



6 Steps to Selling Book Services

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Introduction

Ultimate Business Card

5 Steps

To Selling Amazon
Publishing as a Service

APEX  **AUTHORS**

You may be entertaining the idea of offering book publishing as a service to business men and women in your local area. Maybe you have got the basics of publishing on Amazon down, but are not sure how to get started in creating your own business. This is easier than you might think. The following is a framework of how to do this in 5 basic steps.

Step 1: Get Good at Publishing to Amazon

Ultimate Business Card

Step 1: Get Good at Publishing to Amazon

- Get some training!
- Find support at forums, Apex FB group, etc.
- Get good at all aspects of publishing to Amazon
- Publish to both Kindle and CreateSpace at least 3x
- Move forward with confidence!

APEX  **AUTHORS**

You will need experience in publishing to Amazon yourself in order to teach others how to do this. Otherwise it will just be a “blind leading the blind” type of situation. There are some skills that you are going to have to master on your own before selling your services to others. Some of the things that you should experience and become good at before trying to lead others include:

- Content creation
- Formatting
- Outsourcing Efficiently
- Editing
- Submission

You should publish to Amazon at least three times to ensure that you have developed these skills concretely before assisting others in publishing. Believe it or not, after mastering these skills you will become an expert. You will not see yourself as an expert at first, but what you won't realize is that even this early on you have skills that others don't have. In fact, you will be surprised to find out how much more knowledgeable about this subject you are than others around you.

After only acquiring only this little bit of experience, you will have skills and knowledge that 99% of the general public do not have, and you will quickly realize that it is very obvious that you know far more about how to publish than others do. You can then move forward with confidence. People will be willing to pay you \$500, \$2000, \$6000 and sometimes far more for your services. You may be insecure at this point, but honestly you should not be afraid to charge these types of prices. Truthfully, you will be one of the only people available that are able to assist in the process of publishing to Amazon.

Step 2: Identify Your Services

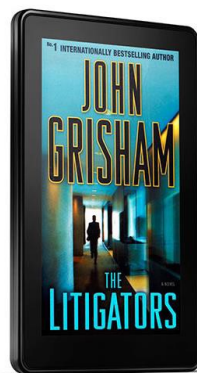
Ultimate Business Card

Step 2: Identify Your Services

- What are you good at? How much time ya got?
- Kindle? CreateSpace? Both?
- Cover Design
- Editing
- Formatting/ Submission
- Ghost-Writing

APEX  **AUTHORS**

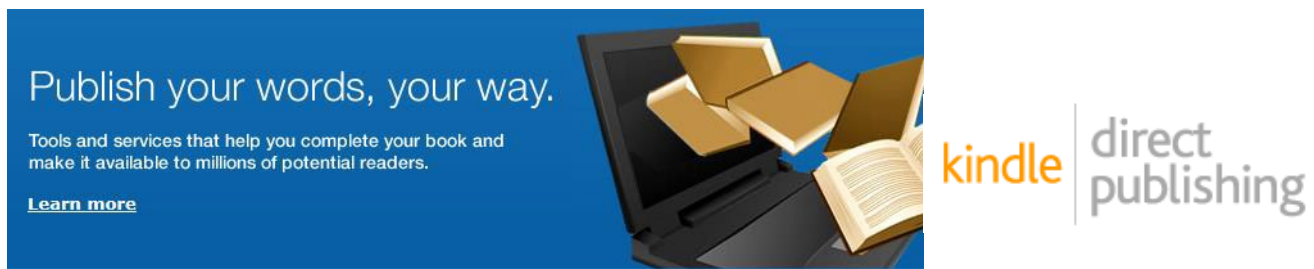
There are a wide variety of services that you can offer which are related to self-publishing on Amazon. Take some time and determine what you are good at, what you like to do, and what you have time for. If you are great at designing on PhotoShop, for example, then you may consider centering your business on cover design services, which in some cases can bring in an immense amount of profits.



The point is that you should take stalk in your own skills and what you have to offer in relation to self-publishing. There are a lot of different types of skills required in publishing a book successfully, and if you have done so on your own then you have mastered all of them. However, you will want to offer only the services that you can deliver the best and that you personally enjoy. One thing to remember, however, is that you should not choose anything that you don't like doing, and if you don't like doing any of it, then you should not take part at

all. There are a lot of aspects to self-publishing that one can choose from, and it is likely that you can find a niche somewhere.

You can offer services in publishing eBooks through Amazon, or you can publish paperbacks through KDP Print. In many cases business owners will use these print-on-demand books, published through KDP Print, as a promotional tool for their business, just like a person would use a business card. Of course, a published book is much better than a business card. One realtor, who shall remain nameless, recently used one such book to promote her business. She would hand these books out to prospects, and because she was a published author people would see her as much more qualified than other realtors. In this case, she did not mind paying into the thousands for assistance in publishing because she knew that the book would pay for itself with each client that she gained.



There is a three-step process you should use in order to discover which services you will want to offer. These steps are as follows:

Step 1: Identify what people are afraid to do by themselves, but still want or need done. For instance, people are generally afraid of the publishing process, but they still want it done. Many people cannot write on their own or they may not be good at using computer and therefore cannot format their book on their own. There are also people who need assistance in promoting their book. Another thing that people don't like to do, or can't do on their own, is create their own book cover. So, if you are good at this sort of thing, then this could be an interesting prospect for you. Again, there are a lot of aspects to self-publishing that people cannot do, or feel that they cannot do. This is where your services will be needed.

Step 2: Identify your own unique skills. Once you have identified the types of needs people have in accordance to self-publishing. The first thing that you should focus on is what you are really good at and how you can help. Ask yourself what you are really great at. Then, ask yourself what you already have the tools and the time for. Then you can find ways to maximize your potential in doing what you're skilled at.

Step 3: Target the highest value that you can. In other words, identify what you can do which will make you the most money in the least amount of time. If there are two types of services that you feel you can offer, but one is going to be much simpler, will take far less time than the other, and is likely to bring in much more profit, then this is obviously the one you will want to go with. Always target the high value activities first.

Your main clientele is going to consist mostly of small business people who want to get their name out in their local communities. The services that you offer should be based on your own personal skills. You will want to concentrate on your return on investment (ROI), or how to make the most money in the least amount of time. This, of course, should be central in any type of business. However, your business should be an ELF business (easy, lucrative, and fun). If you take the time to really examine what you like, what you are good at, and what other people want and need, then you will have a successful business.

Step 3: Determine Pricing & Payment

Ultimate Business Card

Step 3: Determine Pricing & Payment

- Formatting = \$27 - \$97
- Format + Edit + Submission = \$197 - \$997
- Ghostwriting = \$6K - \$20K
- Payment Options:
 - ✓ Paypal Invoicing/ Mass Payment
 - ✓ Merchant Account/ Credit Card
 - ✓ Checks/ Bank Wire

APEX  **AUTHORS**

You should always concentrate on your Return on Investment (ROI). In other words, what you can do in the least amount of time to maximize your profit. There are no hard and fast rules to this, however. You may decide that you want to charge moderate prices at first while you are just starting out and trying to gain a customer base. You should never be afraid of charging premium prices though. You are, after all, the expert.

Many ghost writers charge a minimum of \$6,000. If you are offering a service such as this, there is no reason to charge less than that, even if you are just starting out. There is a fair amount of work to this, and it does take skill. You don't want to put yourself in a position where you feel like you are stuck in the bottom of a well, not knowing where to turn or how to move forward. If you charge too little, you will find yourself working all of the time and not making near enough profit. This is a premium service, and you should charge a premium price for it.

Even if you are just pushing manuscripts that are already written and edited, you can still charge \$27-\$97 for formatting them. Value yourself, your work, and your time. Don't offer your services at Fiverr.com or something of the sort. You'll be selling yourself too short. Your services are worth far more, which you will find out if you do a little research on what others are making.

On the other hand, don't hesitate to outsource some of this work to people on Fiverr.com or upwork.com. It is recommended that you outsource some of the tasks involved just to stay ahead of the game. There are a lot of tasks related to self-publishing work that can be

outsourced. For example, allow someone on UpWork to edit a document of 3,000 words or so; they will do a good job for a low price and save you tons of time.

You should not low-ball your work, even if a lot of it is being outsourced at a lower price. You are still putting in the time in running your business. There is value in the time and services that you are providing to other people. Always remember that.

You will want to have plenty of payments options available to your clientele. You are going to turn a lot of potential customers away if you refuse to take payments in certain ways, such as by personal check. There are lots of different payment options available to you; one such payment option is through PayPal. For those of you who do not know, PayPal is a service which enables you to send and accept money without revealing financial information. Many small businesses, which are likely to be your main customer base, already have a PayPal account.



PayPal can make receiving and sending payments very simple and comfortable. This is a great way to secure credit card payments if you have no other way. Also, using PayPal makes it easy to keep records and create invoices for your clients. You can ask people to “mass pay”, which many people understand how to do. Doing so allows you to reduce PayPal fees.

Getting a merchant account is a good idea for some. You may want to wait until your business is well-underway. However, this is really not very expensive, and is a good idea if your business is expanding. A merchant account will enable you to process credit cards easily, which can be extremely helpful to your business growth. Bank wires can also be used to accept and send out payments. Bank wires seem old fashioned in a way, but in transferring large amounts of money, this really makes the most sense.

Whatever decisions that you make when you are determining your business’ pricing and payment options should be centered on your ROI. Don’t charge less than what your services are worth and be confident enough to charge at least what other professionals are charging, if not more. Keep the amount of time that you spend into consideration when charging money, and don’t be afraid to charge premium prices, even if you are outsourcing the work. Finally, do not cut off profits by being particular about how you are being paid.

Remember that you are going to be working with the type of people who have a presence within their community. Therefore, if you do not hold yourself in a professional manner, then you and your business will not get the respect it deserves. Part of the way that people will

perceive your business is going to come down to the prices that you charge, the responsibility that you take, and how you handle your business transactions.

Step 4: Getting Started & Finding Your First Client

The screenshot shows the Amazon Kindle Store interface. At the top, there's a navigation bar with the Amazon logo, search bar, and various account options. Below that, a featured banner for 'Apocalypse Z: The Beginning of the End' by Manel Loureiro is visible. The main content area is titled 'Kindle eBooks' and features a section for 'Ian Fleming's James Bond'. This section displays five book covers with their respective titles, authors, and prices. To the right, there are promotional banners for 'Kindle Daily Post' and 'Kindle Daily Deal'. The 'Kindle Daily Deal' features a book titled 'The Great Crash 1929' by John Kenneth Galbraith. The 'Kindle Daily Post' banner encourages users to read new posts from the blog. The 'New Zombie Thriller: Apocalypse Z' banner highlights a book by Louise Norton.

Kindle eBooks

Ian Fleming's James Bond

Book Title	Author	Customer Rating	List Price	Kindle Price
Casino Royale (James Bond)	Ian Fleming, Patrick Nobes	★★★★☆ (192)	\$14.95	\$7.00
Live and Let Die (James Bond)	Ian Fleming	★★★★☆ (71)	\$14.95	\$7.00
Moonraker (James Bond)	Ian Fleming	★★★★☆ (82)	\$14.95	\$7.00
Diamonds are Forever (James Bond)	Ian Fleming, Patrick Nobes	★★★★☆ (55)	\$14.95	\$7.00
From Russia with Love (James Bond)	Ian Fleming, John Henry Fleming, Rosemary Border	★★★★☆ (75)	\$14.95	\$7.00

Kindle Daily Deal

Kindle Daily Post

New Zombie Thriller: Apocalypse Z

When promoting your services, you will want to start at the local level. Putting your neck out there can be scary, at first. Some of the best ways to begin your business promoting your business is through:

- Talking to people that you know
- Cold-calling people
- Visiting your local chamber of commerce
- Handing out business cards

You'll want to begin by finding one happy customer. You'll want to start small, which usually means starting with people that you know. The path of least resistance is going to be offering services to friends of family. Tell them about what you are doing and how it could benefit them. You should also talk to business associates, such as your chiropractor, and tell them how publishing on Amazon or through KDP Print can help their business grow.

One way to get attention for your business is to show off books that you have published on your own. You may even want to make your own paperback which highlights the benefits of the services that you offer, and hand it out to people you know. Simply let them know "if I can create this for myself, then I can do it for you too."

You may even choose to give away the service for free at first, just to get a good testimonial and to show yourself what you can accomplish what you have set out to do. You have to be careful not to spend too much time or money doing this, but there is nothing wrong with giving yourself a practice run and getting a good testimonial out of it. The point is to get that one

happy customer who will give you a great testimonial that you can put in your own book or website to help you gain business later.

After you have gotten that first vital customer, there are lots of ways to begin building your customer base. You can connect with your type of clientele by listing your services in Craigslist or in classified ads. Another way to do so is to look in the yellow pages. Anyone business that has ads in the yellow pages has a budget for advertising. So, these are people that you can cold-call and set up a meeting to tell them about the services that you offer and how you can help their business grow. Using your own websites and social media on the Internet are other ways you can begin promoting your business.

There is an old cliché that states “Everyone has a book inside them waiting to come out.” This really is true for many people. There are a lot of people out there that are trying to get published, many of which either cannot do it on their own or need help. The type of people who have trouble reaching out into the publishing world, are going to begin looking for assistance at a local level. Often this type of person feels much more comfortable doing business with someone that they can meet face-to-face.



Google Search

I'm Feeling Lucky

You can, of course, branch your services out over multiple states or even globally, but it is really wiser to offer your services locally. You don't want to get overwhelmed, especially at first, and you will be surprised how much business can come your way if you concentrate your efforts within a small area. This type of business in particular works best at a local level. You can actually see this by typing “book publishing” into Google. You will see that the keywords which pop up usually have a location connected to them, such as “book publishing New York”. This means that when people search for assistance in publishing their books, they are actually looking for local services. So, there is no reason to branch out any further unless your business expands on its own.

Step 5: Promoting Your Services Online and Off

Ultimate Business Card

- Who do you know? (start with 1 happy customer)
- Craigslist/ Classifieds
- Yellow Pages
- JV partners
- Technorati.com
- Website/ SEO/ Social Media

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There are a lot of different options out there on how to provide your services. Again, in many cases you will not have to expand any further than your local area. You can expand much further if you so choose, however. One way to do so is by running your business online. No matter how far your business expands, you will want your own website, your own blog, and a YouTube video put in place for business promotion. This makes your business look more credible and shows that you are competent in the type of services that you are offering.

You should always promote your business through social media. You would be surprised how much attention you can get just by mentioning to people that you publish books. Seriously, try it. Post “I publish books” on Facebook and you will get a reaction almost immediately. YouTube is another form of social media that you can use in this way.

In many cases, you can just tell people that you have published a book and you will get inquiries as to how you did it. This opens the door to potential customers. When they inquire about how it’s done, let them know that you also provide services assisting people in publishing and make them a good offer.

Keep in mind that if you publish a book for someone else, it is nice if it sells well but it really doesn’t have to. You don’t have to make claims that you can turn a book into a bestseller. In most cases people don’t even care if their book sells well. They just want to have the bragging rights of being a published author. Many people simply want to be able to say “Hey, go check out my book on Amazon” or to be able to get a few copies printed to hand out to friends, associates, and customers. Therefore, the production of the book has value in itself.



Aside from formatting, editing, and self-publishing services, you can offer services in promoting books. Even if your business is centered on promoting a book once it is published through Amazon, you still don't have to claim to be able to make the book sell well. There is value in simply getting the book recognized and out there for people to see.

In the case of book promotion, however, the way you go about promoting your own services is going to be central to the success of your business. Think about it, would you do business with a sign maker who doesn't have a good sign of his own? If these are the types of services that you would like to offer, you really want to "play it up" when promoting your own business.

There are people out there who are already offering services to local business owners. They are often consultants who offer services such as launching social media campaigns, design websites for businesses, or even get people ranked on the first page of Google. There are people who work in promoting businesses offline as well, such as through ads, billboards, etc.

All these types of consultants already have a stable full of clients, so why not reach out to them and tap into their clientele? Just make them an offer, saying "If you can offer my services to some of your existing customers, I'd be willing to give you a very generous cut out of my profits." For example, if they bring in a customer that pays you \$8,000, then give the consultant \$2,000 for bringing the business your way. This can be very profitable to both of you, and many of these consultants would take you up on an offer such as this. You can often find these types of consultants through the Internet, in the phone book, or through word-of-mouth.

Technorati.com is a website which rates the best blogs online. These blogs are separated by categories such as sports blogs, children's blogs, and business blogs. So, one of the things that you can do is visit the business blogs on this website and retrieve contact information from them. After retrieving this information you can begin (cold) emailing them and telling them about the services that you offer. You may only get five responses out of every twelve emails that you send out, but this is much easier, far less time-consuming, and much more comfortable than cold-calling or visiting each one of your prospects in person.

Step 6: Systematize & Automate

Ultimate Business Card

- Identify different processes (design, editing, etc.)
- Determine what you can outsource cheaply
- Assemble a team (Fiverr, Odesk, Craigslist)
- Leverage tools & software (i.e. WordCrusher, etc.)
- Hire a project manager
- Focus on traffic, sales, & promotion

APEX  **AUTHORS**

Systematizing and automating your business is really about polishing things up. This is a way to make things smoother and simpler; however, it requires setting up systems for your business. The first thing that you need to do is identify what tasks need to be done over and over again. For example, using a template for emails that you would otherwise be writing over and over again is an example of systematizing and automating.

If you are a ghostwriter, the job entails setting up an interview and recording it, then creating an mp3 from that recording, getting it transcribed. Afterwards this manuscript is edited and formatted, a cover design will be created, and then it will need to be submitted to Amazon. To simplify this process you will want to find contractors to create the cover and transcribe the recording. Once you have found contractors that you can continue to go to, then you have created an automated system that works for you. Beginning to use formatting software is a way to begin automating this process as well.

Automating and systematizing your work will help you to cut down on the remedial tasks that make your job tedious. The more that you do this, the more business you can bring in, and the more profits you will make. Once you begin making more profits, you can afford to hire a project manager. This will free you up to focus on things that will expand your business and bring in more profits, such as sales. Even then you can hire a sales manager, which will make things even simpler for you.


Obviously, this isn't going to happen for you over night, but the more you have automated these systems, the more you are free to do the things that you like to do and to make your business grow. At this point you are making the transition from "working in the business" to "working on the business". This allows your business to really take off, and frees you up, allowing you to do the things that you enjoy doing. It will also allow you to spend time more important aspects of your business, as well as the most important projects that you take on. You can now consider yourself a true entrepreneur.

Conclusion

As you can see, providing services to help people publish on Amazon can be easy, fun, and profitable. You will have to put in some work to get started, but after a short time you can sit back and watch your business grow. You already have the skills to publish on your own, why not take advantage of this knowledge by offering your expertise to other people, and in the meantime use this to find success for yourself.

Ultimate Business Card

- **Step 1: Get Good at Publishing to Amazon**
- **Step 2: Identify Your Services**
- **Step 3: Determine Pricing & Payment**
- **Step 4: Promote Your Services**
- **Step 5: Systematize & Automate**

The logo for APEX AUTHORS features the word "APEX" in a bold, orange, sans-serif font, followed by a stylized white mountain range icon with three peaks, and the word "AUTHORS" in a bold, white, sans-serif font.

This process takes time and effort, especially at first, but it all comes down to 6 easy steps. To recap, the steps provided for you to help you accomplish your goals are as follows:

Step 1: Get Good at Publishing to Amazon. When you are first getting started, you will want to publish a few books on your own in order to become an expert in the process. This provides the basis for the business that you are going to build. The more time you spend on this in the beginning, and the better you allow yourself to understand this process, the more successful your business will be.

Step 2: Identify Your Services. Identify the needs people have and what they are afraid to do on their own in relation to self-publishing. You should also take time to identify what you are good at and what you enjoy doing the most. Finally, identify what is going to bring you the maximum amount of profits in the shortest amount of time.

Step 3: Determine Pricing & Payment. How much are you going to charge? How much money do you want to make? What are other people charging for this service on a professional level?

How are you going to accept your payments? These are all questions that you should ask yourself when making decisions on pricing and payment.

Step 4: Promote Your Services. This is really where you begin to take action. Get the word out about your business and begin to make connections with people who may need your services. You can leverage the connections that you already have on and offline by using social media and the Internet as tools to get yourself out there and beginning to connect people who are in the same type of business as you. You will also want to begin reinvesting the profits that you make back into your business.

Step 5: Systematize & Automate. By the time you reach step 5, you should be in the position to sit back and watch your business grow to a certain degree. In this step you are putting systems in place so that things are well laid-out and you are able to get the work done with minimal effort from your end. At this point your efforts will mostly lie in making your business grow. You will likely be able to hire people to help you and you will be able to purchase better software and tools. You will also begin to maximize your business' output and therefore your profits.

You should remember that you can begin automating and systematizing your business from the beginning. For example, you can begin hiring people at Fiverr.com to scour the Internet for contact information of local business owners, you can begin making templates for emails to send out, or you can begin purchasing software, such as formatting software that will enable to accomplish your work faster.

Providing services for publishing to Amazon can be very enjoyable as well as profitable. Why not use the skills that you have acquired through publishing on your own to find financial freedom for yourself? By the time you finish step 1, you can consider yourself an expert, and by the time you reach step 5, you can consider yourself a pro. It's really that simple. Don't hesitate any longer, get started today!