

# **THE BUSINESS OF BECOMING AN AUTHOR**

*The Rev Roadmap Author Start-Up Kit*

*Even If You Don't Like to Write!*

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## INTRODUCTION

# You Need To Write a Book!



Well, we probably don't have to be convincing - you are obviously thinking about writing a book... *by reading this*. However, I guarantee there are more reasons it's important to write a book than you are currently thinking of... **and, more importantly, reasons to be an author**! Of course, you can sell books, but that's usually the *least important* reason to be an author. It can build more business for your current company, create new professions and opportunities, and make you an influencer in your industry.

In any business, your time is worth a return-on-investment (or R.O.I.). In whatever profession or business you're currently in or one you want to build, being an author can lead to more business in the form of more customers, more sales, higher-level income, and more marketing opportunities that you'll never have without a book. Just a few of the **hundreds** of examples are:

- Having part of the book be a "lead magnet" in your online marketing
- Using it as a gift during sales closing showing you're the topic expert and building rapport
- Selling the book on your "author page" massively generates online search engine results
- Publishing on Amazon and all big (and small) bookseller sites
- Sending the book to prospects in your lead generation sequence
- Do you advise people (financially? on their health – like a doctor? on their house remodel?) – this makes you an expert unlike all the others
- LOTS more...

Authors have niches, professions, and opportunities that non-authors don't have. How many public speakers are authors? Pretty much all of them... or are consultants, advisors, or experts? Being an author puts you in a unique position that non-authors can't imagine, to generate additional

businesses and income at *extremely high levels*. Do you like to travel? People all over the world like to hear what authors say! Do you like to eat? Write a book on food. Do you enjoy working with businesses? Being an author makes you a unique business consultant.

Being an influencer – now a noticed word on the internet – means you have more authority on a topic than others in some field. You are a trusted source of information. You **could** get a college education. About 1% of the population has a Ph.D. – and that's a valuable thing because it is a rare thing and a trusted measure of your expertise. To contrast this, only about 0.2% of the population have written a book! 50 times fewer people are authors than have a Doctorate – much rarer – which makes you even more trusted and essential to your audience (more on how important selecting that audience is later in the book).

**You've taken the most important step...** picking up this book to put yourself in the "rarefied air" of an author. As you are guided through the journey in the steps we've outlined, you can build your book, your brand, and, just as importantly, how this book will fit into your new life as an author. If you get stuck, we've set up links for help all along the way!

Let's write your book!

***IMPORTANT WARNING!*** *Don't make this book take the next **year** of your life! We outlined a 90-day challenge here where anyone can complete their first book in 90 days. If you get stuck, go to **RevPublish.com**, and we can get you moving. Don't drag this out or it'll never get done!*

## CHAPTER 1

# Your Book's Purpose Matters



Many times, in business, we overcomplicate matters. The simplicity of what we do with **The Rev Roadmap Author Start-Up Kit** is that we ask a quick and short question for you to answer in chapter 1, "Your Books Purpose Matters."

### **What To Write About?**

Remember, at this point, simplicity is key.

### **List 3 Things You Could Write About below.**

- 1.
- 2.
- 3.

### **Which one is your favorite one?**

In this section, we are going to help dust off the cobwebs.

Write the one below.

My Main Topic:

### **Why?**

What was your reasoning factor?

## **What Do You Want Your Book To Accomplish For You, Your Image, Brand, Or Your Business?**

Check the box or boxes (as many as you want) below, or feel free to write in what you want to accomplish.

**Note:** Remember why you are here and the title of this workbook—**The Business Of Becoming An Author.**

- Authority and Credibility
- Be Seen As A Leader or Influencer
- Financial Freedom
- Grow Online Presence and Audience
- Confidence
- Build Image and Brand
- Personal Fulfillment
- Increase Sales
- Marketing Tool
- Enhance Product and Service Lines As An Expert
- Speaking Engagements
- Learn More About Yourself and Grow
- True Clarity in Presenting Information
- Business Growth

Write here:

## **Who Do You Think You Are You Writing For?**

Check off the Target Demographics and Population of who you want to read or would be interested in your book.

- Age
- Sex
- % Male
- % Female
- Occupation Level
- Children
- % Married
- % Divorced
- % Singles



- % Students
- Any trauma
- Medical history
- Income
- Net worth
- Education
- % College
- % High School
- Type of Business Owner

Write down from 1-5 other ones that might apply.

- 1.
- 2.
- 3.
- 4.
- 5.

### **What Is Your Ideal Prospect Or Client?**

This question can be very tough, yet so important. It's the WANT vs. The NEED. People may Need or Want your product or service, but that doesn't make them good or even instant customers.

Many teenagers WANT a Lamborghini Aventador and may even feel they NEED this luxury automobile. Do you think the Italian car maker ever focused on teenagers, or did they largely ignore this overwhelmingly enthusiastic consumer segment in favor of a highly niche market they can do business with on a day-to-day basis?

Successful businesses **RARELY** sell to everyone as a shotgun effect in the hope that someone will see them. Narrowing in "**Your Ideal Prospect Or Client**" is key. Please remember, the age-old adage *the more, the merrier* does not always apply when searching in this area.

Write down 1- 5 Ideal Prospects or Clients below.

- 1.
- 2.
- 3.
- 4.
- 5.

## What Is On Their Mind?

Unfortunately, we are not mind readers (darn!). But technology has helped marketers help business owners scale their business based on...

One Word to help you out... "Persona."

The **buyer persona** is a semi-fictional representation of your ideal customer based on market research and raw data with regard to your existing customers. A personality that embodies a key segment of your audience'.

Essentially, a persona, whether you call it a buyer persona, online persona, or marketing persona, is a proxy for your target audience. Someone who has the same interests, priorities, steps take pain points and concerns as your buyers. The persona is based on the reality of how people act, shop, engage or buy based on extensive research.

If you are a startup entrepreneur, you may need to do a bit of research on this. If you are a current business owner, you may already know these answers.

Check Off A Few Of Them Below.

- Where do they like to eat?
- Where do they shop?
- How much do they spend on it?
- What makes them mad?
- What political party?
- What do they do for fun?
- What makes them buy?
- How many of them are there?
- Where do they live? [In the city? Rural?]
- How many friends do they have?
- What organizations do they belong to?
- Do they take vacations?

Write down 1-5 topics crawling around in their mind that relate to your product or service.

- 1.
- 2.
- 3.
- 4.
- 5.

## What Keeps Them Up At Night?

What they worry about can be as or more powerful as what they want. This can run from excitement to stress and all emotions in between for your defined type of clientele. Let's see what this looks like to you. What are their pain points, needs, desires, or problems?

Check off the ones that may apply below.

- Fears
- Stress-related
- Self-esteem related
- Vocational
- Relational
- Financial
- Feels confined
- Feels not being heard
- No time
- Boss pressures
- Speed issues
- Wants to stop struggling
- Got bad advice
- Needs to start over
- Economic uncertainty
- Distrustful
- Angry
- Hates government
- Skeptical
- Economic problems
- Family-related
- Future related
- Negativity of industry
- Wants more time
- Desire to succeed
- Needs customers
- Confused
- Unsure about changes
- Feels stuck
- Tired of the rat race
- Feels like a failure
- Have a child
- Wants to make a difference

- Is tired
- Tired of conflicts

Write down 1-5 items you feel keep them up at night.

- 1.
- 2.
- 3.
- 4.
- 5.

### **What Problem Are You Solving?**

Do you have a solution for their pain points that will help alleviate their issues?

Write down 1-5 solutions that you have to offer.

- 1.
- 2.
- 3.
- 4.
- 5.

**The Business Of Becoming An Author** workbook mentioned objectives a bit earlier. At this point in the process of writing your book, we want you to visualize what may occur after you have launched your book.

**Check Off What You Can Visualize After You Have Become an Influencer By Means Of An Author.**

- More and better-paying customers
- Easier sales
- Get on the T.V./Radio/YouTube
- Get on the T.V./Radio/YouTube to build a database
- Influence your industry
- Get a position in an association
- Get on the T.V./Radio/YouTube to book appointments
- Get a consulting contract
- Get on the T.V./Radio/YouTube to generate traffic in your establishment

- Speak at conventions
- Educate people
- Get on the T.V./Radio/YouTube to sell seminar tickets
- Impact others
- Get on the T.V./Radio/YouTube to sell books
- Be taken more seriously
- Speak for a fee
- Change lives
- Build credibility
- Open new markets
- Meet people
- Open a new niche market
- Open doors
- Become more visible
- Improve advertising results
- Write newspaper columns
- Do T.V. interviews
- Build your brand
- Become an expert
- Meet famous people
- Get better clients
- Position yourself as an authority
- Sell products or services
- Make money from book sales
- Tell your story
- Get a job
- Get a better job
- Create multiple sources of income
- Create more FREE time
- Travel
- Become a speaker

And.....

Write in 1-3 other ones that you can think of that are not listed above.

- 1.
- 2.
- 3.

## Book Type

The purpose of your book may indirectly or directly correlate with the "book type" you want to publish. Whether an eBook, a printed soft or hard cover, or maybe a downloadable PDF, whitepaper, or even audio. Your purpose and intent will help make this decision easier.

In the business of becoming an author, check which one will apply to you.

- eBook
- Soft Cover Print
- Hardcover Print
- .PDF Download
- Whitepaper
- Audio
- Print version for direct mail or handouts
- Print version for marketing packages, photo shoots, presentations, and more
- eBook placed online for growing reviews on multiple platforms
- Links to promote on website, emails, social media, or marketing campaigns
- Downloadable website version
- Downloadable whitepaper on a website and other platforms
- eBook links for author website platform
- Audio play on author website book page
- Downloadable audio
- Digital pieces online
- Topic content for written blog
- Audio book segments for podcasting
- Social media shares
- Paid per click campaigns and sponsored ads
- Recorded book collections and series
- Promotion of touch gestures such as VoiceOver and TalkBack
- Digital book cover for a gallery on website platform for SEO

A good publishing company like Rev Marketing - Publishing can turn your content into each of these formats.

### Let's Help:

Getting to this stage can take time, so Rev Marketing – Publishing coaches many authors through this part of the process. The difference between getting your book done and getting stuck is often getting help at this initial stage. Go to **RevPublish.com** to get specific help for this section.

## CHAPTER 2

# A Proven Strategy For Writing Your Book



On average, a self-written eBook takes the writer 6-18 months to write, whereas a ghost-written (private writer) book takes the Team about 1-4 months. We want to help you get yours written in 90 days and launched 30 days later.

Our six-piece author story puzzle 10-minute writing exercise is to move each writer in the right direction.

Let's begin by placing your story together with these six puzzle pieces.

- Country
- Noun
- Verb
- Adjective
- Animal
- Name

Writing Exercise:

Set the ten-minute counter/timer and begin writing a story.

Start here....

Finish here.

A question for you as a future author? What emotion(s) comes to mind on this exercise?

Check one of the boxes below.

- Amusement
- Anxiety
- Awe
- Awkwardness
- Calmness
- Painful
- Excitement
- Fear
- Horror
- Interest
- Joy
- Sadness
- Satisfaction
- Triumph

The list of emotions is quite long. Feel free to write down three emotions below.

- 1.
- 2.
- 3.

Have you thought about utilizing your emotions to elevate or enhance a point you are trying to make within your story?

How about adding a little more emotion to your story? Let's take 1-3 emotions and place them in your story above to create an emotion with your readers. This emotion often calls them to action and ignites them to keep the book open and read on.

### **Topic Ideas.**

Let's write down some main topics of your book. Don't overthink or judge them. Keep it simple and write them down.

### Topic Ideas Exercise

Write down 10 topic ideas below.

- 1.
- 2.
- 3.



- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**What's Most Important?**

Write the TOP 10 Topic Ideas In LOGICAL Order If the TOPICS told the whole story of your book.

Organizing Top 10 Topic Ideas Exercise

Select the order of your topics (these just might be your chapters) from the previous exercise and write them down below.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Detail One Chapter.**

Congratulations, your book is coming together. Now we need you to pick one chapter, a topic from the previous exercise, and detail 10 ideas that are part of the chapter.

## Detail The Chapter Exercise

Write your Chapter Topic name here:

Now, let's write 10 ideas that convey to the reader what this chapter is all about.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## **Dig Deeper By Narrowing It Down**

In this exercise, we will dig a bit deeper and narrow these down for your chapter.

Dig Deeper Exercise

Cross out 5 of them from the previous exercise and write down five ideas, first with the most important one. Order them 1-5.

## **Turn Each Item Into a Powerful Statement.**

Now, it is time to take your idea and turn it into a powerful statement, one that resonates with your readers. Remember to keep your type of reader in mind as well as their desires and pain points.

Power Statement Exercise

Rewrite your five ideas, and then write a Powerful Statement next to each one.

Chapter Name Here:

Idea

Power Statement

- 1.
- 2.
- 3.
- 4.
- 5.

### **Turn Statement into a Question**

You're going to have to answer that question, later on, so please remember that earlier, you worked on getting into the mind of your type or target readers.

Turn Statement into a Question Exercise

Take your five Power Statements and turn them into a question below.

### **Chapter Name Here:**

Statement

=

Question

- 1.
- 2.
- 3.
- 4.
- 5.

### **Answer the Questions**

In this exercise, we take each of the five questions to come up with three different written answers.

### **Answer the Questions Exercise**

Write down all five questions in order from most important to least important in order 1-5. Write down three answers for each question.

**Chapter Name Here:**

Question 1:

Answer 1:

Answer 2:

Answer 3:

Question 2:

Answer 1:

Answer 2:

Answer 3:

Question 3:

Answer 1:

Answer 2:

Answer 3:

Question 4:

Answer 1:

Answer 2:

Answer 3:

Question 5:

Answer 1:

Answer 2:

Answer 3:

**Multiple Chapters**

Now let's do this for each chapter and manage to keep this between 5 – 10 chapters.

**Multiple Chapter Exercise**

Pull out your notepad to write in, your tablet, laptop, desktop, or talk-to-text app, and complete 5-10 chapters.

## Rewrites and Proofing

You're not done...

Once you write the content for each chapter of your book and create a rough draft, multiple rewrites need to occur. In author-speak, they're called:

- **The Ugly First Draft:** That's this one – with all the preparation we've done (which will make it **much** better), the first draft will require a lot of updating.
- **The "Chainsaw" Edit:** Move big chunks around and shape the big picture to fit your overall objective
- **Surgical Tool Edit:** Fine edit of each chapter, sentence, and Word.
- **Read It Out Loud Edit:** Does it sound like writing? If so, go back to surgical edit and repeat.

These editing stages are time-consuming and often require professional help because as often as you read your own writing when you re-read it, you'll frequently miss errors. This is typically the **least** number of rewrites you'll be able to get away with.

### Let's Help:

Because the body of the book takes multiple rewrites, this is often where Rev Marketing – Publishing gets involved, but not just there! Guiding you through the process of getting the content down initially through the rewrite and proofing stage is what we do! However, using a publisher on the rewrite/proofing stage can save you hundreds of hours and lots of brain-damage-frustration. The link **RevPublish.com** to get specific help for all of this.



## CHAPTER 3

# The Finish Of Your Book



We will break this chapter down into three sections.

1. The title and subtitle of your book
2. The front and rear cover of your book
3. Images or graphics for inside your book

### Your Book Title

The title is more important than anything inside the book – "The Headline of the Book."

- In advertising, the headline of an ad is the "Ad for the Ad."
- It gets your book noticed
- It tells the **STORY** of the **BOOK**
- It clearly meets your **OBJECTIVE**

The Structure of the title

A 2 Part Structure

### The Title

Rev Marketing – Publishing helps authors write their titles based on the overall objectives with their book. Basically, creating an author roadmap within their business plan and model.

What are some of the ways you will want to utilize your book title?

- Establish the Author's authority on a subject
- Become an influencer
- A marketing hook for the Author to enhance media visibility

- Branding for a company, Author, conference, course materials, product, or service
- Content for press appearances
- Author's future bio enhancement
- Identify the Amazon/B&N listing
- Promotion of a series or line
- For reviews, blog posts, content, and articles
- For promotional material
- Brand the main character or character's name
- Book sales
- Utilized as a marketing and advertising tool
- Utilized in presentations, speeches, podcasts
- To draw in startups

### 3 Attributes Of Good Titles

Good titles have certain traits in common, and the patterns can be seen when you research them. Do a little research with similar books to yours and see what characteristics stand out as good titles.

Here are *3 Attributes Of Good Titles...*

1. **Short.** A short title is easy to remember. The simplicity of being short becomes evocative, powerful than longer potential titles. Some of the most memorable book titles are on the shorter side but are very powerful.
2. **Evocative.** Your title blended with your subtitle for potential readers needs to grab the type of reader you have identified with earlier.
3. **Uniquely Memorable.** A book title that is classified as a good read should be both unique and memorable. Although you kept it short and evocative, this uniquely memorable title will become identifiable and unforgettable for readers.

### Book Title

In this exercise, we will be working on building a strong title.

Your Title May Include a Solution to a Problem. For your readers, the title should be crystal clear on what your readers will achieve by reading your book. They say that a title with a clear promise or a guarantee of results will intrigue prospective readers to read your book.

### Book Title Exercise

Let's write down 10 different titles.

- 1.
- 2.



- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## **The Sub-Title**

Now that we have written out our potential titles, we want to build a subtitle that tells a bit of our story. Let's discuss the attributes we utilize when consulting with our clientele seeking to become an author.

### **Attributes Of A Subtitle**

The sub-title expands on the title's story, and some of the best ones (not all of them, though) have common characteristics built into their subtitles.

#### **1. Contextual Messaging**

A good subtitle provides context for the title in the form of a message.

As an author, your subtitles should be both informative and direct. This should state your message, letting you know who should read your book and how it will help them. Your subtitle should also tell readers who the book is for and how it will help them once again.

#### **2. Easy...**

Don't make it complicated. Keep it short and memorable.

Will it fit on your cover? Use simple language, and remember that great subtitles aren't about being clever they are simply direct and to-the-point and keep it short. Use language that pertains to your type of reader. A financial book's subtitle may be written differently than one that is for a martial arts school.

### **3. Captivating**

This should be attention-grabbing. The subtitle needs to draw the reader in for more information.

The subtitle offers the title direction and tells the reader what to expect. The right subtitle will match your book up with the right reader you want to have open your book.

### **4. Specific**

A great subtitle is extremely specific and to the point.

In marketing, I am constantly stating a narrow target reaches a wide audience. Your book isn't for everyone; no book is "the book" for everyone. Your book is for your readers, the ones we outlined earlier in this book, and people need to know precisely who your book is for when they see your book.

### **5. Searchable**

If a great title is memorable, a great subtitle is with certainty searchable for potential readers to find.

In marketing, we always utilize terms such as SEO (search engine optimized) or Keywords that help others understand how to be found on the internet. When your potential readers Google-specific words or utilize Amazon or K.D.P. search tools, it is important that your book gets seen.

how to build a social media platform  
how to save for retirement  
how to brew great beer at home

Now that we have already determined your book's objectives, the relevant keywords need to be in the title and or subtitle to enhance the percentage of people that will find your book based on their search parameters. We had discussed being an influencer with a purpose or objective. So, we need your book to be seen to become the king of content on the most significant search engines out there. That means getting your book seen based on search terms and keywords you have utilized in your title and subtitle. Let's look at the top 4 most popular search engines in the world.

1. Google
2. YouTube
3. Amazon
4. Facebook

Imagine your author website pulling up on Google when a prospective clientele searched for your product or service, and you are seen as an influencer. Both your business website and author website should be working together on your book's objectives. Your author podcast is seen on your YouTube channel, and your book's title and subtitle are being found in searches with Amazon and Facebook.

## Subtitle

A great nonfiction title delivers a subtitle to clarify the desired outcome from reading your book.

### Here are three questions to consider when creating your book subtitle:

1. What innovative solution can you add to the subtitle?
2. Will your subtitle enhance the reader achieving a desirable outcome?
3. What are the top desires or pain points that your subtitle can provide a solution for?

### Subtitle Exercise

Write down 5 subtitles and keep the genre of your readers in mind.

- 1.
- 2.
- 3.
- 4.
- 5.

Narrowing this down to one isn't always easy.

### Here's a list of the best book title generators:

- Nonfiction – [Title Generator](#)
- Nonfiction – [Portent's Content Idea Generator](#)
- Nonfiction – [KopyWritingKourse Book Title Generator](#)
- Nonfiction – [Book Title Generator](#)

Don't forget to check to see if it's been trademarked. We have provided a tool below that can help you with this process.

<https://www.uspto.gov/trademarks/search>

## Your Book Cover

Your book cover has a few components that need to be looked at to have your book become successful.

### Components

#### a. Title

What is the title of your book?

Write the title of your book below:

**b. Subtitle**

What is the subtitle of your book?

Write down the subtitle of your book below:

**c. Photo, Logo, Images**

When utilizing photos, logos, and images, you want to ensure you have the right or licensed use of them to mitigate any potential liability.

**Photo**

Are you planning to have your photo on the front cover or the back cover with your Bio?

Write down your thoughts below as to which photo you would like to use. Remember, one isn't always needed, but please keep in mind what your objectives are when considering using an image (s).

Write down 3 pros and 3 cons of using a photo for your book's brand.

Pros:

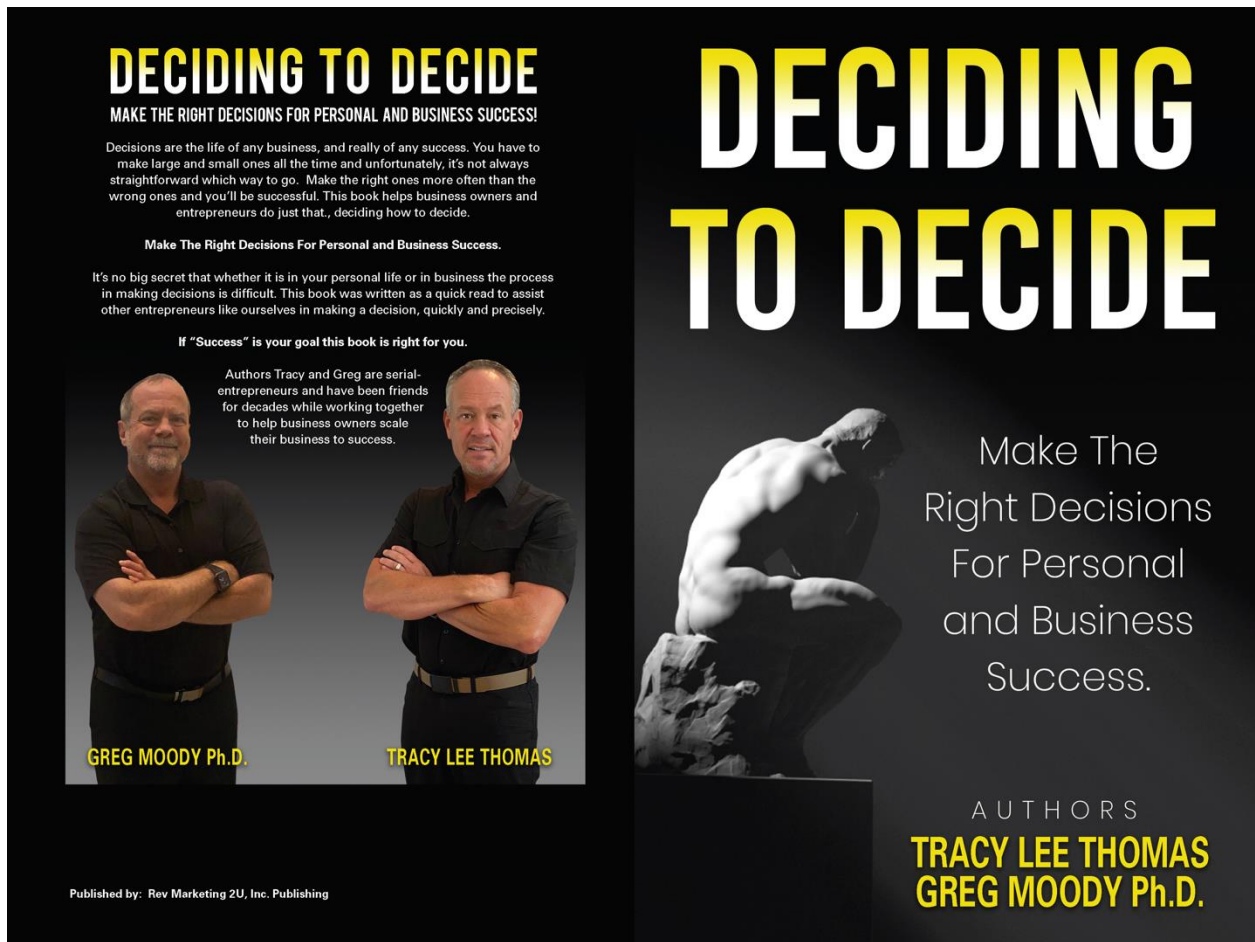
- 1.
- 2.
- 3.

Cons:

- 1.
- 2.
- 3.

Will you be utilizing your photo on the back of your book with your Bio?

An example is seen below:



## Logo / Mark

Do you have an Author logo or mark to be used on the book cover?

In working with authors worldwide, we have seen first-hand how much of a positive impact an Author can have while utilizing a brand for themselves. Please keep in mind that this is typically managed by a company such as Rev Marketing - Publishing working with your brand identity. You can utilize a logo company or even do this yourself, but we do not recommend this route as it may not support your book's mission.

What type of Author logo or mark are you thinking about?

Write down some notes here, and let's build your brand.

See the sample below:

**TRACY L THOMAS**.Life

What colors are you interested in utilizing with your author logo, brand, mark?

**Image**

What image(s), if any, are you planning to utilize to help tell your story or enhance your message so potential readers will latch onto your book?

Once again, remember that it isn't always needed, but please keep in mind your objectives when considering using an image(s).

Write down 3 cover images or background image ideas below.

- 1.
- 2.
- 3.

**d. Author Name**

Many times Authors will ask Rev Marketing - Publishing about utilizing their real name or a pen name. Pseudonym, nom de plume, or pen name, As an author, these typically mean the same thing. It is a name used fictitiously by authors who have a specific objective.

Creating a **pseudonym as a brand** and using a pen name when **self-publishing** is still an option for authors, even in today's digital **age of social media**, eBooks, and the internet. Although pen names may be less common than they were in the past, they are still an excellent option to consider for modern authors based on your objectives as an author.

If you are attempting to raise awareness about who you are or what you do while becoming an expert relating to a topic or with an industry, you may want to utilize your real name to become an influencer.

On the next exercise, choose your name as an author and how it will be written out.

Write down 3 versions of your name below. If utilizing your real name, you may want to use an initial or full name.

Proposed Author Name:

- 1.
- 2.
- 3.

**e. Back Cover**

Your back cover is vital. Once a reader sees a book cover design and thinks the book title is intriguing, they might flip to the back of your book or the dust jacket and read the blurb. Book blurbs are often overlooked as part of a writer's marketing plan. Many authors take months and even years to complete writing a book, and then they fail to manage their new books blurb.

**What Is a Book Blurb?**

A book blurb is frequently called a back-cover blurb or a book description and is also referred to as Author's back cover Bio. This is a short description of the book's ingredients, about 100 to 200 words long. With an eBook and self-publishing, a book blurb is what's used on the main online sales page and for promotion of the book, so **Rev Marketing-Publishing** wants you to get it correct.

Blurbs are a key component for marketing your new book. Writing one to entice readers to buy the book isn't always easy, though. If a blurb makes a reader want to read more, it is successful. When a blurb does not engage, or it bores, or often it even overwhelms the reader, it needs to be rewritten. Think of the blurb as your sales pitch.

Please write down a 100 – 200 word blurb below.

Back Cover Blurb:

**f. Brand Design Concept**

Your book cover brand design concept is extremely critical in marketing your book, image, and Author brand.

- Keep It Simple
- Branding Matters
- Research Covers in Your Genre
- Easy to Read Text
- Pick a Descriptive Image
- Use Complementary Colors
- Give Elements Space to Breathe
- Standard Dimensions Are Easier

Ask yourself if you can manage the branding of the book cover or if you need to outsource this. Remember, this isn't a quick graphic designer type of project. Should you decide to outsource this project, please ensure it is with a marketing and brand agency that understands the book's overall marketing objectives.

Write down 5 elements of your book cover design concept below.

- 1.
- 2.
- 3.
- 4.
- 5.

**g. Endorsement (s)**

Endorsements lend credibility to a book and are always great to have seen on the cover.

The best way to gain credibility in the consumer's eye of your potential readers is to have your book endorsed by someone who already has credibility or appears to have such valued credibility. The value is in the alignment of trust.

**Inside Images And Graphics**

Whether you will place your eBook on Amazon's platform, Google Play, or one of the many online platforms, we recommend you go directly to their support page as they change quite frequently.

Visit these links as a resource for your new book.

[Amazon Link](#)

[Google Play Link](#)

**Let's Help:**

Your book's title and finish are critical because they can be the first impression of your book and you as an author. That's why so many authors reach out to Rev Marketing – Publishing. We can help you through one or more of these parts of the process! Go to **RevPublish.com**, and we'll set up a time to help.



## CHAPTER 4

# Publishing Your Book



This chapter will look at what is needed to publish your book and give a little insight into how Rev Marketing – Publishing trains our authors and assists them with any area they need.

### **Book Proofreading**

A **Rev Publisher proofreader** will look for misspellings, incorrect/missed punctuation, inconsistencies (textual and numerical), etc. This should always be done by a second and, in many cases, a third set of eyes that is not the Author.

#### Adobe Digital Editions (A.D.E.) Proof-Read Tool

Check the box below that best applies to your books and who will manage the ***PROOFREADING***.

- I will manage this myself.
- I know a professional proofreader who understands my objectives.
- I will hire a qualified company.

### **Book Editing**

Our **Rev Marketing - Publishing Editing Team**, on the other hand, corrects issues at the core of writing like sentence construction and language clarity. Thorough **editing** will help improve the readability, clarity, and tone of the text within your manuscript.

Check the box below that best applies to your books and who will manage the ***BOOK EDITING***.

- I will manage this myself.
- I know a professional book editor who understands my objectives.
- I will hire a qualified company.

## Framework

At **Rev Marketing - Publishing**, we go beyond the service of other publishing agencies. We have a publishing Team that utilizes a niche in the publishing industry we call **Framework**. The Team manages the book for success prior to sending the book to the formatting team. The Rev Roadmap publishing framework was designed to pave the road to success while allowing for other doors to be opened for the Author from pre-release of the book post-launch.

Check the box below that best applies to your books and who will manage the **FRAMEWORK**.

- I will manage this myself.
- I know a professional marketer and publisher who understands my objectives.
- I will hire a qualified company.

## Book Formatting

**Formatting** is how your manuscript looks and reads—at **Rev Marketing - Publishing** things like font size, page color, word count, page number, line spacing, paragraph breaks—everything that goes into the visual appearance. This means the manuscript **format** is the proper way your manuscript should look when you send it in for editing. A manuscript format varies based on usage regarding ebook, printable, audio, PDF style, etc.

Check the box below that best applies to your books and who will manage the **BOOK FORMATTING**.

- I will manage this myself.
- I know a professional book formatter who understands my objectives.
- I will hire a qualified company.

## Manuscript Sizing

Let's spend a few minutes talking about writing your manuscript and in which size. When it comes to sizing your eBook manuscript, there isn't fixed pagination with eBooks as the devices readers use are high-tech. Your book's objectives may play a slight role in how this is done, and our Team is always standing by to assist, should it be needed. On most modern devices, the reader can customize their font, font size, spacing, settings, and preferences, so their book reading stays the same on their device. With that in mind, if a book is 300 pages in the printable version, it could be 400, 500, or even 1,000 on an iPad, iPhone, Nook, Kindle, or any other types of readers out there. The ePUB files are the standard format for eBooks. These files are designed to manage manuscripts across a variety of devices.

Understanding that the text flows across multiple devices makes the need for a fixed layout obsolete in almost all cases. If there isn't a need for a fixed layout, then you can see your manuscript file's page size is not a real concern. Keep in mind what you wrote down as an objective regarding

your book. Will your manuscript be utilized for both eBook and print? If so, then size needs to be considered.

Whether you are writing your book in Word or one of many other tools that can be utilized, we strongly recommend leaving the page size set to standard 8.5 x 11 inches in portrait. There is a need for landscape in some situations based on the book's objectives. You have probably seen many kids' books and workbooks done in landscape, so this may be an option for you.

Note: The Standard 8.5" x 11" page size will ensure that images, flow charts, graphics, and others will be at least large enough for the super-sized iPad. A typical eReader screen size such as 4" x 6" up to 5.5" x 8.5" size file will not work very well. Keep in mind that your images will be entirely too small for larger-sized eReader devices with the typical eReader screen size.

Check the box below that best applies to your books and who will manage the **MANUSCRIPT SIZING**.

- I will manage this myself.
- I will hire a qualified company.

### **Copyright Clause**

**Basic Copyright Protection** is a key element to ensure your work is protected as an author. As an author, you are the owner of the copyright. There are times when this is altered when working with a publisher under contract. You need to ensure only you or your publisher has a right to reproduce or distribute the eBook unless express permission has been granted.

Check the box below that best applies to your books and who will manage the **COPYRIGHT CLAUSE**.

- I will manage this myself.
- I will hire a qualified company.

**Digital Rights Management (DRM)** is a way to protect copyrights for digital media. Digital rights management allows publishers and or authors to control what paying users will or will not be able to do with their authored work.

As an author, you may consider implementing a digital rights management system or processes that can help you prevent users from accessing or utilizing the unauthorized use of your hard work. DRM is playing a growing role in data security in this modern world where piracy is taking place with the rise of peer-to-peer file exchange services such as torrent sites. Torrents are a method of distributing files over the internet. They operate over the BitTorrent protocol to facilitate what's called *peer-to-peer* (P2P) file-sharing. Online piracy has been the bane of copyrighted material for many years. With the ever-growing speed of technology, it is hard to keep up with. DRM technologies do not catch those who engage in piracy. Instead, they make it nearly impossible to take, steal or share the content in the first place. You may have heard of watermarking, downlink

expiration dates, Adobe encryption... There are so many methods to protect your writings. However, you must consider if this alters the reader's experience or negatively impacts the end-user.

Ultimately, you must make the decision to DRM or not to DRM?

You may want to look at a few of these below;

[Apple Fairplay DRM](#)

[Amazon DRM](#)

[Adobe ADEPT DRM](#)

As well as restricting users from copying and distributing the entire ebook file, DRM allows for controlled protection.

- Restricted printing or copy-and-paste
- Time-limit access for library lending
- Limit the number of devices a user can load their ebook onto
- Provide a limited lending ebook to a friend

**Digital Millennium Copyright Act (DMCA)** "takedown notice" is there to help you with an unauthorized usage copyright concern. Once you have discovered (and this happens quite often) that content from a copyrighted eBook has been illegally used online, posted on a website, or other variants; as a copyright holder, you can submit a DMCA "takedown notice" to the website service provider demanding the content be removed immediately.

### **Registered ISBN Number**

Essentially, an **International Standard Book Number (ISBN)** is a regulated 10- or 13-digit identification number calculated using a specific mathematical formula and includes a check digit to validate the number, allowing libraries, publishers, and book dealers to locate and identify specific books.

The ISBN identifies critical information such as registrant and the specific title, edition, and format.

It is always the publisher of the book who should apply for the ISBN. For the purposes of ISBN, the publisher is the group, organization, company, or individual who is responsible for initiating the production of a publication. Many self-publishing platforms offer this service. Some of these are auto-generated, and then some you will need to request an ISBN. Here are two links you can utilize, such as Amazon or there are companies like [Bowker](#).

Remember, take "Control" of your content.

Check the box below that best applies to your books and who will manage the **REGISTERED ISBN**.

- I will manage this myself.
- I will hire a qualified company.

### **Book Pricing**

Because Amazon and BN.com provide higher royalties for books priced between \$2.99 and \$9.99, this is a good price range to stay in as an entry-level author. Of course, this may change based on your objectives with writing the book. The most commonly purchased **eBooks** range from \$2.99 to \$3.99, with \$3.99 being the most popular.

Based on the book's objective and how you plan to promote yourself as an author will determine the price point. For example, there are times in which you will want to price your book higher online while utilizing the book on your author website as a free or paid download tool for the eBook. If you offer a print version, the buying funnel model will be similar to the eBook. In some cases, the book is ordered at your workshop, event on your website, and then you or your Team fulfill the order by direct mailing, drop shipping, or utilizing one of the platforms such as Amazon, Barnes & Noble, etc.

Here are some considerations

- Are you trying to sell more books or have more downloads and reviews? Price low
- Are you trying to earn more off the sales of a book? Price high
- Are you giving this book away for free on a website as a download or other method(s)? Typically great for lead generation or to get an appt scheduled. Price high on Amazon and they get it for FREE on your website.

Check the box below that best applies to your books and who will manage the **BOOK PRICING**.

- I will research and manage this myself.
- I will hire a qualified company.

### **Uploading Your Book**

This part may or may not be a bit challenging based on your technical abilities. Uploading your book as an eBook, printable version, and audio book will need to be considered.

[Amazon K.D.P.](#)

[Google Play Books](#)

[Apple Books](#)

[Barnes & Noble Press](#)

Check the box below that best applies to your books and who will manage **UPLOADING YOUR BOOK**.

- I will research and manage this myself.
- I will hire a qualified company.

I intend on using the following type of books to be uploaded.

- eBook
- Printable
- Audio

### **Proof Copy**

Now that you have uploaded you want to review the digital eBook proof copy as well as order a proof copy of your paperback book prior to releasing it. At Rev Marketing – Publishing, we offer this service to assure the book is 100% correct and ready for bulk order and distribution if needed.

Check the box below that best applies to your books and who will manage **PROOF COPY**.

- I will research and manage this myself.
- I will hire a qualified company

### **Maximum Potential Audience**

One of the most important factors is getting seen, and nothing will help you stand out more than your own "Author Website Platform" linked to some of the largest companies and platforms in the world. You may have heard of terms such as SEO, backlinking, S.M.M., etc. This will play a prominent role in creating an Author Roadmap to elevate the level of your book's objectives and success level.

Below are just a few of them that your author website platform (not just a website) should connect with online.

#### **1. Your Author Website Platform**

##### **a) Blog posts**

You need an Author site sooner than later to get seen as an influencer, expert, brand promotion, etc. This platform must have a blog to get seen faster and build an online footprint.

- i. Book content
- ii. Author notes
- iii. Press release
- iv. Online links

**b) Gallery**

- i. digital pieces
- ii. Author photos
- iii. Book covers

**c) Podcasts**

- i. Author podcasts
- ii. Book chapter podcasts
- iii. Author interviews

**2. Amazon's K.D.P.**

Amazon is one of the most powerful search engines on the planet. Unfortunately for many, they will never learn how to leverage this platform for their success. But you will...

- i. Linking
- ii. Social media
- iii. Affiliate marketing
- iv. Reviews

The list goes on, and it is quite large....

**3. Apple Books**

**4. Google Playbooks**

**5. Facebook**

**6. Other Social Media Platforms**

Check the box below that best applies to your book usage to reach the largest audience.

- I have an Author Website platform or plan to get one
- I plan to use the following as I grow as an Author.
  - Your Author Website Platform
  - Amazon's K.D.P.
  - Apple's Pages
  - Google Play Books
  - Facebook
  - Other Social Media Platforms

Write out three strategies or tactics you will utilize for each of the categories that apply.

**Your Author Website Platform**

- 1.
- 2.
- 3.

**Amazon's K.D.P.**

- 1.
- 2.
- 3.

**Apple's Pages**

- 1.
- 2.
- 3.

**Google Play Books**

- 1.
- 2.
- 3.

**Facebook**

- 1.
- 2.
- 3.

**Other Social Media Platforms**

- 1.
- 2.
- 3.

**Getting the Publishing Done:**



Publishing is where a lot of authors get stuck. It's the most technical part of your book, and if it's not done right at best, no one will see it, and at worst, you simply will never get published! We've seen hundreds of authors with a completed manuscript, great title, and perfect idea sit and never get completed. This is where Rev Marketing – Publishing gets the job done. At **RevPublish.com**, you'll see what we are going to do for you to complete all of these steps, so you don't have to learn to be a publisher yourself.



## CHAPTER 5

# Marketing Your Book



Pre-Marketing to Marketing...



Rev Marketing – Publishing created the well-known "**6 Stages Of Author Marketing**" that yield great success for authors worldwide. As seen below, the 6 Stages are designed into two phases utilizing the S.T.A.C.K. and V.I.P. Code published by Rev Marketing – Publishing.

The business secrets are literally built into the S.T.A.C.K.

A real-world **Strategy** that helps implement **Tactical** execution of your author strategy to help you stand out as an **Authority** figure utilizing the correct **Channels** and **Keys** to your success. Please take the time to research and understand how you can leverage multiple marketing channels that will help you stack your success.

The following book, "**STACKING THE SUCCESS**" – Business Secrets, was utilized in creating the strategies and tactics for the "**6 Stages Of Author Marketing**".

## STACKING THE SUCCESS

Business Secrets

There's an old wives tale of business that says if you build it they will come which translates to, if you build your business, that's enough, and clients and customers will come knocking at your door. At face value we can see where the notion is erroneous and can lead to failure, because we know there's more to growing your business than simply that. This book is about stacking your success in business. It assists you with taking away the intimidation, keep you mindfully focused on helping your business grow and doing what it takes to take your business to the next level.

*Stacking The Success* offers "Game Changing" Business Secrets.

If you have been trying to scale your business and are open to new ideas that are proven to yield results this book is for you. The books mission is simply to enhance the business models of fellow entrepreneurs.

*Tracy Lee Thomas*

# STACKING THE SUCCESS

Business Secrets

**S**TRATEGY: Strategic planning is where SUCCESS BEGINS in business and marketing

**T**ACTICAL: Tactical executions allow for a FOCUSED APPROACH to one's strategy.

**A**UTHORITY: In a competitive world you must STAND OUT as an authority in your industry.

**C**HANNELS: Choosing the RIGHT MARKETING channels in your marketplace to enhance growth.

**K**EYS: Monitoring and Measuring success with 3 RESULT ORIENTED based steps.

**E**MPIRE: Building a business that can sustain itself and grow over time.

**S**UCCESS: The ultimate goal of any business endeavor.

### The V.I.P. Code

<b>V</b> ALIDATE: <small>Cultivating social validation and your online presence to BUILD TRUST.</small>	<b>I</b> MPACT: <small>Creating a POSITIVE IMPACT by telling YOUR STORY and the CAUSES you support.</small>	<b>P</b> OTENTIAL: <small>Creating potential revenue streams within a marketplace for FINANCIAL PROFITS.</small>
--	--	---

**TRACY L THOMAS**<sub>Life</sub>

Published by: Rev Marketing 2U, Inc. Publishing

**TRACY L THOMAS**<sub>Life</sub>

Now, let's dive into our #1 selling marketing service for Authors called the 6 Stages Of An Author.

Whether you are searching to have this done for you by Rev Marketing – Publishing or if you are a do it yourself type of Author, here is your road map.

See the sample 6 stages below.



**RevMarketing™**  
PUBLISHING

# 6 STAGES OF Author Marketing

The image displays six sample event posters arranged in a 2x3 grid, each representing a different stage of author marketing. Each poster features a woman or man holding a book, with a 'YOUR BOOK IMAGE HERE' placeholder. The posters include the following details:

- Poster 1 (Top Left):** 'DIGITAL PRE-ORDER BOOK RELEASE New Book Release'. Main Event: Pre-Order Book Release Print & Digital. Date: AVAILABLE ON SEPT 16th 2021 2PM EASTERN.
- Poster 2 (Top Middle):** 'BOOK RELEASE LAUNCH EVENT'. Main Event: Book Signing and Author Q & A. Date: MONDAY 10.18.21 3PM EASTERN.
- Poster 3 (Top Right):** 'Author Interview Event'. Main Event: Virtual Author Interview. Date: MONDAY 11.01.21 3:30PM EASTERN.
- Poster 4 (Bottom Left):** 'BOOK SIGNING EVENT'. Main Event: Virtual Book Signing with Featured Author. Date: THURSDAY September 30th 2021 7pm eastern.
- Poster 5 (Bottom Middle):** 'AUTHOR TALK EVENT'. Main Event: Virtual Author Talk. Date: AUGUST 29th 2021 • 12PM EASTERN.
- Poster 6 (Bottom Right):** 'AUTHOR PODCAST New Book Release'. Main Event: Author Podcast Don't Miss Out!. Date: AUGUST 1ST 2021 3PM EASTERN.

Become An Expert In Your Field As An Author  
**You Will Be An Industry Influencer**

## Phase 1 of the 6 Stages Of Author Marketing:

In this phase, the focus is about building and enhancing the brand while getting seen as the old school term states; "King Of Content" for your specific book objectives.

1. Pre-Order Book Release
2. Book Release Launch
3. Author Interview

We will touch base on each of these later in the chapter and utilize graphics to communicate what this will look like for you more clearly.

Here is a sample of the first three.



## Phase 2 of the 6 Stages Of Author Marketing:

1. Pre-Order Book Release
2. Book Release Launch
3. Author Interview

Once again, we will cover these later in the chapter utilizing graphics and images to allow you to see them live.

As we noted the sample of the first three stages, here is the second set of the 6 stages.

## 6 STAGES OF Author Marketing

Become An Expert In Your Field As An Author  
**You Will Be An  
Industry Influencer**



## 6 Stages Of Author Marketing

We want to drill this into you. Let's say it three times. 6 Stages Of Author Marketing, 6 Stages Of Author Marketing, 6 Stages Of Author Marketing...

### Check the box!

- YES! I will do the 6 Stages Of Author Marketing

Some of our clients do this independently, and others rely on Rev Marketing – Publishing to manage their niche in the industry. Either way, you see the point. Do you remember the movie saying, "if you build it, they will come" from Field of Dreams? Wait, was that actually 1989...

So many people have a vision to build this or that. But they stop right after they have completed because their vision ended there. Authors are in this very same boat; they cannot see what the vision is beyond their manuscript being written. Rev Marketing – Publishing gives authors a hand in creating that vision and, in many cases taking control of that stage for them. We hope this chapter helps you to manage all the stages.

Well, you have been asked to repeat it over and over, and now it's time to write them down.

*Complete The Exercise Below.*

6 Stages \_\_\_\_\_

**Phase I:**

Stage 1:

Stage 2:

Stage 3:

**Phase II:**

Stage 4:

Stage 5:

Stage 6:



Rev Cheat Sheet Below 😊



RevMarketing™  
PUBLISHING

# 6 STAGES OF Author Marketing

Invites You To A...  
**DIGITAL PRE-ORDER BOOK RELEASE**  
New Book Release

**Main Event**  
Pre-Order Book Release  
Print & Digital

Featured Book Author  
**Your Name Here**

**Be The First To Order!**  
PRE-ORDER HERE  
[yourwebsite.com/pre-order](#)

AVAILABLE ON SEPTEMBER 2021  
2PM EASTERN

PLEASE JOIN US!  
For Our NEW

**VIRTUAL BOOK RELEASE LAUNCH**  
EVENT

**Virtual Main Event**  
Book Signing and Author Q & A  
with The Book Author  
**Your Name Here**

Book Release  
Launch RSVP  
25 seats available  
[yourwebsite.com/RSVP](#)

Free Gift  
To The Host 10 to RSVP  
[yourwebsite.com/RSVP](#)

MONDAY  
10.18.21  
3PM EASTERN

Rev Marketing Publishing  
Invites Business Owners To Our...

**VIRTUAL AUTHOR INTERVIEW**  
EVENT

**Main Event**  
Virtual Author Interview  
Featured Book Author  
**Your Name Here**

**Join Us!**  
Grow Your  
Business Today  
RSVP at  
[yourwebsite.com/RSVP](#)

MONDAY  
11.01.21  
2:30PM EASTERN

The Rev Publishing Team  
Is Proud To Host

**VIRTUAL BOOK SIGNING**  
EVENT

**Main Event**  
Virtual Book Signing  
with featured Author  
**Your Name Here**  
Author Website: [yourwebsite.com](#)

RSVP  
25 seats available  
[yourwebsite.com/RSVP](#)

Free Digital Author Photo  
For The Host 10 to RSVP

THURSDAY  
September 30th 2021  
10am Eastern

Rev Publishing Invites You To Our...

**VIRTUAL AUTHOR TALK**  
EVENT

**Main Event**  
Virtual Author Talk  
Featured Book Author  
**Your Name Here**  
Author Website: [yourwebsite.com](#)

RSVP  
25 seats available  
[yourwebsite.com/RSVP](#)

Free Gift  
To The Host 10 to RSVP  
[yourwebsite.com/RSVP](#)

AUGUST 29th, 2021 - 12PM EASTERN

Listen In...  
Join Us On A...

**AUTHOR PODCAST**  
**NEW BOOK RELEASE**

**Main Event**  
Author Podcast  
Don't Miss Out!

Featured Book Author  
**Your Name Here**

**Click Below For Details**  
Register For The Podcast Below  
[yourwebsite.com/pre-order](#)

AUGUST 1ST 2021  
3PM EASTERN

Become An Expert In Your Field As An Author  
**You Will Be An Industry Influencer**

## STAGE 1: PRE-ORDER BOOK RELEASE

Your  
Logo  
Here

RevPublishing  
powered by  
RevMarketing™

AVAILABLE ON  
SEPT 15th 2021  
2PM EASTERN

Invites You To A...

**DIGITAL**  
**PRE-ORDER**  
**BOOK**  
**RELEASE**  
New Book Release

**Main Event**  
Pre-Order Book Release  
Print & Digital

Featured Book Author  
**Your Name Here**

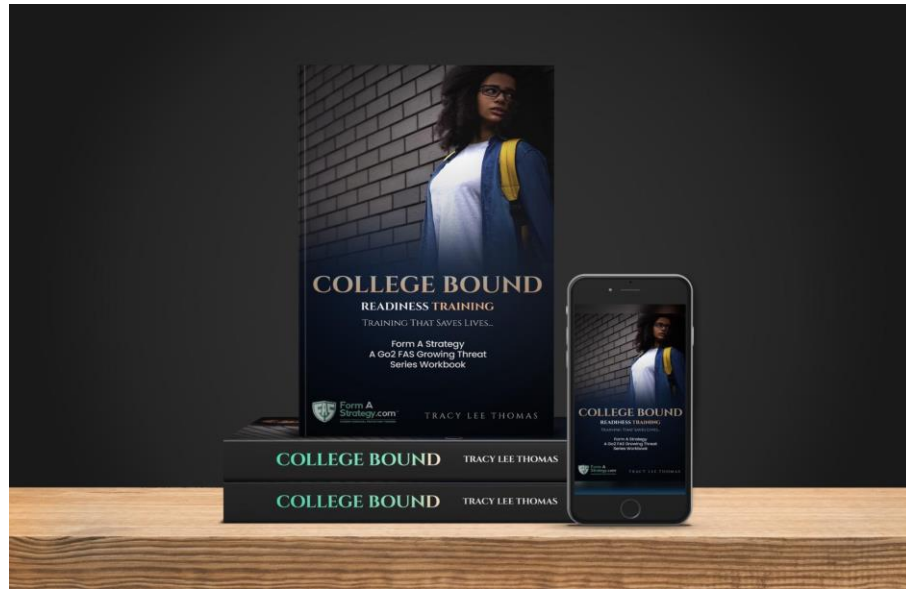
**Be The First  
To Order!**  
PRE-ORDER HERE  
[yourwebsite.com/pre-order](http://yourwebsite.com/pre-order)

This Pre-Order Book Release is managed by  
The Rev Marketing Publishing™ Team.

1. Setup eBook And Print Pricing
2. Schedule Date And Time When Pre-Order Sales Will Go Live
3. Write Press Release
4. Create Pre-Order Form Or Use A Template We Can Provide Free Of Charge  
Note: Most of our Authors utilize our "Author Book Launch" System.
5. Pre-Order Your Digital Pieces
6. Launch Your Author Digital Pieces On Social Media, Local Sites, And Blog
7. Launch Your Book Digital Pieces On Social Media, Local Sites, And Blog
8. Launch Press Release
9. Market your Pre-Order Book Release

We have included several designed pieces below as examples.





Make sure you research design pieces from a marketing point of view that will match Author your objectives. To give you yet another visual aid, we have added a few samples below.



Purchase All 8 of "The Growing Threat Series" and receive one FREE copy of the

# CONFLICT RESOLUTION TRAINING

Tracy Lee Thomas  
Greg Moody, PhD



**Form A Strategy**  
MODERN PERSONAL PROTECTION TRAINING

Digital Piece Created By  
RevMarketing  
Designed by RevMarketing-Publishing Digital Agency



## STAGE 2: BOOK RELEASE LAUNCH

PLEASE JOIN US!  
For Our NEW

MONDAY  
10.18.21  
3PM EASTERN

**VIRTUAL** **BOOK RELEASE LAUNCH** EVENT

Virtual Main Event  
Book Signing and Author Q & A  
With The Book Author  
**Your Name Here**  
Author Website: [yourwebsite.com](#)

**Book Release Launch RSVP:**  
25 slots available  
[yourwebsite.com/RSVP](#)

**Free Gift**  
To The First 10 To RSVP.  
[yourwebsite.com/RSVP](#)

This Virtual Book Release event is hosted by Rev Marketing Publishing™ Team.

Your Logo Here

RevPublishing

### 1. Planning Objectives

Who are you trying to get to attend?  
Have your Q & A's setup

### 2. Scheduling

Setup eBook And Print Book Release Launch Date

### 3. Ordering

Where can they order your book?  
Did you order or create some design pieces?

### 4. Marketing

Unboxing video (emotional)

### 5. The Main Event

Will you offer digital signing on the first one?  
Are you offering Free books to the first 10-20 that RSVP?

Examples of design pieces below that will help give you some ideas.





**EAS Form A Strategy™**  
MODERN PERSONAL PROTECTION TRAINING

# GROWING THREAT WORKBOOKS AND WORKSHOPS SERIES

TRACY LEE THOMAS, AUTHOR

WORKPLACE VIOLENCE  
ANTI-KIDNAPPING  
ACTIVE SHOOTER  
COLLEGE BOUND  
SITUATIONAL  
GUN AND KNIFE  
HOME INVASION  
CARJACKING

Changing Lives

Digital Files Created By  
**RevMarketing**  
DESIGNED BY REVMARKETING PUBLISHING  
DIGITAL MARKETING

## STAGE 3: AUTHOR INTERVIEW EVENT

**Rev Marketing Publishing**  
Invites Business Owners To Our...

**MONDAY  
11.01.21  
3:30PM EASTERN**

**VIRTUAL Author Interview Event**

**Main Event**  
Virtual Author Interview  
Featured Book Author  
**Your Name Here**  
Author Website: [yourwebsite.com](http://yourwebsite.com)

**Join Us!**  
Grow Your  
Business Today

**RSVP at**  
[yourwebsite.com/RSVP](http://yourwebsite.com/RSVP)

This Virtual Author Interview  
event is hosted by  
Rev Marketing Publishing™ Team.

Your  
Logo  
Here

**RevPublishing**  
New Jersey

YOUR BOOK  
IMAGE HERE

### 1. Planning Objectives

Who are you trying to get to attend?

Have your Q & A's setup

### 2. Scheduling

Setup eBook And Print Book Release Launch Date

### 3. Ordering

Where can they order your book?

### 4. Marketing

Unboxing video (emotional)

### 5. The Main Event

Will you offer digital signing on the first one?

Are you offering Free books to the first 10-20 that RSVP?



As you have your pieces designed or design them yourself, please make sure each stage has a series of design pieces for your brand.

**THE GROWING THREAT**  
Workbooks & Workshops Series

**Form A Strategy™**  
MODERN PERSONAL PROTECTION TRAINING

**SITUATIONAL**  
AWARENESS TRAINING  
BECAUSE EVERY SECOND MATTERS.

**WORKPLACE VIOLENCE**  
RESPONSE TRAINING  
WHEN THE SITUATION FORGES DANGER.

**HOME INVASION**  
RESPONSE TRAINING  
Your Response And Strategy Will Make The Difference.

**ANTI-KIDNAPPING AND ABDUCTION TRAINING**  
AND ABDUCTION TRAINING  
BEING PREPARED IS IMPORTANT.

**ACTIVE SHOOTER**  
RESPONSE TRAINING  
SURVIVING THE ENCOUNTER.

**COLLEGE BOUND**  
READINESS TRAINING  
TRAINING THAT SAVED LIVES.

**CARJACKING**  
RESPONSE TRAINING  
AN EFFECTIVE PLAN AND SOLID WATERS.

**GUN AND KNIFE**  
DEFENSE TRAINING  
EFFECTIVELY DISARMING THE ATTACK.

**CONFLICT**  
RESOLUTION TRAINING  
BEFORE IT GETS OUT OF HAND.

Author Tracy Lee Thomas

Digital Pieces Created By  
**RevMarketing™**

Designed by: RevMarketing-Publishing Digital Agency





**Form A  
Strategy™**  
MODERN PERSONAL  
PROTECTION TRAINING

**Rev Marketing Publishing**  
Please Join Us! For Our New

# VIRTUAL

## Book Release Launch Event

**Virtual Main Event**  
Book Signing And  
Author Q & A

With The Book Author  
**TRACY LEE THOMAS**

Author Website:  
[Go2FAS.com/TracyLThomas](http://Go2FAS.com/TracyLThomas)

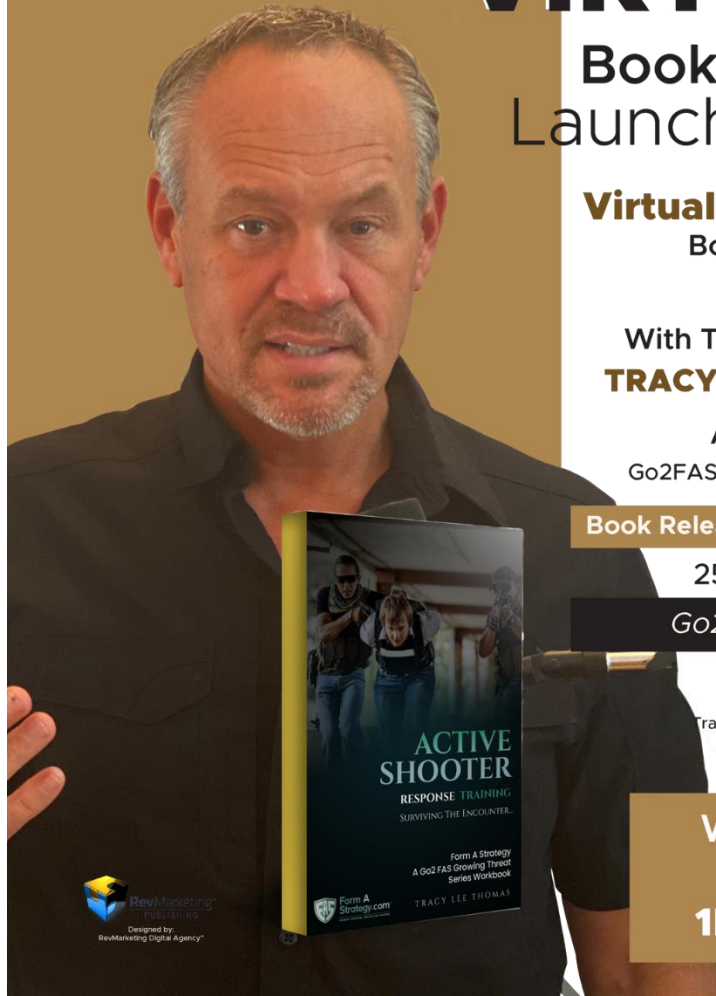
**Book Release Launch RSVP:**

25 Slots Available

[Go2FAS.com/RSVP](http://Go2FAS.com/RSVP)

The Growing Threat Series -  
Workshops and Workbooks  
Training Businesses, Instructors,  
and Community Members  
Around The World.

**Wednesday  
9/8/2021  
1PM Eastern**



RevMarketing  
PUBLISHING  
Designed by:  
RevMarketing Digital Agency™

What ideas are you starting to see for your brand?

Write a few ideas down below.

## STAGE 4: BOOK SIGNING EVENT



The Rev Publishing Team  
Is Proud To Host

**VIRTUAL BOOK SIGNING**  
EVENT

**THURSDAY**  
September 30th, 2021  
2pm eastern

Main Event  
Virtual Book Signing  
with Featured Author  
**Your Name Here**  
Author Website: [yourwebsite.com](#)

RSVP:  
25 slots available  
[yourwebsite.com/RSVP](#)

Free Digital Author Photo  
For The First 10 To RSVP

This Virtual Book Signing event is hosted  
by The Rev Marketing Publishing™ Team.

Your  
Logo  
Here

RevPublishing  
RevMarketing

YOUR BOOK  
IMAGE HERE

The flyer features a smiling man in a suit holding a book. The book cover is blue with the text 'YOUR BOOK IMAGE HERE'. The background is white with a black triangle in the top right corner.

### 1. Planning Objectives

Who are you trying to get to attend?  
Select Topics to discuss.

### 2. Scheduling

Setup Virtual Book Signing Event  
Schedule a time to role-play and practice signing in both print and digital book format.

### 3. Ordering

Where can they order your book?

### 4. Marketing

Unboxing video (emotional)

## 5. The Main Event

Will you offer digital signing on the first one?

Are you offering Free books to the first 10-20 that RSVP?

**REV MARKETING-PUBLISHING**  
Listen in...Join Us On A...

**REV MARKETING-PUBLISHING**  
Invites Business Owners To Our...

**REV MARKETING-PUBLISHING**  
IS PROUD TO HOST

**REV MARKETING-PUBLISHING**  
INVITES YOU TO OUR...

PLEASE JOIN US! FOR OUR NEW

**Rev Marketing-Publishing**  
INVITES YOU TO A... **AVAILABLE ON**  
INSERT DATE HERE

**DIGITAL PRE-ORDER BOOK RELEASE**

FEATURED AUTHOR  
**Tracy Lee Thomas**

**Main Event**  
Pre-Order Book Release  
Print and Digital

**BE THE FIRST TO ORDER**  
Pre-order here  
[Go2FAS.com/Pre-Order](http://Go2FAS.com/Pre-Order)

This Pre-Order Book Release is managed by RevMarketing Publishing Team

Designed by: RevMarketing Digital Agency

**RevMarketing PUBLISHING**

Designed by: RevMarketing Digital Agency

## STAGE 5: VIRTUAL AUTHOR TALK

Rev Publishing Invites You To Our...

**V I R T U A L**  
**AUTHOR TALK**  
AUGUST 29th, 2021 • 12PM EASTERN EVENT

**Main Event**  
Virtual Author Talk

Featured Book Author  
**Your Name Here**  
Author Website: [yourwebsite.com](#)


**RSVP:**  
25 slots available  
[yourwebsite.com/RSVP](#)

**Free Gift**  
To The First 10 To RSVP,  
[yourwebsite.com/RSVP](#)

This Virtual Book Release event is hosted by Rev Marketing Publishing® Team.

Your Logo Here

RevPublishing  
powered by RealMarketing



### 1. Planning Objectives

Who are you trying to get to attend?  
Which pain points are most suitable to discuss?  
Will you have a product or service for sale?

### 2. Scheduling

Setup The Main Author Talk Event

### 3. Ordering

Where can they order your book?

### 4. Marketing

What Type Of Marketing Will You Manage?

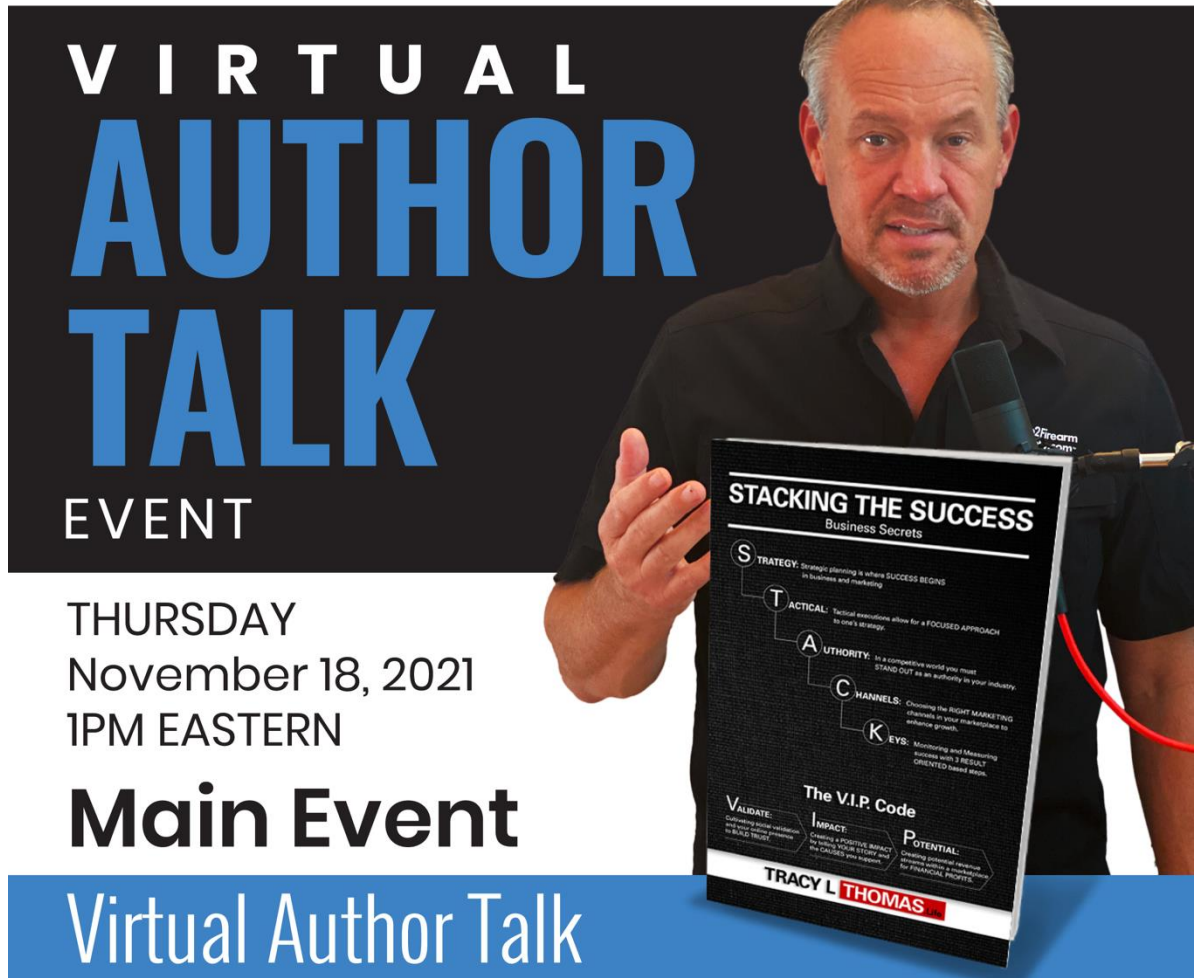
## 5. The Main Event

Will you offer digital signing on the first one?

Are you offering Free books to the first 10-20 that RSVP?

One quick sample here...

**Rev Marketing - Publishing**  
Invites You To Our...



**VIRTUAL  
AUTHOR  
TALK  
EVENT**

**THURSDAY**  
November 18, 2021  
1PM EASTERN

**Main Event**

**Virtual Author Talk**

**STACKING THE SUCCESS**  
Business Secrets

**S**TRATEGY: Strategic planning is where SUCCESS BEGINS in business and marketing.

**T**ACTICAL: Tactical execution allows for a FOCUSED APPROACH to one's strategy.

**A**UTHORITY: In a competitive world you must STAND OUT as an authority in your industry.

**C**HANNELS: Choosing the RIGHT MARKETING channels in your marketplace to enhance growth.

**K**EYS: Monitoring and Measuring success with 3 RESULT ORIENTED based steps.

**The V.I.P. Code**

**VALIDATE:** Cultivating your network and your online presence to BUILD TRUST.

**IMPACT:** Creating a POSITIVE IMPACT by BUILDING STRONG ETHICAL BRANDS and REPUTATION.

**POTENTIAL:** Creating potential and revenue through your digital presence for FINANCIAL PROFIT.

**TRACY L THOMAS**

**RSVP:**  
25 slots available  
[TracyLThomas.Life/RSVP](https://TracyLThomas.Life/RSVP)

**Free Gift**  
To The First 10 To RSVP.  
[TracyLThomas.Life/RSVP](https://TracyLThomas.Life/RSVP)

Featured  
Book Author  
**Tracy Lee Thomas**  
Author Website:  
[TracyLThomas.Life](https://TracyLThomas.Life)



Designed by: Rev Marketing Digital Agency

This Virtual Book Release event is hosted by  
Rev Marketing Publishing® Team.

## STAGE 6: AUTHOR PODCAST

Your  
Logo  
Here

RevPublishing  
powered by  
RevMarketing

AUGUST 1ST 2021  
3PM EASTERN

Listen In...  
Join Us On A...

**AUTHOR PODCAST**  
**New Book Release**

**Main Event**  
**Author Podcast**  
Don't Miss Out!

Featured Book Author  
**Your Name Here**

**Click Below  
For Details**

Register For The Podcast Below  
[yourwebsite.com/pre-order](http://yourwebsite.com/pre-order)

This Pre-Order Book Release is managed by  
The Rev Marketing Publishing\* Team.

### 1. Planning Objectives

Who are you trying to get to attend?  
Select topics and chapters to discuss

### 2. Scheduling

Setup the Podcast Event  
Will you be using Zoom, Webinar Jam, or another service?

### 3. Ordering

Where can they order your book?

### 4. Marketing

How will you market this event? On social media, P.P.C., press releases, digital pieces, etc.?



## 5. The Main Event

Will you be promoting your brand as an Author / Influencer?

Will you get this transcribed into a blog?

Another quick sample of one here...

**REV MARKETING-PUBLISHING**

Listen in...Join Us On A...

**AUTHOR PODCAST**



# New Book Release

**Main Event**  
**Author Podcast**  
Don't Miss Out!

with Featured Book Authors

**TRACY LEE THOMAS &  
GREG MOODY, PH. D.**

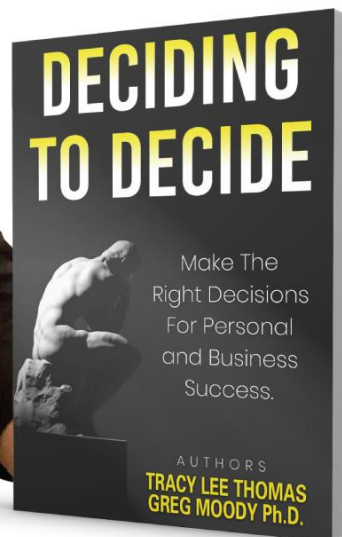
**CLICK BELOW FOR DETAILS**

Register For The Podcast Below

[RevMarketing2U.com/Pre-order](https://RevMarketing2U.com/Pre-order)



**RevMarketing**  
PUBLISHING



This Author Podcast event is hosted by  
Rev Marketing Publishing Team



Designed by: RevMarketing  
Digital Agency

### **If You're Stuck On Marketing...**

After all the work you'll put into getting your book published, **it's got to get seen**. And it's got to get seen with the goal of accomplishing the objectives set in Chapter 1. Professional marketing is how you do that – by this step-by-step process to massively launch and continue to grow your image and brand, so you're maximizing the value of your book. If the steps above are not your forte, Rev Marketing – Publishing can do this all for you or help you with some of the components. Go to **RevPublish.com**, and we'll help with the resources to launch your book!

## CHAPTER 6

# Making BIG Money



### Turning Your Book Into An Income Stream:

We've seen so many authors publish, market, and launch their book but not maximize the possibilities if income generation being an author makes them capable of. This is where coaching and consulting on an ongoing basis or just to get you started will triple, quadruple, or 10x your results. It's hard for anybody to build multiple streams of income on their own – that's what Rev Marketing – Publishing does again and again for our authors.

At **RevPublish.com**, you can set up a time for one of our experts to work with you on the best ways to Making BIG Money with your book!

When looking at the reality of selling your book to earn money vs. becoming an influencer as an Author, the Influencer reaps the financial rewards more often.

Quite often, this segment becomes difficult as it appears to be challenging to calculate or project unknown income. The old saying, "you don't know, what you don't know," applies in this chapter we call "Making Big Money."

Over and over again, we have created Author Roadmaps with our one-of-a-kind roadmap. **The Business Of Becoming An Author, The Rev Roadmap Author Start-Up Kit.** We have seen our Authors grow to 7 figure incomes within their business model. So we want you to realize your potential in Making Big Money as an Author and Influencer.

### In this next exercise...

Please check which of these you could create a business plan for as an Author that provides your product or service as an influencer.

- Know Your Lifetime Client Value
- Estimate Increase In Income Per Client Due To Higher Authority/Status From Book
- Estimate New Clients (per Year) Due To Book
- Kickstarter (or other)
- Speaking
- Seminars
- Coaching
- Ads in back of the book
- Sell space in the book
- They buy, for example
- 100 copies of the book (pre-launch) at \$10/book – half-page ad
- 250 copies – a full-page ad
- 1000 copies – full page and they get to write the foreword
- Add income (/yr) From
- New clients
- High-level referrals
- Businesses

What are your top three that you can see yourself doing?

Let's write them down here.

1.

2.

3.

Next... Pick your top choice to work on.

Write down your top choice below.

My Top Choice:

Do you have an idea (if not, no worries, we can help you) what you would charge or what earnings would look like from your top choice? Take a shot at calculating what that would be and write the number down below.

My projected income is: \$

**OK, what's your *2 Year Income Target* look like?**

As consultants at Rev Marketing – Publishing, both of us love helping others get to their fullest potential. We think you can see we have our niche, which is the Rev Roadmap. Whether you have purchased this book or are reading this as part of the assignment for tomorrow's workshop, we hope the clarity of becoming an Author is beginning to settle in. It's about growing in business to Making BIG Money. There are multiple layers (a system) that are involved with becoming an Author with the dedicated purpose such as this.

Remember the title of this book?

**The Business Of Becoming An Author**

The Rev Roadmap Author Start-Up Kit

The roadmap is about getting a well-written book and becoming an Author while preparing with pre-marketing to create a new band and image, a NEW You. Although this may not be an image consulting service, it creates a high-level image and brand to enhance you and or your business product and service. Are you ready to take on the challenge?



# The 90 Day Challenge Checklist



## The ONLY Way To Make It Happen!

Starting and not finishing

- Studies show only 8% of people complete goals...
- Goals are only written down 3% of the time, but they are 3x more successful
- Do it in 90 Days!
- Make Sure You're at 1-1
- Rev Marketing – Publishing Will Help

## This may be the most important chapter...

90 days may sound like an incredibly short time to write and publish a book, but in fact, taking **longer** than this is counterproductive and can result in your book remaining an idea or partial notes and never becoming a published work.

Some of the big problems most authors – particularly first-time authors – have are

- They continue to write repeatedly on a section to make it "perfect" – there's no such thing.
- They miss the pieces in the previous chapters, so the book is incomplete and not ready for print.
- The purpose of the book is lost over time. When you take years to write a book, the final product is so far removed from your original plan for the book that it's not useful for your objective.
- There's no marketing plan.

Just about all of this is solved with this step-by-step plan with deadlines. That's where the 90 Day Challenge comes in. The culmination of each of the steps in this book is to get your book **written**

**in 90 days and launched to the public (to your target audience) 30 days later.** This isn't an exaggeration or an unreasonable goal. It's happened again and again. The 90 Day challenge can be done in as little as 30 minutes a day, 3-4 days a week. You may finish some goals earlier, and some may be a little later, but this is designed to keep you on track. Let's get your book written now!

Some advice on writing time management as you start the challenge: **Learn to cut out distractions.** When you're writing, texts, email, notifications, Instagram, whatever... These all keep you from being effective. Numerous studies, including a recent study at Stanford (multi-country), documented multitasking lowered writing effectiveness, and some suggest multitasking can impair cognitive ability by as much as 40%!

### **90 Day Challenge – Week 1: The "Why" Of The Book...**

Week 1 is straightforward, and you want to complete it fully before you do anything else. Study this workbook and start writing about the purpose of your book (Chapter 1). The objective here is to determine what your primary objective is, the lists identifying all your likely prospects are and what interests them. It's tempting to begin writing content and start chapters and by all means, if you have notes and portions written, keep that. If you have ideas, jot them down. However, focus now on getting the foundation done.

**Goal:** Clarity of the purpose of your book and your audience.

#### **Week 1 Exercise Author Notes:**

Write down the dates, times, and steps you will take to complete this segment. Don't worry; we aren't going to read this, but please be thorough.

Author Notes:



## **90 Day Challenge – Weeks 2-3: Plan and Execution...**

The next phase is to create a solid outline of your book using what you did in week 1 and the exercises in Chapter 2. What are the chapters? What are the topics in each chapter? What are the questions and answers to the questions for each chapter?

This is going to be a back and forth, iterative process. Do the steps in Chapter 2. Then do them again! Then massage them again in more detail until you get the final chapters, topics, and ideas of content (not all the content yet) that will be in each chapter. You want to end up with enough that the writing stage is a "fill-in-the-blank" writing exercise because it's the most challenging part!

**Goal:** A solid outline of your book with chapters, topics within each chapter, and questions and answers for these topics.

### **Week 2-3 Exercise Author Notes:**

Write down the dates, times, and steps you will take to complete this segment of writing your book. Remember, if you need any help, our Team offers a 1 x FREE consultation.

Author Notes:

## 90 Day Challenge – Weeks 4-7: Draft

Here is the meat of your challenge... writing content. You've actually done what may be the most important part for your objective – that is, first determining your objective and audience (so the book has a purpose) and creating an outline. That defines the book.

**So to get started, here is some advice:** this is where it's imperative to block off time. As we said above, you can do this in 30 minutes a day, 4 days a week, but it's important to look at it as a job. You have to be at the writing job no matter what. Whether you have anything to say, whether you've got some other thing going on, whether you have work around the house. In this phase, writers hold the writing time as sacred, so if you, for example, write from 8-8:30 am, you're writing, or you're sitting staring at the computer. That's it.

You can certainly organize your time however you like and if it works, go for it!

Let's do quick math! If you do this minimum - the average one can write 700 words in an hour (some faster) which equals 1,400 words a week X 4 weeks equals 5,600 words. That's enough for a book! If you want to do more per day or more days, you can finish a longer book too!

**Goal:** The first draft of your book- or the "*Ugly First Draft*" from Chapter 2.

### **Week 4-7 Exercise Author Notes:**

Here we are again. Write down the dates, times, and steps you will take to complete this segment of this 90-day challenge.

Author Notes:

## **90 Day Challenge – Weeks 8-10: Editing**

Now is the time to turn the first draft into the next stage - move things around to complete your "Chainsaw" edit. Then, complete the "Surgical Tool" edit: Fine edit of each chapter, sentence, and Word - read it carefully (this is often where Rev Marketing – Publishing gets called in to do proofreading and editing - our pros can do it faster and more thoroughly than most can do on their own).

The final part of this stage is the "Read It Out Loud" edit. Yes, literally read the book out loud. If it sounds like writing or reads awkwardly, repeat the "Surgical Tool" Edit. Getting a professional proofreader at this point is also very helpful.

**Goal:** A final draft!

### **Week 8-10 Exercise Author Notes:**

Now is the time to be even more accurate. Write down the dates, times and plan for a little help to complete the steps you will take to complete this segment. The help needed is in proofreading.

Author Notes:

## **90 Day Challenge – Week 11: Title and Cover.**

Your objective and work in Weeks 1-3 should determine much of your title and any subtitles. This is the time to go back to Chapter 3 and do all these exercises to finalize your title. Warning - when an author initially decides on a title, it often won't "feel" perfect for a while. That's why the exercises are essential in Chapter 3. When you pick your final title (or what you THINK is your final title), sit with it for a while.

The second part of this is to determine what's going to go on your book cover. Typically this is your author biography (remember your objective - the Bio should reflect the audience you're writing to). Lastly, find the proper imaging is tricky. Look at Chapter 3 for guidance or use one of the professional designers at Rev Marketing – Publishing to get your cover done.

**Goal:** A book title and all written content for cover.

### **Week 11 Exercise Author Notes:**

Write down the dates, times, and steps you will take to complete this segment as you create your title and cover. If you need help, ask.

Author Notes:

## **90 Day Challenge – Week 12: Start The Publishing Process!**

Congratulations! At this point, you have a manuscript written to your personal or business objectives and the title and cover information to go with it. All you need is the next step to get your book published electronically and in print! The most common way people do this is to get a publishing house like Rev Marketing – Publishing to complete these next steps. You can do it on your own if you choose, following the directions in Chapter 4 - Publishing Your Book.

**Goal:** Your book is available online and in print all over!

### **Week 12 Exercise Author Notes:**

Write down the dates, times, and steps you will take to complete the publishing process. This area needs to be detailed and outlined well. Remember, you are building your future, so please hang in there, and you WILL reap the rewards.

Author Notes:

## What's After the 90 Day Challenge?

So you have your book published, and all your friends can buy it on Amazon? Great! That's a step only few have taken... That and a large credit card balance will buy you a cup of coffee at Starbucks! The primary objective is still left to be fulfilled - and that's unique to you - however, it will likely include promotion of **your book**, promotion of **your business or personal objective**, and promotion of **you as an author!**

Chapters 6 (Marketing) and 7 (Making BIG Money) are critical once you get to this stage. Without marketing and working your book's business/personal objectives aggressively, you'll get a small fraction of the huge residual income you can create as an author. As these Chapters state - there are many ways to promote your book, and they have step-by-step systems for doing so.

**Goal:** Wherever you are in your business or life, you can take the 90-day challenge and massively change your life for the better... with a book!

### **Exercise Author Notes:**

In this exercise, we want you to prioritize the steps needed to get seen and building your Author Roadmap.

Author Notes:

### **...A Personal Trainer for An Author:**

Not unlike a goal to lose weight, authors need help to stay disciplined. While the plan above can get any author from beginning to published, it's pretty hard for *anyone* to stay focused by themselves. If you find you're struggling to get this all done in 90 days, let one of our Rev Marketing – Publishing experts help you through the process.

Go to: **RevPublish.com** and you'll find resources you can take advantage of right now and our Team can be by your side for the whole 90-day challenge – we're with you all the way!

# Author Website Platform



**The Author Website is the connection between your book and you as an author to the world...**

**At this point, your book is written and published...** It'd be great if that were all you had to do – if the many people, businesses, and organizations that would benefit from all your efforts would know about it, buy your book, and tell the world about your wisdom as an author. You guessed it – that's not how it works. Darn!

We're going to give you step-by-step strategies to make your book and your new status as an author meet your objectives outlined back in Chapter 1. Right now - this is an excellent time to revisit them. What are the primary reasons you started on this journey? Those are what gets contained in your **Author Website Platform**.

**So what's an Author Website, what's different from a regular website, and why do we call it a "platform"?**

Firstly, a website (if it's a well-executed one a company like Rev Marketing builds) should be designed to meet business objectives such as lead generation, product sales, information or support, sales, or myriad other applications. Just about an infinite number of purposes can be part of the World Wide Web, and it's why the global economy revolves around it. If you run a business, you need to have an excellent objective-driven site that helps you grow your company and get results. It *isn't* to promote you as someone important or with something to say.

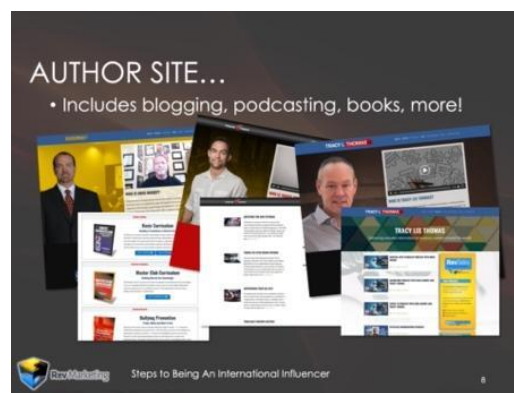
Your Author Website Platform needs to be built, of course, with business objectives in mind but a lot more. In addition, it is built to spread the news about **you** as an author and as an **influencer**. It's your "face," and the message of your book that people, businesses, organizations, and others where want your message heard can see, hear and respond to you. Just be clear about what an

influencer is – we mentioned how rare it is to be an author, *about 20 times rarer than someone with a Ph.D.* – this means people want to listen to you about your area of expertise and more than that. You need your message and opinion everywhere on the internet.

So because we want you literally everywhere, we need to launch you everywhere. That's what we build a **platform** - an Author Website Platform is genuinely a PLATFORM because it needs to be built to *launch* a variety of different kinds of content about you and your book all over. It must have many components, and all of this content will let people, businesses, organizations, **plus** search engines like Google, Yahoo, Bing, and others.

### Components of a Great Author Website Platform...

Some of the Rev Marketing – Publishing Author Website Platforms we've built:



They are all going to have massive content in the base version of the site and multiple ways you can access sales of your book or books (many of our clients have 2-5 books they've published with us). The primary backbone of the sites needs to be *custom-built*. Google (the primary search engine on the internet) ranks low when sites are "cookie-cutter" sites. Many companies replicate all of their sites or copy other sites and "fill in the blanks" to put your info in. They look like new sites, but Google or another search engine will know they are not unique and downgrade them in the background. This is true of do-it-yourself website builders, unfortunately.

### Blog

A blog is a critical feature. It allows you to easily add additional web pages in a "blog" or media section to your site. Blogging (when you write a blog) is easy though it's important that your blog posting meets specific criteria that we train our clients to follow. Some of them are:

- Use relevant keywords for your business objectives (this is a more extended conversation)
- Blog postings should be a bare minimum of at least 300 words – over 1,500 words (depending on what study you look at) is better
- Always use a *relevant* featured image (the image that shows on the blog summary page)



- Tag your blog posts
- Blog post frequently (more is better – don't do less than 1x a month, but weekly is better)
- Repurpose the posts – repost the blog and content on social media and local and relevant sites for your business objectives
- ...and there's a lot more you can do with your blogs - go to **RevPublish.com** for more help

Blogs are a minimal piece of your site to get content out. Search Engines want new and relevant (changing) sites to keep ranking you.

## Podcast

Most of us have used or know about podcasts (OK, if you were born before 1970, maybe not). Podcasts have a lot of the benefits of blogs and allow you to get exposure on other platforms like Apple Podcasts, Google Podcasts, Amazon, Spotify, etc.... The additional benefit is while blogs are important, as mentioned, podcasts are less common, so you'll stand out in your business or personal niche more.



There are a few misconceptions about Podcasts, however:

- 1) you may think they have to be produced by big professional companies or require a lot of money or time or...
- 2) believe they are easy to do BUT don't realize they have to be hosted from YOUR platform (i.e., your website)

Both of these misconceptions will prevent you from getting a lot out of podcasting! First, they're straightforward to do and don't require any more equipment than your cell phone. You can get great microphones, camera, and lighting if you desire, but it's not necessary. You don't have to bring in celebrity guests – in fact, now that you're an author, you can talk about your book! We do fantastic author events you'll see in the upcoming chapters that are great for your podcast too!

Secondly, another problem we see is people hosting podcasts on "podcast platforms." These are great if your goal is to **only** be a podcasts superstar like Joe Rogan or the "Armchair Expert" guy...

but that's probably not your idea. You need your podcast hosted from your Author Website Platform, and that gets launched to all these other (Apple Podcasts, Google Podcasts, Amazon, Spotify, etc.) places on the internet. In addition, you can share from *your website* to all other social media, building your ranking, image, and...**influence** (see how that works)

## **Selling YOU**

Your book sales are typically not the primary objective you determined in Chapter 1... Your Author Influence Platform needs to sell **you!** There are many ways it can do this

- Driving business and traffic to your other businesses
- Speaking engagements
- Consulting 1-1
- Corporate coaching
- Business development
- ...and more

There's no limit to what can be accomplished - this would be customized based on a review of the specific business objectives.

## **Reviews and Feedback**

Expanding your influence is based on reputation, and this is dependent on **social proof**. **Social proof** is a psychological and **social** phenomenon wherein people copy the actions of others or believe what others say or write. Robert Cialdini coined the term in his 1984 book *Influence* (another great book to read). In this case, Social proof is a fancy term for **testimonials and reviews**.

A great Author Website Platform will have a feature for reviewing you, your services, and your book. It is also important that you *moderate it* (i.e., approve the reviews and keep the "5-star" ones). Therefore if someone writes something negative – this could be a competitor or just someone with an "axe to grind," you don't have to make it part of your site. For positive reviews, you can then ask the reviewers to additionally post your reviews on other social media platforms like Google My Business, Facebook, Yelp, etc. It should also allow you to manually add reviews that you have gotten in the past along with photos and names (using full names with permission is always best).

It's important that your website be the "central" clearinghouse for your reviews rather than have your past clients search throughout the internet to find you. Use your Author Website Platform for social proof!

## **Conclusion**

Get this next step done! Having an Author Website Platform is how you connect your book, yourself, and your **influence** to the world. This is how your business objectives established way back in Chapter 1 get accomplished!

### **...Professional Done-For-You vs. D.I.Y.:**

In this section, we outlined the steps to take and the reasons why you need an author website. Not just to promote your book but to grow yourself as a brand and to grow your business. This may be one of the most important things you can learn in this entire book. It's possible to "Do-It-Yourself," and in fact, there are literally hundreds of sites and companies encouraging you to do so. That's the problem. It looks easy and straightforward, but if you want to be a professional, let professionals (like Rev Marketing – Publishing – or a top-notch company) do this part for you. If you want to see what it takes, go to **RevPublish.com**, and we'll help you at least get started or do it all for you! Don't forget to make sure your Author site and business website platform are connected.



## CHAPTER 9

# The Synergy Of Your Next Book



...and you thought you were done building your name, brand, or business. The next step is critical and let me tell you why.

Less than 2% of the world's population has a doctorate.

According to the U.S. Census Bureau, only 1.2% of the U.S. population has a Ph.D.

This makes having a **Ph.D. VERY RARE.**

This "**Rarity**" helps those with a Ph.D. earn higher wages, a higher level of acceptance and notoriety, and ultimately be more sought after in their industry and profession.

### **What is RARER than a Ph.D.?**

#### **Becoming An Author!**

You might be asking why many authors don't seem to sell a great deal of books, but they are sought after in various industries. Well, the answer is they have become an Author for the purpose of advancing their image, get seen more often as a leader or Influencer, brand, business model, earnings, etc.

#### **Pollsters report more than 80% of Americans want to be an Author.**

What this means to Authors is that buyers or prospective clientele tend to utilize services from Authors, and those that offered more or created a niche series of books tend to see success at a much higher level.

#### **Creating Your Niche With a Series Of Books**

Below are a few examples of design pieces to give you some ideas. In this case, the series addresses multiple pain points for community members, businesses, educational facilities, and instructors that teach self-defense. We wanted to give you some of these ideas and visualize how you can turn your talent and dreams into reality.

We can provide you many more examples but let's review a business model below. Think of your "series" as categories or break them down into subcategory pain points that you can help others. Over the years, both of us have consulted with business owners to help them succeed and drive their company forward. As Authors are books, objectives hit the target as we grow one company after another year after year. Now, we are giving some of it away for free in this chapter; let's begin...

The following are examples we have consulted with on building their business.

**Example #1:**

Lawn Maintenance and Landscaping business model.

In this series, the Lawn Maintenance and Landscaping business model, they managed four key categories.

1. **Scheduled Lawn Maintenance**  
Save Money With A Maintenance Checklist...
2. **The Secret To Landscaping**  
Top 5 Secrets That Are Inexpensive...
3. **Do It Yourself Irrigation**  
The Perfect Amount Of Water...
4. **Colors Throughout The Seasons**  
Easy Step-By-Step Planting...

Community members were marketed to visit their website in which they could do the following on the platform;

1. Free download of the individual books. Maximum of two free eBooks.
2. Schedule a FREE onsite consultation under any one of the four categories, which comes with one free book.
3. Register online for a paid 4-hour course held in the winter months.
4. Enroll in any service and receive the entire book series.

Let's go through these now from a business perspective. **The Business Of Becoming An Author**, The Rev Roadmap Author Start-Up Kit isn't just about becoming an Author; it's how to become an influencer that raises revenue.

With #1 above, the free download was set up to gather leads to grow the level of clientele. The second one was all about scheduling a free consultation and freehand delivery of the book where they could give a quote on services needed. The third one was for their slower and colder month seasons. The workshops brought in a new revenue stream gathered more leads, and enrolled homeowners on annual agreements. The fourth one had their services and prices listed out, and homeowners and businesses could enroll, pay and schedule the needed service by the click of a button on the website. They became an influencer and one within the community that everyone turned to in time of need.

A true success story about a man and his mower owning multiple trucks, trailers, zero-turn mowers, spraying rigs, etc. The community saw them as authentic influencers and "the leader" in their industry within their community.

Now, we can talk about attorneys, medical professionals, and other higher-paying industries becoming influencers all day long. However, there is a big misconception for many entrepreneurs and small business owners as to the level of business one can obtain. You can do this at any level of business or even with a startup business. Becoming an influencer and developing a road map is a big game-changer within your business model.

Now we will take you through our next example. A success story that is one of our own and one we are quite proud of at F.A.S. (Form A Strategy).

**Example #2:**

Personal and business defense business model.

In this series of training and Authored books, we focused on the ever-growing threat across the country and broke them down into multiple categories.

- 1. Situational Awareness Course**
- 2. Workplace Violence**
- 3. Active Shooter Response Strategies**
- 4. College Bound Readiness Strategies**
- 5. Home Invasion Response Strategies**
- 6. Carjacking Response Strategies**
- 7. Anti-Abduction and Kidnapping Response Strategies**
- 8. Gun & Knife Defense Response Strategies**
- 9. Surviving Civil Unrest**
- 10. Firearms Training**

Below we have added multiple design pieces so you can get a visual grip on the understanding of what your series would you like and how you can market your next books or series of books.

Now let us take the time to show a bit of our business model. These courses are listed on the FormAStrategy.com website, and books are available.

These books are utilized in workshops at:

- Universities and other educational facilities
- Small businesses
- Malls
- Banks and credit unions
- Casinos
- Community centers
- Martial Art schools
- Defense instructors
- Outdoor and indoor shooting ranges

As Authors, we knew the Rev Roadmap was a perfect fit to launch the series. **The Business Of Becoming An Author**, The Rev Roadmap Author Start-Up Kit book was a great test model as both were getting to launch simultaneously.

The marketing pieces and timed release of the six stages of an Author were a hit. In stage 1, the Pre-Order Book Release, we already had leads, and a university had now entered into the contract negotiating stage we call the discovery phase. The "College Bound Readiness" Growing Threat Series was perfect for them, and this will now be an ongoing project year after year. As you can imagine, the R.O.I. was extraordinarily high, and our company and Authors were seen as real-world influencers, industry experts. Now, we aren't just two Authors with a faux product or service; we are two 8<sup>th</sup> degree black belt Master Instructors who have run some of the nation's top martial arts schools. As Authors, we can educate, promote, influence, and offer our experience (a real niche) to others in need of our services. Our deliverables in this scenario are managed via Form A Strategy.

Enough about the success with what we have done. We want to share a few good examples or proven D.P.'s (Digital Pieces) that work well as a marketing tool and step-by-step business model.



# THE GROWING THREAT

Workbooks & Workshops Series



**Form A Strategy™**  
MODERN PERSONAL  
PROTECTION TRAINING



Digital Pieces Created By  
**RevMarketing**

Designed by: RevMarketing-Publishing Digital Agency

**Author**  
**TRACY LEE THOMAS**

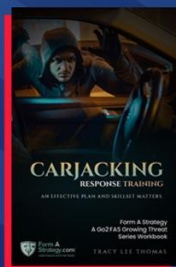
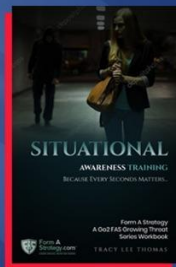
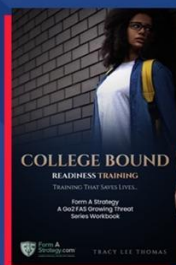
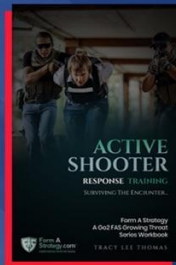
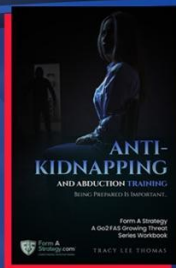


**Form A Strategy™**

MODERN PERSONAL PROTECTION TRAINING

# GROWING THREAT WORKBOOKS AND WORKSHOPS SERIES

TRACY LEE THOMAS, AUTHOR



Changing Lives



Digital Pieces Created By  
**RevMarketing™**

DESIGNED BY:  
REVMARKETING-PUBLISHING  
DIGITAL AGENCY



### **Synergy Is...**

Go to [RevPublish.com](http://RevPublish.com) and find out!

How about we take a little time to play around with our creative side by doing this next exercise.

Write down what you think might be a good idea for your next book title below.

Sample Book Title Name:

If you were to create a "Series" of books, training, workshops, etc., what would be your vision for that series?

Write some notes below to keep the creativity running in your mind.

Sample Name Of A Book Series And Notes:

Great, could your next book be the beginning of a new series? Would your series (or any other name you want to give them) cover and address multiple topics or pain points for your clientele?



# Author Resources



## **Get All The Resources in One Place:**

OK, we admit it – it's a LOT to do your book right, so Rev Marketing – Publishing has created a special page with all the resources you need and links on how to get them. Go to **RevPublish.com**, and you'll have everything you need and some incredible bonuses as well.

In this chapter, we will share with you a few resources that will help you out a bit.

## **Writing and Formatting Tools:**

Writing software is a tool that should be something that makes the whole writing process easier, providing you with a simplistic writing environment and even helping you organize sections sequentially as you write your manuscript.

### Microsoft Word

Simply put, it is easy and great for new writers or one-book authors. It's easy to utilize, and just about every software accepts it.

### Evernote

When it comes to writing, there are some very prominent writers who have utilized Evernote to write their entire manuscript.

### Google Docs

Whether you are a first-time writer or a well-experienced one, Google Docs can be a useful tool with regard to writing and collaborating on your manuscript.

### Dragon Naturally Speaking

Many Authors utilize the Dragon to write segments and, in some cases, their entire book via this system. Superfast accurate speech recognition, dictation, and transcription.

### Dabble

Dabble organizes your manuscript, story notes, and plot. Dabble simplifies the story, leaving more room in your brain to create, which is what being a writer is really about.

### Scrivener

Typewriter. Ring-binder. Scrapbook. Scrivener combines everything you need to craft your first draft, from nascent notion to final full stop

### Livingwriter

Start your book, plot your book, write your book, organize your book, and export it for publishing all in one place.

### **Spell Check and Grammar:**

Well, you may have already written your book and want to utilize a tool to check the tone of your writing, the grammar, and quite a bit more support.

Have you checked out the full version of Grammarly? If not, you may want to give them a try or feel free to try others such as;

1. ProWritingAid
2. Slick Write
3. Sapling
4. WhiteSmoke
5. Hemingway App
6. Reverso
7. Ginger
8. SentenceCheckup
9. PaperRater
10. LanguageTool

### **Virtual Author Book Signing**

<https://www.authorgraph.com> is great for ebook signing, and there are many options where you can virtually sign and mail a copy of your book while on your virtual author book signing event.

As Authors ourselves, we understand that this list alone can be very overwhelming. As a matter of fact, we could write an entire series of books just on this chapter alone. We genuinely hope you find this short chapter and its tools useful, though.

We understand all too well that you have a marketable niche and that to get you, your brand and your business is seen as an influencer, you must be able to launch your book or series of books for even a great market share.

Some of this is technical, and we are here to help with our FREE Rev Roadmap Author Startup 20-minute consultation. We genuinely want to help guide you in the correct direction to obtain your goals and objectives as an author. Over the years, we have trained, taught, and guided thousands of students just like you. Go to **RevPublish.com** and find out more!

**The Business Of Becoming An Author**  
The Rev Roadmap Author Start-Up Kit  
Our Free Resources Are All On One Page.  
RevMarketing.com/Author

**Take The 90 Day Challenge And Start Today.**

Free Resources at...



Visit...

**RevPublish.com**

And Schedule Your First FREE Consultation.

**Week 1:** The "Why" Of The Book

**Weeks 2-3:** Plan and Execution

**Weeks 4-7:** Draft

**Weeks 8-10:** Editing

**Week 11:** Title and Cover

**Week 12:** Start The Publishing Process