

Selling Publishing Services

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2012 October 10

Who am I?

- ❖ Blogger (2005)
- ❖ Marathon Coach (2007)
- ❖ My Own Products (2009)
- ❖ Publisher (2012)



What to Offer



- ❖ What are you good at?
- ❖ What outsourcing resources do you have?
- ❖ What sort of track record can you claim?

Potential Services

- * Conversion Services
- * Account Creation Services
- * A-Z Book Creation
 - * Interview Style Book
 - * Completely Custom Books
- * Marketing & Promotion
- * Additional Services





What to Charge

- ❖ What does it cost you?
- ❖ How much time can you save?
- ❖ What's the learning curve?
- ❖ What would you pay?

My Simple Formula:

Charge:

Value:

Selling Strategy Number 1: Paying Royalties

I don't recommend this method unless you have an accountant.

Highest risk, but can be pretty lucrative.





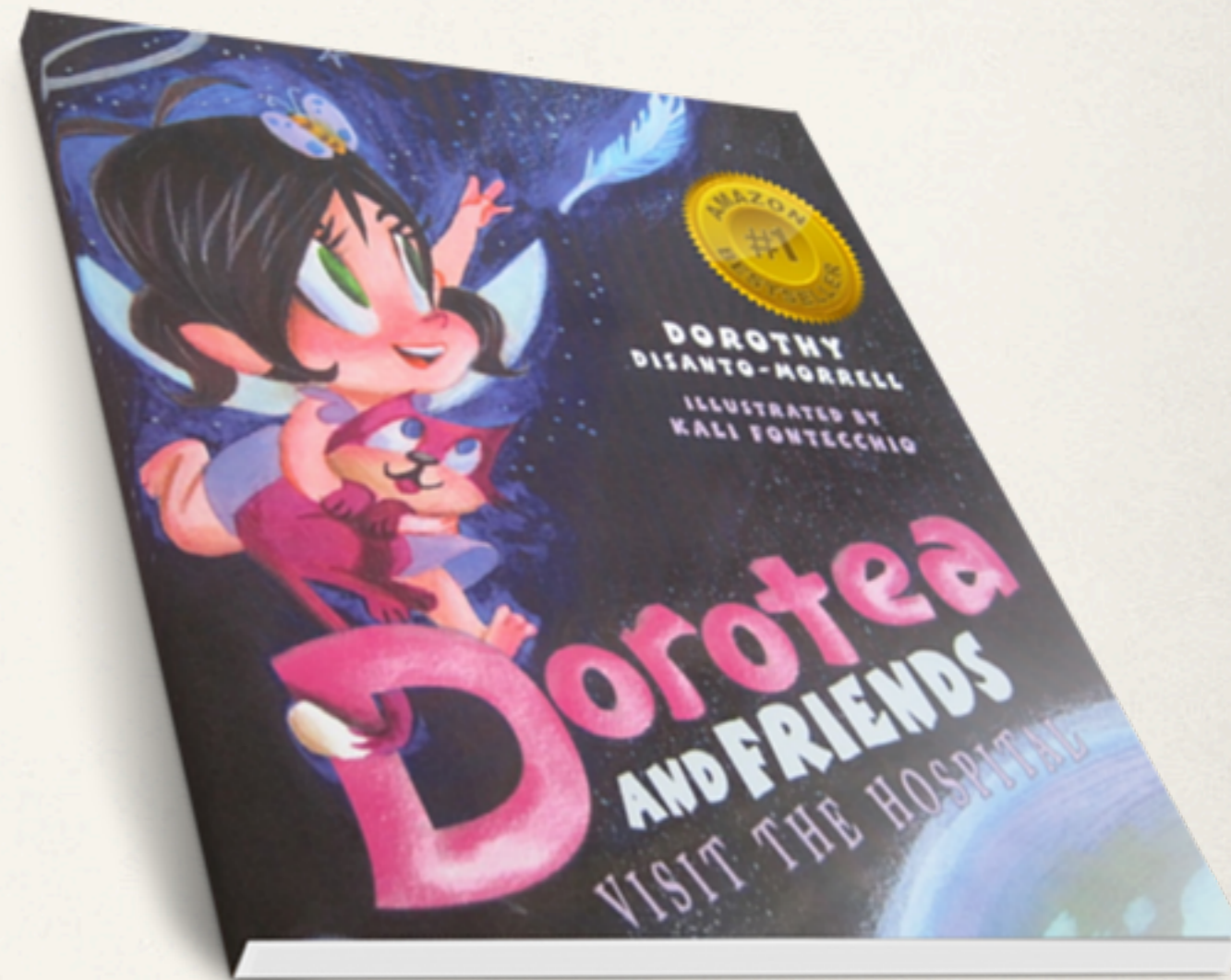
Selling Strategy Number 2: Give It Away

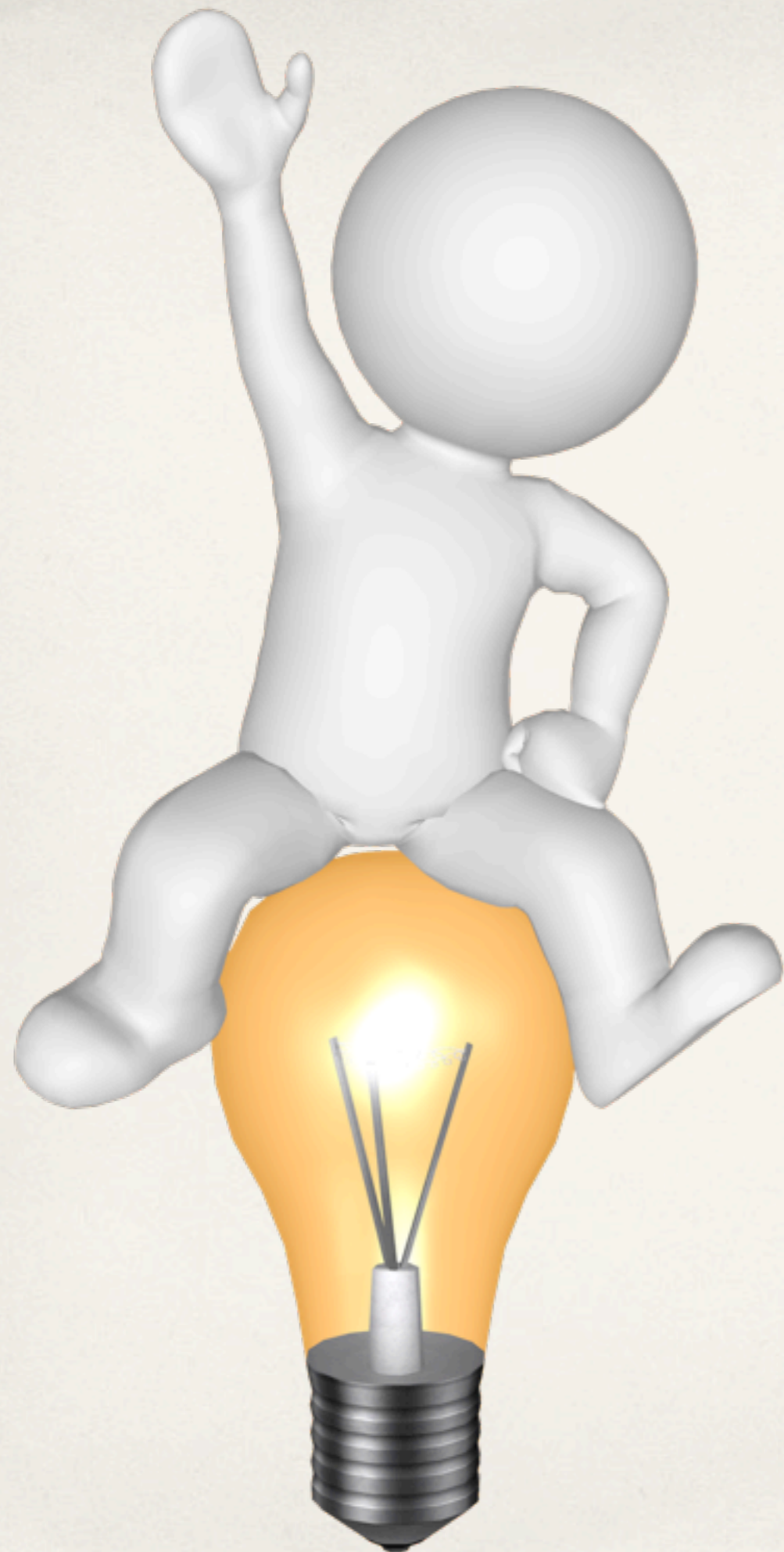
No immediate financial return, but for the right person can lead to a LOT of referral business and good testimonials.

Selling Strategy Number 3: Up-Front Fees

Cash up front means guaranteed profits
(as long as you know your costs!)

Fees can be split - for example 30-50% up
front and with the rest on delivery or for
reaching milestones.





Selling Strategy Number 4: Monthly Upsells

What ongoing services can you offer with a recurring charge?

Always *Remember:*

Offer a lot of value.

Ask for referrals.

Ask for testimonials.

