



THE DICKS + NANTON CELEBRITY BRANDING® AGENCY

-BOOK- MARKETING SECRETS



NICK NANTON & JW DICKS



THE DICKS + NANTON CELEBRITY BRANDING® AGENCY

Book Marketing Secrets

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Secret #1: Use Your Press Releases to Create Postcards.



Send Press Card and Press Releases to:

- Clients,
- Prospects
- Local media
- Industry media

Secret #2: Post Your Press Releases on Facebook and Other Social Media Sites.



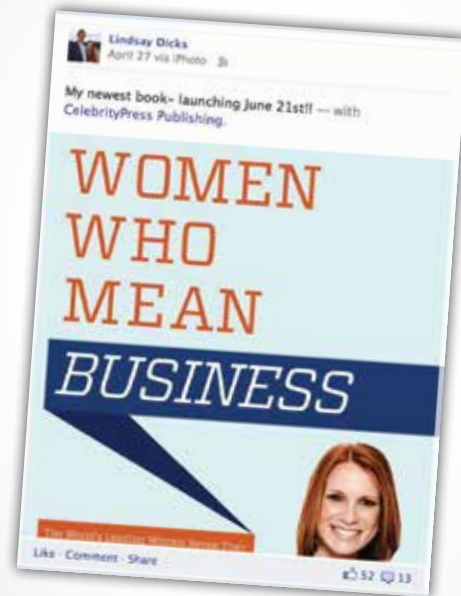
- You can also link to your Facebook post from another site.

Secret #3: As you get chapter edits, share your excitement with your audience.



- Involve your clients, prospects and fans in the whole process so they don't feel like they've been left behind.

Secret #4: Post your finalized cover to your audience.



- Make sure it is your absolute final cover! You don't want to share a cover that needs edits.

Secret #5: Participate in the Launch Sequence.

BOOK PROMO EMAILS

DATE TO SEND: Monday, May 7th 2012
Email 1 Subject: Top Dollar in Record Time!

Dear NAME,

Over the last 6 months, I have been working on a book with the top real estate experts in the nation, including Ron LeGrand a 30 year veteran of real estate who has taught nearly every big name in the business how to make money in real estate—the right way. In the process of writing this book, we all agreed to reveal our top real estate secrets that consistently generate profits no matter what the economy or the markets look like. It was tough to get some to agree, but the only way we were going to do this, was if everyone was held to the same code, share the best secrets you've got.

The great news is that we got everyone in agree, and the book that we all wrote together, "Sold! The World's Leading Real Estate Experts Reveal the Secrets to Selling Your Home for Top Dollar in Record Time" is coming out Thursday!

We'll be launching the book this week, Thursday, May 10th (don't worry I'll remind you!), and I've put together a huge bonus package for you if you'll help us launch the book on Thursday!

Like I said, I'll remind you, but if you are willing to help us launch with great success, by buying the book (it's only \$19.95!), then I'll give you a huge bonus package in addition to the great ideas you will get from reading the book.

I appreciate your support and I'll get back with you in a couple of days to remind you about the launch and to tell you more about the bonuses we've put together!

Stay tuned!

INSERT YOUR NAME HERE

DATE TO SEND: Wednesday, May 9th

Email 2 Subject: My New Book Comes Out Tomorrow! And so do your bonuses!

Dear NAME,

As I announced earlier this week, over the last 6 months, I have been working on a book with the top real estate experts in the nation, including Ron LeGrand a 30 year veteran of real estate who has taught nearly every big name in the business how to make money in real estate—the right way. In the process of writing this book, we all agreed to reveal our top real estate selling secrets that consistently generate profits no matter what the economy or the markets look like.

The great news is that the book that we all wrote together, "Sold! The World's Leading Real Estate Experts Reveal the Secrets to Selling Your Home for Top Dollar in Record Time" is coming out Tomorrow!

Just for purchasing the book tomorrow on Amazon.com, and helping us get off to a great start, I've put together a huge bonus package for you!

I will send you a link to buy the book tomorrow on Amazon, but here's a sneak peek at all the great stuff you'll get JUST for spending \$19.95! [Click here to check out the bonuses!](#)

Just for purchasing the book tomorrow on Amazon, and helping us get off to a great start, you'll get all of these great bonuses!

I will send you a link to buy the book tomorrow for just \$19.95, and once you buy it, just email your Amazon.com receipt to bonus@celebritypresspublishing.com and they'll send the bonuses right over to you!

Until Tomorrow!

DATE TO SEND: Thursday, May 10th

Email 3 Subject: The big day "SOLD!" is Here! Get your bonuses TODAY!

Dear NAME,

Today is the big day! Just for buying my new book today, that is chock full of real estate selling strategies from the leading real estate experts around the country, I'll give you literally HUNDREDS OF DOLLARS worth of bonuses!

Just for purchasing the book today, and helping us get off to a great start, I've put together a huge bonus package for you!

Here is a link to buy the book for \$19.95:

[Click Here to Buy it Now!!!](#)

And you'll get hundreds of dollars worth of bonuses, just for spending twenty bucks! BUT REMEMBER YOU MUST BUY THE BOOK AT AMAZON.COM TODAY!

[Click Here to Buy it Now!!!](#)

[Click here to check out all of the bonuses you're going to get!](#)

Just buy the book now, then just send your receipt to bonus@celebritypresspublishing.com and you'll get all the bonuses!

Just for purchasing the book today, and helping us get off to a great start, I've put together all of these great bonuses for you!

- Make sure to involve social media in the launch

Secret #6: Hand your book out like business cards.



What do you think will get you more attention?!

- It's the biggest credibility piece you have!
- People may throw away business cards but they won't throw away books.

Secret #7: Mail your book to top clients.



- Autograph and personalize the books

Book Marketing Secrets

Secret #8:

Post the eBook on your website as a free incentive for opt-ins.



Secret #9:

Email the eBook to your prospects and allow them to request a real book for free.



- You can extract your chapter to make a Special Report or include the entire eBook
- Send to your top 500 clients

Secret #10:

As a Second Step in your Lead Generation Funnel, Ask Prospects for their Mailing Address to Send them the Hard Copy of your Book.



- You're basically buying their address for the price of the book.
- Utilize the United State's Postal Service Priority Mailbox made especially for shipping books.

Secret #11:

Turn your chapter into a Special Report.



- Use this as a lead magnet

Secret #12:

Print copies of the Special Report to hand out or mail to clients and prospects.



- Include a welcome letter or post-it note with your mail-outs.

Secret #13:

Syndicate your chapter as an article or series of articles online.



- Utilize the following tools like:
 - ✓ www.submityourarticles.com
 - ✓ www.Easy-Articles.com
 - ✓ Google: Article Syndication
 - ✓ Google: Blog Syndication
- Always include a short byline at the end explaining who you are, what you do and a link to your website.

Secret #14:

Use your book to leverage speaking engagements and workshops.



Secret #15: Add your new credential of "Best-Selling Author" to your business cards, brochures, biography and letterheads.



- This adds another level of credibility.

Secret #16:

Use a microphone to read and record you chapter. Upload it to iTunes to create a podcast.



You have two options:

- ✓ Read the chapter like an audiobook
- ✓ Create a teaching series from the chapter (more appealing than a simple reading format)

Secret #17:

Have a friend interview you to create a series of podcasts from your chapter.

Podcasts > Health > Fitness & Nutrition > Greg Rollett

Celebrity Expert Network > World Fitness Elite

Podcast Description

After 15 experts were filmed for the World Fitness Elite TV Show, Greg Rollett sat down with each of them to talk about their core story and how they are helping to change lives through ultimate health, fitness and nutrition.

#	Name	Time	Released	Description	Popularity	Price
1	Sarah Graham World Fitness Elite Audio	--	4/10/12	Sarah Graham audio Sarah Graham ...	f	FREE
2	Rommel Acda World Fitness Elite Radio	--	4/10/12	Rommel audio Rommel Acda is the ...	f	FREE
3	Matt Jennings World Fitness Elite Radio	--	4/10/12	Matt audio Matt hails from the Jersey ...	f	FREE
4	Julie Sawyer World Fitness Elite Radio I...	--	4/10/12	Julie audio Julie Sawyer is one toug...	f	FREE
5	Josh Werner World Fitness Elite Radio I...	--	4/10/12	Josh Audio Josh Werner is a fitness ...	f	FREE
6	Joe Aben World Fitness Elite Radio Inter...	--	4/10/12	Joe Aben Audio Joe Aben is a fitness...	f	FREE
7	Isaac Ho World Fitness Elite Radio Interv...	--	4/10/12	Isaac Ho audio Isaac Ho is one of the...	f	FREE
8	Edward Fajardo World Fitness Elite Radi...	--	4/10/12	Edward audio Edward Fajardo is a fit...	f	FREE
9	Dustin Williams World Fitness Elite Radi...	--	4/10/12	Dustin Audio Dustin Williams runs Pr...	f	FREE
10	Dr. Bill Stillwell World Fitness Elite Radio	--	4/10/12	Dr. Bill Audio Dr. Bill Stillwell runs an...	f	FREE
11	Derek Decater World Fitness Elite	--	4/10/12	Derek Decater Audio Derek Decater I...	f	FREE
12	Daryl Salmon World Fitness Elite Radio I...	--	4/10/12	Link to Daryl's audio After telling the...	f	FREE
13	Damian Loth World Fitness Elite Radio I...	--	4/9/12	Damian Audio After Damian left the ...	f	FREE
14	Csaba Pecsi World Fitness Elite Radio I...	--	4/9/12	Download Csaba audio here. Check...	f	FREE
15	Belfin Lubas World Fitness Elite Radio I...	--	4/9/12	Belfin Lubas World Fitness Elite Rad...	f	FREE

Total: 15 Episodes

- A third party helps to validate your credentials and expert status.

Secret #18:

Get your interview transcribed and turn it into a product. Use it as a premium on your website to get people to opt-in.



- This format can help increase your profits, if presented as a “teaching course” rather than a “book”.

Secret #19: Make CD's of the interview and offer them on your website for free if prospects give their mailing address.



- CD's are much cheaper than books.
- Give them away at the office as well.

Secret #20: Make an Audio Business Card and hand them out at trade shows and networking meetings.



- Have them cut into the shape of a business card.

Secret #21: Hand out Audio Download Cards.



- Create custom codes on cards for people to download your content.
- Ask for names and addresses as well as their code to capture leads.

Secret #22: Strip the Audio From Your Interview and Use it for Your Office Hold Message.



- Don't waste your clients' and prospects' time. Use this as a tool to educate them while they wait.

Secret #23: Post the audio to your Facebook site.



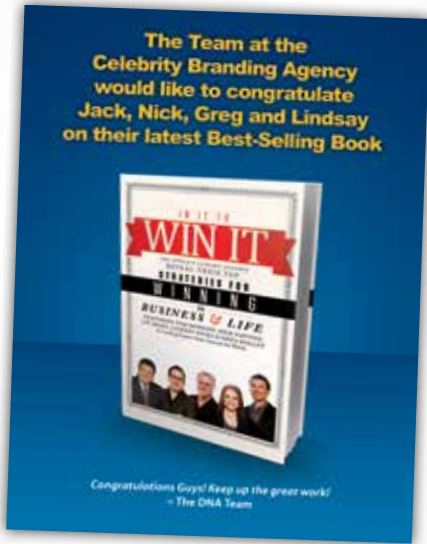
- Reach out to your audience

Secret #24: Link to your audio from all your social networking sites.



- There's no such thing as too much social media!

Secret #25: Place a congratulatory ad in your newsletter, newspaper or community magazine.



- Use the perspective of employees congratulating you so you don't look like you're showing off.

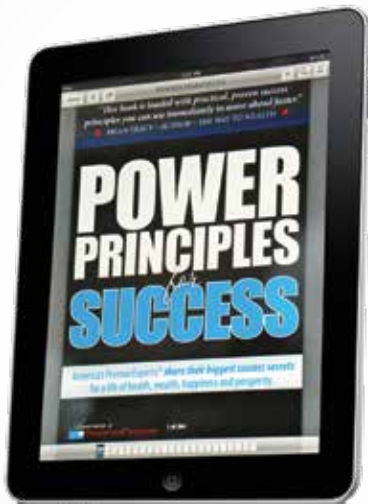
Secret #26: Send a copy to local media.



It's a great way to get interviews that will keep you on the radar. Send:

1. Autographed Copy of Book
2. Copy of Audio CD of your Chapter
3. Press Card
4. Press Release
5. Cover Letter

Secret #27: Send audio and PDF in an iPad, iPod Touch or Kindle.



- Make sure to follow up hard with these clients.
- Consider the worth of the client. Isn't it worth it to spend \$200 to capture a client?

Secret #28: Create a shock-and-awe media kit with the book and audio CD.



- Will show your clients that you are real.
- Builds reciprocity.

Secret #29:

Have your interview transcribed and turn it into an FAQ portion of your website.



- FAQ's get a lot of feedback online.
- Great for search engine optimization (SEO)!

Secret #30:

Frame the Book with a Titled Name Plate.



- Make the Frame look like an award by adding "The National Academy of Best-Selling Authors Presents This Certificate to _____ (name here) In Recognition Of Your Best-Selling Book _____ (book title here) _____ (date)"

Secret #31:

Create a postcard version of the frame and send it to clients and prospects.



- Take a picture of you standing next to the frame and include a special offer or press release on the back of the card.

Secret #32:

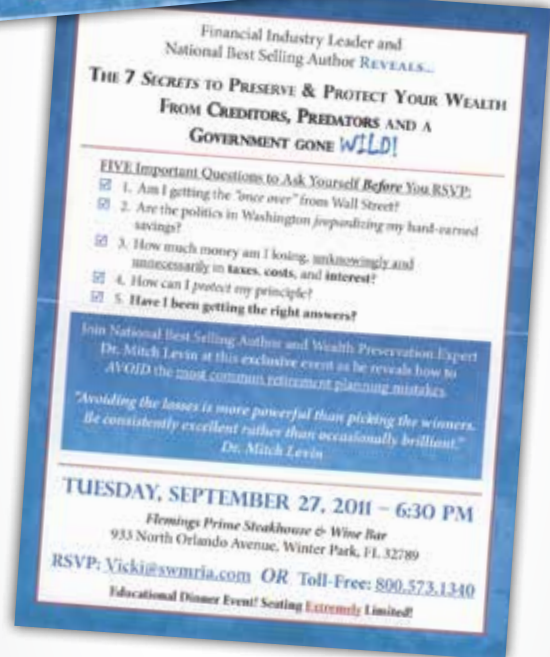
Create a seminar or webinar, using your new title as a Best-Selling Author.



- Create a postcard with the copy of the book to promote your seminar or webinar

Secret #33:

Create an advertorial in a newspaper or a tear-sheet for your seminar or webinar.



Secret #34:

Include the Special Report on your chapter in your next newsletter.



- A newsletter, done correctly, can help you bring in more business.

- Create an article in a press release format.

Secret #35: Feature the book in a special edition eZine.



WELCOME!
Welcome, Experts!
Hey, check out my newest book that just hit the Best-Seller list!
I co-authored it with experts from all around the world, and the reviews have been amazing so far! I'd love to give you a copy.
You can order it here or you can click here to get a free pdf download of it!
As always, thanks for your support and let me know what else I can do to help you!
My best,
Nick

AS FEATURED IN:
NBC NEWS
ABC NEWS
FOX NEWS
THE WALL STREET JOURNAL
Newsweek
BUILD YOUR BRAND

WINE & DINE
Join me for Wine & Dine at Cheap!
Thursday, June 21
Cheap Wine and Beer
520 N. Howard Ave., Tampa
7 p.m.
Live music by the Latin City Trio
80 premium wines included by the owner!
All topics covered by the author's professional insights.
FREE BOOK COPY, WINE AND BEER PROVIDED. SEATINGS AVAILABLE AND WOULD LOVE TO SIGN YOU FOR FREE!
Thank you, Tammy Larson

Include:

- Articles on the book
- Free download
- Opt-ins

Secret #36: Create a display stand in your office.



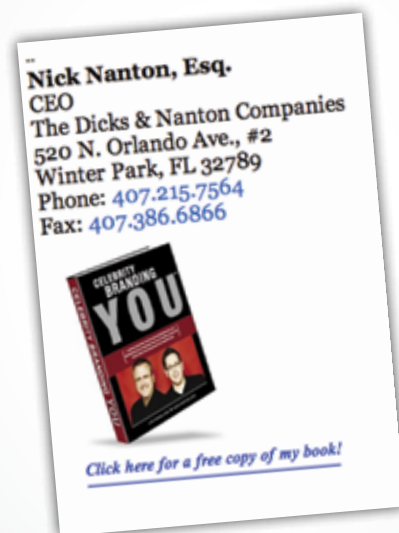
- Use a stand-up cutout of yourself with books and a sign that says "Take one!"

Secret #37: "Forget" copies of your book in waiting rooms, on buses or in the seat pockets of airplanes.



- You can also include a note that says "Office Copy. Do not take" and leave it at an office or waiting room.

Secret #38: Add your book cover image and text to your email signature.



- Include a link to the book, if possible.

Secret #39: Book a signing party at your office or local hotspot.



- This is a great way to get local media involved!

Secret #40: Reverse Shoplifting.



- Buy your own book so that the store sees they have "sold out" of it. Often times, they'll buy more.

Secret #41: Hold a workshop.



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