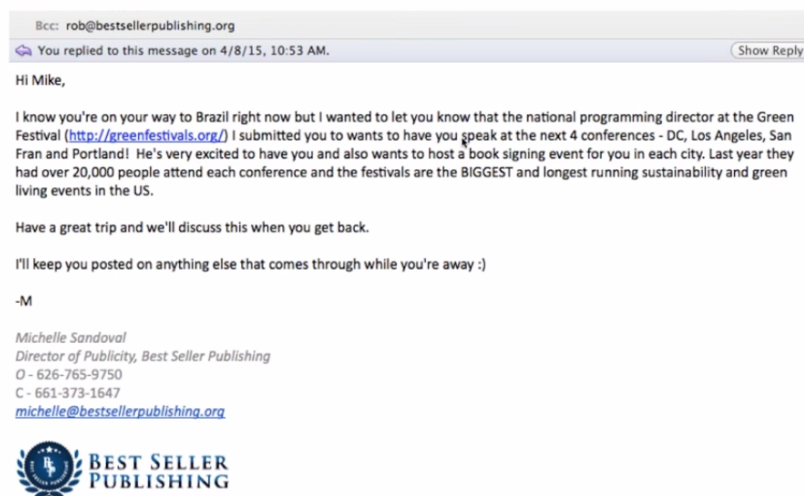
Have a great trip and we'll discuss this when you get back.

I'll keep you posted on anything else that comes through while you're away ☺

- M

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This is a guy that has never even spoken to a group of more than 100 before, but because he's a bestselling author and since he's been featured on television, all of that credibility built up to where he became a featured speaker to 20,000 people per event. Plus, this was at the Green Festival, which is the largest of such an event in the country and maybe even the world. This kind of thing wasn't even on his radar three or four months prior. Rob and his team aspire to see these types of success stories. They love to see authors doing this kind of thing and have breakthroughs like this.

This isn't an accident. It happened as a result of him building credibility, which began when he wrote a bestselling book. All of the sudden, Mike became an overnight success after a year and a half of the team working on his book and getting him featured all over the country. This may be something that doesn't seem like it would be possible for you either, but it is absolutely attainable.

Rob has been featured on television before too, as has been mentioned previously, but the cool thing is that he was even featured for a book that wasn't even finished yet. It's his newest book, *Publish, Promote, Profit*, which is the team's trademark process. One of these interviews was about getting in touch with your inner author, and the cool thing about this was that Rob was able to bring along some of his clients' books and share about them.

Of course, this got them featured and promoted on these different television shows. This spread all over the country, from California to Kansas to Texas, and Vermont, and all over. Rob

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says that he doesn't do this constantly, but you do this every now and again, you knock it out, and you make a big splash. This increases your credibility in incredible ways.

Earlier it was mentioned that Karen was able to get 100 interviews. This doesn't happen overnight. It happens because these things build upon each other. The email shown below was one that Karen sent to Rob back in October of 2013. If you remember, she wrote a book and they were able to make the book a bestseller. Then, she used the book to get featured on radio stations all over the country. This included speaking engagements to thousands of people. These were things that she never had attained before.



100 Radio Interviews?

In the email above, Karen states that she got a phone call from the National Association of Professional Women. This was a network and organization that consisted of 500,000 members. They told Karen that because of all her work to educate home buyers and protect their interests, she had been selected as the 2013 NAPW Profession Woman of the Year for her industry. Isn't that phenomenal? She was then featured in a full page article in their magazine.

Again, this doesn't happen overnight, but for each of Rob's clients their book is the basis of all this success. Your book can be the gateway for all of these things happening for you as well. Now, what if you have a business that you want to generate leads for. If you sell a product or a service, then you need leads. You need people to hunt you down instead of you having to continually hunt them down.

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Lead Capture System



Above you'll find the lead capture system that was used for Crown Financial Solutions. By the way, Rob sold this business last year, so he is no longer one of the owners of it. He wasn't really putting much work towards it anyway, he says. He was just the face of it, and they used his book as the primary marketing tool. You might be able to tell from the picture that the way they captured leads was by giving the book away to the people who submitted their information. They would get lead after lead this way, and they would transfer into 30-45 minute appointments that were set for them automatically. So, now people were hunting them down to get help in their businesses and in their lives.

The whole idea is to turn the system on its head. Instead of hunting for business, you now are the hunted. When you have this kind of positioning, when you have people chasing you down, all that matters is whether they are a fit for you and if they can afford your services. That's really what business is like for Best Seller Publishing and really anybody who is a bestselling author and sets up these simple systems. If people can't afford your services, you should still help them, but you don't have to take them on as a client and you don't have to chase anyone down. They are chasing you.

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Nicoline Ambe
27 mins · 🌐

MORE GREAT NEWS! My book, Above & Beyond, not only made #1, it made #1 in Hot New Releases and #1 in Top Rated books. My friends, THANK YOU!!! You renew my faith in the human spirit. We have just scratched the surface of what's to come. I'm ready to roll up my sleeves and go to work helping families raise high achievers. Thanks for your support in helping me accomplish this. #AboveAndBeyond #RaisingHighAchievers #One. If you don't have a copy yet, click this link..
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Rob Kosberg So proud to be working with you Nicoline - your sprit, desire to help others and personal work ethic are all so admirable!
42 mins · Like · 🌐 1

Nicoline Ambe Thank you, Rob! There is that one person you meet in your life that changes the course and trajectory of your existence. You are that one person for me. There will be a time for me to give you the recognition you deserve...
THANK YOU!
39 mins · Unlike · 🌐 1

How would it feel to have your calendar filled with qualified potential clients? How would it feel to speak to hundreds or even thousands of people? You've seen some examples of how this can happen, and this can work for you and your business as well. The screenshot above shows a message that Nicoline Ambe wrote to Rob, which he felt was very heartwarming. It states:

"Thank you, Rob! There is that one person you meet in your life that changes the course and trajectory of your existence. You are that one person for me. There will be a time for me to give you the recognition you deserve...THANK YOU!"

Rob says that when you can impact someone like this, it's like gold. He's admits that he's done things for her, as far as helping her, that are beyond the scope of what they typically do because she has become like family to him and his team. Rob wants to see her succeed, and that's the kind of impact that they were able to make on each other.

Jim Hansen was the CEO of Subway back when they only had six stores. He helped to grow them to where they have 20,000 stores around the world. So, he's an expert on franchising,

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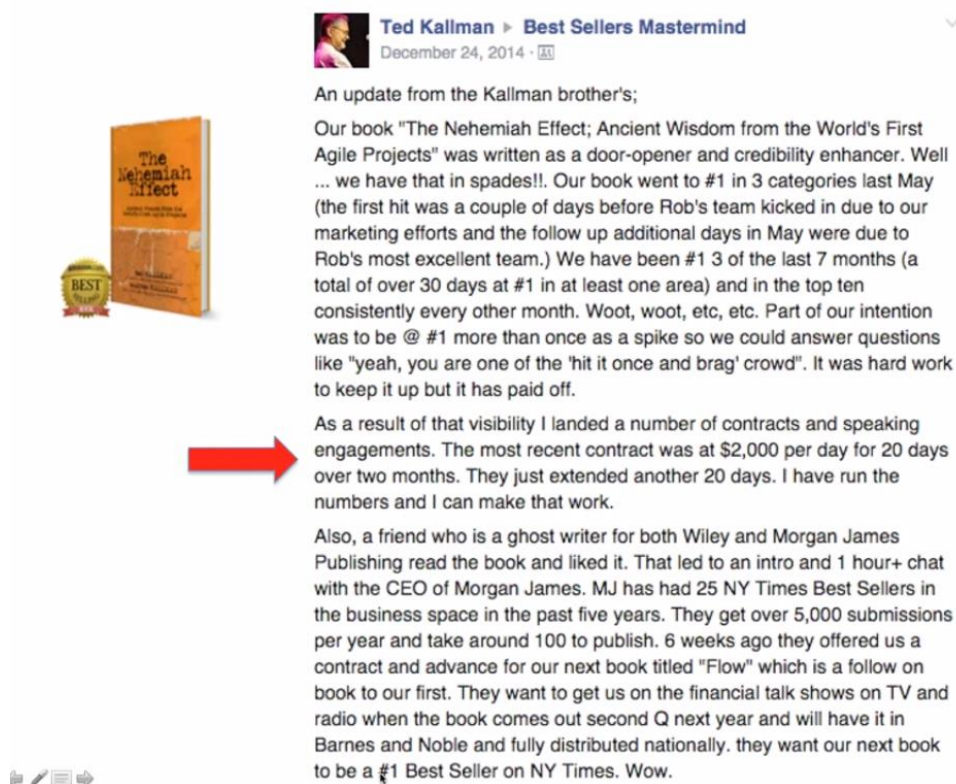
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and he started a new franchise called Seniors Helping Seniors. Rob and his team helped him with two books, and here's what he had to say:

"I only get better by being with players that are better than me, an atmosphere where people are striving for excellence. That's what Rob's group does. In the last 90 days I've produced \$178,600 in income and a lot of it has to do with the work I'm doing with Rob."

What they did with Jim was position him as the "Franchise Expert" because that's exactly what he is. He then used this positioning to speak to people that are interested in buying a franchise. What did he speak about? He spoke about his franchise. As a franchise expert, he picked what he thought was the absolute best franchise to be in, so of course that's what he would recommend to people.

One more example is shown below. This post is from Ted Kallman, and it states that his book has been #1 three times in the last 7 months and he goes on to say that as a result of this, he landed a number of contracts and speaking engagements. The most recent contract was for \$2,000 per day for 20 days. That's \$40k. Then, they extended that another 20 days, which comes out to \$80k. That's one contract. Furthermore, he says that a ghost writer for Wiley and Morgan James Publishing read the book and liked it. This led to an introduction and 1 hour chat with the CEO of Morgan James.



Ted Kallman ▸ Best Sellers Mastermind
December 24, 2014 · 🌐

An update from the Kallman brother's;

Our book "The Nehemiah Effect; Ancient Wisdom from the World's First Agile Projects" was written as a door-opener and credibility enhancer. Well ... we have that in spades!! Our book went to #1 in 3 categories last May (the first hit was a couple of days before Rob's team kicked in due to our marketing efforts and the follow up additional days in May were due to Rob's most excellent team.) We have been #1 3 of the last 7 months (a total of over 30 days at #1 in at least one area) and in the top ten consistently every other month. Woot, woot, etc, etc. Part of our intention was to be @ #1 more than once as a spike so we could answer questions like "yeah, you are one of the 'hit it once and brag' crowd". It was hard work to keep it up but it has paid off.

As a result of that visibility I landed a number of contracts and speaking engagements. The most recent contract was at \$2,000 per day for 20 days over two months. They just extended another 20 days. I have run the numbers and I can make that work.

Also, a friend who is a ghost writer for both Wiley and Morgan James Publishing read the book and liked it. That led to an intro and 1 hour+ chat with the CEO of Morgan James. MJ has had 25 NY Times Best Sellers in the business space in the past five years. They get over 5,000 submissions per year and take around 100 to publish. 6 weeks ago they offered us a contract and advance for our next book titled "Flow" which is a follow on book to our first. They want to get us on the financial talk shows on TV and radio when the book comes out second Q next year and will have it in Barnes and Noble and fully distributed nationally. they want our next book to be a #1 Best Seller on NY Times. Wow.

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Morgan James has had 25 New York Times best sellers in the business space, Ted says, and has gotten over 5,000 submissions per year and only takes around 100 to publish. He continues on to say that Morgan James offered him a contract and advance for his next book, and they want to get him on various talk shows, etc, and they want to make the next book a New York Times best seller. Rob teased him, saying “Look, I did all of this for you, and now you go to another publisher. That’s the thanks I get.” Rob really is happy for Ted.

What Ted wanted was an advance for his next book and the opportunity to be a New York Times bestseller. What he doesn’t know is that Rob and his team are marketers and business people, so they can do a lot more than most traditional publishers can. The cool thing is that the launch of Ted’s book led to hundreds of thousands of dollars in income, speaking engagements, and even a five-figure book advance. Rob says that if it were six figures or seven figures, he’d be interested to, but he says that he wouldn’t have given up the rights to his book for just five figures, just so that you know that for future reference.

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Are YOU Ready to Become a #1 Best-Selling Author?



If you're interested in having a chat with Rob and his team, you are more than welcome to. Their program is called "Publish. Promote. Profit." It is all about building authority, credibility, and positioning. It's all about becoming an internationally bestselling author and getting featured on radio, television, podcasts, blogs, speaking engagements, and generating massive leads.

Just to be clear, let's take a moment to look over who this is not for. First and foremost, if you think this is some sort of push-button gig, this isn't for you. You're not going to be able to watch a couple of Rob's recordings, slap a cover on a short book, and then become famous. That might make you infamous, but it won't make you famous. The fact of the matter is that if you put out garbage, you're going to get garbage. So, this isn't for you if you want some sort of easy solution. This is also not for you if you aren't an expert already. A bestselling book will allow an expert to become known, but writing a bestselling book is not going to make you an expert in anything.

Now, who is this for? This is for anyone who has gotten stuck in whatever phase of writing their book. Rob says that he's talked to people who have 1,000 pages written, but they are totally stuck because they don't know what to do next. On the other hand, he's talked to

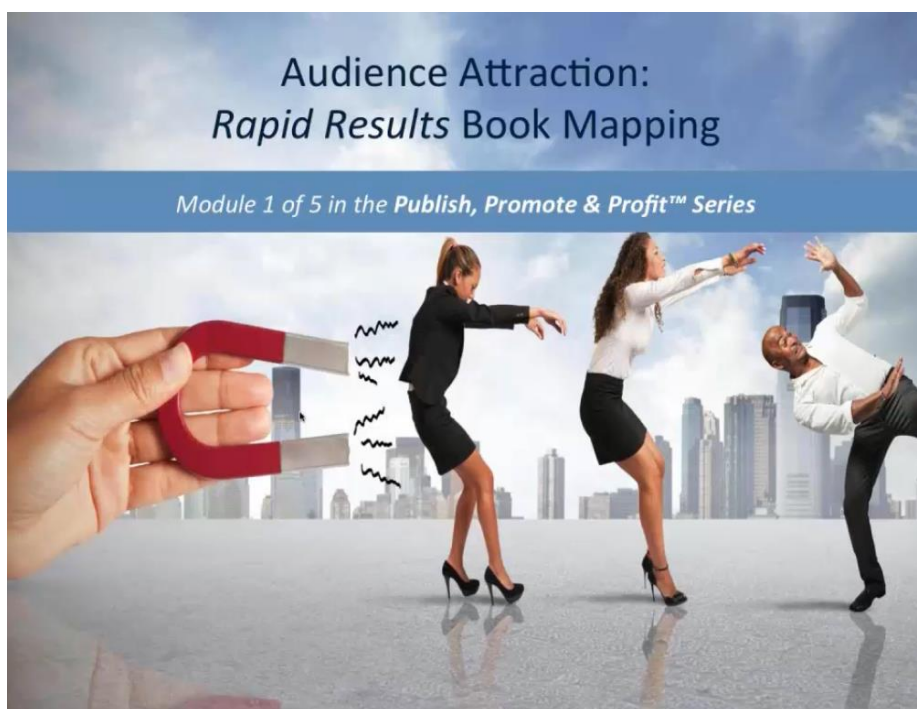
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people who haven't written a single word. That's fine too. This is totally for you. Maybe you've already published a book and it didn't do well. If that's the case, this is definitely for you.

It doesn't matter if you are an author of fiction or non-fiction. In either case this will work, and this will even work for you if you're a children's book author. What you have to understand about fiction is that when you publish this kind of book, it's either a grand slam or it becomes just another book of many. That means that if you're a fiction writer, you've got to make sure you're doing it right. With this program, you're going to learn exactly how to do that.

It also shows you how to get the publicity you need, which is something that you need, whether you are publishing fiction or non-fiction. If you want big speaking engagements, this is for you too. If you want that authority and credibility, then this is certainly what you need. There are five modules in this training. Here's what you'll learn:



Module 1 – Audience Attraction: *Rapid Results* Book Mapping

Even if you've already written your book, it's really important that you go through this part of the training. There are clients that pay Rob and his team \$25,000 to do this for them, and the team still puts them through these modules because they want them to understand a few things. Module #1 is really a deep dive into who your ideal customer is, and it's all about nailing your book's true purpose and outcome. In this module, you'll also learn how to create a hook

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that attracts your customer to you and how to create your benefit list to make sure your title is dead on.

This is all of the foundational stuff that you should know before one word is even written. Rob and his team want to make sure that you're writing the correct book and that you are marketing to the right person before you ever take the first step. So, this is where you're going to gain a deep understanding of what it takes to be a bestseller.

Module 2 – Hybrid Ghostwriting: Simple & Easy Book Creation

In today's training, you learned the basics of what you'll find in Module #2. However, in this part of the training, Rob goes far more in depth. This is where you'll discover the secret sauce of bestseller publishing. It's all about how to prep and research all of the content for your book, including the cool stories that you need for it, whether they are yours or not. It's all about how to tell those stories. You'll also learn how to create your table of content so that it creates a flow. There are 3 primary ways to do this.

In this module, you're also going to find out how to build your own hybrid ghostwriting program. Literally, if you don't want to pay a guy like Rob \$25,000 to do all of this for you, then you can go through this portion of the training. You'll find out how to do this all on your own as well as how to edit and refine all of your books content yourself or for just pennies on the dollar.

Module 3 – Foolproof Publishing: Success by Design

This is all about how to set up your KDP, your CreateSpace, and your Ingram distribution accounts properly and how to profit from them. This is where the training goes into your pricing, your promotion strategies, and how to make a powerful cover that attracts your ideal customer. You're also going to learn how you can do all of this very inexpensively.

Finally, you're going to learn how to get your soft launch phase started so that you'll have a great review strategy. Rob even talks about a contest strategy that he and his team use at times. Things like this weren't even discussed in today's training because there's just so much covered within these modules. This is especially true for this "Success by Design" module.

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Module 4 – Best Seller Book Launch System

The first 3 modules of this training could make up a course unto itself, and in many cases, you'll find a course like that would sell for hundreds if not a thousand dollars. In other words, there are a lot of courses which teach similar things that go for that much. The difference between the first three modules of this training and those courses out there that cover pretty much the same things is primarily the ghostwriting training. That's the secret sauce of the first three modules of this training. The content that you'll find in Module #4 could also make up a course of its own.

Module 4 covers everything that Rob and his team do. There are 4 people in Rob's company that follow these very steps, and Rob has even included tools to help you do this as well, such as press release templates. You're also going to learn a great deal about strategy in this module, and Rob is going to reveal 50+ top promotion websites, which they advertise for themselves. This module covers exactly how to set up your social media promotions for platforms like Facebook, LinkedIn, and Twitter. You're even going to learn how you can go about automating all of this, if that's what you would rather do. Again, this is pretty much a course unto itself on how to launch your book.

Module 5 – Monetizing Your Book *NOW*

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Module #5 is all about how to start making money from your book right away. You'll learn some simple systems that you can set up to bring about massive speaking engagements. This is all about how you can get free publicity from industry publications, including blogs, podcasts, radio, and of course, TV. Rob and his team also show you how to set up all of your lead generation strategies, such as your book funnels. You're also going to learn how to sell higher ticket stuff like coaching and consulting. To reiterate, the five modules are:

"Publish, Promote & Profit" Series..... \$2,997

1. Audience Attraction: *Rapid Results* Book Mapping
2. Hybrid Ghostwriting: Simple & Easy Book Creation
3. Foolproof Publishing: Success by Design
4. Best Seller Book Launch System
5. Monetizing Your Book *NOW*

Publish, Promote & Profit™ Program

Authority. Credibility. Positioning.

•Publish, Promote & Profit™ Series

\$2,997

Including the following modules

- 1 • Audience Attraction: *Rapid Results* Book Mapping
- 2 • Hybrid Ghostwriting: Simple & Easy Book Creation
- 3 • Foolproof Publishing: Success By Design
- 4 • Best Seller Book Launch System
- 5 • Monetizing Your Book *NOW*

•TOTAL Value \$2,997



•Authority. Credibility. Positioning.

The "Publish, Promote & Profit" series has been valued to be worth \$2,997. If you've seen the prices that training sells for in this industry, you know that's pretty fair. Again, the first 3 modules are like a course unto themselves, and the Best Seller Book Launch System is the same system that Rob and his team used every single week to help hundreds of clients. The system is one that most people would sell for thousands. The final piece to this training, Monetizing Your

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Book NOW, includes all of their PR and monetization strategies as well. It should be obvious that this is a real world assessment of value.

If all this program did for you was help you to get on TV and launch your professional platform, it would be worth 10 times the retail price of \$2,997. If all it did for you was finally get you on track with your book and make you an international bestselling author, it would certainly be worth 10 times that. If all it did was help you bring in one client a month for \$5,000 or \$10,000, it would be worth it. Rob's bestselling book helped him to get dozens of new clients every single month, and therefore, this would have been worth not just 10 times but 100 times that \$2,997 price point.

Just so you know, if you ever look this system up on the Internet, there's not one negative comment about this. This program comes with a 100% satisfaction guarantee. If you take action now and use the complete package, and you find yourself unsatisfied for any reason, you'll get all your money back. Even if the timing isn't right for you, or whatever the case may be, you'll get your refund. Rob and his team know that this system works. They use it every single day. It's not like Rob just used this system one time to make himself successful. They use this system over and over again, and it continues to work day after day, week after week, year after year.

Although this system is worth every penny of the \$2,997 that it is appraised at, he's making a very special offer available to you until the end of the weekend. Right now, you can make a risk free investment in yourself and your business for just \$997. Get started while it's still available right now by visiting <http://bestsellerpublishing.org/jay> . This special offer will disappear on Sunday night at midnight, PST, so that Rob and his team can focus on helping. Along with this very special opportunity, Rob is adding some very special gifts to this package for the first people to sign up. They are:

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www.bestsellerpublishing.org/jay'. At the bottom, a green banner reads '•Retail Value \$2,500 ** For the 1st 20 ONLY'."/>

•BONUS #1

Certified Personal Project Manager

Rebecca Grosch
Author Liaison at Best Seller Publishing
Greater Los Angeles Area | Publishing
Previous Soheim Lutheran Home
University of California, Riverside

John C. Ireland
Project Manager at Best Seller Publishing Inc
Greater Los Angeles Area | Professional Training & Coaching
Current Best Seller Publishing Inc, Ireland Capital Advisory Group,
Palm Beach International Realty
Previous Pedanco, Attache Consulting Group, Inc., Accredited
Solutions, LLC

Get Started *NOW* at www.bestsellerpublishing.org/jay

•Retail Value \$2,500 ** For the 1st 20 ONLY

Bonus #1: Certified Professional Project Manager

You're going to have the assistance of your very own coach who will help you to get unstuck in any area you may have trouble in. This is incredibly valuable. You see, there are project managers in Rob's company that work with their \$25,000 done-for-you clients. They help these clients brainstorm their titles, their table of contents, their publicity, etc.

These project managers go over everything with these clients. These same project managers work with ambassadors and Fortune 500 CEOs. They work with professional athletes, accountants, and many other types of professionals. This bonus is available for the first 20 people to sign up. You'll get three coaching calls with Rob's very own project managers in his office in Pasadena, California at Bestseller Publishing. This bonus alone is valued to be worth \$2,500, but Rob believes that this is priceless. This is worth more than the entire cost of the program.

Bonus #2: Impact & Income Product Creation Secrets

Bonus #2 is also very cool. Many people only have their book to sell once it is done. They don't follow up with DVDs, CDs, or information products. That's where the real money is. Imagine speaking to a small audience of 300 or 400 people, and you could sell your book to just 20% of that audience for \$20 a copy. That could bring in an extra couple of thousand for you. But,

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what if you could sell a \$97 or \$197 CD series or DVD series to 30 people or 50 people? That would allow you to make \$10,000 or more at a small speaking engagement.

Rob originally created this program for his clients so that they could see just how easy it is to create products such as these. He's even shown them how easy it can be to create high ticket consulting and coaching, which are very, very scalable. He's created a whole course on this subject and he's giving this to you as a bonus because he wants you to be able to produce really high quality products that you can sell online, at speaking engagements, or on television. This is a great course, and it's yours for free.

Bonus 3: Instant Media Authority w/Done-For-You PR Library

If you want to get on TV, radio, etc., then you'll love Bonus #3. Rob has two full-time publicists, and all they do is call producers of television shows, radio shows, blogs, podcasts, print magazines, and newspapers. They do this all day long to pitch clients. Over the years, they have developed a list of contacts that contains hundreds of TV producers and thousands of radio producers. You're going to get this list.

On top of this list, you're going to receive all of their segment proposal templates and their booking scripts. These are the same tools that Rob and his team use every single day in their industry. You're going to get all of this, which Rob has valued to be worth \$1,997 because he would sell this for \$1,000-\$2,000 if he were to sell this as a course.

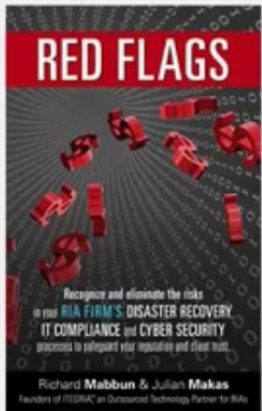
If you are one of the first to sign up, then you could get on the phone with one of Rob's publicists so that they could help you with one of the scripts or segments that you're going to get with this bonus. Again, these are the same tools that Rob uses to book himself or his clients on TV or radio programs all over the country. Obviously, this is a super-valuable bonus.

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Book Submission Tool
New submission

ASIN	B00NMW2BW6	Lookup
Email	rkosberg@todaysmortgage	
Author name	Richard Mabbun, Julian Mak	
Book Title	Red Flags: Recognize and el	
Amazon URL	http://www.amazon.com/vg	
Start date		
End date		
Days free		
Genre		
Sub-genre		
Regular price		
Reviews		
Rating		
Facebook URL		
Goodreads Page URL		
Tags / keywords		
Written for the owners and officers of any Registered Investment		



Bonus #4: Lifetime Access to Best Seller Launch Software

Rob has spent thousands and thousands of dollars building the software that his team needed. He doesn't sell it anywhere. However, he wants you to have every opportunity for success. That's why he's going to give you lifetime access to his Best Seller Launch Software. Even though he's never sold it, he has put a retail value of \$1,997 on it. He's spent many times that to get it built, after all. If you wanted to build something like this yourself, you would likely have to spend \$10,000 or \$20,000 to do so.

A screenshot of the software you're going to get is shown above. There's just one thing that Rob expects in return for sharing this with you. He asks that you only use it for your own books, but no one else's. For example, please don't use it to launch a friend's book, even if they give you \$500 to do so. If Rob and his team see this sort of thing going on, they will have to take you out of the system. Hopefully, you can see the fairness in that. You can use it for as many books as of your own as you like. It is totally yours, and you will receive updates often. Rob and his team have it updated all of the time since they use it in their own business.

Bonus #5: Million Dollar Author Summit

The Million Dollar Author Summit is an event that Rob holds three times a year. The next one is going to be held March 25th and 26th of 2016. These events usually consist of a small group of

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50-70 people, and Rob literally rolls up his sleeves for two days and presents to his clients. He doesn't have multiple authors there, and no one pitches anything during these events. It's just Rob in a workshop format, helping you to be successful with your book or with TV. He hopes that you can make it to this first one.

There are 10 seats that are still available, and if you are one of the 10 that can make it, he promises to take you to dinner with him. If you can't make this first one, don't worry. He holds three a year. You can come to any of the others. They are all about exploding your income, becoming the top 1%, and becoming the hunted. Rob and his team help you to get unstuck with anything that you've been struggling with.

A picture of the last event is shown below. You'll meet some really cool people at these events. There are a couple of professional athletes coming to the next event to be held. You'll also meet some fantastic CEOs and other people who are on a high level professionally.



Let's go over what you're going to get again. The first five modules carry a \$2,997 value. Then, the five bonuses are extremely valuable as well. Now remember, the first bonus is only going to be available to the first 20 people to sign up. The rest of the bonuses you are going to receive when you sign up today. Again, the bonuses are:

1. Certified Personal Project Manager..... \$2,500
2. Impact & Income Product Creation Secrets..... \$997

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- 3. Instant Media Authority w/Done-For-You PR Library..... \$1,997
- 4. Lifetime Access to Best Seller Launch Software..... \$1,997
- 5. Million Dollar Author Summit..... \$997

Total Value..... \$11,485

With the bonuses included, this program carries a total value of \$11,485. For a limited time, you can gain access to this program and all of the bonuses being offered for just \$997. By the way, if you were to go to Rob's website and try to buy this, you would find that the program is currently selling for \$2,997. You can only find this program priced at \$997 through webinars, and this isn't something that's offered very often or for very long at a time.

That being said, Rob does want some people that are just starting out to be able to take advantage of this offer too. That's why he's also allowing a 3-pay option. If one payment of \$997 is a bit too steep for your pocketbook, you do have the option to pay three payments of just \$397. That means that you can get started today by just making one payment of \$397. Again, this is backed by a risk free money back guarantee. If this has been a dream of yours, now you have no excuse not to begin reaching your goals today. You have all the software, templates, training, advice, and coaching that you'll ever need. But you must take action now, because due to the limited spots available this special offer will disappear at midnight tonight, Pacific time.

Click here to lock in your spot: <http://bestsellerpublishing.org/jay>

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What People Are Saying About the Best-Seller System

So what are regular folks saying about Rob's amazing training and system, and this generous offer itself? Glad you asked ;) Just have a look at what a few new Best-Seller System members said over in the JJ Fast Webinars group this week:



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**Carol Carini**

17 mins

Publishing a book is something I have wanted to do for a long time but didn't know where to start. I'm so glad to have joined Jay's group. But also the Best Seller Publishing Program. Can't wait to get started

**Trisha Allison**

17 mins

Just bought the fantastic Book Publicity product!

**Lexis Johnson**

19 mins

Just bought the Kosberg publishing program. The software bonus for turning Macbook Pages into Kindles format is worth it for me... yet the whole thing seems like a dream program!

**Rolnad Ockar**

8 mins

I am glad to be part of Rob's program. The bonuses (especially project manager calls) were fabulous and are exactly the things I need to get my already written book published and out there.

**Linda Kajda**

15 hrs

I'm excited to join Rob tonight and I'm looking forward to learning how to promote my book series

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Maureen Whitehouse

12 hrs

I'm in and feeling ready to get started - thank you for the opportunity!

[Like](#) [Comment](#)



Aneta ThinkofAll

10 hrs

Thank you both (Jay and Rob) for all that you have done together to create this wonderful program. Like I just shared w/ Jacqueline Harris a second ago, I have written two books (which took over 8 years), but now they are 'sitting dead in the water' for a couple years because I a) need to update the content, b) improve the cover plus title on one and subtitle on the other, and c) learn how to navigate thru the maze of promoting them. I am really looking forward to learning how to do everything listed in this course. When is the first training/webinar? Next wk? Thanks a million to both of you... 😊



Rebecca Musteen Johnson Jay, hi, I purchased the course (and thanks for your bonuses!) because, 1) I want to write some non-fiction books of my own, and 2) I'm helping a friend/expert write and promote his book in a current project. This course and your supporting bonuses will help me to deliver more success to all book projects. Thanks!

[Like](#) · [Reply](#) · 14 mins · Edited



Rolnad Ockar Jay, I purchased the course because the book is ready and I am uncertain how to make it fly. The presentation, successes stories and bonuses from both you and Rob sealed the deal.

[Like](#) · [Reply](#) · 1 min

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David Hasbury-Snogles

20 mins

Hi Jay, I think I'm becoming a 'sucker' for your webinars! 😊 Last week it was Russell's amazing Click funnels program, and this week it is Rob Kosberg's 'Exploding your business with a Best Selling Book'. This looks just as good a quality as Russell's program and I can see how the two actually complement each other. So much to learn, so much to do and so little time to do it in! 😊



Gail Clifford

26 mins · Seattle, WA

Oh, the tipping point was knowing I could have the 3 hours with the project manager - that is awesome.



Emma Right

2 hrs

I just got the best selling publisher program. I have written a few books--12 fiction (children's and young adult), one non-fiction (christian). I hope this will help push some of my books to best seller status on Amazon.

Comment




Trisha Allison

September 3 at 5:59pm

Just bought the fantastic Book Publicity product!

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Devon Roxborough Great great webinar, so much to absorb, I just had to buy to get time to take it all in 😊
 19 mins · Like


Tony Tse
 9 mins
 Jay, I'm in!

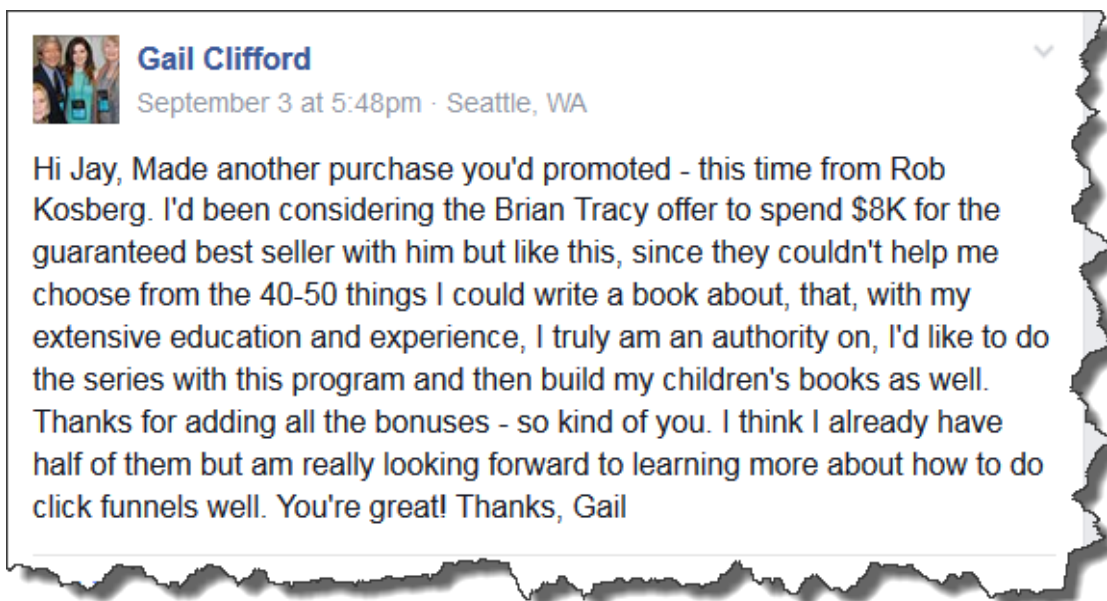

Michael Dalton
 14 mins
 Just bought the Kosberg publishing program. I am just finishing a first draft of my book. Looking forward to finding out how to make it a best seller!


Jacqueline Harris
 16 mins · Edited
 I'm in. I am really looking forward to this program. I have two books out and am at a state of loss with them. All that I am lacking, this program appears to be able to shore up those deficiencies. Thanks so much and I look forward to working with you guys.


Janice Masters
 2 hrs
 Thought this webinar was terrific, info-packed and so encouraging. Not the right time for me to do it. but will keep in mind for the near future. Thanks!

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As you can see, dozens of people jumped at the chance to access this Best-Seller System training. Some people had never published a book before, and recognized the incredible personal and professional value of getting their first book out there, and being able to call yourself a #1 Best Selling author right out of the gates. Other new members had already published a book, and were eager to learn how to re-launch it in order to generate free publicity, television and radio spots, and other promotional activities that Rob is an expert at getting for his clients.

And finally, access to Rob's team (with the special bonus of 3 meetings with a project manager) seemed to seal the deal for many new members, because it ensured that if they ever got stuck at any point in this process, they could jump on a call with one of Rob's publishing coaches and get it all figured out. Yes, it's an incredible deal. And if you know that YOU are ready to become one of Rob's next Best-Selling success stories, you must take action right now, because this opportunity is extremely time sensitive (gone on Sunday at midnight).

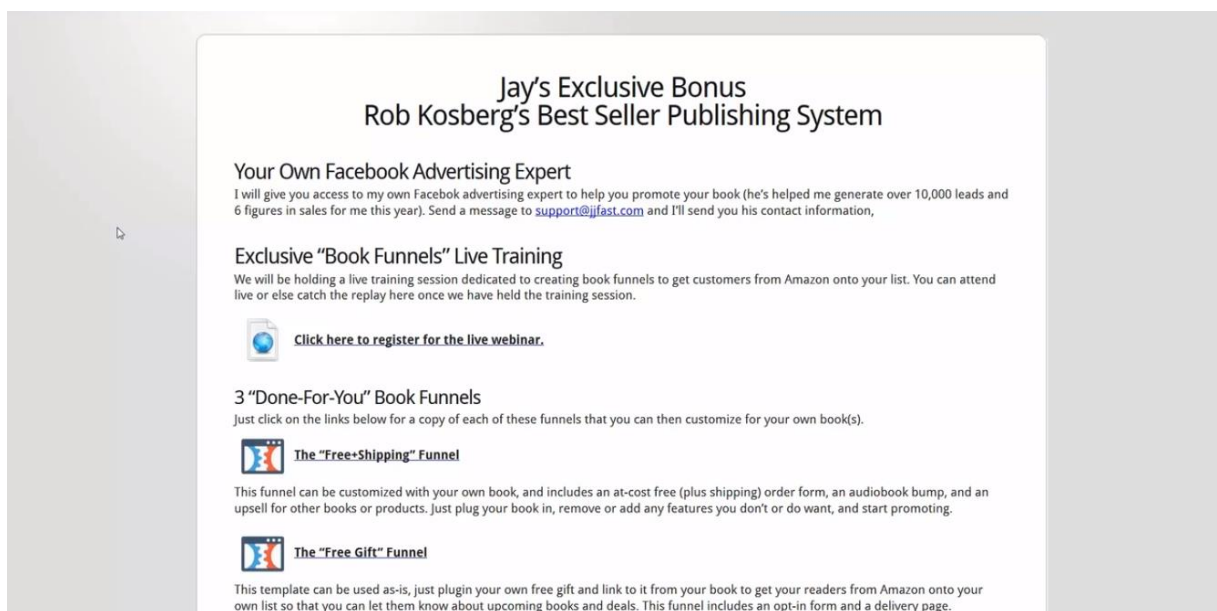
Click here to reserve your spot right now: <http://bestsellerpublishing.org/jay>

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How to Access Jay's Exclusive \$1,297 Bonus Package


Jay has been through all of the training that you're about to have access to. It is some of the best and most complete training that he's ever seen, he says. However, he knows for a fact that he can add even more value because he has been inside the publishing space for five or six years. There's training and resources that he wants to share with you to get you off to the fastest start possible.




Jay's Exclusive Bonus
Rob Kosberg's Best Seller Publishing System


Your Own Facebook Advertising Expert
 I will give you access to my own Facebook advertising expert to help you promote your book (he's helped me generate over 10,000 leads and 6 figures in sales for me this year). Send a message to support@jifast.com and I'll send you his contact information.

Exclusive "Book Funnels" Live Training
 We will be holding a live training session dedicated to creating book funnels to get customers from Amazon onto your list. You can attend live or else catch the replay here once we have held the training session.

 [Click here to register for the live webinar.](#)

3 "Done-For-You" Book Funnels
 Just click on the links below for a copy of each of these funnels that you can then customize for your own book(s).

 **The "Free+Shipping" Funnel**
 This funnel can be customized with your own book, and includes an at-cost free (plus shipping) order form, an audiobook bump, and an upsell for other books or products. Just plug your book in, remove or add any features you don't or do want, and start promoting.

 **The "Free Gift" Funnel**
 This template can be used as-is, just plug in your own free gift and link to it from your book to get your readers from Amazon onto your own list so that you can let them know about upcoming books and deals. This funnel includes an opt-in form and a delivery page.

If you're sitting on the fence, but you're wondering "Wow. My book has been published for a year now, and I'm not getting any traffic to it at all..." please note: There is a world of traffic and eyeballs, a whole tribe of people who would love you and your book, as well as the message that you have to share with the world. This world of people can be found on Facebook.

Jay has been able to drive great amount of traffic to his webinars, his offers, and his books via Facebook advertising. His first bonus is that he's going to give you a personal introduction to his go-to guy when it comes to Facebook. This man is one of the foremost famous advertising experts in the world. Jay says that he would count him among the top 5, in fact. Jay knows him, but he's not going to share his name just yet. That's just because this professional prefers to stay below the radar.

For now, just know that this man's name is David, and although he's not really looking to take on any more clients at the moment. However, Jay asked him if he would mind playing a part in

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this exclusive bonus. Jay asked David the favor of allowing people from his group to make contact with him and if he would share his expertise. David said that it would be fine, so Jay is going to give you an introduction to this expert.

This means that if you need help in regards to Facebook advertising, you are going to have access to a very talented Facebook advertising “guru”. After your introduction, whatever happens, happens. Although Jay can’t share who this person is at the moment, he can say that this personal introduction is worth thousands of dollars.

Jay has been able to add at least ten thousand leads and hundreds of thousands of dollars worth of sales, this year alone, to his business, and just with the Facebook advertising that David has been doing for him. So, this is a very special bonus that you are going to receive.

Next, you’re going to receive Jay’s “Book Funnels” live training. This hasn’t even been held yet. It’s going down next Wednesday, and it’s actually part of an exclusive monthly membership, but you’re going to get an invite as well. Jay is going to show you three done-for-you book funnels that his employee Blaine Moore, who is in charge of all of Jay’s book funnels publishing, has created custom for you.

They are going to allow you to create a “free + shipping” book offer. Jay’s friend Russell Brunson to generate over \$2.5 million dollars in sales with this book funnel. Jay’s team has made this more generic, so you’re going to be able to add your own book cover, book offer, and backend to this funnel so that you can do the exact same thing. This is a done-for-you book funnel, and Jay’s team is going to walk you through each and every step, showing you how to customize it for your own books.

You’re also going to receive a “Free Gift” funnel. As you probably know, Jay loves to collect the email addresses of the people who buy his books. However, he’s had to figure out how to collect them himself because Amazon will never give you that information. Jay is going to show you exactly how he does this and how to add your own customers to your email list.

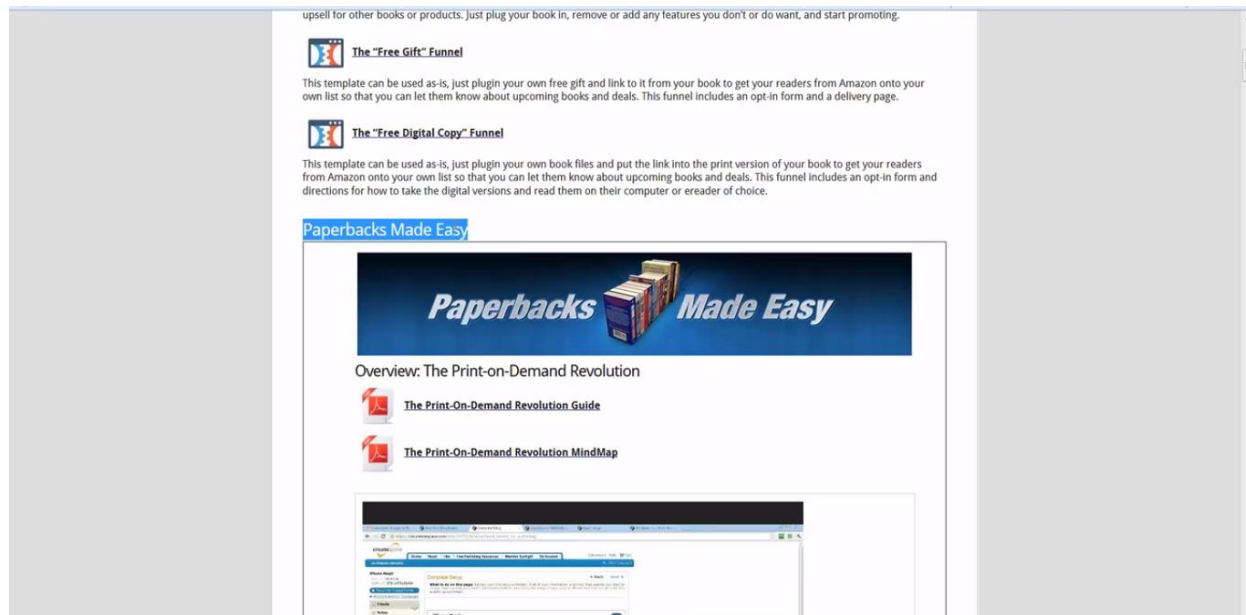
This is another funnel that you’re going to be able to use. You’ll be able to drop your own book in there, and it’s a two-page funnel with a landing page and a delivery page. You’re going to be able to build your own ‘Author’s Platform’, which is incredibly valuable. On top of this, you’ll receive a “Free Digital Copy” funnel. This is another type of funnel that Jay uses. He attaches this type of funnel to his print-on-demand books.

With this funnel, he gets people to opt-in so that they can receive an eBook copy of the book they have for free. It’s yet another tactic that Jay uses to explode his business exponentially. He gets his customers onto his list this way, he builds a relationship with them, and turns them

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into raving fans of his that are willing to buy just about anything from him. You will be receiving these funnels and a live training that you're going to be able to tune into and ask Jay whatever questions you may have about publishing, building a business, and adding people onto your own lists.



Jay also threw a course of his own in as part of his bonus. This is a \$497 course, and it's called Paperbacks Made Easy. Thus far, you've been learning about the Kindle platform and other eBook platforms. This is how Jay launches his books initially, but then he moves on to double or even triple his book sales with a paperback version of them. If you want to do the same thing, then you can by following the training that Jay provides with his Paperbacks Made Easy course.

There's just so much over-the-shoulder training in this course. Jay shows you, first-hand, how to use an amazing platform called CreateSpace, which allows you to publish your paperback books for free through Amazon. Again, Jay uses this to double and triple your royalties, and you should be able to as well by following the advice that Jay gives.

More training that you will receive is "How to Write a Bestseller Over the Weekend", which is a case study of Jay's. In this case study, he shows you how to put together some of the easiest and fastest books to write. Also, as part of this training, you are going to receive lessons on how to write a list-style book. With this, you're going to be able to write your own version of one of these books within 48 hours when you follow Jay's lead in this training.

On top of everything else, part of this course teaches you how to create "The Ultimate Business Card". You are going to get nine different templates to help you accomplish this feat. You'll be

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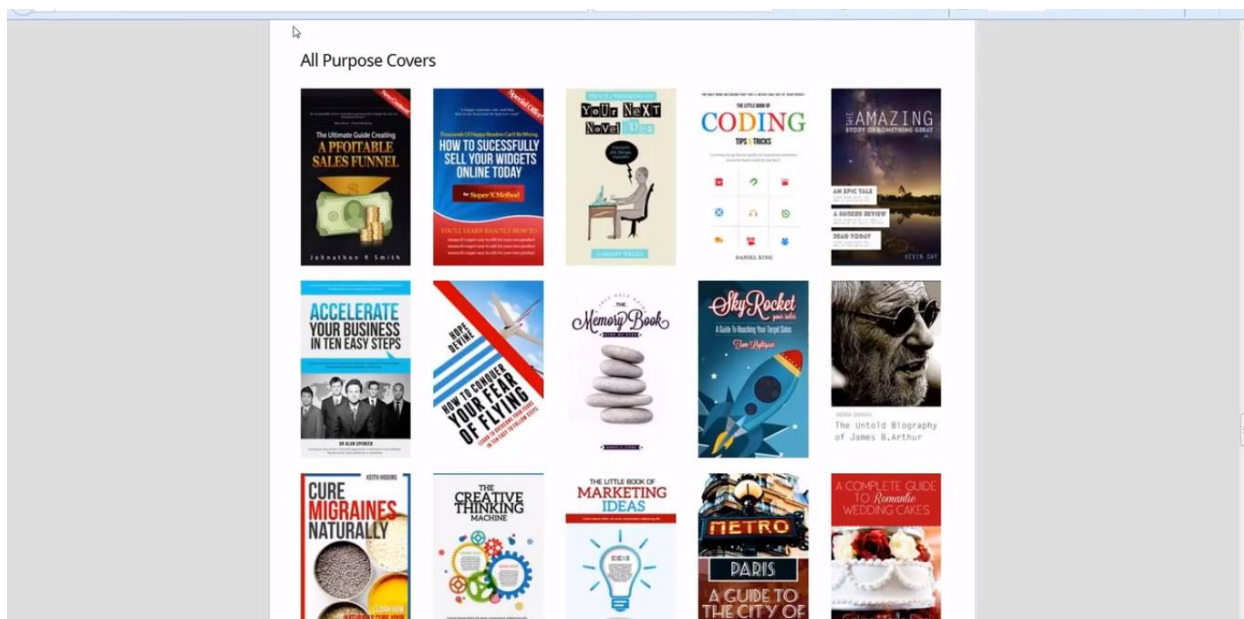
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able to put this book right out there, in front of your business, just like Rob has shown you and just like his clients have been able to do. Not only will this bring you a lot of sales if you utilize this correctly, but you'll be able to bring in huge amounts of backend revenue by learning to use these tactics as well.

This also includes course material on how to format your books. The first time you do this, it might take you a while, but after that, it you'll be able to get it done in no time. It's like riding a bike. You have to learn at first, but after that you won't even have to think about what to do anymore. Anyway, in this over-the-shoulder training, Jay shows you exactly how to do this, step-by-step.

Paperbacks Made Easy also provides you with a complete walk through of how to use CreateSpace, and how to do so effectively. Remember, this is the platform that you'll be publishing the paperback versions of your books. On top of that, you're going to receive Jay's "Bonus Book Cover Training". This is where the training gets really interesting.

You may remember Rob talking about immensely important your book cover is. Well, this is a 12-video, over-the-shoulder training that teaches you how to identify the coolest-looking book covers in the world and model after them for your own books. This is going to help you to gain people's attention and continuously be able to sell your books. On top of that, you're getting over 40 book cover templates along with this training.



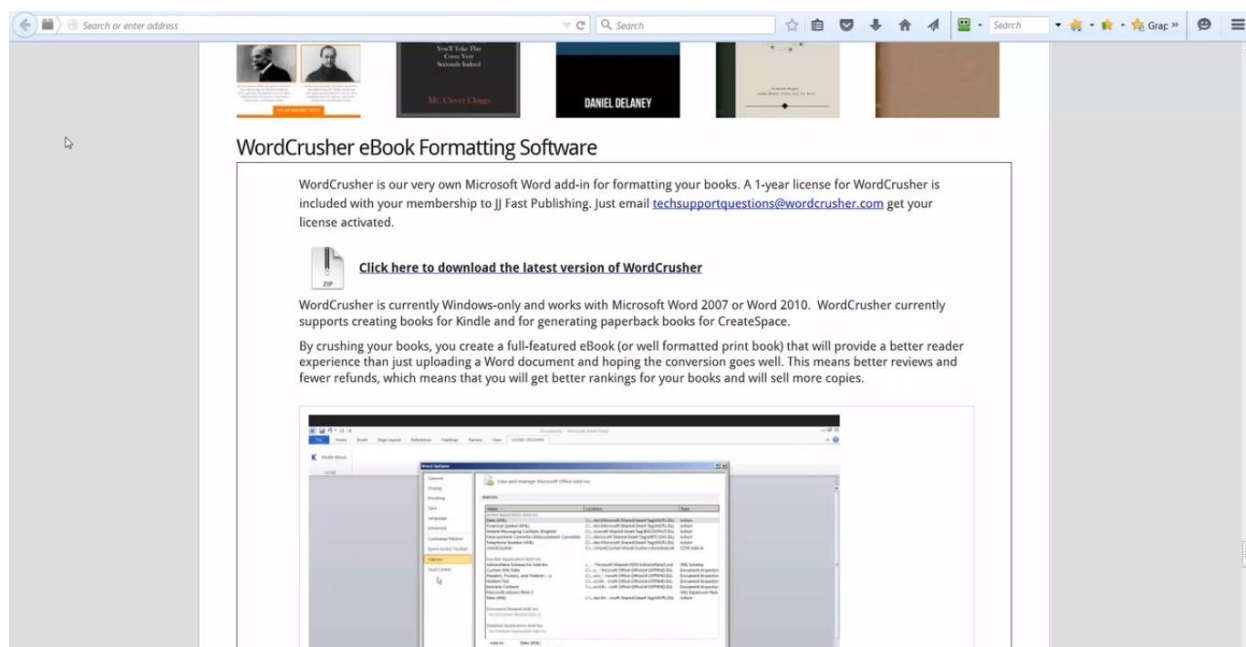
If you see a template that really strikes your fancy, you can just send it to someone on Fiverr so that they can plug your book's name, author name, and images into it. In other words, you're going to have this great basis to start from and then be able to completely customize it to make

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it your own. Some of these templates are shown in the screenshot above. Take a look at them. Do you think that if you had a book cover that looked like one of these it would sell? Of course it would. You're going to be able to sell books with these templates until the cows come home.

How would you like your books to have book covers that look this good. Again, you are going to get over 40 of these templates. You are going to be able to use these to publish fiction books, non-fiction books, or what have you. You can probably tell from the screenshots that there are all kinds of different covers for just about every kind of book in this package. Jay says that he's really proud and happy to be able to add this as a bonus.



Last but not least, you are going to receive Jay's own WordCrusher eBook Formatting Software. He paid his developer over \$3,000 to create this push-button software that makes the process of formatting your eBook incredibly quick and easy. It works with programs like MS Word, and you are going to be able to click a button and convert your manuscript into a file that you can upload directly to Kindle. No ifs, ands, or buts, it's going to look great! This will help keep you from receiving any horrible feedback or bad reviews regarding your book's formatting. As you probably know, such feedback can impact your book sales in terrible ways.

All in all, this is a \$1,297 bonus. As Jay put this huge bonus together, he stepped back and realized that this included a lot. Still, he went ahead and offered it because he knew how much all of this was going to help you. If you are ready to take your business to the next level, if you're ready to push your books all the way up to bestseller status and beyond, this is right for you. You're going to be able to use that status to power your business for years to come and skyrocket your way to free publicity and flourishing amounts of income.

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If you're ready to get started right now (and lock in Jay's huge \$1,297 bonus), you must hurry. That's because Rob will be closing the doors to new members at the end of the weekend, so that he and his team can focus on giving them the 1-on-1 support that they'll need to write, publish, and drive their book to the top of the Best-Seller charts.

Click here to secure your spot: <http://bestsellerpublishing.org/jay>

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Questions & Answers

If you already have a manuscript written, what are the steps from there?

You would still need to prepare to have your book published. So a project manager would review your title and your cover. If you love your title and cover and don't want to change it, that's fine. You're the client. However, the team does this for hundreds of authors. So, they know a few things about this. Let them give you some advice on changes that you could make to the cover and how to spruce your title and subtitle up.

Of course, no editing will need to be done if your manuscript is already edited. They might still look over it and make sure everything is grammatically correct. From there, the book will need to be formatted for both a physical and digital version. Then the team would have to get an ISBN number for it and get it set up for distribution. All of this is done, by the way, in your own personal account. The team doesn't have any rights to your book and they receive no royalties from your book.

After the launch, the team will have no control over your book either. So, if you just simply change your password, you'll have full control once again. All other self-publishers that Rob is aware of keep your book in their own account. That might change in the future for Rob and his team because there's actually good reason for this. They do that in order to build a foundation of books. As of now, Best Seller Publishing is just a service that helps you by making your book a bestseller and coaching you. You maintain rights, royalties, and control of everything.

Next, you will be taken through the Promote Phase and the Profit Phase. It will take two or three months to do this, but they guarantee that they will make it a bestseller. Throughout this process, you'll be coached on the next step. So, you'll just tell the team members what you want concerning speaking engagements and media exposure. They will direct you to training that have already been made and are stored in the private member's area. The team will walk you through the training personally to make sure that you get what you need to be taking action and getting those things.

Would I need to delete my book from Amazon and then re-launch it?

You would not need to delete your book from Amazon unless you are with a publisher that has it in their account. Rob's team can launch it from your own account. So, don't delete it unless there's a specific reason to. The team can change your cover and a lot of other things without

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you having to delete your book. There's no reason to do that, at least until the team takes a look at it.

What would be a rough estimate of how much it costs to work with Best Seller Publishing?

It ranges based upon what your needs are. If you are getting some training from the team but not a lot of hands-on work, this can cost as little as \$1,000. In some cases the service costs as much as \$15,000. That's when they do everything, include the books creation, its launch, promote it, and make it a bestseller. In that case, you would have access to the team for a year.

If you just need your book launched, that would be somewhere in the four-figure range. The team would just need to talk with you about what you would need specifically. Again, if you need everything done, that will cost around \$15,000, but they do allow you to make payments for this.

This process sounds excellent for non-fiction books. How does it work for fiction?

There are not a lot of differences in the process when it comes to fiction books. Mainly it's just that the usage of a fiction book is different than that of a non-fiction one. For example, if you want speaking engagements, and you want to be positioned as an expert, you're probably going to want to have a non-fiction book on your expertise.

The Project Manifesto was actually a fiction book that was written by a very prominent software company that only works with Fortune 500 companies. So, they have successfully used fiction, business fiction, to promote their software program to the companies they market to. In Rob's opinion, this isn't the ideal way to do this, but you can do this.

The team has also help people with things like vampire novels and children's books. Spiritual fiction is another type of fiction they have done. Usually this involves making a bestseller and hoping for a homerun, meaning that maybe it amounts to something like a movie deal. This happened for the writer that wrote the vampire book, by the way. Will that amount to anything? There's just no way to tell. It could be worth millions of dollars or not worth anything.

Fiction sells a lot better than non-fiction usually, but if you want to get on TV, it's easier to do that as an expert than as the writer of a fiction novel. Hopefully, you see that the difference in

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the two lies in the result you're looking for. The process is roughly the same. The team can make a fiction book as well as a non-fiction book a bestseller, however.

What do we need to tell the project manager to get a review from you or at least a second call?

On the initial call, the project manager is going to want to make sure that they can accomplish results for you. For example, there have been instances where a writer has talked to Rob or a member of the team and said that their only goal was to sell a million books. That's it. They didn't want to be a speaker, and they didn't want to go on TV. Plus, they didn't have anything to sell, so they didn't want to generate leads either. Basically, they just wanted to be another J.K. Rowling.

The thing is that if Rob could sell a million books for you for a fee of \$5,000, he would tell you to keep your \$5,000 and just go sell a million of his own books. It just doesn't work that way. Only about 15 books a year, out of the hundreds of thousands that are published, will ever sell a million copies. The thing is that you don't have to sell a million copies to make a million dollars. Rob's book has sold 35,000 copies over the last 5, 6, 7 years, and that book has brought in millions of dollars in revenue into his business. If someone is just interested in selling books and they want to sell hundreds of thousands or millions, Rob just can't promise that.

Do you help with kids books?

Yes, this works a little bit like it does for fiction publishers. He recently launched one for a client, and it became a #1 bestseller. He used that status to get his book into Walmart on a very limited basis. That was really cool, but when it comes to a children's book, there's not a lot of different ways to monetize that aside from selling children's CDs too, or educational products, and things like that. So, initially Rob tried to dissuade this client.

The thing was that the guy that launched the children's book was already rich. All he wanted was his book launched and to become a #1 bestseller. Rob ended up doing this for him, and they were very successful. Still, you need to realize that there's very limited opportunity for monetization after the book is launched when it comes to children's books. Now, if you want to build a following and move on to publish a series a book, having a bestseller starting out is going to get you a tremendous amount of attention. This will get people lined up to buy the next ones, but if that's your only monetization strategy, it's going to take time to make really good money this way.

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How do you go about publishing a text book?

It depends on what you're planning on doing. If you're a college professor and you're looking to sell it to colleges, in one sense it's no different than publishing another kind of book. The formatting might be a little different as well as the cover design, but the team can definitely get one published for you and make it a bestseller. Again, this would really come down to what your goal would be and what you are trying to accomplish.

How could you possibly guarantee bestseller status?

Amazon is the one that keeps track of who is a bestseller and who isn't. That is dependent upon the book's categories, and every author gets to pick two different categories on Amazon based on the content of your book. So, the team will help you to pick the best category for your book, and within those categories, you could compete with thousands of different books. However, all you really have to do is sell more books or get more downloaded within a five day window than any of the other books in that category.

This isn't an easy thing to do, but Rob and his team has an over-the-top process that they follow to accomplish this. Now, this takes two or three months to do, but they can do this. They've got it down to a science, and they have done this hundreds and hundreds of times for other authors. When they get your book in front of hundreds of thousands of people in a very short period of time, through national press releases, social media, etc, they know they can get enough downloads for it to be a bestseller.

It's worked every time, Rob says; they have never failed. If it ever stops working and they have to start refunding people, they will start working on a new plan. At the moment, and for the last four years, they've had this process down pat. Rob and his team know exactly what they're doing. Unlike just about any other publisher that Rob is aware of, they guarantee results.

What are the chances of writing a non-fiction bestseller and then crossing over into fiction?

This can absolutely be done. The interesting thing about writing a non-fiction bestseller is that writing a non-fiction book in your area of expertise is going to grow your platform like nothing you've ever done. It has the potential to get you on radio, and TV, and blogs, and magazines. When you can have that kind of impact on others, you may change your mind about wanting to

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go to fiction. You might also decide that you feel accomplished enough that you can roll the dice with fiction. You'll likely find that with non-fiction, the amount of impact that you can make is incredible.

You now have all the information that you need in order to make a decision about whether this opportunity is right for you. In summary, if you're ready to:

- generate unlimited free publicity for your products & services...
- become one of the top 1% income earners in your industry...
- attract dozens of the best & wealthiest "dream clients" (every week)...
- instantly be recognized as an expert in any niche, and even...
- get 5-figure speaking engagements (if that floats your boat)...

...then now is the time to take action and lock in this life-changing how-to Best-Seller" training, coaching, and Jay's \$1,297 bonus package. Don't wait, because due to the nature of Rob's exclusive offer this simply will not be available at a later date. Click here to lock it all in (and get started on publishing your own #1 Best Selling book by the end of the year):

<http://bestsellerpublishing.org/jay>

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