The “Library Loophole”
How to Easily Sell Your Books to 1000’s of Libraries (and Double Your Book Sales in 2017)

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Hosted by: Jay Boyer
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Introduction

In today’s training, you’re going to learn something really awesome. This is especially true if you are interested in selling more of your books and developing passive income. The name of today’s presentation is called “Sell (and Rent) Your Books: Cashing in on The Secret Library Passive Income Opportunity for Indie Authors & Publishers”.

In today’s session, you are going to learn about a whole new world of publishing of profits. This will come about by exposing you to the immense library opportunity that hardly any indie publishers and authors even know about, much less know how to harness. In the lesson, you’re going to learn what it takes!
Now that you know what’s going to be covered today, let’s make sure that this is for you. This information was originally presented by Amy Collins. She is a longtime book industry insider. She started out in this industry as a book buyer for a large chain of stores in upstate New York. In 1996, she became the national account rep for a very large company, and within three years, she became the Director of Sales for Adam’s Media in Boston. After that, she actually rose to the level of Special Sales Director for F&W media, which is the parent company of Adam’s Media.

Amy has been profitably selling to libraries since 1996. She has also sold in such stores as Barnes & Nobles, Target, Cosco, Borders, Books-A-Million, Walmart, and just all of the major chains. She’s actually helped a lot of companies start private label publishing programs internally. These are companies such as PetSmart and CVS. For the last 10 years, Amy has headed up the super-successful book sales and marketing company called New Shelf Books. She was accompanied in this presentation by Daniel Hall who is the proprietor of the Real Fast brand.
The Library Opportunity

How A Library Buys A Book

1. Indie publisher registers book in databases
2. Book made available from wholesaler
3. Book presented to librarian
4. Book scheduled for purchase during budget calendar
5. Librarian purchases book from wholesaler
6. Wholesaler pays indie publisher/author

A ton of people can be found in libraries every week and every month, yet so few indie publishers really understand how books get in there. First and foremost, you need to understand that selling to libraries is different than selling to bookstores in many ways. This presentation is primarily going to refer to the process as it pertains to eBooks. However, much of the information provided will pertain to physical books as well.

Let’s start by taking a 30,000 foot view of how books get into libraries. If you’re a publisher, it starts by making sure that your book is registered in all of the databases. The next step is making sure that your book is available from the wholesaler. This is mainly where libraries get their books. They probably won’t get them directly from you. There are some exceptions, but for the most part, wholesalers are key.

Once your book is available through a wholesaler, then you can present your book to the librarian. That’s when you let them know how awesome your book is. If the librarian decides to buy your book, then they will schedule it for purchase. Don’t expect them to do it right away. They have budgets and a budget calendar that they have to work with. After it is scheduled for purchase, then it will eventually be bought from the wholesaler. Then, the
wholesaler will pay you. Before moving on, take note that libraries buy from wholesalers at a returnable discount. They don’t return books, and this is a wonderful thing.

At this point, you might be wondering why you should even bother with eBooks and libraries. You may be saying to yourself, “Whenever I go into libraries, all I see is print books.” This is becoming a long forgotten pastime. It is a scenario that’s changing fast. A couple of years ago, only about half of the libraries out there were selling eBooks or making them available. Today, in 2015, 90% of the libraries in the United States lend eBooks. This statistic comes directly from the American Library Association.

According to the Pew Foundation, only 5% of Americans have been in a bookstore within the last year. Fifty-eight percent of Americans have a library card, however. Furthermore, almost 70% say that their local library is important to them, and half of these people have been to the library in the last month. Those numbers should make you realize that if you’re not focusing on libraries, you should be.

Libraries are great places to get readers, and they are where readers hang out. Still, you may be thinking, “But, aren’t libraries broke?” That’s a common perception, but this simply isn’t true anymore. They were in trouble for a while, but over the last few years, their ‘foot traffic’ has been exploding and so has their budgets. They are up 3% on average. Don’t let this number discourage you. Three percent doesn’t sound like a lot, but for any community that services a community of 500,000 or more, their budget is up 20%. In other words, it’s 3% on average, but there are a lot of cities within the US that have budgets up to around 20%.
Let’s talk about how this breaks down for you. If you live in a fairly small town with a population of about 10,000-20,000, then your library gets around $30,000 each year for materials. That’s a lot of money, and you aren’t asking for much of that. What if you live in an area with 100,000 people or less? A library that serves this size of a population has a $160,000 annual budget for materials. This includes the purchase of eBooks.

Amy lives in Rochester, New York. She lives in an area with about 250,000 people, or at least that’s the amount of people the library in her area services. They get an annual budget of $2.1 million. Now, you might live in an even bigger area than that. If you live in a big city where the local library services 500k people or so, that library receives $4.5 million dollars a year. Again, this is the money that the library uses to buy books, videos, eBooks, and other materials.

Figure out where you are geographically, and know that the kind of money that’s available to you is actually completely at your disposal. This is not a “pie in the sky” type of idea. It is an opportunity that’s yours for the taking. You might be thinking that $4.5 million dollars sounds like a lot of money, but how much of that is spent on eBooks. Amy was actually able to provide the facts and figures pertaining to this. This is shown below.

![Image of How Much Do Librarians Spend chart](chart.png)

*Library Journal*, which is the magazine for the library market, came out with a survey just this year. You can see in the picture above that in 2012, eBooks only took up about 3.5% of a library’s budget. In 2014 it was 5.5%. Now take a look at 2015. eBooks are upwards of 9%, and some cases, it’s even more than 10%. It’s doubled in the last few years, and it’s going to double...
again. Ebooks are growing, especially now that all of the big publishers are offering their front list and their back list instantly.

Let’s say that you lived near a library that served about 100,000 people. You know that library has about $160,000 a year to spend on materials, and you know that 9 or 10% of that is going to be reserved for eBooks. That means their budget for eBooks is around $16,000. How does this fit your situation? First, let’s consider whether you are a fiction or a non-fiction writer and examine the slide below.

This information is completely legitimate. Again, it comes from a survey that was published in 2015. The screenshots shows the various categories for fiction and non-fiction books. If you have written a book within any of these categories, then libraries need books like yours and they have plenty of money to spend on it. Some of the most popular categories for fiction eBooks are mystery/suspense, general fiction, and romance. When it comes to nonfiction, biography/memoir, cooking, and history are the most popular among eBook readers.

Amy used to think that cookbooks were kind of dead, but the truth is that people love recipes. History is big too, and so is self-help and psychology. These are all in the top 10. If 52% of that money is going to become a self-help book, that’s $9,000. They are going to spend that much on self-help ebooks, so why shouldn’t some of that be yours. So, let’s talk a bit about how some of that money is going to wind up in your pocket.
How do publishers make money on eBooks in libraries? It seems counterintuitive. They sell and eBook and then they loan it out over and over? That’s not how it works. It’s close, but not really how it works. According to Forbes Magazine, all of the top publishers are making their entire catalogue available to public libraries. So, we now have more data than we’ve ever had before.

Why do these top publishers make their entire catalogue available like this? It’s because they know something that the rest of us didn’t for a while. This is a way that they can make money, to make money passively, and to have it grow without any extra effort over the next couple of years. You see, they charge the library a licensing fee. This is a fixed fee that they take for a book.

Let’s say that you are a non-fiction offer and you have written a business book, and the retail price of a paper version of your book is $16. What a large publishing company would do is license the eBook version of such a book to one library for approximately 3 ½ times the retail value of the print version. Sixteen dollars is what someone would expect to pay for that book at any bookstore across the country. Well, a library is going to expect to spend $55 to $60 for one copy of that eBook to loan out. These numbers vary, but on average a library is going to pay 3 ½ times the retail price of the print version of a book even though it’s an eBook.

Okay, so you might get $50 or $60 for an eBook. That doesn’t seem like a heck of a lot of money when you think about the fact that they are going to be able to loan out the eBook for the next 10 years or so. The nice thing is that they don’t. The license is for one year, and sometimes it’s not for a time period, but for a number of loans. For example, a library may be able to loan a book out 50 times before they have to repay.

These companies will limit the number of libraries that can loan the book out, and they limit the number of times that a library can loan a book out. They may also limit the length of time that they can loan a book out. When they have surpassed the allowed limitations, then they have to purchase another copy. So, what happens if these limitations are in place and there ends up being a waiting list for a book? Well, they are going to license another copy.

Other libraries around the area are also going to notice that the library which has the license is loaning out a number of copies of a particular book. They have this data in their reports. So, when they see this data, they are going to order a copy because these libraries can’t loan them from each other. This is an awesome way to make extra money without making any extra effort. Hopefully, this all makes sense.
Look at the screenshot above. There are some *New York Times* best selling books on this list, including *Fifty Shades of Grey*. You can see that even though the price of the book is approximately $10, the wholesaler is licensing the book to a library for almost $48. Another popular book on this list is *Unbroken*. It retails for about $17, but this book is licensed for $48 as well. This is where Amy gets her numbers from, and there’s a lot more of this data out there. You can go find data like this yourself, but you have this to use. Three and a half times the price is a really good rate for an independent publisher to start.
How to Double Your Book Income with Library Sales

Now you know that your book is needed and wanted in libraries, and you know that eBooks are enormously popular and that libraries have money for them. You also know how much to charge. So, you know a lot a this point. What you need to know now is how to get them into a library. How do libraries order? They will not order an eBook directly from you. That’s not how it works. They are going to license it from a dedicated wholesaler that’s already been approved by their library system. Some of the big ones are:

- B&T – Axis 360
- Overdrive
- ProQuest
- 3-M

These are the top four wholesalers. If you want to try and use Axis 360, you can go to http://axis36-.site.baker-taylor.com/Home.aspx. You can get a complete list of wholesalers and related links by tweeting Amy or Daniel. All you have to do is tag your tweet with

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@newshelvesbooks and @danielhall. They will send you a list of links to these wholesalers that you will be able to click on directly.

Wholesalers are the only way in. They are the path. Now, what if you don’t want to go through the whole process of making sure that your book is formatted correctly, and applying, and so forth. You can get in much more easily by using either Smashwords or Book Baby. You may have heard of these two companies. They are very well respected. This will cut into your profit, but it will also cut down the amount of time you have to invest and the amount of hassles that you have to go through.

Smashwords will take a small percentage of every book that they sell, but they will make your book available to Axis 360, to 3-M, to Overdrive, etc. Book Baby doesn’t take a cut, but they will charge you a couple hundred bucks up front to format your eBook. It doesn’t matter if it’s already formatted, they take this couple of hundred bucks up front as a setup fee. Then, they will get you into Overdrive, Axis 360, and so forth. This will cut into your profits a bit, but it is possible to outsource the process of getting into wholesalers.

The next step is not outsource-able. There is one thing that will bar you from libraries faster than anything else, and that is not having your data properly set up in the industry. So, Amy asks, “Are you willing to invest at most 30 minutes to become recognized as an approved library eBook vendor?” If you are convinced that libraries are where you want your eBooks, and if you want some of that income, would you be willing to invest 30 minutes to do all of the things you need to do in order to be an approved library eBook vendor?
Let’s make sure that you do everything that you need to do in order to make a fabulous first impression. The first thing that you need to do is register as a publisher at the American Library Association’s “American Libraries Buyers Guide”. Tell them that you have an eBook and tell them if you have a print book. This is an online resource. It used to be an enormous book, but now it’s an online resource. It helps libraries and other related professionals. It’s a free listing, but you need to do this right.

Get in there, and get the name of your publishing company in there as well as the names of your books. You need to get your authors' names in there too. You’ll need to let them know what format they are in. Are they paperback, hardcover, eBook, audio? You can access this buyers guide by visiting http://ala.multiview.com. You can actually apply right here at this link, and when you are done, you will have completed the first step that you need to take.

After you are registered with the American Library Association, you need to keep the following things in mind. These are things that have to be done. They are non-negotiable. You need to have your eBook in both an ePub format and a format that works for Kindle. You can’t just have one or the other. The formats that work for Kindle are .prc or .mobi. If you don’t know how to do this, then you should probably use the assistance of Smashwords or Book Baby.

In any case, you have to have both of these types of formats ready to go. You only have one chance to impress the librarian, and if you get on the phone with her and she finds out that you don’t have your version for Kindle, you’re not going to impress her very much. All of the links need to work.
Librarians and the wholesalers are going to check your eBook and any online versions of your book that you may have. So, if you’ve got an eBook online anywhere, you better make sure that the online links work and that any links that you put in your eBook are completely pristine. One broken link will bounce you out and make a really bad impression for you. You are selling a licensing agreement. You are not selling just one book. This licensing agreement can be consistently renewed with no extra work on your part. It can even be increased. However, that’s only going to work for you if your book is as pristine as possible in the beginning.

Keep in Mind:

You will need your ebook in ePub Format AND Kindle Format

Kindle Formats are either .prc or .mobi

All links need to work (broken links are cause for rejection)

You are Selling a Licensing Agreement, not a book. It can be renewed or increased....

Real Fast Library Marketing

Again, you should be registered as a publisher with the library guide, your book needs to be in its final formats, and it’s in with the wholesalers. Only after all of this is done should you move forward and start pitching to librarians. Amy has seen this passive income begin coming in over and over again for people. So, this is very possible for you, but you have to take care of these minimum requirements taken care of.
Introducing: Real Fast Library Marketing

How To Prepare Your Books For Library Sales

Hopefully, you can see how massive this opportunity really is. You have the chance to continue your education with the Real Fast Library Marketing program. Essentially, this is a step-by-step training course. Well, it starts there, but it definitely doesn’t end there. Not only do you get a course containing a number of different training modules, but you also get sample letters and emails because there’s nothing worse than actually trying to implement something new in your business and have to wonder, “What’s next?”

Amy and Daniel have completely taken all of the guesswork out of the process of selling your books to libraries with their program. They have created a step-by-step formula so that you know exactly what order you need to do things in, and you’re going to have all of the pre-written letters that you need so that you can just put in your information and send it. So, a big part of this program is that everything is ready to go.

Another big aspect of this is that you’re going to have to show these libraries your marketing plans, and all of this has been prepared for you as well. You’re going to have a template that you can just plug in and start using. There are templates for all of that, in fact, from your sales materials to your one-sheets to your emails. Everything has been thought out for you beforehand.

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Let’s face it, we all only have so much bandwidth. The fact of the matter is that, if you can get as much of this done by using what’s being provided by this program, you’re going to go a lot further, a lot faster, and really hit the ground running. Amy and Daniel have databases, complete with contact information, and this is fully vetted. They have been working with students just like you for about a year now, and one of the things that they really worked hard at doing was demystifying the process.

One of the things Amy and Daniel have done for their Real Fast Library Marketing students is recorded the calls as they spoke with libraries so that you can hear how easy it really is to talk to librarians and other such professionals. According to Daniel, librarians are super-cool people, overall, and they are really helpful as well. So, you really shouldn’t be intimidated at all, but still, these recordings will help you to understand exactly how you’d want to go about this. Also, keep in mind that you won’t have to do a whole lot of calling. Most of this is done via email, and you’ll have the templates for that.

This program also comes with support services and lots, lots of hand-holding. If you would like to get started and join Real Fast Library Marketing today, Amy and Daniel have broken this up into three easy and affordable plans for you. Here are your options:

**SELF STUDY**

http://RealFastLibraryMarketing.com/jjfast

- Video Tutorials
- Step-by-Step Lessons
- How To Prepare Your Books For Library Sales
- How To Price Books For Library Distribution
- Library Distribution And Submission Secrets
- Easy Ways To Create Local Demand Regardless Of Your Location
- Recordings of Sales Calls Made to Librarians
- Sample Marketing Ideas
- Facebook Community and Access to Special Sessions
- Sample Email Templates

$147

**Option #1: Self Study**

Option #1 is going to help you learn how to prepare your books for library sales. The truth is that your books will probably need some tweaks for them to become more salable to libraries.

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So, with this portion of the program, you’re going to learn exactly how to prepare your books so that they can better be sold within the library market.

Just like everything else, your timing is everything and the approach that you take is everything too. There are good ways, great ways, and not-so-great ways to approach librarians. You’ll want to do so in a way that they are actually more receptive to buying your books. Of course, this is all taught to you within the Real Fast Library Marketing system.

This option also comes with a members-only Facebook group, and as previously stated, you’re also going to receive recordings of actual calls made to libraries. Most of these calls are made by Amy, which is great for you because Amy is an excellent person to model after. She has been making sales calls since the early 1990’s. The reason why she knows how exhausting it is to be a book buyer is because she used to be one.

Some of the sales calls that Amy did went really well, and some of them didn’t. She never edits these because she thinks it’s important that you know what to do when things go south too. Students have told her that the recordings of calls that didn’t go perfectly were just as helpful, and take note that more recordings are going to be added to the program as new things come up. The program is constantly being updated, and this includes the templates that you’re going to have at your disposal.

Even with her vast amount of experience, Amy admits that she’s still learning. The industry is always changing, and the way that the library system works is definitely changing. Every few weeks, the team is putting new and updated information in, and that goes for the recordings as well. There have been a number of successful students who have gone through the program already. Here’s what one of them has to say about Amy’s teaching:

“Amy was direct, concise, clear and enormously helpful, providing essential information that I was not privy to – as a self-published author! Her program is a true service to authors. Thank you so much, Amy, for sharing your expertise and your willingness to help author.”

- Ruth Broyde Sharone, author of Minefields & Miracles: Why God and Allah Need to Talk

If you are interested in moving forward with this self-study option, here’s what you’re going to get:

- Video Tutorials
- Step-by-Step lessons
- How To Prepare Your Books For Library Sales

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• How To Price Books For Library Distribution
• Library Distribution And Submission Secrets
• Easy Ways To Create local Demand Regardless Of Your Location
• Recordings of Sales Calls Made to Librarians
• Sample Marketing Ideas
• Facebook Community and Access to Special Sessions
• Sample Email Templates

You can join at this level for only $147. You can join right now and take advantage of this exclusive offer by visiting http://RealFastLibraryMarketing.com/jjfast.

Of course, this program does come with a 30-day money-back guarantee. It states:

“You must love this system, you must be delighted with your investment in yourself, but if you’re not, then just let me know within 30 days of purchase for a complete and no-hassles refund of your money.”

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Option #2: VIP

Amy and Daniel realize that you may want to outsource part of the process, or maybe all of it. So, they have created an additional step-by-step tutorial on how to hire someone locally, or virtually, and have them do the work for you. This is why they are offering a VIP level of training. In addition to this, you’re going to have access to Amy’s exclusive list of libraries.

Now, you can rent a list of libraries from the American Library Association (ALA), but it doesn’t include emails, and most of them don’t include phone numbers. That is just a one-time use mailing list, and it costs thousands of dollars to be able to utilize it. They charge $150, or so, for every 100 names. So, it’s pretty expensive, but Amy’s list is different. Her list has been put together over a number of years.

Again, she’s been doing this on her own for the last 10 years, but before that, she was in charge of the library sales for a pretty large publishing firm. That means for the last 20 years, she’s been compiling the names, email addresses, and phone numbers of libraries. The databases have changed over the years, but she has assembled a couple of different kinds. First, one of the databases consists of the Top 500 libraries in the US, and this list is updated regularly. Her lists are always being utilized, and if it turns out that one of the libraries has changed its top librarian, his or her name is removed and it’s updated with the name and contact info for the person that’s actually there.

When it comes to libraries in the UK, Australia, Canada, and other such places, you’ll be provided with a phone number and, in many cases, the website. All in all, there are over 10,000 libraries that you’ll be given the contact information for. You won’t have to look things up on Google and you won’t have to pay for access to a database that may or may not be correct. Amy’s database is updated consistently, and it will be made available for you in your member’s area.
If you look at the screenshot above, you’ll see that this carries a hefty real-world value. The ALA website shows that they charge $150 for 1,000 names and addresses, but this doesn’t even include email addresses or phone numbers, which is really what you’ll need to be as successful as possible with this business model. In fact, to get as many contacts as Amy is providing, it would cost you over $1,900. Furthermore, this VIP option includes everything you get in Option #1, plus access to Amy’s databases. As previously stated, many people have found success with Amy and Daniel’s help. In fact, one student says:

“In the last two months my royalty income has tripled.”

- Bonnye Matthews

How would you like to enjoy the same amount of success that Bonnye has had? Of course, Amy and Daniel can’t promise that you will, but they have seen many of there students find more success in their writing and publishing careers. When you sign up for Option #2, you are going to receive each of the following:

- Video Tutorials
- Step-by-Step lessons
- How To Prepare Your Books For Library Sales
- How To Price Books For Library Distribution
- Library Distribution And Submission Secrets

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• Easy Ways To Create Local Demand Regardless Of Your Location
• Recordings of Sales Calls Made to Librarians
• Sample Marketing Ideas
• Facebook Community and Access to Special Sessions
• Sample Email Templates
• How to Outsource The Entire Process
• State By State Library Database
• Public Library Database
• International Library Database For Australia, U.K. And Canada

And what MIDDLE GRADE AUTHOR
Jeffrey Blount
(Producer at NBC News) says...

“Amy’s lessons are straightforward, concise, and quite funny. Her wealth of knowledge is immediately impressive as she will teach you the world of libraries and independent publishing in a clear manner and then offer many different options as to how you can conquer that world.”
Jeffrey Blount, Author of Almost Snow White & Hating Heidi Foster, Producer NBC NEWS

This package costs $297. Keep in mind, if you were to go to the ALA and rent the database, this alone would cost you $150. That’s for just using it one time, and that’s only for 1,000 of their contacts. Not only do Amy’s databases have vastly more information, and more useful information, but you’re also going to receive training, templates, and live examples of how to utilize this information properly. This option is also backed by the 30-day money-back guarantee. Here’s what another Real Fast Library Marketing student has to say:

“Amy’s lessons are straightforward, concise, and quite funny. Her wealth of knowledge is immediately impressive as she will teach you the world of libraries and independent publishing...
in a clear manner and then offer many different options as to how you can conquer that world.”

- Jeffrey Blount, Author of *Almost Snow White & Hating Heidi Foster*, Producer of NBC News

**Option #3: VIP + Consulting**

This is probably the option most people will want to take. With this package, you’ll get everything that has already been discussed, meaning the complete set of library distribution and sales tools that have been discussed, plus you’re going to get some one-on-one help. That’s right! Amy is going to give you a one-on-one consultation to help ensure that you are implementing everything properly for your campaign. Again, this kind of encouragement and advice will help you immensely. Here’s what some other students are saying about this program:

“I've been following this group for a while... in the background mostly... sold my book using the tips here to over 50 libraries... and recently set up 6 library events for the fall in Massachusetts for my first memoir, ‘My Journey Through War and Peace: Explorations of a Young Filmmaker, Feminist and Spiritual Seeker.’ It's slow going... but keep persisting...

But I’m most excited today because my book made it to #1 on Amazon in Literary Travel!”

- Melissa Burch

"In the past, we looked at B&T and we applied to various distributors. We got rejected. But then we went through Amy's Library system. Doing things with her help is the reason we got into Baker & Taylor."

- Birgitte Rasine
Amy says that Birgitte was really struggling. She had been rejected by every wholesaler, and she couldn’t even get into a distributor. She was trying to get into a distribution company out of Chicago, and she got turned down by everyone. However, Birgitte signed up for the Real Fast Library Marketing VIP + Consulting course, and it took Amy less than two minutes to figure out why Birgitte was being turned down. They made a few small changes in her approach, and as stated in the quote above, she was accepted by Baker & Taylor. What this don’t state, though, is that she was accepted within a week of the team helping her to make changes.

When you join the program at this level, you’re going to get a 15-minute consultation with Amy. During this consultation, she’s going to get to know you, your book, and your marketing program, and that’s just the beginning. Once you get going, you’ll get a full hour consultation with Amy. This will take place over the phone or on Skype, and she typically records these sessions so that she can send you the recording later on.

This time, you and Amy will discuss the implementation and the execution of your campaign. You’ll also talk about how you can improve things. Understand that the first 15-minute consult is just taking place so that Amy can get the fundamentals of who you are, what’s going on with your book, and the different ways that she can help you. The second consultation is when she’s really going to jump in and help you figure out exactly what you need to do.

In addition to this, you are going to receive full support from Amy and the rest of her team for two full years. So, for example, if you want to ask Amy a question in the Facebook group, feel
more than welcome to. Amy loves interacting in the Facebook group, and she’s in there all the
time. She promises that she can be found there at least once a day. Of course, access to the
Facebook group is part of each of these packages. When you join under Option #3, you’re
going to get Amy’s personal email and Skype ID.

Also, when you join under Option #3, Amy and her team fill out your applications and write
your application letters for you. Most importantly, they will help you to apply to wholesales,
increasing your chances of getting approved by these vital business partners. As a VIP +
Consultation member, Amy will make sure that you have everything in place and that all of this
is done for you.

Again, for the next two years, you’re going to be able to email Amy or Skype her personally.
She says that she sees people get stuck in little glitches all of the time, and it’s her favorite part
of the job to help people out when these things come up. When you join at this level, you’re
going to receive:

- Video Tutorials
- Step-by-Step Lessons
- How To Prepare Your Books For Library Sales
- How To Price Books For Library Distribution

Click Here to Access Real Fast Library Marketing (and Jay’s $1,475 Bonus Package)
NOTICE: This Special Offer Disappears Sunday August 20th at midnight PST
- Library Distribution And Submission Secrets
- Easy Ways To Create Local Demand Regardless Of Your Location
- Recordings of Sales Calls Made to Librarians
- Sample Marketing ideas
- Facebook Community and Access to Special Sessions
- Sample Email Templates
- How to Outsource The Entie Process
- State By State Library Database
- Public Library Database International Library Database For Australia, U.K. And Canada
- 1-on-1 Consult With Amy Collins
- Full Email Support From Amy Collins
- Assistance with Wholesaler Applications

### Three Options

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$147 $297 $497


If you’re serious about finally selling more of your book, it’s obvious that Option #3 is the only choice for you, because with 1 on 1 access to Amy and her team, you’ll be able to get started.
and implementing this system with lightening speed. In fact, just the help getting accepted by distributors is worth the price of admission to this level of the program.

If you know that you’re ready to take change of your book marketing, generate additional passive income streams with your books, build your brand, and get your book into the hands of as many readers as possible, this program is definitely for you. However, you must enroll before Sunday at midnight in order to lock in this special price to Real Fast Library Marketing.

Click here to get started right now: http://realfastlibrarymarketing.com/jifast
Jay Boyer, of JJ Fast Publishing, has added some bonuses to sweeten the pot even more, even though this is such a great deal, he doesn’t really feel like this is necessary. Still, he doesn’t want you to miss out, so he is offering the bonuses on the page above. By the way, this bonus is going out to everyone that joins today, no matter what level you join at.

First, Jay is providing you with a course that he created with his good buddy, Tony Laidig. It’s called Book Cover Genius. You probably already know of Tony, but in case you don’t, he really is a book cover genius. He has designed over 1,500 books throughout his career as a professional book designer. This course will teach you everything you need to know in order to create amazing book covers that will generate clicks and sales. This is important because your cover is the first thing that people are going to examine when they find your book. The course includes:

1. Book Cover Design 101
2. Amazon Book Cover Secrets
3. Advanced Print on Demand Paperback Cover Design
Book Cover Design 101 and Advanced Print on Demand Paperback Cover Design are the training modules that were put together by Tony, and Jay's contribution was Amazon Book Cover Secrets. Along with all of this training, you're going to receive a book cover that you can re-design and customize to help ensure that you have everything that you need to create the best book cover possible for your book. You're also getting a full training on exactly how to do that in Photoshop. Book Cover Genius normally sells for $197, but you're going to get it for free with your purchase today.

Jay knows that you shouldn't pass this opportunity up if you're the kind of author who is serious about getting their books out there to touch the lives of endless amounts of people. You're going to want to jump on a call with Amy and her team. That is invaluable, and everyone that is jumping on at that level is going to get the bonus shown above.
For everybody that joins Real Fast Book Marketing today, Jay’s going to send you his Book Cover Genius Program. This program was created by Jay and professional book cover designer Tony Laidig, and it’s going to help you with possibly the #1 thing that you can do to sell your book: creating an awesome, super-pro looking book cover that generates clicks and sales inside the Amazon marketplace.

And for everybody that enrolls at the highest $497 level today, you’re going to receive something very special: Jay’s $10K Book Formula. This program isn’t even available anymore, but when Jay sold this program, he sold it for $997. He’s basically making it available to you as a bribe, essentially, because he wants to see you succeed. He wants you to join in at the highest level today so that you can receive the premium services that you need to accomplish your goals. He knows that this is going to make all of the difference in the world to you.

What you’re going to receive is a 39-video, over-the-shoulder training that shows you how to sell book publishing as a service to other people. If you’ve already published to Kindle or CreateSpace, you’ve got the skills that you need under your belt. You just have to know how to market those skills. Jay doesn’t do this anymore, but he used to charge $10,000 minimum to publish books for other people. In $10K Book Formula, you’re going to learn exactly how you can do this as well. That way, you can start turning your knowledge into some big paydays, above and beyond the royalties that you’re making with your books.

[Click Here to Access Real Fast Library Marketing (and Jay’s $1,475 Bonus Package)]

NOTICE: This Special Offer Disappears Sunday August 20th at midnight PST
Also, if you join this program at the highest level today, you are still going to receive Book Cover Genius, but you’re also going to receive 20 pro-style book cover templates. These were all created by Tony Laidig, himself. He modeled all of these templates after some of the bestselling books at the time. Basically, these are the only book cover templates that you’re going to need if you’re writing any sort of non-fiction book at all.

Tony has created an individual video showing how to modify these templates for your own book covers or so that you can outsource the work to someone else. This package has been valued to be worth $1,475. That’s a real world value. Everyone who jumps in at the $497 price is getting this exclusive bonus today. Again, he’s happy to do so because he knows the true value of Real Fast Library Marketing, and he thinks you do too.

You know that this is the next step for you. You want to promote your book, and you know that you need to do it both inside of Amazon, and outside of Amazon. However, you need someone to show you exactly how to do that. Amy and Daniel are the mentors that you need in order to explode the sales, royalties, and visibility of your book this year. But you simply must hurry if you’re ready to enroll, because this time-sensitive offer will not be available after Sunday at midnight, PST.

Lock in your spot right now at this link: http://realfastlibrarymarketing.com/jifast.
What People are Saying About Real Fast Library Marketing

Attendees on the webinar were thrilled with the value of this system, because if you’re publishing any kind of books to Amazon, you’ll know that is solves your #1 problem: how to get your book out in front of as many people as possible in order to generate ongoing book sales. Here’s what some thrilled new members had to say about the Real Fast Library Marketing System:

**Randi Winter**  Looking forward to the bonuses and understanding how to combine and navigate through several of Jays programs that are tackling the same book publishing process.

**Karen B. Shea**  5 mins

Hey Jay! I joined the Real Fast Library Marketing system today because I have been trying for months to get my book into wholesalers so I can reach out to Libraries with little luck. I think this will be the ticket to get my book into as many children’s hands as possible!!!

**Janet Young**  8 mins

Hi Jay, I got in today because I really want to see my books get out there and get read. I love writing and have tons more books, besides the Danny Books, to write. I think libraries are a great way to go - I’ve heard the webinar before and Amy really knows her stuff! Thanks for offering the bonuses!

**Unique Isonka**  Jay what an awesome webinar! The Library Loophole...awesome. Thanks again for a wealth of information...for 2017 loaded and equipped...thank you again.

2 mins   Like

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Thomas Hayes
12 hrs

Jay, just jumped into the Library Marketing Program. Sounds great and is a great value.

Sharee Stokes Wells
12 hrs · Menda, Mexico

Where do you want us to write why we bought the Library Loopholes Library marketing package? I did it because I'm a consultant to about 5 authors, whose books I edit.

Randi Winter I am in on the VIP plus Consulting level and really looking forward to being able to get our first specially children's picture book geared to helping kids and their families, relatives and friends, coaches etc have access to our book on Type 1 Diabetes. Libraries are already interested, but getting professional help is invaluable to make it happen so we can get the kind of awareness and access for a very underserved and undereducated people who need to know what having and dealing with TID really means!

Gary Wittmann
3 mins

Just sign up for the great course. I want to really push my books because I believe in the value of them. Just need the promotions that goes on with them.

Tracy Minot Dell'Acqua
29 mins · Sparks, NV

Just signed up! Sounds great! Thanks for the bonuses

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NOTICE: This Special Offer Disappears Sunday August 20th at midnight PST
Patty Loftus Rutkowski: Jay, Amy Collins is terrific! Great webinar...as a former bookseller, I understood this and have to believe that these techniques could also be used to get into one of the few independent bookstores left. I am so glad that Amy is partnered with... See More

Daniel Hall: Aww shucks Patty! Thanks so much!

Beth Franklin: I got on the webinar as I was thinking of course! That makes total sense!

Therese Padilla: 12 hrs


Ashley Emma: 1 hr

Hi guys! Just bought the Library course because I've always dreamed of having my novels in libraries. I used to go to the library all the time as a kid. Plus I got the $10k Book Formula course over a year ago and now publish books for my clients full time and now I can offer this as a service to my clients!

Ready to start selling your books to thousands of libraries this year? Click here to enroll in Real Fast Library Marketing while it’s still available this weekend, and secure your 1-on-1 consult with Amy: http://realfastlibrarymarketing.com/jifast
Question & Answers

I have a book about gluten-free dieting and my local library hasn’t been getting back to me. Why is that?

This could be for a number of different reasons. Your book can simply be something that your local library doesn’t need right now, or it may be too expensive for them. It may be the perfect book for them, but they don’t have any money. There also may be something trivial standing in your way. For example, the email that you sent to them may have gotten lost in their spam folder. Amy comments further by saying:

“Have you picked up the phone and called to ask? If they aren’t responding, that’s a ‘no’. If you send a couple of emails and you make a follow-up call, and they are not responding, there are 30,000 libraries in this country; call another one.”

Amy continues on to say that if you are having a problem such as this, there must be a reason. After all, the person who asked is a local author on a very current topic. It could be that he or she has a $23 paperback book, and paperbacks don’t generally cost that much. Maybe the cover or content of the book isn’t up to their standards. She couldn’t critique the book on the call, of course, but she does say that if your book is well-edited and beautifully designed, if it’s the right page count, and it’s not too expensive, and if it’s returnable and available to wholesalers, and they are still not responding, just go find another library.

What does it mean for my book to not be returnable?

If your book is only available through CreateSpace, you can still get it into libraries. However, you’ll need to sign up for another account with IngramSpark and set the same thing up with them. Extended distribution through CreateSpace is great, but they offer a short discount and Amy says that she believes it’s non-returnable. You can call CreateSpace and ask if they can make your book returnable, and in many cases they will say ‘yes’, but this depends on the price point of your book. However, Amy poses the question:

“Why not just save all of that money for yourself? All CreateSpace is doing is giving your book files to IngramSpark and making them print it. Why don’t you sign up? It’s free. Make your own IngramSpark account and you make your book available to libraries. Let CreateSpace just handle Amazon. That’s what they are good at.”
What’s so wrong with having a package sent media mail?

Media Mail is banged up. It is track-able nowadays, but it does take a couple of weeks to get there. Sometimes it takes three or four days, but sometimes it takes two weeks. Plus, Media Mail is stamped on it and it sends the wrong message to the librarian receiving it. You see, Media Mail was never meant to be used for marketing purposes. It was meant to be used to send catalogues, not actual samples. Furthermore, it was meant for sending books through the mail back when we had more of a mail-order society.

Amy recommends that you put your best professional foot forward. Send it through first-class mail, make it track-able, and send it in a folder. Media mail is indicative of a lack of professionalism.

Is the process the same for academic bookstores?

Yes and no. Universities, colleges, and their bookstore program have goals of their own, that are different than those of libraries. Their customers are typically the student population, or they may be the student population and the townies. So, this is a lot different than what has been covered. Figuring in the goals of a college or university bookstore would probably require a whole other training session, and Amy says she may conduct such a training session at some point. In any case, the point is that the process is the same but the goals are different.

I just don’t see how this yields revenue?

A 50% discount is hard to take if you’re used to selling at “back of the room” retail prices, but all bookstores and retailers that go through wholesalers will need at least a 50% discount. If you are selling a lot of your books at the full retail price, or close to it, that can be a tough hit. For some people, depending on how thick their book is or what the production values are, it can be the difference between making money and losing money. So, you do need to take a really hard look at your book and at your numbers because those numbers, for most publishers, still make a great deal of sense.

Amy makes $1.30 after all of her printing costs, shipping costs, and so forth. If she sells her book to 100 libraries, that still doesn’t sound like a lot. However, if it has some demand, it will be expanded to more libraries. This happens exponentially. Plus, this can cause your other sales to go up exponentially as well. For instance, your Amazon sales may go up.
You now have all the information about whether this powerful program is for you.

If you know you’re ready to get started selling more of your book to over 10,000 libraries in the U.S. alone, click here to lock in your membership to Real Fast Library Marketing before this offer disappears on Sunday at midnight: [http://realfastlibrarymarketing.com/jjfast](http://realfastlibrarymarketing.com/jjfast)