

BEST-SELLER
STATUS™

MICHAEL D. BUTLER

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BEST-SELLER STATUS™

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Becoming a **BEST-SELLING AUTHOR** in the Digital Age

Having published dozens of best-selling books for his clients over the years—including three books that garnered movie deals—best-selling author and publisher Michael D. Butler shares the secrets to becoming a best-selling author in his new book, **BEST-SELLER STATUS™** *Becoming a Best-Selling*



Author in the Digital Age. Butler takes readers on a mind-blowing historical journey, with a guided virtual tour and insider's look at the publishing industry, from the birth of the printing press to the invention of the Kindle. **BEST-SELLER STATUS™** makes some bold predictions about the future of the publishing industry and how every author can benefit.

MICHAEL D. BUTLER, Best-Selling Author, Publisher and Book Launch Expert™

You want to be a best-selling author, right? Just the name sounds great, doesn't it? Of course, being able to call yourself a best-selling author and put that on your Facebook bio, business card, or LinkedIn profile is certain to impress colleagues, friends, and family. For many, it's much more than that; it's not just having the title of best-selling author. It's about being able to charge more for coaching, consulting, and speaking, as well as being able to get more speaking gigs, more radio and TV interviews, and being seen as an expert in their field.

A best-selling book's ability to establish your credibility is invaluable, and, in the post-Borders Bookstore age, there are more best-selling authors than ever. You could be next!

What others are saying about....

BEST-SELLER STATUS™

"I just wanted to be an author. I had no idea I could go best-seller, but it feels great and has opened up so many doors."

Melodieann Whiteley

"Michael and his team dramatically helps authors increase book sales and are one of the top leaders of this industry."

Brian Tracy, Business Expert

"I'm referring authors to you, because I know you will take good care of them."

Jim Stovall, Founder of the Emmy-Award Winning Narrative Television Network, 20 million books sold, and named "one of the most outstanding men of our era" by Steve Forbes

"Getting a movie deal was more than I could have ever dreamed! Thank you!"

Pamala Kennedy, More Than Rice-Human Trafficking

"THANK YOU all from the bottom of my heart for helping "Dorm Room To Millionaire" hit #1 BEST SELLER in business and in money categories!"

Alex Morton, Dorm Room to Millionaire

"I wish I had known about you two years ago! Our numbers are way up!"

Dr. Eve Agee "The number are up – yeah!" Arielle Ford, Author, Speaker, Publicist

"It was a pleasure working with you and your team. Thanks for getting my book to #1."

Dave Ferguson, Author of *Boss or Leader*

"I highly recommend Best-Seller Status™ to authors... it's like working with a trusted friend."

Melinda Cooper, *Living the Dream Magazine*

"There are many self-proclaimed gurus out there, but Michael is the real deal!"

Glenn Sparks, former Dallas Cowboy

*"Thank you for making my book, *Sexy Equals Yoga*, #1! I couldn't have done it without your team!"*

Ranee Reese

*"I can't say enough about M3 New Media and Beyond Publishing and what they did for me to get my book, *Pineville Heist*, as a #1 best-selling thriller on Amazon. I have had 40,000 downloads and gained 60,000 Twitter followers, and I owe almost all of that to Michael D. Butler's team at M3 New Media. Check them out!"*

Lee Chambers, Canadian Film Director and Author

*Lee Chambers has managed to score a major coup by signing Twilight movie star Booboo Stewart—who plays Seth Clearwater—to take on the lead role of the movie version of his indie thriller, *The Pineville Heist*.*

"Working with Michael Butler and his team was a great experience. He took the time to explain the process to me and he encouraged me to grow in so many areas of my writing. A great first experience and I went #1 the first day! Thank you!"

Author Cherie Shields, *The Fingerprint Series*

"There is no traffic on the extra mile. That is where Beyond Publishing lives. They go above and beyond for their authors. I'm happy to be one!"

John-Leslie Brown Author, *The HARVARD Effect*

"Michael, I enjoy working with you. You are a dedicated, multi-talented, publishing wizard and a great person."

Max Noble, Copenhagen, Denmark Author *FIRST IMPRESSIONS*

Working with Beyond Publishing was amazing. I had lot's of questions and they took the time to show me the process. I didn't know there were so many moving parts to publishing a print, E-Book and hard cover book and taking it to best-seller. But they not only did this they got me tons of exposure and I'm excited that my first book is available everywhere. Check them out if you are wanting to publish your book!

John Humphreys, Author *BE AMAZING & The World's Youngest Motivation Speaker*

"What a great pleasure working with Michael Butler. He's one of the most professional enthusiastic caring individuals I've ever worked with from start to finish. He did an amazing great job on every aspect of the book pre-sale and taking us to #1. I would recommend this company if you have a book to be published."

Alan Asp, Author *MY JEWISH JOURNEY*

"My sister and I just coauthored our first book with Beyond Publishing Global. We had never written a book before, so we did not know what to expect. The experience has been more than fantastic! Through the guidance of Beyond Publishing, our book turned out exactly how we wanted it to look! It is an adorable, colorful and very informative guide to change. The perfect gift for yourself or to give to someone else. Oh, did I mention that Beyond Publishing helped direct us to navigate the course to becoming Amazon Best Selling Authors? Well, they did! Our first book writing experience has been 5 stars! We can not wait until we write our next!"

Lisa King and Lauren Daniels, Authors *TINY LIFE CHANGES*

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INTRODUCTION

Get ready and buckle up you are in for a ride! In **Best-Seller Status™**, I will take you on a mind-blowing historical journey, as well as provide you with an insider's look into today's publishing industry. We will start from the birth of the printing press, to the Internet, and take a look into the future. I will make some bold predictions about the future of the publishing industry and explain how every author can benefit.

In **Best-Seller Status™ Becoming a Best-Selling Author in the Digital Age**, you will learn:

1. How to build your audience as you write your manuscript, before your book is even published.
2. How to build an engaged and active social media following that will help you launch your book.
3. Insider PR secrets on how to go Best-Seller in your first week.

This book is filled with practical tips that will help the new and veteran author alike, whether they are self-publishing or working with a traditional publisher.

In this book, I will show you the shortest distance from point A to point B when it comes to writing your book, publishing it, and achieving Best-Seller™ status in the Digital Age.

Since you want to create **Best Seller Status™** for yourself or your clients, you'll want to pay close attention—don't miss a single thing I'm about to tell you.

The sad truth is that most new authors never do become best-sellers. In fact, too many new authors end up with a garage full of books they can't sell, because they listened to a sales rep at a "publishing company," maxed out their credit card in the belief that they were going to become a best-selling author, and were greatly disappointed when they only sold a few hundred books. **This does not have to be you.**

In this book, I will show you the shortest distance from point A to point B when it comes to writing your book, publishing it, and achieving **Best-Seller Status™** in the Digital Age. You will be taken on a relational journey, in which I introduce you to the people and book reviewers you need to be connected with on social media, in order to leverage **Best-Seller Status™**. I will be your tour guide on this journey, and I will make sure that your message, your story, and your book are properly introduced, noticed, and talked about 12 to 24 months prior to your book launch. Most importantly, I will help you avoid the shark-infested waters that have prematurely ended the writing career of many a new author.

Since you want to create **Best-Seller Status™** for yourself or your clients, you'll want to pay close attention, so you don't miss a single thing I'm about to tell you. You don't want to be among the 90 percent of self-published authors who never sell more than 500 books—you want to be among the top ten percent who achieve tremendous success!

The Life Cycle of Best-Seller Status™ and the Life Cycle of Your Book

What I've Learned and Why I'm Sharing It

I'm about to share with you some practical wisdom that I've learned over the years as I've seen the industry change. Technology has irrevocably changed the publishing industry, but it is more than just technology that has changed.

I will show you how readers have changed the way they consume books and how you can be ready for the next wave of book consumption and information technology syndication as an author. I will teach you how to be on the front end of trends, so you, as the author and expert, can benefit the most.

As a book publisher, I share insider information on how to become a best-seller in your area of expertise, get the credibility you deserve, optimize the life cycle of your book, keep it peaking longer, and begin charging more for coaching, speaking, consulting, and put you in a better position to negotiate your next pay raise, promotion, or better leverage your way into the coveted inner circle as a principal owner in a start-up with stock options.

As a book publisher, I got sick and tired of my industry keeping authors in the dark about where publishing is headed and how new authors can cash

According to Bowker, fewer than 90 percent of self-published authors ever sell more than 500 books!

in. So, in this book, I bare all; I pull the curtain back on the secrets, so you can replicate the process that has made the authors I work with successes.



Your Story Will Change Lives!

For many of us, writing our book is a lifelong goal. Once we complete that first book, something amazing happens. The experience of taking a book from concept to publication is so exhilarating that we want to write another and another and another!

What started out as a dream is now the first in a series of multiple best-selling books! Like the teacher who teaches students to see the “light bulb” turn on when a child understands something new for the first time, there is something magical and highly euphoric about a reader who sends you an email to thank you for sharing your story!

Writing Your Story to Change the World

I believe that, as an author, you were uniquely designed with a divine blueprint of who you are and what your core life message to share with the world is. You have an assignment, and it supersedes any natural ability or skill you have. As authors, we are conduits of divine blessings, or at least we can be. Some authors choose to entertain, educate, motivate, or inspire. That calling can only be communicated when it is recognized and called out.

Like a woman carrying a baby for nine months, preparing for her child’s entry

into the human race, much preparation goes into preparing your baby—your book—for entry into the marketplace. By taking the proper steps to prepare, you will be able to deliver your life’s message to inspire, educate, and motivate readers to take life-changing action.

We are not writing on an inspired level like the Bible here, but we are sharing inspiration, information, and motivation. As the messengers, authors are able to answer our Creator’s highest calling—encouraging the discouraged with our writing and using it to offer hope and help to someone who needs a hand up.

Whether you are writing about relationships, healthy living, retiring wealthy, losing weight, how to improve your golf game, or entertaining us with fiction, suspense, action and adventure, you *must* give it your all. As an author, the impact that you can make in people’s lives is immeasurable.

Just as it takes some hard years of sweat, patience, and love to raise successful children, it takes 12 to 36 months to create the infrastructure

In the pre-Internet days of book publishing, we’d say that if we could get 3,000 of your books out into the world with 3,000 people reading it and talking about it and asking bookstores to stock it, it might be possible to take you to best-seller.

for a book to go viral and achieve **Best-Seller Status™**.

The Internet totally turned that model upside-down, and, now, we are back on our feet, about to run! Now let's go get you that Best-Seller Status™!

The 11-Year-Old Author Who Changed the World

The author was 11 years old. So was the reader. His book was about imagine the possibilities and looking past limitations. The picture of a red sailboat on a blue ocean under an open sky was the image that is stuck in the reader's memory bank to this day. The reader, an 11-year-old boy who stuttered, was often put down, made fun of, and even mocked for his stuttering was inspired by the words of his 11-year-old counterpart on the other side of the book with the pen in his hand.

As he lay in the grassy cow pasture on his parents' farm in Oklahoma, he looked up at the sky and imagined what it would be like to be the pilot of the jetliner that just past overhead. That summer, like many before, would mean hours of free time on the family farm, playing baseball, and going to the library to check out dozens of books at a time. This 11-year-old reader was inspired by the ideas he read from a fellow 11-year-old. The reader, himself, would later grow up to become a writer and a book publisher. I know, because that 11-year-old on the farm was me. He changed my life, and he's never even met me, but he helped show me that ANYTHING is possible and NOW is the time to get started! And I say that to you, as well!

I don't remember his name, nor the name of the book, but I can't get the cover out of my brain. I'm sure that, someday, I will meet the author who

inspired me at a book expo, bookstore, or tradeshow. If you meet him first, please tell him I'm looking for him—I want to say “thank you!”

As a new author, you may be asking yourself how to be successful in the Digital Age of publishing. All of the rules are being redefined, and keeping up with the ever-evolving publishing industry is vital to your success as an author.

The History of Publishing

As humans, we have always loved telling stories. Oral traditions were stories passed down from generation to generation, and hieroglyphics and cave paintings told stories of history and ancestry.

In 1440, when Guttenberg invented the printing press, The King James Bible was the first book to roll-off of the press, allowing the common man and woman to have the scriptures in their own language. Moveable type and the printing press were the first wave of technology that allowed mass production of books, which, up until then, had to be copied by hand. The career of the “scribe” abruptly ended, but an entire new generation of authors and publishers were born at that very moment! Now it's your turn—let's go!

Guttenberg's introduction of the Printing Press to Europe sparked the departure from the Dark Ages into the Renaissance, empowering mankind to take charge of their life again, rather than be controlled by manipulative clergy and politicians. When I was in the Library of Congress in Washington, D.C., I saw one of the original Bibles from the Guttenberg Press on display.

As a lifelong book-lover, I was in awe—it is truly something amazing to see.

If the Printing Press Brought us out of the Dark Ages, what will the Internet do?

The Internet was the catalyst to bring about global information-sharing and allowed new industries, like the tech, software, and hardware industries to blossom in Silicon Valley, Boston, Austin, L.A., and New York. In these cities, new startups that make our lives better and their shareholders wealthy are being created every day. With over one million new ISBN issued each year in the United States, alone, it's easy for a new author and new book to get lost in the sea of that floods the market via Amazon and other online platforms each year. The upside of the Internet is that *now*, you can finally share your book with just about everyone in the world.... that is, if you can find them!

The Internet Killed the Publishing Industry

Once upon a time, people went to bookstores to buy books. Then, the Internet happened, and the rest is history! Now, people buy books online. People date online, shop online, get married online, eat dinner online, order airline tickets, and book Uber rides online. We do *everything online*.

The Internet didn't really kill the publishing industry, it just helped it reinvent itself. Pizza delivery didn't kill Italian food, it just added a distribution channel. Smart authors educate themselves on how to capitalize on and monetize that shift.

Technology always has a way of burying the past in irrelevance, and the

Internet was no different. Try as it might, the Internet did not kill the publishing industry: the industry morphed, expanded, and resurrected itself into something mighty, powerful, and autonomous. Now, every consumer is a publisher. Are you ready to learn how to profit from this shift?

How did the Internet Kill the Publishing Industry?

As an author, if you've ever thought or said, "If I could just get my book in the bookstore, I know it would sell, right?"

The shocking fact is this: even if you *could* get your book into the bookstore, it probably would not sell. In fact, the brick-and-mortar bookstore can be the *worst* place to sell your book—your buyer has moved!

The year 2011 was the year the Internet *killed* the publishing industry as we knew it. That is the year that Amazon announced to the world that, for the first time, E-books had outsold traditional print books. The same Internet that *killed* the publishing industry also created a renaissance for new authors. That same year, Amazon announced that, out of its top

In the old world of publishing pre-Internet, we said, "If we can get 3,000 people reading and talking about it, we can get to best-seller." The Internet has changed all of that.

*Michael D.
Butler*

100 E-books that year, 27 were self-published. We are on the verge of a massive shift in publishing, and you, the author, can benefit and prosper greatly from this new distribution model. *In the coming pages I show YOU* how to position yourself correctly to take advantage of this historic global shift.

WikiLeaks Has Redefined Publishing

Truth will always find a way to be heard. Messengers can be punished, but truth will never be silenced. Like water, it is required by the human heart to survive. As a society, we have quickly moved from the Information Age into the Relational Age. Now, we are in the instant age of instant everything. If WikiLeaks has taught us anything, it is that there are no more secrets in the Relational Age. But true success knows that wisdom is more than just a collection of random facts; it is being able to apply the information that is readily available and being able to connect with the right people and help them profit from it quickly.

Why is it Harder to Achieve Best-Seller Status™ in the Internet Age?

Over one million new books are issued ISBN numbers in America each year and that represents at least 500,000 new authors. Of those, 60 percent are self-published authors. And there are many more published *without* an ISBN (International Standard Book Number), meaning that there are even more books that are not included in these figures.

According to Bowker book research, 85 percent of Americans say that they

want to publish a book in their lifetime. With so many new authors writing books every year, the amount of noise in the publishing world has made it harder for a new author to get noticed.

In the midst of the noise, authors who correctly build an online presence and properly use social media are becoming best-sellers, landing movie deals, getting media coverage, selling more books, not to mention charging more for coaching, consulting, and speaking.

Why is it Easier to Become a Best-Selling Author in the Internet Age?

When I was a child going to the library, I had the Dewey Decimal System memorized. Today's kids have no clue what the Dewey Decimal System is, nor do they need to: they have Google, and they find a book on any topic at any time and instantly access it on their smartphone.

In my lifetime, books have radically changed, and they will continue to change. Sales from E-books sales doubled in 2017 yet print books have outsold E-books 3 of the last 4 quarters according to Nielsen.

While authors relied on publishers to find readers in the past, the authors of today are not bound to the old model, in which they had very little say in how their book was changed and marketed. Now, the options are endless, and much of that has to do with social media and other forms of new media. Now, an author can reach their own audience with the click of a button; and not just with the written word. As an effective author, you want to syndicate your content, not just on the page but also into the microphone, on video

platforms, and other media. Don't be limited in your thinking—it will cost you customers and dollars.

In our print edition of this book, I give you more information on creating online courses and coaching programs from your book and your content, but, for now, keep an open mind—we'll show you how and even offer some experts to help you.

The Revolution Is Not Over

The revolution that is overthrowing the old ways of the publishing industry is far from over—in fact, it is just the beginning. The rules of the publishing industry are changing day by day, making it easier than ever before for an author to make their dream of writing a best-selling book and becoming a content expert a reality.

Do you remember Napster? The Internet not only changed publishing, it changed the music industry, as well as countless other industries. When I lived and worked in Nashville, where country music is a large industry, I saw the beginnings of what would, eventually, turn into a seismic shift. Now, thanks to Google, we can search and find anything on-demand and educate ourselves in an instant, without having to wait for our neighborhood library to open.

The Internet has made all industries—the publishing industry included—the wild, wild West. How will you use it to your advantage and stake out your claim?

As an author, you can be anything you want to be. You can write your own story. What do you want to be famous for?

Learning to Think Like a Publisher and a Movie Producer

It is so important for each new author to think like a publisher and movie producer—and not just an author. By doing so, they can leverage traditional and new media to make their book a success and, with any luck, capture the attention of Hollywood.

All authors should have a basic knowledge of SEO (Search Engine Optimization) and user-generated content. You no longer need a degree in broadcast journalism and a satellite truck to help you run a story live. If you have a smartphone and some knowledge on a given subject, you can stream live on Facebook, YouTube, Snapchat, Periscope, or any other platform you choose. We truly live in a remarkable time! Guttenburg would have loved it!

Achieving Best-Seller Status™ is as Natural as Having a Conversation

What if I told you that achieving **Best-Seller Status™** is nothing more than a mathematical algorithm? That, just like algebra and geometry, there is a formula. That if you do “x” and “y”, you will get “z”. You probably wouldn’t

“If the Internet were a baseball game, we would only be in the top of the first inning.”

Michael D. Butler

believe me that it is that simple to write a best-seller, but it really is true. You can achieve Best-Seller Status™ with your book. You deserve it.

This is Only the Beginning for You!

Your best-selling book can take you anywhere in the world. It's just the beginning of what you decide you want. It's the genesis of where you can go, the journey to get there, and the scenery along the way. You will find that achieving Best-Seller Status™ is a key that can unlock many doors for you. It could completely change the course of your life by fueling your desire to write, speak, and develop author coaching programs. It's been the case for thousands, and, after reading this book, it could be you, too.

There are natural steps to achieving **Best-Seller Status™**. If you have a friend, family member, or business associate whose book flopped, they left out one or more of the key ingredients I am about to share with you. Like a great recipe, if you leave out just one of the ingredients, you could have done everything else perfectly, but your recipe will be a disaster. I am not going to let this happen to you!

DISCLAIMER

That being said, there are no guarantees. My formula for achieving Best-Seller Status™ is designed to work, and it works the majority of the time. There is, however, always the possibility of an unforeseen snag—for example, when 50 people launch a book in your category and genre on the same day you launch. Barring natural disasters, if you do your homework and follow the steps outlined, you should, in fact, achieve your dream: **Best-Seller Status™**

Everything Has Changed - Nothing Has Changed

The way that we, as a society, get our information has changed, but consumption of that information has not changed. Who could have imagined in 1979—when I was 11 years old—that we’d have the Internet, Google, Facebook, email, social media, Snapchat, or any of the other modern platforms of communication that we now can’t imagine living without?

I remember the encyclopedia salesmen coming by our house every summer. My brother and I were very fortunate. We had encyclopedias and books: shelves and shelves of books. Books from the library, books from church, books we traded with our friends. Books were our life—that and, of course, baseball. Whatever time we didn’t spend reading books, we spent trading baseball cards, playing baseball, and dreaming of playing in the big leagues. With only three black-and-white TV channels to choose from—all of which

signed off air after the nightly news—reading was our lifeline to the outside world. National Geographic was a favorite—I'll let you guess why.

The 3 Things You Must Have to Go Best-Seller

In this book, I will show you the three things every international best-selling author must know about writing their book, marketing their book, and internationally distributing their book.

PART I Writing the Manuscript

PART II Marketing Your Book

PART III Global Distribution

Whether you're a fiction or non-fiction author, a first-time author or seasoned author with 20 books under your belt, there are ways to position your book for the global market, increase the likelihood of going best-seller, and sell a ton of books.

Who Can Write a Best-Selling Book?

Everyone's goals are different when it comes to selling books and what they want from increased book sales. I'm confident that, as you cruise through the pages of this book, you'll get a more clearly defined idea of what your goals for your book are and what is truly possible for you.

Perhaps you are an insurance agent or a realtor, and you are looking for more leads and prospects for your business and you want your book to be

your digital business card that you can use to add credibility to your brand and do more business. Perhaps you are a new chiropractor, fresh out of chiropractic college and have landed in a new city, where no one knows you, and you need your book to do the same for you. No matter what your career, location, or stage of life, having a book can do all of this for you.

I have a pastor friend who pioneered a church in Phoenix, Arizona two years ago. His goal for writing his book was not about making sales. His book was his vehicle to make an impact in his community, let people know about his church, and help the community to get acquainted with him and his wife.

No matter what your goal is, if you read this book with an open heart and mind, new ideas and thoughts about your purpose will reveal themselves to you, and you will begin writing and communicating at a deeper level.

Embarking on Our Journey to Get You to Best-Seller Status™

You are about to get my best content. I'm holding nothing back in the coming pages—I'm going to let you have it all!


The insider secrets I reveal in the pages of this book will help the self-published author just as much as the author with the traditional book publishing deal or with the best Hybrid Publisher—it makes no difference. It has worked for the many people I've shared these secrets with, our own authors at Beyond Publishing, and it will work for you!

As you read, you will, no doubt, discover just how interconnected writing your manuscript, marketing your book, and global distribution are. Just like

the organ systems of your body are connected and cannot function unless they work together; writing, marketing, and going best-seller—or, as we like to call, it achieving **Best Seller Status™**—all go hand-in-hand. There really is no separating marketing from writing, writing from going best-seller, or marketing from international distribution.

As you see how these three components are interconnected and use them to launch your first best-selling book, your confidence will grow. Soon, you will be cranking out best-sellers on a consistent basis for your loyal friends, fans, and followers.

Definition – Best-Seller Status™



What is
Best-Seller
Status™?

Best-seller status is when your book goes #1 on any given recognized best-seller list in your genre category on any given day. There are many best-seller lists, from the New York Times Best-Seller List, to the Wall Street Journal Best-Seller List, to the USA Today Best-Seller List, to the Amazon Best-Seller List. The list of best-seller lists goes on and on. We'll get into more detail on these lists in future editions of this book. Best-seller status is achieved when your book goes #1 on any given recognized best-seller list, on any given day.

By definition, then, choosing the correct category becomes very important. Choosing which category or categories you list your book under in Amazon's system can mean the difference between propelling your book to **Best-Seller Status™** and a pile of unread books in your garage.

Why I Live and Work in Los Angeles, California

New York and Los Angeles are the places to be if you want to be in film, television, or publishing. Since I favor L.A.'s weather over New York's, I live in Los Angeles and run my publishing company, Beyond Publishing here.

**"People
are the
new
media."**

*Michael D.
Butler*

Los Angeles is famous for people who are trying to become famous. In Hollywood, Beverly Hills, and Santa Monica, it seems that everyone is an actor, writer, producer, or has a job that supports these industries. The smart thing every new actor will do once they arrive in L.A. is to create their official IMDB page and hire an agent. This ensures they can land the most gigs, and, for new actors, if they can land a gig in commercials, they are off to a great start. As an author, you'll need to ask yourself, *What am I the expert at? What do I want to be known for? How do I want Google to index me?*

What New Authors Can Learn from NASA and the Space Shuttle

Exiting the earth's atmosphere takes 80 percent of a space shuttle's fuel. With the remaining 20 percent of its fuel, it can orbit the earth 22 times! So it is with your book, especially your first book. All of the effort, energy, research, writing, and work happens on the front end. But, once you have a successful launch, the residual benefits can really be realized. First, though, you must launch it in the right way, with the right team.

My first book, *Single Dad's Survival Guide* went #1 on Amazon within just a few hours on Father's Day in 2015. I had planned to write Best-Seller Status™ first, but someone at my company, Beyond Publishing, encouraged me to write *Single Dad's Survival Guide* first, and I'm sure glad I followed her suggestion. Based on the fact that there are so many resources for single moms of divorce and very few resources for dads, I was able to capitalize on that and achieve Best-Seller Status™ very quickly with my book, **The Single Dad's Survival Guide: For Re-Connecting with Your Kids & Moving on with Life After Divorce**

That book has sparked a movement, and, as a result, many exciting things are happening at **DadsAcrossUSA.org** Now that I've given you

**Launching the
space shuttle
requires 80
percent of its fuel
to exit the earth's
atmosphere. With
the remaining 20
percent, it can
orbit the earth
22 times!**

this preview of what's coming...let's start our main feature and get you and your brand to **Best-Seller Status™!**

PART 1

WRITING YOUR BOOK

The Science of Writing a Best-Seller

Is there a science to writing a Best-Seller? I hypothesize that there is. By looking at the numbers over time, it is easy to see that, in publishing, the best-written books don't always sell the most copies, and poorly written books sell millions. It all comes down to marketing, which we will go into in Part 2: Marketing Your Book.

Many authors have been shocked by the less-than-sophisticated writing quality in *Fifty Shades of Grey*—which sold over 1.25 million copies worldwide and been translated into 52 languages—and the *Twilight* series, which experienced similar numbers, as well as huge box office success. The authors of these books tapped into a niche market and wrote a book that would appeal to those markets. They did not do anything that you can't do—the only difference is that they have gone out there and done it. By the time you finish this book, you will be ready to pursue your own dreams of writing a best-seller.

Robert Kiyosaki, the author of *Rich Dad, Poor Dad*, has said that he aimed

to be a *best-selling* author, and that he never proclaimed to be a *best-writing* writer. He has written best-seller after best-seller, and his brand keeps growing with over 30 millions books sold.

Give your reader what they want

Even though many of us see our books as our babies, make it about your reader, instead of yourself. People are busy and have less time than ever—distraction is the new norm. To get a readers' attention, you must grab their attention in the first three seconds. From cover design to back cover, to table of contents and sentence structure, it's all about marketing and writing good copy. While it may seem too simplistic, use short sentences, and write at a fifth-grade level, so that it appeals to readers of all types. Many experts have agreed that, unless you're writing a technical manual, authors should write at a fifth-grade reading level. By doing so, you also ensure that your book appeals to readers of all education levels and can sell globally.

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The process of writing a book can be split into three major phases:

Phase I: Writing the Manuscript

Phase II: Marketing Your Book

Part III: International Distribution and going Best-Seller

Everyone has different goals when it comes to publishing their book, whether they have a message they have to share with the world, a writing talent that can make them wealthy and famous, or a story that they have been writing and rewriting in their minds for years.



When your mind is racing, it may feel impossible for your fingers to keep up with your brain. What happens when you hit a wall, and it's not your typing that is the problem?

5 Things that Prevent Authors from Finishing Their Manuscript

1. They aren't as passionate about their topic as they thought they were.
2. They don't set a deadline for themselves, so other things get in the way, and it never gets done.
3. They aren't as knowledgeable as they need to be on the topic, and they don't commit to the research.
4. They have too many things going on in their personal life, leading to a lack of focus or commitment.
5. They should outsource it or hire a ghostwriter.

Some people are just not good writers. They might be smart in the other 98 percent of their life, but they just get stuck when it comes to writing. Authors who recognize this early can hire a writing coach, learn to leverage tools that help writers, or hire a ghostwriter. Doing so enables them to focus on the other 98 percent of things they are good at. If English is not your first language or if you are too busy to write, have no desire to write and can afford a good ghostwriter; outsource that part of your life, you will be glad you did!

5 Tips to Help New Writers

- 1. Find a daily time and place to write.** Set a deadline for yourself, and let others know, so you are accountable. If necessary, find a mentor, coach, or accountability partner.
- 2. Be well-rested and well-nourished.** Sometimes, sleep is all that you need to break through a case of writer's block.
- 3. Write consistently every day.** Even if it's just a few paragraphs, soon, that will begin to flow into pages and pages. Write at the same place and time each day. When you have a place for your thoughts, the words will flow!
- 4. Unplug from all distractions. Put your devices on airplane mode, turn off the television, and truly focus on your writing.** It takes over one minute to mentally regain your concentration after you have been interrupted by a text message or other cell phone notification, which means that checking Facebook notifications while you are writing can quickly add up to wasted hours of precious writing time.

5. Learn your best writing style by creating a pattern for yourself and following the suggestions of others to see if it works for you.

Don't get hung up on trying to be the editor, in addition to being the author. You will hire someone to edit your book later. While you are writing, keep the creative juices flowing by staying in the creative side of your brain and letting the thoughts flow.

Mind-Mapping Your Book

Have you ever used a mind-map to brainstorm? Many authors who find themselves stuck in their writing find mind-maps to be an extremely successful method of breaking through their mental barrier and uncovering their best ideas. A mind-map is less limiting and rigid than an outline, and it allows you to mentally form connections between different ideas, without having to try to stuff those ideas into Roman numerals, letters, and numbers. For creative people, like writers, this can be a much more enjoyable and productive process.

There is even free mind-mapping software that can help authors stay organized and visually stimulated. Mind-mapping helps authors connect the threads of a story line or "how-to" series, without leaving out valuable information.

From Book Deal to Movie Deal

Pamala Kennedy is the Author of *MORE THAN RICE – A Journey Through the Underworld of Human Trafficking*, a 196-page book that she wrote in just 15 days. Pamala was motivated by an online contest— she literally felt

compelled to pound out the manuscript every morning, starting at 4 a.m., in her sunroom. She felt driven, inspired, and motivated. Not only did she win the contest, her book got picked up by a movie producer in Vancouver, Canada.

As a Former Mrs. California, whose platform was domestic violence, her life was forever changed on a trip to India, where she saw firsthand the evils of human trafficking and how it preyed on children. She felt very passionate about writing her book, giving her the motivation she needed to power her writing. Years later, she was happy to find her books selling in bookstores in India. We first published her in 2009, and, not only did she realize a lifelong dream of writing her book, she is currently in the process of taking her book to the big screen. You can imagine how blessed she felt when she learned her book *MORE THAN RICE* was on the bookstore shelves in India making a difference in that country.

Maybe you're not a morning person, and you can't write for eight hours a day, the way that Pamala did. You have to find what works for you. I've worked with authors who've taken their laptops to work or college and pounded out 20 to 30 minutes of writing on their lunch break, until, one day, the manuscript was complete and ready for editing!

Leverage the Right Tools to Make Writing Easier

In our busy lives, we like to have tools, ranging from productivity apps to email marketing software. For many authors, finding the tools that fit their writing style can mean the difference between publishing in one year and publishing in two years.

I know some authors who still handwrite their manuscript on a yellow legal pad and others who bang it out at an IBM Selectric. Whatever you choose, use what works for you.

Personally, I love to use my publisher in my pocket. That's right: I have a publisher in my pocket, and you have one, too. It's called a smartphone. With my publisher, I can record voicemails, make notes, record video. If I had some good reading glasses and more patience for autocorrect, I could even type my entire manuscript! E.L. James wrote her entire first novel on her Blackberry, and J.K. Rowling's Harry Potter series originated on a napkin!

5 Keys to Help with Completing Your Manuscript

1. Leverage tools like your voice recorder on your smartphone. When you sit down at your computer, press *play*.
2. Use your smartphone to record video notes to yourself about content to add to your book. I do this all of the time when I'm "hands-free" in the car.
3. Dragon Software is dictation software that has helped many authors complete their manuscripts. I haven't personally used it, but several of my author friends love it and swear by it.
4. Crowdsource your manuscript. Via social media, you can ask your friends and family to help you write the book. By asking them for feedback or help when you are stuck, they, in essence, help you co-author the book.
5. If you get stuck, skip forward and come back to where you were stuck later. Remember doing this when you were taking a test in school? This mental exercise will serve you well.

Sometimes, you just need to take a few hours off or take a few days off, whether you need a break or need to work on another section of your book that you're feeling inspired to write. You'll be refreshed and ready to go when you get back. Often, you will find that it is easy to write what you were struggling with when you come back later.

Writing is Marketing

Writing your manuscript is marketing. It may not feel like marketing when you are writing it, but it is. As an author, you must sell me, the reader, on the idea of why I should keep reading your book and not turn on the TV! Then, you'll need to sell me on the idea of leaving you a 5-star review on Amazon, just like you'll want to do when you are done reading this book.

Most successful authors will tell you they picture the faces of their readers in their mind as they write each sentence. Good authors know what their readers want, but great authors know what their readers are thinking. Careful research is done on the front-end to ensure there is demand for the topic being written, that is a high-ranking search on Google, and that there are few books on the topic.

The simple laws of economics apply when going Best-Seller Status™ achieving with your book. If a lot of

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*Michael D.
Butler*

people are searching for your topic and there are not many books on your topic, you may have just struck gold. There is still more research to do, but you are off to a good start if you find the scales of supply vs. demand tipped in your favor.

Do The Research

Maybe hearing the “R word”—research—brings back bad memories of your college or high school days, but, when it comes to writing a best-seller, it is important to do your research. Specifically, it is important to research how many people are searching for your topic of choice on Google every month. Doing so can make you a very wise and wealthy author.

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

Abraham Lincoln

As Abraham Lincoln said, “Give me six hours to chop down a tree, and I will spend the first four sharpening the axe.” It is the same with research. The best way to get excited about the idea of research is to think about how it will affect your bottom line. The results can offer some enticing rewards, and not all of them are tied to your bank account—although that certainly is a benefit. If you are like me, it is very satisfying knowing you’ve helped improve someone’s life with your book. The feedback the reviews and the emails an author receives makes it all worthwhile—the money is just an added bonus to invest in marketing and writing a new book.

There are several ways you can do research on your topic, but, in this book, we will cover how to research the demand for your book and how many people are searching for a book on your topic.

Is There Demand for My Book?

In the laws of economics, the simple formula of supply-and-demand is a great way to see if your potential book will be searched for and purchased by book buyers.

1. Utilize keyword research tools to find out how many searches per month are conducted on your topic.

How many times is your topic searched each month? There are various methods of researching the keywords your readers will use when they search for your book. The one I like most is Google's AdWords platform. Even if you are not purchasing Google advertising, you can utilize the platform to get detailed insights into how your customers are looking for you. By knowing how they will look for you in advance, you can ensure that you will be found by your target audience when you launch your book.

2. Search Amazon to see how many other books have been written about your topic. How many books on your topic are in the top 100 list? You can even see which books you can look at for free or read for free if you are an Amazon Prime member, like I am.

3. Go to Barnes and Noble. Search your category and your genre, and study your niche. Bring your smartphone, so that you are able to take some pictures. Make sure that you set aside a few hours, since your

research cannot be rushed if you are truly committed to reaching **Best-Seller Status™**

If you see a huge demand for a topic while you are doing your research, you can even create a best-selling book on a topic you know nothing about. To do so, you can hire someone to do the research and hire a ghostwriter to write the manuscript. From there, you can use the book to create leads and drive traffic.

The Business of Book Sales

When you see your royalties increase month after month, numbers and spreadsheets will excite you, too.

I am a creative. I am a dreamer. I always have been, and I always will be. Being a creative, I had to learn early in my life that being a dreamer, alone—without also being a businessman—could bankrupt me.

Does the sound of business and spreadsheets make you sick, or do you love them? I didn't like Excel spreadsheets until I started reading book royalty payment information about my own book—as well as the books of the authors I work with—selling in India, Brazil, Europe, Japan, China and all over the world!

Some people operate out of the business side of their brain, and they are good at it. It's like they were

born for business and financial success. I was not one of these people.

If you are a creative—and I suspect many of you reading this book are—you can relate to living out of the creative side of your brain. The challenge for us creatives is to listen to the business side of our brains, business partners, or spouses long enough to find success. When you are writing, marketing, and selling your book, it is more important than ever not to ignore the business side of your brain.

How Many Authors Have Written About My Topic?

Doing the research on the front-end can help you hit your target of Best-Seller Status™ more quickly and efficiently. Someone once told me that if NASA is off just a fraction of a degree on the launch-pad, they could miss their target by millions of miles. Preparation time is never wasted time. Do your research—study market trends, conduct data analysis, and interview dozens of experts before you settle on a topic and write even the first sentence of your new book.

A huge topic that affects 175 million globally is the health condition endometriosis. When endometriosis sufferer Ania G., from Poland, saw that there was a lack of quality information for women wanting to live well with endometriosis, she decided it was finally time to take the book she had in her heart and put it on paper, so that women worldwide could find hope and information in it. *Alone in the Crowd – Living Well with Endometriosis* was launched, sparking a movement and a life mission for Ania. With many women on multiple continents, she and her staff are able to contribute to the growing conversation of women dealing with this painful disease. She

has even captured the attention of celebrities and the medical community. Because of her book, which we published in 2014, she now has a platform for her message, and she is inspiring a movement across the globe at EndoPositive.org.

Bringing your expertise and passion to a topic that does not have much competition nearly makes you a best-seller before you even start!

The Five Book Genres That Make the Most Money:

For the last ten years, fiction has accounted for roughly 60 percent of book sales, and non-fiction has comprised the other 40 percent. What is not reflected in the numbers below is self-help, biographies, and how-to books.

According to *Publisher's Weekly*, fiction outsells non-fiction at a ratio of 60 to 40. This does not mean that non-fiction does not sell—it absolutely does, as so many of Beyond Publishing's clients are able to attest to.

When authors are writing a non-fiction book, they must overcome this gap by making their marketing laser-focused to reach the non-fiction reader. Getting the third-party validation that comes from appearing on television, doing an interview on the radio, or appearing in a top publication plays a large role in make a non-fiction book a success, allowing you to stand out as the expert in your field, far surpassing the credibility of your fellow authors. It's important to know that the slowest moving category of non-fiction books are memoirs and the top selling is "how-to" books.

Which genres sell the most books? Numbers from Nielsen BookScan—

which measures and analyzes book sales from around the world—reflect the following:

- 5. Horror (\$79.6 million).**
- 4. Science Fiction and Fantasy (\$590.2 million).**
- 3. Faith-Based / Inspirational (\$720 million).**
- 2. Crime / Mystery (\$728.2 million).**
- 1. Romance / Erotica (\$1.44 billion).**

To get a good idea of what is going on in your category, genre, and niche, go to Amazon and search the top 100 titles, based on book sales updated daily, dating back to 1995. <https://www.amazon.com/gp/bestsellers/2016/books/>

You can do the same research at a brick-and-mortar store, like Barnes and Noble or Chapters in Canada. www.chapters.indigo.ca



The Power of Interviewing Experts to Create a Virtual Stage of Influence

Nothing can make you an expert faster than interviewing other experts.

This is not only an excellent method of gaining credibility, but it builds you an online platform of credibility, before you even launch your book not to mention a ready-made audience of potential book buyers. For those of you who are concerned about running out of content in your book, simply

transcribe the video interviews with your experts, and, *voila*, a book!

Read everything there is to read on your topic. Watch every Tedx talk that has been given on your topic, and get the equivalent of a PhD on your topic before you begin writing about it. In his book, *Outliers*, author Malcolm Gladwell makes the point that 10,000 hours at anything can make someone an expert in a sport, discipline, or career.

Maybe you're asking yourself, *How can I get an expert to agree to an interview?* Stay tuned, because in Part 2: Marketing Your Book, I will not only show you how, I will go into even more detail on how to harness the power of the interview to leverage Best-Seller Status™.

Getting Unstuck

The biggest challenge for new authors is overcoming writer's block, which can hit any author at any time, and it can cause them to get stuck in their book more than once. The average person has 20,000 new thoughts per day. Most of us don't record them, so we forget them.

Your brain may be forming the words far before your fingers are able to type the words, or you may become so overwhelmed by how quickly your mind is racing that you have to take a break from your book until you can calmly write again. Most of the time, writing when our brains are moving too quickly results in ideas

that are not fully formed and, sometimes, ideas that don't make sense to anyone later, including the author, themselves.

Alternately, you may find yourself *underwhelmed* by thoughts and struggle to come up with your next chapter. You may even struggle to write your next page, or, worse, your next paragraph. There is no experience that is more disheartening than having to pause in your writing and wait for inspiration. Authors often put a lot of stock in inspiration, but, many times, inspiration is simply fueled by stepping away from the laptop and into the real world, allowing your brain to recharge.

I recent sat down with International Book Writing Guild president Denise Michaels. We discussed how authors can get unstuck and finish their manuscripts. If you are interested in watching the videos and using this advice in your own writing process, the entire series of interviews can be found at bit.ly/AuthorsUnstuck.

PART II

MARKETING YOUR BOOK

Inevitably, the phone rings on a Monday morning with an excited new author at the other end of the line, ready to be in the *New York Times* as a #1 best-seller. I ask, “When is your book coming out”? They say, “Next week.” I wish I could say this doesn’t happen, but it does more times than I can count.

If you’ve done your research, you know you have a hot topic that is in high demand and you’ve put all of your passion into writing your book, it is time to start marketing your book, so you, too, can achieve Best-Seller Status™.

The Seven Ingredients to Market a Best-Seller

- 1. A Growing Tribe of Loyal, Raving Fans.** It is important that you start building your following on social media and YouTube long before you even consider launching your book. If you wait until launch day to start marketing your book, you will find it very difficult—if not impossible—to catch up. Not only will you not have a ready audience to market to, but you will have had no time to build loyalty. As an author, gaining loyal fans is as valuable as gold.

- 2. A ton of free, relevant content being syndicated to those fans on a consistent basis, via video, email, podcasts, blogs and social media.** In order to make your launch a success, it is necessary that you nurture your relationship with your fans. Give them new content as often as possible, and stay in touch with them early and often. Get out there on as many channels and platforms as possible—it is not your readers' job to find you; it is your job to come to them.
- 3. A growing email list of opted-in subscribers.** For marketers, there is nothing more valuable than an email list. Not only does it have more direct ROI (return-on-investment) than any other marketing tool, part of what makes it so valuable is the time that it takes to build. You cannot expect to build a successful email marketing list one week before you launch your book. It takes time, which is why authors start the process two to three years before launching their book.
- 4. A growing list of joint venture partners who can help you at book launch time by sharing.**
- 5. A growing list of online and offline (traditional) media interviews.** The media have been the traditional gatekeepers of information, and, as such, readers still trust newspapers, magazines, radio, and television to help them weed through life's clutter and deliver only top-quality information to them. This includes books—viewers know that producers spend a great deal of time selecting which books, products, authors, and experts make it on-air.

While people will get to know you and like you through social media

and the content you publish, they already trust their favorite news show and have developed a relationship with their favorite host over many years. While there is never a shortcut to trust, gaining the third-party credibility that getting interviewed or reviewed comes with is like getting a seal of approval.

6. A Marketing Budget that includes help growing all of your social media—especially Your Podcast Channel. Although you can technically do all of these yourself, chances are that you will not be an expert at all of them, if any of them. Using the platforms incorrectly can lower trust in you and your brand, so you will have to do a great deal of studying before you try to do it all yourself.

Even if you have achieved an expert level of knowledge on marketing your books through all of these channels, do you really want to? It is incredibly time-consuming, and, just when you think you have mastered it all, a new platform emerges or a new update is released that makes everything you thought you knew irrelevant. Publishers, marketers, and publicists are paid to keep up with the latest trends, and they can save you a lot of time—and, perhaps, your sanity.

7. A hosting platform with you hosting a minimum of 100 podcast interviews or short video segments. The bigger the platform, the better, but accept as many requests for interviews as you can. Interviews do not need to be formal to help you gain attention, credibility, and links back to your website. YouTube, Blog Talk Radio, iTunes, and other podcast platforms are great places to get your message out to readers.

Staying the Course

A traditional business owner who has developed a thorough business plan doesn't realistically expect to be in positive cash flow for the first five years. If his or her business turns a profit by year five, there is reason for celebration. Why would an author give up too quickly? Many times, when an author quits, it is right before a breakthrough is about to be realized.

A wise author understands that launching a book is like launching a business. It takes a good 24 to 36 months of marketing and strategy to properly get your book out to the world.

Every author we have helped go best-seller over the years has had a 24 to 36-month marketing strategy. An author cannot expect to reach any level of success without having a long-term marketing strategy. Any new business—be it a brick-and-mortar business or an online business—cannot reasonably expect to be in the black and making a profit within the first three years. Only 90 percent of new businesses make it past the first five years. For an author to expect to be a “success” within the first three years is near-sighted, at best.

In the days before Amazon and Google, we used to say in the publishing business that the tipping point for a book going becoming successful was

3,000 books. That is, if we could get 3,000 consumers, book columnists, book reviewers, and book experts talking about the book and sharing it with their friends and family, the book could go viral—even though we didn't talk about "going viral" in those days. In many ways, it feels like the Internet has made us lazier as business owners and authors in many respects, because we expect results easily and more quickly.

Case Study - Chicken Soup for the Soul

Have you heard of Chicken Soup for the Soul? You probably have three or four in your home right? Chicken Soup for the Soul was rejected by 140 publishers; it is now a two-billion-dollar brand.

When they wrote the Chicken Soup for the Soul series, Jack Canfield and Mark Victor Hansen could have given up after they received those 140 publisher rejections. They were told, "Anthologies don't sell." The series has since sold over 500 million copies. They did not give up and you are not going to give up and I am not going to give up on you either!

Mark Victor Hansen & Jack Canfield

Before social media, getting your story out to the public took some serious effort. Finishing the manuscript is

**We did
over 600
AM radio
interviews
when the first
'Chicken Soup'
came out—
most of
them were
in our
PJ's."**

JUST THE BEGINNING. Now, it's time for the real work to begin! Believing in your message is so profoundly important.

Storytelling Success Equals Sales Success

All good marketers are good storytellers. People don't buy your product until they "buy you." Decide what stories fit your brand and connect you with more of your readers. Then, develop several different versions, based on your audience, the venue, and the time allotted to share with a live audience, on a radio interview or podcast, or your next guest blog post. As you tell compelling, emotionally connecting stories that build relationships with your readers, you'll see book sales follow.

Tell a Compelling Story

Rich Dad Poor Dad

An example of a great storyteller who leveraged his "story" to sell 26 million books is author Robert Kiyosaki.

His fame and revenue allowed him to create a full-fledged business built around his books. He strategically parlayed one success into the next while the books kept cash-flowing his empire, which includes:

- Books
- Seminars
- Board games
- Investments
- Programs

- Speaking
- Consulting
- Venture capital

This is particularly intriguing when you learn that the story of his rich dad and his poor dad was a fable he created to make a point and to help him connect with his readers. It was not until years later that he revealed it was a parable, a story he created to illustrate a financial point to his listeners and readers.

We all want our stories to go viral. For them to go viral, they must be compelling, authentic, and relatable. It is said that “He or she who tells the best story wins.” We all know that being a better writer does not necessarily help you sell more books. Telling a better story will help you be remembered and will help you reach Best-Seller Status™ faster. Facts tell, but stories sell, and, to make the biggest impact, an author must learn how to tell the best stories.

As a public speaker who has delivered over one thousand keynotes and workshops, 90 percent of the time, I tell the story of how I stuttered as a kid. By doing so, I connect myself with my audience in a way that fosters authenticity, trust, and connection. Many times, I tell my story about being a single dad of four sons, of being a marathoner, or of my son having a bone marrow transplant and overcoming cancer and how his courage and faith inspired thousands. Stories endear us to our audience, make us more human, and create an emotional bond that makes our customers trust us and want to buy from us.

Decide what stories fit in your overall social media story, and weave them in with testimonials, FAQs, and valuable content that educates and entertains your customers. For example, if you're a financial advisor and you write about how to save, choose investments, and minimize risk, tell us stories about clients you've helped, but also tell us why you got into the business of helping people save for retirement. Many times, when an audience or individual hears your 'why', it's just the thing they need to cement that relationship for life! So, tell your story—tell it early, often, and with passion. It will create a lifetime of raving fans ready for your second book, third book, and beyond!

When they were young, my four sons always loved a good story. I'd read to them, take them to the movies, and tell them made-up stories of action and adventure right before bedtime, getting their hearts racing and their imaginations running wild, making it hard for them to go to sleep. To remedy the problem, I'd read another story, and, that time, I would be the one who was falling asleep!

Marketing is not selling; it is sharing. It is a relationship. In **Part I: WRITING YOUR BOOK**, we touched on the fact that all writing is marketing. Now, we're going to go a little deeper.

All marketing is a spiritual transaction. Life is built on the process of exchange. We pay money for things and exchange time for things we value. It's no different when it comes to writing and selling your book. Like an artist who spends hundreds or even thousands of hours painting a masterpiece, as an author, you'll likely spend tens of thousands of hours of writing, researching, and marketing your books in your lifetime. I can't think of a more spiritual

thing to do than investing your life in service to others by making your readers' life better in some way. Value the message you have been given, and be a good steward of your message by delivering it faithfully to your friends, fans, followers, and readers. It is a great blessing and a great responsibility to deliver the message you have as clearly and as powerfully as possible.

The Power of the Interview

One of my favorite forms of communication is the interview. Although I don't have a broadcasting degree, one way I overcame stuttering as a child was hosting my own television talk show on my family's farm in northeastern Oklahoma. I was the producer, the host, and the guest—I'd even read the commercials when we'd take a station break. Neither my brother nor the cows would hear me stutter at all for a full half-hour. It was all pretend, but, by tapping into my imagination I was able—with God's help—to overcome my stuttering.

Fast-forward to today. In my adult years, I've been able to interview some amazing people, including: Governor Mary Fallon, business icon Brian Tracy, movie producers, university presidents, and dozens of amazing authors with incredible stories. The thing I like about the interview format is that it provides a wealth of content for authors who want to start their process by having their interviews transcribed. Done right, interviews come off as a relaxed conversation, require little preparation, and make the audience feel at ease.

A 15-minute interview can provide ample content for a short book—

approximately 5,000 words or up to 20 pages. For a new author who is trying to create content, this can be huge. Beyond that, the footage can provide a great video that can be used to promote the book.

Public Relations Book Strategy

We saw similar success with many of our other clients, like getting all of the local news networks to turn out for a Human Trafficking Awareness Day press conference. It's really just a matter of contacting the right reporter or news anchor who is covering the right "beat" or subject matter.

For example, if you're launching a book in the health and wellness category, get a national press release syndicated, then, contact your local newspaper, TV, and radio station with the news. Be sure you contact the health editor or reporter with your news, and you are more likely to get airtime, especially if you tie your story to a health awareness day on the editorial calendar, which has meaning to the editor or producer and their audience, rather than just being about your book launch. If you can help them fill dead air space and do their work for them, they'll invite you back again and again.

If your book is about childhood obesity, you might donate 30 books to the moms of students at one of your local schools who struggle with obesity and do a free cooking clinic with health recipes. With such a compelling hook, the local TV station will be more likely to come out and do a story. By doing something positive in the community, you won't be seen as another author just trying to hawk your book.

Social Media Marketing is Not New

Social media is not new. It has been around since the dawn of time. Humans have always been social, and we've always used media to share our message. Spartans would run up to 70 miles per day to deliver an urgent message, and, later, Native Americans used smoke signals to communicate.

In modern times, we have communicated through methods that are increasingly more advanced: telegraph, telephone, radio, television, and, now, the myriad of ways that we use computers, the Internet, and smartphones to share our message. The goal of our communication on social media should not be to broadcast our sales message, but, rather, to inspire a conversation in the public arena around other people getting educated about our product and becoming evangelists for our brand.

How to Leverage Social Media in the Internet Age to Sell More Books

Like the printing press bringing us out of the Dark Ages, the Internet is revolutionizing the publishing industry, giving new authors an unprecedented opportunity.

Fact #1: Authors who learn how to leverage social media and the Internet with an online community will sell more books and gain more fame.

Fact #2 Most authors do not know how to correctly use social media, and, instead, of helping their brand, they actually hurt their brand.

“You can’t just say it. You have to get the people to say it to each other.”

*-James Farley,
CMO Ford*

7 Simple Steps to Getting it Right with Social Media and Selling More Books as an Author

1. Brand Your Name

Fiction authors, non-fiction authors, self-help authors, and faith-based authors can all benefit by branding their name. One of the first things that you should do when you are branding your name is to purchase your domain name. If yourname.com is not available, you may want to add a middle initial, like I did with MichaelDButler.com.

By owning your URL yourname.com, you can keep your fans and readers hooked with your blog, building an audience you can leverage each time you write a new book. You will also want to brand your name on all social media channels by creating a pretty permalink for each of the sites, rather than keeping the randomized permalink that is assigned to you, personalize it with your actual name. (i.e., Facebook.com/yourname, LinkedIn.com/yourname, etc.). This will make it easier for fans to find you and follow you and, over time, it will give you tremendous search engine boost.

2. Brand Your Face

Having a close-up, current headshot will serve you well in the long run.

You may love your dog, your grandkids, or your automobile, but people want to connect with you, the author, which is why a photo of your face is preferable to one of your pet. People buy from us when they know us, like us, and trust us, and nothing helps that happen faster than a current profile picture that is consistent across all social media channels.

Since the majority of social media is accessed from smartphones, it is important to make it easy for people to recognize you by using a consistent, easy-to-see, and easy-to-share photo of your face. Use the same photo on Facebook, Twitter, Instagram, Pinterest, your Website, Podcast channels, LinkedIn, YouTube, and all other social media channels.

3. Leverage Your Keywords Across Multiple Social Media Channels

The Internet gives us the opportunity to connect with potential joint venture partners by leveraging keywords online. For example, if I'm a self-help author, it is very beneficial for me to connect with other self-help authors on social media. This will not hurt my book sales. This will allow others who are following them to find me, providing value for both of us.

We've seen it happen again and again in every genre of books: authors who are not threatened by "competition" end up winning in the long run. We've even seen three of our authors land movie deals as a result of leveraging their keywords on social media platforms and getting others to

talk about them. This third-party credibility caused a production company to take notice and take action!

4. Hire Experts and Use Tools

There are a number of free and fee-based tools to help authors find potential joint venture partners online and sell more books. Hootsuite.com and Twiends.com are two of my favorites. A Google search or a search on Mashable.com will show the latest and most reputable tools for managing your brand online.

Experienced authors who are getting royalty checks should consider outsourcing part or all of their social media to a qualified agency. It is more affordable than many authors realize, and it can free up more time for the author to do what they are good at and what produces the most income: writing more books. Outsourcing one's social media does not make it less personal. Any qualified agency will take the necessary time to get to know the core message of the author and ensure that the message, content, and personality of the writer comes through in all online interactions.

5. Get Other to Talk About You and Your Books

Third-party validation is incredibly powerful when it comes to online buying. This is why creating a relationship with potential joint venture partners is huge. An author who only talks about himself or herself will lose followers, but those who brag on others will find that others naturally want to brag on them, too. 'Go-Givers Gain' when it comes to broadcasting

online. Learn the 25% Rule of Engagement™: talk about yourself only 25 percent of the time and talk about industry news and facts, humor, FAQs, and experts in your niche the other 75 percent of the time. You will soon find those same experts esteem you as a colleague and begin sharing your stuff freely. One surefire way to ensure others won't keep talking about you is by ignoring or not replying to FAQs and online sharing. Utilize free monitoring software to track when others are talking about you and your book online, so you can thank them and return the favor. Once again I love hootsuite.com for this.

6. Have a Winning Content Creation Strategy That Includes Video

The fastest way for your content to go 'viral' is to have it on video. Since Google owns YouTube, and 75 percent of search results are based on video content, you will be miles ahead of others in your field if you focus on video marketing for the next five years. If you want people to share your content, make it shareable. Use social media buttons like <http://wordpress.org/plugins/addthis/>. If you're following our 25% Rule of Engagement™ formula we mentioned above, you can feel confident in asking people to retweet and share your content across all their social media channels.

7. Repurpose Your Content

There is nothing lazy about repurposing content; it is smart! Content is king on the Internet, and, to get found, you must have new and fresh content on a weekly basis. To get found, indexed, and shared, you must

constantly share quality content.

Growing up on the farm, I loved eating my mother's cooking. She always made something delicious, nutritious, and enjoyable, but she only used the same four food groups over and over. Many times, she mixed a new dish with leftovers from the day before.

You can apply this same principle in your content creation strategy. For example, every one of the numbered points in this book chapter originated as a YouTube video, blog post, or a series of tweets, Facebook posts, and Google+ posts.

The easiest way to create content is to shoot a weekly video from some of the FAQs we get from our clients. After shooting the video, I type up the manuscript from the video and post this text along with the video on my YouTube channel and my blog. In fact YouTube helps you out by giving you the transcript (you will want to edit it however it's not perfect, especially if you have an unusual accent.) Now, I have a search-engine-optimized piece of valuable content that will drive traffic to me, based on what we do for authors and I make it shareable using: <http://wordpress.org/plugins/addthis/> and tweet it, share it on Facebook, and post it on Google+, Pinterest, and the social bookmarking sites, like Reddit, StumbleUpon, Digg, and Delicious.

In my new book *INFLUENCE – What It Is And How To Get It* I will discuss the importance of having a Photo Marketing Strategy™ when it comes to leveraging your brand's visibility across multiple social media

channels, as well as how to leverage your own Invitelengagelgrowlbroadcast™ strategy, using our proprietary formula of engagement.

Twitter Marketing

Twitter is like the broad side of a funnel. It is designed to attract a tribe based on your interests and move potential buyers through your relational maze of all things *you* at YourName.com.

Twitter is like a rock concert. It is loud, noisy, and there are people puking their information on you.

Twitter is not meant for “meaningful conversation”—it is not even like a first date. Twitter is like bumping into someone in a crowded elevator and exchanging business cards, opening up the door to a larger conversation via email, phone call, or face-to-face appointment.

The entire goal of Twitter is: “If you like me on Twitter, connect with me on my website or Facebook.” Twitter is one of my favorite social media platforms as an author, because it so quickly gets authors indexed by Google. Since it’s a micro-blogging platform, it serves the same function of a blog headline in getting indexed by search engines more quickly.

**What if your
marketing
budget was
\$10,737.418.24?
What percentage
would you invest
in your brand and
your future book
sales?**

Search Engine Optimization and YouTube

This is very useful since there is so much new information showing up on Google daily that the search engines have trouble indexing all this massive content daily and topically, search engines like Google, Bing, and Yahoo depend heavily on Google and YouTube to topically sort and present the information to us the consumers in a logical fashion. The real kicker here is with the right training you, as the author, can learn how much time and money we were wasting before we knew how to leverage Google's search engines.

Can I #Hashtag my way to Best-Seller Status™?

The hashtag # has been popular since Twitter launched in 2006, and it has spread to other social media platforms, like Facebook and Instagram. Users and search engines are able to utilize hashtags to index topics or relevant keywords. Just as doing one bench press cannot make you an Olympic Gold medalist, one hashtag, alone, cannot make you a best-selling author.

Hash-tagging your way to success won't happen without tens of thousands of them. Likely, you will need a far more robust marketing strategy, but, if you understand how a hashtag can help Google index you and help readers find you, you are far ahead of the pack.

A Penny Doubled Daily for 30 Days or \$200,000 Cash?

My mentor asked me 20 years ago if I'd rather have a penny doubled daily for 30 days or \$200,000 cash? I'm not very good at math, but I quickly

grabbed my calculator and did the math. Achieving Best-Seller Status™ is a lot like this concept. It's the synergistic energy that comes together the last few days of the book launch that makes everything "somehow magically happen" as one new author put it.

It might not look like a lot is happening on the social media side of things, and, perhaps the PR strategy is not making the phones ring right away. Don't fret. If you're working the Best Seller Status™ System, it *will* work for you. By the way, a penny doubled daily for 30 days is \$5,368,709.12, and, on day 31, you'd rake in a whopping \$10,737,418.24!! Wow over 10 Million dollars! Aren't you glad you did not quit?

Everyone else may have given up on your but you are not going to give up on you and I'm not going to give up on you either! The world needs to hear your story!

What if your marketing budget was \$10,737,418.24? What percentage would you invest in your brand and your future book sales?

In looking at the above question, my answer is that you would invest the same percentage into your brand and book sales as you are right now. The tipping point is different for every genre. As long as you follow the prescribed formula, the "magic" will happen for you! It's like getting up every day and going to work and going to the gym. You might not want to. You probably don't feel like it, but you do what you have to do to get the results you want.

You know that while you are working and being consistent, your competitor is taking shortcuts or calling in sick. You'll be ready to win and win big on

launch day, and you'll feel good about the fact that you did not cheat. You were true to yourself and to your core life message and brand. You showed up. You did what

God asked you to do, and you touched thousands of lives as a result of it. Now that is a good feeling, isn't it?

Business at the Speed of Trust

It is true that people do business with those they know, like, and trust. It's especially true when it comes to buying you and buying your books.

While potential buyers of your book will require less time to research you and your message when spending \$15.95 to \$24.95 for your book than when buying a car, house, or vacation home, the need to establish rapport, trust, and confidence in you as the messenger are still very much important.

Is it easier to sell one of your books to a consumer online who you've never met or to sell 2,000 of your books by negotiating with an HR manager who needs to bring you in as an author to speak on improved teamwork and job performance? By creating the persona you want online and being consistent with your brand and your core life message, over time, people

J. Paul Getty, America's first billionaire is famous for saying, "I'd rather have 1 percent of 100 people's efforts than 100 percent of my own."

will feel like they know you, and, indeed, they do.

Business will happen faster than you could have imagined, all because you took the time and made it easy for people to get to know the authentic you and your core life message. When that message resonates with a person, an audience, or an entire market, it is truly golden. When that happens, it is time to write book number two, create a workbook, and package a coaching program around your book!

Getting others talking about you and your book on social media is truly the greatest example of Getty's vision that I know.

PART III

PUBLISHING AND GLOBAL DISTRIBUTION

We now come to the true payout for all of your efforts. Perhaps you spent years writing your book and months marketing your book. Now, we come to the part where you actually get paid for your efforts.

Types of Publishing

In the past, authors only had one real choice when it came to publishing: send their manuscript to dozens of publishers and hope that the phone will eventually ring. In this day and age, authors have a variety of options to choose from, which, while liberating, can be confusing to a new author.

Self-Publishing

Publishing your book on your own with CreateSpace or Lulu. The upside is that you don't share royalties with the publisher, but you don't get broad

distribution. It is more difficult to get into bookstores and libraries, and navigating international distribution can be like learning how to build your house or fix your car on your own.

Traditional Publishing

Having a publisher do all of the work and make all of the investment. Before the Internet, this was primarily reserved for A-list celebrities and people with huge followings, like Oprah Winfrey or Joel Osteen. The downside is that the royalty payouts typically range from 7 to 25 percent, and the publisher typically keeps the rights to the book. The upside to you is that all of the logistical details are handled by the publisher.

Hybrid Publishing

The hybrid model of publishing is fairly new. It combines the best of the self-publishing and traditional publishing models to give an author full control, while sharing the expense for startup to make the royalty payout closer to 50 percent. In this type of publishing, the publisher handles the logistics of the book distribution, including: bookstores, libraries, and international distribution. The author keeps the rights to the book, including subsequent movie rights.

These are your choices, but, for the author, there are many other things to consider prior to publishing that we have not yet addressed. In order to make an educated decision, you will need to have a basic understanding of what goes into taking a book from conception to publication, including: editing, ghostwriting, book cover, eBook conversion, interior layout, ISBN

number, Library of Congress number, and translation. At Beyond Publishing we offer Hybrid Publishing because it is best for authors in most cases. Every case is different. Why not reach out to us and let us look at your book and have our team give you some thoughts on your manuscript and launch strategy based on your goals for your book?

**Did you know
76 percent of
books written
in English are
consumed
outside of
the United
States?**

English is required learning for all years of elementary school in China, making Mandarin and English the top two languages in all of the world. When you are writing and marketing your book, remember that you will be touching a global audience with your message.

Get ready to take your book global. It's sooner and easier than you might think.

Before you finish your book, there are a few more things that you will need to consider:

Editing

There are different types of editing, and it can be difficult to determine what the differences are. Even amongst editors, not all of them can agree on a single definition of an edit.

**Did you know that
China is the #1
English-speaking
nation on the
planet?**

Copy editing

A copy editor will ensure that your book is grammatically correct before it goes to print. Although we recommend line editing to all of our authors, a copy edit by someone other than your spouse. Too many authors assume that their friends and family will catch their mistakes and “let them know”—even if they did catch them, would they really want to hurt your feelings by telling you?

They may have caught a few mistakes, but chances are that not only were they not qualified to edit your book, they also didn’t want to tell you just how many mistakes they found as a casual reader. By making a few small suggestions, they prove that they read your book, without overwhelming you with negative feedback. The truth is that, without an editor, you will get negative feedback, but it will be very public.

Line editing

If copy editing is about ensuring that you don’t look bad, line editing is about making sure that you look good. An editor will correct your book for flow, sentence structure, word choice, and more.

Developmental Edit

In a developmental edit, an editor will not only make sure that your writing

is error-free from a grammatical standpoint, but they will also help you with areas your book needs to improve, from character development to pace.

Ghostwriting

Ghostwriting is a process that is different for everyone. While some people really do outsource the entire job of writing their book, most authors want some part in the writing process. Many ghostwriters conduct a series of interviews with an author, from which they are able to write sections of the book and develop new questions for their next interview session.

Book Cover

People may be urged not to judge a book by its cover, but, let's face it, we do. Having a professional cover is one of the most important steps that you can take in marketing your book. There is nothing that makes an author look more amateurish than having a dated, sloppy, or boring book cover.

E-Book Conversion

E-Book conversion takes your book from a file on your computer to a format that is readable on all platforms. Epub3 is the global industry standard.

Interior Design

You may not think about all of the work that is put into a book while you are reading it, but publishers put a great deal of thought into chapter headings, fonts, locations of page numbers, pull-out quotes, graphics and text boxes and more. If you try to take a book straight from a document to Kindle it will be noticeably unprepared for market.

ISBN number (International Standard Book Number)

An ISBN number is like a barcode. It helps readers from around the world identify your book and indexing organizations index it topically.

Library of Congress Number

Much like an ISBN number, a Library of Congress number allows readers to locate you within the Library of Congress's vast collection. Having a proper Library of Congress and ISBN can make it easier to get your book into libraries, bookstores and global distribution.

Translation

If you have a following in another country, as Ania G. did in Poland, it is important to have a translation of your book in the language spoken in that country. As your book's popularity grows, demand for translation into more and more languages will grow.

Book Category

The category that your book is in can be incredibly broad, like "general fiction," to very specific. The more specific that you can get with your category, the better that you are able to target your ideal readers, helping you to go best-seller.

Life Cycle of a Book

The life cycle of a book is the journey that a book takes from conception to launch to Best Seller Status™ to your book offered as a customized coaching program.

P.O.D.

Print on Demand is a method of printing physical copies of books that helps authors avoid losing their guestroom to copies of their book that never sold. In this method of printing, authors wait until they need a quantity of books and print them as necessary. Authors must weigh the financial cost of purchasing a small quantity—which is more expensive per book—with the risk of purchasing a large quantity. It is important to know your market very well before you decide how many print copies you should order.

Subtitle

The subtitle of a book gives a more in-depth explanation of what your book will be about. In the past, the subtitle was all about catching a reader's attention with a few words that explained why it was important to them (titles don't always make the topic of the book evident). Today, it does that on a much more evolved scale: it utilizes keywords to help your book get found online.

While all of this may seem overwhelming, it is a formulaic process that can be replicated time and again to launch best-seller after best-seller. Once you have been through the process the first time, you will soon be listing yourself as a "3-Time Best-Selling Author"—or even more—in your professional bio.

Follow us online and we will follow you back and we are very active about answering your questions and sharing photos of our book signings and other author events. BestSellerStatus.com [Facebook.com/BestSellerStatus](https://www.facebook.com/BestSellerStatus) [Twitter.com/BestSellerStatus](https://twitter.com/BestSellerStatus) [Instagram.com/BestSellerStatus](https://www.instagram.com/BestSellerStatus)

Thank you for investing in yourself by reading BEST-SELLER STATUS™
Becoming a Best-Selling Author in the Digital Age

I believe the world is truly waiting for your book. I believe you have a message that is so special and unique that only you are able to deliver it to the world, exactly as it should be delivered, and precisely as it has been stamped on your heart by the fingerprint of God. As you obey your inner urge to share your message with the world and move forward on this path, the world will thank you for opening up your heart by opening up to you. Like a painter using oil on the canvas, your words will transform someone's life, and, in the process, you will be inspired to give again. In doing so, you have the power to uplift, entertain, and

inspire your readers, all because you chose to follow your heart and share your soul. And even more of the world heard about what you did, because you humbly accepted the title that was given to you: BEST-SELLER STATUS™.

**Congratulations and..... I'll see
you on the Best-Sellers' List!**

THANK YOU!

Michael

