

E. Brian Rose: Monetizing Your Book Launch and Gaining Authority Notes

Recommended by: John S. Rhodes



E. Brian Rose (affectionately known as "EBR") is an expert in the art of self promotion. He is the founder of JVZoo.com, one of the world's largest affiliate networks, and teaches thousands of students how to grow an online following.

He has authored two books, *Millionaire Within* and *Expert Fame*, both being released this year by Morgan-James Publishing.

EBR reveals a proven blueprint for attaining expert status in your market and monetizing your book promotion efforts using clever marketing tactics which don't require an advertising budget. These are the summary notes of EBR's interview, designed to help you to get the core concepts and taking action more quickly.



The Book Writing Process

EBR touched on a couple of approaches to writing books, depending if they were "how to" type books or more autobiographical.

- **How to Books:** These are easy to write. If you're teaching something, simply make a list of the steps to complete what you are teaching. Then right one or two sentence for each step and then go back and expand on each. Basically, you work on the book in chunks until it's done.
- **Autobiographical Books:** EBR's approach to [Millionaire Within](#) was more like chronological stories, each with a lesson. So he organized his stories that way and figured out what he wanted the audience to learn from each story.

It doesn't matter which type of book you're writing, it's important to remember you don't have to work on your book from beginning to end. If you get stuck on one section, move to the next and go back to fill in the blanks later. You'll get done much more quickly and will have a better quality book when you just work with the flow.

Publisher vs. Self-Publishing?

EBR encourages you to figure out the purpose of your book in order to make your final decision. List the pros and cons of each to figure out what works best for you. Here are a few of the benefits of each approach:

Self-Publishing

- If you're goal is to make as much money from each sales as possible since publisher will provide you with smaller royalties.
- Self-publishing is also useful if you want to get a book out quickly and earning for you.

Publisher:

- If you are looking to use a book as a calling card, to get media attention, get into bookstores and on best seller lists, having a publisher is likely your best route.

And remember, you don't have to have a huge publishing house take you on. EBR's books are published by [Morgan James Publishing](#). They are a smaller publishing house that focuses on entrepreneurial publishing. This type of publishing company offers more personalized service than a large publisher and help with the book creation and publishing.

The Goal of the Book Launch

Getting rich off the publication of a single book, unless you're someone the caliber of Stephen King, is quite unlikely. But book help you get media attention. EBR worked in radio for quite some time and estimated that 90% of the interviews were with people who had published books.

In short, a book equals credibility and offers proof that you're the expert. It also helps you monetize your expertise. People are more likely to buy your more expensive products, pay for your coaching or hire you for consulting.

Getting Reviews and Testimonials

Reviews and testimonials are important because they're advertising you simply can't buy. It's the kind of social proof that sells books. EBR shared quite a few tips on getting testimonials and reviews.

Even if a review isn't the greatest, you can still take snippets. He used the movie promotion example, where movie makers will take a single word from a review like "Gripping" or something like that to create an impressive sounding one word review.

Pay attention to conversations. EBR told us about a conversation he was having and his book came up during the conversation. He immediately asked if he could share some of those thoughts. The other person agreed right away because it was a sincere conversation and opinion about the book. You just have to make sure to ask.

When you are interviewed or have a speaking engagement, your introduction can serve as a review. You can transcribe that and use it as a testimonial.

Keep your eyes out on support requests or comments on social media, on your blog and more. These are often a goldmine for reviews.

Overall, remember to ASK for reviews. If you don't 'ask, people probably aren't going to do it. Give people copies of your book and ask. Ask your friends, colleagues and people with clout.

Other Ways to Get Authority

EBR has a tactic that he calls, "seed the web," which is a powerful way to get the reputation you want online. Basically, you're publishing content that shows you in a positive light and sharing

the expertise you want to be known for. You're also associating your name with more established people in your niche.

A few ways to accomplish this:

- By publishing press releases with all your activity. Make them newsworthy stories that show your expertise.
- Interview people you want to be associated with. When people see your name with theirs, it automatically elevates your status.
- Ask for contributions from well-known people. When EBR was in the poker niche, he felt he didn't have a lot of clout there, but he asked Danny Lubrano to do an "Ask Danny Lubrano" section for his website.

ROI (Return on Investment) Isn't Always about the Immediate Dollar Figures

A lot of people know Tony Robbins, but a lot of people don't know or don't remember how he got famous. His fame initially from late night infomercials. He had investors pay for those advertising spots and they sold a lot of product, but much of that money went back to paying investors. But he established his expertise and credibility and grew from there.

Today, we have technology that is easier and cheaper to achieve. We have Facebook Ads, there are webinars and there is YouTube.

The important thing to remember though is ROI isn't always about those immediate dollar figures. Sometimes the branding and establishing your expertise is what will create that "expert fame" that EBR teaches about.

The brand is you. Make sure people see you. Use your name, your picture and be in videos. You want them to see you as much as possible.