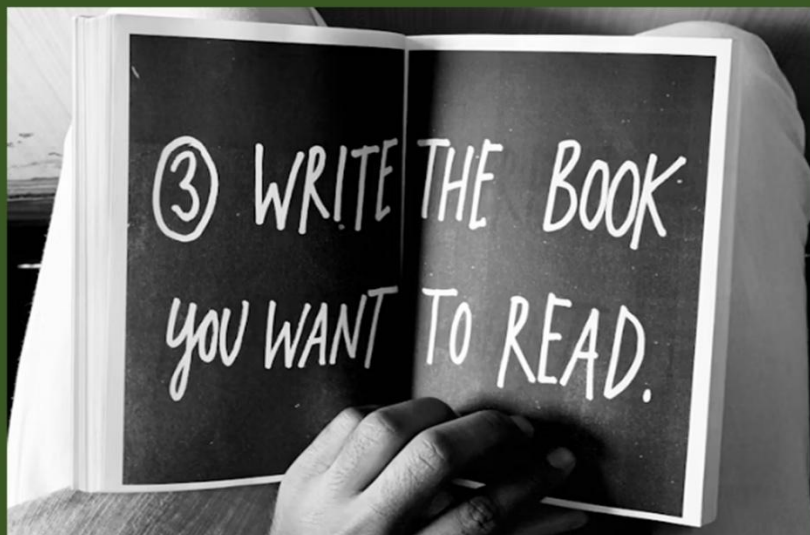


The Book Authority Series



101 Reasons Why You Should Write a Book

John Kremer

101 Reasons Why You Should Write a Book

**John Kremer,
The Book Authority**

with

Peter W. Johnson, Jr.

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John Kremer
P O Box 271
Dolan Springs AZ 86441

575-741-1581

Web: <https://www.BookAuthorAuthority.com>

Web: <https://BookMarketingBestsellers.com>

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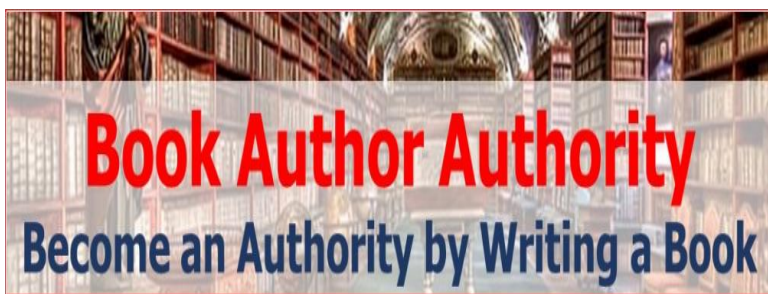
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101 Reasons Why You Should Write a Book

The sooner you write a book, the better (for you and your business). Books give you credibility and authority. Books build your expertise and your value. Books enable you to grow your business. As an author, you become qualified to speak, to coach, to consult, even to build and sell other products.

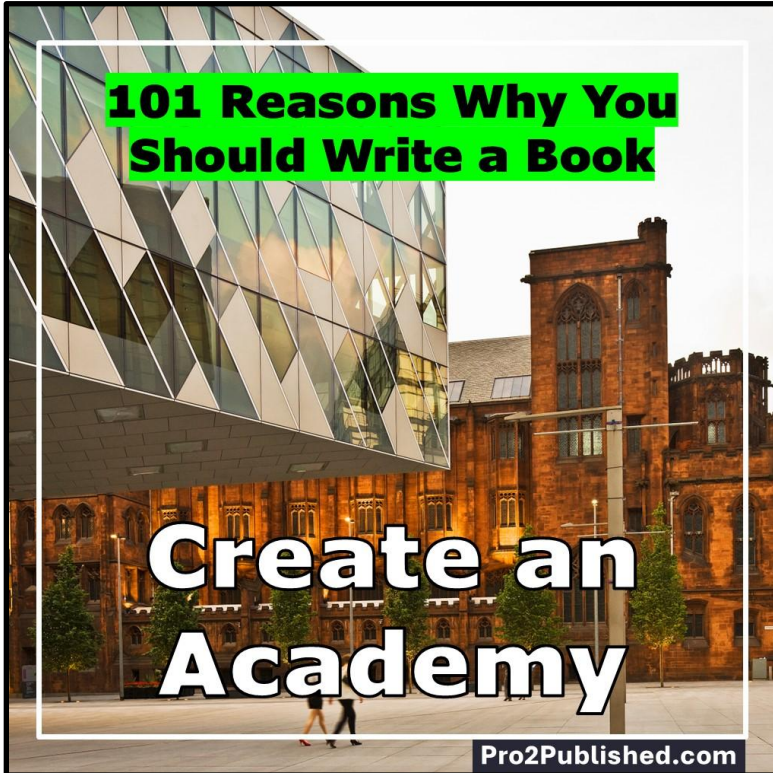
Indeed, you can write a book in ten days or less! You can even write a book in less than five days or seven days. Find out more at <https://www.BookAuthorAuthority.com>.



On the following pages, I showcase and describe 101 reasons why you should write a book. Pick one or two reasons and start writing your book.

You don't have to set out to write a book. You can just start writing — and see where your writing takes you!

Create an Academy



You can write a book that establishes you as an expert — an expert worth wanting to spend more time with in an educational setting.

For example, *Alive* magazine offers the Alive Academy to teach medical and health professionals how to become a certified holistic nutritionist. They offer many benefits, including recognized certification, enhanced career opportunities, and the education to help people

to live healthier lives. Their motto? Where learning comes to life.



Share Advice



Give advice freely. The more advice you share freely, the more trust people will have in you. In the internet marketing world, people will buy from those they know, love, and trust. And people know, love, and trust those people whose advice they value.

If they read your book and love it, they'll buy from you again and again. They will become loyal customers and advocates.

Check out this incredible review of [1001 Ways to Market Your Books](#) from one reader:

I've been reading the ebook edition and enjoying the way you write...

...and eagerly awaiting the paperback so I can flip pages and pepper it with Post-Its and all the other things one does with such a useful, helpful book.

I especially like what you say at the end...

...about how you've learned that what you do doesn't matter as much as how what you do makes people feel...

You make me feel very happy.

Very few authors do.

Especially on the subject of selling more books.

When I read their stuff, I get the oddest feeling that they're not telling me the whole story.

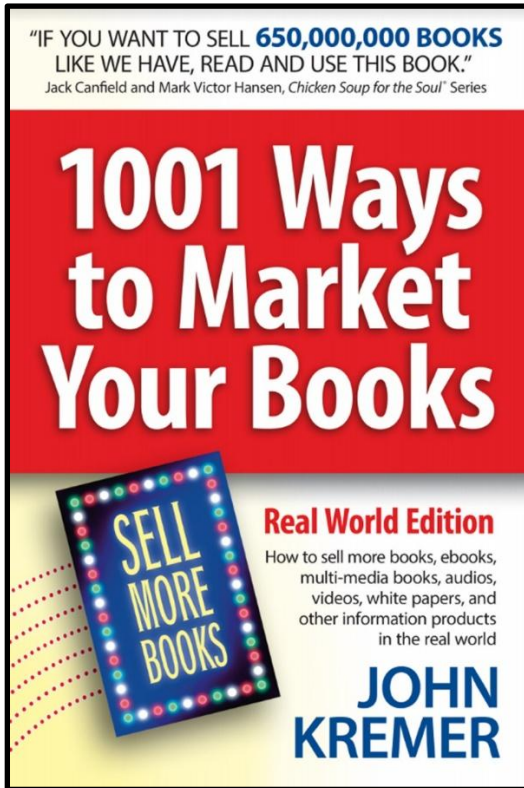
You, on the other hand, recommend taking a 3-year approach to selling more books... and that's just the minimum!

In all the books I've read on the subject of selling more books, not once have I come across that recommendation...

...but as soon as I saw it, I knew I could trust you.

warmest regards...

Elizabeth Adams, a true fan



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The \$60,000 Coach: How to Get Clients Clamoring at Your Door Wanting to Pay You \$10,000, \$20,000, Even \$60,000 Per Year Just to Talk to You

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Earn Affiliate Income



As a book author, you can refer your readers to other products, business, and services that you would naturally recommend anyway. With many of these referrals, you should be able to set up associate or affiliate payments where your referred partners pay you for your recommendations.

Not only can you feature your affiliate recommendations within the text of your

books, but you can also feature affiliate links on your website, in your articles, via your podcast episodes, and within your social media posts. All your referrals, no matter where you make them, will benefit from your credibility as an author.

Even if you don't want to recommend any other people's products and services, you should definitely recommend other authors' books and recordings. The simplest way to do that is via the Amazon associate program.



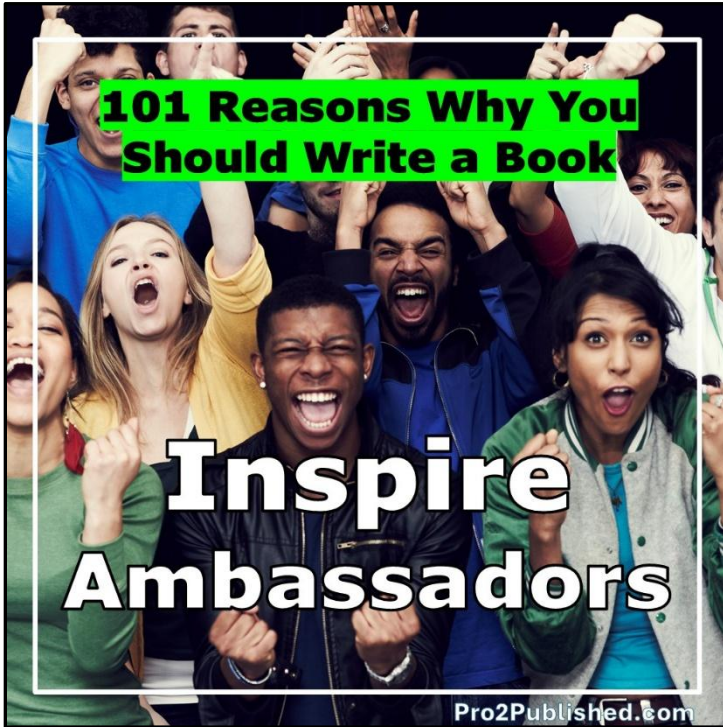
You can sign up for Amazon's referral program here: <https://affiliate-program.amazon.com>. This program allows you to earn income on many product referrals — not just books and audio — but also for foods, supplements, and other products related to your topic.

==

The \$60,000 Testimonial: Give and Receive Testimonials, Blurbs, and Referrals That Generate Sales

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Inspire Ambassadors



When you write a great book, you inspire your readers to become ambassadors for your book, your work, your products, your services, and more. They become warriors to reinforce your brand in every format.

Book ambassadors are individuals who promote and advocate for books, authors, or publishing brands, often through social media and personal networks. They help increase visibility and sales by sharing their love for reading and engaging with their communities.

By partnering with those who love and support your brand, you can build a relationship with your greatest advocates who will then speak on your behalf. When these ambassadors promote your products or services to friends, family, and others in their network, you increase conversion rates without significantly chewing into your bottom line. —
BrandChamp.io

You can encourage your ambassadors to do more by sending them a link to an article on **51 Ways to Help a Book Author You Love:** <https://bookmarketingbestsellers.com/36-ways-to-help-a-book-author-you-love>.

==

The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Attract Better Customers



The best way to develop great customers is to give your book to prospective customers. Those prospects who read your book and like it will become your best customers.

Just write a book that answers the top 20 questions that prospects ask you again and again. Prospects always ask better questions

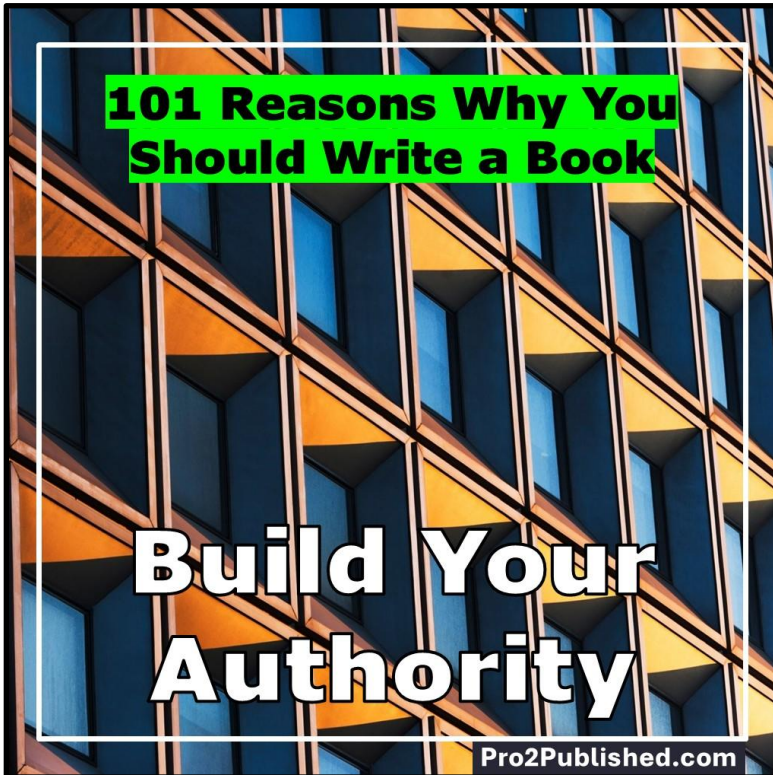
after reading a book. If they ask the right questions, they will hire you and keep hiring you. That's the best kind of customer.

==

The \$60,000 Coach: How to Get Clients Clamoring at Your Door Wanting to Pay You \$10,000, \$20,000, Even \$60,000 Per Year Just to Talk to You

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Build Your Authority



Would you like to become an authority on a topic of your choice? What do you have to do to become an authority? Simple: You write a book on that topic.

With the right marketing, you can boost your authority with a bestselling book. You can become the go-to expert on the topic of your choice by writing THE book on the subject.

Become a Bestselling Author



One of the great joys as a book author is to have your book make a bestseller list — whether the *USA Today* list, *New York Times* bestseller list, or one of the local bestseller lists. Many authors have become multiple *New York Times* bestselling authors.

A No. 1 sticker can be printed, a book tour crowd can be supplied, large orders can lift a

first impression, and sustained readership is harder to manufacture. — David Manney, columnist, PJ Media

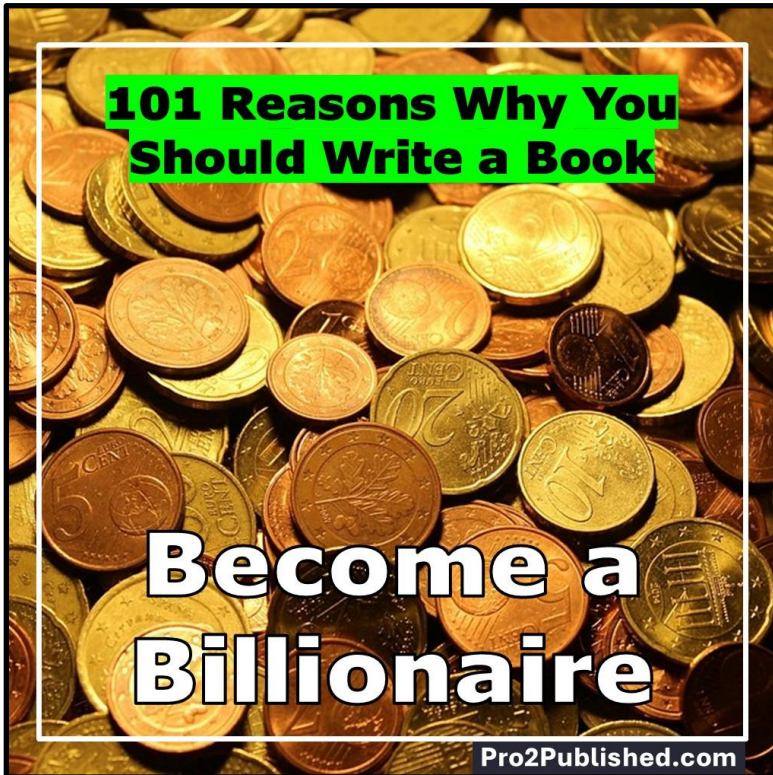
And that's the key reason you want a *New York Times* bestseller: To sustain sales over the long term.

==

The \$60,000 Author: The #1 Secret to Becoming a Bestselling Author and Selling Thousands of Books

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Become a Billionaire



You could earn up to a billion dollars as a book author. Thus far, from what I know, only one author has become a billionaire from writing books, but many authors have earned hundreds of millions of dollars from writing books.

Here are a few of the wealthiest book authors. You'll make the most money as a book author if you write romances or thrillers. Only a few

nonfiction book authors have broken through to the big time.

J.K. Rowling: \$1 billion, fantasy novelist. She earns between \$50 million and \$100 million annually from royalties on her *Harry Potter* books, movies, and merchandise.

James Patterson: \$560 million, thriller novelist

Paulo Coelho: \$500 million, author of *The Alchemist*

Stephen King: \$400 million, thriller novelist

Nora Roberts: \$390 million, romance and mystery novelist

Danielle Steel: \$385 million, romance novelist

Pleasant Rowland: \$350 million, founder of the *American Girl* book series and brand

Danielle Steel: \$310 million, romance novelist

Barbara Taylor Bradford: \$300 million, romance novelist

Tom Clancy: \$300 million at the time of his death, thriller novelist

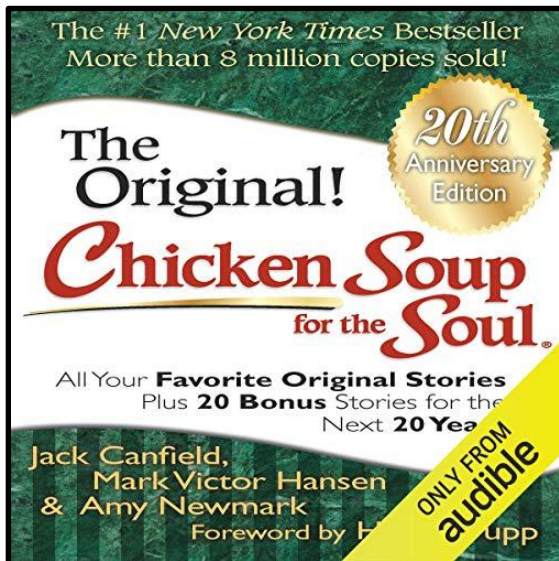
John Grisham: \$220 million, thriller novelist

R.L. Stine: \$200 million, children's horror novelist

Deepak Chopra: \$80 million, spirituality author

Jack Canfield: \$50 million, co-author of *Chicken Soup for the Soul*

Mark Victor Hansen: \$50 million, co-author of *Chicken Soup for the Soul*

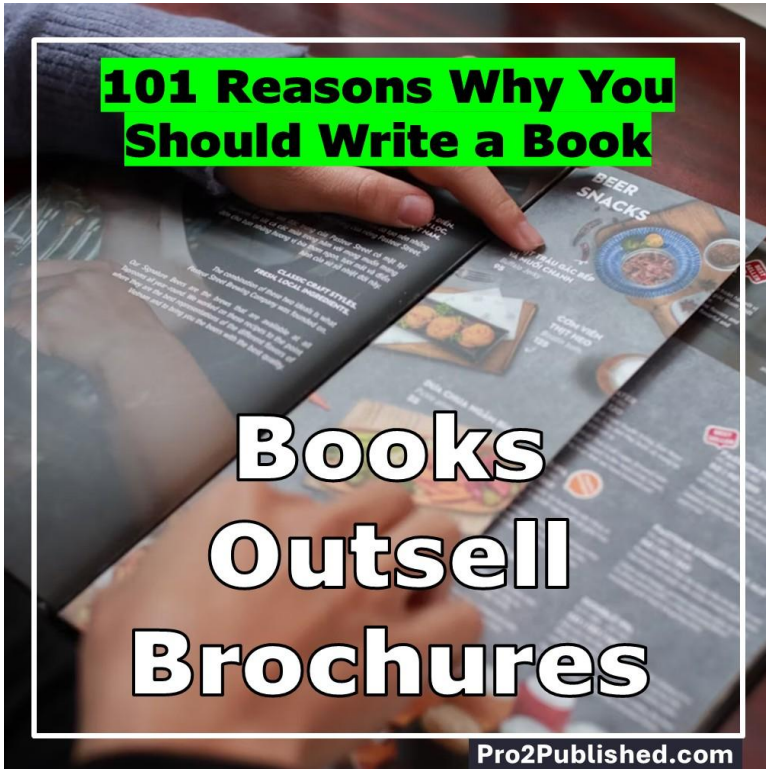


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The \$60,000 Author: The #1 Secret to Becoming a Bestselling Author and Selling Thousands of Books

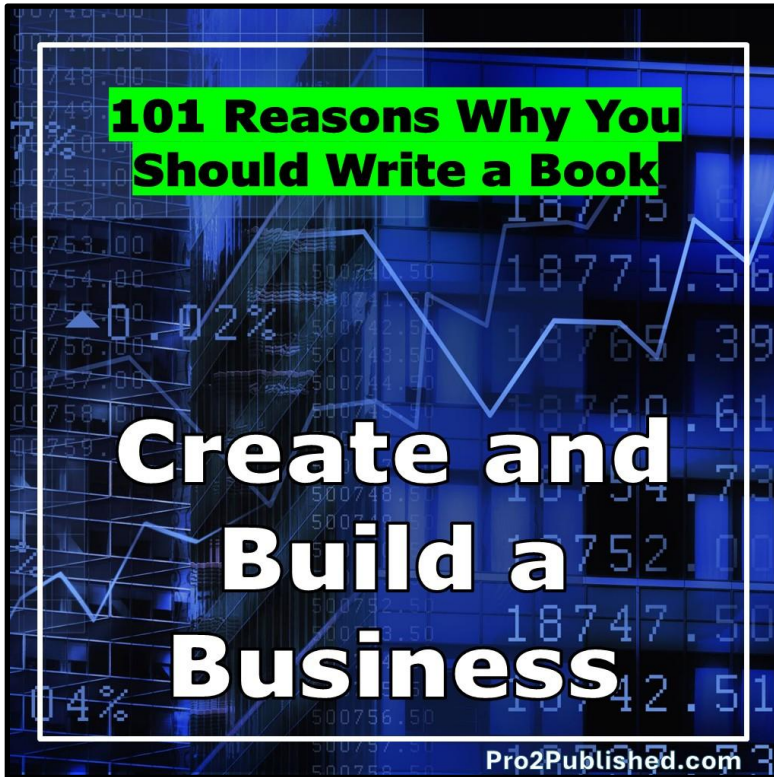
For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Books Outsell Brochures



Books always outsell brochures and pamphlets. They outsell videos. They outsell podcasts. They outsell websites. They outsell summits. Why? Because they are always more complete and more reliable than any of those shorter formats. If you want to sell more products, more services, more courses, more webinars, write a book!

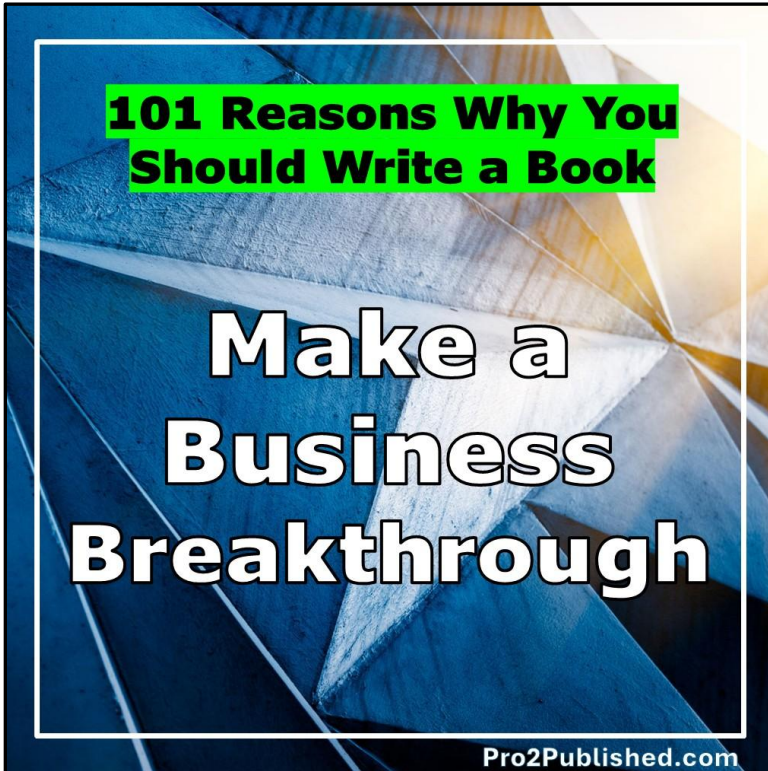
Create and Build a Business



As my friend Mike Koenigs, co-author of *Publish And Profit: A 5-Step System for Attracting Paying Coaching and Consulting Clients, Traffic and Leads, Product Sales, and Speaking Engagements*, says, you can wrap a business around your book, or you can wrap a book around your business. I suggest that you do both of those.

Your book is your million-dollar seed to help you build a business that will last longer than you do (as another friend Stella Togo wrote in her book, **The Million Dollar Seed: How to Write Your Book and Build an Empire**). Build that empire!

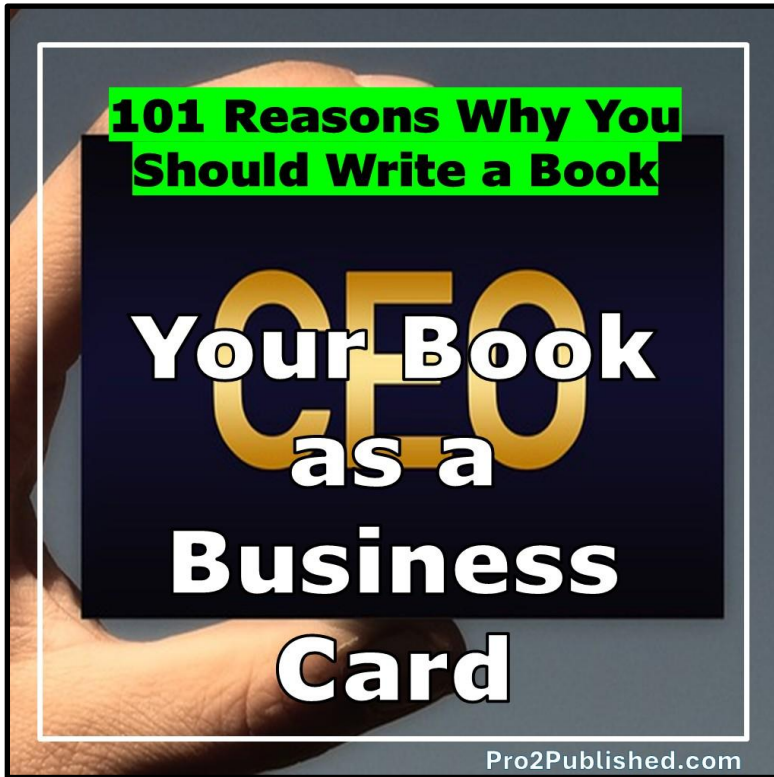
Make a Business Breakthrough



Books are one of the best tools for showcasing your business, service, or product in a way that very little else can do.

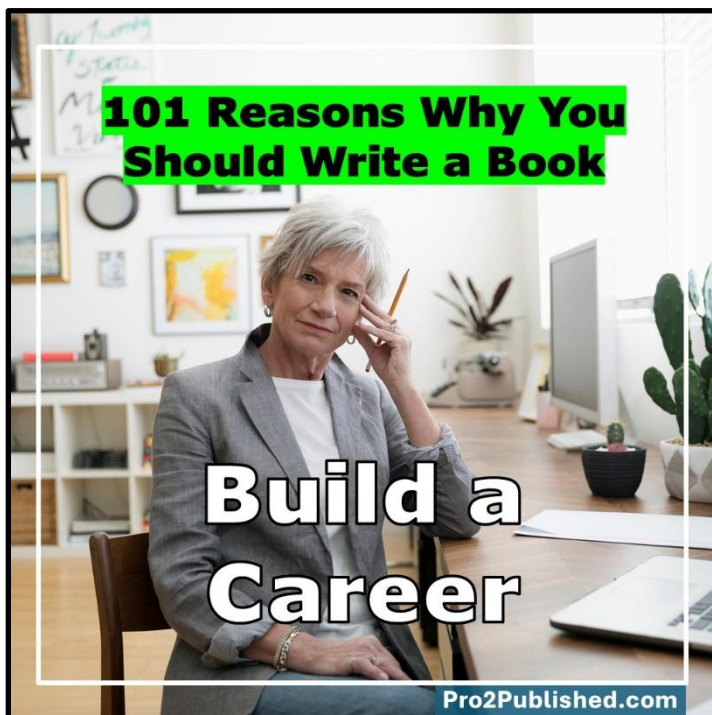
Books provide instant credibility, generate warmer leads, enhance trust, create authority, and can set your business on a booming path of prosperity and fun.

Books Make the Best Business Cards



Books are the best business card you can carry. Your book is a business card on steroids. You can create a very big business card that will get the attention of your customers and prospects. That is how you create more business and more sales in everything you do.

Nurture a Career

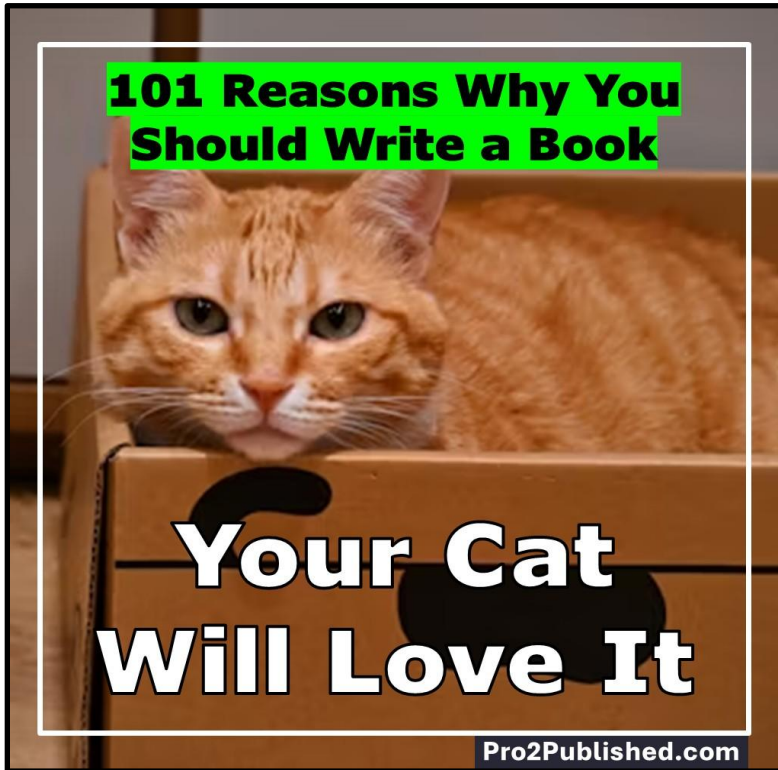


There's no better way to build and nurture a career than to start by writing a book. Books open doors. Books get respect. Books get you promotions. And books get you job offers, again and again.

The \$60,000 Coach: How to Get Clients Clamoring at Your Door Wanting to Pay You \$10,000, \$20,000, Even \$60,000 Per Year Just to Talk to You

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Your Cat Will Love It



Cats and dogs love spending time with their humans, especially when their humans are focused on doing something they love.

My cat Sammy used to curl up in a slot right next to my computer screen. He loved watching me write — and when not watching, he simply slept peacefully by my side.

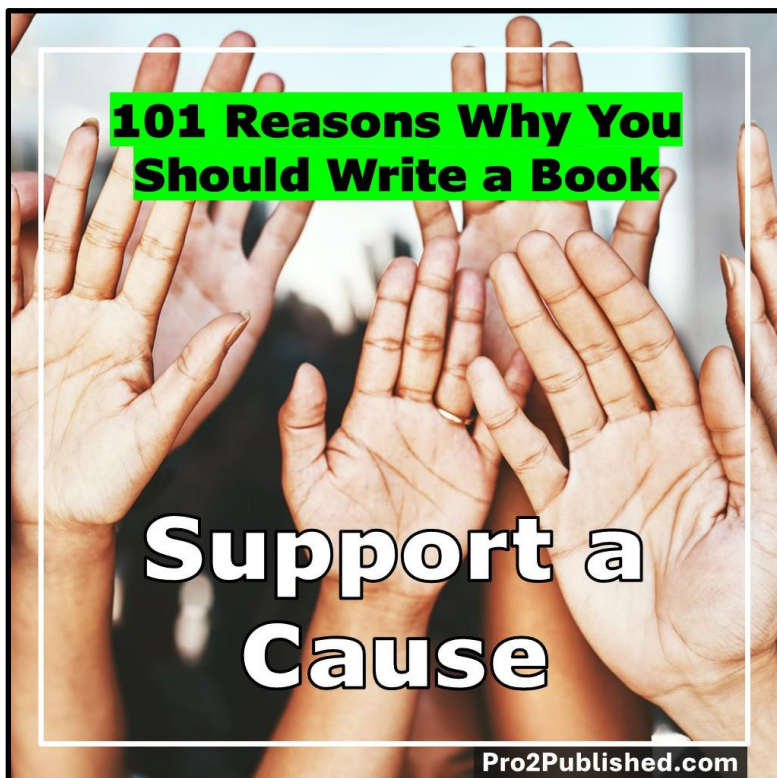
Bonus point: I just created a cat meme that I can share in various cat groups on Facebook

and other social networks. A cat meme will reach writers who don't belong to any writing groups but who would be attracted to cat memes or images that they love.

You can create similar memes any time you want as you write and promote your books.

You could create memes for cat lovers, dog lovers, coffee lovers, nature lovers, sunset lovers, quote lovers, meme lovers, car lovers, and other social network groups.

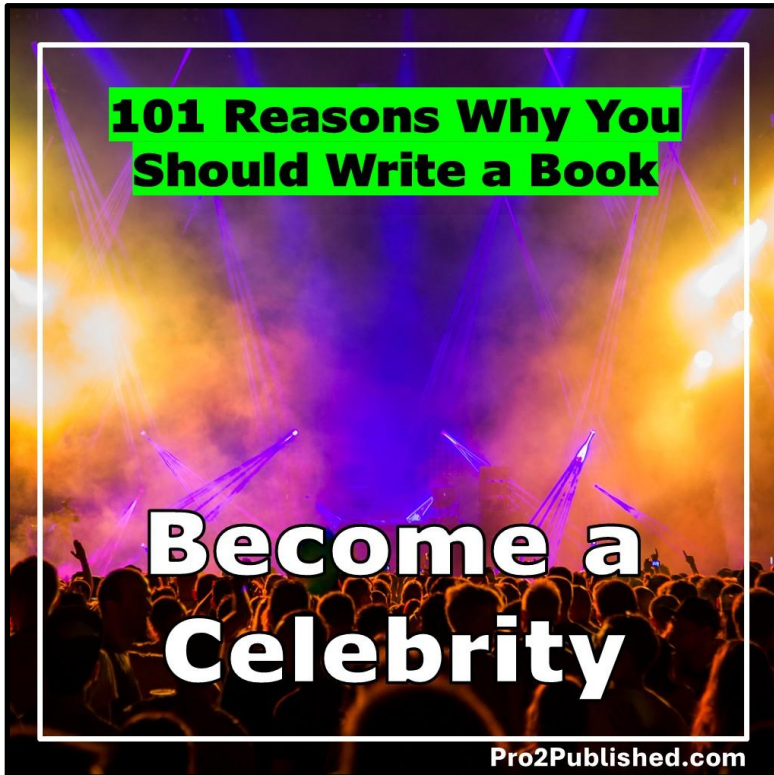
Support a Cause



Passionate about the environment? Write a book!
Passionate about inner city health? Write a book!
Passionate about gun violence? Write a book!
Whatever cause you support, you can support it more effectively by writing a book versus donating money or time.

And create more impact than doing a simple video or podcast.

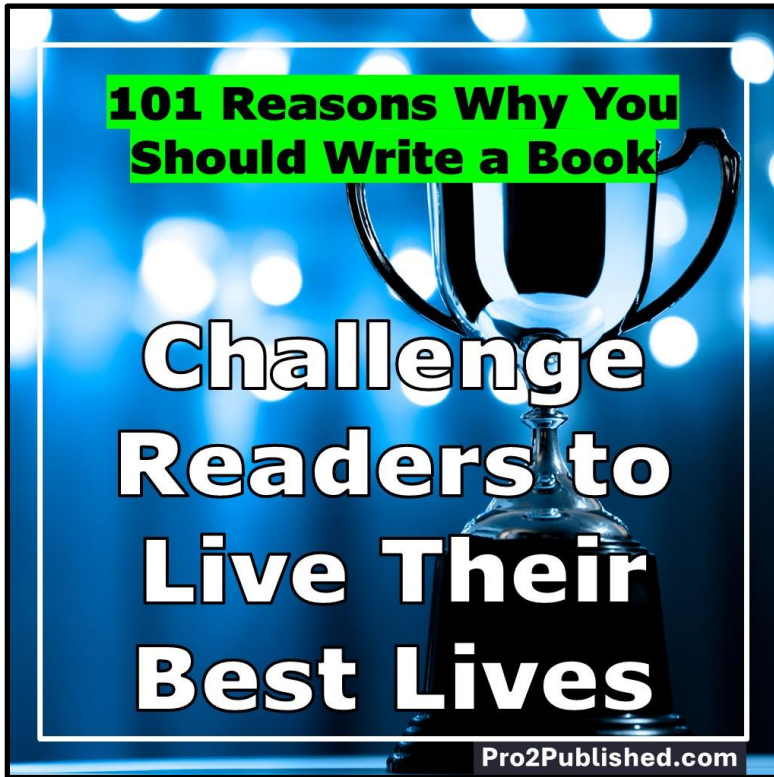
Become a Celebrity



People look up to and idolize book authors. Book authors are celebrities, the kind that can get the best tables in the best restaurants and still leave without getting attacked by the paparazzi.

You can become a celebrity but still have a private life!

Challenge Readers to Live Their Best Lives



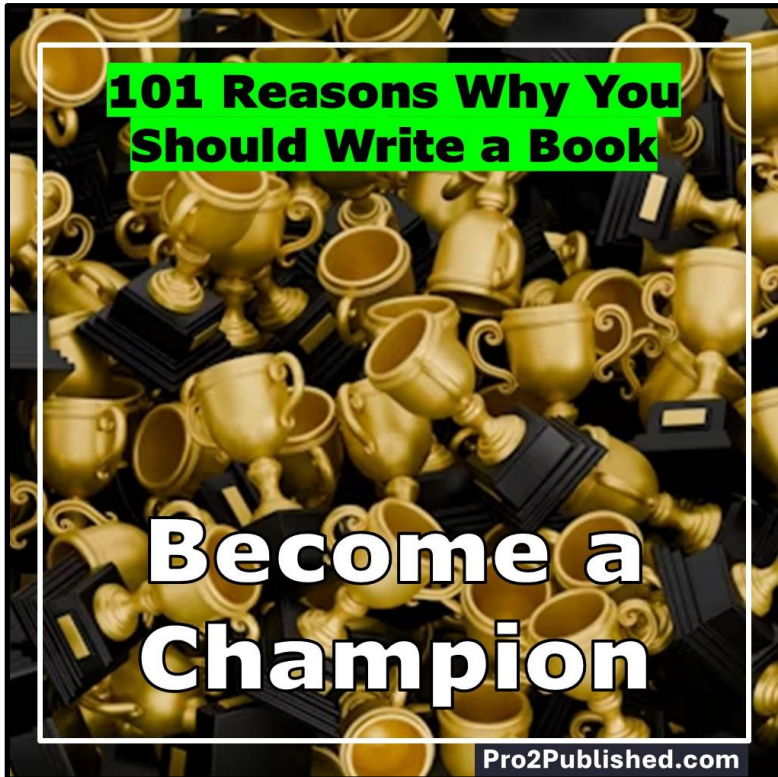
A book can be an effective way to challenge people to make the most out of what they do, what they love, and how they live.

You can challenge people to see new places (via a travel book), challenge people to live healthier (via a cookbook, diet book, or behavior book), challenge people to grow in

their careers (via a business or career book), challenge people to change the world one small action at a time (via a political, social change, or cause book), challenge people to grow in faith or spirituality (via a religious or spiritual book), challenge people to laugh, to cry, to open their eyes, to open their hearts (via a novel or children's book).

Challenge yourself. You have so much you can give. Write the book you were always meant to write. Do it today!

Become a Champion



By writing a book, you can become a champion, a leader, like Ralph Nader did with unsafe cars. And as Rachel Carson did with environmental causes. And as Robert Allen did with buying a home with no money down. And as Rick Warren did with revitalizing churches.

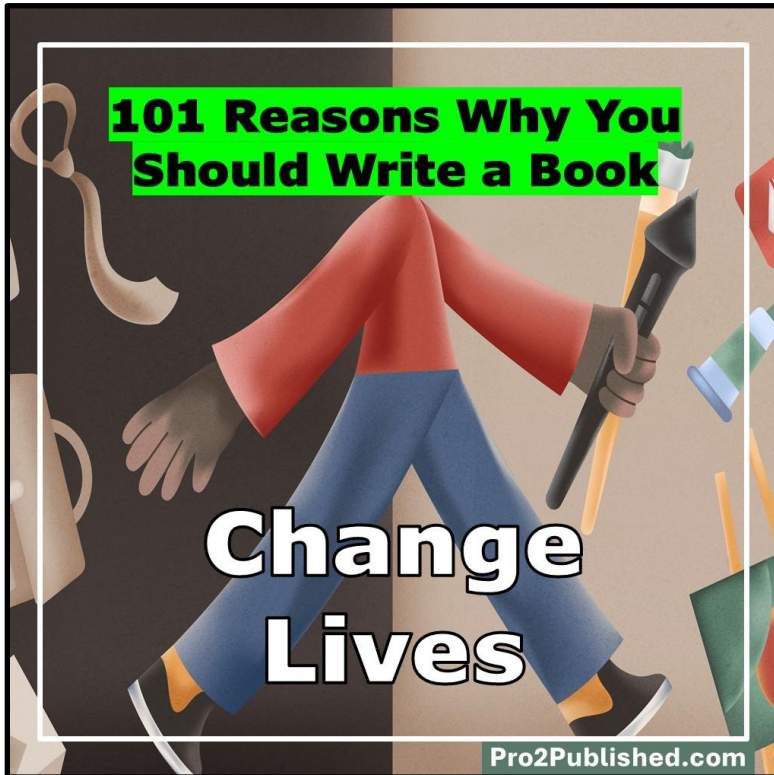
Where would you like to be a champion?
Where would you like to make a difference?
Write about that.

==

***The \$60,000 Author: The #1 Secret to
Becoming a Bestselling Author and Selling
Thousands of Books***

For more information and free resources, go
to: <https://BookAuthorAuthority.com/60000>.

Change Lives



Books can enlighten, educate, inspire, inform, and entertain. They can and do change lives.

Everyone has at least one story of a book that changed their lives. Henry David Thoreau's *Walden* changed my life. What book changed your life? Now, write your book to change other people's lives. Start today!

Coaching: Become a Personal Coach



Many people are looking for help in their personal lives. Thus, they might be seeking a personal coach for themselves.

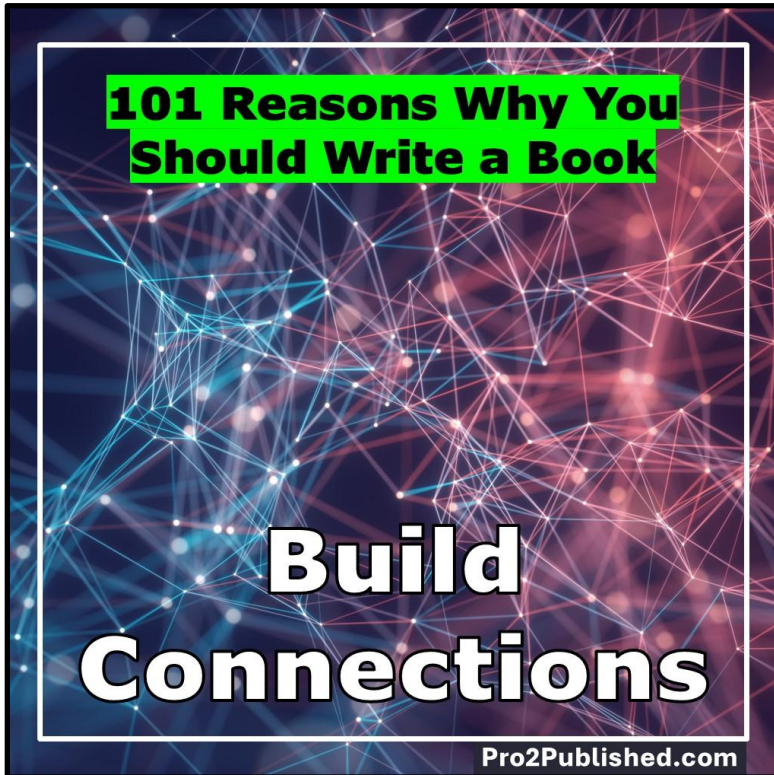
As the author of a book, you are a perfect candidate to serve as a personal coach in your area of expertise. You can charge a lot more than ordinary life coaches because you have written the book on the subject.

==

***The \$60,000 Coach: How to Get Clients
Clamoring at Your Door Wanting to Pay
You \$10,000, \$20,000, Even \$60,000 Per
Year Just to Talk to You***

For more information and free resources, go
to: <https://BookAuthorAuthority.com/60000>.

Build Connections



Books allow you to build connections with many people you've never known before. Once they've read your book, they are primed to want to connect with you — work with you, participate in partnerships, and even promote you and your book.

Do you want to connect with top influencers? Check out a new professional networking intelligence engine: ConnectLab.Live.

==

The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Consulting: Become a Consultant



Become a consultant or mentor for businesses and professionals. Book authors are the experts people come to when they need answers to their questions. Who would you rather do business with? Someone with a little business card or someone with a bestselling book?

People have paid me \$600 per hour to apply my book, *1001 Ways to Market Your Books*, to

their project — for the customization of information, resources, and contacts for their books.

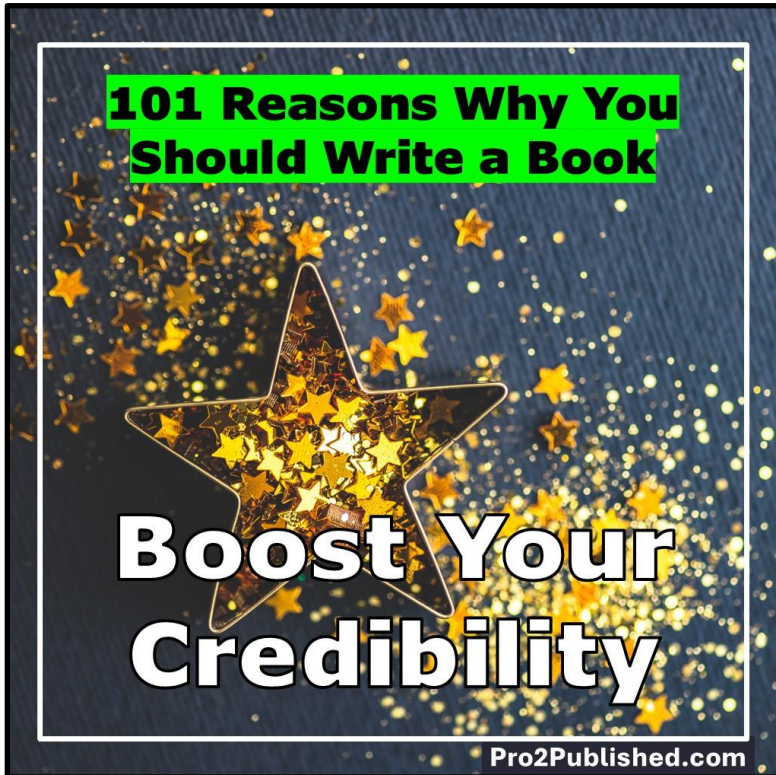
The difference between coaching and consulting is that coaching is personal and consulting is professional. You can be a coach, a consultant, or both. It depends on your audience.

==

The \$60,000 Coach: How to Get Clients Clamoring at Your Door Wanting to Pay You \$10,000, \$20,000, Even \$60,000 Per Year Just to Talk to You

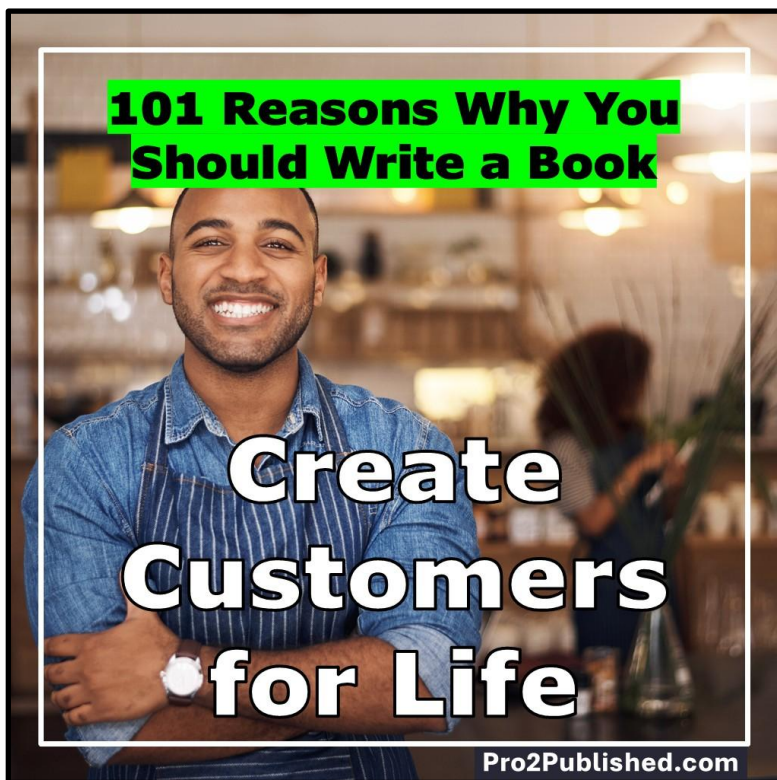
For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Boost Your Credibility



Nothing establishes your credibility better than a book. Your book instantly boosts your credibility as a doer, as an expert, as a celebrity, as an authority. Of course, it needs to be a good book, a great book, an extraordinary book. The more extraordinary, the more your credibility will grow!

Create Customers for Life

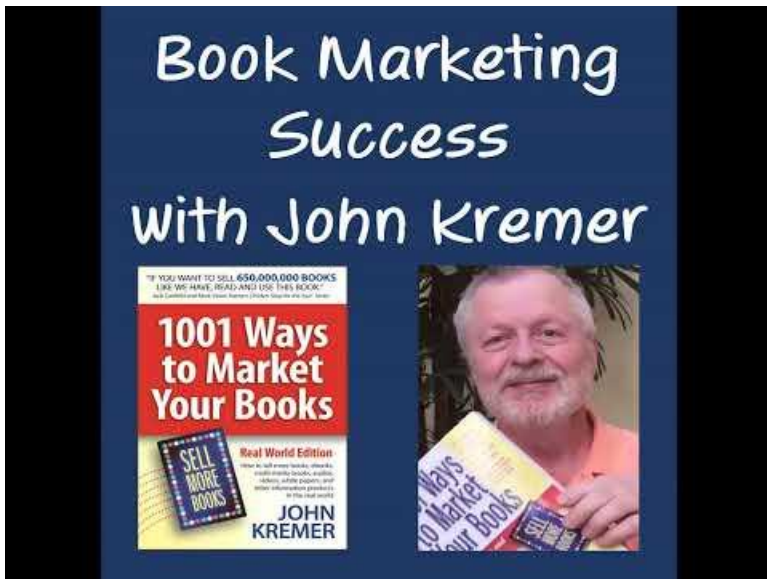


Write a significant book for your topic of influence, and you can create customers who will stay with you for life. They'll buy every related product or service you create after your book has been published.

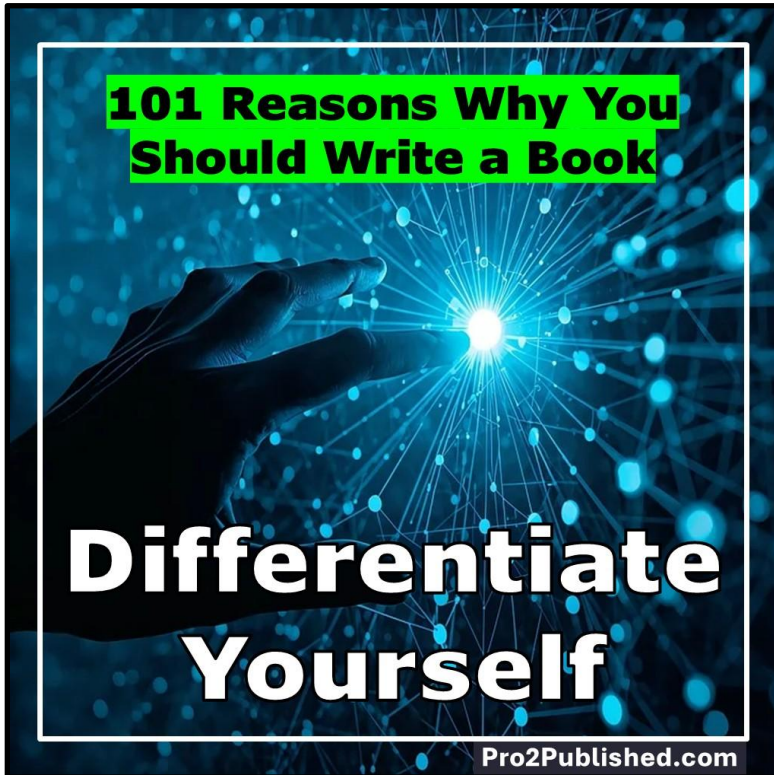
Why? Because by reading your book, they have fallen in love with you, your ideas, your

advocacy, and your passion. If they hadn't fallen in love with what you wrote, they would have never become your customers.

Check out this video that bestselling author Jack Canfield made to thank me for helping him and his co-author Mark Victor Hanson sell hundreds of millions of copies of their *Chicken Soup for the Soul* series.



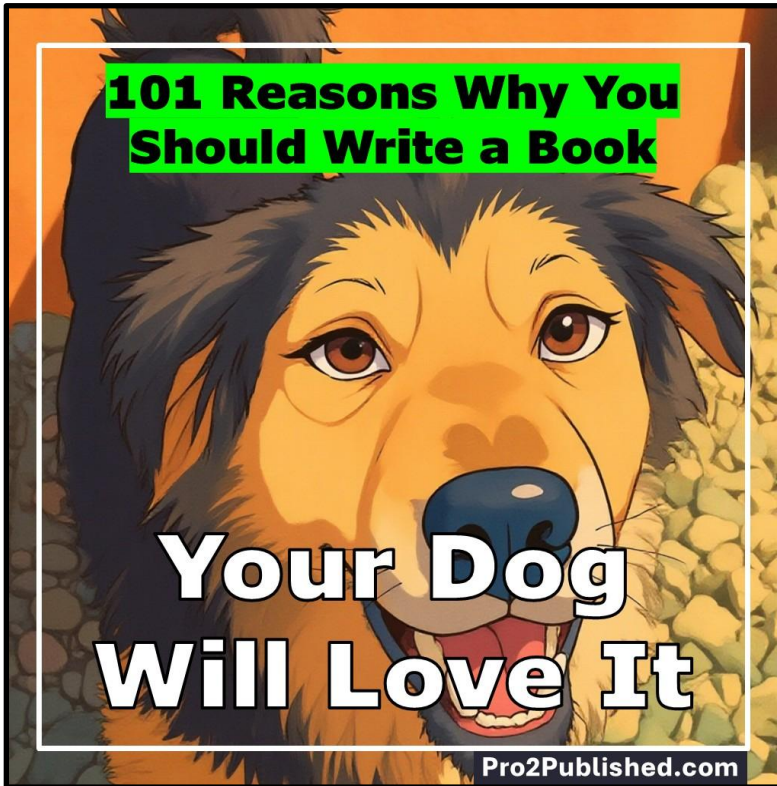
Differentiate Yourself



A book allows you to stand out in a host of otherwise ordinary professionals. Nothing else you can do will differentiate you as well. A book allows you to become the go-to expert for your niche.

People respect book authors. Authors stand above the crowd without doing anything else.

Your Dog Will Love It



Cats and dogs love spending time with their human caretakers, especially when their humans are focused on doing something they love.

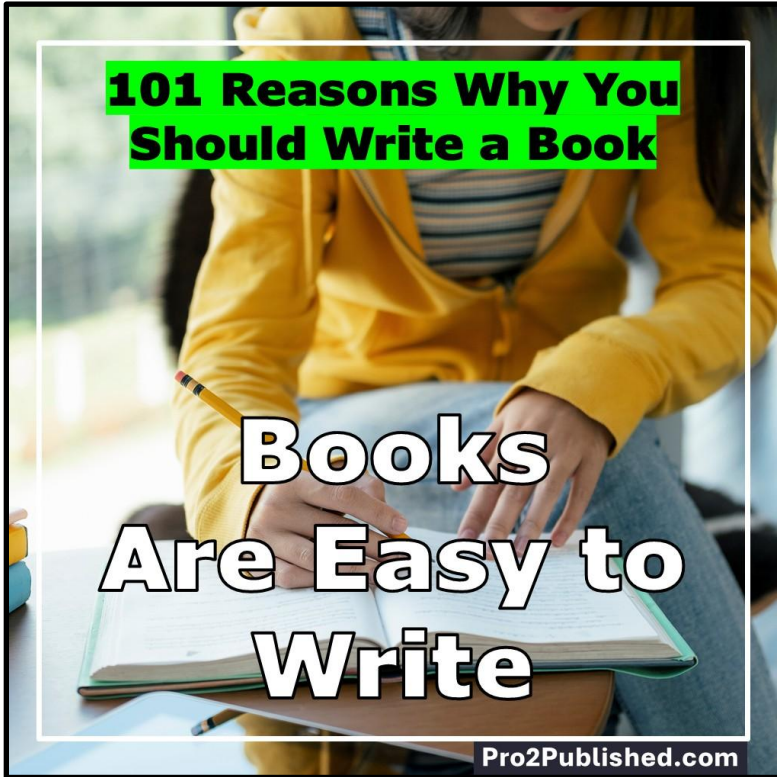
My dog Poe likes to curl up at my feet while I work at my desk — whether I'm researching my books, writing, creating graphics, recording my podcasts, creating videos, or sharing my interests via my social networks.

Bonus point: I just created a dog meme that I can share in various dog groups on Facebook and other social networks. A dog meme will reach writers who don't belong to any writing groups but who would be attracted to dog memes or images that they love.

You can create similar memes any time you want as you write and promote your books.

You could create memes for dog lovers, coffee lovers, cat lovers, nature lovers, sunset lovers, quote lovers, meme lovers, car lovers, fast food lovers, slow food lovers, art lovers, and other social network groups.

Books Are Easy to Write



Books are far easier to write than most people think. There are strategies you can use to write a book quickly without a lot of fuss or struggle — strategies that are easy to implement.

Bonus: Because most people think writing a book is hard, they admire anyone who has actually finished writing a book.

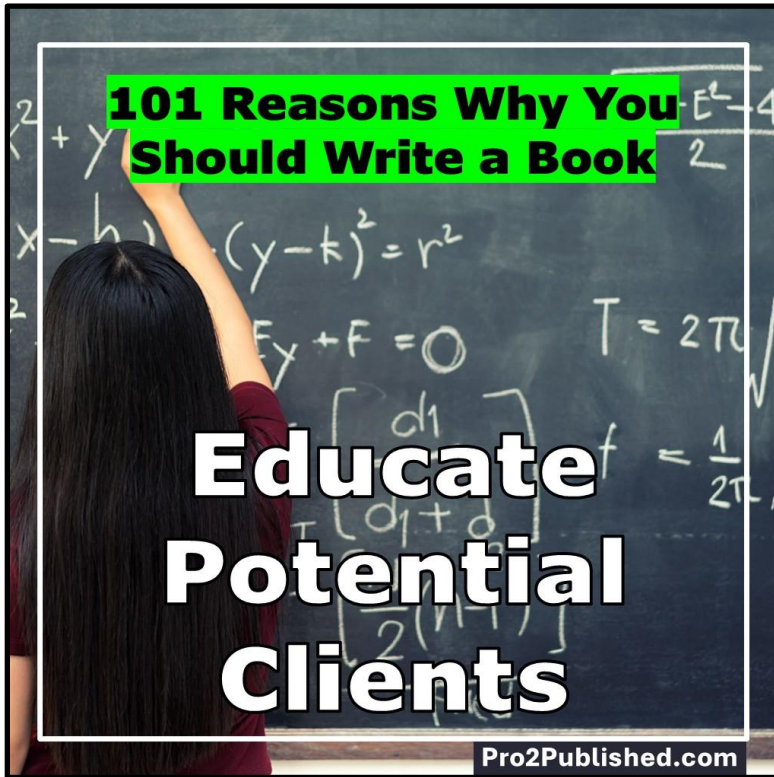
In Pro2Published, we teach you dozens of ways to write your book fast — and still have it be a book that showcases your knowledge, talent, and experience.

**Write,
Publish &
Market
Your Book
in Just
90 Days.**

With Peter Johnson and
John Kremer

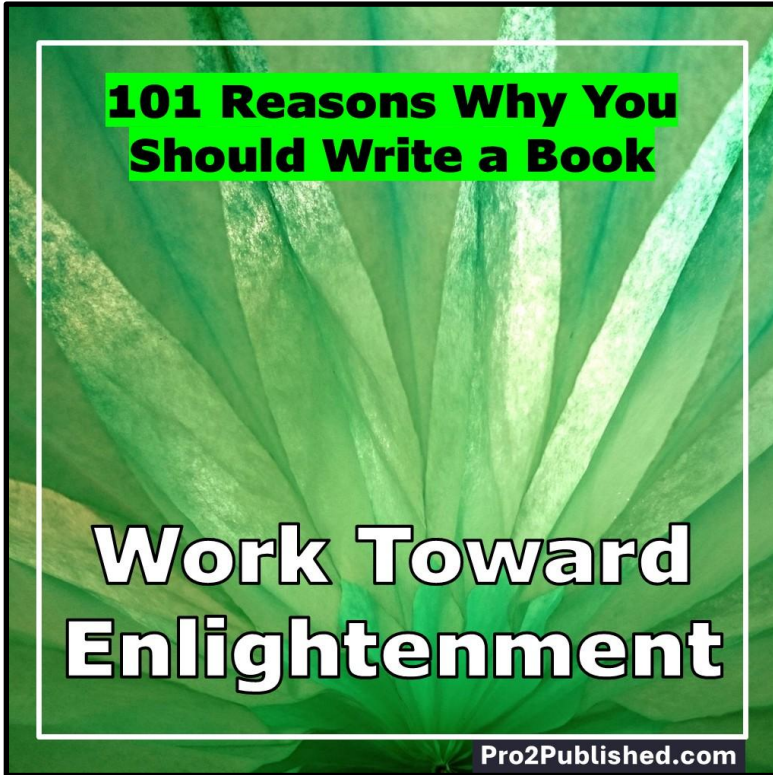
Check out this transformative course at
<https://www.protopublished.com>.

Educate Potential Clients



You can expose potential customers to your best ideas through the book you write. With a well-written, informative book, you'll smooth the way to intake pre-educated prospects as clients, customers, and more.

Work Toward Enlightenment



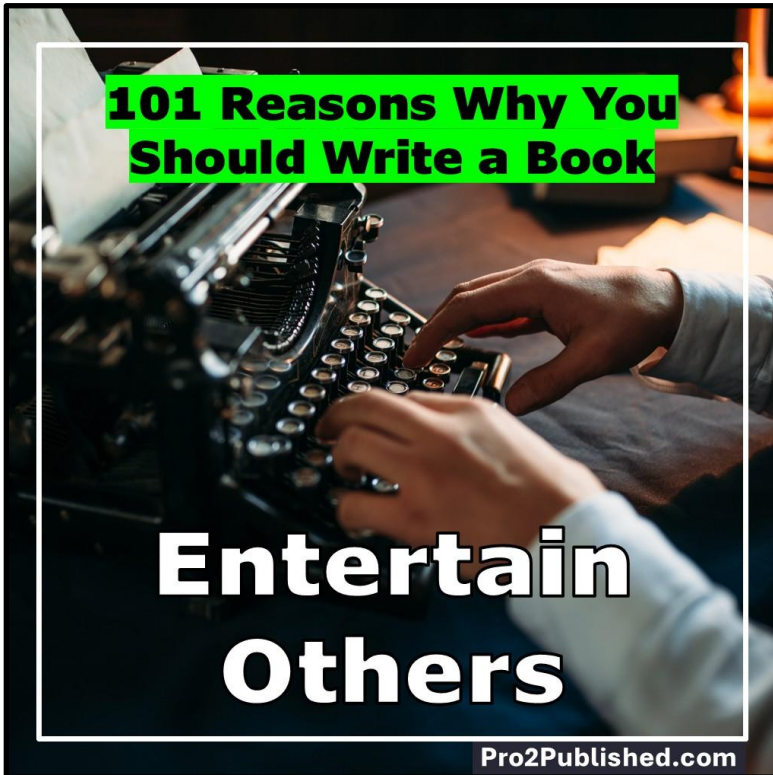
Louis Koster, a volunteer physician with Doctors Without Borders, spent many years caring for others in war-torn and poor-torn countries.

Several years ago, he began writing the *Talking Diaries* where he worked through the process of breaking down the origin and

persistence of his thoughts. In time, he discovered the reality beyond thought and realized enlightenment.

Working through the complex ideas and emotions brought out by writing a book can be a useful tool for spiritual and psychological growth.

Entertain Others



A powerful motive for writing books, especially for novelists and children's book authors, is to entertain your readers. Tell great stories, reveal intriguing characters, and build new worlds.

I've read fictional series, such as *Outlander* and *The World of Time*, that kept me enthralled for thousands and thousands of pages.

The *Chicken Soup for the Soul* books featured a hundred and one stories in every edition that entertained, motivated, and taught while bringing tears or causing many a laugh.

Any well-written book that tells stories will entertain people while also inspiring them, educating them, and informing them.

Promote Live Events



You can use your book to promote your on-going live events: speeches, meetings, seminars, webinars, podcasts, teleseminars, and more.

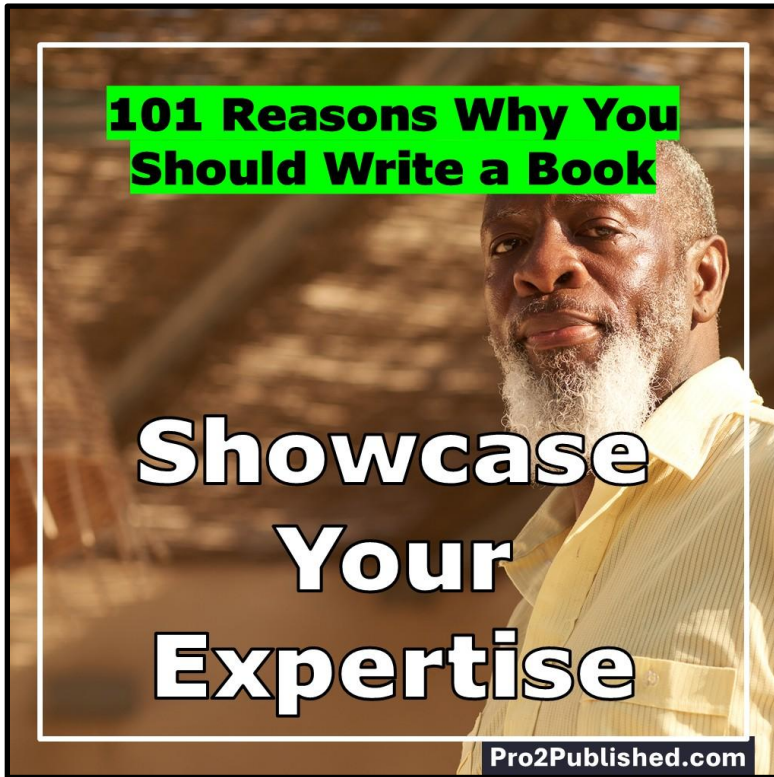
For example, this book is being used as a tool for promoting the Pro2Publish writing, publishing, and marketing course.

Share Your Experience



If you're retired or have spent years in an occupation or engaging in a hobby, writing a book is one of the best ways to share your wisdom, your talent, your experiences, and your stories.

Showcase Your Expertise



There's no easier way to become an expert in a subject than to write a book about the subject – or THE book on the subject (like *1001 Ways to Market Your Books*).

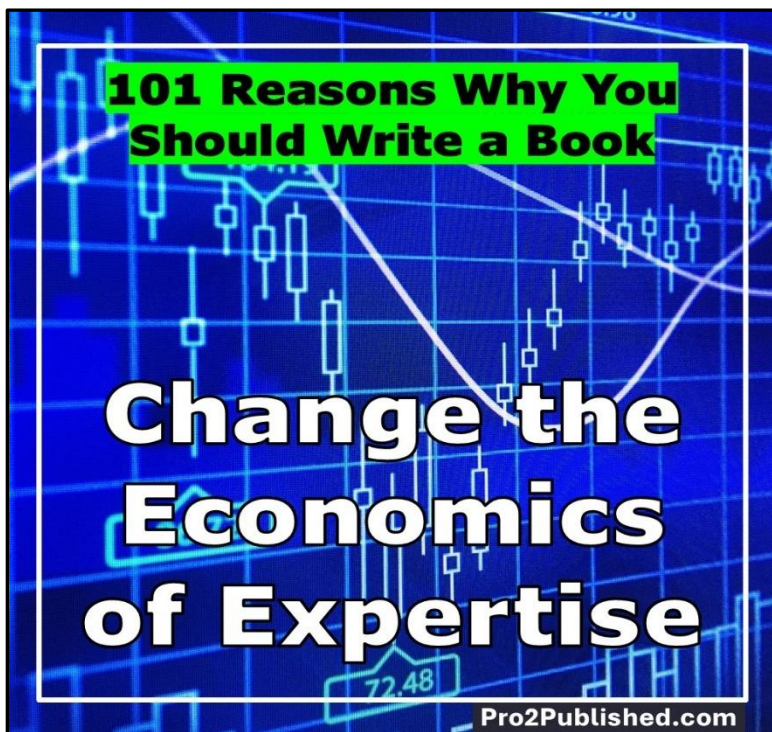
You become an instant expert, a recognizable expert, the minute your book is published.

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***The \$60,000 Coach: How to Get Clients
Clamoring at Your Door Wanting to Pay
You \$10,000, \$20,000, Even \$60,000 Per
Year Just to Talk to You***

For more information and free resources, go
to: <https://BookAuthorAuthority.com/60000>.

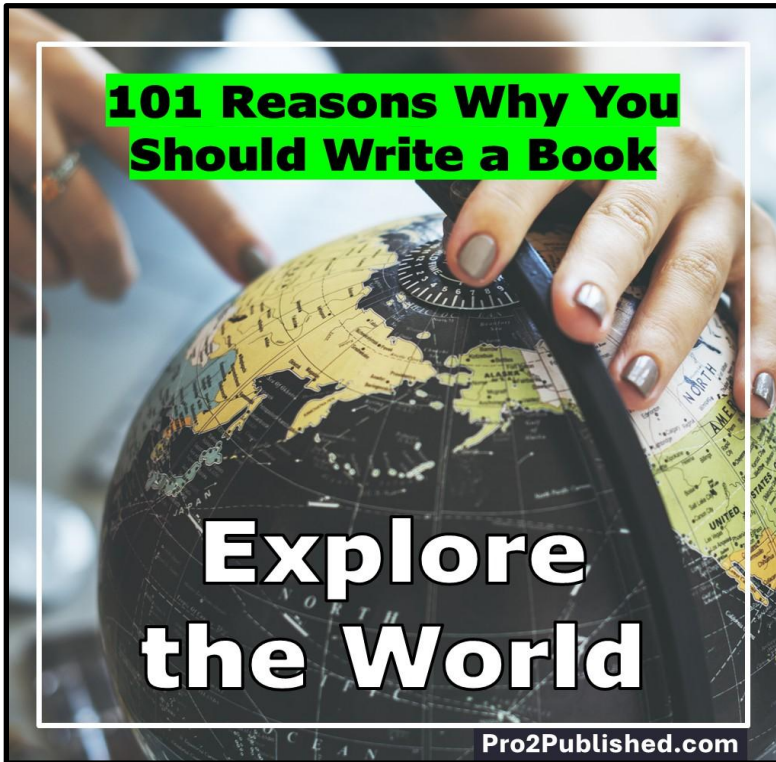
Change the Economics of Expertise



An AI chatbot came up with this expression, but it's actually quite accurate for any professional who has decided to write a book. By writing a book, a professional can change the economics of their expertise.

Books can not only showcase your expertise, but they can up your chances of actually making money with your expertise. A lot of money.

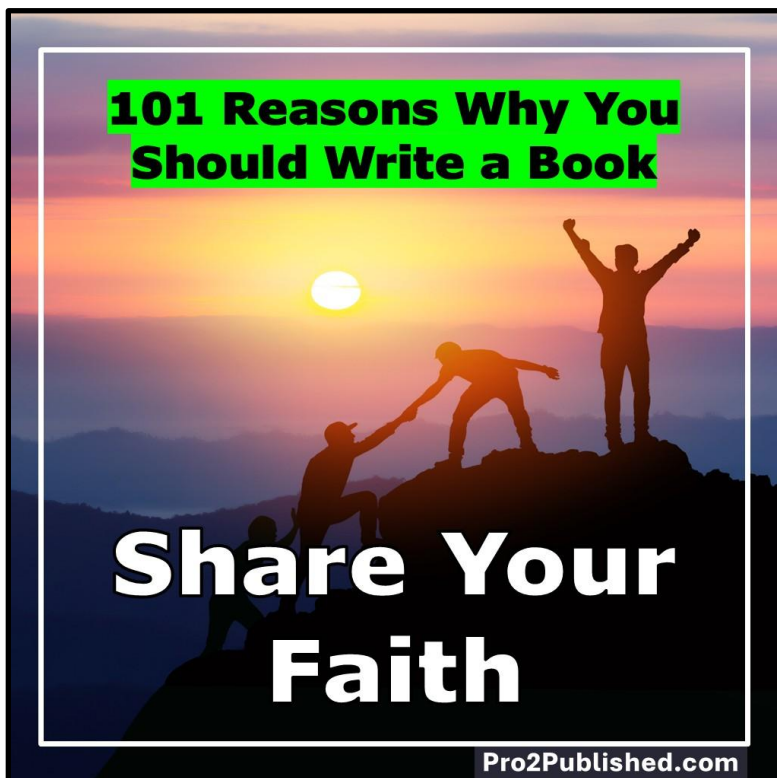
Explore the World



Travel writers explore the world every time they visit another country and write about its people, its culture, its history, its geography, its cities and towns, its food, its fashions, its folklore, its traditions.

The best travel writers, whether professional or amateur, bring us into a foreign place and make it seem like we know it, like we've been there, like we will be at home when we do visit.

Share Your Faith



Write a book to reveal what you believe. Let people know what you think and feel about God, about a social issue, about investing, about cooking, about sports, about the past, or about the future.

How do you see God? How do you feel about the future of your country, of your profession, of the economy, or the world?

Grow a Fan Network



If you write a useful and inspiring book, you'll end up with fans getting in touch with you. Over time, you can create a network of fans who follow you on many of your social networks, watch and like many of your videos, and sign up for your follow-up courses.

You can encourage your ambassadors to do more by sending them a link to an article on **51 Ways to Help a Book Author You Love:**

<https://bookmarketingbestsellers.com/36-ways-to-help-a-book-author-you-love>.

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The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Increase Your Fees



As a book author and expert, you automatically increase your value to others. That means you can increase any fees you charge for coaching, consulting, speaking, mediating, advising, courses, webinars, summits, and other products and services you offer. You can double or even triple the fees you charge.

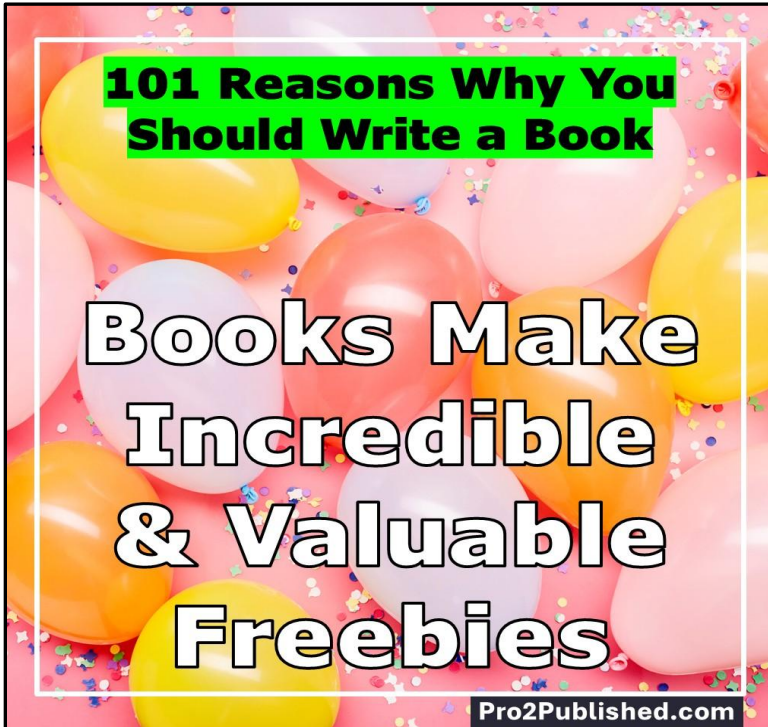
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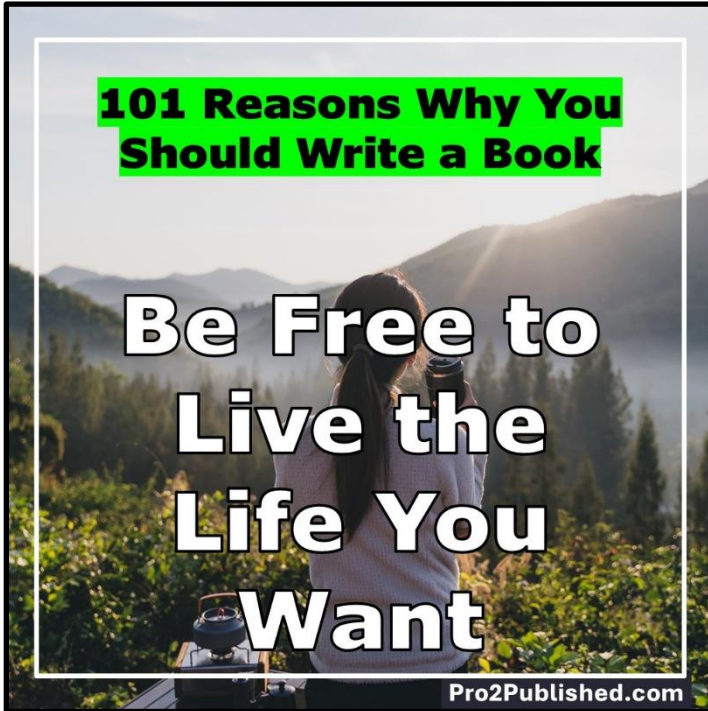
Books Make Incredible and Valuable Freebies



Freebies are a great way to encourage potential buyers to sign up for your newsletter and/or podcast and/or summit. Books, in turn, make the most valuable and incredible freebies to entice people to raise their hands and join your fan club, tribe, or social network.

Freebies attract AI bots and increase your visibility in social networks, among search engines, and in real life.

Freedom: Be Free to Live the Life You Want



Books give you the freedom to live where you want, work when you want, and have more time to cherish your family and friends.

What does success mean to me? It means having choices, legitimate choices, real choices. It means being able to do what I want when I want.

What does success mean to me? It means being able to live where I want – which, for me, means living out

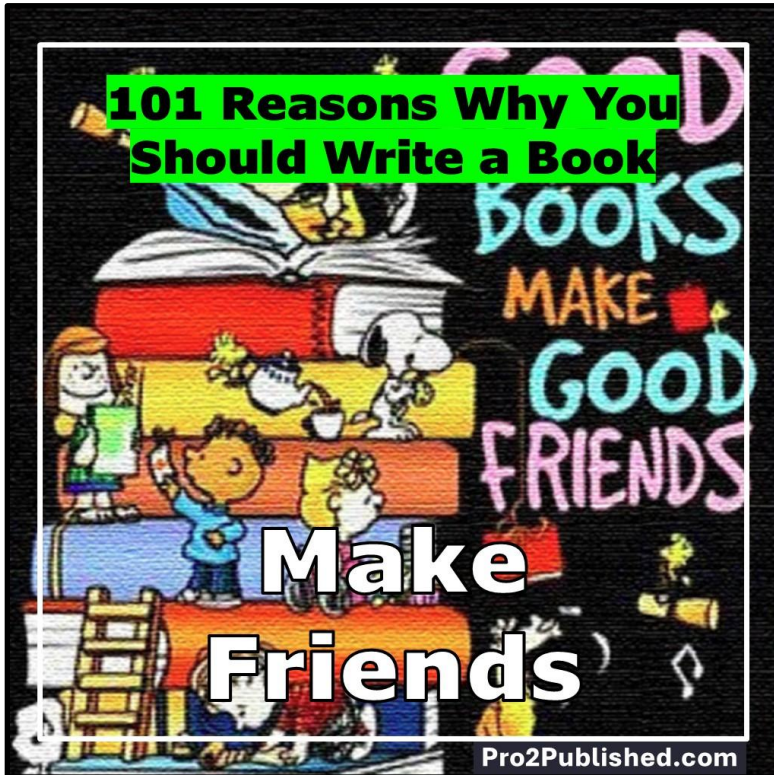
in the countryside. I don't like crowds. I hate traffic. I detest city noise. My wife and I live on a graveled country lane where we call it a traffic jam if two cars go by in the same hour. The only noise at night is the sound of crickets and an occasional owl. The air is fresh. The stars are brilliant

What does success mean to me? It means being able to help people, to make it easier for them to live their dreams.

What does success mean to me? It means having enough money to buy the things I need and to take care of my family. I don't need a lot of money. Just enough. I make a comfortable but not extravagant living writing and publishing books. I do just enough to make what I need. The rest of the time I do what I want. I explore new territories. I play.

— John Kremer, author and publisher

Make Friends



When someone reads your book — and likes it — they have started to build a relationship with you. They are ready to become your friend the moment they meet you in person or via an online connection.

Some of my best friends have come about because they read my book — people like Jack Canfield, Mark Victor Hansen, Seth Godin, Robert Allen, Judith Briles , Mustafa Ammar,

Alex Carroll, Dave Chilton, Joel Comm, Valerie Gangas, Greg Godek, Daniel Hall, Louis Koster, Judy Lawrence, Steve Mettee, Wendy Keller, Vicki Lansky and many other amazing and wonderful friends.

All of marketing consists in creating relationships, real relationships: friends, lovers, partners, warriors, fans. — John Kremer

Have you built your tribe? Have you inspired a fan club? Do you lead, or do you follow? Do you share, or do you shout?

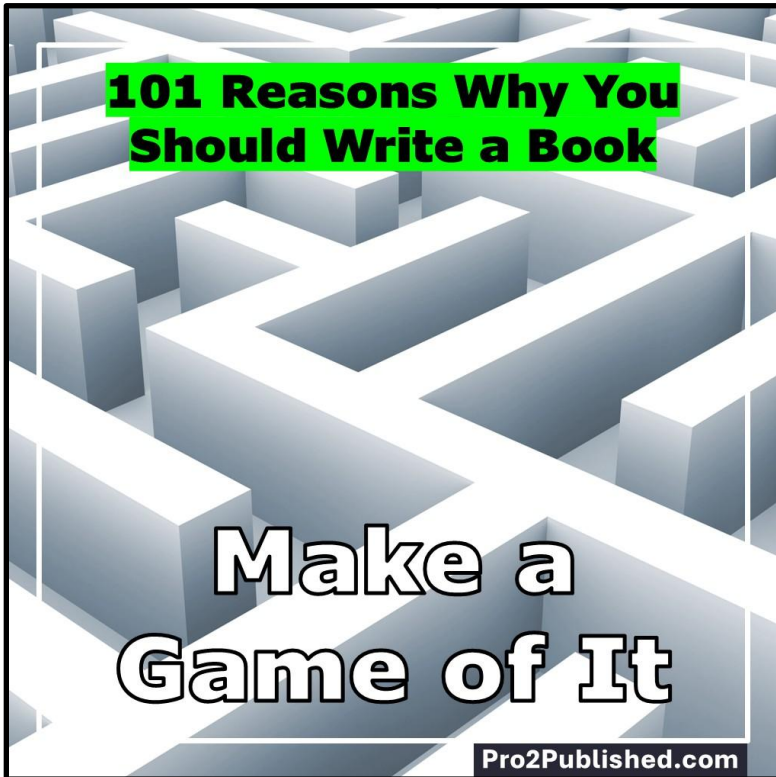
You can encourage your ambassadors to do more by sending them a link to an article on **51 Ways to Help a Book Author You Love:** <https://bookmarketingbestsellers.com/36-ways-to-help-a-book-author-you-love>.

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The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

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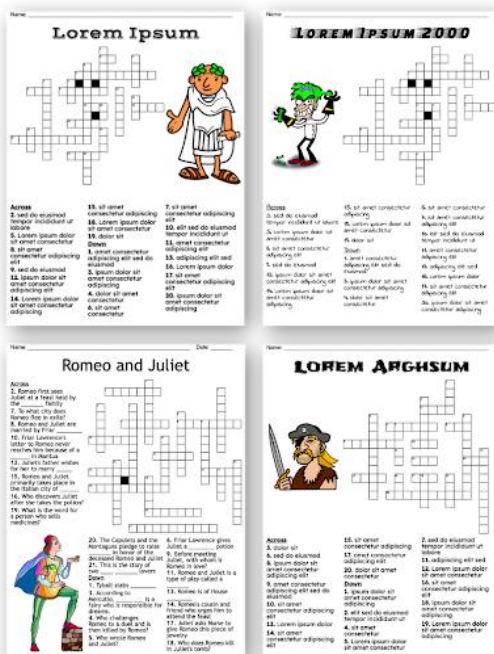
Make a Game of It



You can have fun writing a book of games related to your topic — something that doesn't necessarily require a lot of time or effort.

For example, you could create an anagram book featuring all the anagrams that can be created via your main topic. For example, The Anagram Creator found 4,571 anagrams for the phrase "book marketing." That's worth an entire book!

But, better yet, you could create word search puzzles using a service like WordMint's Word Search Maker (<https://wordmint.com/word-search-maker>). It's free with limited capabilities or about \$50 per year for the fancy options. If you're going to create an entire book, I'd recommend the year subscription. WordMint also offers simple crossword puzzles, and bingo cards (playing bingo with words rather than numbers).



They also feature a half million already created puzzles that you can use for free x—x in areas like finance, health, real estate, jobs, education, food, legal, government, religion, and more.

Education.com also offers free crossword puzzles, word scrambles, word searches, and more. You can also subscribe for \$5.00 per month on an annual subscription.

Bright Sprout

(<https://wordsearches.brightsprout.com/word-search-maker>) offers the creation of word searches and crossword puzzles for \$5.00 per month with the first month free. Their word searches can be printed as flowers, hearts, squares, diamonds, and many other patterns. Cool looking!

Happiness Vocab

Teacher: Mr. Phillips

B X E L H Z V R N F

Y G F B U P U H K F P B S N

A Y V U B F R Q M J O T T X Y M K A

S O C N H E R P B O J J X A R H O I F E

T R V N I E M G A T R X E F N K I R D L P V

E P N Y T T L G P O Q N B H Z G E J K

F J K I Q G F U Z U J I G Z A U M Z Z

N Y D I V Z A B U S L E S D U N P A O G

A N T E G K D Z N G T K T W H E A Q T M I P

D C Y L C F G Y W F S F I H Q C K V G G Y N

O I W P I A V O O L U F Y O J G I J I Y R P P D

M N E T G Q I Y N V T U Y A V F N E F H N N E I

J I G H H J I S E H P B A R B H T Y K W L E X D

X R Z I T L O H N K U R A L U C A T C E P S O J U O Y X X H

I W A M F C N I G A C U W O C P C V B V S T S Z B N E S L L

E B J W U D J N A G D G M N H K X P B O H D M N J D Z Q A C

C G Y F L E X I G D Z P N J K W Y A R G Z Z P P E E J B B E

P N P M J N F N I T X S E V Y R V B I G P G G U A R L P W D

H X P Q D F G N X V E M K E Q M R Q B P I Z R F F A R P

L V A Q P X G F J N L T F M B V Y O X H P U P C N X

F H R O E D D G Z G N I Z A M A F J R L D L L

E N D F L K A G D B

D P P W H O W H W P

V U Y L R G F Q A A V C

S J R E G Z V B U Z C N P A Q V H Y C K C I U Q

O E L A R W D R W O J N A Q S S F W Q Z P N

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L L A A N Q J P T A Q V W O A V S Z

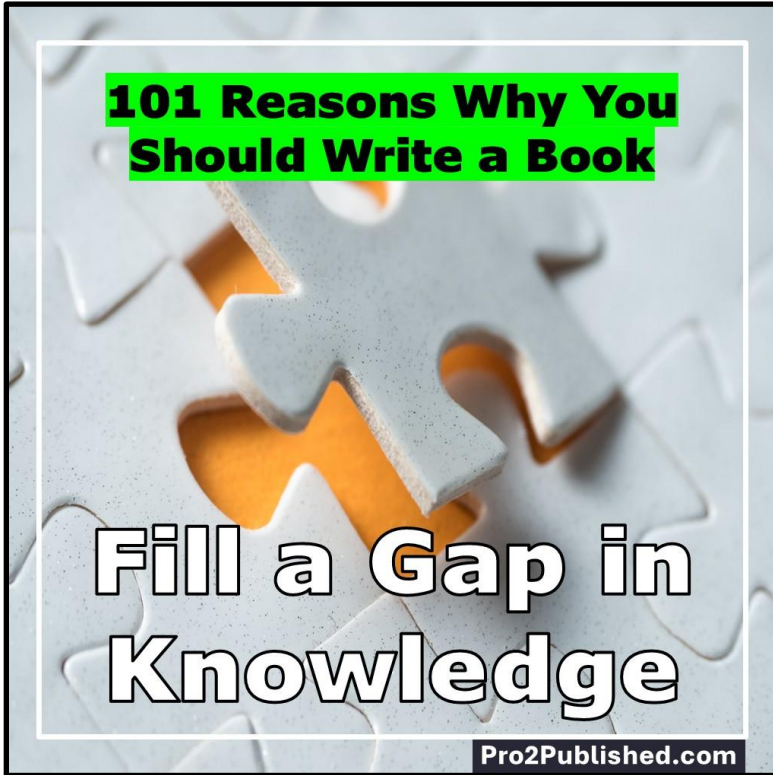
J W N D J Y U M D Q E R V I

U T J A Q S Q C O P

WORD LIST:

AMAZING	FUNNY	HUMOROUS	SHINING
BRIGHT	GLEEFUL	JOYFUL	SMILE
DELIGHTFUL	GLOWING	NICE	SPECTACULAR
EASY	GRAND	PLEASANT	SUPERS
ENGAGING	HAPPY	QUICK	WONDERFUL

Fill a Gap in Knowledge



Some people are motivated to write a book because they discovered a gap in the coverage of a certain topic. There was information they wanted but could not find — so they created it.

I did that with *1001 Ways to Market Your Books* and the *Directory of Book Printers*. I needed those details so I could publish and

promote another book I was writing. So, I ended up creating both books.

PRAISE FOR
1001 Ways to Market Your Books

"IT HAS HELPED MY BOOKS GET FEATURED ON OPRAH, AND IN USA TODAY, WALL STREET JOURNAL, PARADE, AND HUNDREDS OF OTHER MEDIA."
— LISA ROGAKE, WILLIAMS HILL PUBLISHING

"NO ONE TELLS THE AUTHOR THESE THINGS — NOT THE PUBLISHER, NOT THE WRITER'S REP. JUST JOHN KREMER."
— JOHN ROBERT MARLOW, AUTHOR OF NANO

"THIS BOOK SHOULD BE ON THE BOOKSHELF OF EVERY AUTHOR, PUBLISHER, AND BOOKSELLER WHO REALLY WANTS A SUCCESSFUL BOOK."
— ALEXANDER PETROCHENKOV, MOSCOW, RUSSIA

"I USED THIS BOOK HERE IN AUSTRALIA AND CREATED A #1 NATIONAL BESTSELLER — ALL AT THE TENDER AGE OF 22 AND UNEMPLOYED!"
— BRETT KELLY, AUTHOR OF COLLECTIVE WISDOM

"LIVE, LEARN, AND SUCCEED. DON'T TASTE, BUT DEVOUR KREMER'S BOOK."
— DENNIS J. HESTER, AUTHOR OF PASTOR, WE NEED TO TALK

"OVER THE YEARS, IT'S THE ONLY BOOK THAT I'VE PURCHASED MULTIPLE COPIES TO GIVE TO MY EMPLOYEES."
— DAVID L. ROSSLER, CEO, MIGHTY GUIDES INC.

Real World Edition

"IF YOU WANT TO SELL 650,000,000 BOOKS LIKE WE HAVE, READ AND USE THIS BOOK."
Jack Canfield and Mark Victor Hansen, Chicken Soup for the Soul Series

1001 Ways to Market Your Books

How to sell more books, ebooks, multi-media books, audio, video, white papers, and other information products in the real world

John Kremer

1001 Ways to Market Your Books

Real World Edition

How to sell more books, ebooks, multi-media books, audios, videos, white papers, and other information products in the real world

JOHN KREMER

Open Horizons by George Foster www.openhorizons.com

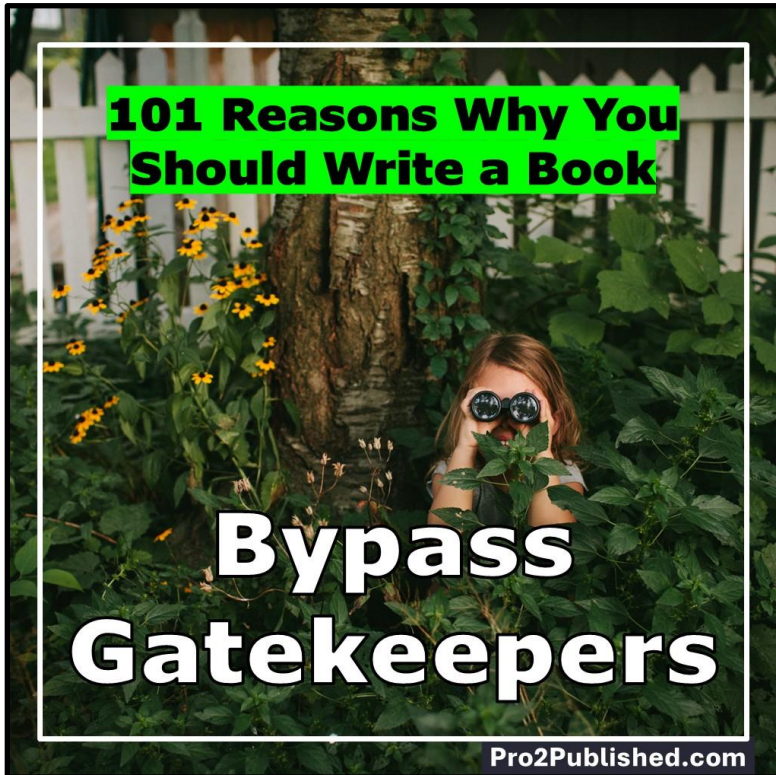
Open Horizons

REFERENCE / MARKING U.S. \$27.95

ISBN 978-0-97412-411-9

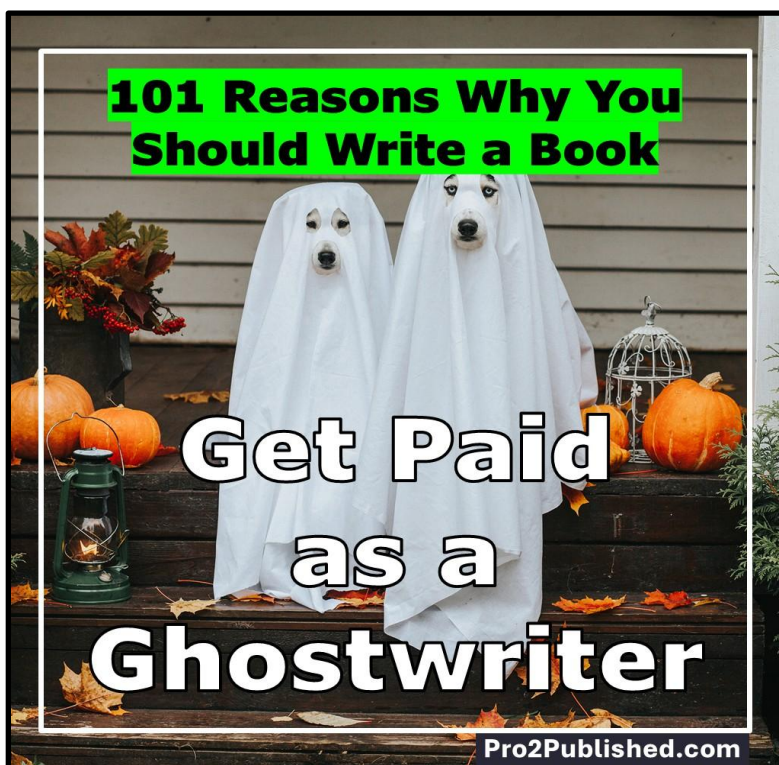
Open Horizons

Bypass Gatekeepers



Want to get in the door of major corporations, government offices, foundations, or think tanks? If you are a book author, you can easily get past the gatekeepers to the people you need to talk to. A book is the ultimate foot-in-the-door strategy to get attention from key decision makers.

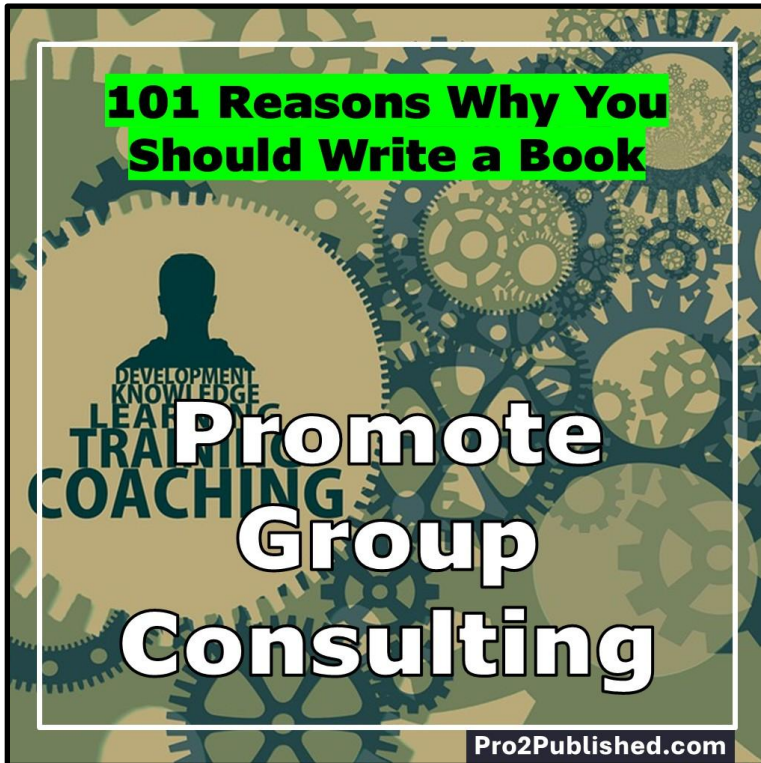
Get Paid as a Ghostwriter



Once you've written a book, you demonstrate that you can help other people write their books, either as a teacher or as a ghostwriter.

Ghostwriters for major books are paid anywhere from \$25,000 to \$100,000 per book. And they are worth it to politicians, business people, and others with more money than time.

Promote Group Consulting



Besides doing private one-on-one coaching and consulting, you can create group consulting services that play off your book. For instance, I could offer group coaching for book authors on marketing or writing — based on the books I've written. You could do the same with your books and topics.

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***The \$60,000 Coach: How to Get Clients
Clamoring at Your Door Wanting to Pay
You \$10,000, \$20,000, Even \$60,000 Per
Year Just to Talk to You***

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to: <https://BookAuthorAuthority.com/60000>.

Help More People



You can help a ton more people by writing a book that changes their lives than you can by donating your time at a food bank or by creating a new foundation.

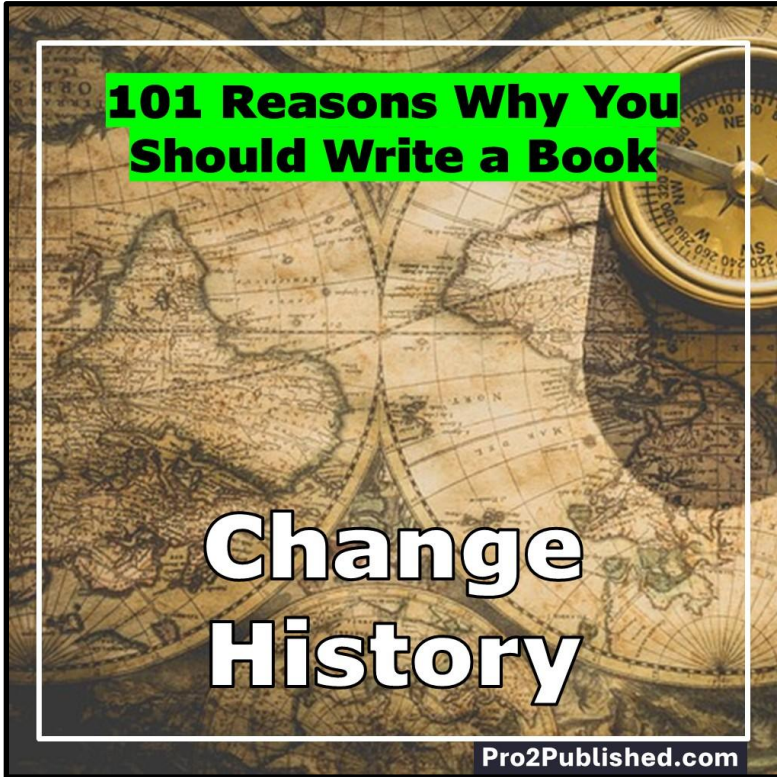
A published book multiplies your influence. It opens many doors. It enables you to have a far greater impact than you do now without a book.

Sell High-End Products



As a book author, you can build relationships with customers who will be willing to pay \$500, \$2,000, \$10,000, or more for a product you create. Create courses, webinars, and other products that your readers will be begging you to deliver to them.

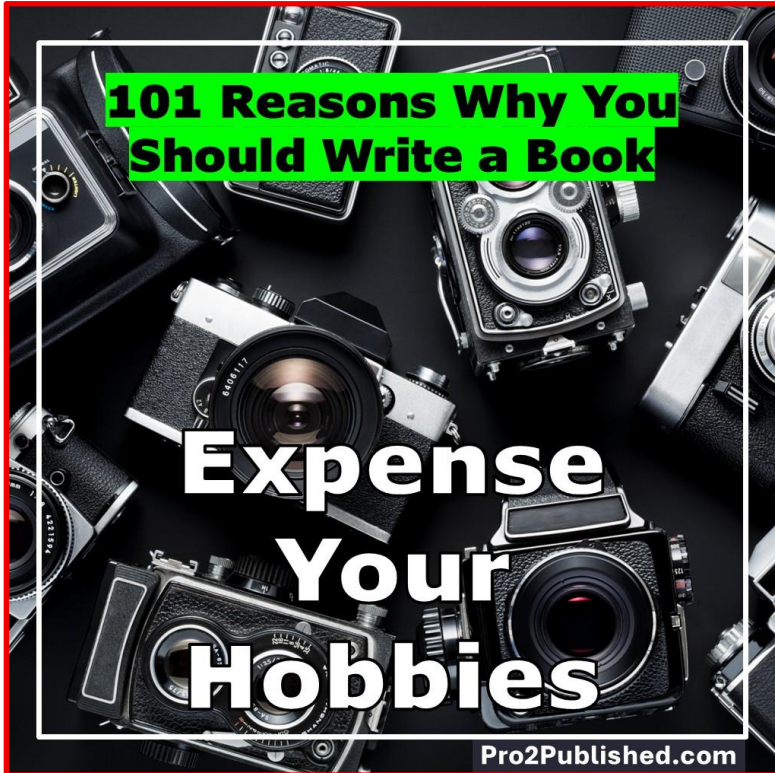
Change History



Books have been known to change history, to inspire people and countries to make incredible changes.

Magazine articles don't do that. Social media posts don't do that. Videos don't do that. Television shows don't do that. Even newspapers don't do that. Books do.

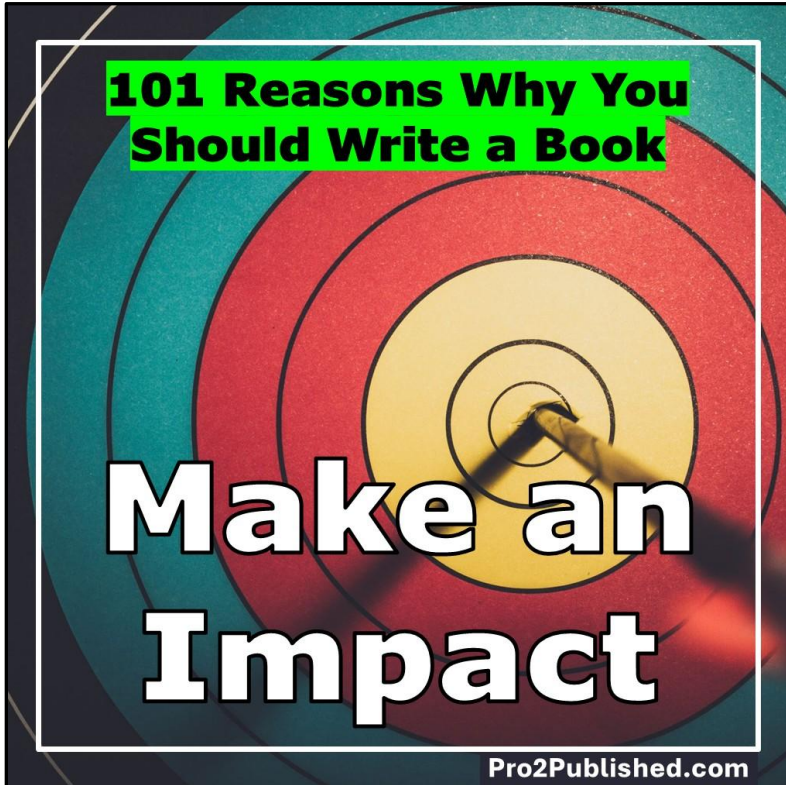
Expense Your Hobbies



If you write about one of your hobbies (such as gardening, cooking, home design, fashion, chess, golfing, etc.), you might be able to write off many of the expenses you incur in pursuing your hobby.

Ask your accountant or tax preparer to verify what expense you might be able to write off.

Make an Impact



You can make an incredible impact by writing a book. That impact could spread around the world. Or simply impact one person who, in turn, makes an incredible impact on the world.

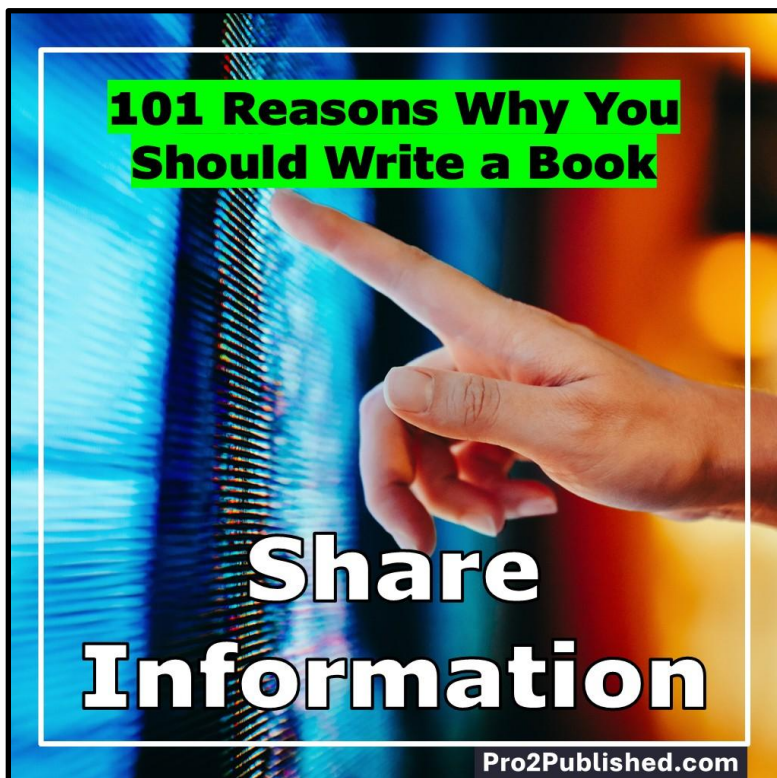
No matter your situation, your background, or business, you can experience a transformation through the power of storytelling.

==

The \$60,000 Story Seller: Learn How to Tell Good Stories — Stories That Move People, Stories That Share Your Passion, Stories That Create Excitement, Stories That People Want to Pass on to Their Friends

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

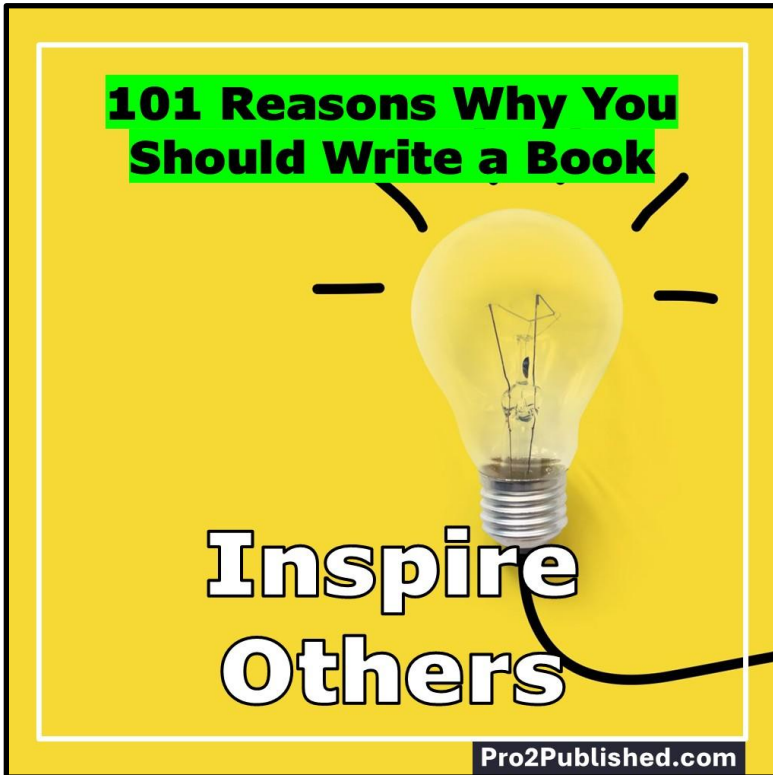
Share Information



To help other people, you can write a book to provide details about a specific topic, share information, give step-by-step instructions, or help your readers with something that is important to them.

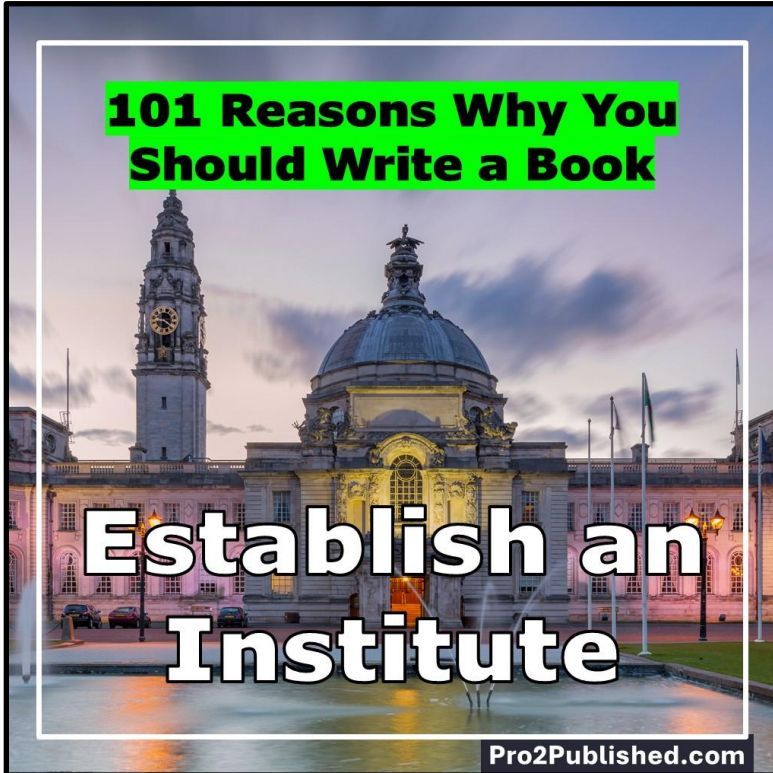
Write a book is a powerful way to inform readers about something that is important to their well-being, vital for their career growth, or a help to enjoying their hobbies.

Inspire Others



One of the primary reasons for writing a book is to inspire other people. You can inspire people with motivational quotes, positive stories, practical strategies, emotional facts, and a memorable book.

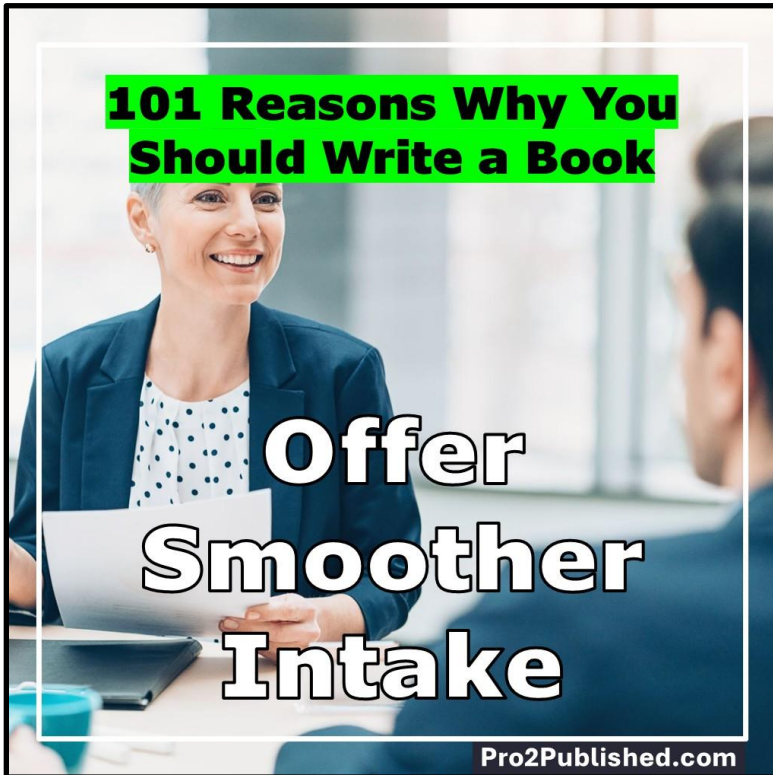
Establish an Institute



More than one author has created an institution to carry on their work originally inspired by the book they wrote.

Jeffrey Smith, author of *Seeds of Deception*, founded The Institute for Responsible Technology to provide health information to consumers about the risks of genetically modified food as well as other technologies.

Offer Smoother Intake



If you offer consultations, mediation, coaching, legal advice, medical care, financial guidance, physical or mental therapy, or similar services, you can bring in potential clients much more easily because they will already be comfortable with your personality and knowledge from reading your book.

Clients will self-select your services because they already understand the process options

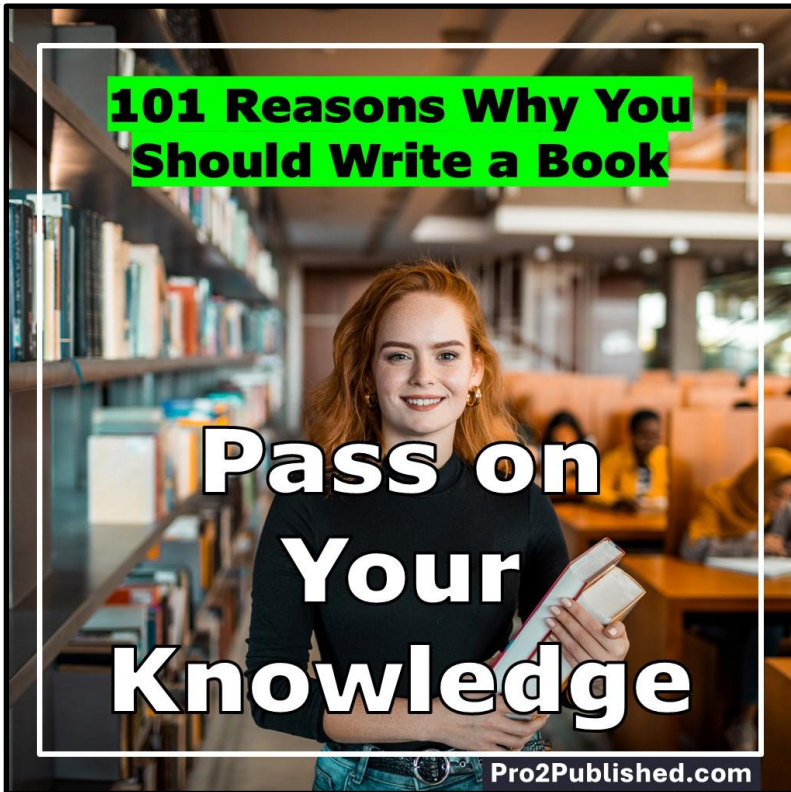
before contacting you. Prospects arrive pre-educated so conversations can go deeper more quickly and more effectively.

Smoother on-boarding builds client trust, sets clear expectations, personalizes your service, protects your business, and can help you spot trends in needs and wants.

Client intake forms are the unsung heroes of a smooth onboarding experience. When done right, they help you get to know your clients, stay organized, and deliver better service without back-and-forths or extended waiting room times.

(<https://acuityscheduling.com/learn/client-intake-form-guide>)

Pass on Your Knowledge



If you want to pass on what you know to the most people, the best action you can take is to write and publish a book. Writing a book allows you to pass on the most details of what you know to the largest audience you could reach.

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***The \$60,000 Author: The #1 Secret to
Becoming a Bestselling Author and Selling
Thousands of Books***

For more information and free resources, go
to: <https://BookAuthorAuthority.com/60000>.

Launch a Product



Use your book to anchor a high-ticket product launch, just as Mike Koenigs is using his book *Publish and Profit* as a giveaway to encourage people to explore the complete Publish and Profit program he launched at that time.

I am using this book to launch the Pro 2 Publish program with Peter Johnson in the summer of 2026. I have created videos of this book to promote the book and program.

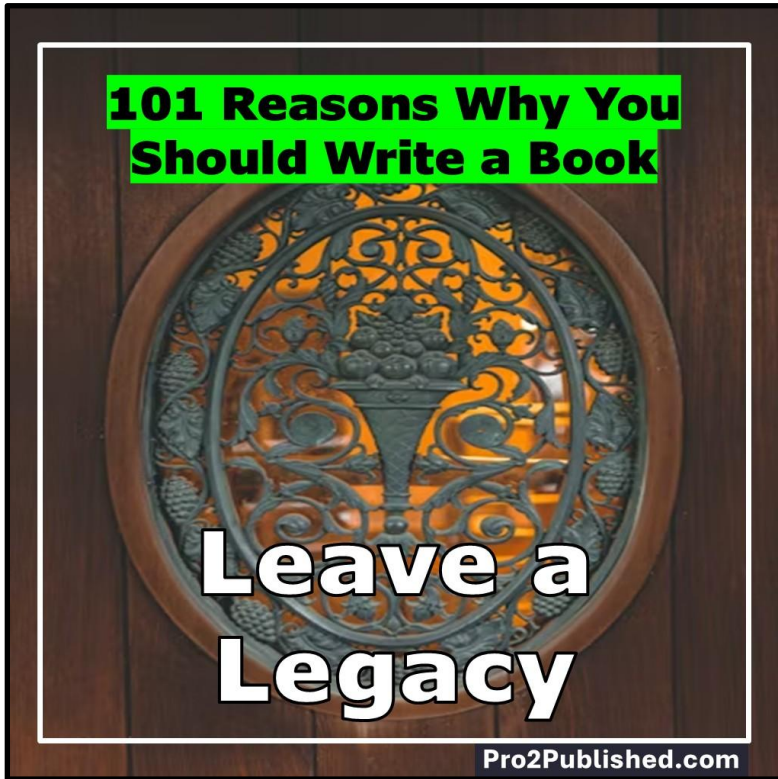
Learn More



If you want to learn something as thoroughly as you can, write a book about that subject. Why? Because you can't write a book about a subject without learning much more about it.

That's one reason most people will consider you an expert on a subject if you've written a book about the subject.

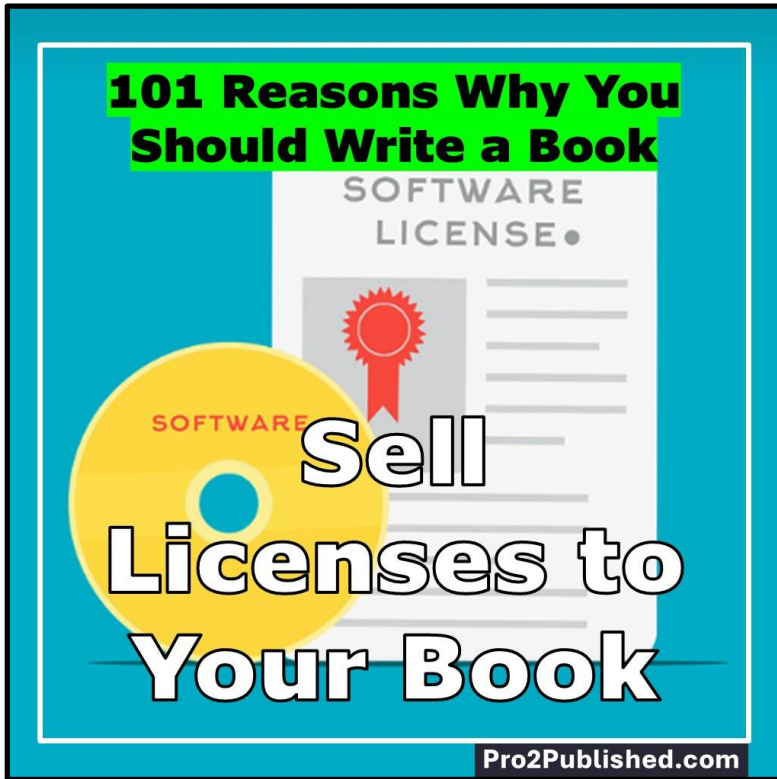
Leave a Legacy



A book is the most significant gift you can leave your family, your friends, and your associates. A book is an incredible way to share your love and leave a memorable legacy.

Share your life, share tips, share insights, share favorites, share stories, share your love — you have so much to give to posterity. Don't leave without doing that.

Sell Licenses to Your Book



Once you've written a book, you can license it to other companies and organizations to brand as their own. They pay you a fee to reproduce a specific number of copies of your book with their brand emblazoned on the book cover. You can also license the book for a specific amount of time. They pay you even more once that license expires.

There are many ifs, ands, and buts involved in creating such licenses — or buying such licenses from other publishers.

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The \$60,000 Rights Sale: How to Slice and Dice Rights to Make a Fortune from Your Original Content

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

Build Your List

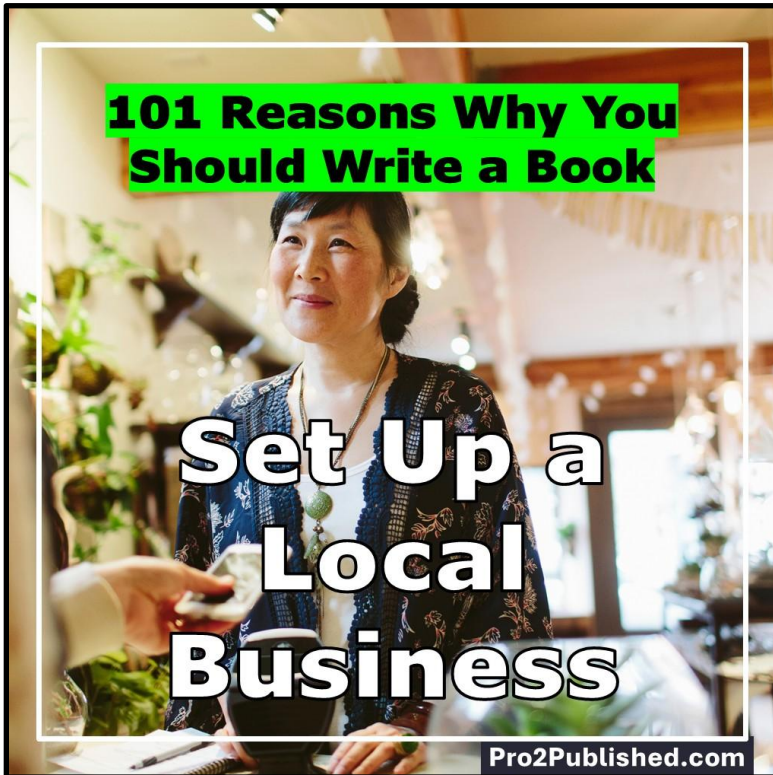


Books are one of the best ways to build a customer list, whether offline or online. By building calls to action within your book, you can send people to a page on your website where you can capture their names and emails.

Every chapter in your book should answer key questions your potential customers have. Each chapter should showcase examples, success stories, and social proof.

If you create great calls to action within your book, you'll generate the same kind of success as other Amazon bestselling authors: For every 10 books they sell on Amazon, they get 2 to 4 leads.

Set Up a Local Business



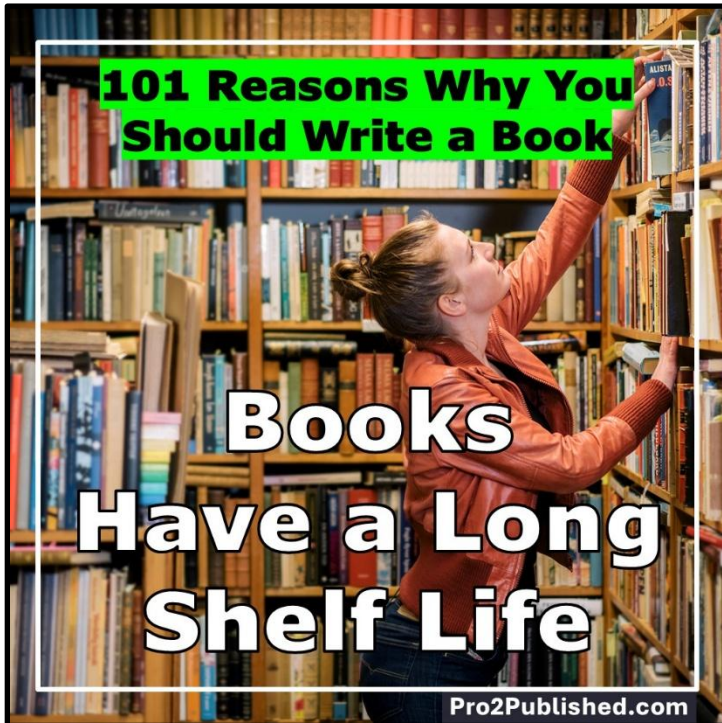
If you don't think a book would help build your local business, ask yourself these four questions (courtesy of Mike Koenig):

- ☐ Do you ever have to fight for business with competitors?
- ☐ Do you have trouble standing out in a crowd?

- ☐ Do you ever get asked the same questions over and over?
- ☐ Do you get price resistance for your services?

If you answer yes to any of the above questions, then writing a book could be the answer to building your local business to a whole new level. A book would help you stand out tall among your competitors. A book would help to answer all the questions prospects ask over and over again. A book would set you apart as the person to work with, even at a premium price!

Books Have a Long Shelf Life



Your book will still be around years after the latest webinar or latest podcasts fade away into the ether. Write a book if you want your thoughts, your observations, your memories, your passions to survive even beyond your physical body.

People rarely throw books away. They keep them for years and often pass them on to their friends and family.

Spread Love



You will always be more successful in writing books, book marketing, internet marketing, social media marketing, publicity, and other marketing as long as you share fully without hesitation, without holding back, with an open heart and open mind. Spread your love!

Here's something from the dedication of my 1001 Ways to Market Your Books, Real World Edition:

I hope this book helps you to get your work out to a wider audience, that it allows you to stir the hearts and minds of many, many people.

I would love nothing more than to see your book in the hands of people everywhere — readers walking down the street, browsers in the bookstores, vacationers at the beach, students in the classroom, secretaries at the office, mothers at home, people at their computers or tablets or smartphones or virtual reality devices.

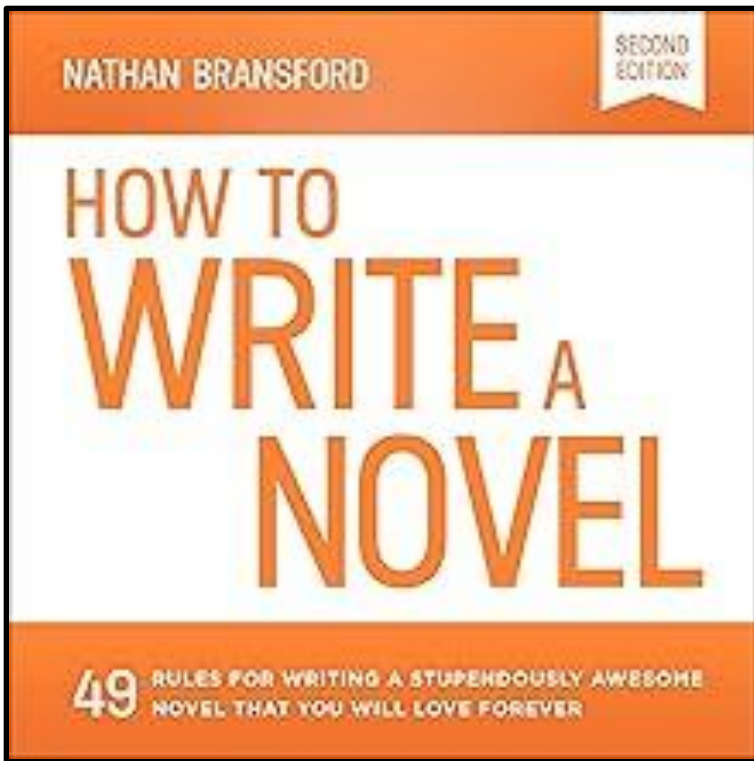
That's a great challenge, and maybe it's not possible to achieve. But it is certainly worth an attempt. Even several attempts.

Take your time. Do everything right. And enjoy.

That's the best advice I can give you. — John Kremer

And here's some key advice that every author or potential author should follow:

Write the book you love, not the one you think you should write. If you're creating something you aren't head-over-heels in love with, you'll peter out before page 50. Make something you'll be proud of for a lifetime. — Nathan Bransford, author, How to Write a Novel



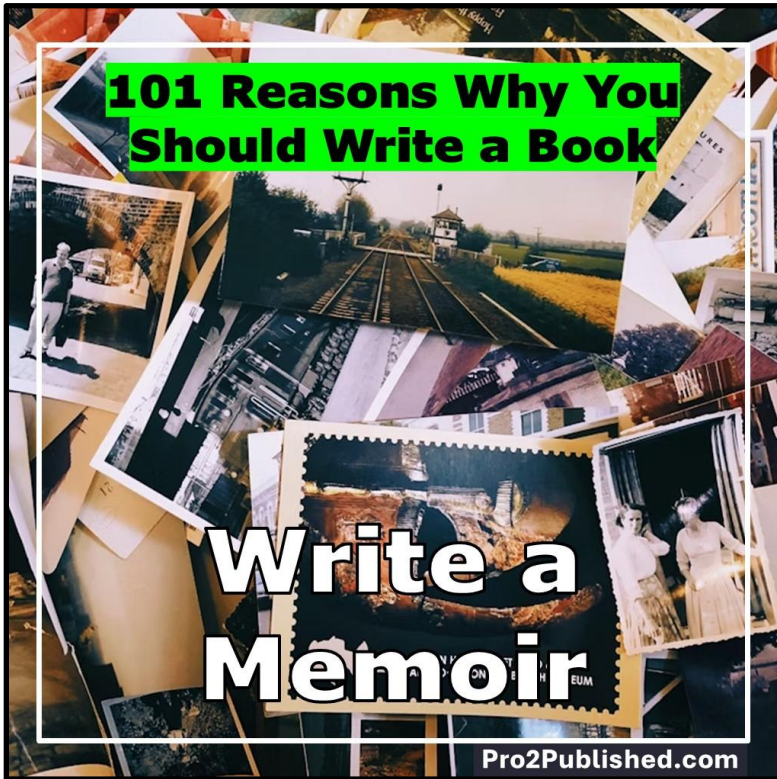
Love recognizes no barriers. It jumps hurdles, leaps fences, penetrates walls to arrive at its destination, full of hope. — Maya Angelou

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The \$60,000 Relationship: Learn How to Make Friends, Nurture Relationships, Build Trust, and Connect with Key People and Companies

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

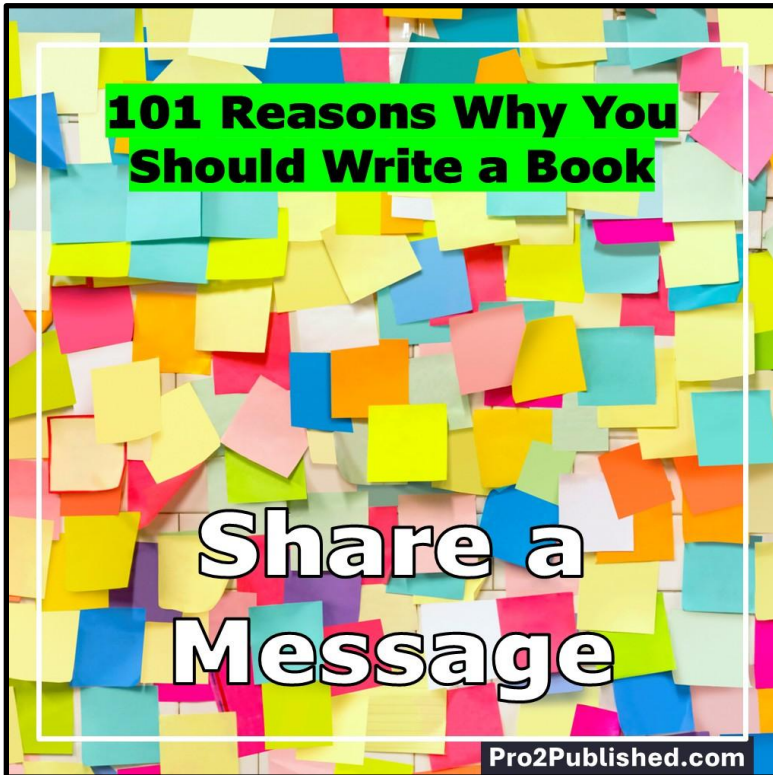
Write a Memoir



One of the most important things you can share via writing is your own story via a memoir or autobiography.

You can tell the story of your life. Share the wisdom of a lifetime. The lessons. The heartbreaks. The breakthroughs. The insights. The struggles. The joys.

Share a Message



Share a message you've got to get out. We all have magic inside us that wants to get out. Writing a book is one of the best ways to get your message out into the world.

Message Control: Control Your Message



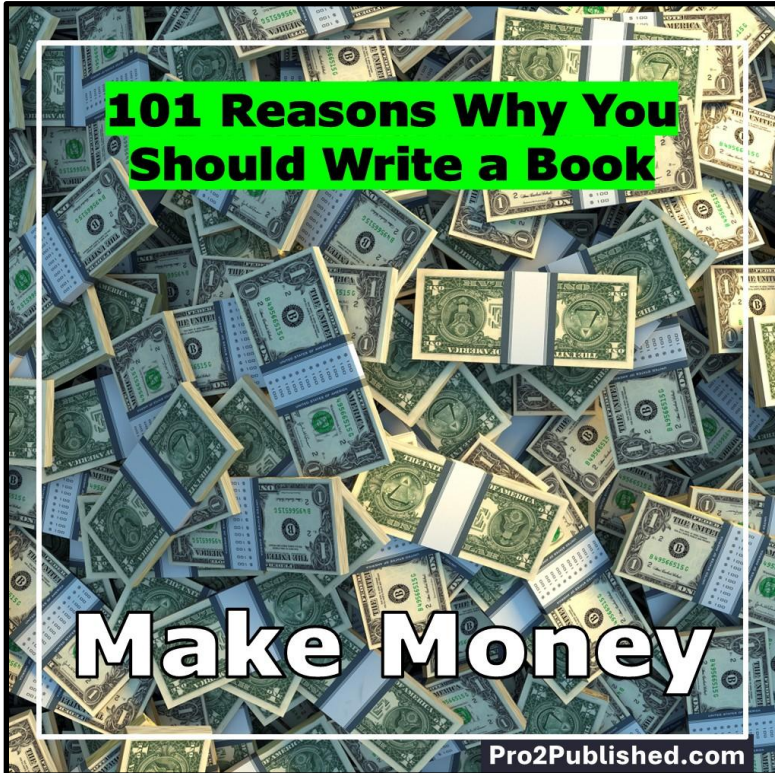
If you don't write your ideas down into a book, someone else might try to do it for you.

That is one reason Chip Wilson, founder of Lululemon, chose to write and self-publish his book, *Little Black Stretchy Pants*: "It's one of the reasons I wrote the book; if you leave the press to write the story, they won't get it right."

As he noted, "I know from reading about other companies that the press rarely gets more than 2% correct."

If you write a book, you get to control your message with full fidelity.

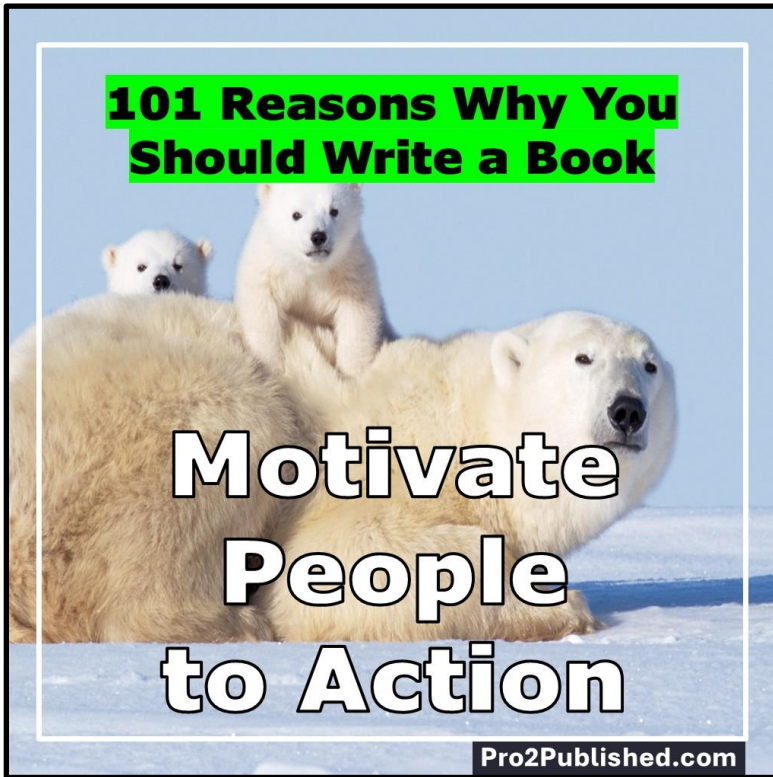
Make Money



You can make money not only by selling your book, but also by selling all the ancillary products and services you can offer.

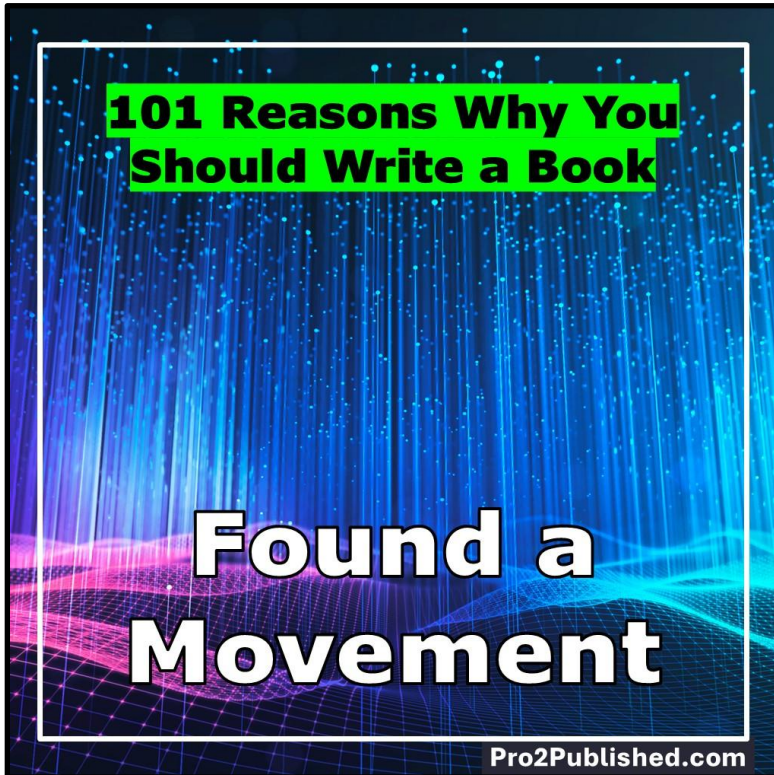
Money is often the key motivator for many authors, but it certainly isn't the only reason why you should write a book.

Motivate People to Action



A book can be the perfect way to motivate your readers to take action on an issue or plan. A passionate book can encourage people to create a new way of living, a healthy change in their lifestyle, or a major change in societal behavior.

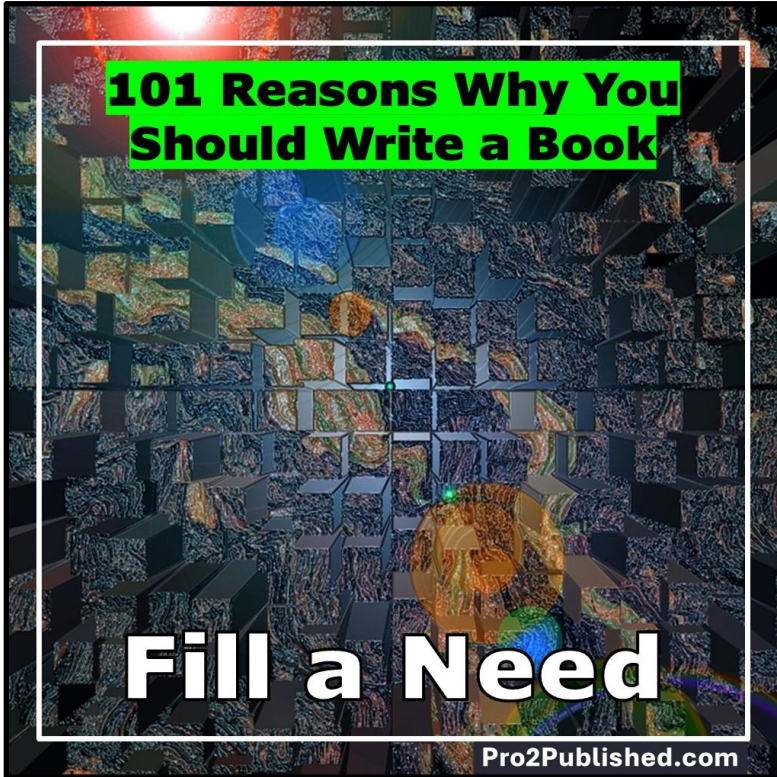
Found a Movement



Why stop at a book? Why stop at an institution? Why stop at a series of products? Why not create a movement? A movement that changes the world?

Are you ready to change the world? One book at a time. One story at a time. One person at a time. Mind to mind. Heart to heart. Soul to soul. Spirit to spirit. Universe to universe.

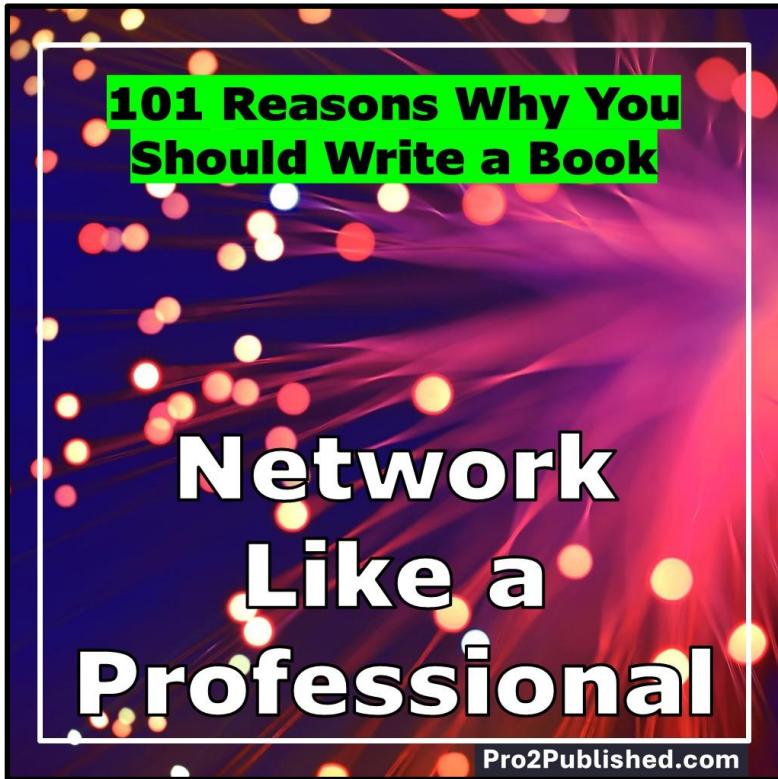
Fill a Need



Write a book not only to fill a gap in knowledge but also to fill a need. If you fill someone's need, they will buy your book — and read it! And pass it on to others who might need your book.

Books that fill a real need gets more referrals than books that simply entertain or cover a topic superficially.

Network Like a Professional



When you've written a book, you set the stage for powerful networking. As a book author, you'll be in demand at any networking event. Everyone will want to know you, hear your story, and learn about all your connections.

Networking is all about building trust, finding common ground, and creating relationships

that go much deeper than a simple introduction. As a book author, you've already taken the first steps in building trust and setting a common ground of understanding and knowledge.

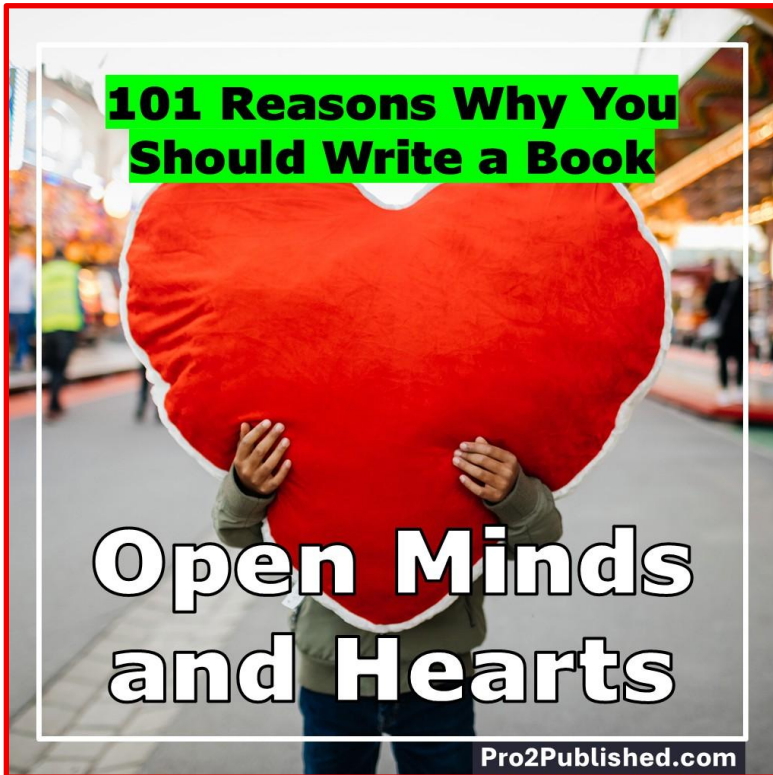
Do you want to connect with top influencers? Check out a new professional networking intelligence engine: ConnectLab.Live.

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The \$60,000 Relationship: Learn How to Make Friends, Nurture Relationships, Build Trust, and Connect with Key People and Companies

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

Open Minds and Hearts



Open minds to new thoughts. Open hearts to new emotions.

Open hearts and minds to new ideas, new ways of thinking about something, new ways of reacting to things.

You can write a book that is so powerful, it moves people to change how they work, how they live, how they love, how they pray.

Partner with Top Companies



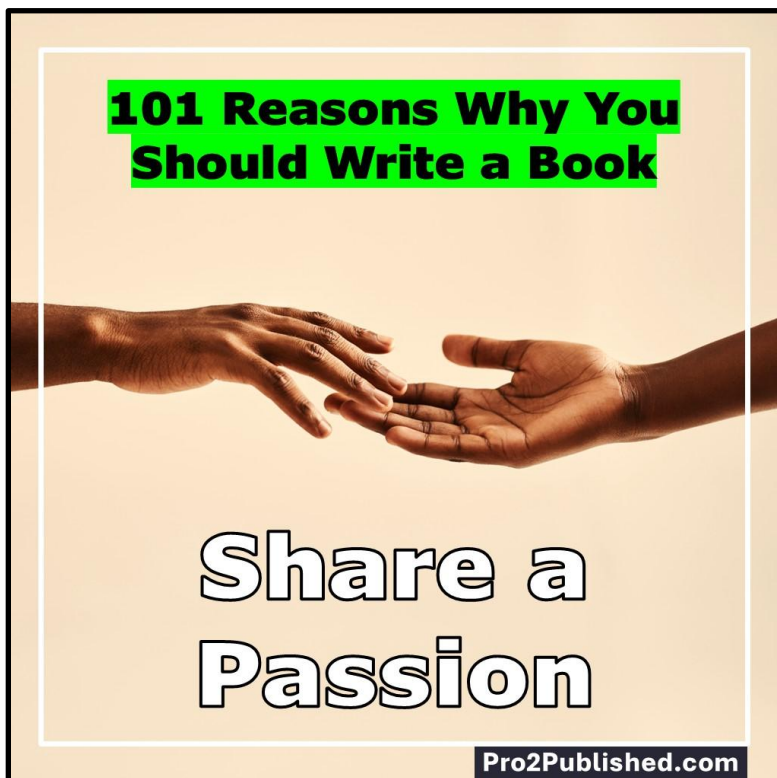
Partner with top companies to sell more books. Work with Apple, Google, YouTube, Amazon, and other high-traffic websites or companies to promote you, your books, your business, your services, and your other products. With a book, you can easily partner with the top websites and companies because they love books and they love book authors.

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The \$60,000 Relationship: Learn How to Make Friends, Nurture Relationships, Build Trust, and Connect with Key People and Companies

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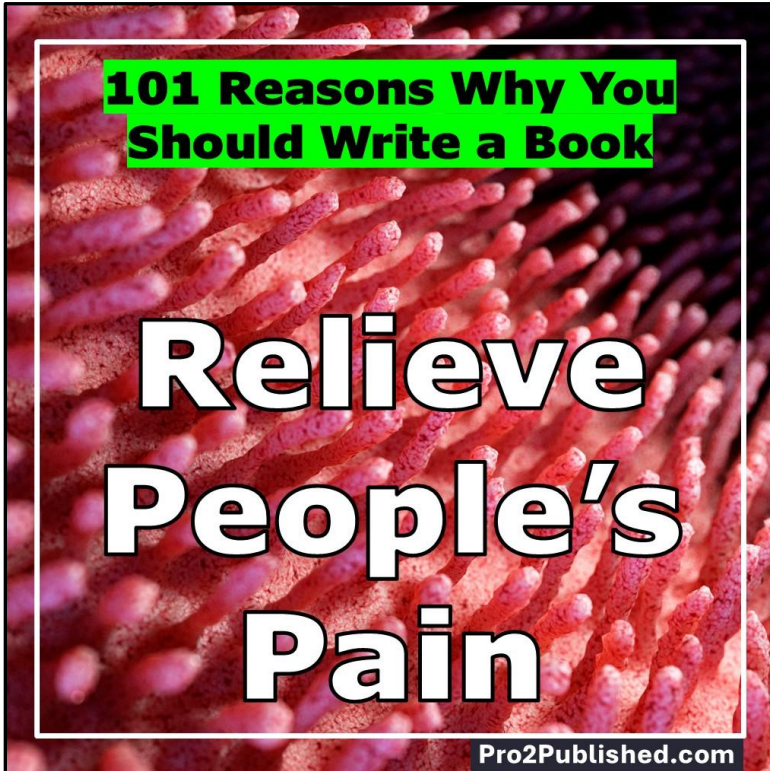
Share a Passion



Write a book to share something you are passionate about. Share a hobby. Share recipes. Share tips for investing. Share a political point of view. Share a great story.

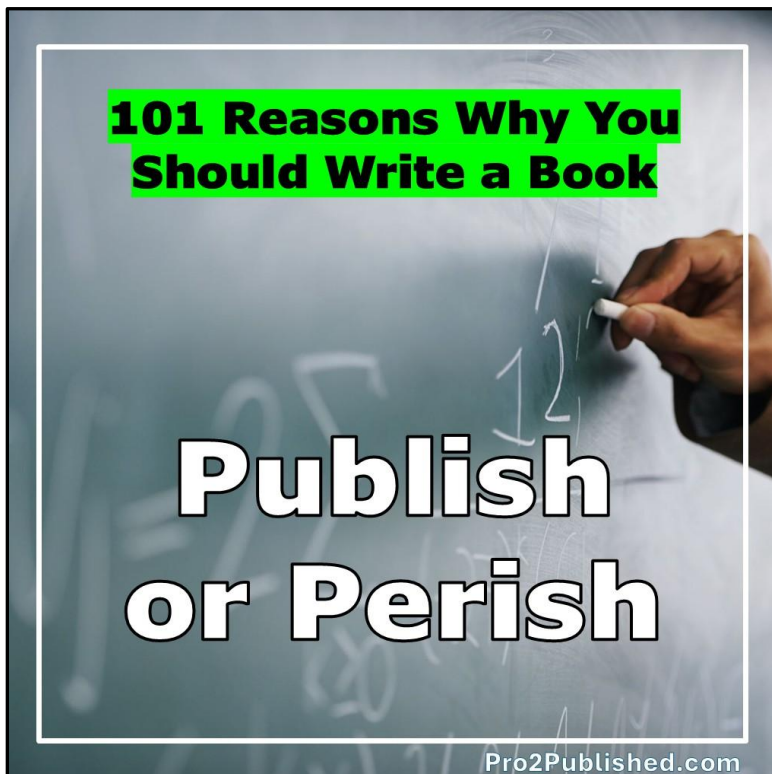
If you love to cook, write a cookbook. If you love sports, write a sports book. If you love history, write a history book. If you love investing, write an investment book. Write what you love! What you are passionate about.

Relieve People's Pain



You book could be the one thing that helps someone recover from a lost love, or helps someone relieve their hunger with a great recipe, or helps someone save their family business, or helps entertain someone at a time of sadness or ennui, or helps someone get over any sort of writer's block and get on with their writing and their lives.

Publish or Perish



In the past, college professors were faced with the dilemma to publish lots of papers or a book—or lose any promotions or advancements.

For most authors, this existential statement means this: Get your book done. Write it. Publish it. Start to market it. Do not suffer from book paralysis where you never get around to finishing a book and selling it.

Play. Have Fun.



Write a book for fun. Play with words. Play with ideas. Play with the readers.

Writing a book doesn't need to be arduous. It doesn't have to be intimidating. Writing can be energizing. Writing can be revealing.

You don't even need to write a book. Just put a pen to paper and start writing. Have fun! See what develops!

Podcast for Fame and Fortune



As a book author, you can start and grow a podcast that will bring you fame and fortune far faster than someone who is unknown or not an expert.

Podcasts are an incredible way to build and expand your recognition and fame.

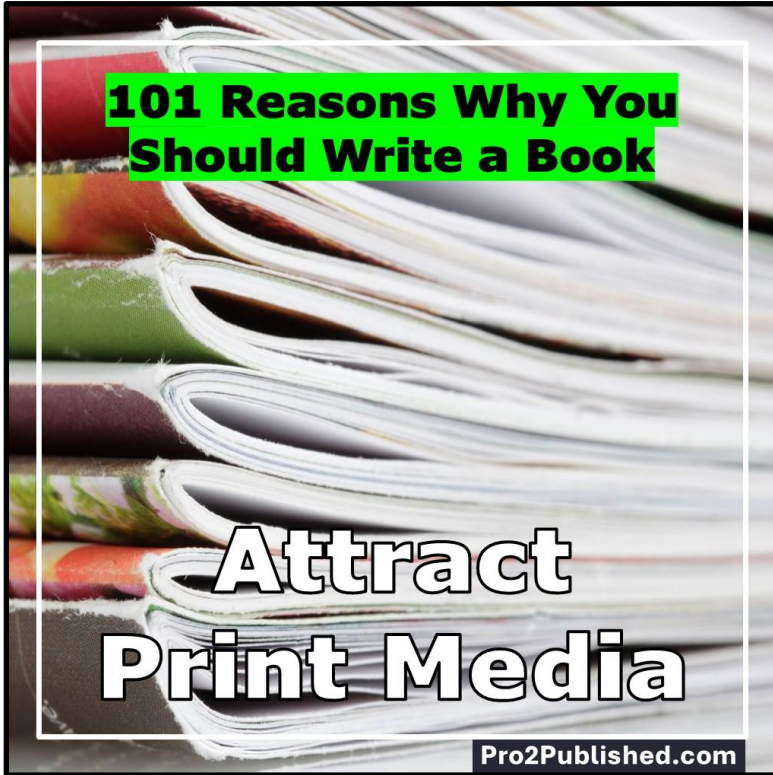
Be a Star Podcast Guest



As a book author, you are clearly a prime guest for any relevant podcast. It's far easier to be book as a podcast guest if you've proved your credibility as an expert on the topic covered by the podcast.

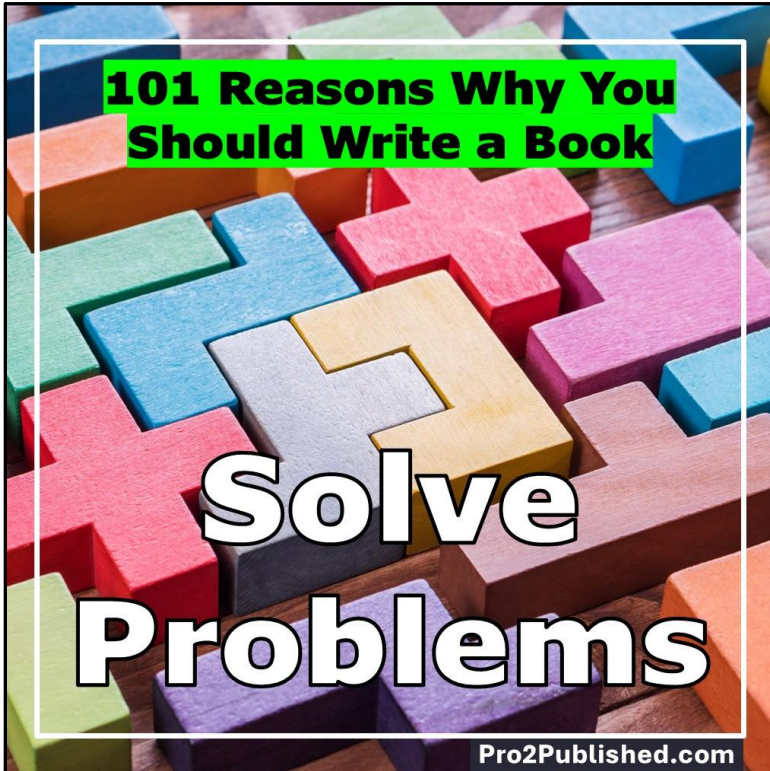
Here are two valuable resources you can use to find podcasters who are looking for relevant and interesting guests: <https://Matchmaker.fm> and <https://ListenNotes.com>.

Attract Print Media



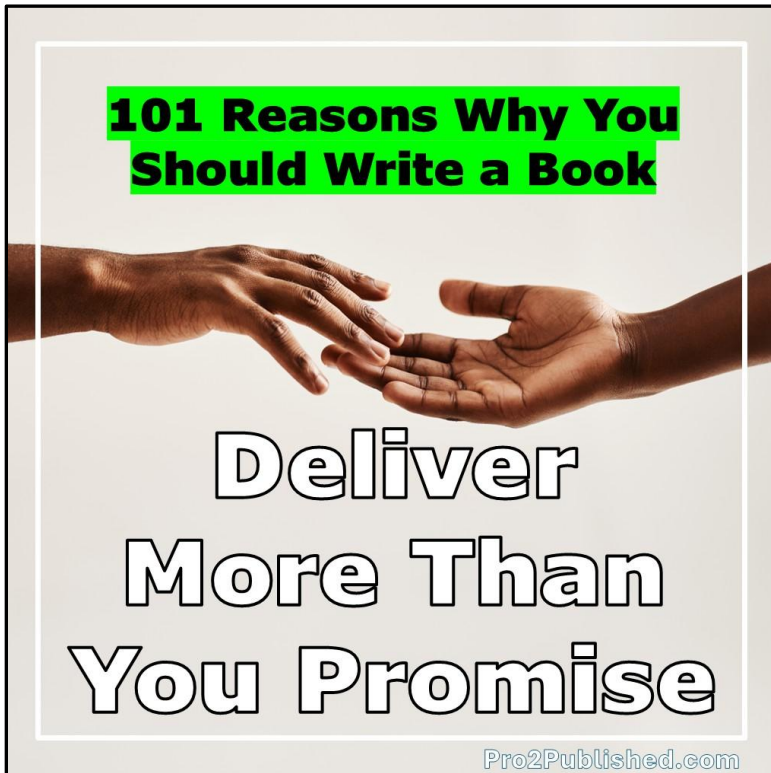
If you write and publish a top-selling book, you'll have newspaper and magazine editors knocking on your door to interview you. You won't have to reach out to them. They'll reach out to you! They'll be breaking down your door!

Solve Problems



Books are the greatest tools for helping people to solve their problems. Books offer solutions. Books inspire solutions. Books suggest solutions. And books offer options that many other media don't offer.

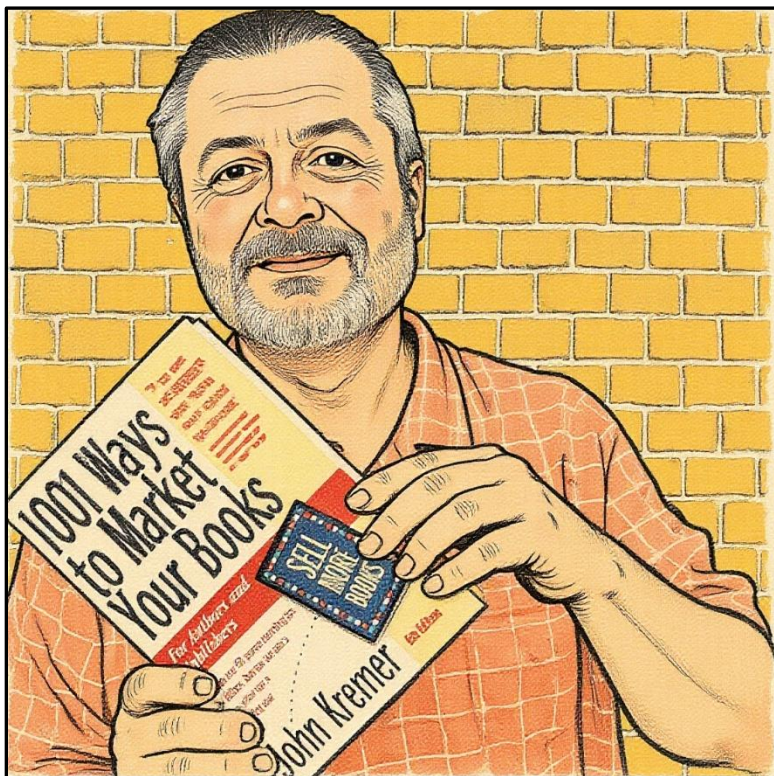
Deliver More Than You Promise



As you might have noticed, I've already featured more than 130 reasons to write a book, way over-delivering on the title promise of 101 reasons.

I did something similar with my previous book, *1001 Ways to Market Your Books*. I've never counted how many tips I actually featured in

that book, but I know it is way more than 1001 ways.



Promote Other Products



When the founders of Away discovered that their first production run of suitcases was not going to be ready for the holiday season, they created a high-end travel book and sold it with a gift card for a free suitcase (to be redeemed in February when the production run would be completed).

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The \$60,000 Testimonial: Give and Receive Testimonials, Blurbs, and Referrals That Generate Sales

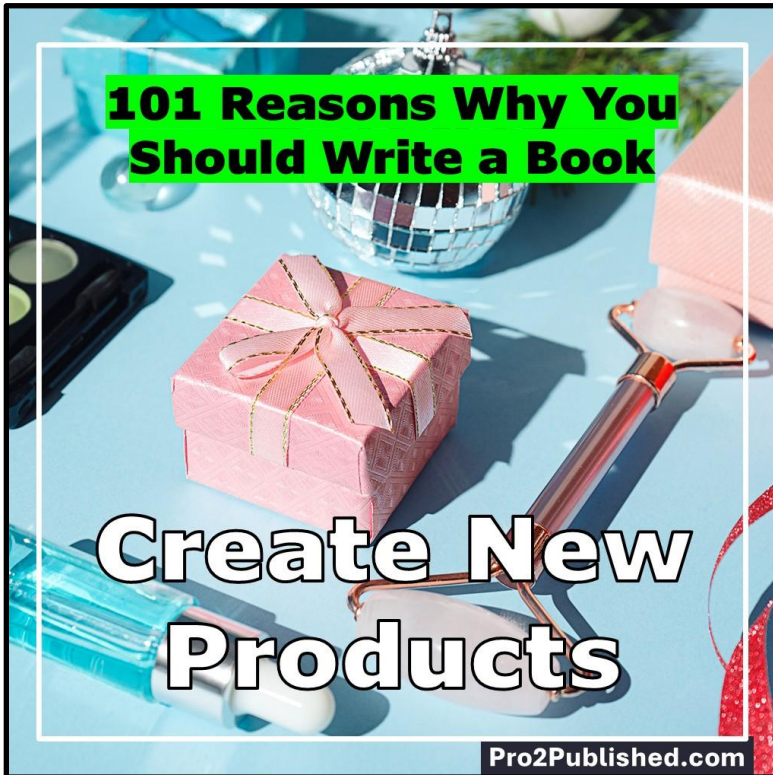
For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Become a Product Spokesperson



Companies and brands are always looking for people who can represent them well in their ads, via publicity, or during their live consumer events, trade shows, conventions, and more. They are looking for YOU, the author of a book related to what their brand represents.

Create New Products



Your book can become the basis for a podcast, audio mp3, Internet radio show, video series, magazine column, syndicated column, webinar series, multimedia course, membership website, etc. Understand that many of your readers actually prefer to absorb information or entertainment in other ways: via audio, via video, via live seminars, via online webinars, via a membership site, via phone calls.

That's why you should always work to take your book and format it for other mediums. It's the quickest and simplest way to create new products.

- ☐ Take your book, and turn it into an audio.
- ☐ Take your book, and parcel it out via a membership website.
- ☐ Take your book, and speak it out live.
- ☐ Take your book, and create spin-off products directed at the same target audience.

Sell a Product

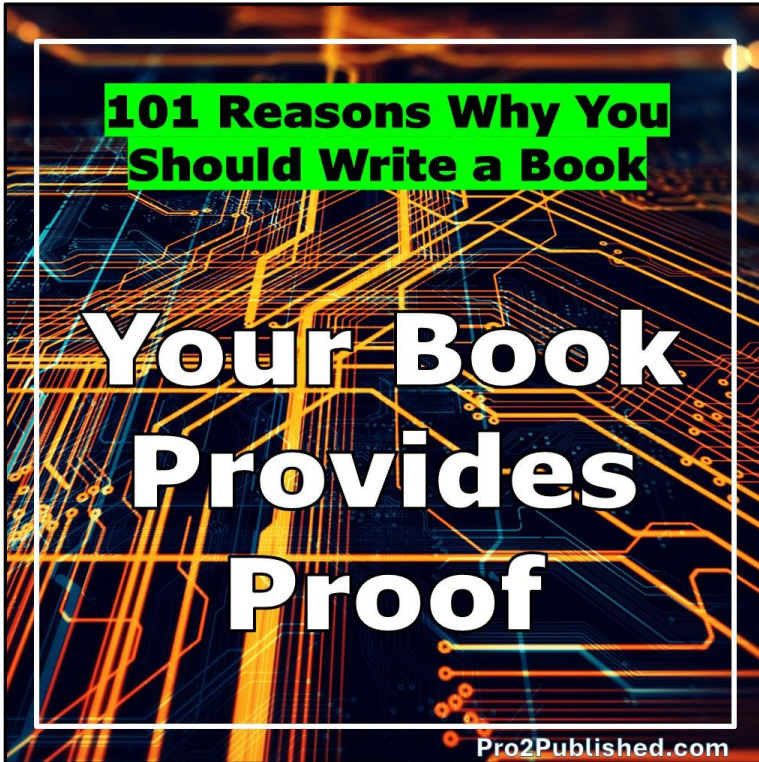


Use your book to help promote another product, whether a real world product or an online information product. Books can help you sell all your other products and services as well as the products of your friends and associates.

Seed your book with the stories of your other products and services. Include case studies, success stories, examples of failure and success, where the products help readers achieve their aim.

Books can sell your products and services faster and easier than anything else. Books allow you to showcase what you do, how well you do it, and how your customers benefit from what you offer.

Your Book Provides Proof



A book provides proof that you know what you are doing, that you know what you are talking about, that you truly know your subject, inside and out.

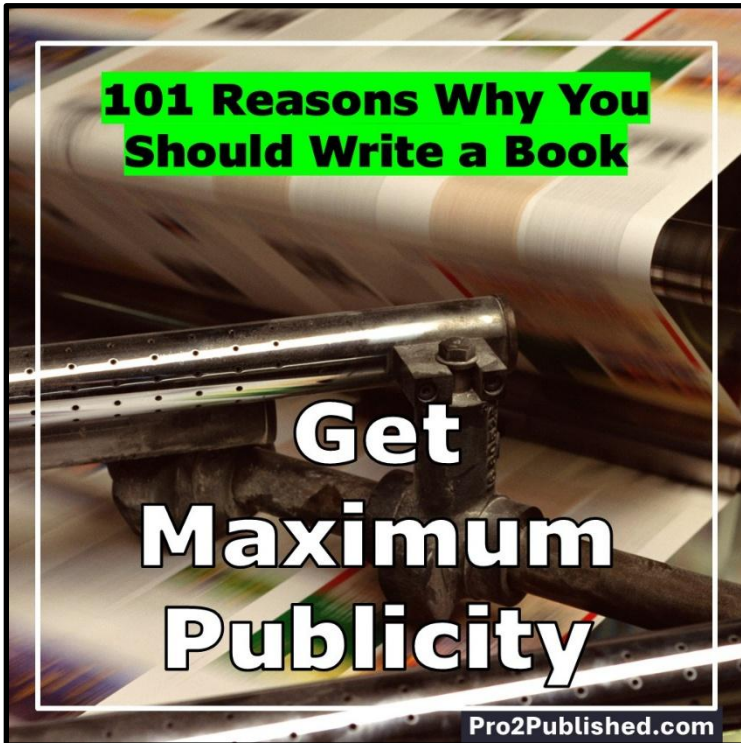
A book showcases what you do, what you believe, what you know, and what you can do for others. A book provides that basis for a new customer or a potential customer to start

to know, love, and trust you (as that great internet marketing slogan asserts).

A book provides sustained and lasting proof that you are the person worth coming to for advice, inspiration, and enlightenment.

A book isn't just pages bound together. A book is proof. Proof you know something valuable. Proof you've organized your expertise. Proof you're serious. Proof you're worth listening to.
— Robert Allen, author, *Multiple Streams of Income*

Get Maximum Publicity



Books are some of the best tools you can use to get publicity, whether local PR or national media attention. Books open doors. Books get attention. Books stand out.

Media are hungry for authors who know what they are talking about and can present their ideas effectively.

Media hosts can use your book to select the topics and questions they want to ask you during an

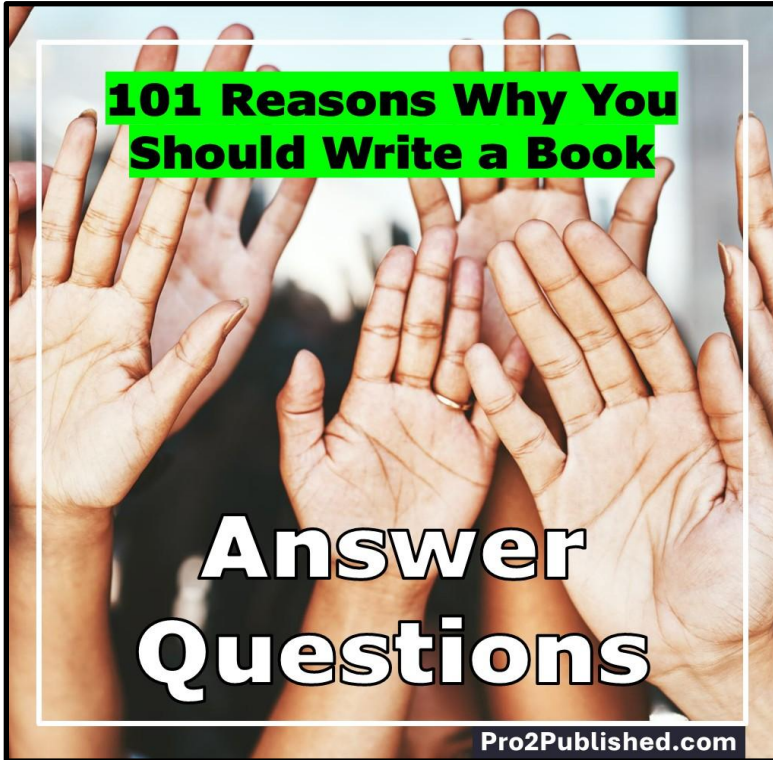
interview. They can also use search engines (and Amazon) to discover the real experts on any topic. Who are those real experts? Book authors, plain and simple.

==

The \$60,000 Author: The #1 Secret to Becoming a Bestselling Author and Selling Thousands of Books

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

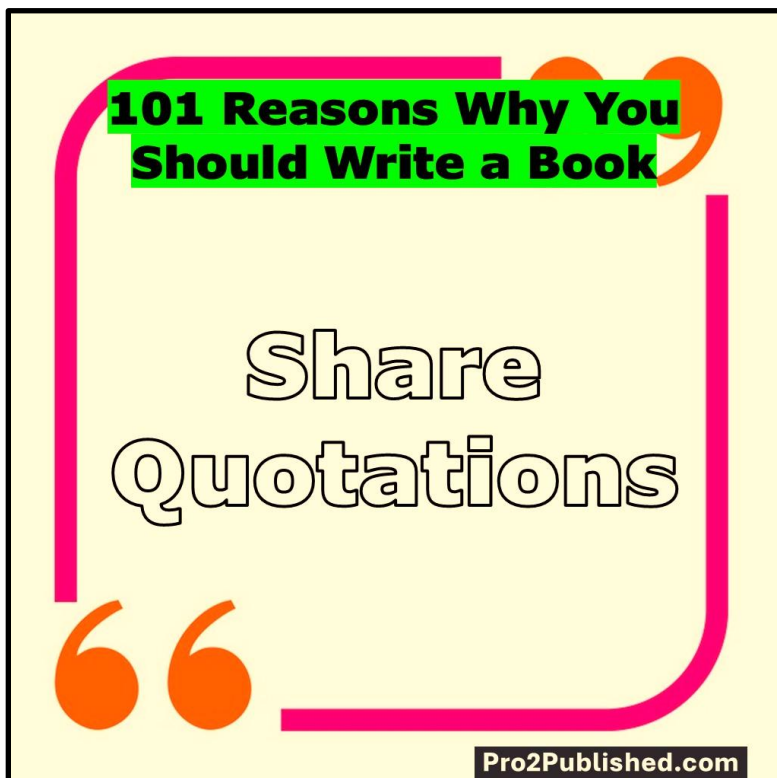
Answer Questions



Over time, you've probably been asked thousands of questions about what you do, what you like, what you love, what you look forward to, etc. Answer those questions.

If no one has ever asked you any questions before, ask them to ask you. Use your web site, podcast, social networks, or your talks to encourage people to ask you questions. Then you can write a book or two or ten to answer all those questions.

Share Quotations

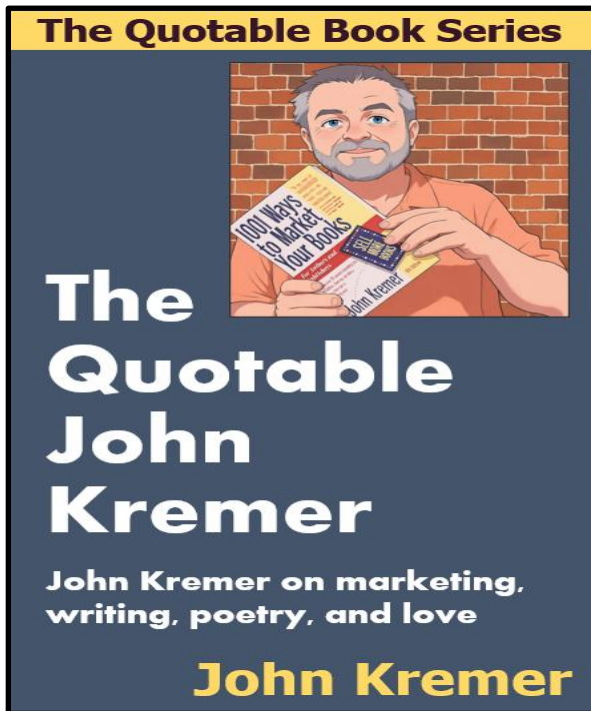


As a teenager, I collected quotations, sayings, axioms, and parables that intrigued me. Over time, I've compiled more than fifty books of quotations.

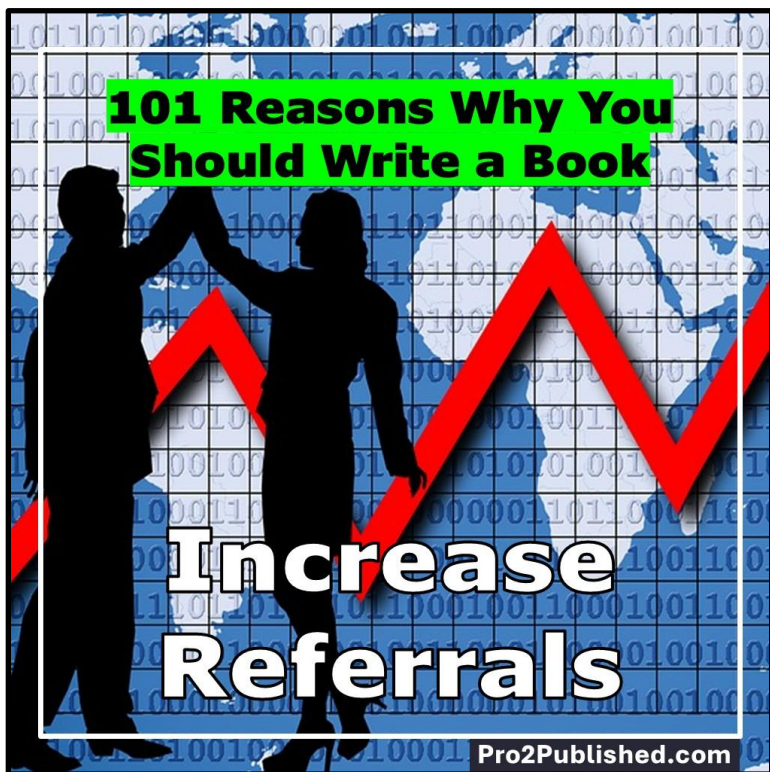
If you love quotations and have started to collect what famous people and experts have said about your key interest (or topic), you could compile those quotations into a book to

help you establish your authority on your favorite topic.

I've also compiled a book of quotations featuring wise or compelling things I've said or written in web articles, speeches, podcasts, interviews, etc. The book is titled **The Quotable John Kremer**: *John Kremer on marketing, writing, poetry, and love* (available from BookMarket.com/bookstore and Amazon.com).



Increase Referrals



By becoming more visible as a book author, you should be able to increase referrals to your consulting and coaching business as well as any high-end courses you offer.

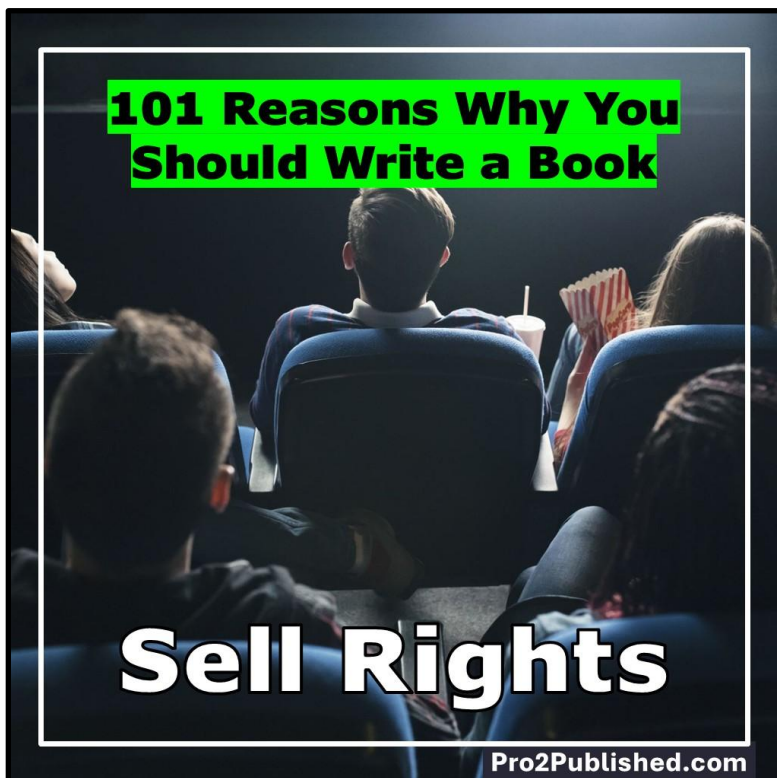
People and businesses are more likely to refer sales to well-known credible people than to unknowns. As a book author, you immediately increase your credibility and your visibility.

==

The \$60,000 Testimonial: Give and Receive Testimonials, Blurbs, and Referrals That Generate Sales

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Sell Rights



Every time you write a book, you create a constellation of rights around that book that can be sold: movie rights, reprint rights, foreign rights, audio rights, multimedia rights, merchandising rights, mass market paperback rights, online rights, and more.

J. K. Rowling did not become a billionaire from writing the *Harry Potter* books. She became a billionaire by selling the ancillary rights those

books automatically generated: foreign rights, mass market rights, movie rights, merchandising rights, and more.

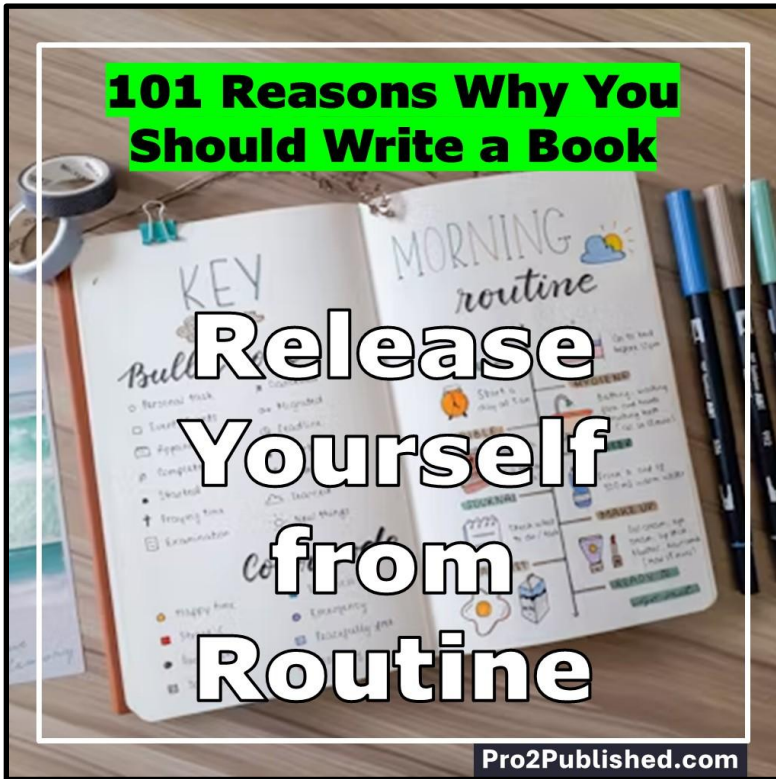


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The \$60,000 Rights Sale: How to Slice and Dice Rights to Make a Fortune from Your Original Content

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

Release Yourself from Routine



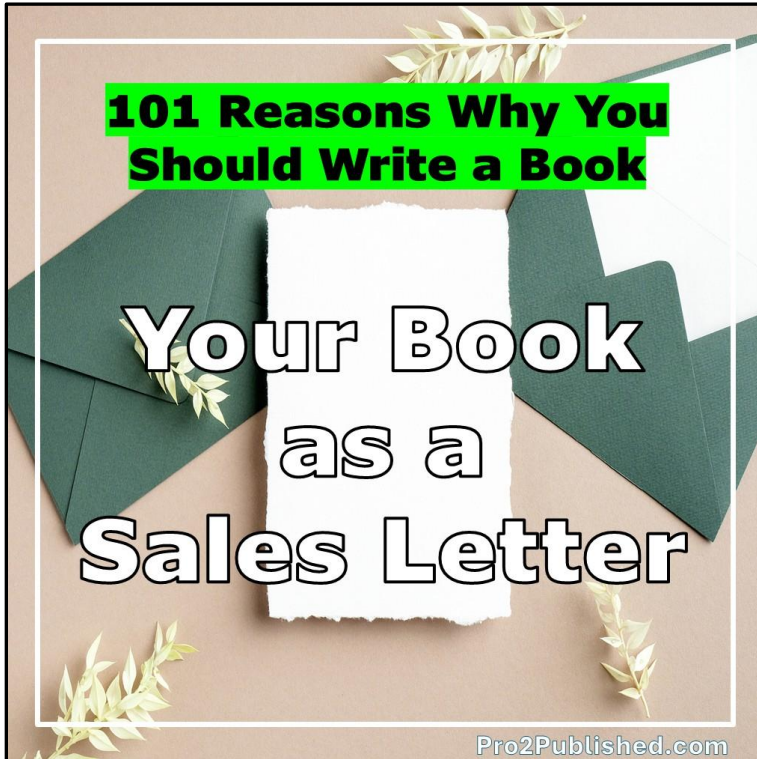
Get out of a suffocating routine by starting to write a book. You don't have to set out to complete the book. You can just start writing — and see where your writing takes you!

Writing is an incredible way to get your juices flowing and to get out of any rut you might be in. Writing is fun. Writing is energizing. Writing

will take you places you can never go in any other way. Writing is a way of exploring the world, the galaxy, and the universe — both inside and out.

“Books don’t
just go with
you. They take
you where
you’ve never
been.”

Your Book as a Sales Letter



A book often serves as the entry point in a sales funnel that leads to more expensive products or services. A book can also feature links to all the author's other books, products, services, webinars, summits, and more, not in a funnel, but just a complete listing.

This book, in many ways, is a lengthy sales letter. In this book, I share links to some of the

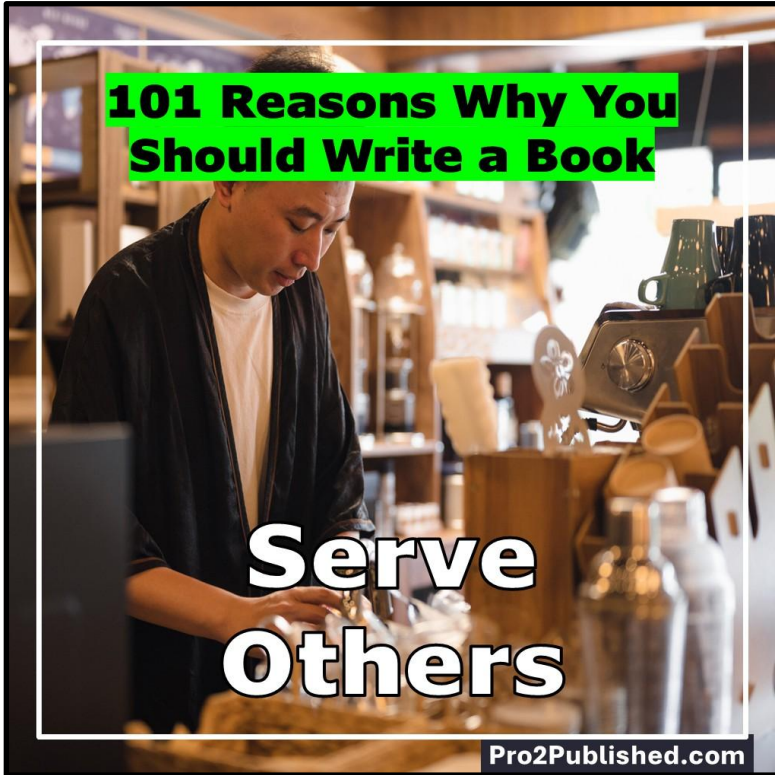
new courses I'm offering — when they are relevant to a specific reason for writing a book.

At the end of the book, I feature two sales letters: one, for the program I offer where I'll write a book for you and two, for the Pro2Published program Peter W. Johnson, Jr., and I are offering beginning the summer of 2026.

Find out more here:

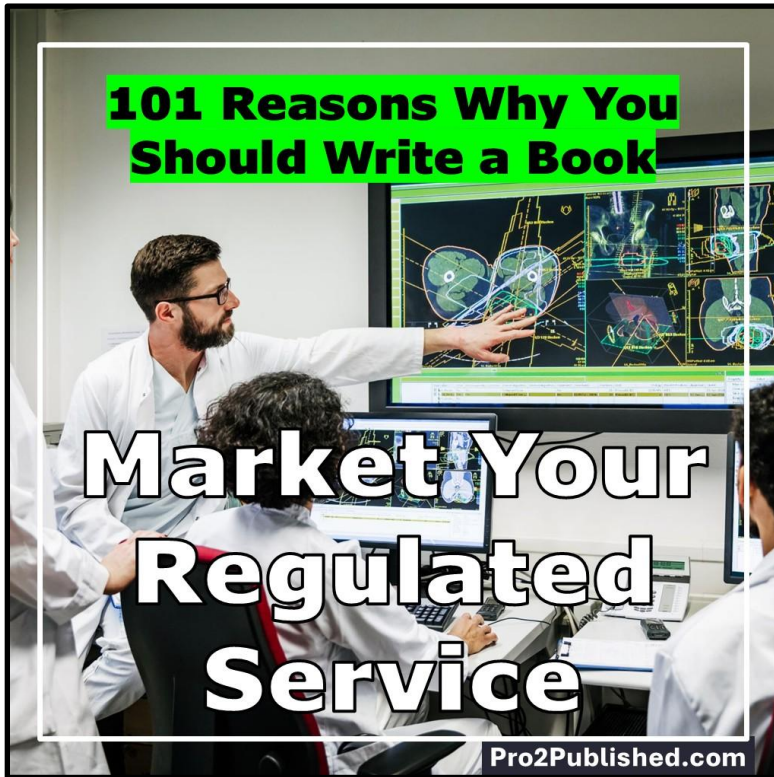
<https://www.protopublished.com>.

Serve Others



Your books are one of the key ways to serve others by sharing the best of your talent, the best of your ideas, and the best of your expressions.

Market a Heavily Regulated Service



If you work in a regulated industry (medicine, law, drugs, banking, investments, money management, taxes, retirement programs), you can get around the legal teams and compliance departments by writing about your experience—or the experiences of your key clients (if told anonymously).

Compliance can be a stumbling block to marketing your services effectively. But no one should be able to stop you from telling your stories and retelling the stories of your customers.

Become a Social Media Star



Book authors get more followers on Facebook, TikTok, X, Pinterest, YouTube, Rumble, Blue Sky, Instagram, and LinkedIn than do people without a book.

Authors are celebrities! They are worth following, friending, fanning, liking, retweeting, and repinning.

Your social media posts can also become the basis for your next book. It's easy to create new books as you continue to post, pin, tweet, and share.

John Kremer on Social Media

Facebook: <https://www.facebook.com/johnkremer>

Facebook Group:

<https://www.facebook.com/groups/BookMarketingSuccessStories>

GoodReads:

https://www.goodreads.com/author/show/173511.John_Kremer

Instagram:

<https://instagram.com/johnfrederickkremer>

LinkedIn: <https://linkedin.com/in/johnkremer>

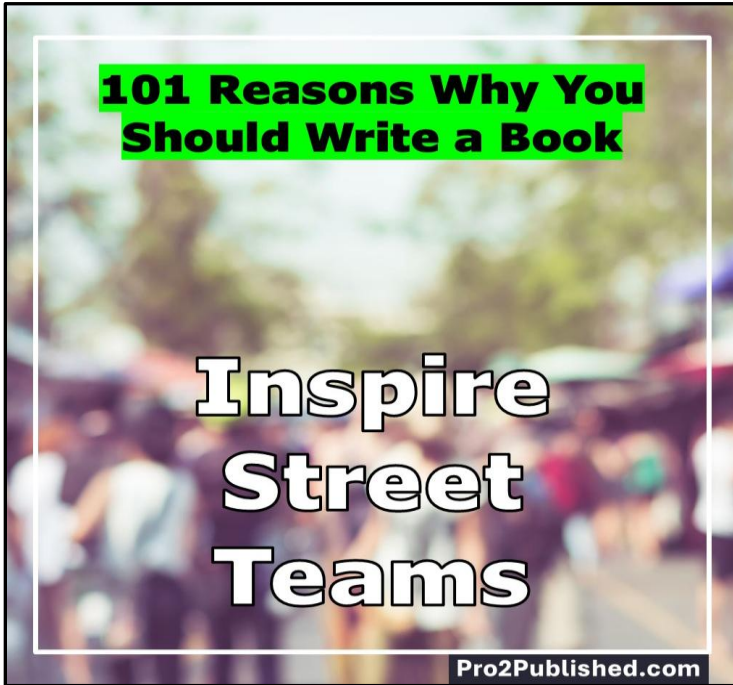
Pinterest: <https://pinterest.com/johnkremer>

TikTok: <https://tiktok.com/@bookmarketing>

X: <https://www.x.com/johnkremer>

YouTube: <https://youtube.com/c/JohnKremer>

Inspire Street Teams



A crucial benefit of writing a book is that you end up inspiring many readers to become fans. At least a percentage of those fans will volunteer to be part of your street team — people who actively support a specific author, artist, or expert. In this case, these people would become a street team to promote your new book.

Some authors reward members of their street teams with swag, or previews of new book, or a Facebook group just for the street team, or to help them launch a book. When Tim Ferriss

released his *4-Hour Body*, he gave away a thousand copies to his key fans. That resulted in more than 200 reviews on Amazon in the first week.



You can encourage your street team to do more by sending them a link to an article on **51 Ways to Help a Book Author You Love:** <https://bookmarketingbestsellers.com/36-ways-to-help-a-book-author-you-love>.



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The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

Tell Stories



Over the years most of us have accumulated stories that we share with family, stories we share with friends, and stories we share with colleagues or clients. Writing a book is a great way to share those stories with more people.

You might have heard it said, "The world needs your book." It doesn't. It needs your story. Your heart. Your message. Your wisdom. —
Marcus Costantino

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The \$60,000 Story Seller: Learn How to Tell Good Stories — Stories That Move People, Stories That Share Your Passion, Stories That Create Excitement, Stories That People Want to Pass on to Their Friends

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Become a Professional Speaker



Speakers with a book get more visibility, more bookings, more recognition, and more response. Not only can you speak to outside groups but you can also present and market your own seminars, conferences, webinars, teleconferences, and more.

In addition to your speaking fees (up to \$60,000 per speech, but typically between \$2,000 and

\$10,000 per speech), you can build your prospect list fast. Speakers get contact information from 20 to 50% of their audience members.

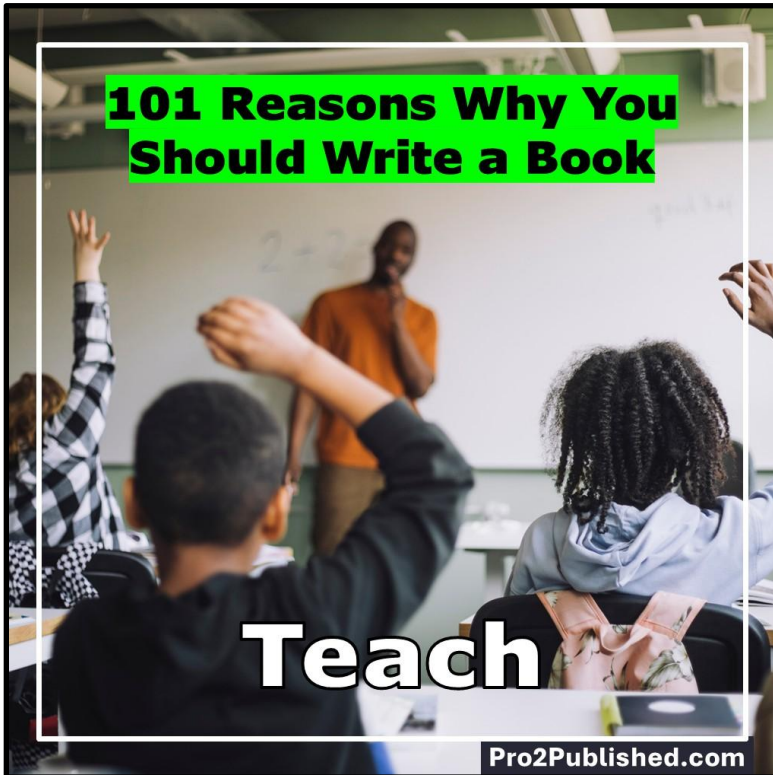
One speaker reports getting contact information from 97% of his audience, time and time again. That's building an incredible list!

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***The \$60,000 Speaker: How to Get Paid
\$60,000 for Just One Speech***

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

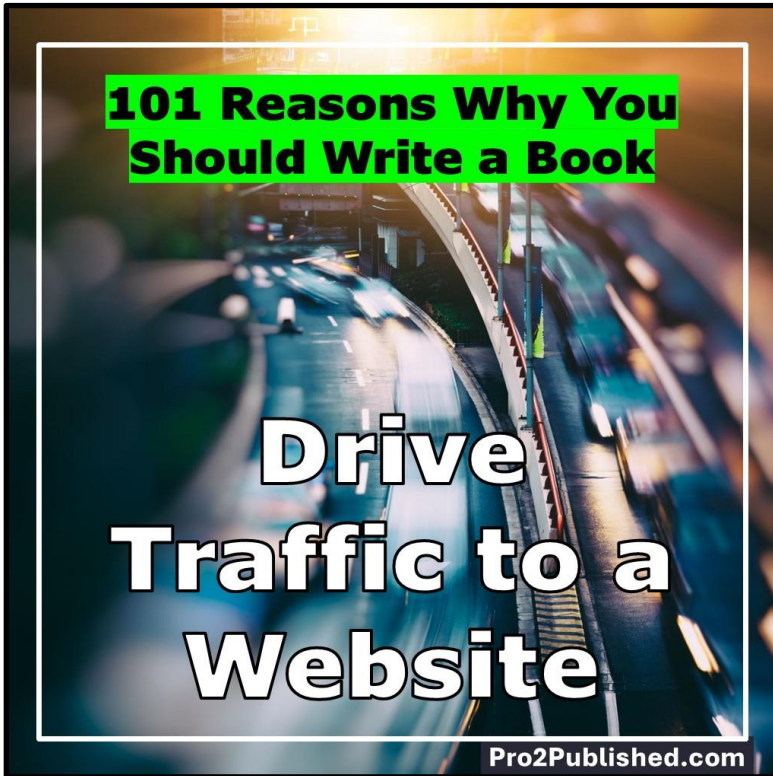
Teach



As a book author, you will be offered opportunities to teach in schools and universities, even without a teaching degree, a PhD, or other credentials. Your books are your credentials.

As the author of many books, I've taught master's degree courses in writing. You can as well.

Traffic Generator: Drive Traffic to a Website



You can use your book to drive readers to different blog articles, online sales pages, email capture pages, podcast episodes, etc. Be sure to include direct response calls to action in all your books!

Give readers a reason to visit your website (to download a free report, to locate a special resource, to listen to an informative podcast episode, or to gain some incredible insight from you).

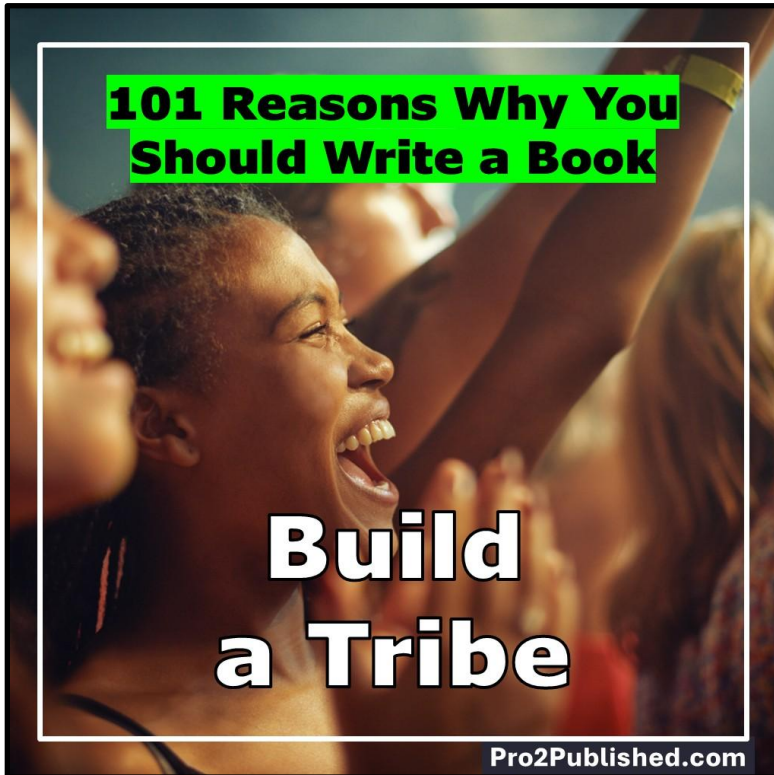
You should have multiple calls to action in every book. Indeed, it wouldn't be out of line to have a new call to action at the end of each chapter or major section.

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The \$60,000 Speaker: How to Get Paid \$60,000 for Just One Speech

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Build a Tribe



If you want to create a fan club, a following, or a community, write a book! They'll find you! They'll find you not only on social networks, but also in reading groups, meetups, conferences, and more.

Here are a few key ideas from Seth Godin, author of *Tribes: We Need You to Lead Us*:

Book publishing is the act of bringing an idea to people who weren't aware they needed that idea.

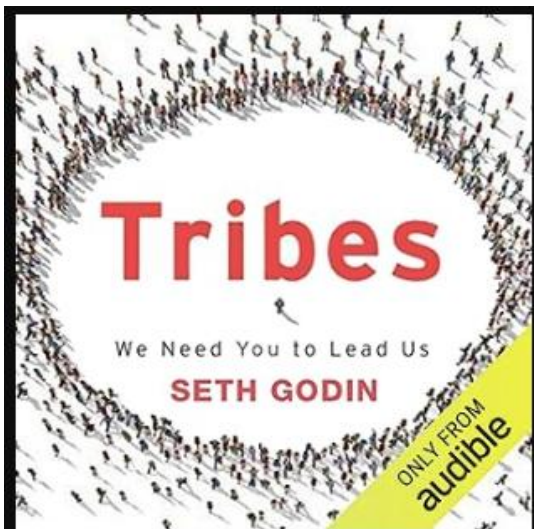
I blog every day (with about a million readers). I write books when I don't think I can make the change with less than a thousand words.

My job is not to make books. My job is to make change.

Find ten people who will take what you have to offer. If they tell other people, then it can go viral. If it does, repeat. If it doesn't, repeat.

Seth writes like he talks, so he never has writer's block because no one ever has talker's block.

By a factor of three, what you do is not nearly as important as how it makes people feel.



You can encourage your tribe to do more by sending them a link to an article on **51 Ways to Help a Book Author You Love:**

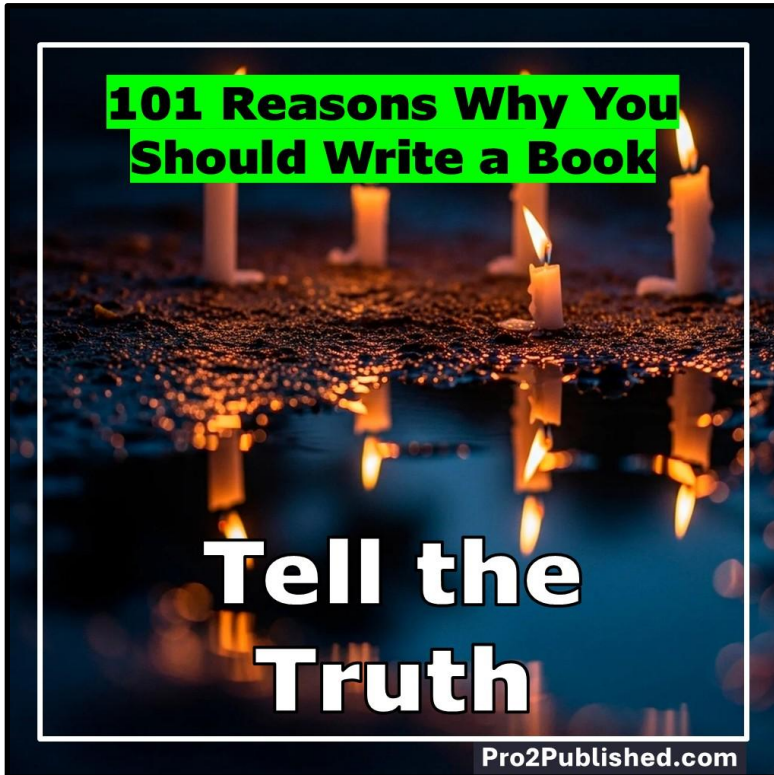
<https://bookmarketingbestsellers.com/36-ways-to-help-a-book-author-you-love>.

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The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Tell the Truth



Write a book that actually helps people, or entertains them, or inspires them. Write the truth. Write honestly. Write with passion.

The first secret of success is very simple: Tell the truth. That is how you build relationships with potential customers. This first secret does not change, no matter how successful you become. You must always tell the truth.

There is an ancient hardcore rule of life: That what you put out into the world comes back to you multifold. The sad thing is that most people don't understand this. So, they don't stick around. They give up. Too soon.

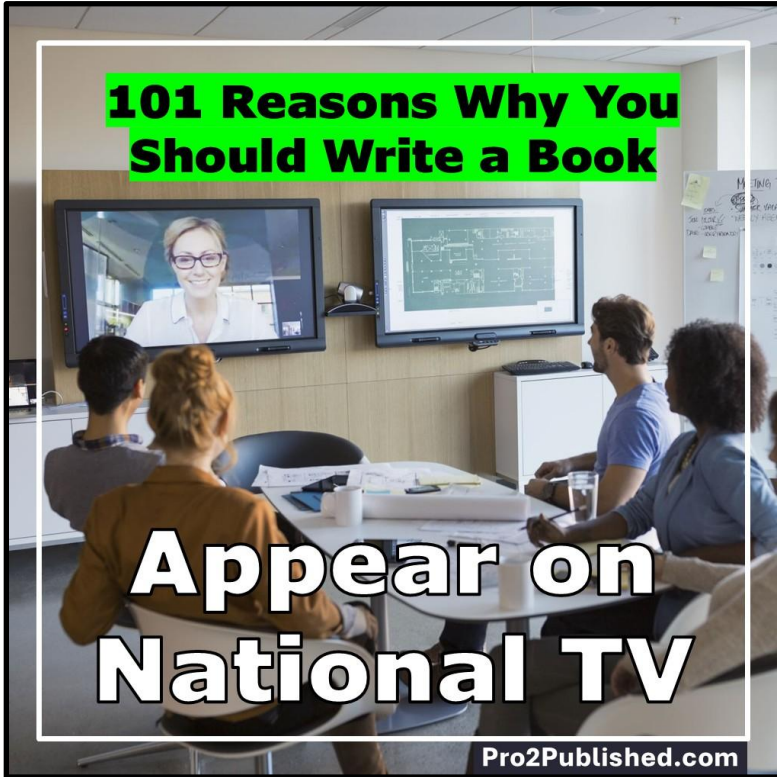
A writer should never forget: Your first obligation is to the truth. It might hurt, but without it, everything else is worthless. — Park MacDougald, Life & Arts Editor, *Washington Examiner*

Say the truth that you're carrying in your heart like hidden treasure. — Anthony Hopkins, actor

When I despair, I remember that all through history the way of truth and love has always won. There have been tyrants and murderers, and for a time they can seem invincible, but in the end they always fall. Think of it — always. — Mahatma Gandhi, nonviolence advocate

There's a call echoing around the world. I hear it in my backyard. I hear it in the voices of friends, clients, and colleagues across the world. I hear it in the headlines. I hear it in shouts, in whispers... and in the silence. (And I hear it in the meows of our awesome new kitties.) It is a call for humanity to wake up to the truth of who we truly are as Divine beings. It's a call to break free of the illusions that don't serve us, and step into reality — the reality of light, love, truth, and peace — right here and right now. — Christine Kloser

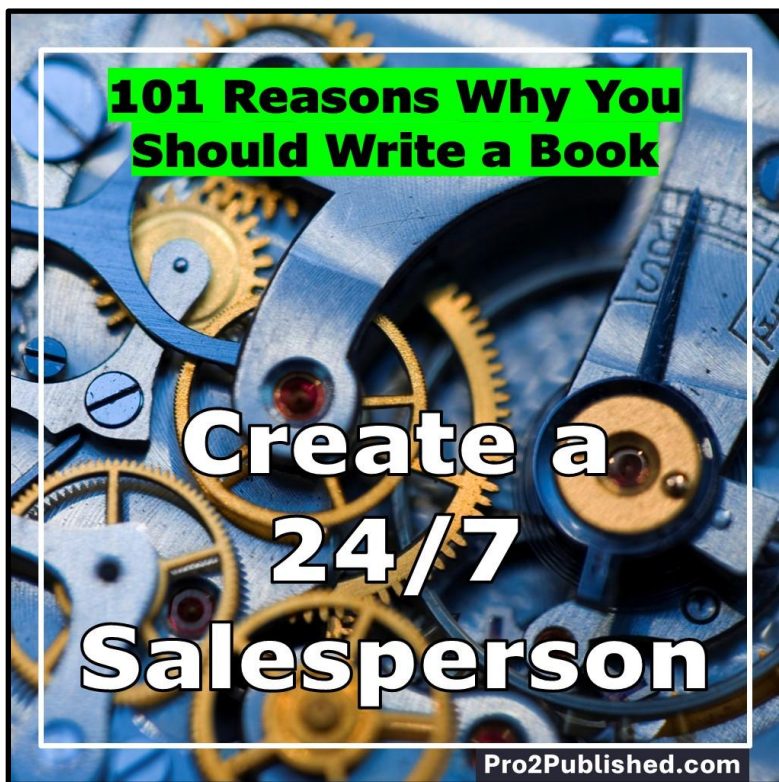
Appear on National TV



Get booked on major national TV shows as an expert. Good Morning, America, The View, Gutfeld, The Today Show, etc. are always looking for guests that can easily and truly speak on news-related stories.

Book authors are natural experts, immediately recognized as trusted sources and reliable commentators.

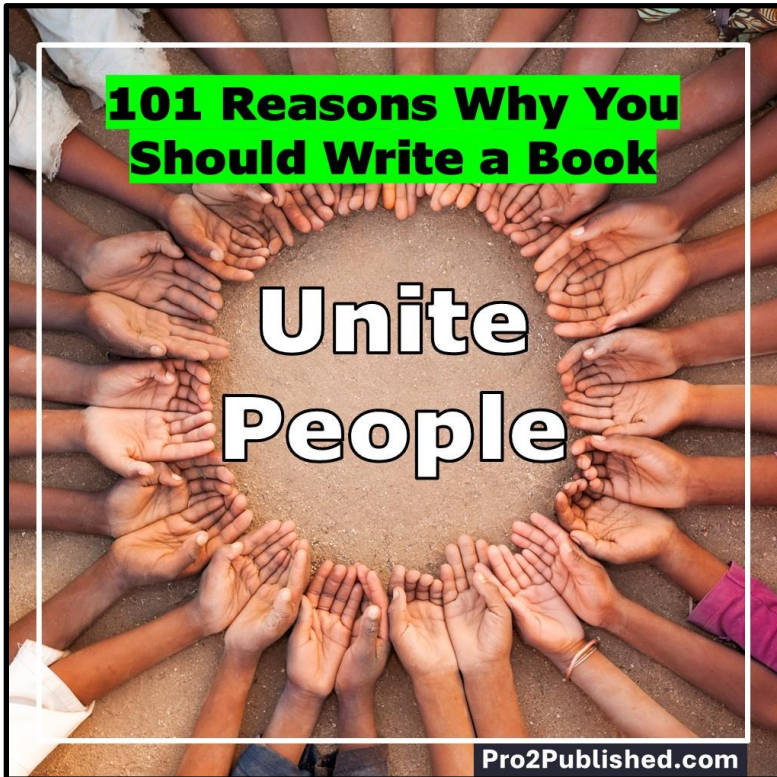
Create a 24/7 Salesperson



Your book becomes a 24/7 salesperson for your products and services, a perpetual sales and promotion tool for anything you offer.

A book can lead your readers and prospects down a buyer's journey that starts with them knowing and trusting you because of the trust you built by writing a book.

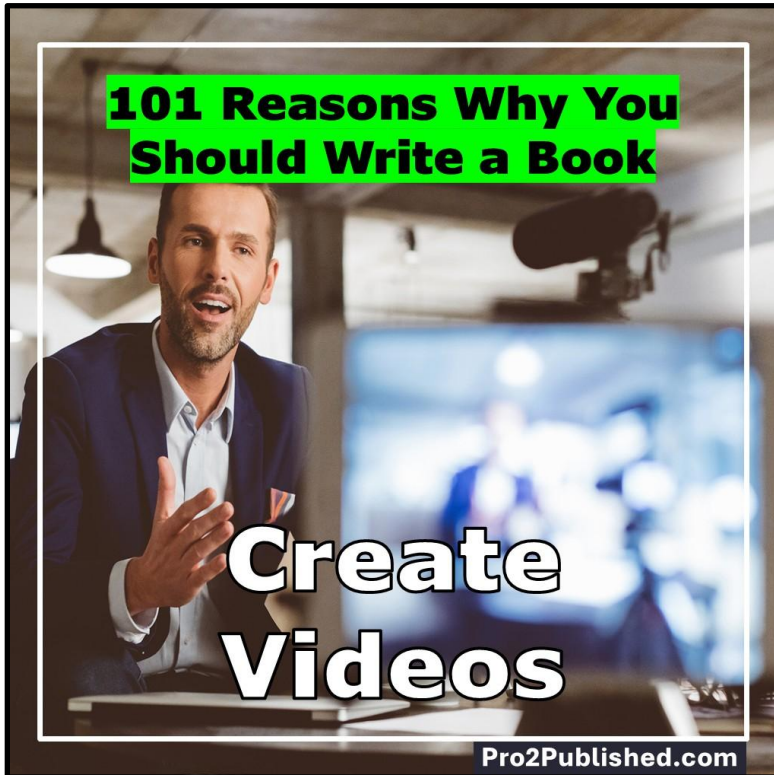
Unite People



Books can bring people together to work towards a common cause, whether that cause is peace, health, sports, retirement, religion, history, or the future.

Books unite people and causes. Books unite people with different beliefs, different histories, different religions, different politics, different races, and different countries.

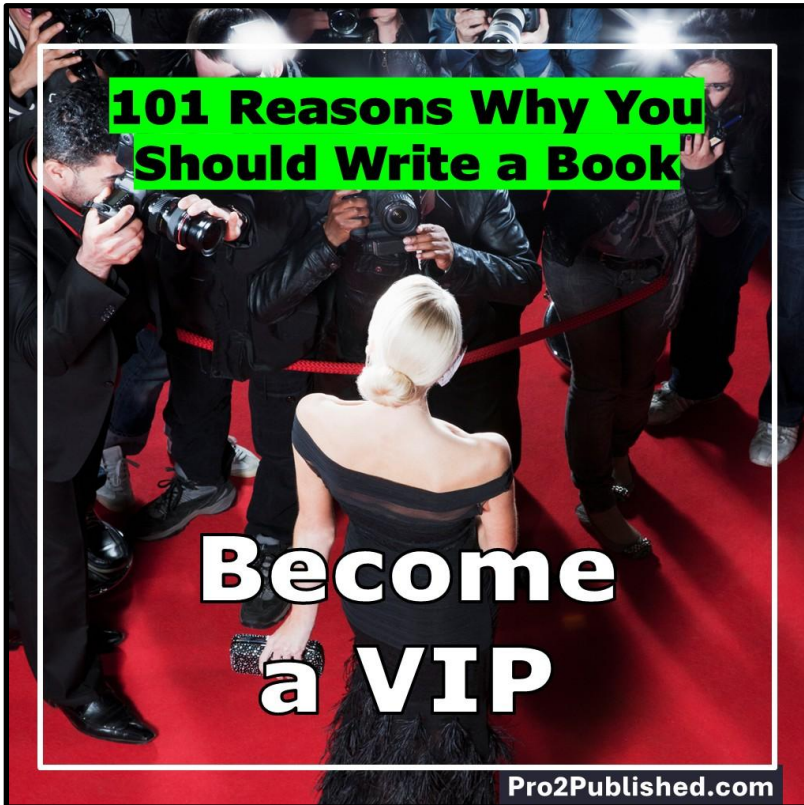
Create Videos



Once you've written a book, you can create videos based on the book to sell as a course, to promote your book, or set yourself up as a coach or consultant.

Not only am I using this book to promote my new Pro2Published course, but I'm also created 101+ videos to promote this book as well as the Pro2Published course.

Become a VIP



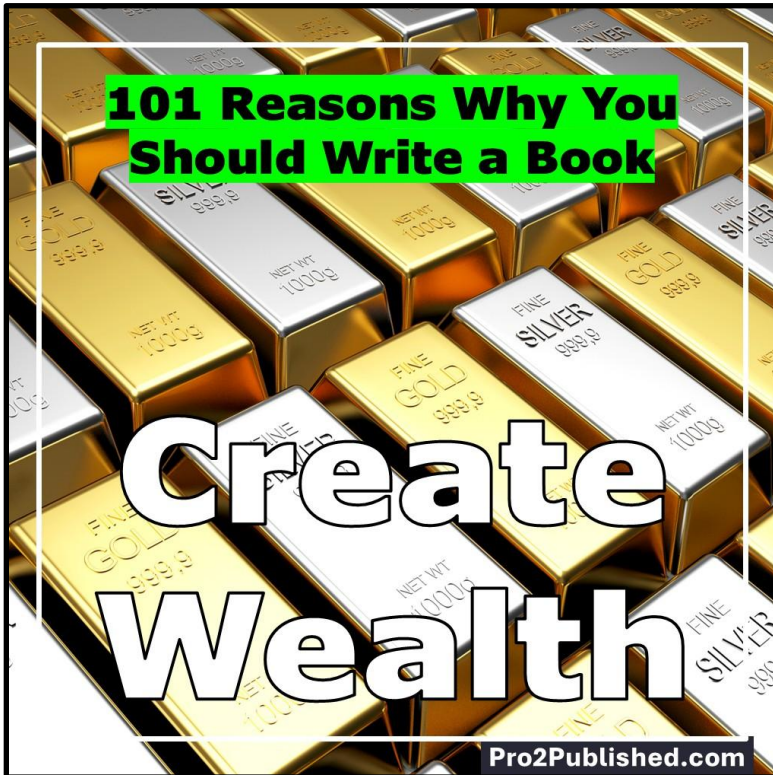
Not only does writing a book make you an expert and celebrity, but it also guarantees your status as someone who is important, someone who is deserving of respect, someone who people want to be around, someone who draws a crowd wherever you go.

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***The \$60,000 Author: The #1 Secret to
Becoming a Bestselling Author and Selling
Thousands of Books***

For more information and free resources, go
to: <https://BookAuthorAuthority.com/60000>.

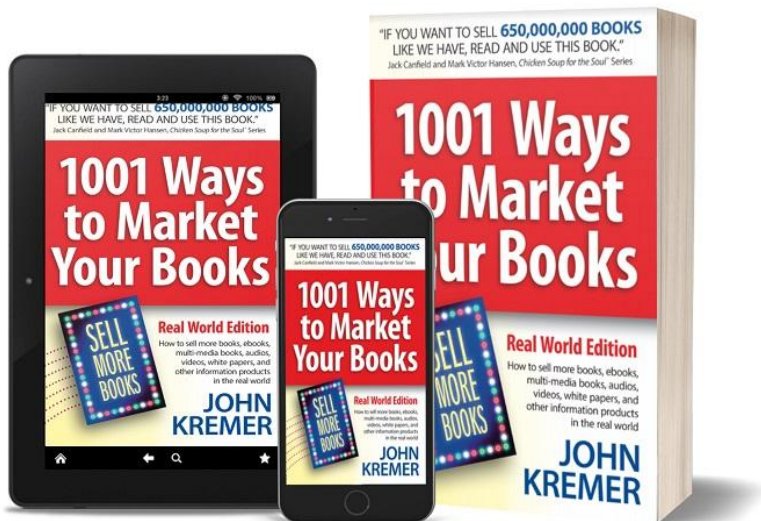
Create Wealth



Books can be the foundation for building a great business, a lasting career, or steady income via royalties and rights sales. Many authors report increasing their annual income by \$100,000 or more after publishing a book and becoming a bestselling author.

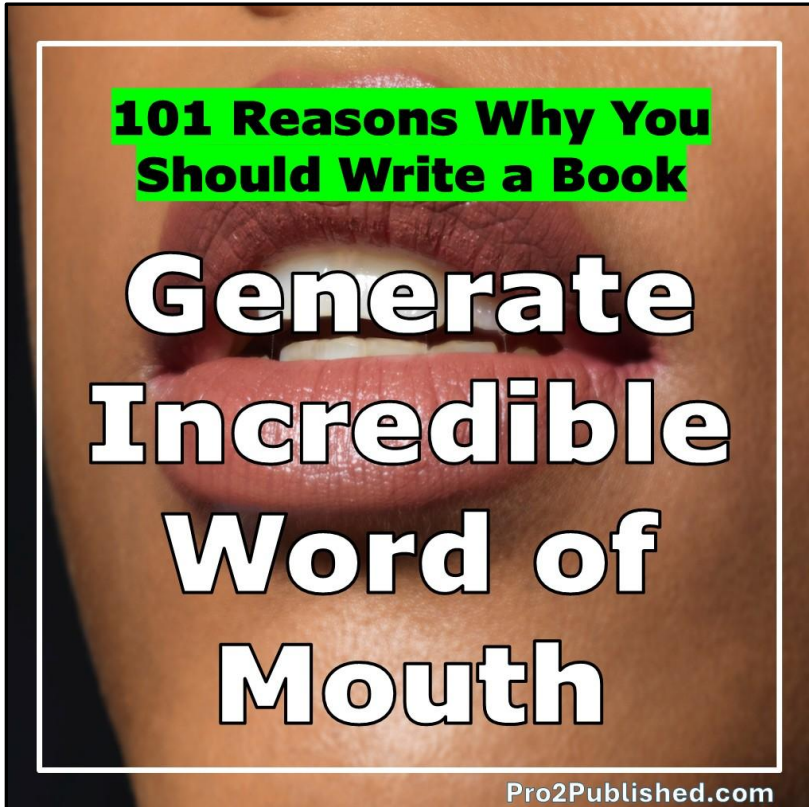
But a note of caution: Many book authors sell fewer than 100 copies of their books. That doesn't create wealth. That's why it's crucial that you learn

how to market your books. If you don't take the time to market your books hard, your books won't sell. You won't earn what you are worth. And you won't help people like you want to.



“We love 1001 Ways to Market Your Books. We followed it to the letter. Without his book, we wouldn't be where we are today at the top of the bestseller list.” — Jack Canfield, co-author, *Chicken Soup for the Soul* series

Generate Incredible Word of Mouth



Books generate the most effective word of mouth. Because readers spend hours reading a good book, they become attached to the book and the author.

People fall in love with writers. That's what creates fans. That's what sparks the best word of mouth.

The first job of an author is to create a word-of-mouth army, a fan club, a tribe. Building the word-of-mouth army begins by the author sharing their writing via WattPad, Facebook, X, Instagram, LinkedIn, Medium, Tumblr, Rumble, Pinterest, TikTok, etc.

Don't worry about people stealing your content. The only way you can build an audience is to share what you have to offer.

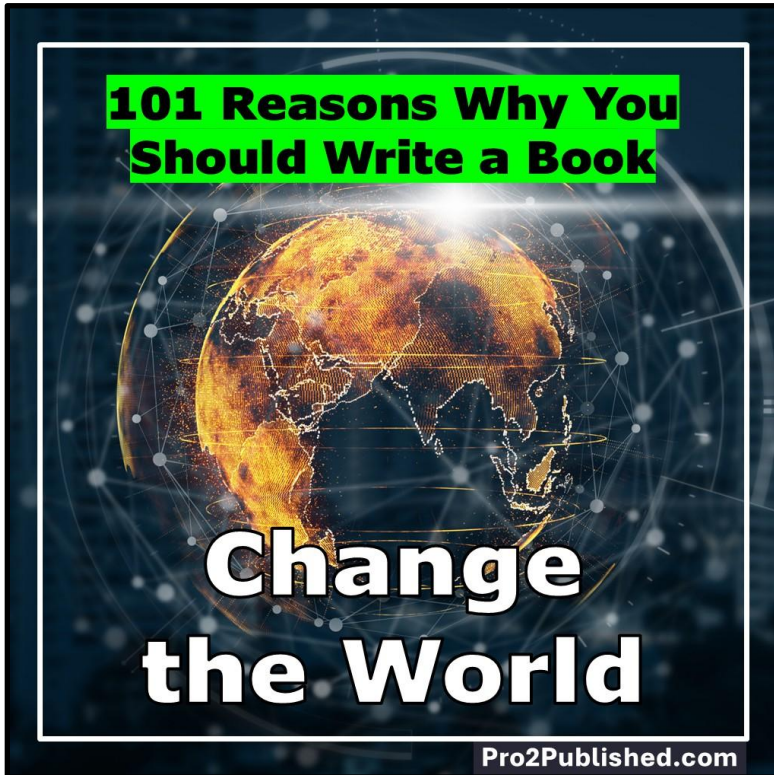
Encourage your word-of-mouth army to do more by sending them a link to an article on **51 Ways to Help a Book Author You Love:** <https://bookmarketingbestsellers.com/36-ways-to-help-a-book-author-you-love>.

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The \$60,000 Superfan: How to Create and Nurture Ambassadors, Superfans, and Other Members of Your Word-of-Mouth Army

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

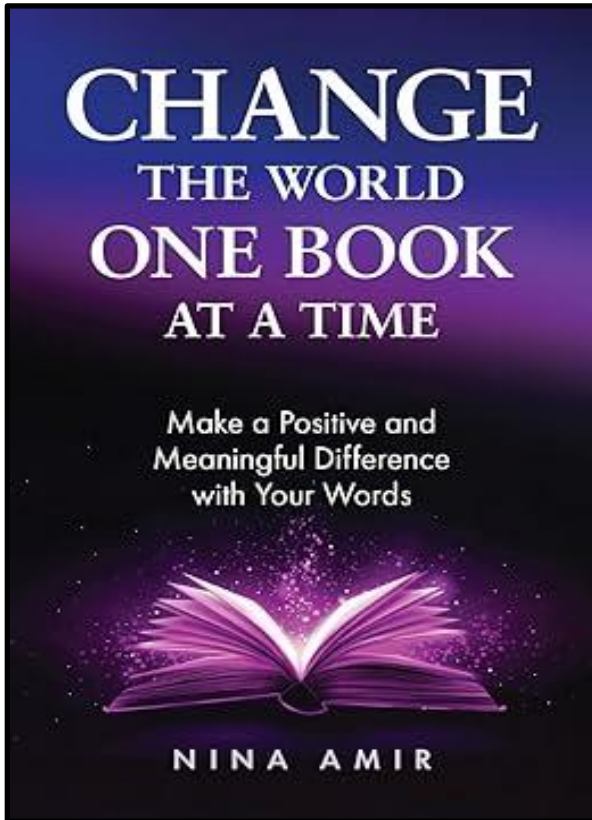
Change the World



Write a book because you're motivated to have a significant impact on the world. Are you concerned about climate change, international relations, economic issues, education, aging issues, or other social problems?

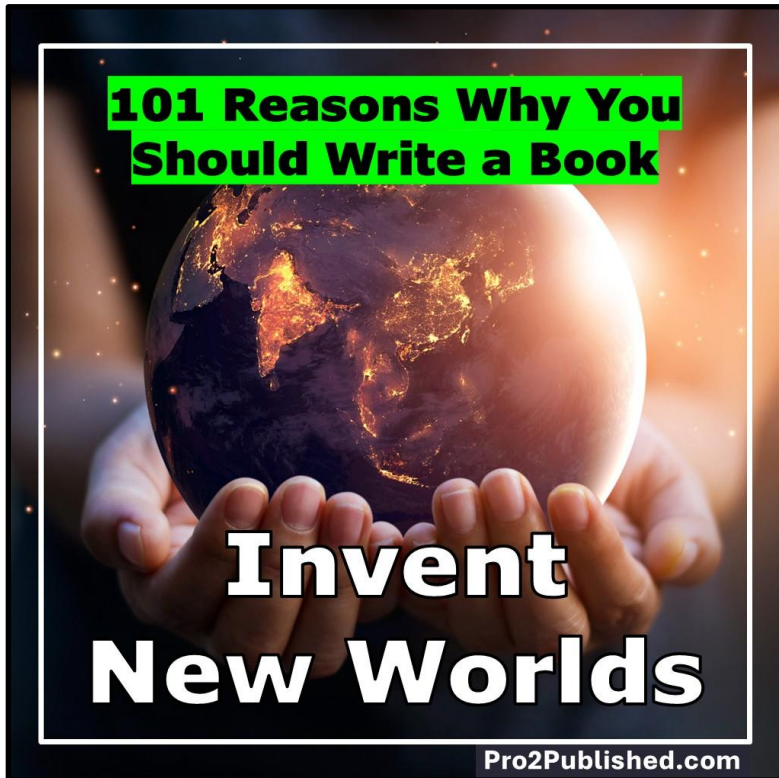
By writing a book, you can offer a systematic and thorough solution to an on-going problem. You can change the world. Or, you can motivate your readers to change the world!

Want to do more? Read *Change the World One Book at a Time: Make a Positive and Meaningful Difference with Your Words* by Nina Amir.



Small thieves get hanged. Great ones go free.
— Russian proverb

Invent New Worlds



Fictions writers create new worlds every time they tell a story—whether that story is a romance, fantasy, horror, western, thriller, or any other genre.

Nonfiction authors can also create new worlds every time they advocate for a change or revisit an historical era.

Develop as a Writer

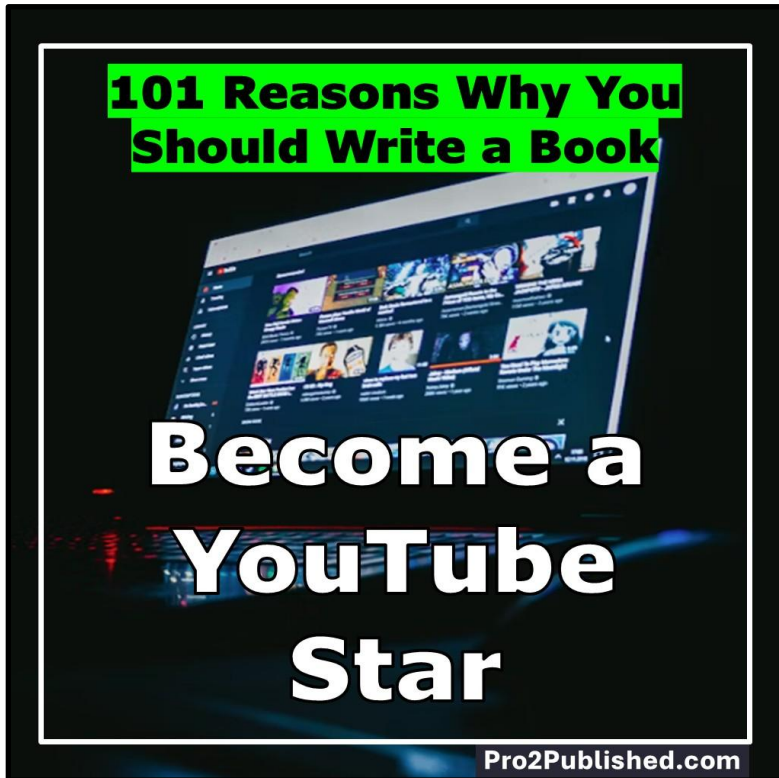


Someone who can write a book can write almost anything: podcast episodes, blog posts, articles, columns, white papers, etc.

- ☐ As a book author, you immediately qualify to write for websites that pay money for blog posts and articles.
- ☐ As a book author, you could be invited to write a column for a related magazine.

- ☐ As a book author, you can also ghost write for other authors.
- ☐ As a book author, you might be invited to contribute to other people's books.

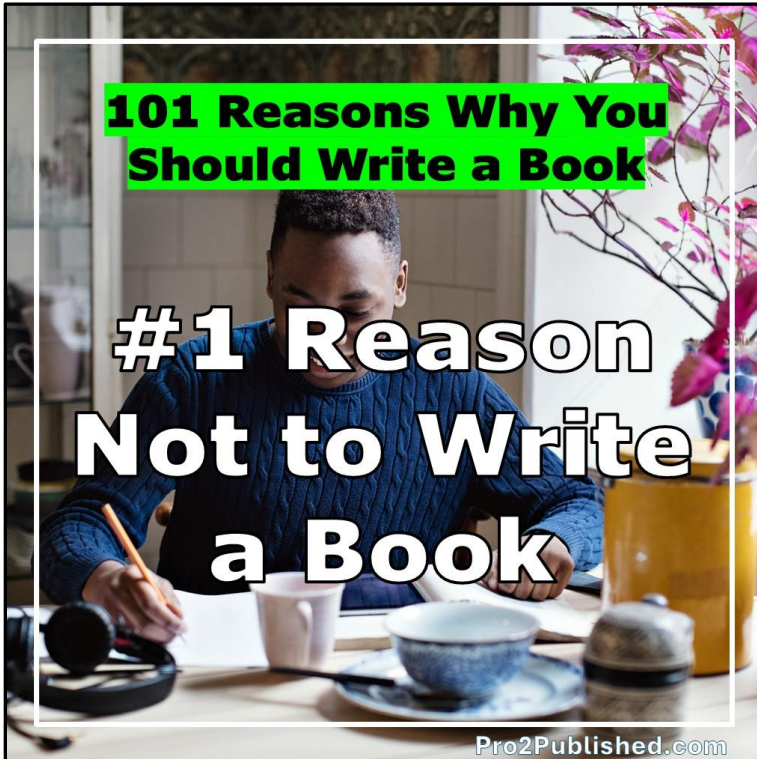
Become a YouTube Star



YouTube is now the top television media outlet in the U.S. where it gets more views than Disney, Netflix, NBC, Paramount, Fox, Amazon, and other networks.

As a book author, you have a step up in creating cooking shows, talk shows, travel shows, business snow, investing shows, and more. Whatever your book topic, you can become a YouTube star!

#1 Reason Not to Write a Book



Don't bother writing a book if you don't have any passion for writing or no passion for the subject or, most important, if you don't have a passion to help your audience.

If you don't wake up every morning eager to help others, then don't write a book. Your desire to help others will enable you to write the best book possible.

If you don't thrill to this job every day, you don't really try to be curious and drive it, you don't try to maintain your ability to let people move and prosper and drive it, if you're blocking, that's when you gotta go. — Brian Moynihan, CEO, Bank of America

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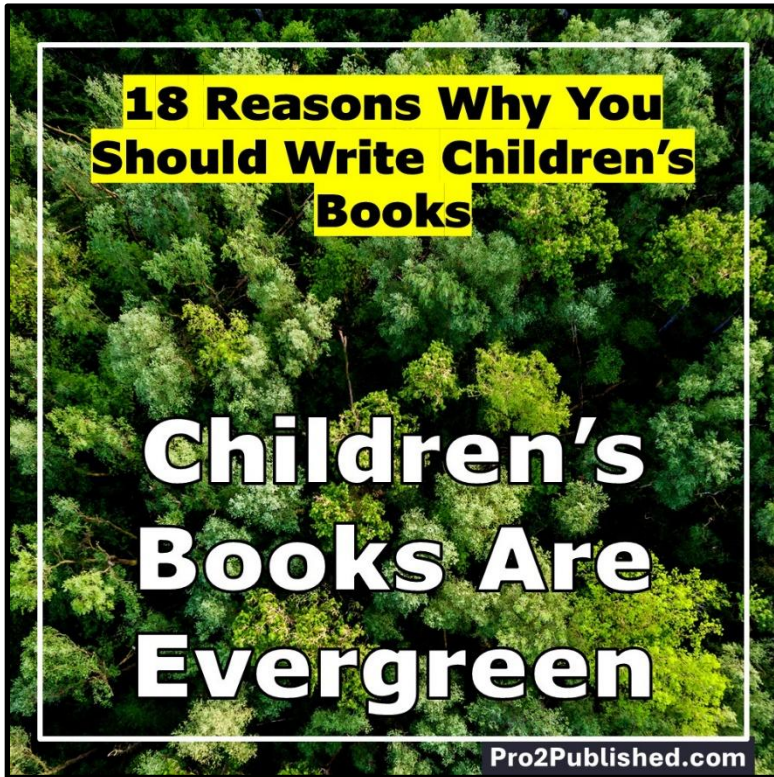
The \$60,000 Author: The #1 Secret to Becoming a Bestselling Author and Selling Thousands of Books

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

Bonus: 18 Points on Why You Should Write Children's Books!

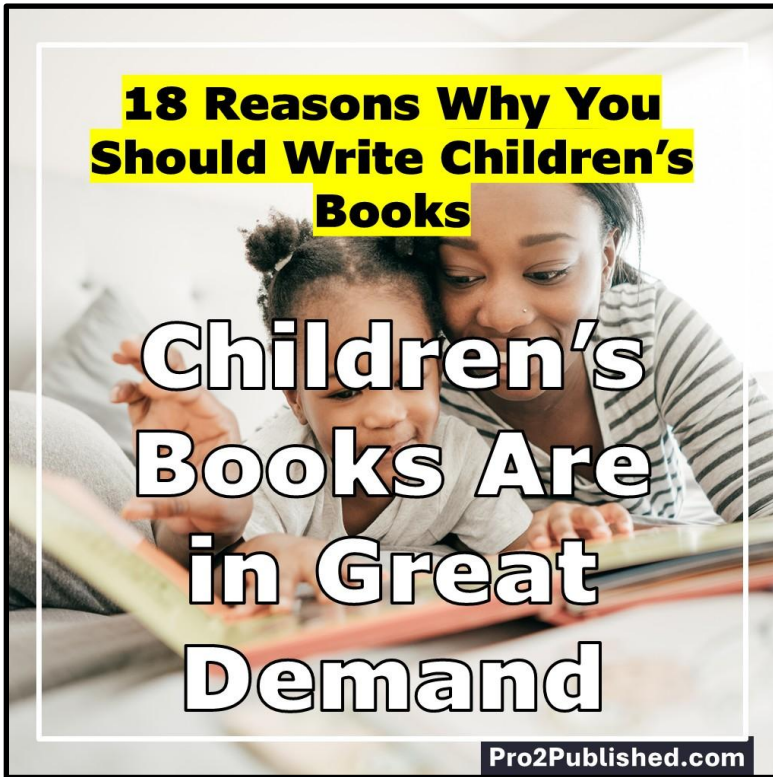
Check out these 18 reasons why you should write children's books (besides loving the child inside yourself and any children outside yourself).

1. Children's Books Are Evergreen



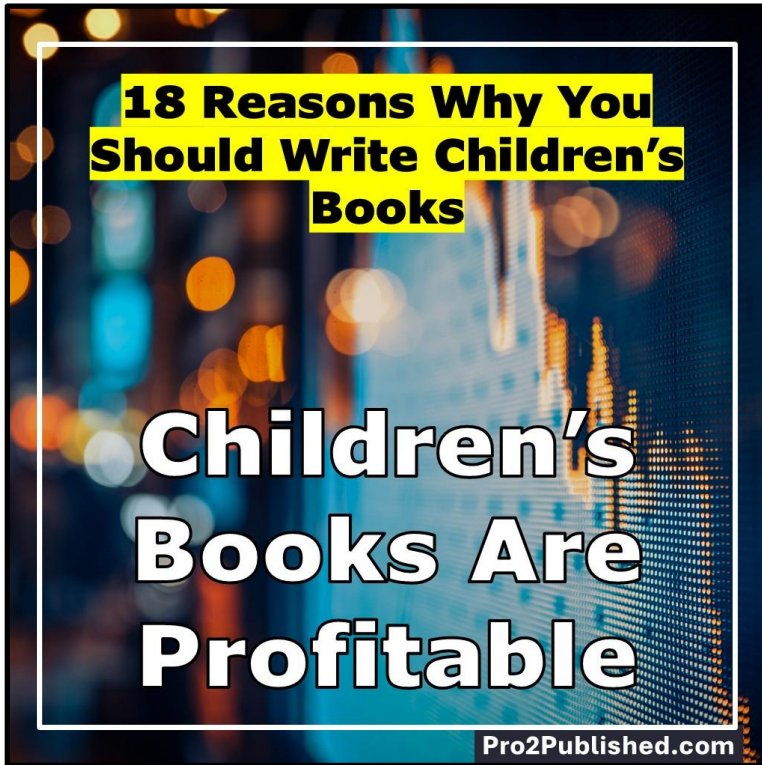
Children's books never go out of style. Your children's book will live on and on and on.

2. Children's Books Are in Great Demand



Children's books are always in demand. The audience for such books continues to grow. More children are born every year! Children's book sales grew 475% in one year alone.

3. Children's Books Are Profitable

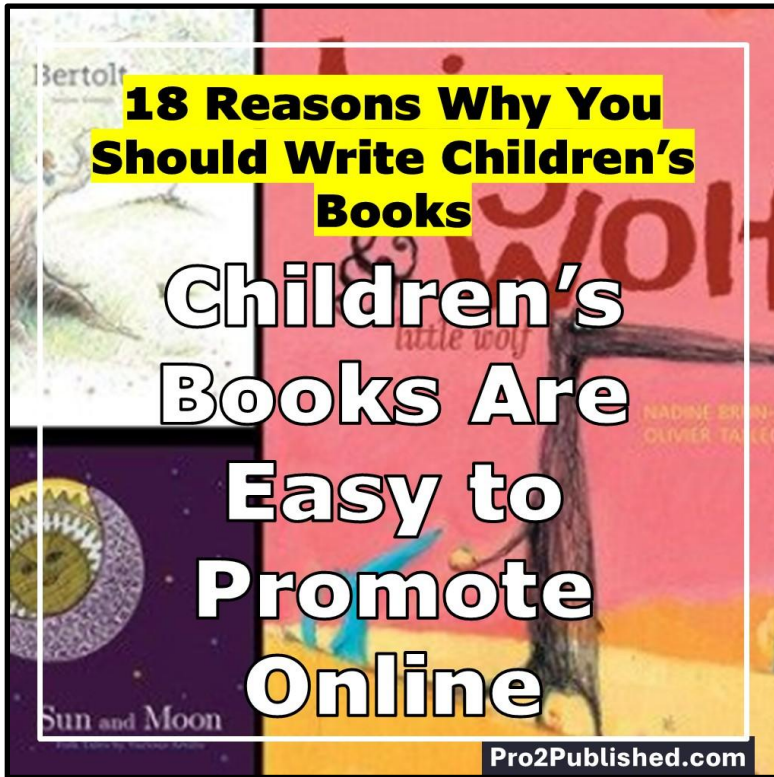


An attractive children's book can provide thousands of dollars in royalties every month.

The \$60,000 Author: The #1 Secret to Becoming a Bestselling Author and Selling Thousands of Books

For more information and free resources, go to: <https://BookAuthorAuthority.com/60000>.

4. Children's Books Are Easy to Promote Online



It's easy to promote children's books online because there are tons of blogs, podcasts, social media, and YouTube channels devoted to books, children, education, and mommy bloggers.

5. Parents Are Happy to Spend Money on Children's Books



Children's books act as virtual babysitters so parents are eager to buy books for their children. These books also provide parents with a good reason to spend time with their children by reading them good stories!

6. Grandparents Buy Books for Their Grandchildren!



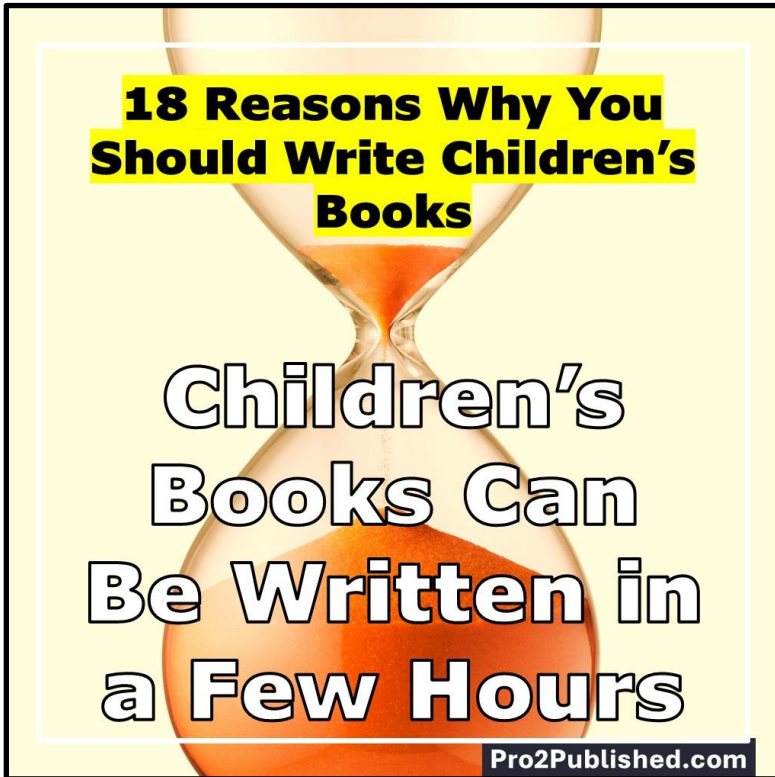
Grandparents love to buy books for their grandchildren! Books make safe and enriching gifts for children (and their parents!).

7. Children's Books Are Fun to Write!



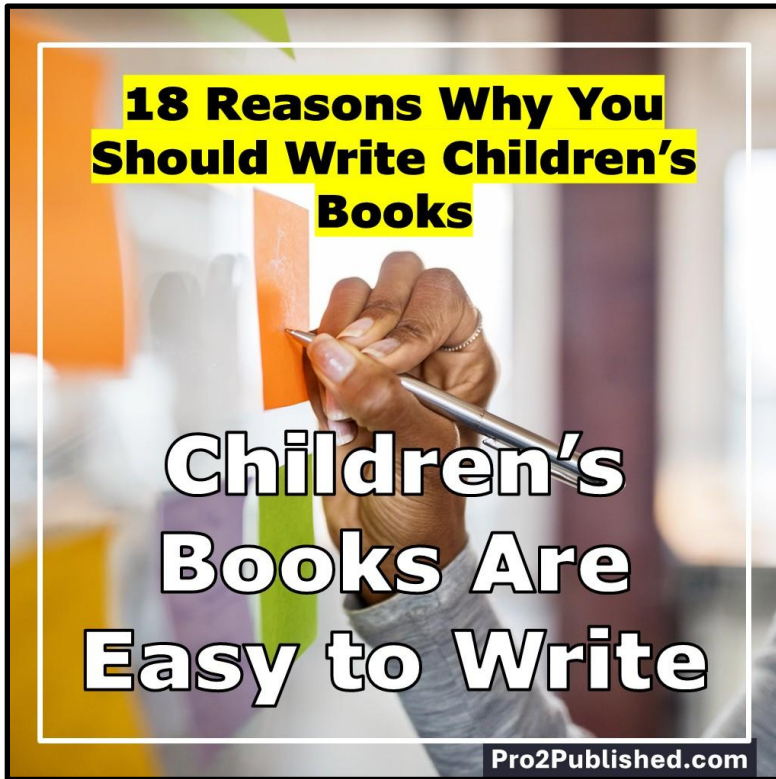
Writing is as simple as telling a story to your children, your nieces and nephews, or your grandchildren—or your neighbor's children! Telling stories to children is fun and rewarding.

8. Children's Books Can Be Written in a Few Hours



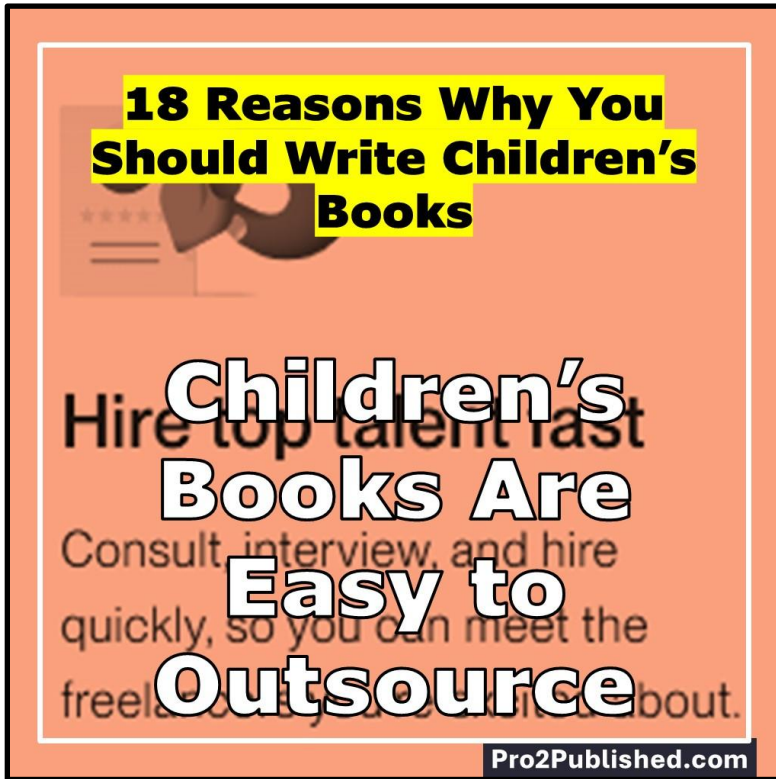
Because children's books are generally less than a few thousand words, you could write a book in just a few hours. Of course, it might take much longer to edit and refine the book so it meets your expectations and really grabs the attention and love of your young audience.

9. Children's Books Are Easy to Write



Once you create a system for writing a children's book, such books are easy to write. Again, start by telling a story. Then refine the story via your system for writing and editing and re-editing.

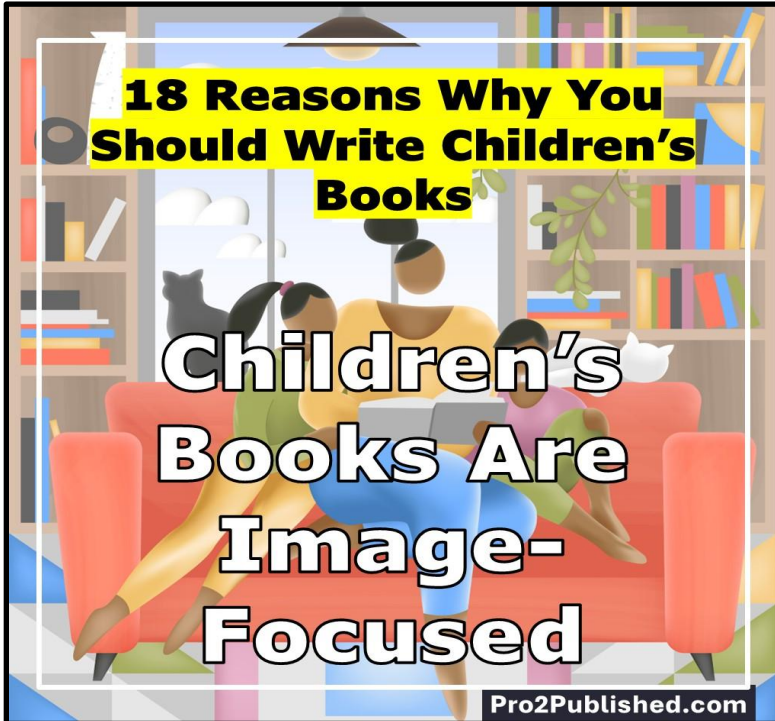
10. Children's Books Are Easy to Outsource



if you don't want to create a children's book on your own, you can outsource the writing via someone on Fiverr or Upwork. Just give the freelancer the outline of your idea and any images you've penciled in.

But, note, if you outsource the work, you'll miss out on all the fun!

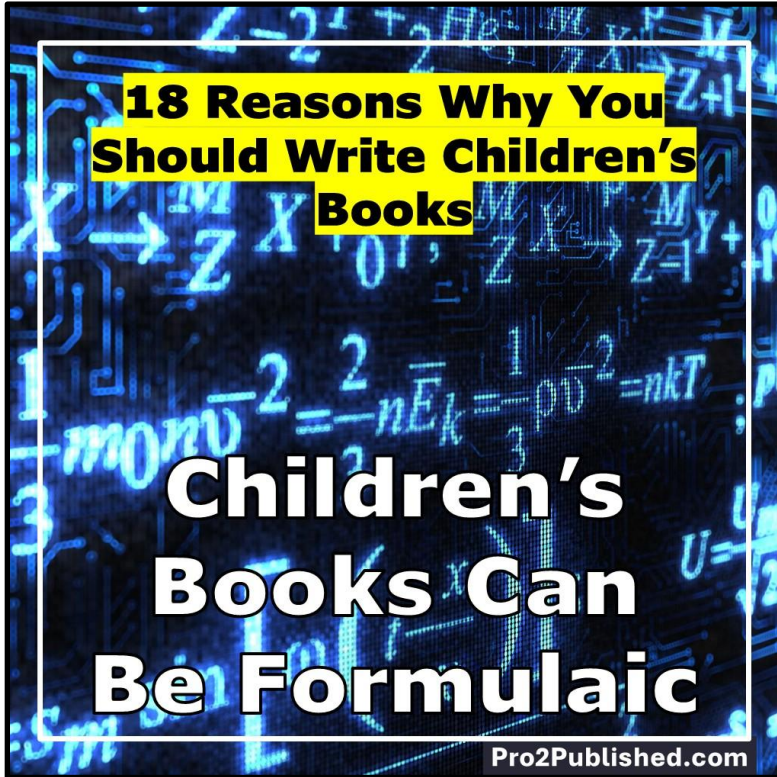
11. Children's Books Are Image-Focused



Since children's books are primarily made up of illustrations, you will have fewer words to write. It also means you need an illustrator if you want to publish the books yourself.

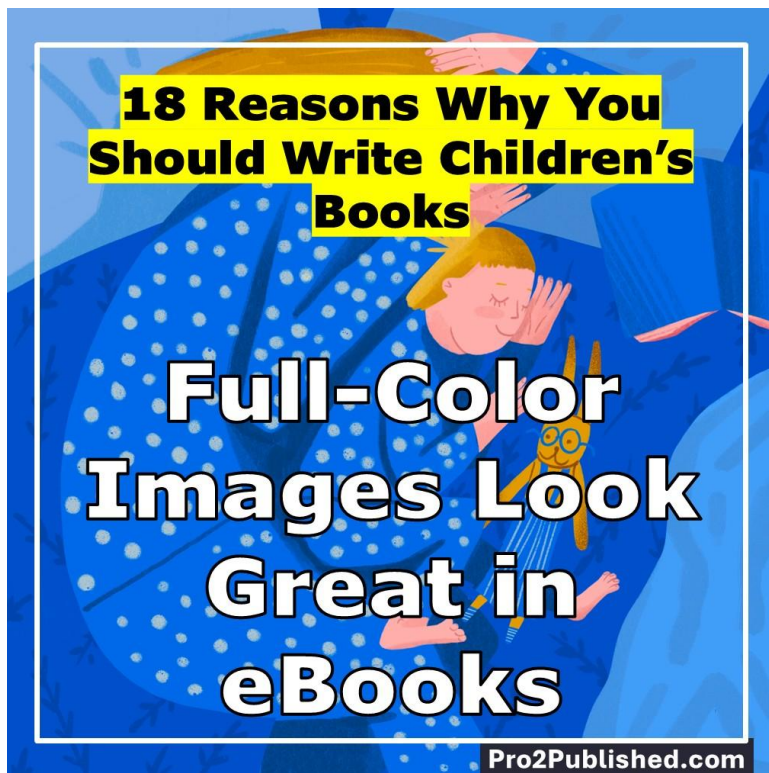
Or, you can use a great AI graphics program to create the images for you. Nowadays, you have many choices for an AI graphics program that will produce incredible images for your children's book.

12. Children's Books Can Be Formulaic



Once you hit on a formula for writing children's books, you can rinse and repeat. If your first children's book sells well, you can create a series of books based on the same characters or the same world.

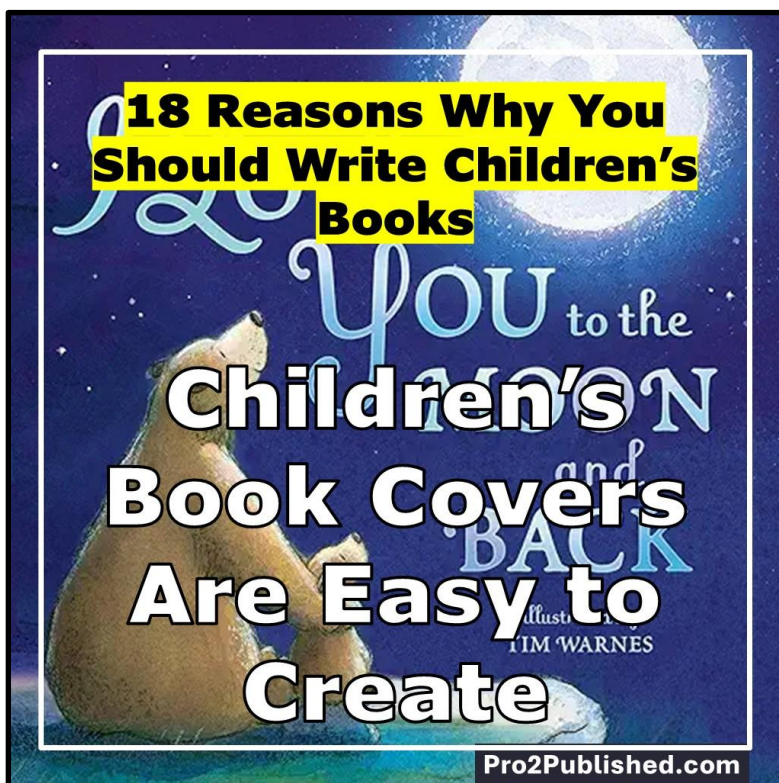
13. Full-Color Images Look Great in Ebooks



Ebook readers like Kindle Fire, the iPad, etc. can showcase colorful images from children's books inexpensively and with full clarity.

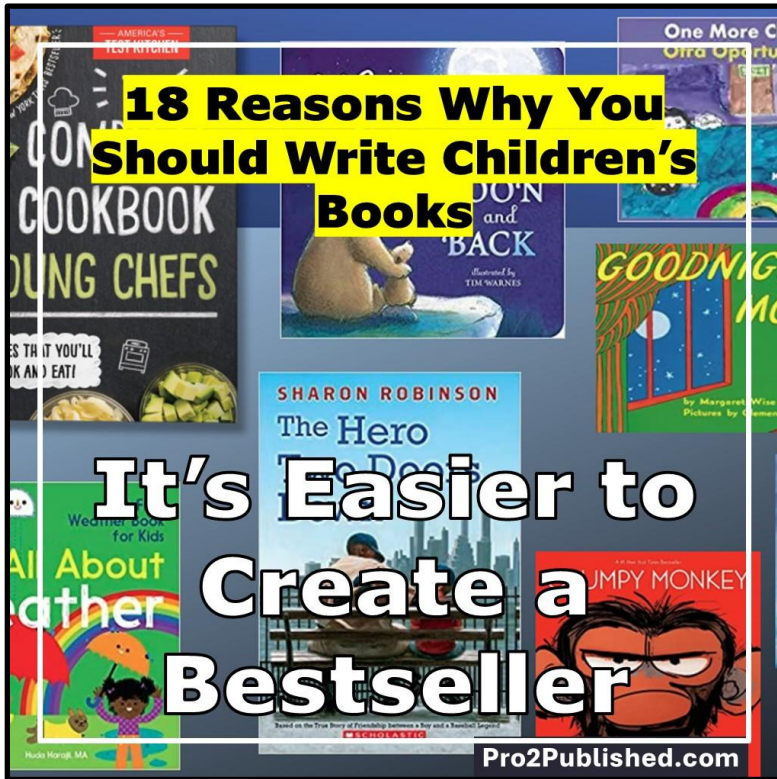
PDF books can also showcase the colorful images of children's books at little cost to you and your readers.

14. Children's Book Covers Are Easy to Create



To create a great-looking attractive book cover, you can use an image from the book, the book title, the author's name, and a template (especially for series).

15. It's Easier to Create a Bestseller



With so many categories and subcategories focused on children's books, there's a greater chance that your book would sell well in one of those categories.

The *New York Times* publishes the following lists of children's bestselling books. Some of the lists are weekly; some are monthly.

- ☐ Children's Picture Books
- ☐ Children's Middle Grade Hardcover
- ☐ Middle Grade Paperbacks
- ☐ Children's and Young Adult Series
- ☐ Young Adult Hardcover Books
- ☐ Young Adult Paperbacks
- ☐ Graphic Books and Manga

16. Children's Books Are Merchandisable



With the emphasis on images and brandable characters in children's books, it's much easier to sell merchandising rights to such books.

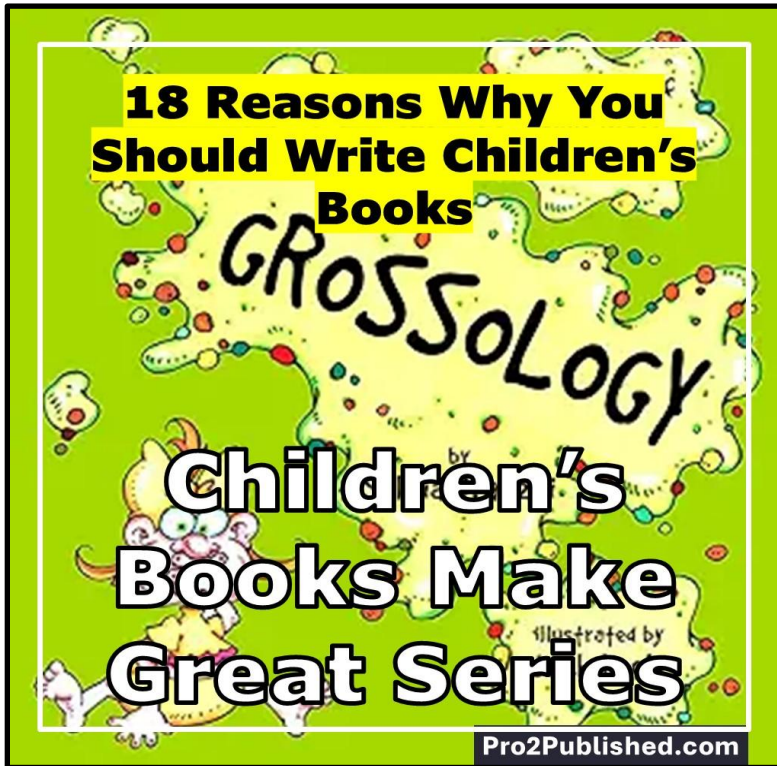
Or you can create your own merchandise to sell by adding images from children's books to t-shirts, mugs, lunch boxes, bed sheets, pajamas, and more.

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The \$60,000 Rights Sale: How to Slice and Dice Rights to Make a Fortune from Your Original Content

For more information and some free resources, go to: <https://BookAuthorAuthority.com/60000>.

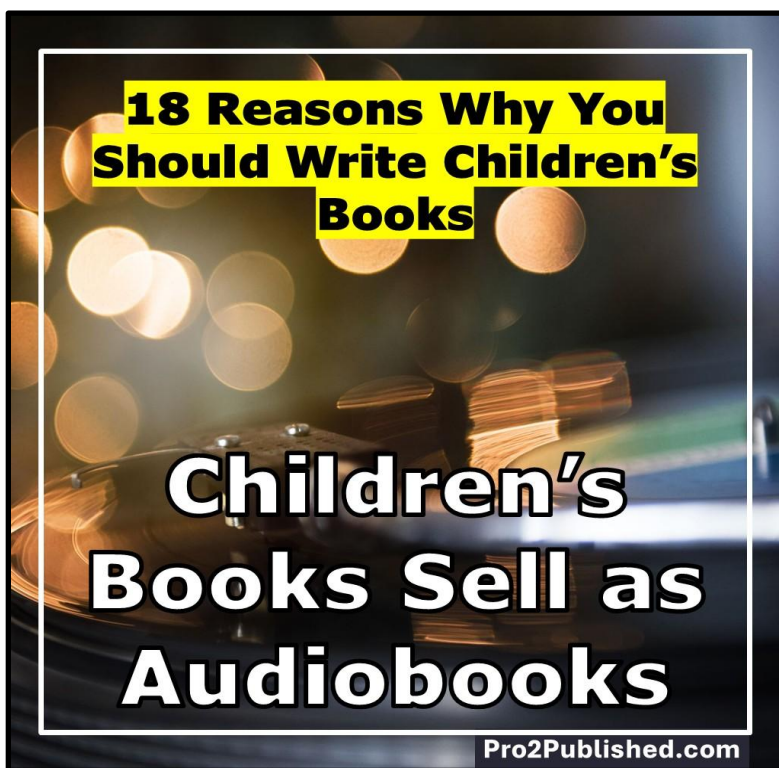
17. Children's Books Make Great Series



Children's books have resulted in many bestselling series, including Judy Blume, Goosebumps, Wimpy Kid, Grossology, Nancy Drew, Eyewitness Books, Ballpark Mysteries, The Boxcar Children, Madeline, etc.

Also, once you've created several children's books in a series, you can compile them and sell them as an omnibus collection.

18. Children's Books Sell as Audiobooks



Children love to listen to and/or view children's books again and again. The cost to record an audio reading of a children's books is a lot less than what it costs to record a 600-page novel or 200-page nonfiction book.

With AI voice quality, most authors can create a dynamite audiobook in just a few hours (or a whole lot less).

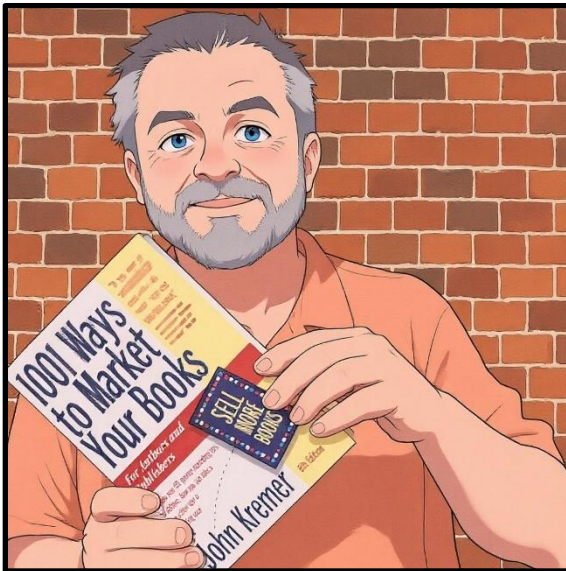
Audiobooks can be published as CDs, records, videos, MP3s, and a good number of other audio formats.



About John Kremer

John Kremer is the author of *1001 Ways to Market Your Books*, mentor to authors who have sold over a billion books, and founder of the Billion Book Initiative to help the next generation of book authors sell another billion books.

Over the past 40 years, he has helped thousands of authors, both major celebrities and those just starting out, to sell more books! Lots more books!



John is 77 years old. His wife Gail, a storyteller, is author of *Little Fox and the Golden Hawk*. They live in a small town in Arizona, where they take care of a dog named Poe.

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within ten
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Would you like to become an authority on a topic of your choice? What do you have to do to become an authority? Simple: You write a book on that topic.

If you are having trouble getting around to writing a book, or you are simply having trouble finishing what you have written, or things sometimes seem to get too complicated, read on ...

Would you like to become an authority on your topic, any topic — and do it within ten days from today?

Then take my special course, live or virtually, where I teach you how to write three books in three weeks that will establish you as an authority for your topic. No matter what topic. No matter what audience. No matter whether you've ever written a book before or not. Three books in three weeks, guaranteed.

You'll learn how to write three books that will establish you as an authority on food, travel, business, entertainment, spirituality, music, movies, online marketing, love and romance, success, self-help, art, writing, design, project management, gardening, poetry, biography,

fiction, or any of a hundred other topics. Your choice of topic.

The books you write will not be created by AI. No writing by AI. No text by AI. Some research via AI if you like. AI authorship does not increase your authority or credibility. AI research can.

If I don't think you'll be able to write three books, I'll tell you. Straight up. No bull. And I'll tell you before you send any money. I'll be very clear.

\$2,000 for three books written by you under my guidance. Three books that will make you an authority on your topic. Three books that will help you build gateways to nurture personal relationships with key influencers in your topic area.

These influencers are people you can create partnerships with. People who will promote your work. People who you will be proud to promote in return.

You can upload the three books to Amazon, Ingram Spark, Publish, Lulu, Smashwords, BookBaby, or Blurb for sale.

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Three 100 to 160-page books targeted to your key words, concept, or topic. These books will establish you as an authority on your subject! Value: \$30,000 on up!

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Let's get started today!

John Kremer
575-741-1581

Most Book Authors Watch It Go Nowhere

Here's How to Make Sure Your Book Goes Somewhere!

What do you find yourself explaining again and again in your professional work? That answer may be the beginning of a book someone needs — or a whole lot of someones need.

You've spent years developing knowledge that helps people. Imagine a reader discovering your book, finding the guidance they need, and passing it on to someone else. Your experience could reach people you may never meet — and help the right clients and colleagues discover you.

Join book-marketing legend John Kremer and financial thought-leader Peter W. Johnson, Jr. for a 13-week masterclass that takes you from blank page to published authority — with a proven roadmap.

**From Professional to Published:
Write, Publish, and Market Your
Book in 90 Days** — A Book Writing and
Marketing Masterclass

"Where do I start?" — You've got ideas, knowledge, and clients. But when it comes to

writing a book, you feel lost on day one. That's normal — and fixable.

"Will anyone read it?" — Every day, talented pros write books no one hears about. Not because the book is bad — but because the launch fizzles. We break this cycle.

"How do I market it?" — No publisher? No problem. You don't need celebrity endorsements or a publicist. You need a field-tested system. This is it.

You're already successful. This isn't about proving yourself. It's about packaging your expertise so it works for you. 4,000 authors have used our proven blueprint.

This hands-on workshop gives you the complete roadmap — from clarifying your core message to launching a book that builds both authority and income.

John Kremer — author of *1001 Ways to Market Your Books* and the go-to strategist for more than 10,000 successful authors — teams up with family legacy coach Peter W. Johnson Jr. to guide you through every stage of creation, publishing, and promotion.

This Workshop Is Designed for You!

- Professionals with **expertise** who want a book to attract higher-value clients.

- ❑ Advisors/consultants who want a **clear, concise book**, not a 400-page memoir.
- ❑ Busy people who can commit **2 to 5 hours per week** if there's a proven roadmap.
- ❑ People who *don't* want a ghostwriter but *do* want editorial guidance and accountability.
- ❑ It's for anyone who wants a finished book in 90 days, with friendly and knowledgeable guidance and commitment.

How Your Book Gets Written — and Wins Clients

1. Concept & Positioning: Nail the “one-sentence hook” that sells your book before it's even written.

2. Fast-Track Writing Frameworks: Write faster than you thought possible. Get proven templates that let busy professionals draft compelling content in weeks, not months or years.

3. Publishing Pathways: Map out the options. Then choose the route that best fits your goals, budget, and timeline.

4. Launch & Evergreen Marketing: John Kremer's battle-tested launch sequences plus ongoing tactics to keep sales steady for years.

5. Turn Your Book into a Business Asset:

Turn readers into clients, speaking gigs, and online-course buyers. New opportunities will land at your door all the time.

“What If I’m Too Busy or Not a Real Writer?” And Other Objections, Solved!

No time? — Peter finished his book while running a full-time business. Course sessions are streamlined. Frameworks and templates save hours every week.

Not a real writer? — You don’t need literary awards. Templates handle the structure. You supply your ideas and stories. The rest falls into place.

“Will anyone buy it?” — Five lessons are dedicated to pure marketing. John’s sequences work — and we’ve got stacks of books on real shelves to prove it.

Is it worth \$1,495? — The real question: What’s one new client worth to you? For most, it’s many times the program fee. This isn’t an expense — it’s an investment.

What Professionals Say About Our Work

“John’s strategies helped me turn *Strategic Project Management Made Simple* into a

blockbuster, chosen as one of the eight best project management books on the market.” — Terry Schmidt, author, *Strategic Project Management Made Simple*

“We love *1001 Ways to Market Your Books*. We followed it to the letter. Without his book, we wouldn’t be where we are today at the top of the bestseller list.” — Jack Canfield, co-author, *Chicken Soup for the Soul* series

I got more information from John’s book than my whole first two years in college. I now feel more than prepared to market my book series. Wow. He’s one resource that has captured a niche.” — Kimberley Clayton Blaine, author, *Mommy Confidence*

John Kremer’s *1001 Ways to Market Your Books* was instrumental to our success in making *The 7 Habits of Highly Effective People* one of the two most influential business books of the 20th century.” — Stephen M. R. Covey and Greg Link, authors of *Smart Trust*

Everything You Get (And Why The Value’s 5X What You’ll Pay)

- **5 Writing Sessions** (Value: \$2,000) — Finish your manuscript faster with our frameworks
- **3 Publishing Sessions** (Value: \$1,000) — Navigate every option: traditional, hybrid, indie

- **5 Marketing Sessions** (Value: \$2,750)
— Proven launch playbook from the master himself
- Recorded Session Library (Value: \$700)
— Revisit any lesson, anytime, for life
- Monetization Beyond the Book (Value: \$3,000) — Turn readers into new business and speaking gigs

Total Value: \$9,450 — Your Investment:
\$1,997

Want Even More? Upgrade to Cohort Level for Extra Access

- **Direct Instructor Access** (Value: priceless) — John Kremer's advice on your book and marketing, Peter Johnson's advice on writing your book with AI's help.

Upgrade Total Value: \$15,450 — Your Investment: \$4,997

It's Decision Time — Lock in Your Spot Before This Cohort Fills

One new client can mean \$5,000, \$10,000, or more. This course pays for itself the first time your book opens a door a cold email couldn't. The value you'll unlock is 10X what you're investing today.

Seats are limited. Cohort training runs live and starts soon. Once it begins, late signups won't be able to get the real-time coaching and Q&A. Enroll before doors close.

30-Day Money-Back Guarantee — Complete the first four weeks risk-free. If you don't feel confident in your concept and writing plan, get a full refund. No hassle.

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