welcome

AUTHORITY PUBLISHING
EMPIRE

a way vs the way

- Many paths to success
- We give real answers not easy answers
- Our blueprints and templates are suggestions and encourage you to color outside the lines
- We provide **A** way not necessarily **THE** way

what you will learn

AUTHORITY PUBLISHING EMPIRE

- Multi Author Publishing Model
- Your Powerful Opportunity
- Packaging & Pricing
- Sell with Complete Confidence

who we can help

SUCCESSFUL Entrepreneurs

- **Business Owners -** Local & National
- **Coaches & Consultants -** Business, Life, Spiritual
- **Speakers -** Motivational, Education, Leadership
- **Professionals -** Legal, Financial, Real Estate
- **Medical -** Doctors, Dentists, Mental Health
- **Health & Wellness -** Fitness, Nutrition

what we can do

Amazon Best Selling Expert Authors

- Publishing 1 Problem / 1 Solution Interview
- Educator & Advocate for their prospects
- Multi-Author Kindle Books
- Guaranteed Best Seller Status
- Online National Media Recognition

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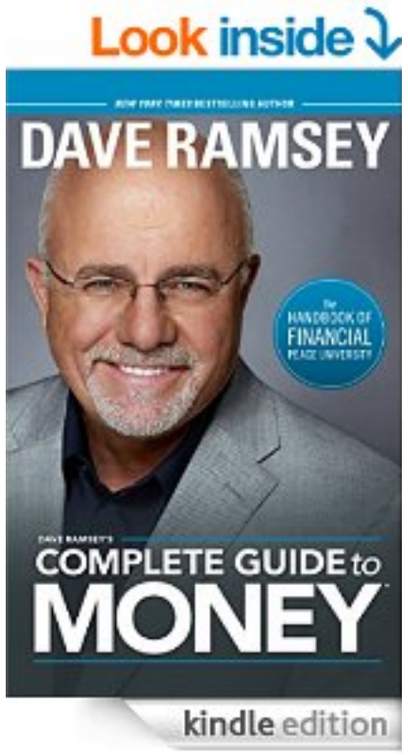
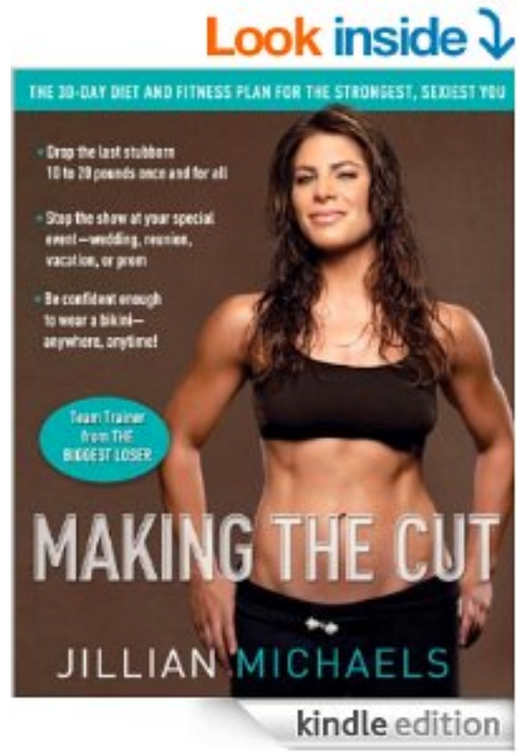
why they want it

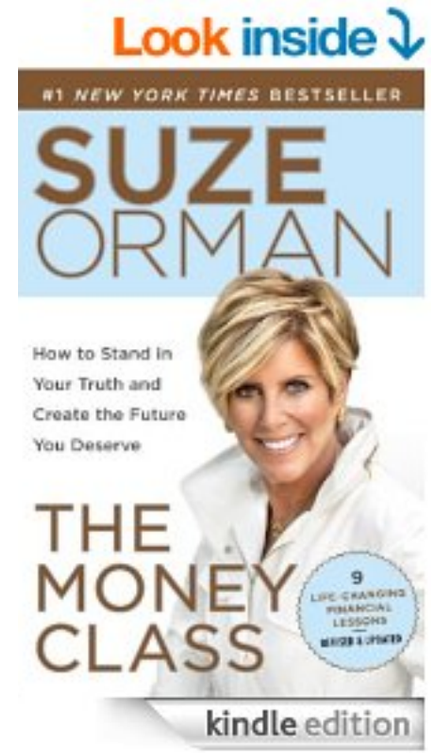
Establish AUTHORITY POSITIONING

- Create EXPERT REPUTATION
- Recognized LEADER in their field
- Separate them from COMPETITION
- Ability to STAND OUT in “Me Too” industries

why they want it







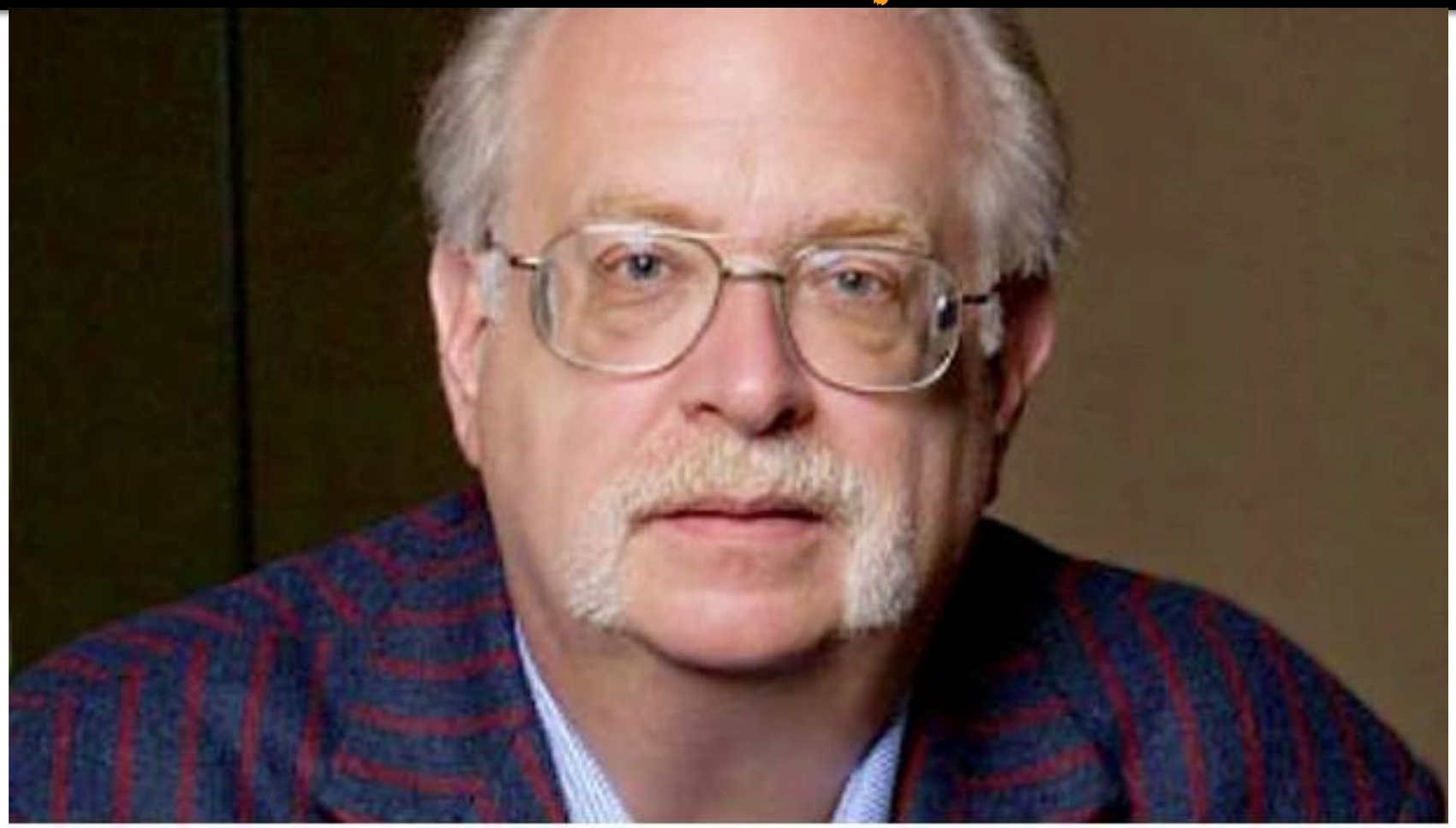
- Being a published author has been and is still one of the most powerful ways to command **Instant Expert Status**
- Being recognized as a **BEST SELLING AUTHOR** Creates Undeniable Credibility and Authority
- Creates a <u>HUGE gap</u> between the competition

why they need it

Without the opportunity to Stand Out

- Continue to be another "Face in the Crowd"
- Struggling to give prospects a reason to "Pick Them"
- Feel they have to compete on price

why they need it



"The simple truth is, if you aren't deliberate, systematically, methodically or rapidly and dramatically establishing yourself as a celebrity, at least to your clientele and target market, you're asleep at the wheel, ignoring what is fueling the entire economy around you, *neglecting development of a measurably valuable asset."*

Dan Kennedy

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your opportunity

Most entrepreneurs crave the Credibility and Expert Status that comes with being recognized as an Amazon Best Selling Author

Even the most talented and successful feel that it's simply beyond their reach

YOU CAN HELP THEM

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what you can do

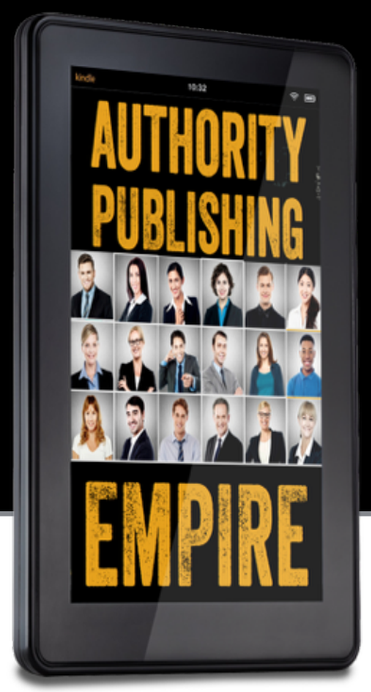
COMPLETE CONFIDENCE

- 300 Best Selling Authors
- 100% Success Rate
- You Can Do it Fast
- You Can Make it Simple

how we do it

AUTHORITY EXPERT INTERVIEW BOOKS

- 1 Problem / Solution **Interview** Chapter
- Contributing Author Credit
- Guaranteed Best Seller List
- National Media News Release announcing Best Seller Status



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the roadmap

CODE OF ETHICS

- CLEAR and TRUTHFUL to clients
- Only work with clients that clearly understand and value the outcome we can provide
- We **NEVER** trick or fool or deceive our prospects or clients into thinking they are getting something they are not

the roadmap

CODE OF ETHICS

- Crystal Clear Understanding
- No Royalties will be paid
- CORE Objective is AUTHORITY POSITIONING
- Recognition as a Leader, Educator & Advocate in their field with National Online Media

the roadmap

THIS IS NOT FOR EVERYONE!

Amazon Best Seller Does Not = Thousands of books sold

Amazon Best Seller Does Not = Bill paying royalty checks

We work exclusively with clients who want AUTHORITY POSITIONING

AUTHORITY PUBLISHING EMPIRE

the roadmap

Our company doesn't work with, or suggest working with…

- Novel, Fiction Writers
- Need or want book sales for revenue
- Need leads this week to pay bills next week

- It would be cruel and wrong to set expectations that you are going to help someone sell a lot of books with this system

the roadmap

- Work **ONLY** with **IDEAL PROSPECTS**
- To Position them as a recognized EXPERT in their field by making them a Best Selling Expert Author
- Offer additional services to help them leverage their Expert status to gain more exposure and AUTHORITY Positioning

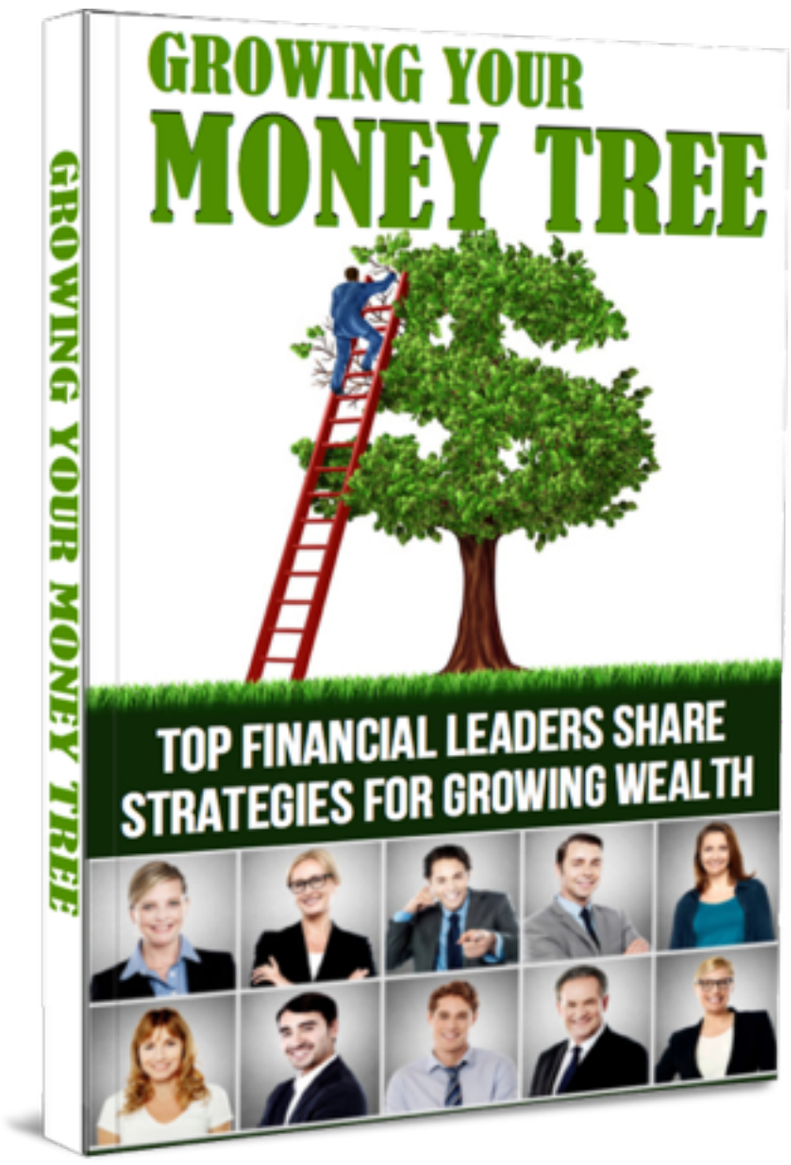
business models

COACH CONSULTANT PUBLISHER

AUTHORITY PUBLISHING EMPIRE

coach model

Add ***AUTHORITY*** To Your COACHING Program



- **FINANCIAL ADVISORS**
  - Business Building
  - Client Attraction
  - Marketing Strategies
  - **AUTHORITY BEST SELLER**

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coach model

Add ***AUTHORITY*** To Your COACHING Program

- **BUSINESS COACH**
  - Finance
  - Legal
  - Real Estate
  - Medical
  - Health & Fitness
  - Marketing

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consultant model

- **CONSULTING & JOINT VENTURE**
  - Marketing
  - Design
  - Fulfillment
  - **AUTHORITY BEST SELLER**

- **Work with**
  - Business Coaches
  - Real Estate Brokers
  - Law Firms
  - Personal Trainers
  - “Practice” & “Brokers”

consultant model

JOINT VENTURE with

CENTERS of INFLUENCE

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publishing model

Develop Your Own ***AUTHORITY*** EXPERT INTERVIEW SERIES

- Business Owners
- Coaches & Consultants
- Speakers - Motivational
- ...essionals - Legal, Financial
- ...ical - Doctors, Dentists
- ...lth & Wellness

AUTHORITY PUBLISHING
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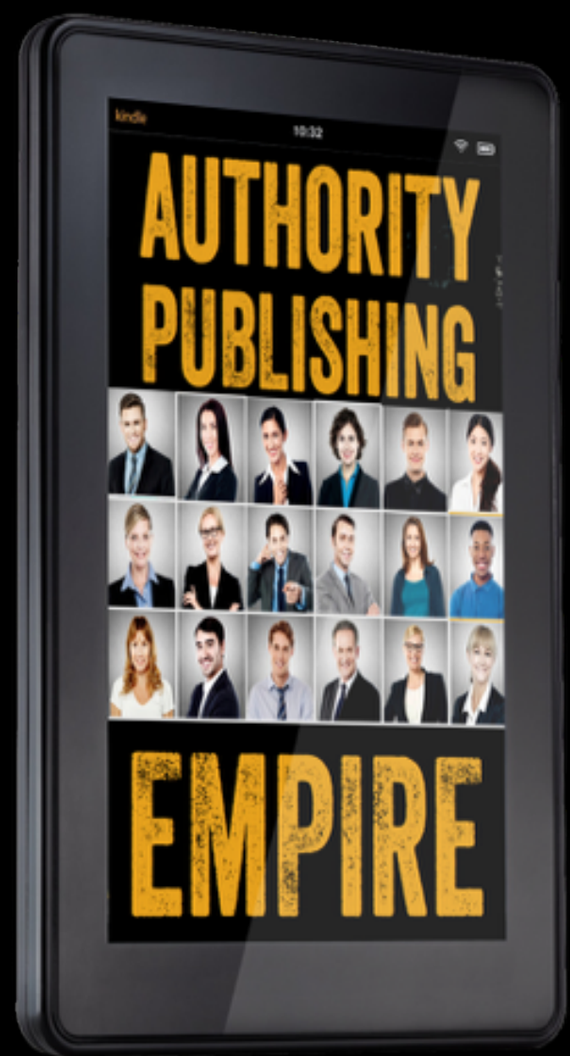
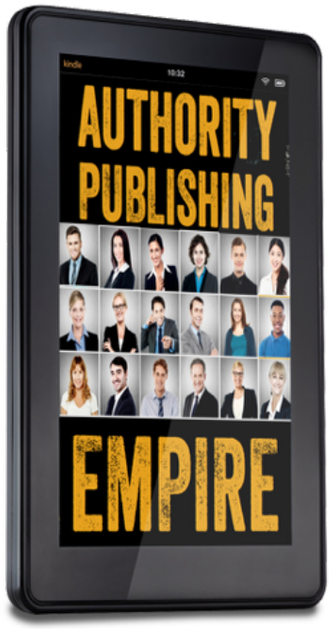
packaging & pricing

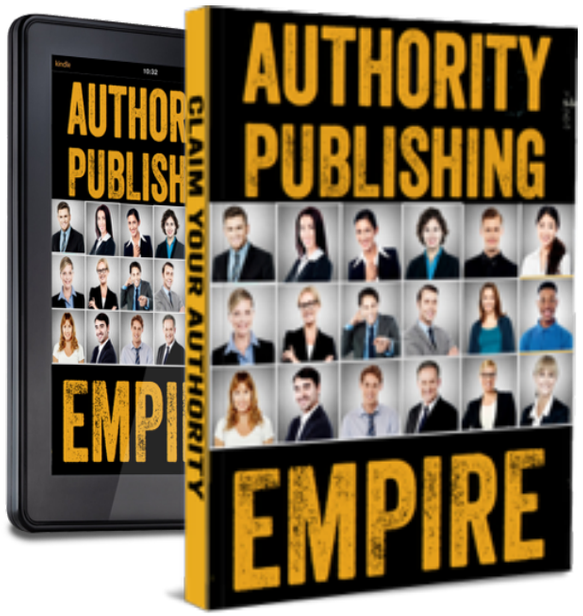


packaging & pricing



Kindle Package
$1,500

- Expert Interview
- Guaranteed Best Seller
- National News Release

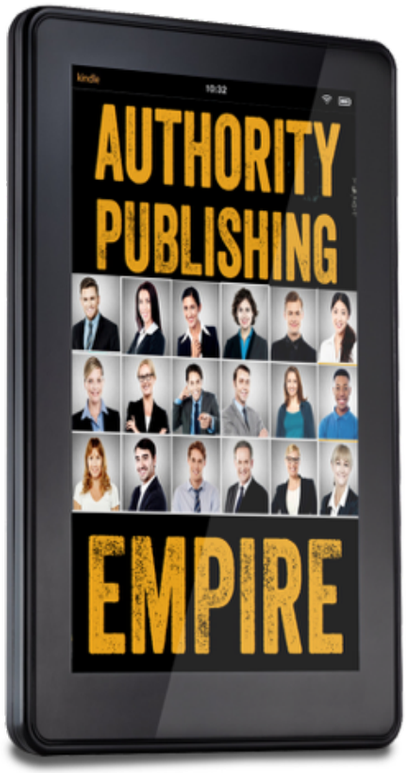


Kindle & Physical
$2,500

- Expert Interview
- 20 Copies Physical Book
- Guaranteed Best Seller
- National News Release

core offer

Estimated Cost for KINDLE BOOK with Five Authors



- Transcriptions - **$150**
- Editing & Formatting - **$200**
- Book Cover - **$20 - $300**
- Publish to Kindle **$0**
- National News Release **$500**
- ***High Estimate Total - $1150***

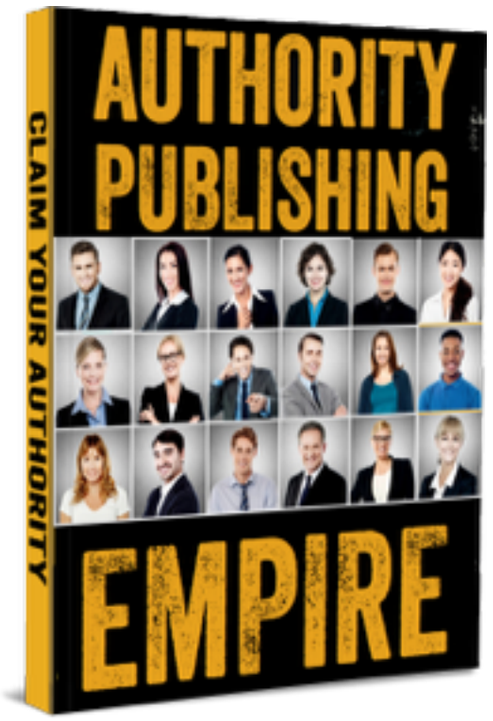
Conservative
Fixed Cost
$250 Per Author

AUTHORITY PUBLISHING
EMPIRE

core offer

Estimated Cost for
PHYSICAL BOOK with Five Authors

- Transcriptions - **$150**
- Editing, Formatting & Proofing - **$300**
- Book Cover - **$20 - $300**
- Publish to Create Space **$0**
- **Author Physical Copies (20 each) + Shipping - $375**
- National News Release **$500**
- ***High Estimate Total - $1625***



Conservative
Fixed Cost
$400 Per Author

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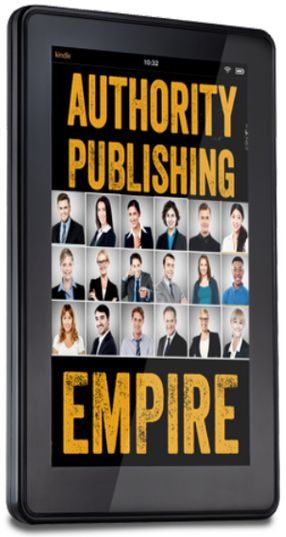
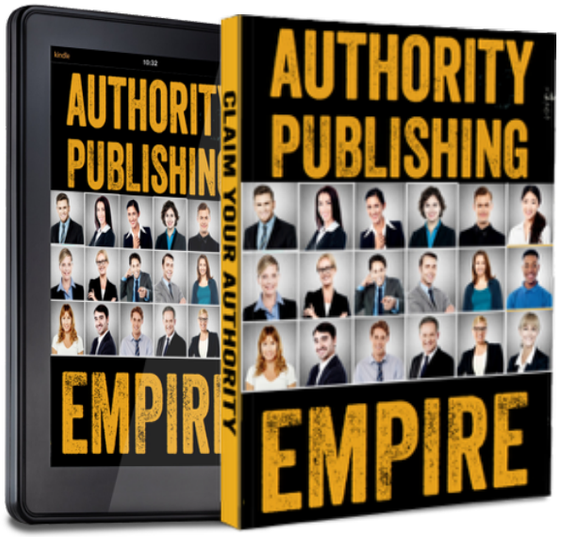
packaging & pricing



Conservative
Fixed Cost
$250 Per Author



Conservative
Fixed Cost
$400 Per Author

	COST	REVENUE
5 Authors -	$1,250	***$7,500***
7 Authors -	$1,750	***$10,500***
10 Authors -	$2,500	***$15,000***

	COST	REVENUE
5 Authors -	$2,000	***$12,500***
7 Authors -	$2,800	***$17,500***
10 Authors -	$4,000	***$25,000***

AUTHORITY PUBLISHING
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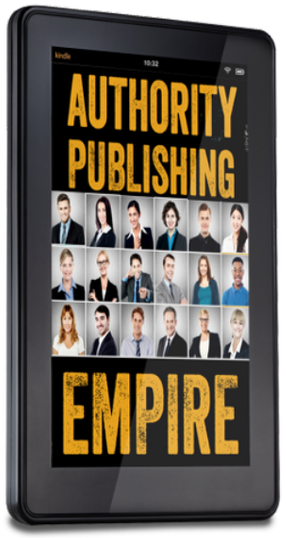
packaging & pricing



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Fixed Cost
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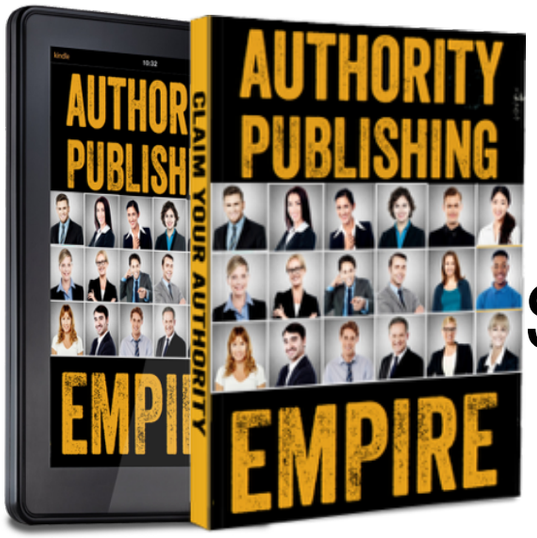
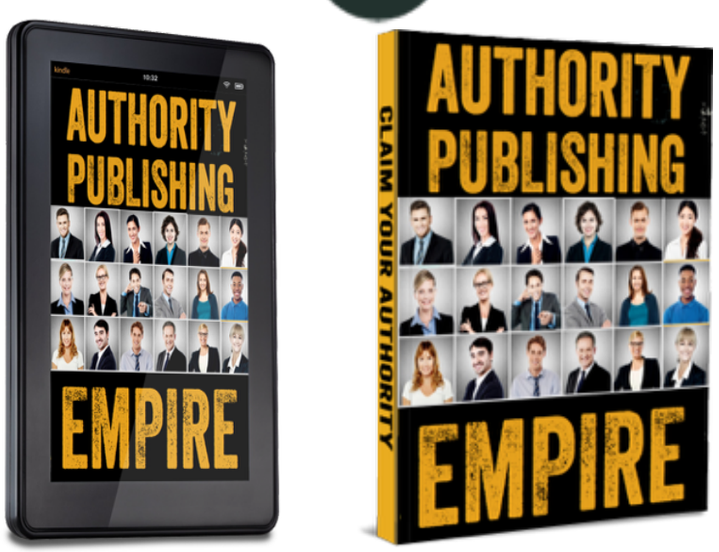


Conservative
Fixed Cost
$400 Per Author

- Very low overhead costs
- A lot of room for creative pricing & discounts
- Great opportunity for referral fees and discounts

packaging & pricing

COACHING PROGRAM



- Can Include **Premium Coaching**
- Offer as an Upgrade Option
- Keep in mind your hard costs
  - $250 Kindle
  - $400 Physical

AUTHORITY PUBLISHING
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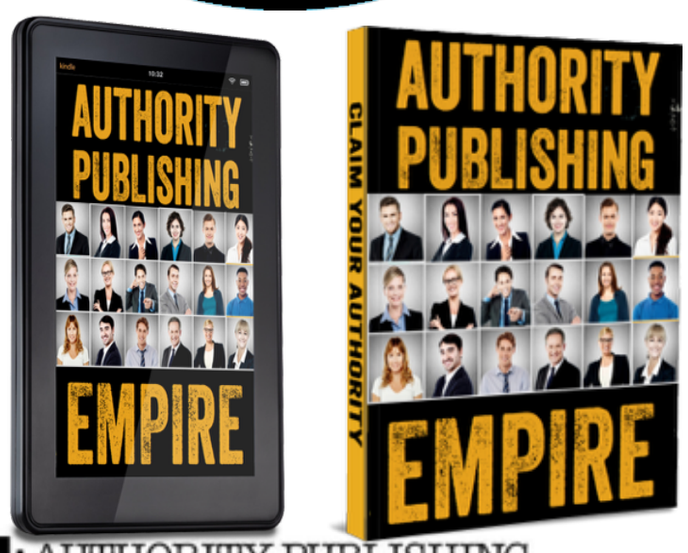
packaging & pricing

CONSULTING / JV



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FAST NICKELS vs SLOW DIMES

- **COACH FLAT FEE**
  - $10,000 up to 12 Authors
  - Coaches pay us directly
  - They handle payments with clients
- **CENTER of INFLUENCE JV**
  - 33% ($1,500 minimum)
  - We take payment
  - Pay JV on completion

client hat trick

Simple Referral

As soon as you close the deal
Say this…

By the way… I have 2 spots open in an upcoming book. If you know anyone else that would like to do this let **THEM** know.

With Two paid referrals your campaign is on me.

ideal prospects

SELLING without SELLING

- Selling isn't what you do TO a prospect
- It's what you do FOR a prospect

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ideal prospects

SELLING without SELLING

- Your Ideal Prospects won't need to be SOLD on if they <u>should do this</u>
- They may need to be SOLD on if they <u>deserve to do this</u>

ideal prospects

EXPERT

vs

EDUCATOR & ADVOCATE

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ideal prospects

- **Prospects Name Is Business Brand**
  - John Smith, CPA
  - Susan Jones Attorney at Law
- **Business Owners** - Local, National
- **Coaches** - Business, Life, Spiritual
- **Speakers** - Motivational, Education, Leadership
- **Professionals** - Legal, Financial, Real Estate
- **Health & Wellness** - Doctors, Dentists, Mental

NOT ideal prospects

Don't be tempted to try and make this fit for the wrong prospect

- Low revenue, profit margin trades
  - Roofers, Plumbers
- Novel, Fiction Writers
- Want or Need to sell books for revenue
- Need leads this week to pay bills next week

ideal prospects

Understand, want and need

AUTHORITY POSITIONING

action plan

- Understand Authority Publishing Empire Model
- Set Your Goals For Success
- Be Your First Customer
- Pick Your Ideal Prospects
- Have A Conversation

goals vs wishes

- Most set there goals on outcomes
  - I want to be rich
  - I want to be famous
  - I want to be thin
- These aren't goals…
- They are wishes

processes vs outcomes

- Goals should be set to complete the processes that are required to make your wishes come true
- You have full control over completing the processes
- You don’t have control over the outcome

processes vs outcomes

- "I'm going to get 5 new clients a week" is not a goal
- It's a wish… a DESIRED OUTCOME
- You don't have complete control over
- Your goals should be based on completing the tasks that gives that wish the best chance of coming true

processes vs outcomes

- Your goal should be "I'm going to connect with 10 prospects this week"
- You have complete control
- When you connect with 10 prospects you've met your goal… you've succeeded
- Meet these goals and your wishes start to come true!

you must connect

- **Mortgage Broker**

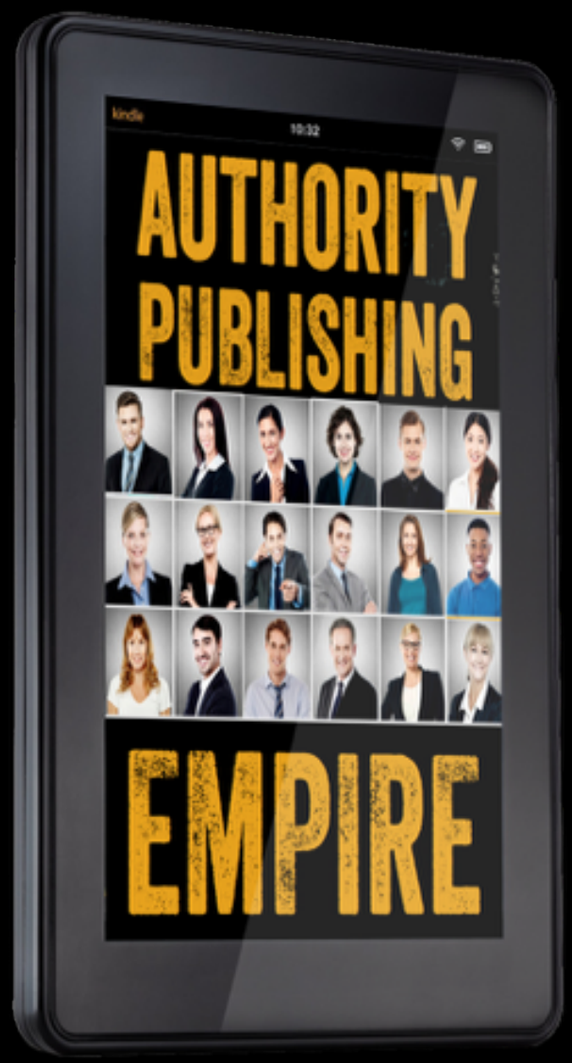
- Hi, this is Jack Mize, I need to speak with Ms Money Bags. Thank You

- I'm publishing a book that will help Houston First Time Homebuyers navigate buying their first house and was counting on Ms. Money Bags for a quick interview as Local Subject Matter Expert.

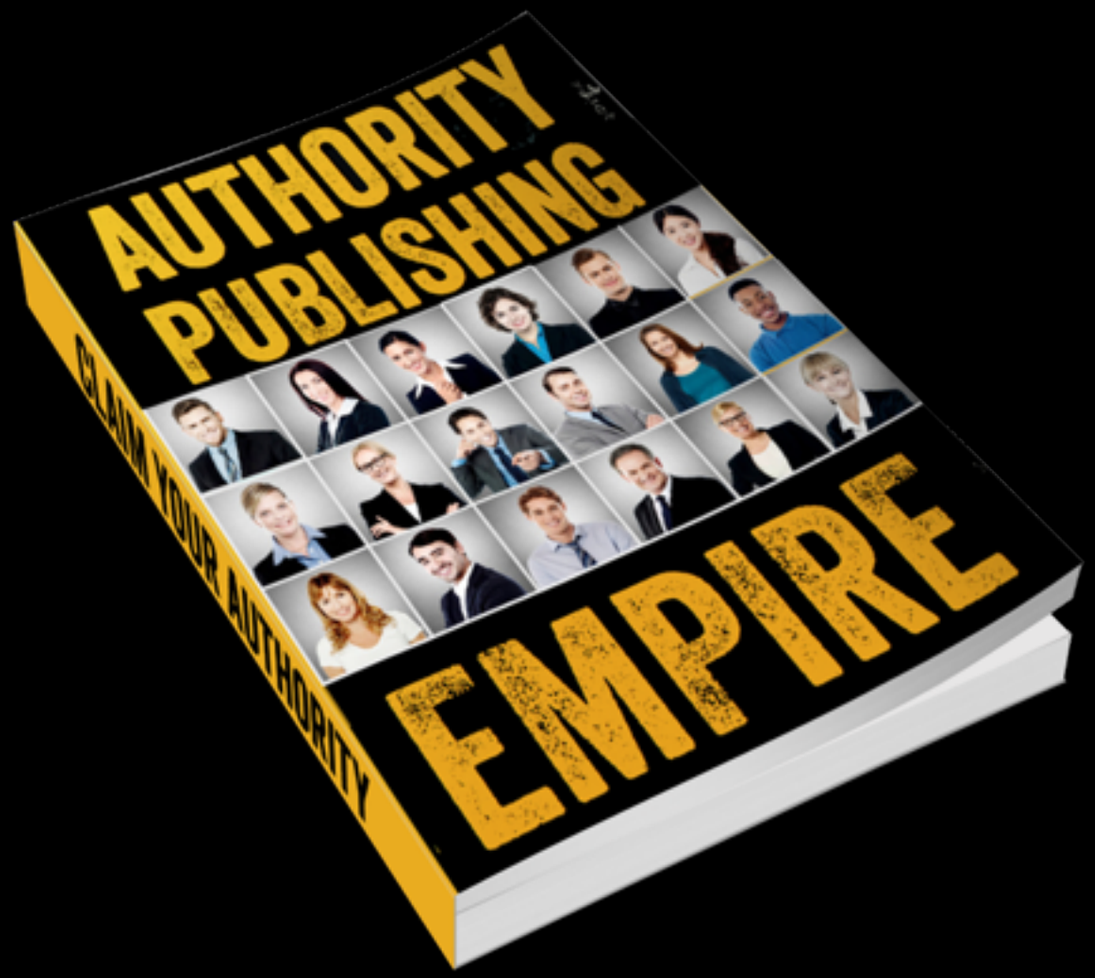
you must connect

What do you think happens next?

- You get through the gatekeepers very quickly
- You start conversations without the pressure of selling
- You build your prospects STRONG desire to work with you



Q & A



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