

Ultimate Business Card



How to Land a 6-Figure Client with a Skinny Little Book

Ultimate Business Card



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How to Turn Your Book into “The Ultimate Business Card”

When you consider publishing a book on Amazon, your first thought is probably related to how many copies of your book you can sell. That’s not the path to big paydays, unless you get insanely lucky!

It's time to open your eyes to the other, better, possibilities having a book published on Amazon can bring.

Consider this fact: Your self-published Amazon book is the ultimate business card.

Imagine: You walk into a party full of businessmen and women. People are floating around, with everyone trying to make an impact on everyone else. The noise level is deafening -- in more ways than one. You, however, have something different...

You have a book (or multiple books) published on Amazon! This gives you instant credibility.

And once you have your foot in the door, there is surprisingly little resistance to actually converting these prospects into happy customers who will be willing to cut you a fat check after your very first meeting (and every month after that!).

Here’s why:

1. They know they want their business to be found online.
2. They know they don’t have the skills to do it.
3. They know it’s not cost-effective to learn how to do it themselves.
4. They need to find an “expert” to do it all for them.

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You can quickly and easily get a book published on Amazon, stand apart from others, get offline clients to hire you when they wouldn't have even noticed you before!

After all, there are a ton of consultants out there offering social media services or marketing services, but they don't have a published book like you do!

This might sound daunting, but it's actually easy and quite intuitive, if you follow this method.

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Why Use this Strategy?

You are going to be publishing a short how-to book on Amazon to give you a leg up on the competition and land those 6 figure clients.

You'll get books up on Amazon to get instant credibility and expert status since you are a published author!

You're going to use this book as a prospecting tool to land huge offline clients. Again, this wipes away the competition.

Imagine how great it will be to be able to say "Purchase My Book on Amazon" on your website, to your e-mail list, to your friends, etc.!

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Here's How to Get Started

First of all, you can use my friend Maria Gudelis' excellent book as a model for what you are trying to accomplish...It's called "21 Ways to Use Social Media" and of course you'll find it on Amazon.com.

Go to Amazon and use the "Look Inside" feature to see what she is doing with this book. Look at the Table of Contents, the Cover Art, and the foreword, etc. Also notice that it is only 48 pages long, and contains just 21 little chapters each no more than 1-2 pages long. *You can do this!*

Next, pick a topic of your own to write about, something that you may already have a fair amount of knowledge about. Make sure you pick a topic that will be of benefit to your client, will pique their interest, and is internet-related. Here is a list of possible titles you might use:

1. 12 Secrets to Dominate Your Local Market Using Twitter
2. How to Attract New Customers With Facebook Fan Pages
3. Why "Old School" Marketing Just Doesn't Work Anymore
4. How to Turn Your Website Into a Lead Capture Machine
5. How to get Your Business Listed on Google Maps...Guaranteed!
6. Are You Making These 5 Social Media Blunders to Promote Your Business?
7. How to Get Your Company's Website Ranked on Page 1 of Google Today
8. 17 Reasons Why Yellow Page Ads Are a Complete Waste of Money
9. How to turn "Friends" and "Followers" Into Your Customers For Life

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Important Points to Remember for Your Book

You need to have a hook! Think about how you are going to get people to call you, or e-mail you, or whatever other action you want them to take.

You should have the book littered with tons of hooks in it. The whole purpose of the book is to have a hook so you can get clients! No, you might not sell hundreds of thousands of copies, but your purpose is greater than that.

- You can use your book for lead generation
- Get them to come back to your website for a free report or audio
- Get them to call you for some kind of free consultation

For example, Dan Kennedy gave away a free Mustang in his book, The Ultimate Sales Letter! What a great, interesting, and profitable hook for him. You might not be giving away a Mustang, but it's this kind of thinking that turns a so-so marketer into a six-figure marketer!

Maria's hook turned into a six figure deal -- you can absolutely do this too. As Maria says, "People with money and budgets want to ride with people who are successful."

When you have a book, you'll be that person they want to ride with!

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Just Git 'Er Dun!

It should NOT take you three years to get your book written. That is just inefficient and unnecessary. Go ahead and schedule yourself an hour or so to brainstorm and write your outline, a couple of hours to record, and a bit of time to communicate with a transcriber.

An example template you can use is "21 Ways to_____"

First, write down the 21 different ways. Then, write a three points for each way. You'll start to flow and have more than enough awesome content for your 40 pages.

Do you work better with a mind-map? You can certainly use one to lay out your content so you can quickly and easily write your book.

Grab a microphone, and use a program such as Audacity or Camtasia -- all you need is an MP3 recording of your voice.

Hire a transcriber to write it for you. Then, polish it up a little bit so it reads well as a book.

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How to Pump Up Your Credibility as an “Offline Expert”

Here are some elements that you will want to include in your book in order to increase your credibility and “expert status”. Remember, 3rd party endorsements are incredibly powerful,

1. **A Foreword:** Get a friend, colleague, or mentor to write you an endorsement of your book, provide some insight into your character and abilities, talk about your professional experience, etc.
2. **Testimonials:** If you already have some “wins” under your belt, ask these clients to write you a testimonial. You can also include any “thank you” posts that you receive on forums that you are active in (like the Warrior Forum), or emails from former satisfied customers. If all else fails simply ask friends, colleagues, former teachers, mentors, etc. to read your book and provide some blurbs for you. These look great on the back cover of your book. If you have even more than that, include some additional pages (as many as you’ve got!) either before or after the main body of your book .
3. **Proof:** If you have a screen capture of Google results showing a website you got to the 1st page of Google (or something like that that relates to your topic) by all means include that as proof in your book. These images will also add to the total page count if you need to “stretch” your book length a little bit.

I recommend including only black and white images in your book in order to keep printing costs low...A good resource is a free program like Paint.Net, which allows you to change color images to black and white or grayscale with the click of a mouse

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4. **“About the Author” page:** This is very important to include, and it’s basically a hard-sell call to action. Make it the last chapter in your book. You can say something like this:

“Jay Boyer is a highly sought after consultant and coach to businesses big and small. He typically charges \$250 an hour for a telephone consultation. However he is passionate about local business marketing, and so he is extending a very limited opportunity for a complimentary 30-minute consultation to see if any or all of these strategies outlined in this book will apply to your business.”

“If you would like to contact Jay for a consultation, you must first call our Customer Hotline Number at 666-777-8888. This is a voice mail system and is never answered live. When prompted, please leave your name, business name, website url, and telephone number. This information will then be transcribed and sent to his assistant Monica Stanley, who will review your request and contact you to schedule a time for the consultation.”

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How to Pre-Qualify Prospects

Now, let's talk about some of the best ways to get your Ultimate Business Card into the hands of your prospects (and start putting it to use!). You don't have endless amounts of time and money! You are going to need to qualify people first.

One of your first considerations is whether they are already spending money on advertising. Do they have an ad in the yellow pages? Take a close look at the ones that take out full or half page ads. They've got the money and understand the importance of advertising, if they are doing that!

Consider the ones that advertise in the "Value Pack" coupon package. Again, they have the money.

You can contact these business owners and say, "Hey look, I know you are using this coupon in Value Pack...I can help you get more leads online, and it will be a permanent asset you create!"

You can sell them on whatever service you are providing -- whether it's their own book on Amazon, a website, or something else entirely.

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You Must Get Through the Gatekeeper

Okay, so you have your book written and published on Amazon using Kindle Direct Publishing...What now? How can you score some offline clients with thisbook?

There are several different strategies that you can use to leverage the power of your new self-published book (and “expert status”) to your advantage and convert it into paying clients.

1. **Fed-Ex your book to your prospects.** (a.k.a. the “Lumpy Mail” Method). This is very important. Overnight delivery is without a doubt the best way to make an lasting and immediate impression on a client that you are prospecting, and it’s well worth the cost. Think about it this way: even if it costs you \$25 (book + delivery) to send this package to your prospect via overnight delivery, and only one in ten of these business owners hire you as a consultant, that a huge return on your investment!

Just be sure to qualify these prospects first using a post-card mailing, paid leads, or an email campaign. Follow up with the prospects that respond to the above with a phone call before mailing out this package (i.e. “I’m sending you a book that I wrote that will show you how to get your website ranked on the first page of Google).

Here are just a few of the advantages to delivering this package directly to your prospect via Fed-Ex.

- Eliminate “The Gatekeeper”: You don’t have to worry about your package being intercepted by an office manager or secretary as “junk

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mail"...Anything that arrives via Fed-Ex will be immediately delivered to the desk of the recipient.

- It will be opened immediately by a decision-maker: Overnight mail = Very important stuff.
- It further enhances your credibility: The fact that you sent your book Fed-Ex will only increase its value in the eyes of the recipient, and enhance your reputation as a "serious business consultant"
- It makes them feel important: The fact is, you will probably be sending these packages to managers of small businesses that rarely get this kind of personal attention. As a result you will probably make their day, and they are sure to remember who they received it from!
- Great for your sales posture: You will no longer have to feel like a slippery salesman (you're an expert, remember?)...Let your book do the talking for you.

2. **Deliver the book by hand**: Imagine handing your book to a business owner at your first appointment. Think he would be impressed? You bet he would! Do you think any other consultant that he has spoken to has presented him with a real live book that they have authored? Not a chance...

Remember, the "author effect" is very powerful, and it would immediately brand you as an expert. Who knows...You might even walk out with a fat paycheck after this first meeting.

And imagine what would happen to that book after the meeting. I bet this business owner would open it up and read some testimonials. I bet it would be sitting on his desk for several weeks, and every time he looked at

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it, he would be thinking about the *author...*the *expert...*who had consulted with him, and wondering why he hadn't signed a contract with you already.

3. **Electronic delivery:** This is not the preferred means of delivery, because it does not take advantage of the physicality of a book. It's just another ebook, and ebooks are not perceived to be very valuable. I recommend that all qualified leads are delivered an actual book either by Fed-Ex or by hand. However, if you're on a tight budget, and you just want to get it out to a prospect quickly, I recommend sending your prospect to a squeeze page or your company's website, where they can opt-in to receive your book instantly.

Be sure to pump up the value of this book with a screen capture of your Amazon book listing to show that people are actually purchasing your book every day for \$17.00 (or whatever price you choose for your book), or else a link that will take them to the Amazon page itself. You can also say "Click here to purchase it on Amazon for \$17.00" and then "or Click here to get this valuable report delivered instantly FREE".