



WHAT THEY AREN'T TELLING YOU

CLAIM #1:
BECOMING A BEST-SELLER

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SCAM

THE SPEAKERS BOOK

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WHAT CLAIMS ARE 'THEY' MAKING?

There is nothing more frustrating to me than watching people getting taken advantage of. I've watched it for a long time in the publishing industry.

Every time I published a new book I learned something beneficial and I thought to myself...I should find a way to share that with other people. I should find a way to coach others and I should write a book describing it all. For the sake of being politically correct I've held back on some of my personal thoughts and comments. I've always believed that in order to fix something a better model should be provided and that's what I've tried to do here. Let me be the first to claim I am not perfect, but you have to start somewhere.

I've watched coaches lie to prospective clients and gain new business with false accolades and titles donning their name, inferior knowledge of the industry, and all while dangling golden carrots of even far more superior such possible achievements in front of unknowing and hopeful wanna-be author noses...and all with astronomical price tags to boot. I see lists of phases described for ease of sale and line items of deliverables with no real tangible value being pushed like candy to starry-eyed hopeful future authors. Let's talk about some of the typical industry offerings and claims being sold today...

TYPICAL CLAIM #1: BECOMING A BEST-SELLER

Everyone in the book writing industry is promoting the idea of becoming a best-selling author. *The fact is, truly becoming a best-selling author with the reputable New York Times is like winning the lottery.* It requires the perfect book subject or hot topic, the right author platform

and background, the right publisher with the right mix of promotional activities and marketing, the right cover design and creative concepts, and of course the right number of sales. Every author wants to be a best-seller.

No one can actually make you a NYT best-seller. This takes a good 15,000-40,000 books being sold. If someone was doing that kind of business for a client (realistically) they'd want the same kind of cut a publisher does (or they'd do it themselves). But, a few things can be finagled on Amazon and you might find a slow genre that your book could be narrowly hinging on and with a few friends purchasing and no other hot books in the genre...Bingo! You can gain the Amazon best-seller status and all it may take is a few books sold to gain your lofty new title. I've watched it more than once and it's false advertising. It doesn't have anything to do with your book actually being a good book and sometimes not even if you've have a bunch of sales. It's very sneaky and it's being found out.

AMAZON SECRETS BEING ABUSED

Some authors are now getting shut out of Amazon and no longer able to sell and distribute their books there. They are sometimes even offenders of the keyword meta-tag scandals that have plagued Amazon as of recent. Many coaches have been selling the idea of becoming a best-seller and their clients are losing their rights to be on Amazon. Some innocent authors are even being shut out that have no idea any of this is even going on as they are simply trying to sell books. How to become a best-seller on amazon:

- Define "super niche categories" (go where no one else goes and take over a small or specific genre.
- Conduct book-buying blitz for 24-48 hours to get noticed.

**BEST-SELLERS
COME & GO**



- Create a book launch team and make a bulk book purchase

I even know people who are coming up with the title of “International Best-Selling Author” because there is no way to validate this or any other claim. Fact is, if you are choosing to work with someone because they have made any of these claims then you will not likely get the validation and there is no guarantee they can do the same for you. Honestly, I’d probably turn the other way if someone is selling you on any of these claims, but at minimum ask for validation.

Sure the idea of becoming a best-seller bears some weight in a professional arena or for a stage speaker or public personality, but at what expense? And has anyone even asked what the title is doing for the author? And have you even once thought to validate a claim any author has made...and how would you anyway?

The result of a good book, in my opinion, is not just a stamp of “Best-Seller”. Best-seller’s come and go and then have to keep writing books to stay in the charts.

BUILDING A LONG-TERM RELATIONSHIP

My goal for you and your book project—a long term relationship! I want to get you out of the best-seller mentality and back into the role of commander of your business ship. A book is just a tool for enhancing a message...with a bit more professional, well-presented, and more thought-out packaging.

It is my hope not to just help guide you through the stages of writing a book, but to assist you in building a tool to work for you for many years to come. A good business plan would look at long-term projections, not one time sales!

Having a business with proven years of research already will always give you a leg up when it comes to writing a book to support your business because you have history.

In the book world this is called a *platform*...it’s basically everyone that follows you.

If you don’t already have a business in place, but have a desire to make a change or tell a story in an impactful way, or you’re using your book to grow or create something new, then you will likely need to play a bit of catch-up to create your platform. Even if you have had something established for years, writing a book can clear out some cob webs and create new life in your business. A book can even help give you focus and clarity and set the stage for rest-of-life goals/plans.

A book is not just to instill wisdom and knowledge on your readers, but a tool to provide massive value and showcase what you (or your business) are good at or specialize in.

Let’s Get Your Book Published for example, its a tool to help give you a baseline guide on how to write a book. It walks you through a process. Even though the tool shows you exactly step-by-step how to write a book, you are still here wanting to learn more. There is a perceived value and there is a perception that it leads to more. And to be quite honest, a book is really never finished. There will always be more value to add.

Let’s think about this business plan vs book comparison for a minute as you begin to set off on your book writing journey. Every good business plan begins first with research. You would analyze your product, your market or industry, and your competition. Next you would create a plan to determine the purpose of your business. These steps are no different with a well-thought-out book. You are building

WRITING A BOOK IS MUCH LIKE WRITING A BUSINESS PLAN



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a plan (or writing a book) that is describing the nature of the business or message you will conduct using it. If written properly, you can use this new tool to provide a road map, attract investors, find new clients, sell a business, create exposure, or put you on the stage to speak. Then, of course, as you roll out your new business (or book) you want to be sure to have a strategic marketing plan in place. You want to attract readers or clients. With all this effort, wouldn't it be great if it served long-term? Yeah, yeah...I know a best-seller would be great too!

Let's begin with some thought on long-term goals. What are they for your business, your personal life, and how does the book fit into that? A business plan would have you asking a few questions for positioning. Here are a few for you to apply to your business or your book project to help get you started:

1. How will you be of service or fill a need? With/without your book?
2. What products, services, or brand image are you offering to your clients /readers? Are they congruent?
3. Are you positioning yourself well with competition?
4. Are you talking to your ideal customer, client, listener, reader? Have you taken the time to really identify who they are? Do you have laser-pointed clarity on who this is and keep them in mind as you talk to them?
5. Will you be able to easily identify your target market when you are ready to sell and promote your book? Will it fit your niche market? And do you even have a niche?

As you begin to understand the publishing industry, nearly every claim made to help you with your book project will aim to the lofty desire of becoming a best-seller. I don't think there is anything wrong with striving for that, but I want to have your thoughts first and foremost on what your book can do for you to identify you as a center of expertise in one particular area and to set you apart from the competition.

TYPICAL CLAIM #2: GETTING YOU EXPOSURE

You've written a book on a particular subject matter or life experience that is near and dear to your heart. You know it well enough to spend thousands of dollars and hours writing a manuscript and publishing a book. No one knows your industry or subject matter better than you! And, by the way, if you find someone that does be sure to interview them for your book content.

A coach (or even a publishing house) may claim to have connections to get you in front of the right people to expose your book. They may even dangle that carrot in front of you while they are making the sale and tell you how they will aggressively market your book to publishers. But, are their sources truly aligned with your goals and objectives? Does it enhance your vision? Does this exposure happen all at once or over time? Ultimately, you are running a business here and any exposure on television, radio, print, trade magazines, newspapers, podcast, blogs, websites, etc. would be great exposure. But, at some point you will need to decide if you are in the market of changing your career to become an author or simply using the book to grow your business or another business you may be using the book to start. And, when your book is used for business, you can get these connections yourself. Many times a book coaching system or even a publisher will get you in front of one or two connections and then your book is old news and you are on your own. And, these sources may not always want to interview an author of a book because honestly, its likely boring or they want to write one themselves and are jealous of your achievements.

Another thing to be aware of is the number of advertisers that promote ways to sell your book. If you are not in the market of being a full-time author or haven't written a novel, these will not always align with a business market. Again, you want to stay focused on your primary business and industry.



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WHAT CLAIMS ARE 'THEY' MAKING?

DO YOU WANT TO BE AN AUTHOR OR RUN YOUR BUSINESS?

You have to ask if you are in the business of public relations and media or in the industry of the subject of your book. So many systems take your focus off what earned you the income or credibility in the first place and consume you with all things book. If you have to get on a plane, pay for an expensive hotel and airfare just be sure it makes good business sense. And make sure you have all your collateral materials and website updated and prepared for any exposure. Your time could be better spent working with a new client than jumping on a plane, so just be smart.

Your book is about promoting you and your gifts and it makes you an expert in your field. Identify clearly how you want to position yourself and just get out there and do it using your book as the tool to get you exposure. Don't sign an agreement with anyone just because you want to get exposure. Ultimately you are your own entrepreneur and the help will go away. Get crystal clear on your objectives then write the book and use it to get into the relationships and target market that best aligns with these.

And it goes without saying, but always focus on what you can do for others and not on dramatizing and exposing your personal life story or the people in it. Make sure the exposure you receive helps others.

TYPICAL CLAIM #3: TOSS IN THE KITCHEN SINK

Like anything new, you aren't always aware how many things are required until you need to do them. Since most authors only attempt to write a book once in their lifetime they will trust the "expert" to secure all the necessary arrangements, define next steps, or inform them of the proper channels, resources, or protocols. There are a lot of steps involved in

a book and many systems will down play them and tell you that they have 3 simple steps to get your book published or that you can accomplish it in a weekend. If you're really focused and know what you want you can get focused on the content, but then there is the editing, the layout and design, marketing, etc. There is so much to be considered and as far as I'm concerned, a quality book takes a good 3-4 months to write and at minimum 2-6 weeks just for editing. So, these systems with simple steps can be misleading.

You might also be sold the idea that when you sign with a coach you will get the whole kitchen sink and many things you won't even know what they are til you get to that point. They are sold like they have huge tangible value and they are a gift. Let me explain many that are offered:

- **IBN #:** cost is \$125 (one used for each medium). If this comes with a publishing imprint you may pay more.
- **PDF FOR REVIEW:** exported out of design program naturally and used for print. If you didn't see this I would be concerned.
- **UPLOADING TO KINDLE:** free and you should manage anyhow so better if you upload it yourself.
- **EDITOR:** a "canned" editor will get "canned" results. You will want to learn how to find the best editor for your needs. Many editors are trained in a coaches system and every author going through the system will get similar results. Many editors in a system will rush through projects and will not be available for other projects unless you go back through the system. You might like a long-term business editor for other marketing pieces and website materials as you launch your book. It may be better to have a good personal relationship with one that you find yourself. Many editors will help you define content or write an outline for extra costs. Finding one yourself helps you identify the output and cost.
- **THE DONE FOR YOU SYSTEM:** Many folks have gathered teams of



QUESTIONS TO AVOID SCAMS

individuals to either ghostwrite or handhold you through the process, but sometimes something gets lost in translation. If you are not intimately intertwined in your book you may have a hard time representing it. I've watched many people scratch their head at the lack of true voice ghostwriting returns.

There are many items sold in systems that are really just par for the course in the book writing process. I'm not saying all coaching systems are bad, but I am saying that you need to do a bit of research and check up on the claims being made and the costs involved. You can really create a nice book for under \$20,000 so don't be fooled by a high price tag or a few fancy claims of fortune and fame.

AVOIDING A SCAM

ASK QUESTIONS!

Sometimes you just don't know what you don't know and asking questions can be hard. You might know you want to write a book, but you don't know what criteria to look for or why a coaches claims would even be beneficial for you in the first place, as you may not be familiar with some of the terms before you begin.

So let me help you out with what to look for when finding a coach for your book writing project. Here are a few questions you can ask during the interview process:

1. CAN YOU VALIDATE THE CLAIMS YOU MAKE?

- "Make money writing a book" how?
- "Attract more clients" how?
- "Influence your prospects or clients" how?
- "Write a book in a weekend" really?
- "Become the go-to person in your marketplace" how?

- "Become a best-selling author" through Amazon or NYT?

2. ARE YOU AN AUTHOR OF ONE OF MORE BOOKS?

- Are you self-published or with a publisher?
 - Why and for how long?
 - Describe some of the benefits
 - Were you self-published first?

3. ARE YOU A BEST-SELLER?

- New York Times or Amazon?
- How many books have you or your client's sold
- Are you tracking or selling books with an international distributor or just using Amazon? Note: you cannot be a best-seller without tracking sales.

4. WHAT WAS YOUR GOAL IN WRITING A BOOK AND DID YOU ACHIEVE IT?

- Does this align with your personal and business goals and objectives?

5. WHAT DOES SUPPORT LOOK LIKE?

- Who is my main point of contact and what kind of access do I have to them? Phone, web, FB?
- How do I get support if I get stuck? What if I miss a lesson, how do i make it up or will i get behind?
- Are there additional costs involved if there are delays?

6. HOW MANY PAGES SHOULD MY BOOK BE ACCORDING TO YOUR MODEL?

- Some coaches will tell you to have a small 150 page book for ease of readability, but to a publisher this is not really given much credibility.
- Note, a publishing house will not take your manuscript if it is less than 40,000 words, so if you ever want to work with a publisher you will need to adjust accordingly.



QUESTIONS TO AVOID SCAMS

7. IS THIS PROGRAM SELF-PACED? HOW LONG DO I HAVE ACCESS TO COACHING? IS THERE A TIME LIMIT AND IS IT REALISTIC?

- Note, it will generally take 4-8 weeks to work with an editor depending on their availability and the work required. (Developmental, copy editing, proofreading)
- Plan 3-4 months to write your manuscript at minimum.

8. WHO HOLDS THE ISBN NUMBER?

- This is like the book's social security number. You will have one for each format.
- When someone looks up your book this will let them know who has published it. Is this a reputable name?

9. WHAT IS THE IMPRINT LABEL?

- This is the little logo of the publishing house and it will immediately let the buyer know who you are working with. Is it reputable?

10. WHAT IF I WANT TO CHANGE MY BOOK?

- How do I gain access to my files? Is there a fee? Do I have full rights?

11. HOW IS PRINTING ARRANGED?

- Where do you send me to print and what are costs for additional books and how is this managed?
- Many coaches do not have arrangements with printers outside of print on demand services. You will want a high quality hardcopy book for the right markets.

12. DO YOU TAKE ANY ROYALTIES OR PROFITS?

- Be sure that you are in agreement, but realistically no one should be taking a profit as a self-published author (except selling services).

These are just a few questions to get you started in the right direction. Ultimately, you want to make sure your coaching partner feels like the right connection for you. There are many new mastermind groups forming around the book coaching industry and honestly these are becoming more like social clubs of who's who. They may not always produce the best quality book because they tend to repeat one another in the system of sameness.

THE SPEAKER'S BOOK

Many speakers are being taught to produce a quick book to get on stage to speak. Any book or a book with credentials...it doesn't matter. The idea is that one will get you on stage. Keep in mind that the industries you are speaking to generally will not want to hire someone to speak that is touting a specific program, belief, or ideology. They want vanilla and magnetism with a bit of credibility. They want a speaker to speak in generalities about the key vague concepts of business...leadership, excellence, customer service, and human relations. They want you to make people laugh and boost employee morale, sales, or output. Keep it vanilla by citing what other great leaders have done and tell fun personal stories and antidotes. You are not generally there to change people or make them into entrepreneurs, unless of course, you are speaking to a group of sale or network marketing professionals. Again though, you have keep it vague but insightful and motivational. Your book should parallel. If you want to focus on an industry you need to call around and ask industry leaders for topics of interest and overall challenges. Focus the book on the industry or general terms.

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