

# **How to Land a \$10K Book Publishing Client in 53 Seconds**

**Hosted by James J. Jones**

**Presented by Jay Boyer & John S. Rhodes**

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## Introduction



Publishing can be a really great resource to us all. Of all the things that can be a part of your business, publishing should be one of the first. In this presentation, titled *Secrets of Landing a \$10K Book Publishing Client in 53 Seconds*, John S. Rhodes and Jay Boyer (of JJ Fast Publishing) share how they make a great deal of money through publishing. There are lots of people in this world that want or need to be published, and these people are desperate for your help. By reviewing this information, you will come to learn that this isn't as difficult a task as it may seem. In fact, you can make a great deal of money doing this, even if you have never published a book of your own before.

There are huge opportunities in this market. Daniel Hall, one of the presenters of this information, has offered the following story in order to help you understand the market's potential:

"Just recently, to sort of underscore this point, I was at a conference. It was a conference that was completely unrelated to Kindle, publishing, or anything like that. The moderator had asked me about some of the things that I did, and I of course mentioned my publishing business, and what I did with Kindle, etc...and I was mobbed after I climbed off the stage with people wanting to know how to get their book done."

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“When you understand how many people are who want to do a book...who desperately want to do a book...but either don't have the wear-with-all, or the resources...they don't have time to learn how to do it...then you start to understand just how wide a market this actually represents.”

Please pay very close attention to the information presented herein because this does present a huge opportunity for the right people. If this resonates with you, if this is something that you feel you would like to do for other people, then you are very lucky because some very valuable tactics and techniques are going to be revealed. You will also come to find that this process is much simpler than most people would think it to be. So, don't turn that dial...you have so much left to learn.

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## A Great Opportunity

This is a great opportunity for you. You are uniquely positioned for two big reasons. First of all, if you are reviewing this information, you probably have a really good idea about how to publish a book either for yourself or for someone else. You may just not know what the next steps to take are. In other words, just being around people like Daniel Hall and seeing his training, and perhaps even knowing John and Jay, has put you in the top 1%. You truly are there. You understand the processes behind publishing to Amazon and that it can be very lucrative.

The second reason why you are so uniquely positioned, and why this is so awesome, is that this specific training is only being offered to a small number of people. This information is not being delivered to thousands upon thousands of people. John and Jay are only interested in working with a couple of partners. There is a huge demand for this, but they are not willing to let 'the cat out of the bag' by allowing a great amount of people have access to this information. This is being offered to only the elite, and you are part of that club.

You are going to learn techniques that John and Jay have been using in their business for years. It took them a long time to figure out how to do all of this well and profitably. In terms of offering book publishing to others as a service, they have to turn a lot of people away. According to Jay, they don't turn away all of these people, and there is a lot of money to be made. That is why they are offering you the opportunity to learn how to do this as well. Please understand that there are not very many people who are able to join you in this endeavor.

What is so great about John and Jay? Why are they worthy of giving this advice? John and Jay have become experts in publishing, particularly to Kindle, but by other means as well. Not only that, but they are experts in internet marketing and making the task of publishing very profitable. Some of the things that they have accomplished include:

- They have published over 130 books, and counting, with multiple #1 bestsellers
- They are connected, in demand, and many book gurus beg to be trained by *them*
- They charge no less than \$8,000 to publish books for clients and customers
- They "get" publishing better than anybody else and have the track record to prove it
- Publishing and publishing for others have allowed them to generate thousands of dollars per week...on top of that they have found ways to make all of this easy, requiring minimal effort.

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Usually, John would recommend replicating yourself. In other words, he would recommend doing something once, but doing so in a way that you would never have to do it again. When it comes to publishing for other people, it's okay to trade time for dollars or trade a little bit of effort for a lot of money. The reason he recommends this is because you can make a lot of money per hour doing this particular type of work.

What is so important about this training, specifically? Face it, no matter what is going on, and no matter how much money you're making for yourself with your Kindle books and/or CreateSpace books, you can make much more money helping other people. You can make it a lot faster too. Other people are afraid to share in this success. It's poverty thinking which makes people afraid. They are afraid either because they don't have the confidence or they don't have all the skills and tools that John and Jay use in their own business in order to get the job done.



Quite frankly, there is more demand for books to be published for clients than John and Jay could ever handle. Because of that, they are actually looking for a small handful of skilled "publishing associates" who can take on the overflow of work. So, they would like to find some people who are interested in doing what they do and working with them to bring about more success.

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## The Numbers Don't Lie

### SIMPLE MATH (part 3)

- \$9.99 book @ 70% = \$7.00 per sale
- To reach \$1,000.00 you need 143 sales
- To reach \$8,000.00 you need 1,143 sales



Take a moment to really orient yourself with the facts pertaining to this situation. What kind of money can be made by trying to sell a single Kindle book? At \$0.99 per book, you are going to get a 30% royalty. That means that you are only getting \$0.30 per sale. Therefore, in order to reach \$1,000 profit on a book such as this you would have to make 3,333 sales, and order to reach \$8,000 profit you would need to make 26,667 sales.

Now, if your book is priced at \$2.99, your royalties will go up to 70%. That means that you would now be making \$2.00 per sale. Still, to reach just a \$1,000 in profits you would have to make 500 sales. In order to make \$8,000 in profits you would need to make 4,000 sales at this rate of pay. That is awful lot of sales in terms of volume.

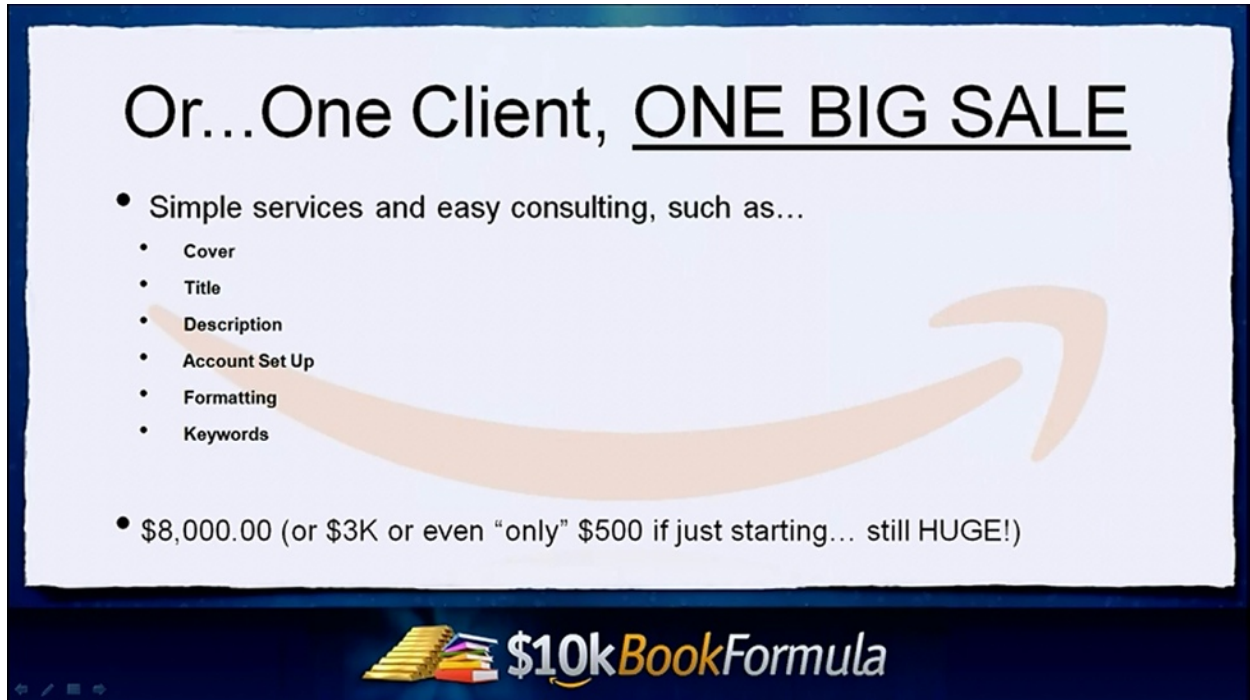
John says that he loves publishing to CreateSpace and Kindle, and he very much enjoys his residual income. Jay feels the same way. Furthermore, they both still get a kick out of receiving those royalty checks that come in through Amazon. It is great to be able to make a ton of money passively, money that you haven't done anything to make in years.

What if your book was priced at \$9.99? You would be doing okay, right? At 70% royalties, you would now be making \$7.00 per sale. If you sold 143 books, you would make \$1,000 at this rate, and if you sold 1,143 books you could reach that \$8,000 mark. You have to keep in mind that most Kindle books are priced between \$0.99 and \$2.99, however.

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By publishing for other people, you can make \$8,000 each and every time you do so. There are people that not only will pay that much, but are absolutely desperate to get their work published. So, rather than just working to make thousands of sales for each of your Kindle or CreateSpace books, why not treat yourself to one big payday by doing nothing more than helping someone else out?



Or...One Client, ONE BIG SALE

- Simple services and easy consulting, such as...
  - Cover
  - Title
  - Description
  - Account Set Up
  - Formatting
  - Keywords
- \$8,000.00 (or \$3K or even “only” \$500 if just starting... still HUGE!)

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One big sale, or rather one big client, per month could make you as much money, and in many cases far more, than months of work marketing your book would. This work only involves coaching, consulting, and assisting people in doing things that you already know how to do. You can offer expertise on any or all of the following:

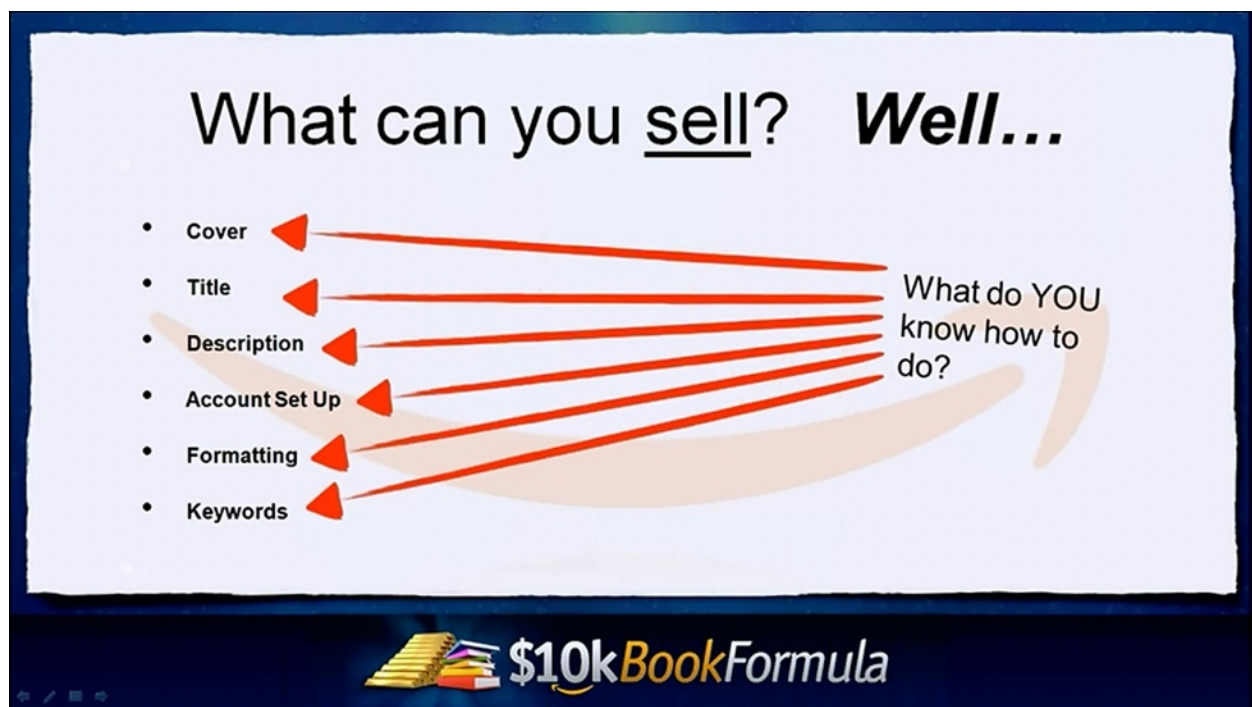
- Cover
- Title
- Description
- Account Set Up
- Formatting
- Keywords

One thing that is important to realize is that a lot of people freak out about little things. Even just setting up their KDP account can be extremely stressful to some. Most people don't even

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know what CreateSpace is or that this publishing option is available to them. In fact, a lot of people don't know what KDP is; they've never even heard of it. It is hard to realize just how much of a mystery all of this kind of stuff is to some when you know all about it. When you do make this realization, you also realize how much of an expert you are compared to the rest of the world, even if you don't know that much.

Just imagine, it only takes one client once a month to make up for thousands of sales. Eight-thousand dollars seems like it would be a lot to request, but this is what John and Jay charge their clients all the time. However, even if you just charged each client \$3,000 or just \$500 to start out with, it would be a good pay day for you. Right now people are paying these kinds of prices all of the time just to get people to do something that you are already good at.



So, what do you know how to do? Look of the picture above and think about the publishing process. Do you know how to do some of it? Do you know how to do all of it? Any skill that you have which is related to publishing can be marketed. Plus, you don't have to go through the whole publishing process all by yourself. You can outsource what you don't know, in other words. Outsourcing is a very straight forward process. It is not hard at all.

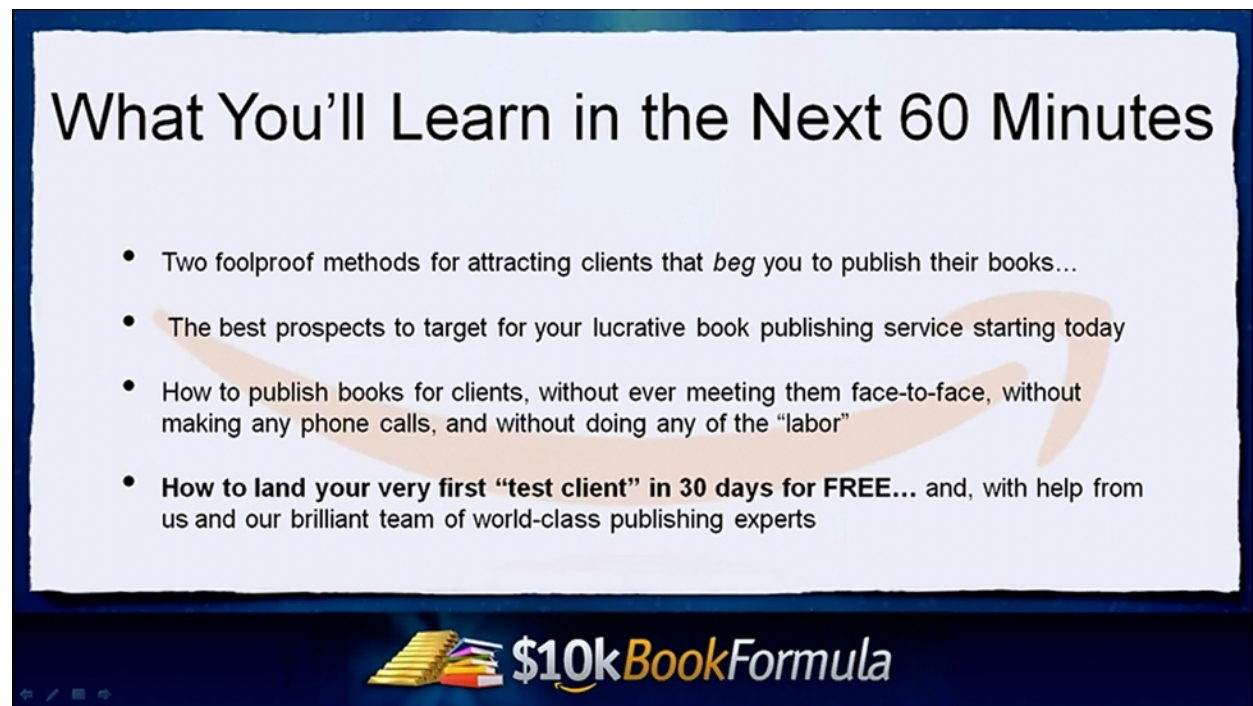
Do you have a Kindle book published already? Have you ever published to CreateSpace before? It really doesn't matter if you have ever been published or not. Do you feel confident that you could probably put a book together? If you have been around Daniel for any period of time, you most likely would have no trouble doing this at all.

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Think about what part of the creation process you would like to do yourself. Maybe you are good at graphic design and you would like to create the covers for other people's books. On the other hand, maybe you would be best at formatting the book and making sure the end result is just right. You could even just assist people by setting up their KDP accounts for them.


One or more of any of these tasks can be sold for high dollar amounts. You really would be surprised to learn what people will pay. Why are people willing to pay so much for a book like this? You see, in this day and age, it is important to market yourself for your career, and many people need books to do this. They are afraid to figure out how to do so on their own or they don't have time to. Furthermore, in many cases this \$8,000 fee looks small compared to what a book in your name can actually do for your career. This will be explained more thoroughly later on in the lesson.

John's advice is to pick something that you like to do from any part of the process of creating a book and outsource everything else. That way you can do only what you enjoy, but still offer the whole package to your clients. John and Jay do this all of the time. It is very easy to do things this way, and it allows them a very carefree and enjoyable existence.



## What You'll Learn in the Next 60 Minutes

- Two foolproof methods for attracting clients that *beg* you to publish their books...
- The best prospects to target for your lucrative book publishing service starting today
- How to publish books for clients, without ever meeting them face-to-face, without making any phone calls, and without doing any of the "labor"
- **How to land your very first "test client" in 30 days for FREE...** and, with help from us and our brilliant team of world-class publishing experts

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There are two things that you are going to learn right away. You are going to learn two foolproof methods for attracting clients. These are folks that are going to beg you to publish their books for them. You read Daniel's story. This is probably not the only story like that which he could tell. John and Jay have quite a few stories similar to this of their own. People are really fanatic about writers and publishers, and for a lot of very good reasons.

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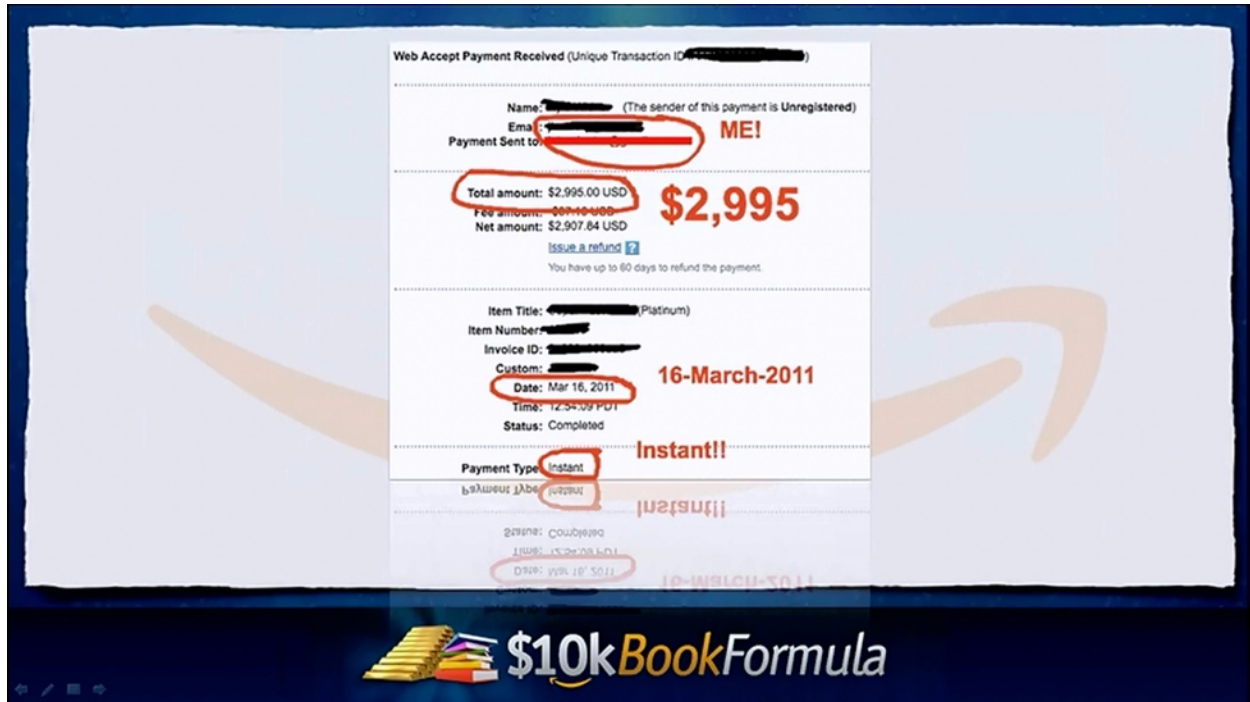
During this lesson, seven different case studies will be presented. They are all short and to the point, but they each cover a different topic thoroughly. In this lesson, you are also going to learn about the very best prospects to target for your lucrative book publishing service. In addition to all of this, you are going to learn how to publish books for clients without ever meeting them face-to-face and without making any phone calls. You really can do this without doing any of the labor all if you don't want to and nothing could be any easier.

Finally, you are going to be shown how to land your very first "test client" in 30 days for FREE. You will have John and Jay's help in doing so, as well as the help of their team of brilliant, world-class publishing experts. How does that sound? Great. Let's get started.

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## Case Study #1: Landing a Client in 53 Seconds

John used three magic words in a short 53 second conversation. In less than 48 hours, he opened his email and saw this...



It was a PayPal instant payment of \$2,995. This is just getting started. The client told John “If you need more money, just let me know because what you’re doing is so awesome and you could charge so much more.”

There are a few really cool things that you need to recognize about this case study. First of all, there was no formal proposal or contract involved in this transaction. There was also no direct visual proof needed to produce this arrangement. Although John did provide some examples of his results in a verbal manner, he did so very quickly, and it did not take long for the client to become convinced that he was the man for the job. He did, however, give the client a URL or two to go and check out on his own.

The total investment in terms of time for this project was only about 12 hours. Jay put in about four hours, and John says that he put in seven or eight hours; it may have even been less than that. They also hired an editor, which cost about \$400. In other words, they did not do the work themselves. The editor formatted the manuscript and put everything together for them.

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When all was said and done, Jay and John earned \$216.25 per hour after all expenses were accounted for. Plus, this was a very early client of theirs, so they profit from it even more since this project helped to build their business portfolio as well. Furthering the point that this was an easy sale, take into consideration that this is before either of them had much experience. Obviously, it really did not take too much for John to convince this client to hire them.

Why did this work so easily? Well there are several reasons. First of all, you need to understand that just about everyone wants a book. This includes your mom, dad, uncle, brother, sister, neighbors, friends, colleagues, and the list goes on and on. Don't you want a book? You love books, right? Maybe you already have one or more published. If so, just think about the burning desire that you had to get that first book published. If you have not yet published your book, you most likely have that same burning desire to do so right now.

John states that he had this same burning desire when he put his first book out on the market, about 3 ½ or 4 years ago. He'll never forget that feeling. The case is the same for just about everyone that John has worked with over the years. A lot of people have this desire because it feeds upon their ego or pride. Some people have a need to share a story or share something that they are passionate about. In any case, there are a lot of people out there who want or need a book.

It is great that people have these feelings and that there is such a demand for this sort of thing. It will fill your heart with joy to be able to help someone to accomplish their goals in this way. Nothing, however, compares to the feeling that you will get when you discover that helping people to get published generates large amounts of cash quickly and easily. It is great that you can help people with their passions and help them to get their goals accomplished, but it doesn't that you can't extract the money that you need out of it, and there is lots of money to be made out of this.

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# Hold on...Why Does This Work?

- First, just about everyone wants a book
  - Mom, Dad, Uncle, Brother, Sister...
  - Neighbors, Friends, Colleagues...
  - YOU want a book? YOU love books, right?
    - Ego, Pride, Sharing Stories, Passion, Hobby, Desire...
- **However, the MONEY comes from 3 sources**
  - Your future clients are freaked out, scared rabbits!
  - Your future clients have more money than time...
  - Their book is the Ultimate Business Card



The money really comes from three sources. The first is that the people that you are going to have as clients are really very freaked out about the whole publishing process. This is because they don't know what you know. It doesn't really matter what you know because if you know even the slightest bit about publishing, then you are a genius compared to a lot of people. You know far more about the tools and techniques that it takes to do this. So, even if you feel like you are still an amateur, you are really an expert in comparison.

Since most people have not had the time or the resources to learn about this, then it is a mystery to them. As we all know, fear generally comes from that which is unknown or not understood. It is this fear that makes people so willing to pay top-dollar for these types of services.

Another reason why making money off of this is so easy is because most people generally have more money than they have time on their hands. Furthermore, in their mind, publishing a book takes two or three weeks of constant labor. This, as you probably already know, couldn't be further from the truth. Anyone with any kind of experience in book publishing knows that the process generally takes about five to ten hours. When you combine this lack of time and lack of knowledge with a burning desire to get their book published, money is of no consequence.

Many very wise people realize that they can use their book as the Ultimate Business Card. You, in fact, need to make an ultimate business card of your own. Why? This is because most 'old school' offline marketing tactics are dead or dying. Most of the time, they are dreadfully expensive as well. In fact, they are becoming less effective and more expensive all of the time.

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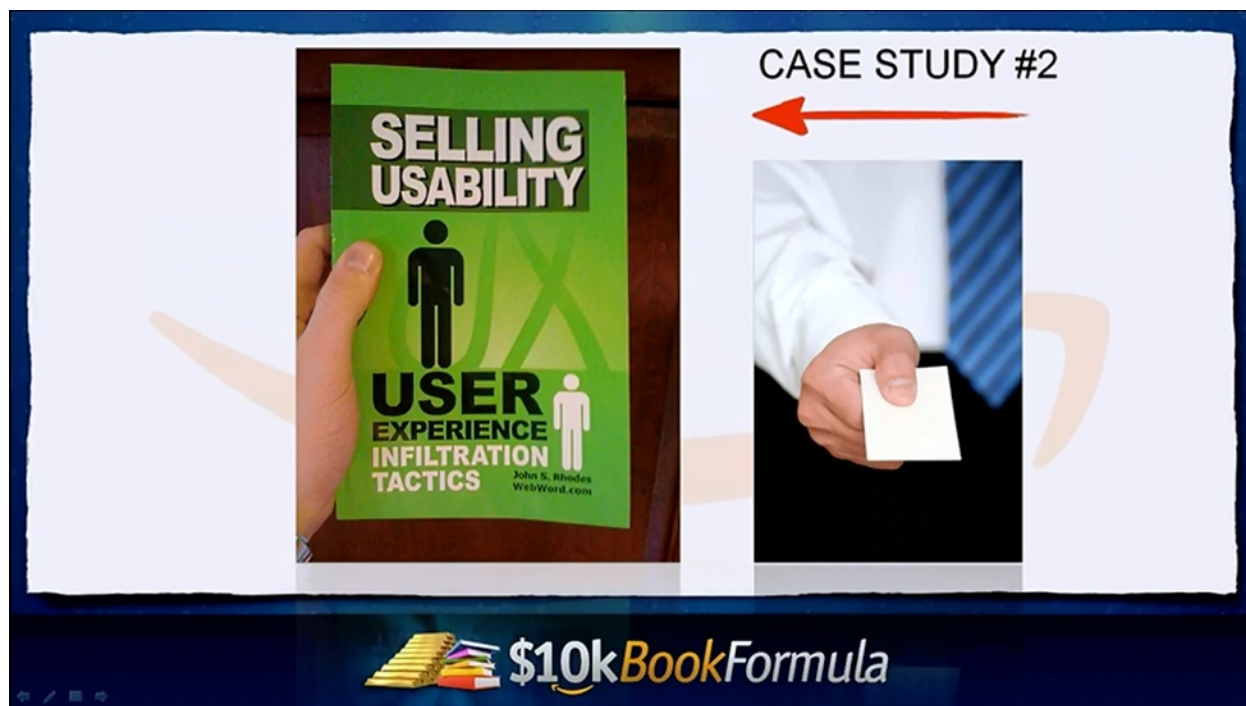
Things like postcards, 1-800 numbers, yellow pages, billboards, and radio ads can work, but they work slowly, painfully, and at a high cost. Really think about it, when is the last time that you opened a phone book to the Yellow Pages?

Nowadays, if you are a professional in any field, you need to have something that sets you apart in a unique way. A book beats everything, especially for certain very special types of clients. These are the people that you are going to identify and then go after. You are going to learn how to identify these individuals in just a moment.

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## Case Study #2: Using the Ultimate Business Card



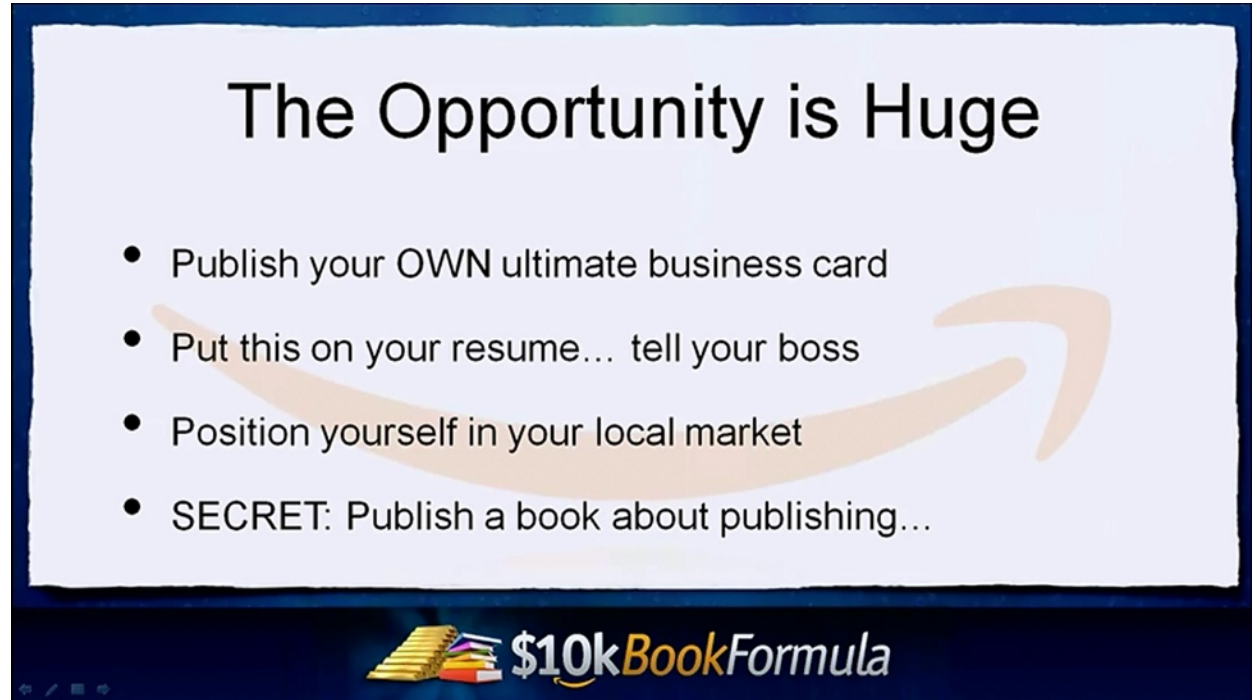
Look at the picture above. The picture on the left-hand side depicts John holding a physical paperback book. This is not a pamphlet; it is a physical book that is 250-300 pages long. On the right hand side, you see a flimsy business card. Now, ask yourself, when you are meeting someone face-to-face and you want to make a good impression, when you want to show someone that you are a step above the rest, what is better, handing someone a physical book or a flimsy business card?

A physical book will absolutely leave a better impression every single time. This is the type of value that certain clients instantly understand. That is why they are desperate for physical books. Kindle books will work as well, but not as well as a physical one that you can just hand out to clients and other people that you would like to make an impression upon. There is a need for this sort of thing in the business world right now. Why not be the person to help fulfill this need, especially when people are hunting for people with skills that you already possess.

This opportunity is huge. To begin taking advantage of it you need to do is publish your own ultimate business card. Then, you can put it on your resume, and even tell your boss about it. Having a book in your name on your resume is really hot. There really is nothing better. It gives you an unfair advantage and beats out just about everything else in comparison.


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Having a book in your name also allows you to position yourself in your local market. You can even reach out to people that you don't know by dropping a book into a FedEx package and sending it off. That is what John does. He calls it his personal 'door buster'. People never turn away FedEx, they love receiving this sort of thing in the mail, no matter what it's about.



## The Opportunity is Huge

- Publish your OWN ultimate business card
- Put this on your resume... tell your boss
- Position yourself in your local market
- SECRET: Publish a book about publishing...

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John and Jay both recommend that you publish a book about publishing. This way you can position yourself as a publishing expert who can help others to create ultimate business cards of their own. Professionals will recognize the value that this brings to the table immediately, and you will be able to land clients to publish for very, very easily.

There are huge benefits for you in doing this. With an ultimate business card, you can instantly 'steal' authority in any market that you would like to go into. A book such as this will also bring your life security because you it will help you to protect your job and help you to build your career. People tend to give writers, publishers, and authors automatic respect, because in reality a book is a major accomplishment in most people's eyes. There is a cache about writing a book that makes you look more professional automatically. People look up to you, they respect you, and it gives you automatic authority.

You could, for example, publish a book called "How to Publish a Book if You Live in Austin, Tx". Now, that title may seem a little bit silly, but do you have any idea how many people in Austin, Tx would probably love to have a publish a book of their own? The same goes for any city in the world. People would be automatically attracted to a book titled in this way about their local area, which tells them that they can do what they have always dreamed of: becoming

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published. You can make your own ultimate business card and establish yourself in your own local market. When people read it and have that burning desire to be published, who are they going to turn to? You.

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## Case Study #3: John's \$1,000 Shuttle Bus Ride



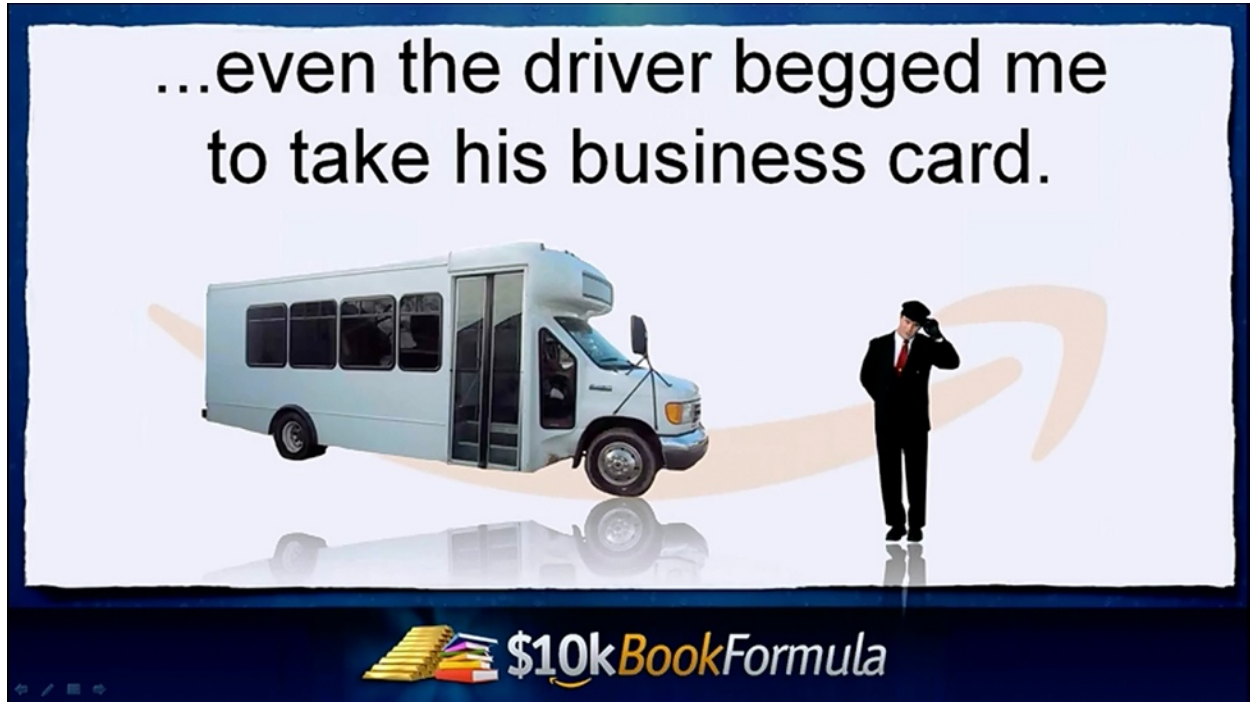
John got invited by Evan Pagan to a very small event. There were only about 40-50 people at this event. People like Jeff Walker, Jeff Johnson, and John Reese were there. This was for some inner-circle elite training. It was part of a larger conference of marketers, so there were thousands of marketers at this conference. However, John was chosen to be part of this elite little group, and they were holding a little conference of their own.

John had a great time there. When he was heading back on the shuttle bus, he was surrounded by marketers who were revved up about the conference and having different conversations about it. John, at the time, was sitting there like a wallflower just taking all of this in. All of the sudden someone elbowed him and said "John, what do you do?" That is when John uttered the three magic words: "I publish books." John says that it was as if time froze. Everyone instantly gave John all of their attention.

You have to understand that John wasn't trying to sell anything. He wasn't trying to convince them to get published. He wasn't trying to get their business at all. Yet, when he uttered those three words, the five people who were on the bus with him, all reached into their pockets, billfolds, and backpacks in order to fetch their business cards. They all were desperate to give John their business cards so that he would take them on as clients.

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According to John, he left that shuttle bus ride with a \$1,000 'locked and loaded' verbal contract. The deal eventually did go through, and he made a good deal of money off of it. The point of the story is that John made \$1,000 on a shuttle bus in less than three minutes, even though he made no effort on his part to do so. That is how powerful this kind of thing is.



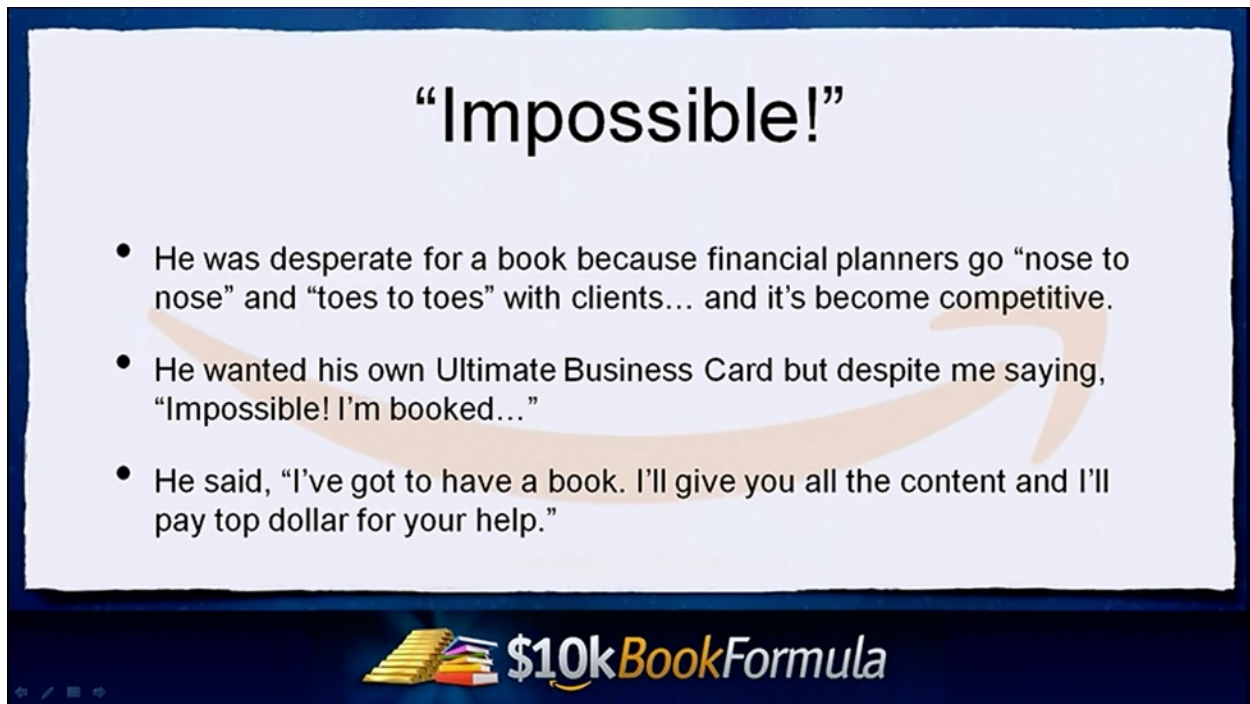
The funniest part about this story is that even the driver begged John to take his business card. When you are a publisher, everyone that hears that you publish books is magnetically attracted to you. That is no joke.

From this story, you can probably tell that you don't really even have to sell anything to be accomplished at this. All you do is explain to people what you do, provide the right information, and they will not only give you their business card, but they will hound you, they will call you, and they will send you emails. You do very little work to get clients. Most of the time, you say the three magic words and the clients come to you on their own.

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## Case Study #4: Mission Impossible



**“Impossible!”**

- He was desperate for a book because financial planners go “nose to nose” and “toes to toes” with clients... and it’s become competitive.
- He wanted his own Ultimate Business Card but despite me saying, “Impossible! I’m booked...”
- He said, “I’ve got to have a book. I’ll give you all the content and I’ll pay top dollar for your help.”

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John was at this training event. He was a student at the event. There was a weird quirk with the scheduling that day, so the room was chock full of financial planners, CPAs, accountants, and similar types of professionals. It was lunch time, and John was happy to have gotten through the training.

John was in line for food, and he was standing next to a man named Patrick Jenkins. By accident, John blurted out the three magic words to him. He said “I publish books.” Immediately, Patrick grabbed him by the arm, looked him in the eye, and demanded that John help him. He said, “You have to help me publish a book. I have to have a book.”

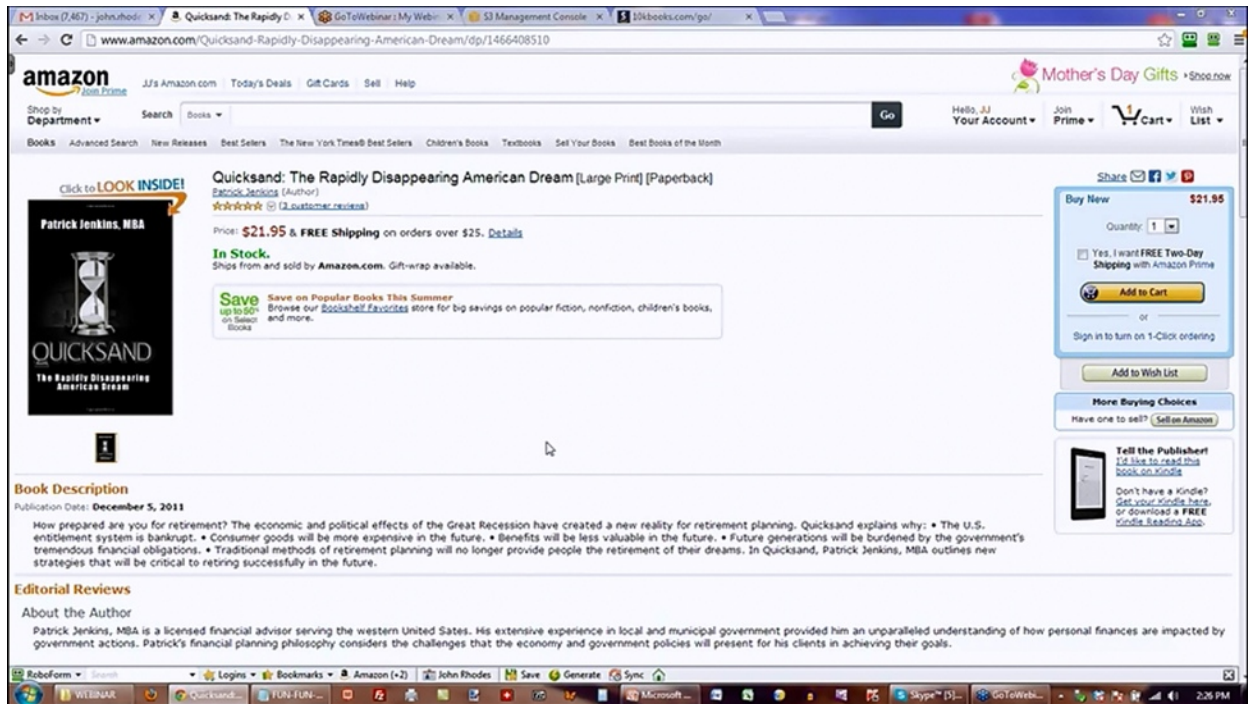
John was stunned, but he had to tell Patrick that there was no way that he could possibly help him. The man was completely desperate for a book though, and he wouldn’t let up. There were many reasons why, of course. Financial planners, in particular, are under a lot of pressure because they often go ‘nose to nose’ and ‘toes to toes’ with their clients. It is a very competitive field to be in, so therefore there is a lot of pressure.

In the real world, more and more people are getting less and less results from their efforts. In other words, they are getting less of an impact from the money and the time that they are putting into post cards, 1-800 numbers, yellow pages, and other forms of marketing. These ‘old tactics’ are becoming less and less effective all the time. Even certain types of online marketing

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really don't work for these types of people. It really is a certain prerequisite for these types of people to have a book of their own anyway.

It was like this was some sort of weapon that he needed. It's like batman's utility belt; a book was the best thing that he could possibly have on his belt. He wanted, needed his own ultimate business card, but John kept saying "I can't. I'm booked." So, he told John "Look, I have to have a book. I'll give you all of the content, and I am going to pay top-dollar for your help." John reluctantly agreed, saying "Okay, I guess we'll make this work."



He ended up paying John \$1,200. Now, that is not a lot of money for this kind of agreement, especially when you take into consideration how badly Patrick needed the book. You will have a better understanding of why John did not charge more. The name of the book is *Quicksand: The Rapidly Disappearing American Dream*, and it is pictured above.

Now, this is a really good book. From a content point-of-view, he can hand this out and they are going to come to him because he makes them all worried about their retirement and all of those sorts of things with this book. As a financial advisor, this is beautiful for him. You may notice that this book costs \$22.00. In addition to that, the description really needs some work. He has a five-star rating on his book, but it only has three reviews. So, there wasn't a lot of effort put into this for that \$1,200.

Originally, John and Jay planned on using their proprietary content generation process to 'write' the book, but because Patrick gave them all the content, all they had to do was proof the

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material. Furthermore, the book is only about 100 pages long. Through friendly negotiation, John and Jay decided to slash the price. So, they originally were going to charge him \$3,995 to get the book finished and published. Instead, they agreed to only charge him \$1,200 because he wrote the entire book and all they really had to do was proof it. It really didn't even need to be edited, it was so well made. They just proofed it to ensure that it was ready for publication.

They did, however, make a deal with Patrick. They negotiated 'dual rights', which gave John and Jay the ability to use this top-quality content in other ways. This book was written by a MBA, so this is very proficient information. Patrick really understands the ends and outs of what he does. John and Jay are now able to use this content in any way that they want within this market. Patrick, of course, was thrilled because now he had the ultimate business card that he needed. John and Jay were also thrilled because they spent very little time working on this for Patrick, yet were able to make \$150 an hour off of it.

This was practically an effortless endeavor. Jay probably spent about an hour on this, and John probably worked on it for 2-3 hours. The rest of the effort was made by people that they had on staff. So, again, this is serious money being paid for very low amounts of work. On top of that, John didn't have to do any cold calling or selling. All he did was say "I publish books." It really is that simple.

## Epilogue...What About Royalties?

- He's got 3 reviews, it's \$22 and it's barely selling.
- Patrick doesn't care because he orders these books for \$3.23 plus shipping. He hands these out like Halloween candy to all of his prospects... then he CRUSHES all of the competition.
- He has millions of dollars in "AUM" (assets under management) and collects 1-2% every year. To be perfectly clear, this Ultimate Business Card is his secret weapon.



What about royalties? Some might say, well he's probably not making any money at \$22 per book. He doesn't have any reviews and the book is not ranked very well at all. You have to understand that Patrick really doesn't even care. He orders these books for a little over \$3

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apiece (plus shipping), and then he hands these out as if they were Halloween candy to all of his prospects. He even hands them out to some of his existing clients to reinforce the notion that 'he is the man for the job'. This book allows him to position himself as an authority in his market, which is much more valuable than a few sales on Amazon. He absolutely crushes the local competition in his market, just because he has this book on his belt.

Patrick has millions of dollars under AUM (assets under management), and he collects 1-2% every year from that, sometimes even more. He gets his own cut of the action, so to speak, for every dollar that comes in. When you are talking millions of dollars, and really millions upon millions of dollars, that are being pulled in, this is extremely significant to him. That is why he was desperate to have this competitive weapon. A book is a secret weapon that people are willing to pay thousands upon thousands of dollars for without even batting an eyelash.

The common professional's attitude is "Of course I'm willing to spend four or five thousand dollars for something that will help me out this much." In reality, this is not irrational at all because in many cases they can make up for the cost if they gain just one extra client because it. Just like in Patrick's case, many times a book such as this brings back a much bigger return than just a few extra clients.

At this point, you may be asking yourself, "Okay, well how does he buy it and give it away so cheaply if the book is priced at \$22?" CreateSpace gives you the ability to go in and purchase your own book at a wholesale price, so it cost next to nothing to order them for yourself. Patrick, therefore, orders 10 or 20 at a time, gets the order sent to his home, and then he just hands them out to people that he wants to make an impression upon. He may also mail them out to his clients or prospects, and so on.

You don't need to be the best salesman or speaker in the world to be able to do this. You don't even really need to be a very good marketer. All you really have to do is say "I publish books" in passive conversation. That is really the only hook that you need. When people hear this, they have a tendency to just gaze longingly into your eyes as if you're some guru on a mountain top. You just say "I'm a publisher" and it is like people get brainwashed. The effect is really remarkable.

Jay and John charge each client \$8,000 or more to do this because this fee is nothing to people when it means that they have this kind of competitive weapon. You may want to charge your first couple of clients \$500 to \$1,000 just to get started. To a business professional, \$500 seems basically free, especially when they are putting tons of money into other forms of marketing already. Once you have helped a couple of people, you can begin building a business portfolio and you can start charging more and more.

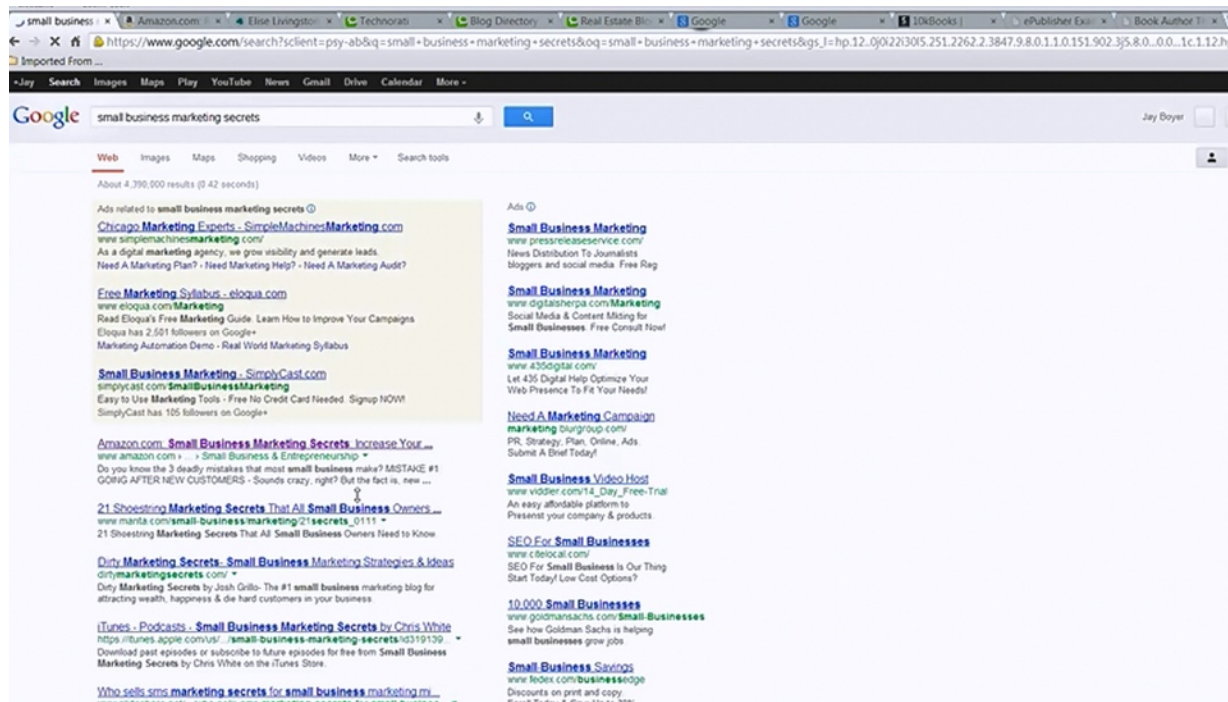
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## How to Make this Work

Again, you don't have to be a professional salesman to make this work. You don't have to be a professional anything. Jay, for example, was a carpenter for 18 years before he got into this business. He had a partner that did all of the sales for him at that time. He just wanted to work in the shop where he didn't really have to work with people. Back then, it would have scared the hell out of him to attempt to do something like this. So, he would just like you to know "If I can do it, you can do it as well."

These books deals quite literally fall out of the sky. These case studies are very true, and these sales are easy to make because people really do want and need these books. Basically, people swipe up the opportunity to become published whenever it is presented. You'll gain a better understanding of all this as you read the case studies to come.

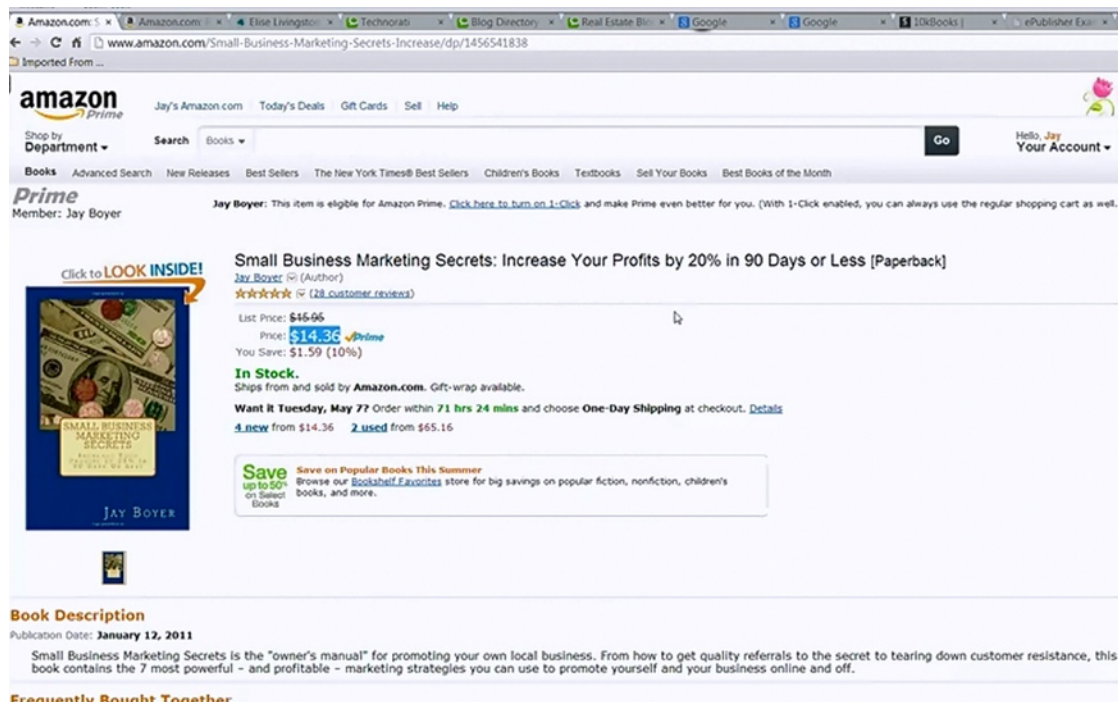


The information that John and Jay are sharing is not based on theory. They have both performed the practices that they are preaching about and are now constantly working to perfect them. Jay actually has an ultimate business card of his own. His book is called *Small Business Marketing Secrets*. If you were to perform a search on this title in Google, you may notice that Jay's book comes up first. This is no accident. Jay targeted certain keywords when he created this title. He did a good job too because there are over 4 million competing pages

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that are trying to rank for this keyword. In spite of this, Jay has made it to the very top of the results.

To reiterate, not only has Jay's book made it to the top page of the Google results, but it is the very first thing to come up. With 4 million other competitors trying to rank for these same keywords, this is not an easy feat. Not only that, but this book is over two years old. That attests to the 'staying' power that Jay's techniques have. Did you know that search engines such as Google, Yahoo, and Bing would give you such favorable treatment for your ultimate business card?



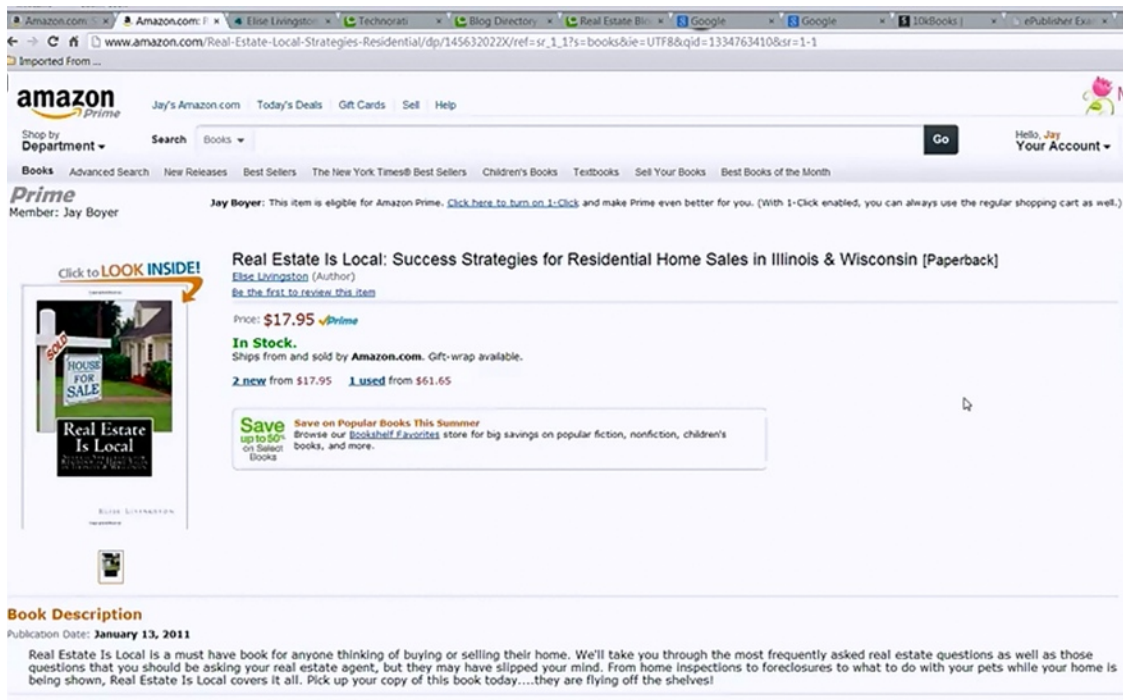
You can see the book that Jay uses as his own ultimate business card in the picture above. At the time that he wrote this book, Jay was promoting online services to brick and mortar local services. In other words, he would offer to create video marketing packages, run social media campaigns, design websites, etc. for local businesses. During this time, Jay used this book as his door buster. He really didn't care if he sold a single copy of this book because that isn't where the money was at. However, he did end up selling about 100 of these books, gaining six or seven dollars for each book in royalties.

It wouldn't have ever mattered to him if he had never sold a single copy of this book because this book made him thousands upon thousands of dollars as his ultimate business card. He used this book as a front-end, lead-generating tool. This book identified him as the ultimate authority in the town he was prospecting within. He would hand this book over to his prospects and they literally would be blown away by it. They would see Jay's picture on it, they

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would read the book, and recognize Jay as someone who knew what he was talking about. Jobs came easy after that.

This book would convince Jay's prospects that he was exactly the person that they were looking to hire. Jay had placed his number at the end of the book so that he was easy to get a hold of. You see, it worked in the same way as a business card would, just much, much, better.



The picture above depicts another ultimate business card that Jay put together for a friend of his named Elise Livingston. She was a neighbor of Jays at the time. According to Jay, she is kind of a 'big fish in a small pond', as she is one of the biggest names in real estate in the area. Part of the reason for her success is that she is a published author. Indeed, she has her own ultimate business card.

What happened was, she found out about Jay's ultimate business card and how he used it to gain clients. Jay had shown her his book when they were having a conversation one day. He wasn't trying to sell her anything; he just mentioned it and ended up showing it to her. Not long after she came looking for him and, with a really serious look on her face, said "Jay, I need to talk to you about this book you have. I want the same thing." He was happy to help her out with this. He didn't charge her a small fee though. At this point, John and Jay's minimum fee for publishing a book for someone was \$8,000.

According to Jay, Elise didn't even bat an eye when he told her what it was going to cost. She is a really smart woman. She knew the value of a new lead, and she knew how much power this

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book was going to give her in her local marketplace. She knew that she was competing with every other realtor in town; the difference was that she would have an ultimate business card and they wouldn't.

Just imagine that you were living in a small town in which there were 5 different realtors. One of them is a published bestselling author and the others have no idea why a person would want one. Who would you go with? Obviously, having this book would give this person a tremendous leg-up over the competition. That is what Elise's book did for her.

Elise probably entertains at least a half a dozen clients every week. These are people who don't know her personally, but are thinking about having her list their house. So, they are interviewing her and seeing whether or not she's the real deal. One of the first things that she does is give her prospects her book, which serves as her ultimate business card.

According to Elise, she has been closing twice as many people since she has become a published author. Elise is using her book as a promotional tool and a front-end lead generation device for her business. This is exactly why she was more than happy to pay John and Jay their exceptionally high fee. She didn't even blink when Jay first told her how much they charge. Look at the picture captured below, and you will begin to understand why.

The screenshot shows a web browser with multiple tabs open, including Amazon.com, Elise Livingston, Technorati, Blog Directory, Real Estate Bl..., Google, 10kBooks, ePublisher Exa..., and Book Author T... The address bar shows the URL: www.realtor.com/realestateagents/Elise-Livingston\_Richmond\_IL\_117535\_22135990. The page features an AT&T U-verse banner for TV + Internet + Home Phone at \$79/mo. Below the banner is the realtor.com logo and navigation links: Homes, Rentals, Mortgage, Find REALTORS®, Advice, Moving, More. A search bar is set to 'For Sale' with a location dropdown. The main profile section for Elise Livingston, Broker Agent, includes a photo, a 'Contact Me' button, and her address: 9716 Route 12, Richmond, IL 60071. It also lists her phone numbers: (815) 363-2834 Office and (815) 678-2082 Fax. To the right, there's a 'Login to the Control Panel to update your profile.' button and a list of 'Areas Served' including Barrington, IL, Bull Valley, IL, Crystal Lake, IL, Deer Park, IL, and Fox Lake, IL. Below this is a 'View more' link. The 'About Elise Livingston and the Livingston Team' section shows an 'Overview' tab and 'Agent Homes for Sale'. It highlights an 'Average Listing Price' of \$212,800 and 'Years of Experience' of 19. A note at the bottom right says 'Updated Photos to 1110 Bay Road 10 days ago'.

You are looking at Elise's Realtor.com page. If you look under the heading which says 'About Elise Livingston and the Livingston Team' you can see that the average listing price is \$207,660. A couple of years ago the average listing price was over \$300,000 before the real estate market

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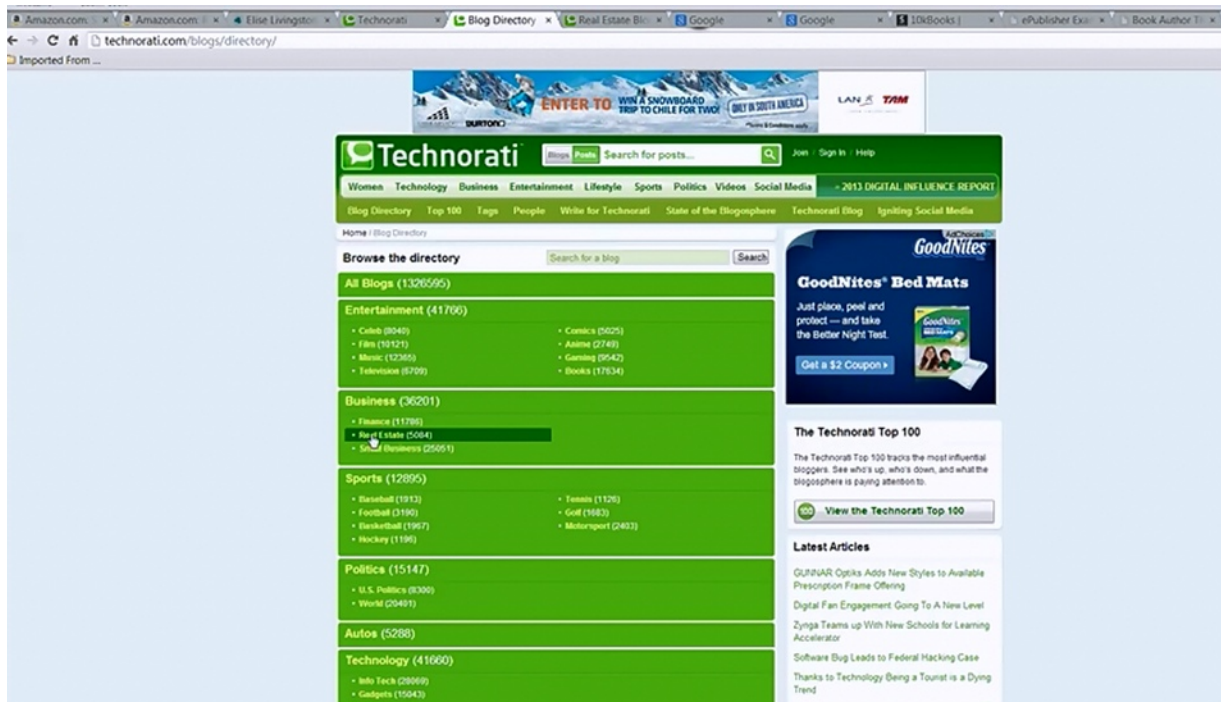


crashed. However, even at a little over \$200,000, Elise makes a good commission. Specifically, she makes a 3-6% commission on each sale. So, for a \$200,000 house at a 6% commission, Elise would make \$12,420. This is for a single sale. With these numbers in mind, surely you can understand why Elise didn't even think twice about hiring Jay and John to publish this book for her.

Elise knew the power that this book would bring her. She knew that this would give her a huge advantage over every other realtor in the area, and that is exactly what happened. So, please understand that people like Elise will not turn away when they hear what you charge. It is a investment that they don't mind making.

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## Finding Clients



So, where do you find the clients that you need? Just about everyone has a circle of influence. It might be a church or synagogue. It might be the YMCA. Maybe you're a coach or a teacher. Maybe you're some type of trainer. Maybe you are a student and have access to lots of other students. You would be surprised just how many people you know who would be really, really interested in your book publishing services. This is very important. You don't want to disregard them because the very first people that you run into are going to be the people that you can influence the most. Elise was Jay's neighbor, for example.

The people that naturally fall into your life are going to be the ones that you will have the most influence over as well. In other words, friends, family, and associates are the ones that are going to turn to you the most to get published. However, this isn't network marketing. You don't have to call everybody in your little black book and try to sell this idea to them.

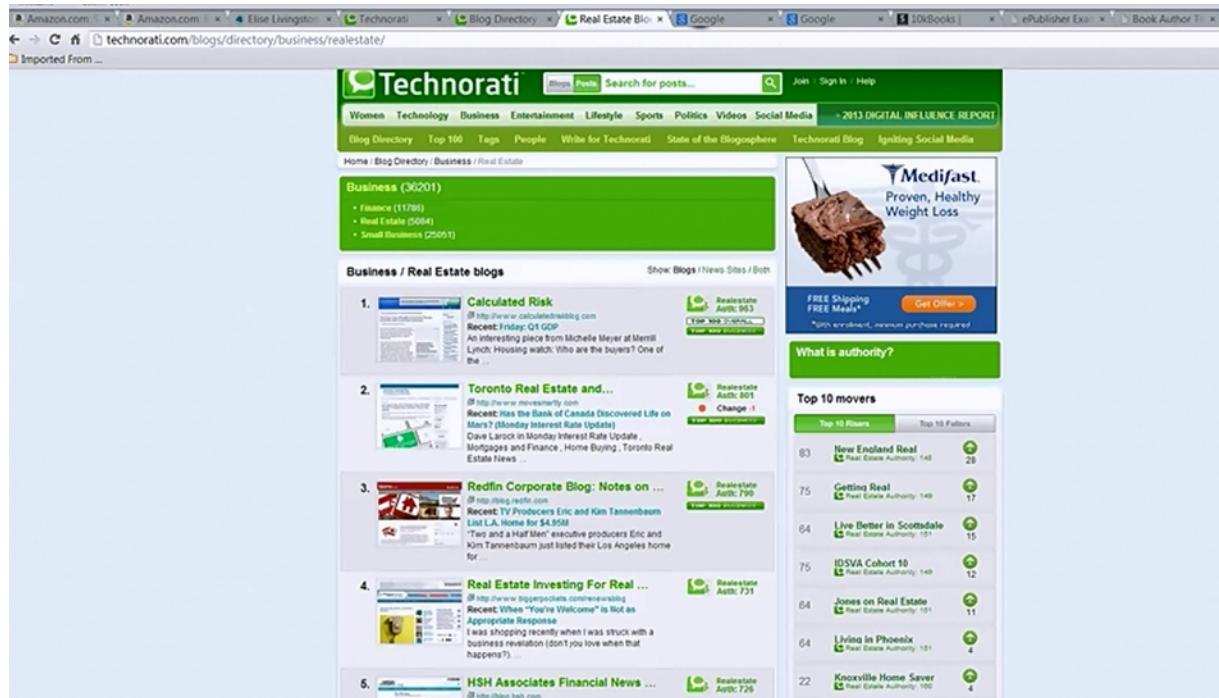
Jay is a shy person, and he has no trouble finding people. If you are shy like Jay, and you don't want to leave your house to go in search for these prospects, you don't have to. Even if you are timid about picking up the phone to order a pizza, you can still find prospects. That is one of the best things about doing this.

One easy way to find people that want this service is by searching online. That way you don't have to go belly to belly with anyone and talk about this stuff. One website that Jay uses to find

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his clients is Technorati.com. This website features some of the biggest, most influential and high-trafficked blogs in several different categories. If you click on the 'Blog Directory' link, it will take you to a site-map view which shows the different categories as well as the numbers of blogs on their site and each blog's rating. So, basically this site allows you to search all of the top blogs by category.



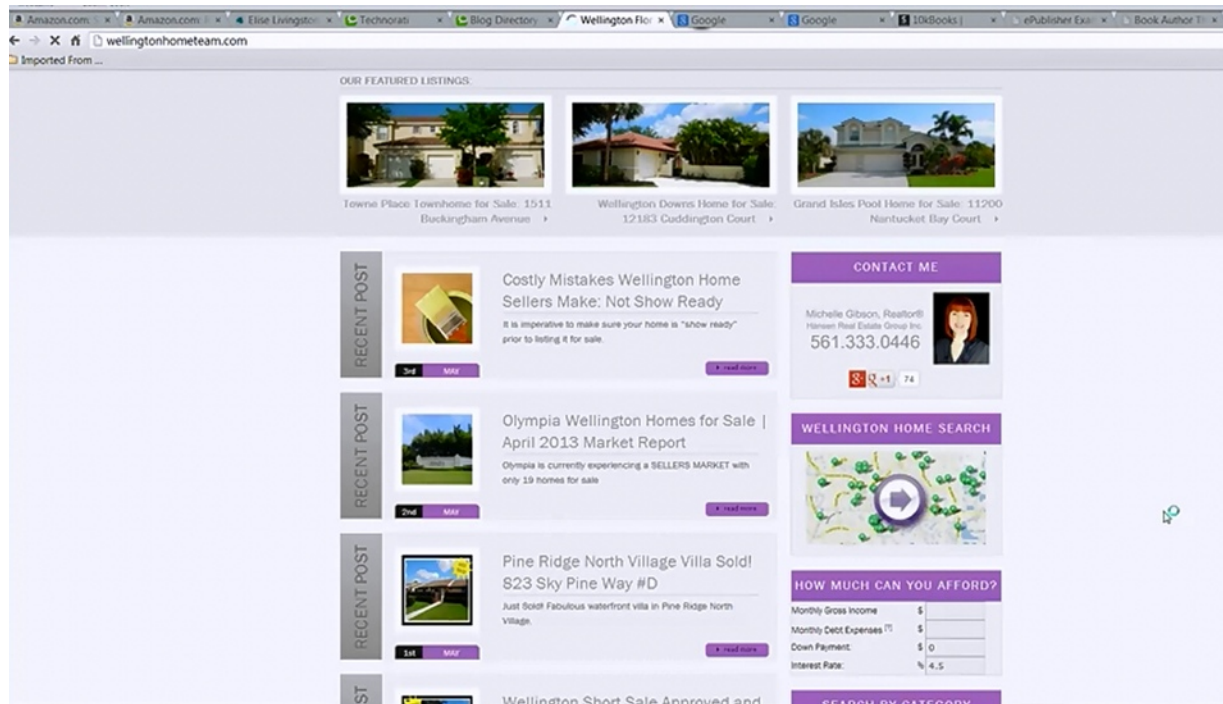
There are over 35,000 business-related blogs here on Technorati. There is even a real estate category that includes over 5,000 real estate blogs. If you click on that link, it will take you to the page in the picture above. These are the top real estate blogs right now, according to Technorati. So, if you wanted to target clients like Elise, this would be a great place to get started. This is where you can find high-profile business owners who need a book of their own.

Now, take note that you are not looking for bloggers that are writing about real estate. You are going to be looking for realtors that are putting this blog out in front of their business. For example, you wouldn't want to go to the top one which is labeled 'Calculated Risk' because this is most likely written by a blogger not a realtor that is writing a blog for their business. Further down on the page there is a blog called 'Wellington Florida Homes for Sale'. This one looks like it has some possibility.

One of the great things about finding your prospects in this way is that you know that someone who is going to create a blog for their business like this has some understanding of what could be potentially valuable to their business. This also shows that these business owners have an

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advertising budget and are willing to put large amounts of money towards their business' success. It isn't cheap to create such a great page with hundreds of blog posts.



The page that Jay pulled up in his presentation was a page that was created for a realtor named Michelle Gibson. She has hundreds of blog posts on her site, and it looks as though she adds to her blog at least a couple of times a week. She most likely writes about national and local real estate trends. On her site, there is a contact tab. You would want to click here in order to reach out to Ms. Gibson.

Jay has been using Technorati to find prospects for years now and has actually used the site in a case study for his students before. In the case study, Jay found about 12 different super-bloggers just like Ms. Gibson and sent each of them a cold-email. You can either pull their email address off of the site, or just use their own messaging system to send a message to them. This is really easy to do; you just send them a message like:

"Hey Michelle,

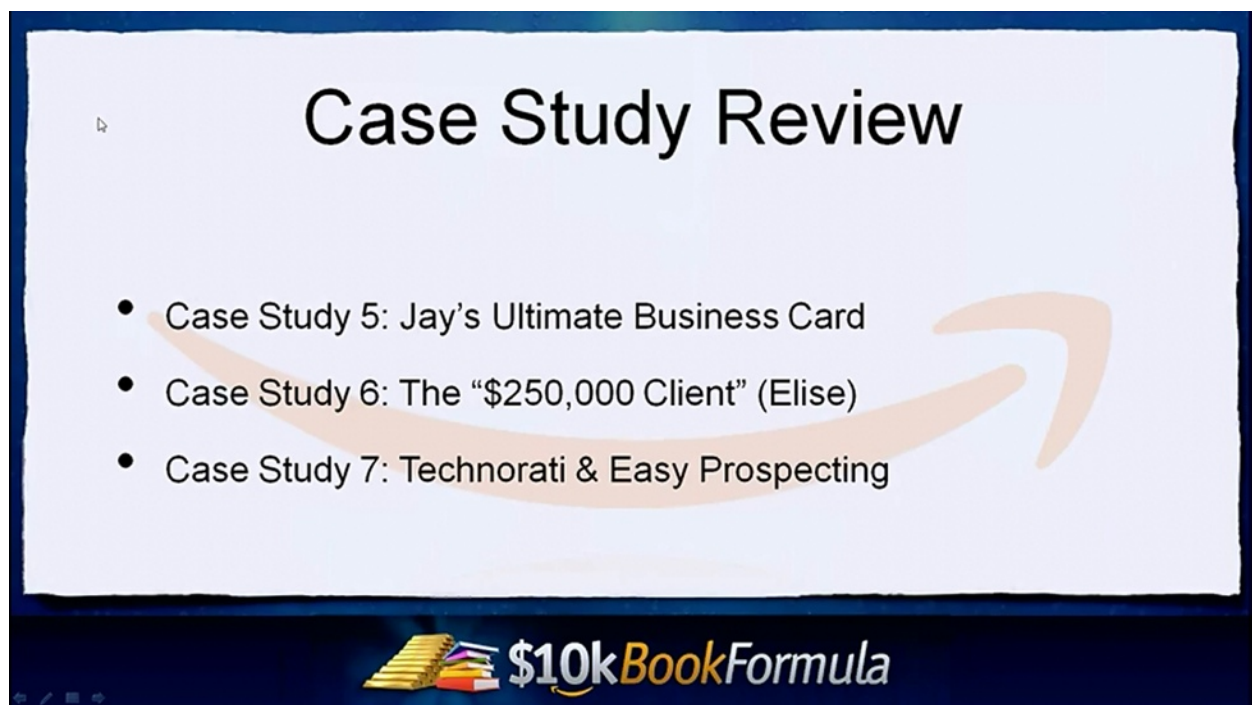
You have an amazing blog here. I can tell that you spend a lot of time creating this content because it seems top-notch. Have you ever thought about bundling this content up and publishing it? You wouldn't have to do any extra work; all that you would need is already here on your site. This would help you to promote your business. I have several real estate clients who have told me that

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they are closing twice as many prospects as they used to before they became published authors....”

Again, Jay did this very same thing as a case study for his students about 14 months ago. He sent messages such as this to 12 different realtors. They were all cold-emails; none of the realtors knew Jay at all. Jay got about 5 replies, and he ended up getting a book deal out of one of them. If you have ever done any cold-calling or anything like that, you would know that these are really good numbers for cold prospects just like this.

Isn't it exciting that you can do this without even talking to anyone? All you have to do is send cold-emails like this and await a reply. Hopefully, you are getting warmed up to the idea that this is something that you could and maybe should be doing. If you are that is great, and you are going to get the chance to learn even more about how to move forward into this marketplace.



This section has included case studies 5, 6, and 7 all bundled into one. Case Study #5 was Jay's Ultimate Business Card, Case Study #6 was the "\$250,000 Client" (Elise), and Case Study #7 covered Technorati and how to find easy prospects. Obviously, Jay has done all of this before and knows what he is doing. So, has John. This isn't theory; this is very hands on. It is what John and Jay do and it is what their students do. It is a big part of their collective business.

When Jay's ultimate business card isn't being used to make an impression or gain him prospects, it is generating royalties through Amazon. John's does as well. If you want to, you

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can have both a Kindle version and a paperback version of your own ultimate business card. There are a lot of different things that you can do with it. You will have the ability to hand out your ultimate business card to whomever you wish and make an impression with it however you like. All the while, you can also allow it to sit and generate profits on Amazon as well.

Referring to Case Study #6, John states “The average price I think was actually \$207,000 or 208,000, but this is exactly why people are desperate to get an ultimate business card. They are desperate to have you publish their book, exactly because they know that even one client for the entire year is more than enough to pay for the book that they have forever to use as a secret weapon...and as Jay said, it has doubled Elise’s sales. This is the case for anyone that is in this kind of industry. Anyone that goes nose to nose or toes to toes with another human being...especially people like real estate agents...mortgage brokers...and anyone who provides services.”

What kind of people do you think would want to have an ultimate business card? We know real estate agents. What about chiropractors? What about dentists? What about mental health professionals? Personal trainers, financial planners, CPAs, coaches, and lawyers are just a few more examples. People who do any kind of high-end professional services would want something like this. Even pastors and clergy members may want to have something like this done for them. What about teachers? These are the kinds of people that you are likely to run into every day. Most of these people do not have a book and probably want one. Many of them are in fact desperate to get one.

In Case Study #7, you were shown that you don’t necessarily have to do any prospect hunting offline. You don’t have to do it locally either. This is the easiest way to do this. However, there are lots of different ways that you can find prospects however. For example, you can hook up with a successful offline marketer. You can find offline marketers all over the place, and many of them would like to have a weapon such as this under their belt.

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# Where to Find Clients

- Circle of Influence (warm market)
- Hook up with a successful Offline Marketer
- Direct mail ("FedEx Door Buster" ...)
- Craigslist
- Linked-In
- Facebook
- Post card Mailers
- Kindle forums
- Warrior Forum classifieds
- WSO
- Technorati.com / bloggers
- Yellow Pages
- Offlinebiz.com
- Chamber of Commerce / Rotary Club meetings
- Meet-up groups



You can use direct mail to do this. All you would have to do is send out your own ultimate business card, letting people know how you use it and how they can use one of their own to become successful in their own business. Other resources that you can use are:

- Craigslist
- Linked-In
- Facebook
- Post card mailers
- Kindle forums
- Warrior Forum classifieds
- WSO
- Technorati.com/bloggers
- Yellow Pages
- Offlinebiz.com
- Chamber of Commerce/Rotary Club meetings

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- Meet-up groups

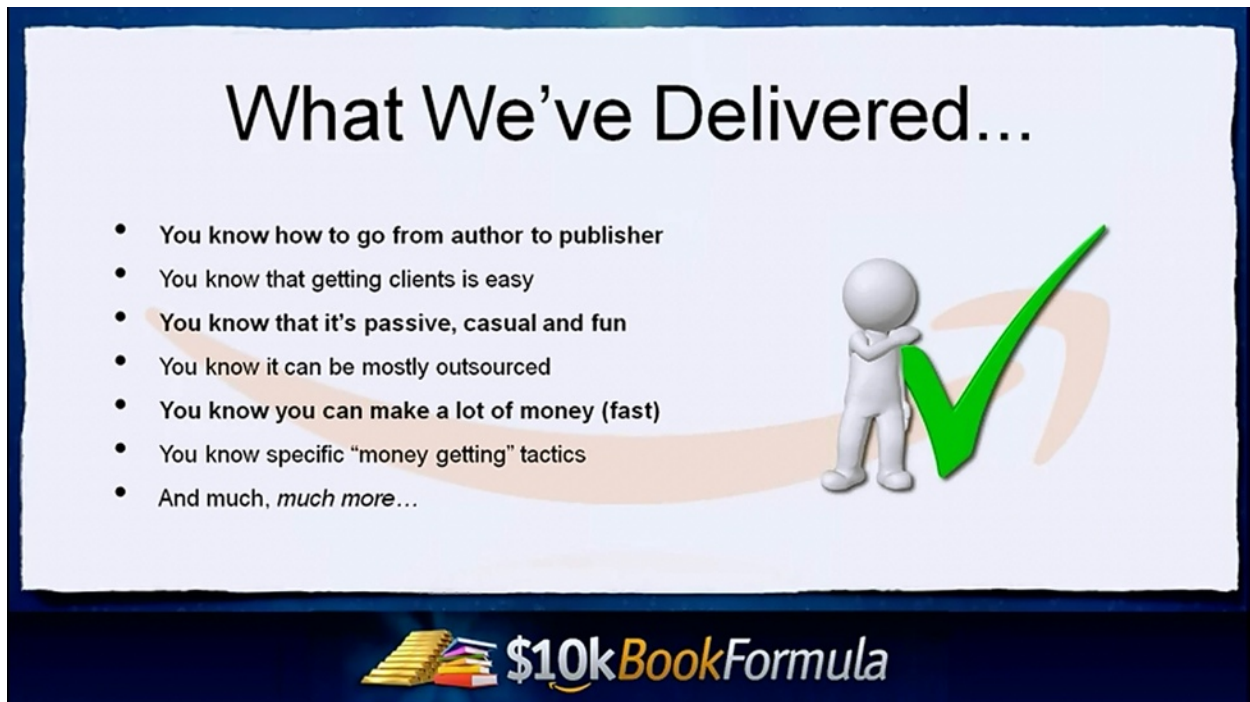
Kindle forums is a surprising one. Many people know how to publish to Kindle, but they don't know how to go about creating a physical book, or they don't know how to create an ultimate business card to use for their own business. Another thing to keep in mind is that anyone who is advertising in the Yellow Pages knows the pain of having to spend money to get their name out there.

There are so many clients and places to find them, that this is a really great opportunity for anyone. It is really a beautiful thing to get into. If someone is selling physical products, you could even publish books as manuals for them. The possibilities are endless.

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## Where to Go From Here



**What We've Delivered...**

- You know how to go from author to publisher
- You know that getting clients is easy
- You know that it's passive, casual and fun
- You know it can be mostly outsourced
- You know you can make a lot of money (fast)
- You know specific "money getting" tactics
- And much, *much more...*



 **\$10k Book Formula**

So far, you have learned:

- How to go from author to publisher
- That getting clients is easy
- That this is something which can be passive, casual, and fun
- That most of the work can be outsourced
- That this will allow you to make lots of money very fast
- A few starting "money getting" tactics
- Much, much more...

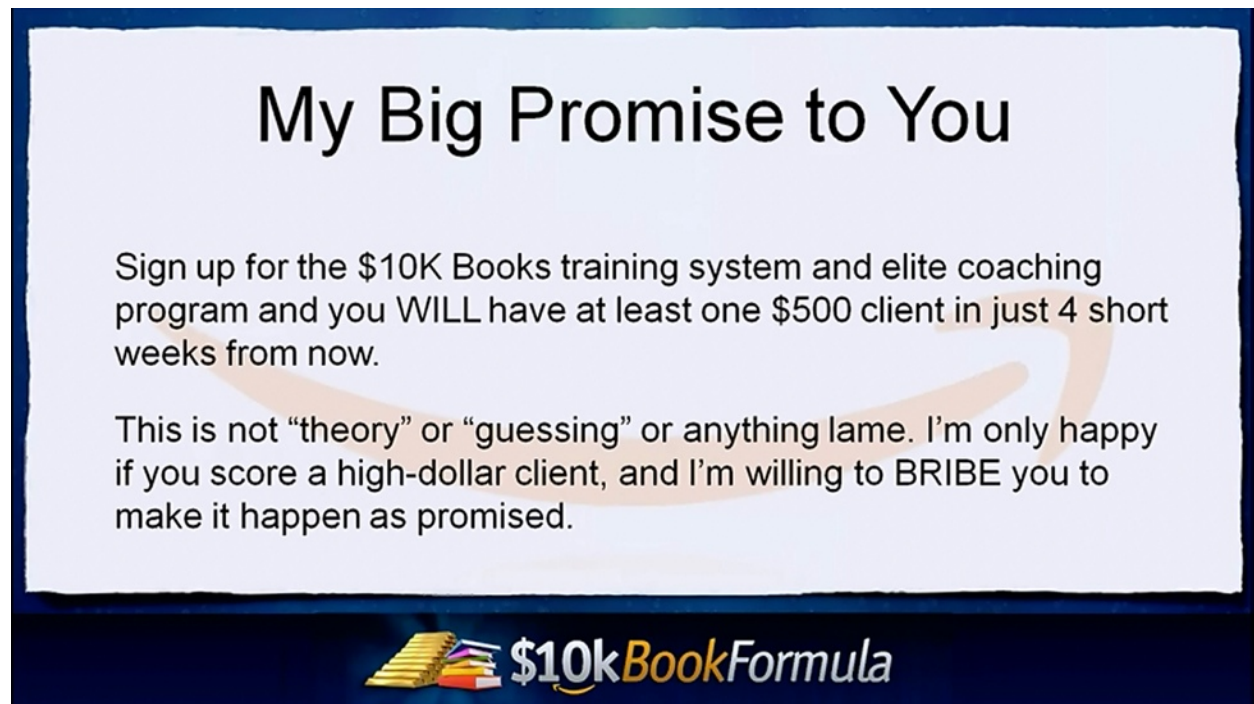
Out of everything that you have learned, what really caught your attention? Some of the audience members said that for them they were struck by the time efficiency of all of it. Just think of all the time that you have in your day that you can use to make money and grow your business. For instance, you could write a book and publish it for yourself. There is a lot that you can do for yourself, but when you do it for other people it is a super-efficient way to make money. By doing this, you are making a lot of money per hour, which is obviously the most

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lucrative thing to do. Passive money is great, but making money at a very high hourly rate is even better.

Another thing that caught people's attention about this business model was the magnetic power of the three magic words. People really are attracted to this sort of thing and are always keeping an eye out for someone who can do this for them. John states that he likes to say "I'm a publisher" instead of just saying that he is an author, simply because it elevates his status a little more. Other audience members during the presentation said that they were attracted to the whole idea of mutual credibility enhancement. In other words, just by creating a little paperback book your credibility is enhanced and so is your client's.


Finally, a lot of people were impressed with the fact that this business model had the potential to be so lucrative. One person commented on how this created such a celebrity type status in people, saying "You are capitalizing on stroking people's egos. We know that when we do that, we are able to command that much more money."



## My Big Promise to You

Sign up for the \$10K Books training system and elite coaching program and you WILL have at least one \$500 client in just 4 short weeks from now.

This is not "theory" or "guessing" or anything lame. I'm only happy if you score a high-dollar client, and I'm willing to BRIBE you to make it happen as promised.

 **\$10kBookFormula**

Do you want to learn more? You knew a lot before, but you know even more now. You are ready for the next level. You have the opportunity to learn the \$10K Book Formula and work with John and Jay.

What does this involve? You are going to be taught the \$10K Book Formula. Through this training you are going to be given absolutely everything that you need in order to find new clients, get their books published, deliver massive value, and collect huge fees over and over

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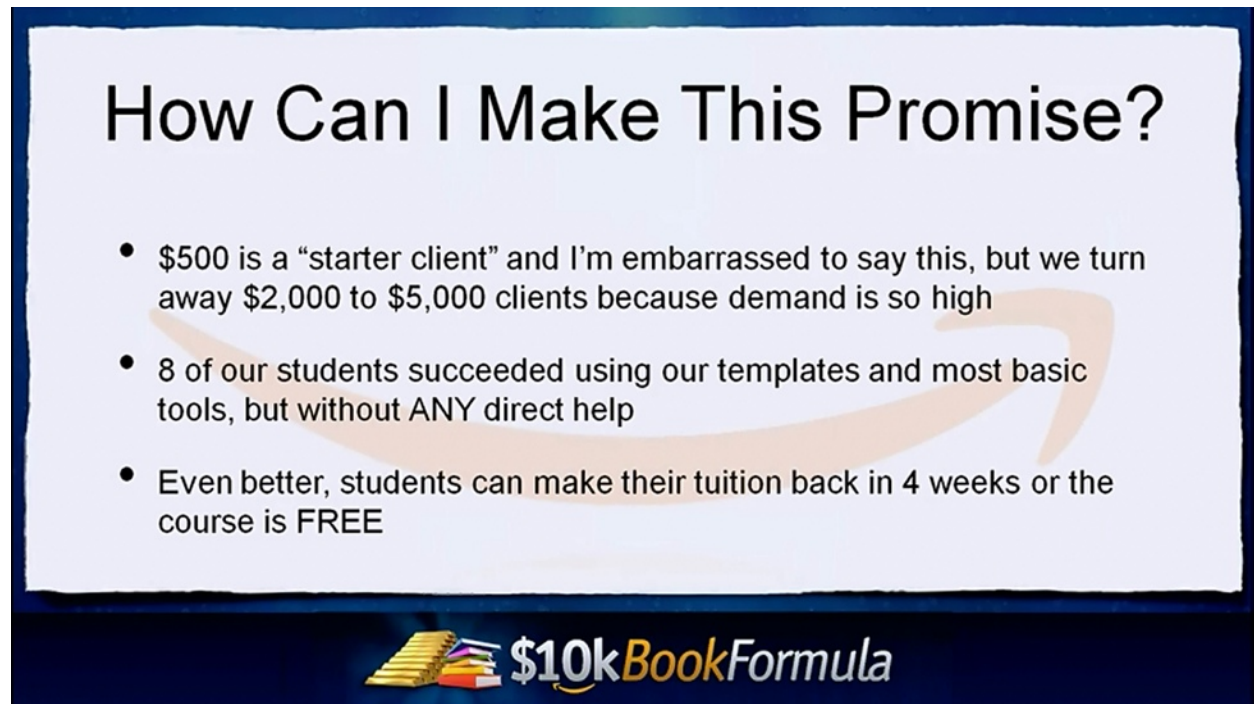


again. Yes, people will come back to you for more and more books after you deliver the first one well. It has happened to both John and Jay several times.

You can do this even if you have never published a book, have very little time, and have no sales skills. If you sign up for the \$10K Books training system and elite coaching program, you will have at least one \$500 client in just 4 short weeks from now.


This is not based on theory. John and Jay are not 'guessing' that they can do this for you or anything lame like that. This is what these men do, and they know what works. Furthermore, they will only be happy if you score a high-dollar client. They will do whatever it takes to make this happen as promised.

So, how is it that John and Jay can make this promise in the first place? Many times John and Jay turn away \$2,000 to \$5,000 clients because the demand is so high. They don't need these clients, and they don't have time for them. They are booked.



**How Can I Make This Promise?**

- \$500 is a “starter client” and I’m embarrassed to say this, but we turn away \$2,000 to \$5,000 clients because demand is so high
- 8 of our students succeeded using our templates and most basic tools, but without ANY direct help
- Even better, students can make their tuition back in 4 weeks or the course is FREE

 **\$10kBookFormula**

There have already been eight students that have succeeded in this by using John and Jay's templates and their most basic tools. They didn't even have any direct help, and they were still able to demand high fees and assist others. The best part of this training is, that if a student cannot make his or her tuition back in 4 weeks, the course is FREE.

If you are wondering whether or not this is right for you, just check out what some of the previous students had to say:

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Nevin B. – “I have been getting recognition locally for the books I have written and published so far and there is much interest from others on how to do it. I have already secured my first client.”

Miranda D. – “I’ve helped several clients and got them through word of mouth. You’re right Jay – people don’t know anything about this stuff. And you can offer great services to people to diversify your business that way.”

Mike H. – “I now have several people inquiring about publishing and republishing – even a children’s book. Definitely learning as I go and trying to stay 1 step ahead. And, IT’S FUN!!!!”

Miranda mentions above that she is getting her clients through word of mouth. That is really all that you need, although there are many other ways to get more prospects. You don’t have to spend any money to do this. You just use word of mouth the right way.

There is demand out there for this, and you can offer a great variety of services. Whatever skills or talents you have, that is what you sell people and focus on. This also works for both fiction and non-fiction books. You can even help people to publish children’s book like Mike H. has.

Mike also stated that he has been figuring out how to do this as he goes. You don’t have to be an expert to make this work. It doesn’t take long to learn to use the tools and to learn to do this effectively. At the core of the \$10K Books program is a series of:

- Training Videos
- Action Guides
- Useful Checklists
- Detailed Case Studies
- Formatting and Design Templates
- Special “Insider Only” Reports

[CLICK HERE for more info on the \\$10K Book System](#)

# Training System #1

## "Ultimate Business Card"

- How to Write Books and Get Them Written
  - 48-Hour Book Writing + Best-Seller in a Weekend
- How to Publish Your Book
  - Formatting Secrets + Paperbacks "Top to Bottom"
- How to Create A Beautiful Cover
  - Book Cover Secrets, Book Cover 101, Design 101
- How to Promote Any Book to #1
  - Case Study (Google Page 1) + Book Promo 101
- Ultimate Business Card: Special Reports (\$\$\$)



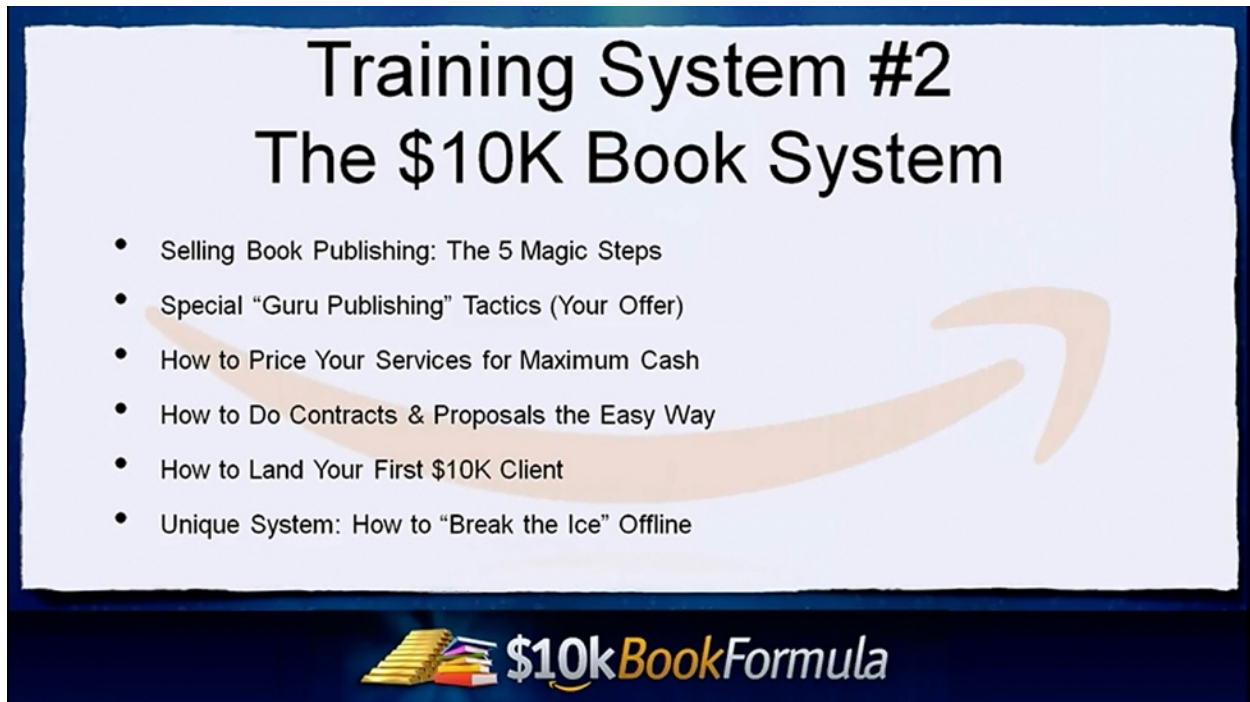
Essentially, this training is composed of two training sub-systems. The first system was created to help anyone who has never published a book or would like to learn how to more effectively publish going forward. The first training system will consist of:

1. How to Write and Get Them Written
  - 48-Hour Book Writing + Bestseller in a Weekend
2. How to Publish Your Book
  - Formatting Secrets + Paperbacks 'Top to Bottom'
3. How to Create a Beautiful Cover
  - Book Cover Secrets, Book cover 101, Design 101
4. How to Promote Any Book to #1
  - Case Study (Google Page 1) + Book Promo 101
5. Ultimate Business Card: Special Reports (\$\$\$)

While going through this part of the overall \$10K Books Training System, you will learn everything that you need to know about getting your books out there. In other words, you will know exactly how to write, edit, and publish an amazing book that magnetically attracts clients

[CLICK HERE for more info on the \\$10K Book System](#)


and sucks the cash out of their pockets on demand. You will be proud of what you have learned to do so fast, which will give you the confidence and the authority that you need for future endeavors.

A graphic with a dark blue background and a light blue rectangular area in the center. The title "Training System #2" is in large black font, followed by "The \$10K Book System" in a slightly smaller black font. Below the title is a bulleted list of six items. A large, faint, light blue arrow curves from the left side of the list towards the right. At the bottom of the graphic, there is a small icon of a stack of books and the text "\$10kBookFormula" in a stylized font.

## Training System #2

### The \$10K Book System

- Selling Book Publishing: The 5 Magic Steps
- Special "Guru Publishing" Tactics (Your Offer)
- How to Price Your Services for Maximum Cash
- How to Do Contracts & Proposals the Easy Way
- How to Land Your First \$10K Client
- Unique System: How to "Break the Ice" Offline

 **\$10kBookFormula**

The second training sub-system will be where the rubber meets the road in terms of making money from your skills and your talents. This training will be broken into the following lessons:

1. Selling Book Publishing: The 5 Magic Steps
2. Special "Guru Publishing" Tactics (Your Offer)
3. How to Price Your Services for Maximum Cash
4. How to Do Contracts and Proposals the Easy Way
5. How to Land Your First \$10K Client
6. Unique System: How to "Break the Ice" Offline

After you finish this part of the training, you will know exactly how to easily score new clients, grab the highest fees, possible, and how to have a delightful time doing so. Even if you're shy, and even if you don't like talking much you will be able to do this, and you will be able to have fun doing this. Even if you are so busy that you only have 5 hours a week to spare, you can still do this. Just think, if you can make this much excess cash all of the time, you might have loads more time in the long-run.

[CLICK HERE for more info on the \\$10K Book System](#)

[CLICK HERE for more info on the \\$10K Book System](#)

## You're Really Getting

### What You're Really Getting Today

- Tools, templates, software, swipe... but also access to how we do it (pricing, contracts, how to, more!)
- Access to TWO live hands on, "eyes-only" \$10K books webinars (how to & lightning round Q&A)
- Unique ability to leverage any and all skills you've already got as an author... enjoy \$1,000.00 and up
- Confidence, support, one-of-a-kind knowledge



Overall, in the \$10K Books Training you are going to receive the following:

- Tools, templates, software, swipe...but also access to how we do it (pricing, contracts, how to, and more!)
- Access to TWO live hands on "eyes-only" \$10K Books webinars (how to & lightning round Q&A)
- A unique ability to leverage any and all skills you've already got as an author... enjoy \$1,000 and up
- Confidence, support, one-of-a-kind knowledge

You are going to have access to all of the tools that John and Jay use for this sort of work on a day-to-day basis. You are also going to have access to two webinars. These webinars are going to be very hands on. This is the chance for you to leverage any skills that you have as an author already and be able to make great amounts of money while doing so.

What is this \$10K Books Training System worth? Past students have found the results of this training to be very lucrative. Here are some of their results:

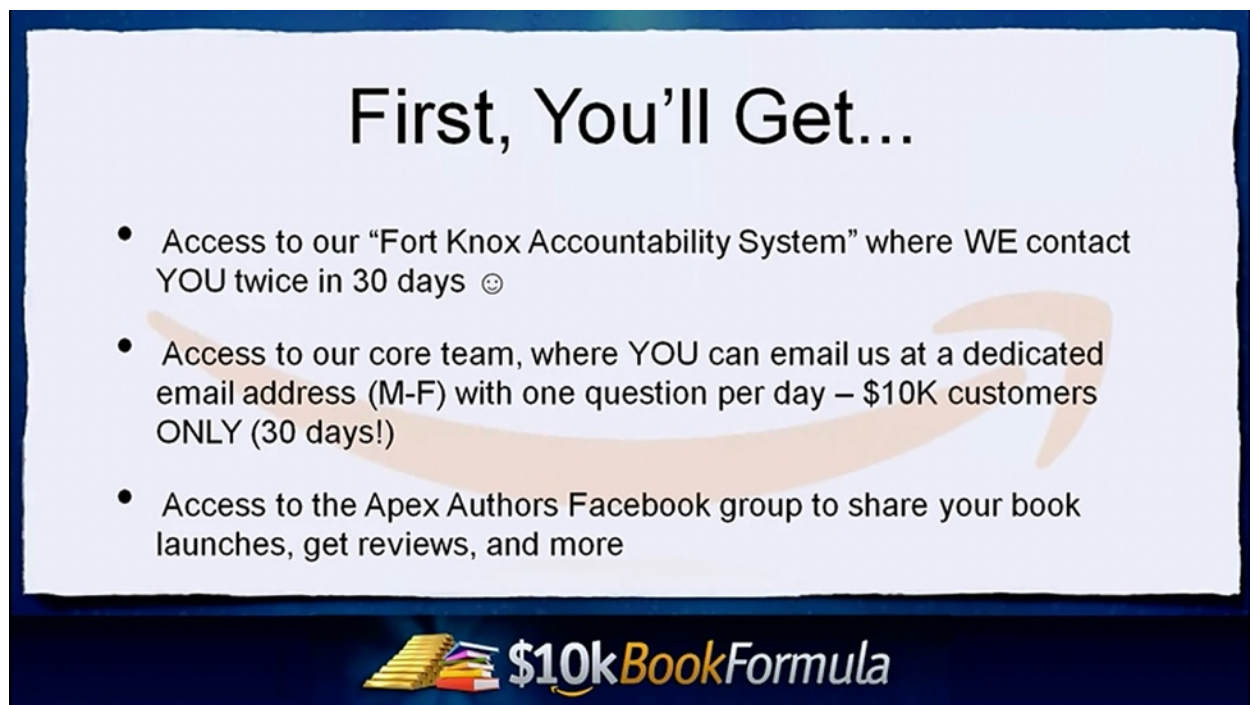
[CLICK HERE for more info on the \\$10K Book System](#)



B.M generates \$500 to \$6,000 like clockwork and he gets repeat business. He even enjoys a “fat cut” of client royalties every month.

K.L. recently pulled down a fee of \$6,100 writing a book title, book description, helping with cover concepts, and account creation...

John and Jay won’t even take on a client for less than \$8,000 because demand is so high. So, they often have to turn business away. This is really worth a bundle of money. They really need some associates that know how to do what they do. So, they put their heads together to decide what would make this an absolute no-brainer for you. This is what they came up with:



- Access to our “Fort Knox Accountability System” where WE contact YOU twice in 30 days ☺
- Access to our core team, where YOU can email us at a dedicated email address (M-F) with one question per day – \$10K customers ONLY (30 days!)
- Access to the Apex Authors Facebook group to share your book launches, get reviews, and more

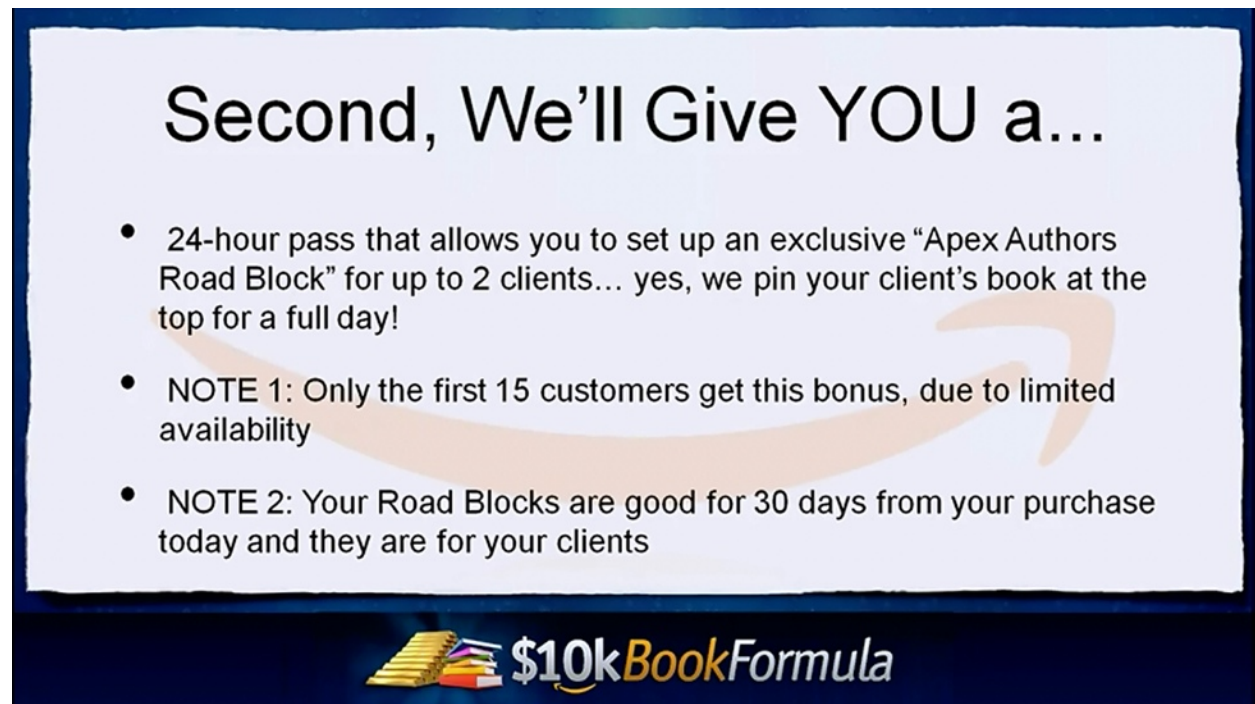
First of all, you are going to get access to their “Fort Knox Accountability System”. What this means is that our team is going to reach out to you two different times within 30 days in order to make sure that you are doing okay and that you are taking the appropriate steps. They will be your accountability partners in all of this.

You are also going to get access to John and Jay’s core team. This means that you will be able to email the team at a dedicated email address. They will be at your service Monday thru Friday during business hours, and you will be allowed one question per day for 30 days. This is only available for \$10K customers.

You will also have access to the Apex Authors Facebook group. In this group, you can share your book launches, get reviews for the books that you are publishing, and be able to collaborate with other professionals, and much, much more! There are nearly 900 people in


[CLICK HERE for more info on the \\$10K Book System](#)

this group and they do nothing but talk about books and book launches. They all buy books and leave reviews for one another. They all give one another writing, publishing, and marketing advice. This is really a beautiful thing to be a part of as an author or publisher.



## Second, We'll Give YOU a...

- 24-hour pass that allows you to set up an exclusive “Apex Authors Road Block” for up to 2 clients... yes, we pin your client’s book at the top for a full day!
- NOTE 1: Only the first 15 customers get this bonus, due to limited availability
- NOTE 2: Your Road Blocks are good for 30 days from your purchase today and they are for your clients

 **\$10kBookFormula**

Secondly, you are going to get a 24-hour pass which will allow you to set up an exclusive “Apex Authors Road Block” for up to 2 clients. You see, this super-intense Apex Authors group is constantly changing and used in a number of different ways. John and Jay have decided that one of the best ways to help you out is for you to be able to pin your client’s book at the top of the Apex Author Facebook page for a full day. Furthermore, you can do this for two different clients.

Unfortunately, only the first 15 customers who purchase this training will be able to receive this, however, due to limited availability. You see, if you think about it, there are only 30 days in which this can be allowed, and each customer gets two days, so the time only allows for 15 customers to do this. Again, these road blocks are good for 30 days from your purchase date, since they are for your clients. This is to help you to land your very first clients and make a great first impression. You cannot charge your clients for this either, by the way. It is a free bonus for them as well.

[CLICK HERE for more info on the \\$10K Book System](#)

## Third, You'll Get...

- Access to a small, PRIVATE coaching session with Blaine... he's our book publishing team leader
- Blaine makes thousands of dollars per month publishing "on the side" and he's also a world class book formatting wizard with years of professional experience under his belt, that YOU get to access live for FREE



One of the most exciting things about this is that you are going to get access to a small, very private coaching session with Blain, who is John and Jay's book publishing team leader. Outside of JJ Fast Publishing, Blain makes thousands of dollars per month publishing 'on the side'. He even takes on some of the clients that John and Jay can't take. He is also a world class book formatting wizard with years of professional experience under his belt. You will get live access to this bonus webinar for free.

The fourth thing that you are going to get will only be available for the first 15 fast-action takers. This is crazy, and both John and Jay believe that they will never offer this again. They will personally format up to 20 books in 3 months for the first 15 members to sign up. This will be for both you and your client.

[CLICK HERE for more info on the \\$10K Book System](#)

## But, I saved the best for last...

- For the first 15 fast-action takers only, we will do something we've never done before, and quite frankly, I don't think we'll ever do again... it's CRAZY.
- We will personally format up to 20 books in 3 months for you and your clients... that's right, we are working for you, and we'll polish up your manuscript
- NOTES: Doesn't include editing or proofing, but it does include all manuscript formatting



That's right, they will be working for you, and they will polish up your manuscript. Please note that this does not include editing or proofing, only manuscript formatting specifically. John states that this is what he feels is the hardest part about publishing, but it is extremely important to your book's success. Some of the nastiest reviews on Amazon have been brought about by badly formatted manuscripts.

All this, added up, comes out to be about \$7,000 in real world value. This accounts for the amount of time, energy, and effort the team has already put in, plus the webinars, plus Blain's time, and all of the other bonuses added in. There will be a lot of time put into the formatting as well. However, as you can see the price has been slashed down to only \$497. This is the best price that the team could possibly offer, and really the only reason that it is this low is because of Daniel.

The team is friends with Daniel Hall, and if you are reading this it is because you are friends with Daniel as well. This is a gesture of his appreciation to you, and he is trying to provide you with a step up. Action takers are going to get the best deal. The first 15 people are going to get the best price as well as all of the bonuses.

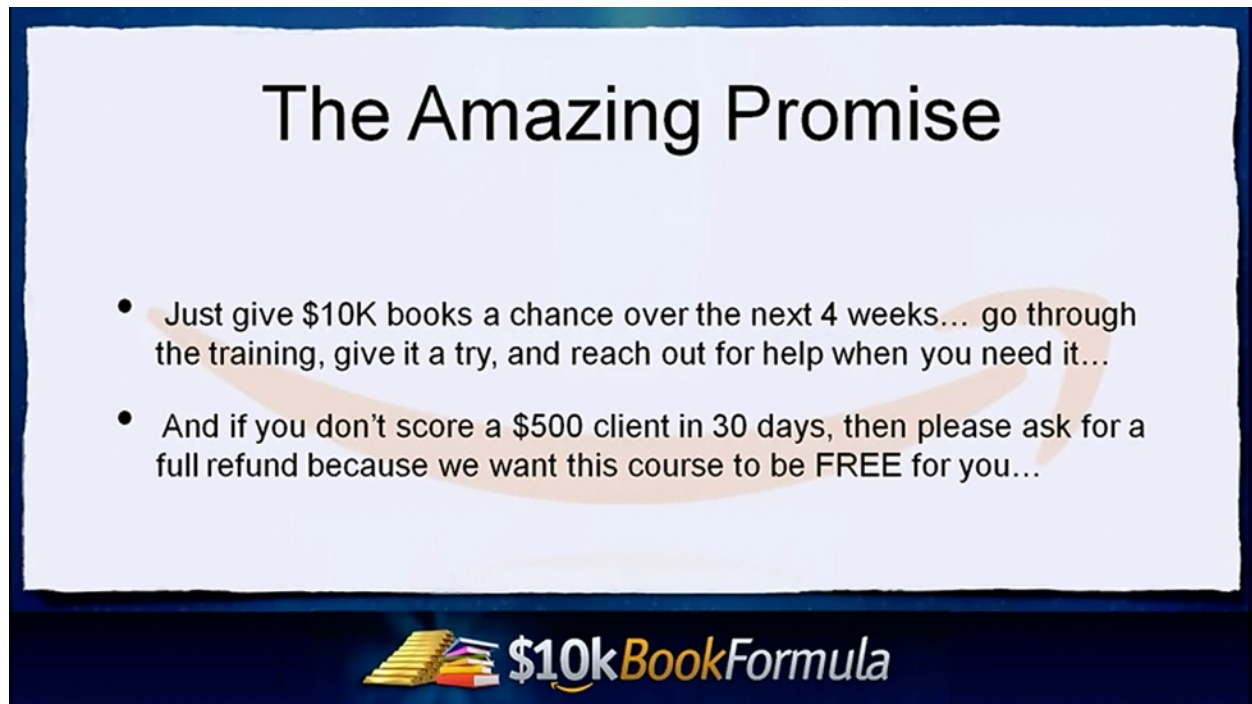
By taking action right now, you will also get LIFETIME "re-attendance privileges" for all future 10K workshops. In other words, you are going to be able to have access to any and all additional training that the team puts into the 10K formula. So, you are going to be able to be a part of this in the future as it evolves over time, as the team pulls in more lessons learned, and as clients begin sharing their own case studies and stories.

[CLICK HERE for more info on the \\$10K Book System](#)



You will also get access to the most up-to-date training, which includes the membership in each as well as access to all of the templates, workshops, recording, software, special reports, and so on that come about in future years. You can continue to take advantage of this as much as you would like and allow your own skills to grow along with the training.


This training is guaranteed. You will have 30 days to 'kick the tires' and see if the training is everything that the team has promised, top to bottom. Of course, if you are using any services then you are locked in. However, you can email any time for a prompt and courteous refund, and we will all part as friends.



The slide has a light blue background with a dark blue border. The title 'The Amazing Promise' is centered at the top in a large, black, sans-serif font. Below the title are two bullet points, each preceded by a black dot. The first bullet point reads: 'Just give \$10K books a chance over the next 4 weeks... go through the training, give it a try, and reach out for help when you need it...'. The second bullet point reads: 'And if you don't score a \$500 client in 30 days, then please ask for a full refund because we want this course to be FREE for you...'. At the bottom of the slide, there is a logo consisting of a stack of colorful books (yellow, orange, red, blue) to the left of the text '\$10kBookFormula', where '\$10k' is in blue, 'Book' is in orange, and 'Formula' is in white.

## The Amazing Promise

- Just give \$10K books a chance over the next 4 weeks... go through the training, give it a try, and reach out for help when you need it...
- And if you don't score a \$500 client in 30 days, then please ask for a full refund because we want this course to be FREE for you...

 **\$10kBookFormula**

Give \$10K books a chance over the next 4 weeks. So, you will be able to go through the training, give it a try, and reach out for help when you need it. If you don't score a \$500 client in 30 days, then please ask for a full refund because we want this course to be FREE for you. The team's goal is for you to make at least \$500 this first month.

[CLICK HERE for more info on the \\$10K Book System](#)

## You've got a Choice to Make

You've got a pretty clear choice to make. You can do any of the following:

**Option 1:** You can do nothing, punch your business in the gut, walk away, and let this "10K Books" thing pass you by.

**Option 2:** You can try to "figure it out" on your own. You should have enough knowledge by now to make an attempt, but it's going to be pretty painful, to be honest. You don't have everything that we've got, but go ahead, put your nose to the grindstone and try your best to figure it out.

**Option 3:** You can [join \\$10K book today, right now](http://jjfast.com/replays/10kbooks-jjj/).

This is a special limited-time offer. You are one of the select few that know about this. It is advised that you take advantage of this training, and you can do so by clicking on this link <http://jjfast.com/replays/10kbooks-jjj/>.

Any one of these components is worth the price of admission, especially if you are one of the first 15 action takers. Twenty books being formatted by the team is actually worth far more. There are similar businesses that charge three or four hundred dollars just to format one book, and the JJ Fast team is offering to do 20 for you. Plus, it doesn't matter to the team whether they are your book or the clients. If it is the clients, that takes most of the work out of it for you, doesn't it?

In addition to all of this, you get to send the JJ Fast team an email every day. So, essentially you will get the opportunity to 'pick the brains' of professionals once a day for 30 days, asking your most pressing questions. This is something that has never been offered by the JJ Fast team before. That is worth the price of admission by itself, especially when you consider how low the price of admission is.

In the three live trainings, you will have the opportunity to ask as many questions as you would like. You are also going to be shown 17 different ways that you can go about finding these book clients. That is going to take up an entire live training, and that by itself is worth the price of admission. Plus, you are going to have the opportunity, the knowledge, and the skills to earn your tuition money back immediately, and if you don't, there is a money back guarantee.

Being able to join the Apex Authors Facebook group is worth the price of admission on its own. This is where you are going to be able to get review and collaborate with others. This, of course, can accelerate your career as an author or publisher immensely. This will hasten the

[CLICK HERE for more info on the \\$10K Book System](http://jjfast.com/replays/10kbooks-jjj/)



success of your clients' books as well. This will make your clients extremely happy, urging them to return to you again and again.

On top of that, if you join as an action taker, the team is going to pin your book on the Apex Authors Facebook page. This way everyone will be paying attention to it and will know to take action on buying it or reviewing it. This is something that the team has never done before. Remember, Apex Authors has over 900 members, and your client's book is going to be the centerpiece for this massive group to gaze upon for an entire day. This is worth far more than your price of admission.

Just the content inside the member's area that you are going to gain access to is worth your price of admission. There really is a lot to this offer. In fact, it seems that Jay wasn't fully aware as John built all these bonuses up for your benefit. Jay was working hard to put all the training together for you at the time. So, when you consider the low price of admission and that the team is offering more value in bonuses than they ever had before, you are getting quite a deal by signing up today. Not to mention that the team is setting it up so that you can earn the price of admission back nearly immediately.



This offer is not going to be available for very long. It is only going to be available until Sunday night, in fact. After that, the team has to devote all their attention to taking care of their new \$10K Book Formula members. You have seen how willing the team is to be involved with you on this. They are going to be there to help and assist you. There is really no reason not to take action and get involved, but if you don't, then the team has other people to attend to. So, get

[CLICK HERE for more info on the \\$10K Book System](https://10kbooks.com/go)

in and sign up right now by clicking on the following link <http://jjfast.com/replays/10kbooks-jjj/>. Do not wait any longer. You really don't want to miss out on a deal like this.

Jay stated in his presentation that this is something the team is not likely to offer ever again. It is really a lot for the team to deliver so much content and answering all the members' questions. It is definitely a lot for them to take on for them to offer to format all those manuscripts. So, there is no doubt that the team is devoted to this project.

Jay really didn't realize all that John was offering. They both are real advocates for helping people succeed, and they both can be over-generous at times. John, in fact, states

"I try my [best] to put myself in your shoes and think 'what is it that I need to have', not what I want because obviously there are a ton of things that I want. We all do. I thought this through and I said 'what would I need to be successful'. Well, I have WordCrusher, but honestly I would rather have someone else to do that for me."

"Then, I thought 'what about getting reviews for my client...what about getting eyes on my book to get some reviews...to get people to take a look at my cover...gee I would sure like to be in Apex Authors and to have the same privilege that only Jay and John have...I wish I was like Jay and John so I could just go to Facebook and put my book right at the top for 24 hours...' So, I thought all of that through, and that is where this all came from...and Jay I apologize for the extent and the level here...but it's the right thing to do."

You might also be wondering, why on earth would you only charge \$497? Honestly, that is next to nothing. The reason that they are doing this is because they know that the people that jump on this are serious about this and are going to succeed. The second reason is that it will finally give John and Jay the ability to have a bench.

There is a really high demand for this stuff, and they really need a Junior League, so to speak. In fact, if you are great at this, and it doesn't take much to get there, you will have the ability to be a top player as well. In other words, John and Jay are looking for people that they can hand clients to. It is not as if they have 30 or 40 clients just sitting there, but they have turned away at least three clients in the last two weeks. These are not just \$500 clients; these are multi-thousand dollar clients that John and Jay just don't have time to take care of properly.

That is a shame. There is no reason to turn away clients, and there is no reason to leave that much money on the table, not when someone like you can easily pick it up. John and Jay want to be helping their associates, and the only way that they can do that is if they have publishing partners like yourself. You have got the skills and the knowledge to do this. You know how to get the books put together and you know how to set up accounts. All you need is the tools that the team uses and some marketing assistance because a big part of this involves marketing.

[CLICK HERE for more info on the \\$10K Book System](#)

You will see that half of the training is about getting books published for other people. This is really the easy part that you probably already know how to do. The second part of the training is what covers the really new stuff. It is all about landing those clients, and the fulfillment is like falling off a log, because you either naturally will know how to do it or the team will do the work for you, or you can even outsource it super-cheap.

This is an all-around win. It's a win for your clients and ours. It is a win for the JJ Fast team because they can finally off-load some of their burdens. It is a win for you because you will have the opportunity to leverage the skills you already have.

John and Jay have helped hundreds of people publish their books. They have helped to launch at least a thousand books. Now it is time to evolve. It is time for you to evolve from being just an author and a writer into being a publisher. That is where the money is really at. It is providing these high-dollar services to other people. John states that he is very proud of the people who have taken action to get their first book together or their first few books put together. However, the ones that have started providing this service to other people are the ones who are really pulling in the cash.

John and Jay both still love publishing books for themselves. They enjoy the process, and they love the passive cash. They have no doubt that they are going to continue publish their own books, but the huge paydays come from doing this for other people. This doesn't require much selling at all. You will be doing some smart marketing, and people will be crawling over broken glass to get to you. Think about that. All you really do is mention that you are an author and people will start begging you to help them publish their book. That is just the way that it is.

[CLICK HERE for more info on the \\$10K Book System](#)

## A Tour of the \$10K Books Members Area



During the presentation, over 600 questions rolled in because people were so curious and excited about this training. A lot of people were concerned with how to get a book published if they had never published before, what kind of marketing assistance was going to be provided, and so on. The training covers the production side of things, such as how to get the book published, and the training covers the marketing side of things as well. So, John and Jay decided to give a tour of the member's area during the presentation.

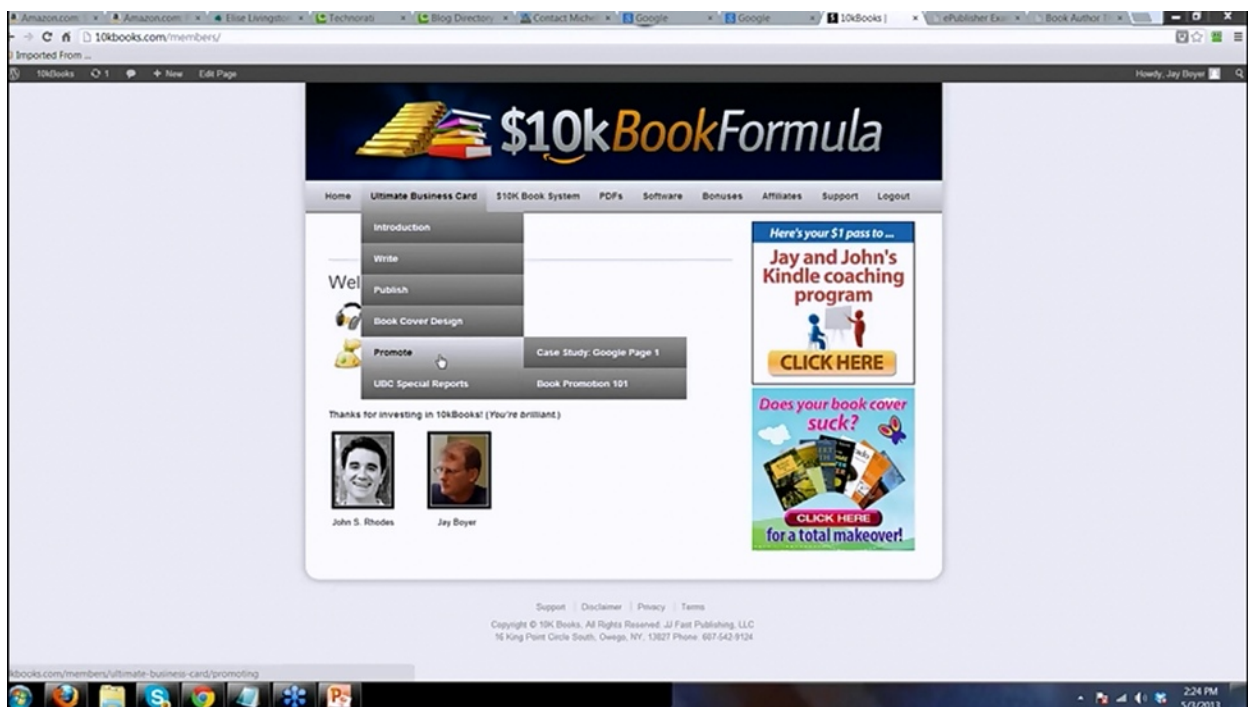
There will be several workshops during this training. One of the workshops is going to be covered by Blaine, who is the 'real wizard behind the curtain'. Blaine is the mastermind and architect behind WordCrusher. So, not only does he know the software, not only did he help build the software, he uses it day-to-day, and he helps other people to use it day-to-day. He is really, truly a secret weapon in the team's book-publishing empire. Blaine's assistance is one of the bonuses that you get if you are one of the first to take action on joining this training.

Once you go through this training and become certified with this system, you are going to know everything that John and Jay know. They are going to teach you enough that they will feel confident enough to send clients your way. Nothing would make them happier. This is a win-win situation all the way around.

[CLICK HERE for more info on the \\$10K Book System](#)

The picture above is a screenshot of the member's area. When you first get into the member's area there are two things that you should do right off the bat. The first thing you should do is register for the first live workshop. The second thing you should do is register to be a member of the Apex Authors Facebook group. The team has to add you to the group manually because it is a private Facebook group. You can find the group on Facebook, but you will not be allowed in unless you are registered to be there. So, it is important to register as soon as possible.

This group is wonderful to be in if you are an author or publisher. It will also give you extra promotional juice that you can offer to your clients. You can tell them that you will get them five reviews for their book right off the bat and you can do that by talking to people within the group. This group really is an invaluable asset that you will continually be able to use.

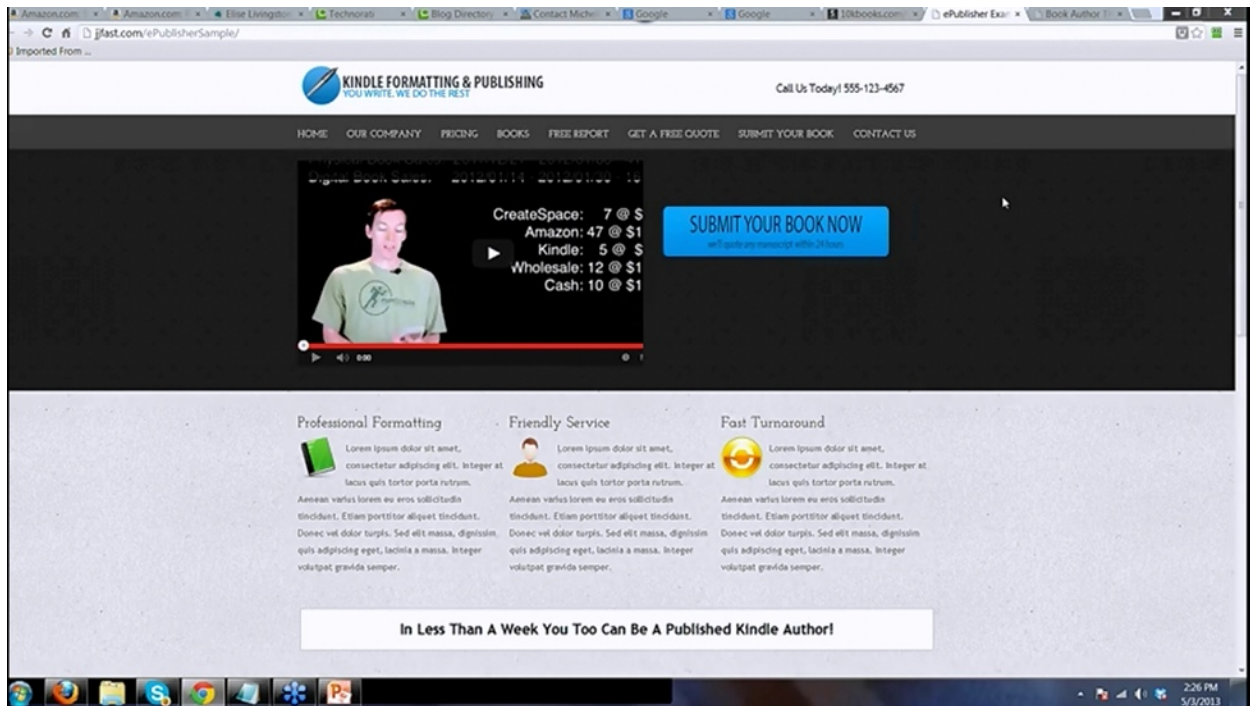


You can find the registration for the workshop and the Facebook group by clicking on the 'Bonuses' tab in the members area. If you have never published an ultimate business card of your own, if you have never published to CreateSpace before, or if you don't have any know much about book promotion, there is some extra training located under the 'Ultimate Business Card' tab. You can start at the top with the 'Introduction', and then just work your way down the list.

Remember, that you don't necessarily need to promote your ultimate business card for it to be worth thousands of dollars. However, if you want to promote your book to bring about even bigger profits from it, training on how to do that is available. You can also find your ultimate business card special reports under the 'Ultimate Business Card' tab. They are in PDF format.

[CLICK HERE for more info on the \\$10K Book System](#)

The three that are available are titled 'Customizing Your UBC Book Title', 'How to Land 6-Figure Clients with Your UBC', and 'How to Monetize Your Book with a Website'.



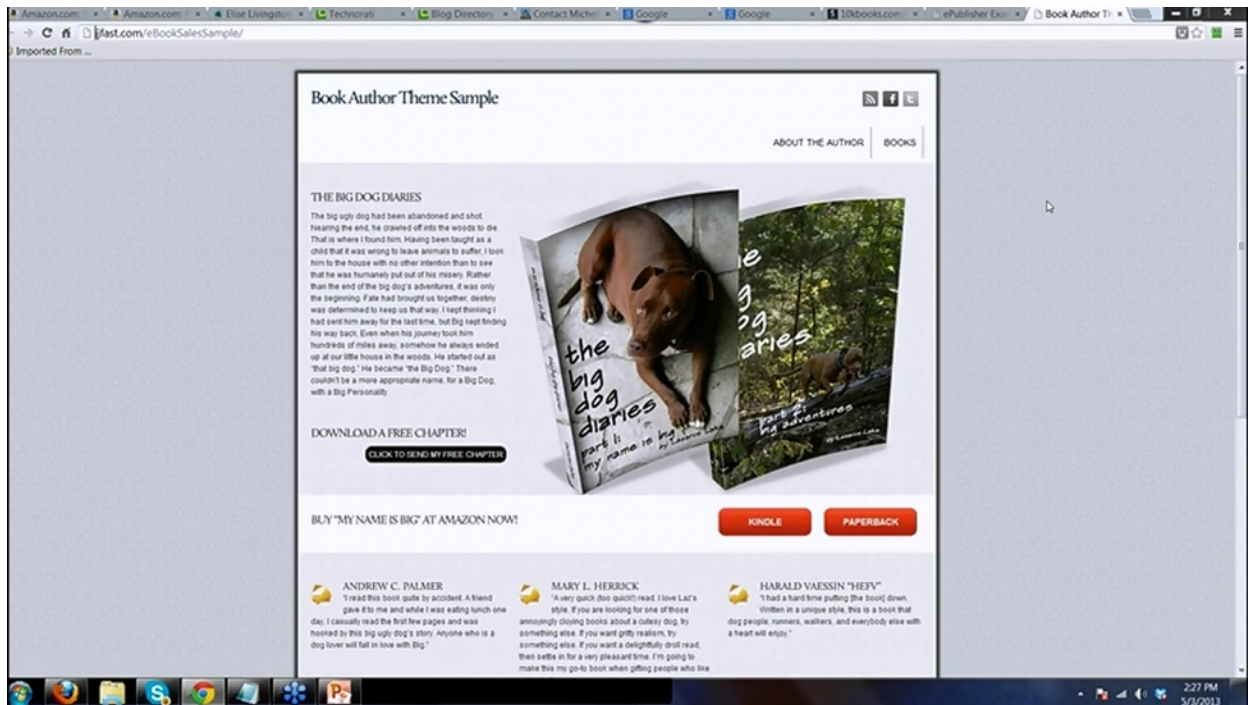
Under the 'Software' tab, you will see four pieces of software that the team is giving you. The first is the WordCrusher formatting tool, which will help you to format your books correctly and prepare them for publication. You are also going to receive Author's Advantage software, which is an amazing time management tool. In addition to these there is a 'Book Author WordPress Theme' and a 'ePublisher WordPress Theme' that you can take advantage of. These are exclusive themes that you can use to promote your business online. The picture above demonstrates what Blaine's page looks like. Blaine is the person in the picture by the way.

Again, this is a WordPress theme that you can use to promote your business. This way if you want to offer your services to other people, you can just send them to this website. If you don't have a hosting company or any hosting at all, let the team know, and they can add you to their hosting if that is an issue.

The picture below is of the WordPress Book Author theme. You can, of course, use this to promote any books that you have. You should know that John and Jay charge over \$300 to set their clients up with this theme. However, you are going to get this for free, and you can offer this to your clients as well. It is really easy to set this up. So, you can set your client up with a package, for example, in which you offer to format their manuscript, create a website for their book, and publish the book to CreateSpace for them for \$750. This is yet another example of how valuable this training can be to you.

[CLICK HERE for more info on the \\$10K Book System](#)





Once you have gone through the 'Ultimate Business Card' training, you will be positioned to dive into the \$10K Book System Training. You can find this training under the '\$10K Book System' tab within the member's area. The lessons listed under this tab include:

- 6 Steps: Selling Book Services
- Overview - \$10K Book System
- Suggested Pricing & Services
- Land Your First \$10K Client
- Local Client Ice-Breaker

The first, '6 Steps: Selling Book Services' is an introduction to what you are going to be doing. It will give you some idea of the services that you can offer as well as some of the packages that you can put together. The second is a complete overview of the system. This is a system that has taken Jay and John over two years to figure out. When they first started this process they were completely overwhelmed. They have eliminated this learning curve for you. This by itself is worth the price of your admission.

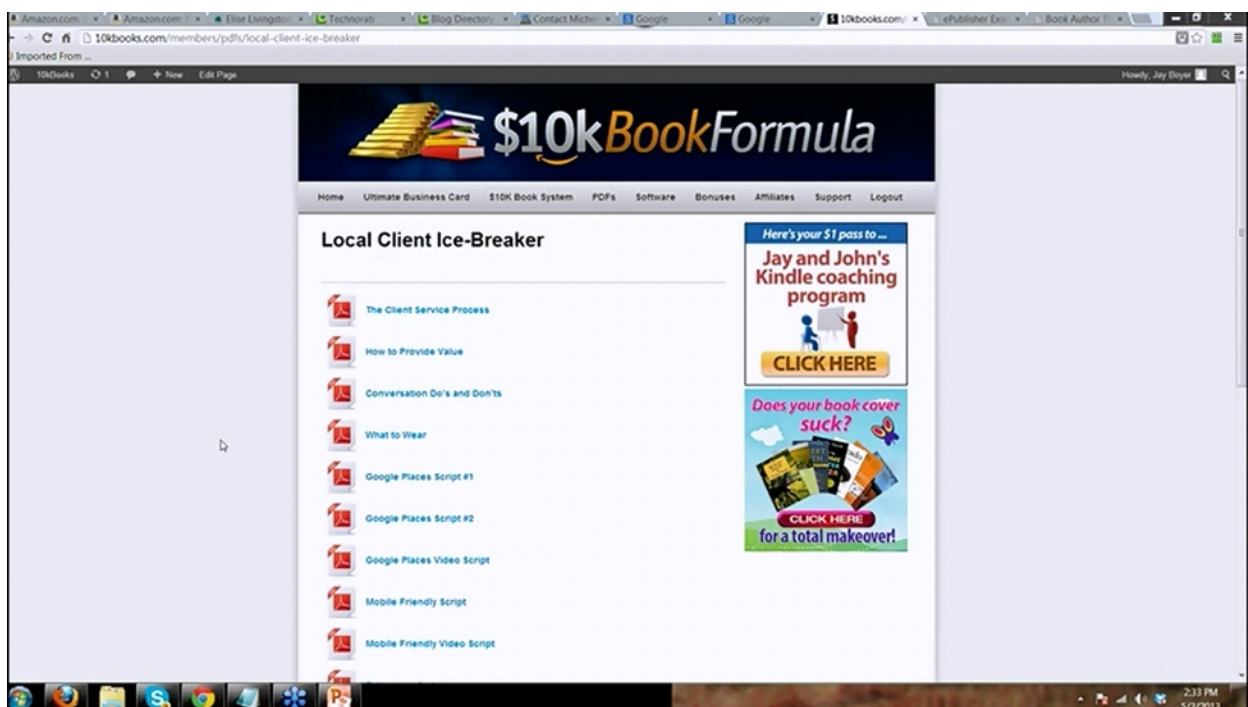
Included within 'Suggesting Pricing & Services' there is a sample proposal provided that the team very often uses, and you can use as well. The fourth tool in the training 'Land Your First \$10K Client' includes a strategy that you can employ for skeptical clients or clients that are not

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ready to commit. It is called 'Shock & Awe'. When you present this, your clients are going to know that you are the real thing, and they will know exactly why they need a book. They are going to know that you are the expert, you will be the only one that they will ever trust, and they will have no problem cutting a check to you for you to perform this service for them.

The final tool, 'Local Client Ice-Breaker', is a program that Jay put together with his good friend Caro McCourtie. Caro is a consultant who offers online services to local businesses and local professionals. This program is what will make you a pro.

If you have trouble talking to people, or if you have never met with anyone before to propose anything, this portion of the training is going to help you out immensely. In fact, by the time you reach the end of this program, you will be excited to hold your first meeting. You will absolutely be ready. This portion of the training covers everything from finding your first offline client, to how to make initial contact, to having your first meeting and presenting the proposal. You are also provided a whole archive of proposals to make. These are proposals that Caro makes herself, which you can basically modify to make your own.



Under the 'PDFs' tab you will find nearly 20 PDFs that have been created for just this one module. Students request that information be put into PDFs all the time because they are so easy to learn through. These are training modules that have been converted into summaries for you. These are full summaries, not transcriptions. Part of our team is a writer that does this full-time, and that is why JJ Fast is able to do this where other similar businesses can't.

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The software and the bonuses are of course all ready to take advantage of as soon as you get to the member's area. So, don't hesitate any longer. Click on this link to enroll in the \$10K Books System Course: <http://jjfast.com/replays/10kbooks-jjj/>.

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## Questions & Answers



### **Is it possible to take the course in another month or so?**

In order to secure your spot, you really need to lock in your place right now. That being said, if you miss any of the training because of travel, a holiday, or whatever the problem may be, please don't worry about this. You will have immediate access to the training, the system, and the tools that are available. Also, everything that is being done live, such as the bonus coaching session with Blaine, will be recorded, and you will have access to these recordings in the member's area. This access will be available indefinitely, so you are basically going to get lifetime access to the records. So, don't worry about missing out on anything because you won't.

### **If by chance I'm not one of the first 15, will I still have the ability to get certified and get referrals from you?**

Well, absolutely. There is no doubt about that. So, if you come in at number 16 or 17, and you aren't able to take advantage of some of the fast-action bonuses, then we may be able to fit you into one of the Facebook roadblocks in month number two. Yes, you can get referrals. In fact, the team is probably going to be looking to refer you to clients that they cannot take on anyway. JJ Fast Publishing is a very high-end publishing company, but obviously they cannot take on everything. They are therefore going to be looking to their very best students for help in the very near future.

Something that wasn't mentioned enough in the presentation is that by the end of this training, John and Jay are going to certify you as a \$10 Book Publishing consultant. You will get that at the end of this training as long as you go through everything in the training. You need to take part in the workshops, meaning that you can be there live or just reference the material.

Again, one of the reasons why John and Jay are reaching out is because they are looking to build a team that can take on the extra burden but enjoy the rewards of that. So, having this certification is important. You will need this certification as the team presents clients to you as well as when you present yourself to clients.

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**I have two people on my team. When I purchase this, can they have access to it?**

Absolutely. Business partners, colleagues, and others who are directly on your team can have access to the training. Now, that doesn't mean that you are allowed to give access to everyone under the sun or your extended family or anything. However, it certainly means that anyone within your direct business can have access to this. In fact, this is strongly encouraged because they need to know exactly what you are doing and why you are doing it.

**Hey, can you just explain, in plain English, the two different training systems that are inside the \$10K Book Formula member's area?**

It is this simple:

Training System #1 gives you the ability to create great books. You are going to learn how to properly put together the cover, the manuscript, the title, etc. and then get how to get it published. In other words, you will learn how to start from scratch and be led through the entire process including getting the book published. That way the team can ensure that you know how to publish books in the right way in case they need to pass clients your way. Furthermore, you will learn how to do all of this on your own as well as how to outsource the work.

Training System #2 teaches you how to make money publishing books for other people. In other words, you are going to learn how to find clients as well as get them to find you. You are also going to learn how to 'jack-up' the number of referrals and ignite 'word of mouth' solicitation. So, in this training you will be learning how to best market your services, as well as how best to provide them.

**Hey, I have already purchased some of your training before, so I already have things like WordCrusher. What's in it for me?**

Thank you for continuing to purchase our training. The difference here is that in this case the team is doing so much for you. For example, there are brand new workshops that are being built specifically for \$10K book partners. These are being built for people that understand the formula and are able to partner with the JJ Fast team. These people will become part of JJ Fast's extended family, so to speak.

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If you are one of the people who receive the fast-action bonuses, you are going to have your book promoted through the Apex Authors roadblock. You are going to be able to have your questions answered day-to-day by a dedicated JJ Fast associate. That will start on Tuesday, by the way. The number one person that you are going to have access to is Blaine because he is the most knowledgeable when it comes to publishing for others. Blaine is currently running a marathon, but he will return to work on Tuesday, and he knows about the avalanche of questions that are to come.

Even if you do not qualify for the fast-action bonuses, the team is doing an enormous amount for you. In fact, they are planning on doing as much as they can allow themselves to and still keep their own business afloat. Plus, if you put all the bonuses and everything to the side, the bottom line is that this will allow you a means of personal growth and a way to gain immense profits from the work that you already know how to do.

#### **How do I know if I am one of the first 15?**

The team will reach out to you and let you know that you are. This will likely be done via email.

#### **Who gets final approval on the things you do such cover design, titles, keywords, etc?**

This is a great question, and this is where things go wrong for a lot of people. This is something that took us a long time to figure out. It is very important to be really explicit and let your clients know that there are going to be x amounts of revisions for their cover and manuscript. If you do not give them that direction and they do not know that upfront, this will end up being a never-ending project for you.

This is one of the biggest mistakes that John and Jay made when they started out. They didn't know to tell people "Hey, you get three revisions for your book.", which is a lot, by the way. Three revisions take quite a lot of time.

Jay says that if he has a client who has a very specific idea about what he or she wants on the cover of their book, he keeps in mind that this is their book and they are paying a lot of money to get this book created. This is a book that they are going to use to represent themselves and their own business. So, if they have some really specific ideas of how they want their book cover to look, just go with it.

Remember, you don't have to worry about whether or not this sells at Amazon. The purpose of the book is to help your clients attract more of their own clients. So, if they have their own

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ideas, you are going to want to meet them more than halfway and make sure that they are happy with the results.

Again, this is not like publishing to Kindle where customers see a thumbnail of your book cover and that has a major effect on whether or not they purchase your book. In this case, the sale of the book doesn't really matter; that is not where the value of these books lies. The purpose of these books is to impress clients and so on. So, give your clients a lot of rope in terms of input because they know what works best in their particular field.

### **I am worried about scheduling and overlap. What dates and times do I need to plan for?**

The very first training workshop is going to be on Wednesday, May 8<sup>th</sup> at 1 pm. If you cannot make that, you will have access to the replay. The second day to write down is Tuesday, May 7<sup>th</sup> because that is the first day that you will be able to start asking Blaine questions. The dedicated email address that you will be able to use to ask questions will be emailed to you.

Again, for thirty days, starting Tuesday May, 7<sup>th</sup>, you will be able to ask one question which is specifically targeted to your business or the \$10K book formula. That dedicated email address will also be the one that you will use to submit your books to be formatted. It should be easy for the team to give you a 24 hour turn around, give or take, on this. That is the primary way that you will be able to interact with the team.

### **Can I bank these questions?**

This person is asking if he can save all of his questions until the end of the month and then ask them all at once. No. It is unfair to bombard the team with last-minute questions. Please have some consideration for Blain and the rest of the team. There have been incidents in the past where this privilege has been given to people and they send in a three page document or something like that. Please, just send in one targeted question. If it is too long, Blaine is instructed to reply asking you to sharpen it down to one question because it is really not fair to him to get bombarded like that.

One thing that John and Jay are going to address in the first workshop is that if you have other skills and talents, you can add on other fees. This idea wasn't presented before because John and Jay did not want to 'cloud the waters' when it came to presenting what was going to be included in the training. However, you really should know right off the bat that if you have specific skills, many times you can easily add them on to make more money.

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If you wanted to you could sell your services in an 'A La Carte' type manner, or you could also use multiple pricing plans if you needed to or if that would work best for you. In other words, you can price each part of your package asking \$500 for one part of the process, \$200 for another, and \$1,000 for another. There are a lot of way that you can price and position you packages.

John and Jay have friends, for example, that are very technically savvy. One of the things that they do is tell their customers that they can set up their website, do search engine optimization, and manage your Facebook page. Then they also tell them that they can handle their Linkton page, and that they can handle their Twitter page. Each of these things that are tacked on costs the customer a little bit more, however. So, you can do the same thing by categorizing your skills and offering each of them separately for a separate price. If you can cross-sale your skills in this way, you are likely to make a lot more.

It is also easier to land clients in this way because you can start out telling them that you will format their manuscript for a certain price, but let them know all of the other things that you can do and the price for each one by one. Before you know it, the services that they have chosen adds up to \$10,000, but again, anyone that knows what a book can do for their business will be willing to pay that price, especially if they don't believe that they could ever do this on their own. This is just to get your ideas flowing. You will learn more about dividing up your services and presenting different packages in the first workshop.

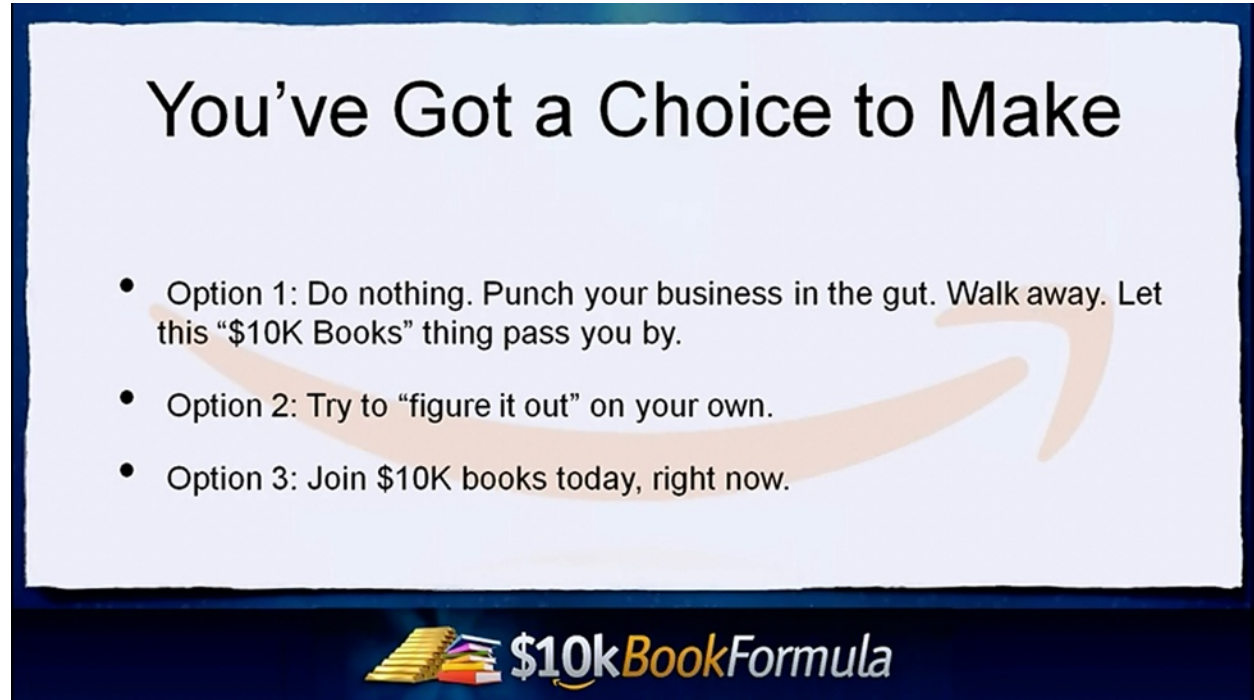
John and Jay were a little worried about offering this training at first because they know that mental shifts from one doing one thing and then suddenly doing another can be challenging for some people. In other words, many people are going to have a hard time telling yourself "Hey, I'm an author, and now it's time to be a publisher." This transition can seem like you are expected to jump across the Grand Canyon or something. However, the transition from being an author to a publisher is much easier than it feels like at first. It is really quite natural, in fact.

This transition can be kind of difficult if you try to do it all by yourself. However, you have the JJ Fast Publishing team to lead the way. When their own transitions took place, it took them a long time to move from one thing to the next. Luckily, they mapped their path along the way, so you can make your different transitions in a much simpler manner by just following their lead.

John and Jay are really excited about this training. They are excited just to be able to help their own clients find a way to get their books done. Now, they will be able to say, "Yes, we have people that we can refer you to." John and Jay really are looking for partners. They are looking for people that have gone through their training and are certified by them to help clients in proper ways. This allows John and Jay to "unleash potential and help so many people make a lot of money."


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Everyone is set up to win this way. John and Jay's clients win, your clients win, and you will know how to tap in to the big money that can be made through publishing very, very quickly. You are doing something that is very straight-forward and fun. It is something that is relatively easy, or actually you can make it as easy or hard as you want it to be. Again, everybody wins.



**You've Got a Choice to Make**

- Option 1: Do nothing. Punch your business in the gut. Walk away. Let this "\$10K Books" thing pass you by.
- Option 2: Try to "figure it out" on your own.
- Option 3: Join \$10K books today, right now.

 **\$10kBookFormula**

Now is the time to think about those three choices again. You can just let this pass you by, you can try to go on and do it on your own, or you can join in right now by visiting <http://jjfast.com/replays/10kbooks-jjj/>. Thank you for spending time reviewing this information. John, Jay, and the rest of the team appreciate you, your feedback, and your interactivity. It really means a lot that to be able to spend time with like-minded people with like-minded goals.

There are a lot of people who are excited about joining in on this training. They have been submitting a lot of questions to try to learn more. If you want to join in on this, you should head over to the website before it is too late to secure a spot. Again that link is <http://jjfast.com/replays/10kbooks-jjj/>. After you submit your information the JJ Fast Publishing team will be getting in touch with you. They will also make sure that the membership site is updated for you.

Remember, that you will be able to start asking a question a day. You will be receiving the dedicated email soon as well. Blaine and the other team members will begin answering those questions on Tuesday, May 7<sup>th</sup>. The first live session will be held on Wednesday, May 8<sup>th</sup> at 1:00 pm Easter.

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You really don't want to miss the boat on this. Yes, this isn't for everyone. However, if you want to take your Amazon publishing to the next level and be able to leverage the skills that you already have this training is for you. If you have been publishing to books to Amazon, and your royalty payments are not as big and fabulous as you would like them to be, then this training might be the perfect next step for you.

Keep in mind that you can find a \$500-\$1,000 client quickly, and that will pay for your investment in this course right away. This is something that John and Jay have never offered before and this is going to disappear forever on Sunday because it needs to be limited to a small select group of people.

There will be a lot of one-on-one support taking place and a lot of interaction going on, which is one of the reasons that John and Jay are so excited about this particular training. This allows for only a select amount of people to join though. So, there is a hard deadline on this offer for several reasons. So, once again, if you would like to join in the fun click on the following link: <http://jjfast.com/replays/10kbooks-jjj/>. Do so before Sunday so that you don't miss out.

John and Jay expect to have a really good time with this, and they are sure that you will too, especially when those checks start rolling in. This group is going to be composed of a small number of people. There will not be hundreds of members to contend with in this training. It is going to be a small, intimate, highly dedicated group of like-minded individuals who share similar goals. It just all the makings of a really great experience, and hopefully you will be a part of it too. Thanks again for everything.

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