

Intro.

Hi and welcome to this webinar. I'm Chris from OnlineProfitExperts.

This webinar is . . .

“The Simple 3 Step Book Profits Method That Has Made \$1,425,373.61 Dollars In 11 Months, And How You Can Rapidly Get Results Using This Method Whether You've Written A Book Or Are Just Starting.”

Glad to have you all here.

Can everyone see the slide and hear me OK? Type 1 into the chat-box if you can, and let us know where you're from. Always good to check that the system is working OK . . . I've seen guys do webinars and the screen doesn't work, and they didn't check it until someone tells them later. So good to check that now!

. . . OK, thanks, I'm seeing lots of 1's, and people from all over the world, and from various parts of the US . . . welcome Julie from the UK, Mark from Australia, someone I can't pronounce from India, TJ from Chicago, people from LA, Montana, NYC and lots more, and once again welcome to this webinar.

So . . . who is this webinar for?

It's for 3 types of people:

- The first type of person is beginners who want to get books written, published and read, whatever your aims (I know some of you aren't doing it for the money, you just want to get your message out there. That's OK. This webinar will give you ways to succeed whatever reason you want to get more of your books in front of more people),
- The second type of person is beginners who want to create a profitable online business with a continually growing passive income (without necessarily needing to write anything or do any of the technical aspects of publishing yourself),
- and thirdly, this webinar is for authors who want to sell a lot more books, whatever stage of the process you are at right now.

By the end of this webinar, you'll know practical methods and formulas that you can go and DO, to skyrocket your results with selling books. No prior knowledge or experience is needed.

This webinar will give you methods and formula's which you'd usually pay somewhere between \$97 and \$197 for . . . yes this webinar is free, but there's a lot of value in what you receive, so make sure you pay attention just as if you'd paid for it. Shut down any distractions such as phone, FaceBook etc. the methods and formula's will sink in a lot better without distractions!

Do ask any questions in the chat-box at any time, I'll answer as many of them as I can near the end of the webinar. Get engaged . . . the more engaged you are the more benefits you'll get from the info in this webinar . . . that's what you're here for, right?

I do recommend taking notes, because doing that helps you to better understand and retain the methods you'll be given here.

Also, I'm also giving a **free BONUS course** if you stay to the end of the webinar.

I asked many authors what they consider to be their biggest problem, and found that the majority say that it's finding time, writers block, lack of ideas, procrastination, fears and lack of confidence. That whole area.

This bonus course (worth \$97 but you get it for nothing) solves all these problems for you. While these things can be seen as “mind-set”, my course gives you real tools to make effective change (some of the more powerful tools I give you are almost unknown), not just the usual advice of trying to change things consciously, which often doesn't work well.

So make sure you stay to the end of this webinar so you get this valuable course for FREE, to solve all those problems for you, so you have the tools to enable you to really trust yourself to succeed with book publishing profits.

The opportunity.

Book publishing is a HUGE opportunity today. People are making big money with books, and you don't necessarily need to write them yourself or if you do write them it's super-easy with an ultra-fast process I'll tell you about later in this training.

Here are some numbers . . .

Net revenue of the U.S. book publishing industry is \$25.93 billion dollars a year, currently.

Worldwide, about 2.2 million new books are published each year. And the global e-book publishing revenue is \$12.32 billion dollars.

The top 5 authors of 2019 made an estimated \$295 million dollars between them, and that's in just that single year.

Last year, Amazon paid out more than \$220 million dollars to authors. And that's just Amazon . . . many authors publish on a lot of other platforms as well as, or instead of, Amazon. In their 2017 annual report Amazon stated that 1,000 indie authors were each making \$100,000 dollars or more per year there. And Kindle Unlimited has made more than \$1.1 billion since its launch.

The authors making all this money are not necessarily of above average intelligence or experience . . . a British author who's earned multiple millions from his books, admits that he failed most of his examinations in school, and explains how some of his books he doesn't write himself. You'll hear some of his success secrets later in this training.

So it really is ordinary people, just like you, who are making a lot of this book publishing income, IF they do things the right way (as I'll explain soon).

Think about it . . .if you made just one book sale a day, what would that do for your life? Imagine when you have 5 books all selling 1 copy each a day, then 50 books. How does that change your life?

And as I've said, some people making great money doing this don't write the books themselves, and many don't do any of the technical aspects of publishing either, so having 50 books earning money for you every day needn't take much time to get done (more on all this, later in the training).

It's easy to do this, look at all the people, just like you, who've done this . . .

For example, a quick look on Amazon.com at just one category: "spirituality", that's just one of 3,204 categories.

From the first 16 books listed (that's Page 1), the number of reviews totals 63,204. Given the rule of thumb that a typical book gets 5 times as many sales as reviews, that's 316,020 book sales, and looking at the prices on that page, looks like around \$10 each on average, and with the author getting 70%, that's over \$2.2 million, or an average of \$138,258 dollars per author from just the one book, in just that one category, on just the first page, in just the US, just on Amazon.

That could be YOU, making money passively while you're sleeping, and lots of people reading and loving your books.

Anyone can do this, given the right information. Isn't that good to know?

The easiest way to get results like this for yourself is to copy someone who's already making a great income publishing books. Also there's a huge mistake nearly all authors are making and this can easily be fixed.

This webinar will show you . . .

How you can get lots of people reading your books and a great passive income while you sleep . . .

you'll learn **3 sets of practical secrets** to doing that effectively:

- First secrets, how to create profitable books quickly and easily, and what content to create,
- Second secrets, how to publish easily, quickly and in a way that gives a huge boost to your sales,
- And the Third secret is . . . by far the biggest mistake made by people who publish a book, and how you can solve this problem, to get outstanding results . . .

Remember, as in the examples I already showed you, there are a LOT of people getting a lot of books out there into the world and making great passive incomes from book publishing. Given the right methods, this can be YOU. This webinar gives you real methods . . . things you can go out and DO right after the webinar to have a successful publishing business, whatever stage you're at now (even if you've not started).

I've got SO much value to give you here, so let's get started . . .

Before we start, our lawyers have asked that I state a brief **disclaimer**, I know this is really common sense, but I have to say it . . . while the information given in this webinar has been found to get these results for most book writers, it's never possible to 100% guarantee exact results for any specific book or author. As I said, I'm sure that's just common sense to everyone here.

CONTENT

First secret: how to create profitable books, easily and quickly.

Before we get into creating books (and note that creating does not necessarily mean typing them), I know that some people struggle to decide WHAT to write, so we'll solve that problem for you first, because some of you need to know what to write, before you can write it!

This valuable information is presented by Richard McMunn, a very successful British author who's made many millions of dollars from his books, using simple, down-to-earth, methods that anyone can do.

He really is just like you . . . he admits himself that he's no genius, in fact he failed most of his examinations in school. So if he can do this, you can too, if you follow his example . . .

His YouTube channel about his books has had 42,133,393 views, and has 529,000 subscribers, and those numbers are growing every day. He has written and self-published over 200 successful books, he owns a publishing company, has won many awards for his books, got some of his own books to #1 best-seller and has successfully coached others just like you on how to have their own #1 bestselling books. Isn't it cool to have the opportunity to learn directly from someone who's done all that?

So pay attention . . . people pay big money to hear this exact information from Richard . . .

So this is **Part A: “What sells and why?”** . . .

(Richard McMunn)

"What sells and why. Think about including this kind of content within your book: intrigue, getting ahead, specialist information, insider knowledge. My books are full of insider knowledge, gaining an advantage, and development.

And we're true to this insider knowledge part, so we deliberately went out and found someone who'd just retired from the Metropolitan Police, who used to work in the recruitment department. Now we first made contact with him when he was in there and he had a couple of years to go but we said to him 'get in touch when you finish: we've got a job lined up for you.' So he now runs all of our police training courses, and we are able to fulfill our promise of giving insider information.

And it is also about the authority, the credibility. So if you've got someone who stands up and says 'yes I was in Met Police for 30 years in recruitment' that's it, sold, easy, it's all done. But also we can tap into him to find out about updates in the recruitment process.

So, these are the kinds of things that people will part with their money for, especially in non-fiction books.

So, intrigue, give me a book which creates instant intrigue? A big selling book. Yes, murder mystery, shades of gray, that's intrigue, anything else? What about "The Secret" ? Have you read the book The Secret? You've not. There's a book called The Secret . . . it's not really a secret, it's basically about the power of attraction, positivity, give and you get back . . . intrigue . . . what is the secret? And the intrigue is created by the title.

Gaining an advantage. If you buy this book and read the content, you will get ahead of other people. So today, you will have an advantage over the majority of people who want to write and publish a book. Because they haven't a clue. And already, you will have gained some good things from this course. That sounds confident I know, but you will have done."

So that was some real secrets about writing what SELLS. And next from Richard . . .

Part B: how to find **book ideas** by asking yourself some key questions.

“and you ask yourself a number of questions, and you complete your answers, then you come up with different ideas. So ask yourself simple questions . . .

What am I good at doing? So I'm good at helping people to get their books published.

What qualifications do I have? I've got 3 really poor grade GCSE's, but I bet I could come up with a really great book based around that.

What are my hobbies and pass-times? What kinds of things do you DO in your spare time, are you good at anything?

This is really important . . . do people ever ask you for advice? Do they? Anybody? Yes. People use to say to me 'how do I get into the fire brigade' that was mainly the trigger for it all. Because they knew I'd worked in recruitment, how do you get in? And then I did a skills swap with a drum tutor, who's now the drummer for Iggy Pop, called Mat Hector, he's now a fire fighter at Maidstone fire station. But I taught him how to get in, and he taught me how to play the drums, I'm not very good, but we did a skills swap and that all became because of that.

What courses have I been on? I went to a Search Engine Optimization course quite a few years ago, and I'm very good at it now. So I could write a book on SEO because I've got the credibility, the authority, because I've done it, and I ranked first page Google, genuinely, for loads of different search phrases, so I know what to do.

What do people close to me know? Now this is a good one, think about people in your network, who you can do a joint venture with, or even who you can interview, then write a book based on it.”

So now you have some real, practical ways you can use to find out what sells, and how to easily generate book ideas.

Next, **part C**, here are some little-known methods to **get your content written efficiently** . . .

One great way to create content is to get leading experts to create content for you. Think how great it would be to get a group of the top experts in a subject, to write a book for you, and they'll help promote it too, since most of them already have huge social-media followings. And how much easier it would be to promote a book by the top experts, who are already famous in their subject. Awesome, right?

Not every expert you contact will reply to you, but some of them will, and you only need a few experts to create a best-selling book (sometimes only 1). I'll mention some more on this, later.

And later on in this webinar I'll also tell you where you can find an exact method to write 7,200 words an hour, even if you can't type at all. That's over 3 times the speed of an experienced typist. Or to put it another way, that's an average length book FINISHED in about 12 hours (which is only a couple day's of your time). Plus that method helps with promotions too.

Another way to get a book written more efficiently is to employ a ghost writer. You can do as much or as little of the writing as you want, then get a professional to finish the job for you, while you focus on other aspects of making money from your books. As well as the writing, you can get help with the planning of a book, whether it's non-fiction or fiction. For non-fiction you can get help with research, such as discovering the chapter headings of other best-selling books on the same topic, and finding out what are the main problems people want solved in that area and understanding the solutions. For fiction, there are ways to plan the plot, characters and other aspects of a book, all of which you can get help with, if you need it.

More on outsourcing, later.

And of course, if you stay to the end of this webinar, you'll get free solutions to the biggest problems for the majority of authors . . . finding time, writers block, lack of ideas, procrastination, fears and lack of confidence.

The free bonus course (worth \$97) solves all these problems for you, giving you real tools which work.

So make sure you stay to the end of this webinar so you get this valuable course for FREE, to solve all those problems for you, so you have the tools to enable you to really trust yourself to succeed with this.

So that's some practical secrets on creating book content, that you can go and USE today.

And now . . .

The second set of Secrets . . .

How to **publish books profitably** without all the hassles.

Doing this part properly is essential to get great long-term sales, because publishing professionally means better reviews which means a lot more sales of all your books. Don't worry, it's not difficult at all.

The basics of publishing is something that a lot of authors ask about, because many of them struggle with the technical aspects of publishing (or they get it done in less than ideal ways and so don't make the sales they deserve) . . .

Here are 3 important ways to get lots more sales by presenting your book better . . .

Part A of this secret: People certainly DO judge a book by its cover! So here's how to use your cover to a lot sell more books:

“Book Cover Designs.

With your book cover design, aim for a catchy title, big letters, bold colors, I find that a simple message works well, but make the colors relevant to the subject if you can. So think about your subject matter, what should the colors be.

What about these, are these good book covers? What about these, do you think they're any good?

What about the one on the left first of all, what's that about? So let's assume that you are shoppers looking to spend your money on Amazon and you're looking for book covers and you come across that, what's the first thing that springs to mind. Yes it's a kids book, but what is it about? No? So really, we should know now, shouldn't we, what it's about straight away if it was going to do its job properly. So that sort of fails the test in my opinion, it's an 11+ book but there's so much information that your eye doesn't know where to go to. So for me, it's too confusing.

What about this one in the middle "Made to stick"? It's quite modern? What's the content about? No it's not about glue, it's about ideas: making ideas stick.

What about this one, what's this on the right? Yes, so that's a globe in someone's back pocket. What does the title say? It's actually a career book, it says pocket the best jobs in the world. So that is, in my opinion, so that is a sort of watermark of someone typing on a keyboard. So it's not a great cover is it, because you don't know what it's about. By this time you would have left the page, wouldn't you? Absolutely, you'd have gone, because it doesn't serve the purpose, it doesn't meet your needs. So we need to make the book covers clearer.

So now we're starting to get somewhere. So these are clearer. Instant MBA, think, perform and learn like a top business school graduate. Get off your arse, it's a motivational book, 100 ways to motivate yourself. So we're starting to get better covers now even though these are old covers, we're starting to get better ones.

What about these? He's update these since I first put these on. But these are very good for a book cover design, because of . . . you tell me, the branding, it's clear and simple, you know what it is, you don't need me to tell you what these are about, do you? Because you know. So that is a simple thing, you'd think most people would get that when they're creating book cover designs but they don't they miss it.

So you don't need me to tell you what this is about, do you? You know what that book's about by looking at it. So that's the test for any book cover design. Is to say to someone, show them your cover and go what's that about? If they can't tell you, no-one else is going to know, are they, because you're not on the other end of the computer to tell them what the book is about.

Now I know you have a book title, description and strap-line, but the cover is the first thing they will see and they will focus on. As all of us do. So make sure you create simple book cover design.”

So now you know the most important concept in book cover design . . . make it simple, clear and easy to understand instantly.

And here's the publishing secrets part B: how to get your book published without needing to know how to do it yourself:

“Then we need to start thinking about the book cover design, the ISBN and the bar code. Even proof-reading, editing, typesetting and Kindle conversion. Now this part can be a bit of a headache for people.

The proof-reading, editing, typesetting and Kindle conversion, where do you get these from? A one-stop shop for getting all this done is UpWork.com. UpWork is an outsourcing website where people from around the world, and I'm talking hundreds of thousands of people from around the world, offer their services in exchange for a fee.

Now it doesn't take a rocket scientist to work out that people working in some countries have a lower cost of living. So therefore they charge less for effectively the same work.

Now there's a fine balance here, because what you don't want to do is choose someone who's competing with all the other contractors, who's saying look I will convert your book to Kindle for \$5. Because there is a possible chance that the standard of work won't be that great.

So, when you're outsourcing and looking at UpWork, make sure you look at two things when you're choosing someone to do the job for you. So you will post a job on UpWork, for say someone to convert your 100 page book to Kindle. Have a look at how many hours they've worked. And have a look at how many reviews they've got and read all the reviews.

So to give you an example, if someone's got 5 5 star reviews, but they've only worked for 8 hours on UpWork, that's no good. I would be looking for someone who's got say 4.2 average out of 5 stars, but they've done 900 hours. Because then the risk is less. And read the 1 star reviews and see what they say. So do a bit of research before you choose your outsourcer."

So, isn't that great? . . . you've just learned from this best-selling author, one of the secrets of getting good reviews (which is essential for getting lots of sales), which is to make sure all the technical parts of getting the book published, are all done professionally. So you get all these technical things outsourced and you sell more books.

And you also know how to choose a good outsourcer.

And if you're at all concerned about the cost of outsourcing, did you know that some authors get other people to pay for every aspect of getting a book written, published and promoted. I'll tell you how to get the info on doing that, later.

And publishing secrets part C: the vital subject of pricing . . .

This is about choosing your price so that your book(s) sell effectively. A lot of people have big misunderstandings with this (and so their books don't sell well), and it's vital to get it right, to understand perceived value, and competition etc.. So here's some hugely valuable info on pricing, from Richard, who's made several millions with his best-selling books, doing things the right way Make sure you listen really well, because this way of succeeding is by doing the OPPOSITE of what many authors do . . .

“Lots of people say to me, to get to best-seller, to #1, I'm going to drop my price to 99p, Lots of people do that, do you think that's wise? There's nothing wrong with it, but, I've always held a firm belief that you shouldn't drop your prices of your books unless you're going to compete in a wildly competitive market, where somebody is dominating it, and they've already dropped their prices.

So you'll see that that book there is being listed for £15, that's high for a book, but it's #1 best-seller. Most of my books are pitched £12.99, £13 , £15, and they consistently rank in the top 100 in different categories. People come in and compete with me, regularly, and what do you think they do? They drop their price, massively, and let them continue forever (smiles!).

Yes, it's a good point, so the gentleman has said that I can get away with charging higher prices because of my niche. That is true, however I think it's more about perceived value. I think it's more about looking at the content. And if I was, for example, trying to get into the fire service or be a magistrate, and there was one book for 99p and there was one for £15 , the one for £15 would make me feel, that that was worth more because they're charging more. Where as the one for 99p I would think to myself, 'it can't be that good, surely,' but also the person selling the book for 99p has to sell 15 before they make as much money as my one.

How do you decide what's the right price? First and foremost look at what other people are doing, within the genre or the niche. So the gentleman's right when he mentioned about fiction, I think for fiction, and also for children's books, you can't charge as much. So for any kind of fictional novel, I'd be charging under £10, probably £8.97 or £9.99. Now we're going in, or we have been doing, to the education sector, so this is for maths key-stage 2, those kind of areas, which are huge. And there's already a company or companies who are dominating it, so we've deliberately set our prices a bit less . . . still £9, but then we'll think to ourselves, if we're going to sell a book at £9, we can't be publishing a 300 page book, because we won't make any money. So we then publish thinner books of 70 pages, to still make a really good profit on it. So you'd need to think about things like that.

But first and foremost look at what other people are doing, also ask yourself the question, what will the reader be able to achieve if they follow my content and implement it. So I always said to myself that you could get a £30,000 a year job by reading and implementing this, and I would use that in the sales material, that the average UK firefighter would achieve this at the end of it, for an investment of £15, this will give you the interview questions and the answers. It's a no-brainer, isn't it. So it's about how you tie in the value of your product.”

So the main point from this part of the secret, is that trying to sell at a lower price than your competition is one of the common mistakes that prevents most authors from making much money. Now you understand a better pricing strategy, then you can price your books to sell really well.

Isn't that awesome? You now know some of the basic keys to an effective book pricing strategy, so you can sell more books.

So this set of secrets gave you a whole bunch of really effective publishing secrets . . . how to use a cover to sell more books, how to get all the technical stuff done easily and quickly to improve your sales, and a pricing strategy which boosts your book sales even more.

So we've looked at book creation secrets and book publishing secrets. And now . . .

The third Secret.

This area is the biggest mistake nearly all unsuccessful authors make. Many of them don't even realize what they are not doing, and why they put all the time, effort and investment into writing and publishing a book, but get only a few sales.

Yes, writing and publishing the book needs doing right, but is not the main thing which gets SALES.

The most important part of the whole process of getting a book from idea to lots of sales, is promotion, which most authors either ignore or don't do effectively.

So here's one great way to do it, which is free and can be hugely effective. Here are details on how to use this platform to sell lots more books, from Richard, the book publisher who's made multiple millions doing exactly this . . .

“Lots of people use YouTube to search for content and information. So this can work for not just books but for any kind of business too, but YouTube as well as raising awareness of your business,

video also serves to build trust and respect in your brand and can increase conversion rates significantly, including on Amazon.

So we decided to set up our own dedicated YouTube Channel, and for my channel, we create engaging, useful, free video content. Now I don't think trying to sell on YouTube works, because people just go off. They're there for that . . . free content. So you have to give them free content. So what we tend to do is to break down each chapter of our book and create a video around it. It's free, so we're basically talking about the content of the book, we teach it. And you'll notice on my videos that I'm very quick when I talk.

I go 'Hi, welcome to YouTube, my name's Richard and in this video I'm going to talk to you about mechanical comprehension tests. It's only going to take about 5 minutes of your time but within the video I'm going to give you this'.

Now why am I talking a lot faster than I have done today? To keep it as short as possible. People don't have time any more, they will click off, so if I go 'Hi my name's Richard and welcome to this video'/'

Now in the early days I used to give a talk on YouTube, a bit about my background, and people used to comment and say get to the point, you're so boring. And then someone put 'if you click to 2 minutes 10, that's where he starts talking about the subject'. So instead of getting upset about that, I thought, actually that's what I need to do, is focus on them. So you can use all the comments as an educational point for you.

Underneath each video we encourage viewers to visit the website or the Amazon sales page where they can purchase our books. And at the end of them I also put the book up and say 'don't forget you can get a copy of the book if you want to learn more, click the link below the video and it'll take you through to our Amazon sales page.'"

So yes, most authors should definitely consider Youtube promotion. It's free, easy, and you don't need to even own a camera or be seen yourself, if you don't want to . . . you can use slides and images, and easily put it together with your narration using a free professional video editor.

A bit later in this webinar I'll be telling you how you can almost guarantee that your YouTube content "goes viral", just by understanding one simple principle of how their algorithm works (don't worry it's not technical stuff, just one simple idea that anyone can understand and benefit from).

And YouTube is not just for non-fiction . . . for fiction authors, there are many great ways to promote there, including creating a trailer for your book, unveiling the cover, giveaways, interviews with the author, talking about your outlining and plotting process, your character creation process, how you keep track of timelines, character art and lots more.

Of course, there are a lot of other ways you can promote your books, including your author website, other social media, press releases and lots more, but YouTube is one of the best.

So now you know that YouTube is a great place to start and will work well for most authors. Isn't that good to know?

COURSE

So all these practical methods you've got from this webinar . . . what to write and how to write a profitable book quickly and easily (and don't forget, at the end you'll get the bonus which solves all the problems of writer's block, fears etc.), you've seen how to publish it easily, quickly and professionally so you get more sales, and you've got the vital secrets of promoting your book for real sales volume.

Imagine when you are using those secrets, your books are starting to selling well, and you're enjoying the profits . . . imagine owning your dream home, going on your dream vacations, and all from your book writing profits!

Let me ask you a question . . . I know you guys have enjoyed all the book publishing profit secrets you've seen in this webinar. But a half hour's not that long, I didn't have time to give you even a small fraction of the available information that could help you make optimum book sales.

What if I gave you a way to get a LOT more expert practical methods and formulas on how to get RESULTS with book publishing, and not just all the information you need, but a way you can easily get feedback on your books, get motivated by what others are doing in this same area, and get your questions answered?

Do you guys want to hear about a way I can help you further, to make it even easier to do everything you need to do to make great money from your books ?

Let me know in the Chat by typing Yes (or no) . . .

Thanks to you guys on this webinar for that great response . . . lots of Yesses, lots of enthusiasm!

. . . so here's a way you can get lots more practical help and advice on book writing profits and avoiding all the blockages and mistakes that stop most authors from making great money from their books . . .

Our brand new course (you're one of the very first groups to see this) . . .

“Book Publishing Profits Academy” . . .

This course will get you from nothing to having a book written, published and ready for sale in the next 27 days from today, and tell you how to promote it effectively for optimum sales.

Most of the course material is by Richard McMunn . . . you've heard already, a tiny part of the secrets to how he has made many millions of dollars from publishing books, but there is so much more he will show you about successful book publishing in the course . . .

In the first part of the course, you get the formula from Richard on how publishing a book successfully can, as well as profits from the books, also lead to other great ways to multiply your income and make yourself better known (and so sell even more books). For example coaching, public speaking, and lots more.

Did you know that some coaches charge \$25,000 per consultation and that a best-selling author can charge up to \$35,000 for a single public speaking event? Imagine earning those kinds of fees a few times each week!

You'll also get Richard's exact method of how you can plan to succeed, even before you start writing, just like Richard does, so your books make lots of sales, like his do.

You'll find out exactly how to contact experts to be involved in writing a book with you or even writing it all for you. Think how easy it is to sell a book written by experts who are already famous in their field. Plus they are very likely to already have big social media followings and will promote the book there. And anyone who reads that book will be more interested in your other books too.

Then you'll see exactly how you can use a common free resources which doesn't take much time, to obtain a great increase in your notoriety and sales. You can get results from this just once and use that to boost your book sales forever. Awesome, right?

Also, you get a hugely effective business strategy for multiplying your profits from your books, so your sales increase much more rapidly, and continue to increase ever more rapidly as time goes by. That strategy is so simple that it can be stated in just 2 words.

So that one single strategy changes your results from a straight line to an ever-increasing upwards rocket-ride! Use this simple strategy just 20 times and typical results will be 14,563.5 times as much profit from your books as you'd have without using this simple concept. Is that something which might interest you?

The next section of "Book Publishing Profits Academy" gives you an exact method on how you can use different book formats to make book promotion much easier and more effective. Plus this approach makes your readers love you even more, giving you more value in their eyes.

Then you'll get a simple formula, from Richard who's done this himself multiple times (and others just like you have got to be #1 bestseller by doing the same), showing you how you can use some of the technical aspects of Amazon to have a good chance of becoming a #1 bestseller even before you write your book. You do this once, and you can use the results to boost your book sales for the rest of your life!

Next you'll see how to do all the set-ups right to make 11 times as much from each customer, using expert secrets so you get someone who buys your book once, to buy 5 more books from you.

After that, Richard explains how to choose the right type of publishing for your aims, so you get the best results with your books instead of being stuck with a system which doesn't work well for you, as many authors realize after it's too late.

Then you get a case study, which shows you how Richard found some great ways to beat the competition effectively, that you can use too. You get a simple way to analyze your competition and sell more books than they do! Awesome, right? Can you imagine if you could do that? How great will it feel when you get in there and beat your competition rather than being afraid of them?

After that you get the formula on how to use some of the technical details of publishing to sell 7 times as many books, without spending any more money or time, just by making the right choices.

Then a lot more details on what sells and why, in addition to what you've already got in this webinar. Think about that one for a moment . . . after you've seen this info, you'll have a good idea what books are likely to actually SELL! Think how you'll feel when you can just write a book that you already know people will want to buy! Awesome, right? !!

After that, you'll discover a formula showing you how you can use a simple, and often overlooked, aspect of book publishing to boost your sales still further.

Then you will discover the key to solving another big problem for many authors, which is how to find more book ideas than you could ever need. So that very common blockage is now GONE for you!

And you'll get real, practical ways to solve the huge author problems of finding time, writers block, lack of ideas, procrastination and lack of confidence.

The “Book Publishing Profits Academy” course then gives you the simple strategy of how to plan your book contents, and using them in the right way to get many more sales, with no additional work at all.

You also discover a method to make your readers desperate to keep reading, and also make them much more likely to leave you great reviews, which sells you more books.

The course then shows you everything you need to know about the technical aspects of publishing, how to get it all done easily, quickly and very professionally, so your books get better reviews and lots more sales.

And how to get all the technical stuff outsourced for a lot less than you might think, so it's very easy for you to get your book published because no-one likes the technical stuff.

The course also tells you WHICH outsource sites to use for each different parts of the publishing process, so you can get the very best results at a very reasonable price.

Think about the time and headaches you'll save by having all the correct information that you need for your book publishing: the proofreading, editing, typesetting, printing, cover, images and more. Doing all the research and testing to figure out all these things for yourself would take a LOT of time and a lot of money. If you don't have the right information, you might make one mistake near the beginning of the process, then everything you do after that will be wasted time and money.

So it definitely makes sense to use a system which means you get everything right the first time, then both multiplies your income, and saves you time. Yes, you could go and research and try to learn each part of this yourself, but the time you'll waste doing all that, you never get that time back (and to be honest, there are so many ways to fail at this, that it is common to just get frustrated and quit as so many authors do, simply because you don't have the correct information so it's too much of a struggle).

Why not make it easy for yourself and get all the right info, so you can get everything right the first time, quickly and easily, and enjoy the profits from lots of book sales.

The course also gives you detailed success methods for working with several different publishing systems, and making the best use of each of them to optimize your sales even more.

The course then tells you the one single platform where you need to promote your book to get it in front of a huge audience, and you already use this every day.

You'll get a simple formula showing you how to virtually guarantee that, on this recommended social media channel, your content goes viral. This channel, as well as being a great way of promoting most types of books, will also give you an additional passive income stream by clicking just one single button. For example, Richard's additional earnings are an estimated \$1,169,392, and that's on top of all the extra book sales he got by using this platform, for just a 1 second button click. Would you like that extra income, as well as more book sales, on a free platform, using free tools?

You'll also see the formula for how to do an effective book launch to get a huge boost in sales.

And everything you need to know about creating a hugely effective author website the easy way, using free professional quality templates. This section of the course is coming very soon, due to popular demand . . . if there's anything else you'd really like me to add to the course, let me know once you've joined, and I'll consider adding it. Once you've joined the program, you get lifetime access to all updates and additions.

And, on top of all that, you get access to a hugely valuable private mentor-ship group where you can get help and support, see how others are succeeding and copy their methods etc.

So that's just some of the great results you'll get from using these methods and formulas, taught by a real expert who has made many millions of dollars doing the exact same things he will show you in this course.

Lots of students have already got great results from this system, but we have just improved it even more, and we're just releasing this new beta version which we want feedback on, just for a short time at just **\$297** . . . think about it, that's less than 82 cents per day over the year . . . for the method that has made \$1,425,373.61 in under a year. So, would it be worth you investing in this course if you get only 5% of the results that Richard gets by doing these same exact actions? . . . you'd get \$195 dollars for every 82 cents you invest. Yes, that's right, you invest 82 cents and get \$195 DOLLARS, or up to 20 times more than that. Do you think that's something worth doing?

We also give you a **30 day no-questions-asked guarantee**, which makes it 100% risk-free for you to just say “yes” right now.

Here's the link where you can join the “Book Publishing Profits Academy” course, right now (URL).

You also might be able to use the PayPal Credit “bill me later” option, with 0% interest if you pay within a set period (that's for US, UK or DE residents, if you qualify).

Or, if you prefer, you can **spread the payment over 3 months**, to make it even easier to say “yes” right now and make a start getting RESULTS from this course.

Think why you are watching this webinar . . . because you want to sell lots of books, right? To make your decision a real no-brainer, I've got 3 very powerful bonuses, but only if you join the course before the end of this webinar . . .

Bonus #1.

This awesome bonus gives you the exact method of how you can create around 7,200 words an hour, even if you can't type at all and without writing down a single word. That's 308% the speed of a professional typist. Or to put it another way, that's an average length book FINISHED in about 12 hours (that's only a couple day's of your time). Plus this method makes promotions much more effective as well. Imagine being able to easily create a new book every 2 days. And some types of books are shorter than average, so some authors create a book in a matter of hours, and start getting sales very soon after that. So that's book creation without all the hard work. Sound good?

Bonus #2.

The next bonus tells you how to avoid the very real financial risk when outsourcing some aspects of publishing.

Most people don't know this, and it can be a horrible shock when it happens to you . . . Did you know you can be forced to pay for outsourced work which is of zero value to you, by some of the outsourcing websites?

Well now you don't have to worry, because this bonus gives you a really easy way to reduce the risk to almost zero, so you can outsource anything you don't want to do yourself, with peace of mind. Think what parts of the process you will outsource, when the risk is almost nothing?

Bonus #3.

Did you know that you can get OTHER PEOPLE to pay for everything involved in writing, publishing and promoting a book? This bonus tells you how you can do this, so you can say goodbye to budget restrictions and get everything done the best way for optimum results.

Bonus #4.

And the last bonus, if you hurry . . . How to 100% guarantee to be promoted by someone famous. This very simple method got one author from lower than 1,000'th place in the Amazon rankings, to number 45 overall, and #1 in some categories, in one single HOUR!!!

Would YOU like to do that for YOUR books?

So make sure you join us on the “Book Publishing Profits Academy” course right NOW, so you get all those awesome bonuses!

Just checking . . . yes we have a little time for me to answer a few questions (then you'll get details of the free bonus, at the end). Thanks for typing the questions in the chat . . .

Q&A

Q: Can this be done from any country?

A: Yes, the presenter of most of the course is from the UK, but the same principles apply in the US, or almost any other country. You can of course sell on Amazon.com from most countries.

Q. Can I buy this course next month, when I will have more money to spend?

A. The fast action bonuses are extremely valuable . . . being able to get a book written 3 times faster than a professional typist, being able to outsource anything with negligible financial risk, get OTHER PEOPLE to pay for everything involved in writing , and being able to guarantee a recommendation from someone important. And you only get those bonuses if you buy before this webinar finishes. With the 100% money-back guarantee and the 3 pay option, it's as easy as it can be to invest in this course right now. If I gave away the course for free, you wouldn't value it, you wouldn't take action . . . giving it to you so cheaply is the best way for YOU to get results, while still giving me enough resources to provide top quality support for the course (which is important to you, right?).

Q: Does the course apply to any type of books, such as fiction ?

A: Yes, most of the principles of writing, publishing and promoting are the same for any book, plus the course goes into some details of different requirements for different types of books.

And that looks like it's all we've got time for. See you on the course mentorship group!

And as promised . . . to get the free bonus, click the link at the bottom of the page where you can join the course, so you go to the web address at the bottom of this slide, and the link is at the bottom of that page.
