

Ultimate Business Card



How to Monetize Your Book with a Website for Huge Back-End Profits

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How to Make Your Book a Business

Are you ready to put your self-published book on steroids in order to optimize huge “back end” profits? Well, take a page out of John S. Rhodes’ playbook by connection you Amazon book to a dedicated website.

John has published over 100 books on Amazon, some under his own name (if they are related to his consulting or internet marketing business) and some under various pen names within different niches. He is another systems freak, and has actually gotten to the point where he is able to outsource these books to a staff of 2 full-time employees for a total cost of about \$50 per book. As a result, these books are usually able to “pay for themselves” from the royalties generated from book sales at Amazon within the first few months after publication.

But what really sets John apart is the system he has developed to increase the reach of these books way beyond the Amazon marketplace. Here is his secret formula:

Your Amazon Book + Website = Crazy Promotional Leverage

That’s right...by putting a dedicated website out in front of your Amazon listing, you will be able to promote not just your book, but yourself and your business as well. This single strategy will transform a simple self-published book into a powerful asset, and allow you to market it like any other web property by enlisting the help of Google, social bookmarking sites, Youtube, blogs, press releases, articles marketing campaigns, etc.

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Did you get that? Are lightbulbs flashing on and off in your head yet? Let me say it again: By connecting your book to a dedicated website, you will be able to use any type of SEO or marketing strategies that you would normally employ to promote a standard blog or affiliate site. Who needs a publishing house when you can leverage the power of the internet to promote your book (and your business!) all over the web.

Now *that's* real leverage, and this is exactly how you can turn even a single Amazon book listing into a powerful business that you can use to generate some big-ticket sales for related products and services that you offer. This strategy effectively turns your book into a front-end product to generate some big paychecks on the back end (via your website).

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Case Study: “Selling Usability”

Let’s have a closer look at the example that John mentions in his audio training. The original book is called “Selling Usability,” which John is using as a promotional tool to generate clients for a high-ticket “User Experience” consulting business (see the Maria Gudelis training module for more information on how you can do this too). By the way, John also sells several copies of this book every month in the Amazon marketplace as well. Here is a big, ugly link to the Amazon book listing:

<http://www.amazon.com/gp/product/1442103736?ie=UTF8&tag=wedwordcom&linkCode=as2&camp=1789&creative=390957&creativeASIN=1442103736>

In addition, John has created a dedicated website to promote this book and his consulting business. Here is the link:

<http://sellingusability.com/>

As you can see, this website lets the author promote his book on complete autopilot. It also accomplishes several things for the author that a simple Amazon listing would not. Let’s take a closer look at some of the different elements that John has included in his “book site” that is putting his humble Amazon listing on steroids:

- The first thing you will notice that there is really not much to this website at all. It’s a static html page with just a couple of outgoing links, a little text, and not much more...but don’t judge this book by its cover (ouch...that’s a horrible pun. I’ll stop right now.)
- You’ll see an image of the cover art for John’s book right up front, above the fold of the landing page. This is actually a link that takes visitors directly to his listing for this book in the Amazon marketplace. In this way, he is

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letting Amazon act as merchant and fulfill these book orders without having to worry about inventory, customer service, shipping... By the way, he has also included a large text link as well with the price right next to it.

- There are two “Available as PDF” links offering an instant download of this book. What he is doing here is completely bypassing the Kindle store (which means he’s not splitting the sale with Amazon), and also offering it at a higher price (\$14.95) point than would be advisable as a Kindle listing. He is able to do this because of the value he is creating at the website that is not possible with a simple Amazon listing.
- He is able to pre-sell this book with some sales copy that includes a headline, benefit-driven bullet points, and a gentle call to action. Again, it is not possible to include anything more than an author’s description on your Amazon book listing, so this is a real advantage you can use to warm up your visitors to your web page.
- John has included an offer to download a free chapter of the book...Very smart. You can also offer any other type of free report, whitepaper, consultation, etc. that is related to your business.
- There are 5 terrific reviews included on this page as well, which are powerful and 3rd-party endorsements. This gives him complete control over the type of reviews that appear with his book, as opposed to an Amazon listing where your customer reviews and ratings are out of your control, and thus opening the door for an occasional clunker from some random crabby dude.
- You will also notice an opt-in form at the bottom of the page that offers a free usability newsletter. This is how John creates an email list of prospects who have identified themselves as potential customers for his consulting service. He funnels these opt-ins into an email follow up campaign, which

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offers these prospects additional opportunities to connect with him for these high end services.

The power of this innovative approach to publishing and promoting your book online is considerable, and it gives you complete control of your self-published material above and beyond you Amazon listing.

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What Else Can You Do With A “Book Site”?

But wait...There’s more! Let’s talk about some other sneaky strategies that you can use to completely optimize this “book site”.

This is a complete game-changer, and will literally put your little book on steroids overnight.

But of course the fun doesn’t stop there, because you will not only be able to promote your Amazon listing, but brand yourself as an expert and offer any other products or services that you choose.

Here are just a few things that you will be able to accomplish by creating a website to showcase your new book:

- Build a list
- Generate leads
- “Brand” yourself
- Post a questionnaire
- Feature your other books
- Generate AdSense revenues
- Offer related affiliate products
- Install an exit popups to increase conversions
- Link out to your Amazon listing

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- Create an “About the author” page
- Offer high-ticket “back-end” services
- “Pre-sell” your book with a sales page
- Post a video message to your visitors
- Link out to your existing website or blog
- Provide information about you & your business
- Get your website (and your book!) on Page 1 of Google

Let’s take a closer look at some these things that you can accomplish with your dedicated “book site”:

Target a Long-Tail Keyword for Your Book Title & Domain

It’s a good idea to do a little research first before selecting a title for your book and a domain name. This is because if you can find a long tail keyword that gets a decent amount of monthly searches, is relevant to your niche, and will work as a title for your book, that’s a cool hat trick! This means that if you get it ranked on the 1st page of Google your “book business” will be firing on all cylinders!.

Here’s an example: Let’s say that you’re an offline business consultant who does a lot of video marketing for local businesses. A quick search at Google Adwords shows that the long tail keyword “local video marketing” gets almost 600 global monthly searches online, and GoDaddy says that a .org extension is available (for SEO purposes, you should only consider domains that are available in a .com, .org, or .net extension).

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This will also make a pretty good title for your book! This is a great choice for as a topic for your book if you are an offline marketer, and can easily be turned into a powerful website that you can use to promote you book, yourself, and your video marketing business at the same time.

Link Out to Your Blog or the Business' Website

Be sure to mention any other services that you offer that are related to your book. To use the example above, you can funnel prospects to a website that actually offers your video marketing services by offering a free report or consultation, and then linking out to this “money site”.

Brand yourself

You can introduce yourself and your book with a video embedded in the page of your site as well. This is a powerful way to “brand yourself”, and will absolutely increase conversions of both your book and back end business. It’s also a great way to make a call to action, because you can direct them to you opt-in form for a free consultation, complimentary book chapter, etc.

A video really pumps up your credibility and the trust factor, and is a very personal way to connect with your potential customers because people will feel like they have already “met you”. Tell them about yourself and your professional experience. Explain why you are so passionate about your book topic. And don’t forget to tell them how they can contact you for more information :o)

Post a Questionnaire

This is another great way to “suck people in” to the content of your book site, and get them to interact with you and the subject of your book. You can take a “customer service” angle, and ask them to leave suggestions about how you could improve the website or what information they would like to see included in future

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revisions of the book. You can ask them what questions that they have about video marketing, or simply make it a “Contact Us” form and have them leave some information about what their video marketing needs are in their own business. Anything to get them to interact with you and make their visit to your site memorable...and even better if you can collect a name and email address with this questionnaire.

Generate Adsense Revenues

You can even monetize your book site even further by adding an inconspicuous Adsense module in the sidebar of your theme. I don’t recommend this if you are using your book as a credibility device to promote another business of yours. However, if your book is on a topic or niche where Adsense click are very expensive (car insurance, for instance) you can generate some decent commissions with only a few clicks per month.

Affiliate Promotions or CPA Offers

Once again, do not use this strategy if your books are closely tied to your bread and butter business. In fact, this is almost a strategy for which you want to find an affiliate or CPA offer first, and then write a book on a topic related to that offer and promote it through your website. However, it’s very easy to casually recommend a weight loss product or service next to a description of your book called “Low Fat Recipes That Taste Like You’re Cheating on Your Diet,” or something like that.