Seven steps to author a book that attracts a lifelong stream of clients

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If you want to attract more and better clients as a self-employed professional, authoring a book can be a powerful strategy for you to use. In fact, if it is properly developed, a book can become a client magnet that automatically attracts a steady stream of new clients to you for decades.

A good book can increase your credibility quite dramatically. It can distinguish you from all the other professionals in your field.

It can turned into a system that creates multiple streams of long-term income. And it can be a marvelous vehicle for you to make a greater contribution to your field and to society.

If any of these reasons appeal to you, read on.

This report has been written as a follow-up to a recent Book Publishing tele-class in which my friend and colleague Robert Middleton interviewed me on behalf of the 532 self-employed professionals and experts who had registered. To elaborate upon the insights revealed in the tele-class, I wrote this report. It contains seven steps you can use to develop a book that gives you all the benefits mentioned in the above paragraphs.

STEP ONE: Identify your ideal target market, and author a book that gives them what they really want.

Do you realize that the number-one factor determining your income potential is your choice of target market? There are many ways you can determine your ideal target. To begin to help you right now, let me say briefly that the ideal target market is defined by numerous characteristics, including the following five criteria: One, your ideal target market has a big problem or desire. Two, they are conscious of it. Three, they are easily accessible (you can identify gatekeepers that will provide access to them).
Four, they have available funds to deal with their problem or desire. Five, they have a history of spending money to solve that problem or fulfill that desire.

**If you want to really grow your professional practice, get clear on a target market that meets the above criteria.** Then develop an efficient, little business and marketing plan to orient your entire practice to serve it. Then develop your book specifically to position you as a recognized expert in that market, able to deliver what they want. This process can revolutionize your practice or business.

**For instance, a friend of mine is a self-employed professional who wanted to differentiate himself from others in his field** and become a successful, recognized expert. He told me how he met with a successful acquaintance, Barbara de Angelis, to get some tips.

Barbara was a psychologist specializing in relationships who had become extremely successful. A few years prior, she had authored a new book, *How to Make Love All the Time* (a terrific title for a book on relationships!). It had become a *New York Times* bestseller, and she became very well-known as a result.

He said she started the meeting by handing him a thick, business-looking document. When he opened it, he was amazed to find out it was a business plan! He said it outlined her target market in detail along the lines of the criteria I described above. Barbara wrote her book to deliver what they wanted and were willing to pay for. And she came up with a title that unabashedly promoted what they wanted in only seven words!

**Her hot book got a ton of free publicity.** (In the tele-class, I detailed the symbiotic relationship between media gatekeepers and published experts.) Thanks to the free, highly-credible publicity she got, the book attracted a giant list of her ideal clients. She became a recognized expert almost overnight.

**Based on her little business plan, she systematically developed a back-end of information products and programs that delivered additional value** to her target market—everything from audio learning programs, to workshops, to a certification program for licensed facilitators.

She developed the business of her dreams, a system that allowed her to reach and help an exponentially greater number of people than she was previously serving. And, in return, this system generated multiple streams of long-term income to her.

**You can do the same thing if you approach your book idea in this way.**
STEP TWO: Develop a book cover that is your “24/7” salesperson.

If you want to attract clients automatically, you must develop your book to get the attention of your prospective clients, and interest them in picking up the book and looking at it.

The cover is your book’s best salesperson. The old saying is that you cannot judge a book by its cover. However, the fact is that people do—not only readers but, in the commercial book trade, so do the major decision-makers.

As I mentioned in the tele-class, most publishers are not marketing-savvy. So they do not develop book covers very well. And since most self-publishers are neophytes at book publishing, most of them don’t know how to do it very well, either. Therefore, I want to begin to teach you right now how to do it, based on what I have learned from having helped to develop and/or successfully market 67 books over the past 20 years.

Here is a caveat. If you are marketing your book solely through direct marketing, the cover is not as important, because prospective clients make their purchasing decisions based on your direct marketed sales letter.

However, when you are marketing your books through bookstores, back-of-room sales at your talks, or anyplace where your prospective client will look at your book before they decide to purchase it, then the cover serves as the book’s most important salesperson.

There are a number of cover elements that influence sales. Decades of testing indicate that the most important of these elements include the title, sub-title, testimonials, back cover headline, benefit copy, author bio, cover color, cover design, and spine treatment. I have listed these elements more or less by priority for you.

Here is an illustration of how powerfully a cover sells (or doesn’t):

Back in the 1980s, I started mentoring and consulting for publishing companies. I won an opportunity for one of my first publisher client’s books to be distributed by the biggest bookstore chain in the world at that time, Waldenbooks. I spent a week preparing an extensive presentation to sell their Vice President and top buyer on testing a few of our titles in 1,000 of their biggest bookstores. This man was a legend in the industry.

However, when I arrived at the meeting, he had a surprising approach. He lifted the 14 titles I brought him out of the box. Then he looked at them one at a time. In less than 30 seconds, he examined each book’s front cover, spine, and the back cover. In this way, he separated the 14 books into two piles, nine and five titles each.
Then he said, “John, we will test these five titles in 1,000 stores.” Amazed, I volunteered to discuss the features and benefits of each book in much more detail with him. He said, “John, that isn’t necessary. I’ve looked at the covers. Most publishers don’t know it, but covers sell books, not contents. I hope you will remember that.”

With that comment, he concluded the meeting. He placed a large order for five of my client’s titles to be shipped to 1,000 of his stores. And he ignored the other nine titles.

I have always remembered what I learned from that experience. I hope you will, too.

STEP THREE: Create the most powerful client magnet of all: your book’s title and sub-title.

Covers sell books. And decades of marketing tests indicate that the elements of a cover that typically impact sales most are the book’s title and sub-title.

There are endless stories that illustrate this point. For example, I remember hearing about when Sterling Press published a book on optical illusions under the title Eye Spy. It bombed. So they re-published it as Eye Teasers, which also didn’t sell. Finally they re-titled the same exact book as The Great Book of Optical Illusions, and the book sold over 200,000 copies.

Then there was The Squash Book, which sold 1,500 copies. When the publisher simply re-named it The Zucchini Cookbook, it went on to sell 300,000 copies.

Keep in mind that I am writing this report to begin to show you how to develop a book that will attract clients automatically. Imagine: in the example above, the very same book with the very same contents either attracted 1,500 people or 300,000 people, depending upon just three little words! A great title can provide you with this kind of leverage!

Although we use different formulas to develop titles, the objective is always the same: to develop a title and sub-title that will get the attention of prospective clients in your ideal target market, and interest them enough to pick up the book and look at it.

Develop several alternative titles. To select the best title, test your alternatives among members of the book’s target market. Notice I didn’t say to test the title with your friends or co-workers. That is the most common way neophyte authors and publishers test, and it is a mistake. Instead, develop about 10 alternative titles. Locate groups of people in the book’s target market. For example, if you are a self-employed professional
who sells your services to a certain industry, you might go to an industry trade show or convention to test your title ideas.

**Give out a list of all your alternative titles,** and ask them if there are any titles on your list that they would consider buying for $20, or whatever the proposed price is for your upcoming book. From experience I can tell you that you probably will have to poll 100 people or more until one of your alternatives clearly emerges as a winner. And the title that your target market picks probably will be quite different than the one you initially chose. I can tell you usually it is a humbling experience.

**Finally, keep in mind that a title cannot be copyrighted.** So it is important to research the publishing industry’s resource, Bowker’s *Books in Print*, carefully, to make sure your title will not be duplicating another book which already has your title. It is highly probable that the reference section in the biggest public library in your area will carry a recent edition. Also, make sure you also check your title idea in Bowker’s *Forthcoming Titles*, which lists books that publishers intend to bring out in the next year or so.

**STEP FOUR: Increase your book's credibility—and sales—by getting the right testimonials.**

**If you want to attract more and better clients with your book, another tactic** that provides terrific leverage is using the right kinds of testimonials.

**Testimonials are important because most of us have become jaded by the hype and exaggeration that characterizes so much of mainstream marketing today.** Testimonials are third-party verification of the statements you make about the book in your marketing copy.

**In addition, as I mentioned in the tele-class, the fastest way to increase your credibility is** to associate you with someone who has far more name recognition. Testimonials from well-known people provide a terrific boost to you if you are a relatively unknown author.

**Years of marketing tests have identified the three best locations for good testimonials** in a book. Generally speaking, the best locations are: first, on the front cover; second, on the back cover; and third, on the first page inside. Also, they should be used in your sales literature on your Web site and in hard copy.

**However, there is an important formula to get great testimonials.** They must be from people considered as opinion leaders by the readers of your book—who, hopefully, are members of your ideal target market. Think about that formula carefully, because people
whom your target market considers as opinion leaders may be different from the folks you initially envisioned to endorse your book. By the way, excerpts from good book reviews often make great testimonials.

Here is a little-known method that can get great testimonials.

**Identify a list of opinion leaders who match the formula above.** Go to their Web sites, and locate the best ways to get in touch with them. Write an excellent letter summarizing the main benefits your book provides, and ask if they would consider reviewing the book. Send the letter by Federal Express, and include a pre-paid Federal Express airbill and envelope for their reply.

**Almost no one makes this kind of $30 investment,** and it almost guarantees you will get a response! Naturally, they may say yes or no. But if you contact enough people, the law of averages says eventually you will get enough positive responses.

**By the way, when you find opinion leaders who say yes,** before you send the book for their review make sure you have a good intellectual property attorney develop an appropriate release. This will document the terms by which you have permission to use the release in your promotion.

**Once I had a publishing company client who had some backlist books** (books that were originally published many years before) they wanted to market. In particular, they really wanted to get the backlist books into B. Dalton Booksellers who, at the time, was the second largest bookstore chain in the world.

**Bookstores do not actively promote books.** Typically, they are only interested in books where the author is actively engaged in promoting the book. In this case, not only were the books old, but also the author was deceased.

**These particular books may have been old, but they were good books.** So I identified 10-15 luminaries who were internationally-known and were very strong opinion leaders for the books’ target market. After I got creative and finally made contact with them, several of them agreed to review the books and write testimonials for them. We developed new cover designs for the books, placing the testimonials on the front and back covers. The book buyer for B. Dalton was so impressed with the testimonials, he was willing to test the books in 500 of his stores!

**Just as testimonials increased credibility and lifted sales for a deceased author’s old books, they can provide leverage for you.**
STEP FIVE: Develop your book’s back matter as a powerful lead generator.

To automatically attract clients from now on, you must use your book’s back matter to your fullest advantage.

Back matter includes the appendix, bibliography, footnotes, glossary, index, and the blank white pages at the end of every book. The primary functions of back matter are to provide readers with additional information that is relevant to the book’s subject, and to provide additional resources.

There is a tremendous opportunity for you to use this usually-underutilized section of the book to generate leads for your professional practice or business.

However, if you want to work with a publisher, most publishers will not allow authors to use the back matter to generate leads. Nor will the publisher use it to do so, either. If you are self-publishing, you can take advantage of what I am saying. Just make sure you implement these ideas well.

To get you started in your thinking about how you can use back matter to generate a steady stream of new leads and new clients, here are a few tips.

Marketing-savvy authors and publishers often use various bonuses as an incentive for the book’s reader to add their name to the mailing list and/or make additional purchases. In the back matter you can print coupons or certificates for your services, or for information products and programs you offer that add value by giving the reader additional education, or training or tools related to your book’s subject matter.

Also, you can print an order form for an appropriate selection of your services and information products and programs.

A great tactic is to use blow-in cards. These are postcard-size inserts with an offer on one side and your address with postage-paid indicia for easy mailing on the other side. Your printer can either use an air machine to blow the card into your book, or they can add it by sewing-in a page-size sheet perforated for easy removal of the postcard.

Of course, you should add your Web site address to all of the above tactics in order to generate even more leads and new clients.

Here is an example of how a book’s back matter can generate new clients.

I had a client who ran personal growth institute and wanted to increase student enrollment. As a service to her clients, she had wanted to add some information to a little-known book written by another author in the 1930, and release it as an expanded,
new edition. Although it was a nice service, it was a questionable financial investment for the institute.

After revising the plan for the book, I re-designed the front cover and back cover, incorporating all the steps we have discussed so far. I wrote a three-page section for the back matter that was a very tasteful overview of the institute and its five certification programs, including a nice call to action at the end (to get more information). Then we developed five lovely pages describing top-selling books and audio tapes offered by the institute. And I developed a one-page order form for all of the items, with a great headline at the top. Finally, I developed a wonderful, postage-paid, blow-in card with a good headline and offer of free information. And we agreed on a solid plan to promote the book.

To give you an idea of the results, the book generated more new student leads and enrollments in just the first few months of the book’s release than did their entire (sizeable) marketing budget during the previous year! And that was just the beginning. The book continued to generate a stream of new leads and enrollments for years afterwards.

Moreover, all those leads cost next to nothing—we simply used the back pages in the book more productively than they would have been used otherwise.

STEP SIX: Understand three big ways you can make money with a book.

If you ask the average author how they intend to make most of their money from their book, probably they will tell you the money will come from royalties.

The truth is that there are at least three ways to make money from your book. Typically, royalties are least important. In fact, if you focus on them, you will miss the two biggest financial opportunities for most authors. That is why I’m writing this step for you.

Royalties are significant only if you end up writing a blockbuster, million-seller book. But few do. In fact, the average first-run on a book today is about 3,000 copies. And most books never print a second run.

However, you can make a great profit from your book if you understand the other two ways to make money with it. Let me explain.
The average royalty for first-time authors is between 6-10% of net receipts. Net receipts means the price paid by the purchaser. As I explained in the tele-class, most authors want to try to sell their book through commercial book trade distribution—the network of over 10,000 wholesalers and bookstores. (Nevertheless, fewer and fewer books every year are sold that way, because of disadvantages with this distribution channel.)

Here is how the math works in that situation. Assume your book retails for $20. If the publisher wants to sell it through commercial book trade distribution, he will have to give the wholesaler an average discount of 55% ($11). So the net receipt is $9. Let’s assume the author gets an 8% royalty. In this case, the author makes 72¢ on each book. That’s it.

However, in the tele-class I explained that publishers, wholesalers and bookstores do virtually no promotion of a book. In the publishing industry, the author is expected to do virtually all promotion (and pay for it out of his own pocket).

That leads us to the second way to make money from your book: the author’s discount from the publisher.

The second way can be very lucrative. Here is how it works. Because the publishing industry expects the author to take responsibility to market the book, publishers give an author a generous discount on all the books they personally buy, as an incentive for authors to do that and sell the book through their talks, Web sites and other promotional events. Whereas first-time authors can be timid about marketing, and hope that the royalties will add up to something, top-selling authors ignore the royalties and take full advantage of the author’s discount.

Why? First, if you do the math, a 50% author’s discount can be more than ten times more money than the average royalty. On a $20 book, the author will pay the publisher only $10. When the author sells that book himself, he will take in $20. Minus his $10 cost, that leaves $10 gross profit—which is fourteen times more than a 72¢ royalty. It means on every book the author sells he can more than double his money. That is a significant return.

In addition, the author can use that money to pay for their promotional activities in order to “prime the pump” for the book’s success in the marketplace.

Once the author’s promotion gets the book in enough people’s hands, two things can happen. It can start word-of-mouth “buzz” about the book in the marketplace, causing people to go to the bookstores and consider buying the book. That is the only way to succeed through commercial book trade distribution.

Also, if the book is designed the way I have been explaining in this report, it can generate leads for new clients that can result in a huge back-end of business.
That brings us to the third way to make money from your book. It is to build a database of leads, and then use time-tested marketing strategies and tactics to convert those leads into clients with a significant lifetime value. The third way represents the largest potential financial return on investment by far.

For example, in 1982, my friend and client Robert G. Allen wrote his first book, *Nothing Down*. It was the first book describing how to buy real estate with little or nothing as a down payment. Bob has mastered the kinds of strategies and tactics I have been sharing with you in this report. As a result, since the book was published, he and his students have sold over a billion dollars of information products and programs that help people learn how to use these real estate tactics successfully.

Since “billion” is a pretty big number, let me give you a much more modest example. I have another client who conducts his mission through a small, non-profit organization. Membership is about $75 a year. In addition to membership, the organization has developed a line of books, tapes, seminars, etc. Because the organization has been operating for decades, and has a solid information publishing and marketing system, we know that the average member remains a member for eight years. During that time, they spend an average of $8,800 with us.

So we developed a book publishing arm. Every time one of our books brings us a new member, we know that, on the average, the new member will spend an average of $8,800 over the next eight years with us.

Imagine how satisfying it is to know you are doing what you love and believe in most, using publishing and marketing systems that allow you to reach an exponentially greater number of people that you were previously. And imagine how satisfying it is to know that every person your $20 book attracts as a new client or member will result in a stream of income averaging $1,100 per year for the next 8 years, $8,800 you can virtually count on.

This is a modest example. That is the good news. This is a “do-able” strategy for nearly everyone—almost certainly including you.

**STEP SEVEN:** Make a book your gateway to the ultimate lifestyle of giving and receiving.

If you are a self-employed professional with some expertise, then what you know is probably worth thousands of times more than what you are currently doing with it.
If you learn the right strategies and systems to leverage what you know, you can **benefit** hugely. You can attract clients automatically for the rest of your professional life. You can earn multiple streams of long-term income. You can live where you want and work when you want. You can make your greatest contribution to society and, ultimately, leave your legacy.

**Authoring a book can be your gateway to a whole new lifestyle with these benefits.** Let me explain.

**Trend research indicates that the number-one problem** most people are suffering from today is the explosive rate of change. Huge global trends are driving this change, with no end in sight.

**For example,** the power of the computer chip doubles every 18 months, giving us more powerful tools to create with. Computers, telephones, TV, and satellites are merging into a global communication network, allowing billions of us to communicate with one another.

**Communication technologies are increasing the cross-fertilization of ideas,** naturally creating innovations that alter the way we live and work. These trends disrupt the old, established ways of living and doing business. The emerging, new opportunities look different, with no national boundaries.

**As a result, lives are changing.** Jobs are changing. And everyone is seeking ways to deal with all this change.

**The only antidote is what popularly is called “lifelong learning.”** It is the never-ending growth of our attitudes, habits, knowledge, and skills. And each one of us needs to do it.

**However, people cannot even keep up with the change** occurring in their own field, let alone their whole life.

**Today’s massive change is creating enormous opportunities for aware professionals** like you to serve and prosper. “Crisis equals opportunity,” according to a Mandarin Chinese concept that I teach my clients.

**As a knowledgeable professional in your field,** do you enjoy the process of synthesizing that knowledge into books, talks, e-newsletters, or any such medium? If so, then you then can serve your ideal target market by adopting a new paradigm of professional practice. In the new model, you serve your ideal target market of clients by becoming an “information synthesizer” of knowledge and wisdom that helps your ideal target market to keep up with today’s constant change.

**The new model is an alternative to the traditional professional practice** business model. The traditional model is a linear one, in which the professional trades a set
number of hours in the day for a set number of dollars (working by the hour, or per diem, etc.). This conventional model limits the number of people you can serve. And it limits your compensation.

**Using the new model, you start by synthesizing what you know** into one medium. It should be a medium you are already using and love doing, such as writing articles or a book, giving talks, or whatever. Then you develop a simple system that re-cycles that material a series of information products and programs that your ideal target market has a history of purchasing.

**There are at least 81 different information products and programs** that leading experts are using today to maximize their service to society and multiply their income.

**If you learn how to adopt this new professional practice model**, it can provide you, too, with these two primary advantages. In other words, it can allow you to the ability to reach a much greater number of people in your ideal target market (to maximize your service to society). And, in return, it can allow you to create multiple streams of long-term income (so you can live as you choose and do it all even better next year).

**Go back and review the examples in this report.** Notice how this new model is what virtually everyone is using in the examples given.

**You see, there is an extraordinary group of leaders today** serving the billions on this planet who are trying to cope with never-ending change. World-servers and value-creators, these leaders exist in every field. And they thrive on change.

**Instead of the traditional, linear professional practice model, they operate through the new business model.** They are masters of publishing and marketing.

**For instance, consider the story of Anthony Robbins.** A teacher of neurolinguistic programming, initially he worked one-to-one with clients. He helped them to let go of debilitating habits, and to create positive new behaviors. As he gained experience, he began to create his own techniques. Then he discovered this new business model. He used it to turn his techniques into books, then into a wide array of information products and programs.

**As a result, Anthony’s work now reaches and transforms millions worldwide,** including two U.S. Presidents and leader Mikhail Gorbachev. His streams of residual income from this system yielded a reported $90 million last year alone. Imagine the kind of life he can live, and the level of service he can give, now that he has this many streams of income for the rest of his life.

**If Anthony’s example is too “over the top” for you, consider Bikram Choudhury’s account.** He developed his own process of teaching yoga during many years of instructing one-on-one and to small classes. He loved his work, and made a modest living. Then he found out about the business model I am discussing. He used it to turn
his process into intellectual property and an integrated series of books, videos, lecture programs, workshops, teacher certification programs, etc.

Thanks to this model, tens of thousands of people gain more peace and health each day due to the life-enhancing Bikram yoga process. He oversees it all, his multiple streams of long-term residual income now adding up to a reported $7 million annually. This level of income allows him not only to live his chosen lifestyle, but also to easily re-invest in improving his business each year, and to donate to charitable causes reflecting his values.

These are just a couple of examples of the leaders in every field that are using this model. In return for their service, they are earning good karma and multiple streams of lifelong income.

Keep this in mind: Nearly all of them were launched to success by authoring a book. Nothing can distinguish you as an expert the way a high-status book can. In each case, either they took the time necessary to write one themselves, or they used the kinds of co-authoring strategies discussed below as a fast, easy and low-cost shortcut.

In other words, they have used book authorship as a gateway to the new professional practice business model and its unsurpassed lifestyle of giving and receiving. And so can you.

Two ways you can learn more

First, if you are you a self-employed professional who markets your services to other business decision-makers (B2B), here is an unsurpassed opportunity. Learn the fastest, easiest, lowest-cost, and highest-leverage way I have ever discovered to author a book and get all the benefits discussed in this report. This is the ingenious co-authoring program mentor Robert Middleton is involved in, and has been extolling in his e-zine and other communications. For more information, please email me at EA@missionmarketingmentors.com. Or call 650.321.1306.

Also, if you would like more information on the publishing and marketing strategies we have discussed, and how you can use them to achieve your goals and dreams, I invite you to subscribe to my e-newsletter at ww.missionmarketingmentors.com/freeinfo.html.