

# The Success Secrets of Best-selling Authors— And How You Can Use Them To Promote ANY Business

## OVERVIEW:

John Gray is the best-selling non-fiction author of the last decade. Mark Victor Hansen and Jack Canfield have sold tens of millions of copies of their Chicken Soup series. What are some of the techniques they've used to generate such phenomenal success? The answers will surprise you. Some of them are very simple, and you can start applying them to gain increased sales for your product or service TODAY. Although their techniques are used to promote their web sites, seminars, media appearances, and books, they are applicable to everyone's goods and services—and contain a rich store of practical and accessible information to enhance YOUR business, no matter what kind of business you're in.

## ABOUT THE PRESENTER:

Presenter Dawson Church ([www.AuthorsPublishing.com](http://www.AuthorsPublishing.com)) has worked with many best-selling authors in a long publishing career, including John Gray (*Men Are From Mars, Women Are From Venus*), Robert Kiyosaki (*Rich Dad, Poor Dad*), and Neale Donald Walsch (*Conversations With God*). After observing hundreds of authors publicize their work and their books, he saw that successful authors are not necessarily smarter, richer, better organized, or more articulate than others. What he saw over and over again, however, was that they had certain things in common. He analyzed the strategies that consistently led them to success, and he presents the result in this class: a compilation of powerful yet simple techniques that can propel any business to a new level of success.

## 21 TOP MARKETING SUCCESS SECRETS

Marketing is a privilege. It is the joy of presenting the essence of your self and your business to the world. It is the method by which you let people know about the gifts you have to share with them. As you present your message to the world, have fun with the process!

Many examples are from my chosen field of book publishing, but the principles are applicable to most fields.

There are tried and true things that just work. Don't reinvent the wheel. Notice what successful people have done and copy them. Be 10% outrageously daring, but 90% tried and true.

1. **Persistence.** EXAMPLE: I was about eight years old. My father was a missionary, and there was a guy called Dave who was one of his biggest donors. Dave was a truck driver, and you knew he wasn't the sharpest knife in

the drawer. But he stuck with it for two decades, and eventually had a fleet of long haul trucks, while sharper people, going from idea to idea, built nothing. I've seen authors succeed, sometimes only after many failures. But they kept at it. EXAMPLE: Robert Kiyosaki. Author of *Rich Dad, Poor Dad*, approached me when I was publishing his first book, about a TV show. I passed. The show didn't go anywhere. But he kept at it. EXAMPLE: Neale Donald Walsh, author of the *Conversations With God* Series, found himself at age 50 homeless, living in a tent, with no money. His anguished letter to God was answered, today he's a multimillionaire with a huge book franchise and brand.

2. **Know Your Audience.** No one is as close to your audience as you are. Attend professional conferences. Keep abreast of people and events in your marketplace. Read the bestseller lists in your profession. Spot trends. That's why home grown PR can work when publicists can't. EXAMPLE: Ben and Jerry's Ice Cream bumper stickers: "What's the Dough Boy Afraid Of?" when Pillsbury's was suing them. They were very close to their base.
3. **Be Aware it Takes A While.** Getting known for something requires some repetition. One of the things I do is help authors who are self publishing their own book. EXAMPLE: I've always done it nationally, never locally, but about 3 years ago I decided to become known in my community as the publishing resource. So I began teaching classes ([www.WritersIntensive.com](http://www.WritersIntensive.com)) and publicizing them. My phone didn't start ringing. But after two years I had to start turning away clients. I wish it were less, but I've found it takes about two years to get a new business known.
4. **Be Flexible.** Discard things that aren't working. If you have an ad that isn't getting good response, drop it. EXAMPLE: Author tours to cities, book signings, are much less effective than they used to be. Magazine articles are more effective at getting a product stocked in the stores in big numbers.
5. **Notice What Is Working, and Do More Of It.** It may be simple, it may not be what you think. Notice whose eyes light up when you talk. And notice media on which you do not shine, and pick ones where you do. Some people don't like being on TV but are great in print, so pitch yourself accordingly.
6. **Develop Niches.** Not just another coach, or therapist, or plumbing supplies company, or investment advisor. But a solar supplies plumbing specialist. Rather than another insurance broker, a Retirement Security Expert. EXAMPLE: *Leading High Impact Teams*, not just another coaching book. EXAMPLE: Robert Kiyosaki, *Rich Dad, Poor Dad*, not just another success and investment book.
7. **Be Familiar with the Key Media You're Pitching.** The TV shows you're pitching: Have you watched them in the last month? Have you read the journals you're approaching? We have a pile of them in the corner of the Elite Books office. I try and have one in front of me when I'm talking to the editor, so I know their gestalt, their world. Or a web site: Does it have a place for the kind of content you're offering?

8. **Go from Breadth to Depth.** EXAMPLE: An author tour will start with radio, tv and newspapers reaching millions, then an introductory evening reaching hundreds, then a workshop reaching dozens, then a handful of private clients. The rule of inverse income. EXAMPLE: Kelly Bryson ([www.LanguageOfCompassion.com](http://www.LanguageOfCompassion.com)), author of *Don't Be Nice, Be Real*. One private client, spending \$400 a month for private sessions, will net you more income in a year (\$4,800) than the workshop. The workshop more than the intro evening. And the PR appearances brought in \$0. But they led to the others. One of the paradoxes of my industry of book publishing is that a book can be used to get you big time national publicity, or good regional publicity. But your real money doesn't come from the book at all. It comes from workshops, and consulting.
9. **Target Your Marketing.** There is no such thing as a mass market. Even a mass market success is really a combination of many small market successes. EXAMPLE: Why are sales of the Toyota Prius fantastic? For some, it's fuel economy. For others, it's a political statement. For some, it's looks. For some, it's long term reliability. Often I hear the argument, "But if I make my book title more general, it will appeal to more people." No it won't, what it will do is blur its clarity in the target market's mind. Every time I hear someone say, "If you build it, they will come" I wince because they won't. You will build it, the world will glance your way, then keep on going.
10. **Recognize That 90% of Your Marketing Efforts Will Fail.** This isn't bad, it's just feedback. Notice it and adjust. I have celebrity contributors in my anthologies. EXAMPLE: Larry Dossey, Blue bounce back cards.
11. **Develop Your Fan List Early.** Get an e mail list going before you need it. When *Biology of Belief* came out in February, the author had over 3,000 people on his e mail list who wanted the book. At \$25 each, that was \$75,000 in retail sales. That paid for the entire project.
12. **Don't Do Too Much.** Find the 100 media outlets that can really help you. They may not be the biggest. They may just be the most targeted. If you're selling a new and revolutionary airplane battery recharger, one line in *Private Pilot* magazine can do you more good than a feature story in *Newsweek*. EXAMPLE: I once met a man who became a multi millionaire and retired in his thirties, he'd invented a device to dissipate the gas that builds up when airplane batteries are charged. Targeted is good, so pick just the 100 that can make or break you. Then pick the top 25.
13. **Develop Relationships.** EXAMPLE: I got nowhere pitching *Magical Blend* magazine. But then I ran into a brilliant funny philosopher in the back of a room at a meeting, had a great connection. Turned out he was the owner. Now we'll go visit him next week. I'm driving to Chico, two hours away, that's a big commitment for me, but worthwhile to develop the relationship.
14. **Partner With Others.** Piggyback on the success of other people. For instance, I discovered that the author of *The Mirror Theory* was doing a big Amazon campaign on July 19th. So I bought the Buy X Get Y slot on Amazon next to

that book for my anthology *Healing Our Planet, Healing Our Selves* ([www.HealingOurPlanet.com](http://www.HealingOurPlanet.com)). Speak at a conference where leaders in your industry speak. I can't mail a flyer out to all the big public libraries in the US for less than \$4,000. But if I partner with Florida Academic Press, which does it regularly, I can do the same mailing for one eighth that cost by clubbing with others. Find newsletters that cover your area in the Oxbridge Directory of Newsletters at the library.

15. **Tie Your Marketing to Current Events.** Use headlines that are topical, with a relationship to big breaking stories. EXAMPLE:  
BORING, THROW AWAY: New Book from Relationship Expert  
WOW, READ: Marital Advice for the Runaway Bride
16. **Use Appearances to Get Other Appearances.** "Spoke at the ACE conference with John Gray and Deepak Chopra," or "Co authored *Chicken Soup for the Soul*" Martin Rutte, Project Heaven on Earth. We have a program, [www.TheNewVoices.com](http://www.TheNewVoices.com), that puts unknown writers in an anthology with best-selling authors. Then "Coauthor with Neale Donald Walsch, Joan Borysenko, and the Dalai Lama of *Healing Our Planet, Healing Our Selves*." So when that person goes after a major media booking, or to look for an agent, or does a proposal to present a keynote, they have instant credibility.
17. **Keep Control of the Process.** A basic promotional plan (at least in book publishing) costs about \$15K. A good one costs about \$25K. A fabulous one costs about \$40K. However a big chunk of this is for a person to book you into media appearances, and also set up workshops. This function could instead be done by an associate of yours or someone in your office.
18. **Have a Plan Just for *Online Marketing*.** Online marketing has gone from a place where you put maybe 10% of your effort five years ago, to a place where you put 75% or more of your effort today. I recommend my authors do several things, but these are applicable to any industry:
  - **Use an easy URL.** One of my best selling authors, Neale Donald Walsch, said, they're all taken. But they're not. In the last year, I've registered [www.HealingBestseller.com](http://www.HealingBestseller.com), [www.TheNewVoices.com](http://www.TheNewVoices.com), [www.EinsteinsBusiness.com](http://www.EinsteinsBusiness.com) and others. Develop this first. At Einstein's Business, I have a web site a year before the first contract is signed, or the first word written. But the idea is there, and I can use it to attract New Voices and celebrity coauthors to the site.
  - **Early Web Presence.** Set up a web site right away. It's easy and cheap. I use [www.Doteasy.com](http://www.Doteasy.com) where it's \$25 for a year's hosting plus your web site name or URL. The biggest is [www.godaddy.com](http://www.godaddy.com). You can design a simple but great looking site for free at [www.freesitedesigner.com](http://www.freesitedesigner.com), many other places, or on Yahoo, Doteasy, or Godaddy.
  - **Blog Tours.** Web logs where people post their thoughts, like a daily journal. EXAMPLE: When *Don't Think of an Elephant*, a big political book, came out last year, the publisher arranged a blog tour. The book was

mentioned repeatedly on all the big political blogs. That alone guaranteed good advance sales, and good word of mouth. Web logs are good for raising you in the search engine rankings, but take a lot of time. Forbes magazine lists the Top 5 blogs, and PC magazine has a supersite and blog finder. Kenny Smogler of [www.PennyFor.com](http://www.PennyFor.com) invented the blog tour.

- **Use PR Leads at [www.prleads.com](http://www.prleads.com).** This will get you mentioned in a lot of articles quickly. It may lead to feature stories. You will get a constant stream of leads from journalists who are doing stories in your specialty. There's a universe of journalists looking for sources, and a universe of people like you and me with comments they want to make. PRLeads connects the two.
- **Use an outbound media e mail service.** [www.IMediafax.com](http://www.IMediafax.com) is one I use and like. Also [www.CornerBarPR.com](http://www.CornerBarPR.com), and Flash News Service. Most expensive is [www.PRNewswire.com](http://www.PRNewswire.com), but highly targeted. And you will see your press release posted on many sites that same day if it's good, current, topical.
- **Have a presence on big sites.** Don't try and get people to your web site as your primary web strategy. Go to the big sites and get listed there. EXAMPLE: Hot dog stand analogy. Find the Top 20 sites in your area. Takes a lot of clicking around. You can determine site traffic by using [www.Alexa.com](http://www.Alexa.com). It ranks sites by their relative traffic levels.
- **Join online communities.** For every industry, there are many. EXAMPLE: I have a classic Fiat Spyder. There are two web sites where I can get the paint blends for a 1950s Fiat model, or ask for the pressure specifications for the Fuel Pressure Regulator for the June 1979 model. Join yours. You can quickly get questions answered, and stay in touch with the chatter of your industry. Make sure you choose the Daily Digest so you can review the headings only, before deciding which posts to read.
- **Make friends with owners of opt-in lists.** These are lists that people have voluntarily subscribed to. For instance, [mercola.com](http://mercola.com) is currently the largest alternative medicine site, about 350,000 people subscribe. If Dr. Joseph Mercola endorses your product to his base, suddenly you have lots of sales. This is far more effective than trying to build your own mega-site. And never, ever, spam people, by sending e mails people have not requested.
- **Bounce ideas off your community.** Does this distributor pay on time? Did this marketing outlet get results? (I can tell you that all the ones I mention on this show will get five gold stars if you ask about them in my online community). Is this vendor reliable?
- **Have a Press Room on your web site.** EXAMPLE: Take a look at one of mine on [www.BeliefBook.com](http://www.BeliefBook.com). Here media people can download a cover image, cut and paste a copyright-free review, or grab an author bio. Make it easy. Make it load fast.

- **Chat room tours.** Online equivalent of this class. E.g. “Deepak Chopra will be doing a live chat at onhealth.com on January 7<sup>th</sup> at 8 p.m. Pacific Time.”
  - **Write content for online newsletters.** If a coach or therapist is producing a newsletter each month, they need content. That can be your writing.
  - **Find the best lists for your specialty.** Places to look are [www.dmoz.org](http://www.dmoz.org), <http://lists.topica.com>, [www.google.com](http://www.google.com),
  - **Be personal on your site.** EXAMPLE: Take a look at [www.EliteBooksOnline.com](http://www.EliteBooksOnline.com); you see photos of me, and the other people who work there, in a frame on the front page. Be a person talking to a person.
  - **Update frequently.** I wrote these notes today, posted them on my site. Post things that are useful to your audience, to keep them coming back.
19. **Build a Brand *Consciously*.** You have a brand now whether you know it or not. EXAMPLE: When people think of you, they think Party Girl or Loving Dad or Cheapskate or whatever. You’ve built that brand by your words and actions. Your name is a brand. Your business is a brand. Decide what you want your brand message to say, and stick to that message.
20. **Have a Twelve Month *Written* Marketing Plan.** It takes a while to develop, but go online, find a few examples, read some books, and develop one that works for you. If you don’t have a map, you have no idea how close you may be to your destination, or whether you’re on track. EXAMPLE: You can see one of mine at <http://www.authorspublishing.com/NewHealer/MarketingPlan.htm>.
21. **Persistence.** This was the first thing I mentioned, and it’s worth mentioning again. Keep talking, and eventually the people that are meant to hear you will perk up their ears and say, “I resonate with that!”