



Delivering Revenue Through Thought Leadership

**On-Demand Book Publishing,
The Next Wave**

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Delivering Revenue Through Thought Leadership: On-Demand Book Publishing, The Next Wave

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“...using the book for education and sales *doubled our prospect stream & resulted in tens of millions of dollars in incremental business...*” says Mark Bauhaus, X-SVP SOA Software from Sun Microsystems

Abstract

How do you capture a prospects attention in a way that generates instant credibility? Simple: hand them a book that’s relevant to them. It’s amazing how much credibility is generated by a book, both for the author and for the content.

The key question often heard is “how do I create a book that’s timely and relevant to my target audience?” The answer can come from the new generation of publishers that allow you to outsource the writing and creation of a book similar to how white papers and other marketing literature is created today. That said, many chief marketing officers had the following comments when asked about creating a book or book series:

- “We don’t have the bandwidth”
- “We can’t do it quickly enough”
- “It costs too much”
- “There won’t be enough people who want to buy it”
- “We’re not sure we can make it successful”

These comments reflect the old world of publishing where it does take too long, costs too much, and requires artificially high sales rates to be considered successful. On-demand book publishing has changed the rules!

- The old world is one where it takes over 1,000 hours to write and 18-24 months for a publisher to bring a book to market.
- The new world is one where it takes 100-200 hours to write, and 3-4 months for an on-demand publisher to bring a book to market (quicker, if need be).
- The old world is one where successfully getting a book to market means that you sell over 5,000 copies.
- The new world is one where one book in the right prospect’s hand may define success.
- The old world is one where you write it yourself or hire and manage the ghostwriter.
- The new world is one where you hire a firm, like Quick2Publish™, that writes and publishes the book for you.

Key Take-Aways:

- 1) Books are easy to create and share
- 2) You can quickly share a vision of the world that embodies your product or service
- 3) You can easily show how your customers are winning

Books can share both your vision and how your products and services help customers reach that vision. On-demand book publishing can quickly and easily help companies drive sales through thought leadership.

c o n t e n t s

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1 The who, what, where, when, why and how of books today

Has the Internet changed everything? Are books no longer relevant? Will blogs, wikis, podcasts, eBooks, and the pervasive self-publishing options make traditional books go away? In a word, NO!

Books are more relevant to business today than they were a hundred years ago. If incorporated into your marketing mix, books are one of the best tools you can use to establish credibility and drive your success!

With on-demand book publishing, you can now craft the message you want quicker and easier while updating and re-releasing, as appropriate. It's never been easier and more timely to create and incorporate a book, or book series, into your marketing mix.

In this paper, we will explore the who, what, where, when, why and how of books in the on-demand world and their applicability to marketing.

WHY write a book?

Books deliver instant credibility both to the author and to his/her message. Having an MBA or PhD is great, however, putting the word "author" in front of your name is similar to using the letters PhD or MBA. You are no longer Jay Conrad Levinson, you are "Author Jay Conrad Levinson."

Books give you a platform to stand on. They help you to:

- Demonstrate thought leadership
- Generate leads

On-demand book publishing can quickly and easily help companies drive sales through thought leadership. Books can share both your vision and how your products and services help customers reach that vision. You will quickly have a platform to stand-on. Your book will open doors to speaking events as well as generate new leads. Every person who buys or receives your book is a potential customer.

Many companies have had significant success with books. Folks from IBM, BEA, Dell, and Siebel, to name a few, will tell you that books were an efficient and powerful tool they used to open doors and establish thought leadership. Mark Bauhaus, X-SVP SOA Software from Sun Microsystems has the following thoughts from a book his team put together:

"A few years ago in the heat of the dot-com boom, my Sun Consulting Team wrote a book describing our collected methodology & experience in 'dot-comming' companys' IT infrastructure.

The book was before its time in laying out how to bullet-proof XSP and ECommerce infrastructure for super-scale, strong security, and new world agility. 'Dot-Com and Beyond' was distributed worldwide and became required reading for many IT Architects and CIO's.

Having the book in hand accelerated our sales cycle by weeks & provided instant credibility when we competed against less experienced consulting firms.

Most of all, we had a kind of textbook to use during engagements to train our clients on best practices. I estimate that using the book for education and sales doubled our prospect stream & resulted in tens of millions of dollars in incremental business. A well-crafted book of expertise dramatically enhances credibility!"

Books lead directly to increased revenue:

- A typical consultant will make 3x in indirect revenue for every dollar they make on book sales

According to a survey¹ of 200 business-book authors who have been published between 1974 and 2006, “96% said they did realize a significant positive impact on their businesses from writing a book and would recommend the practice.”

“When was the last time you dumped a new book in the trash can?”

Books are better than business cards. They are:

- More powerful than white papers
- The best tschocke you can give at a conference
- An item that makes it to the book shelf vs. the circular file

“It's a gift. It's a guide. It's a chance to tell the whole story in a way that white papers only hope to achieve. It can take the time to tell the story instead of the bullet points and it's a tchotchke that people will not throw out --- a book has intrinsic value.” says Jim Sterne, President, Web Analytics Association

It is the best marketing tool you can add to your marketing mix! Imagine having a trusted third-party (e.g. Amazon, Barnes & Noble, Borders.com and other physical/online bookstores) supply a powerful marketing message that will get your prospects to think or to act. Books are the tool that delivers that message and the infrastructure is already setup for the trusted third-party to deliver it.

1. Survey conducted by the Wellesley Hills Group and sent to 1,000 U.S. authors of business books published between 1974 and 2006 and reported by Business Week: http://www.businessweek.com/smallbiz/content/apr2006/sb20060412_511385.htm

WHAT do you write about?

Where do you add the most value? What's your 'real' message? What are you most passionate about? What topics do you need to share that would help you reach your goals? You should write about the topic that will help you adequately answer the above questions.

It doesn't have to be a whole new message, it just has to be a message from you. You will be spending a lot of time interviewing folks, thinking about, and writing on this topic. More importantly, after the book is out, you will be speaking to many people on this topic (see "HOW do I make sure this book is successful?" below). So make sure it's a topic that you are passionate about and can be tied into your definition of success.

WHERE should you distribute it?

Everywhere. Why not? Put your book in Fedex envelopes to your prospects and customers. Reference your book in articles, on your site and at every place it's appropriate. Put a copy in the conference bag of every attendee at your industry's pivotal conference!

You can set up distribution yourself with Amazon or the entire book channel, or you can use a publisher or distributor to set it up for you. In addition to the physical book, you should think about the eBook. The old world publisher may allow you to give away the eBook after your physical book has been on the market for a year. The new world publisher will sell and/or distribute the eBook from day one. Actually, making your eBook available in chapters, when it is available, is a great way to generate leads using a white paper distribution service like Knowledge Storm, Bitpipe or Netline.

EXAMPLE: A recent client had an 80-page book written for them with top-10 tips in a number of areas they focus on. They had 3,000 books printed, stuffed into envelopes and sent to their prospects and clients. The goal was to build goodwill and generate more leads. An unexpected outcome was that a number of their clients asked for multiple copies of the book so that they can hand it out to their clients. They also hired a publicist that helped them get on TV, in radio, newspapers, and newsletters as well as setting them up to teach courses on the subject at the largest alternative adult education organization in North America.

Think of your book as candy and you're the owner of the candy store. Your job is to get as many influential people as possible to try your candy. Once they try, then they buy.

WHO writes it?

In most cases, someone else. Read the fine print of almost 90% of the top-selling business books today and you'll notice that they were ghostwritten or primarily completed by a secondary author.

If you don't write every single word of the book, it doesn't mean it's not yours. It just means that you've decided to work with someone that has more time to put your thoughts on paper.

The new world of publishing means that you no longer have to write the book yourself. With the traditional New York publishers, you will be handed a list of trusted 'ghostwriters' that you have to interview, hire, and manage. With the new world of publishers, the collaborative writing resources are on tap and will be managed for you. No hiring of writers, no personal management of the process (unless you really want it), no interface issues, no hassles.

HOW long does it take?

Writing a book can take anywhere from a couple hundred to a couple thousand hours. For smaller, compact books, 100-300 hours is a good barometer. Depending on whether you're focused full-time on writing will determine the elapsed time it will take. With a full-time collaborative ghostwriter, it typically takes 1-3 months.

Once the book is written, it needs to go through technical edit (where peers review the context of what you've written), copy edit (where grammar, punctuation, tense and flow are modified), content layout (where it's made to look good), cover design and distribution.

The traditional New York publisher takes 18-24 months to get a book to market after the manuscript is complete. On-demand publishers will get your book to market in 3-4 months (and as quickly as a month, if necessary) once the manuscript is complete. The eBook is typically available for distribution and sale in a week or two.

**HOW do you
make sure that
the book is
successful?**

This is the \$64,000 question. To answer this question, you must first answer another. What's your definition of success? Are you interested in:

- Impressing your existing clients
- Establishing a platform
- Getting more leads
- Making money directly from the book
- Making money from speaking and consulting engagements

EXAMPLE: Catherine Kitcho wrote a book called "High-Tech Product Launch" which sold 3,000 copies. Indirect consulting revenue attributed directly to the book is over \$200,000 and counting.

Based on your definition of success, your action plan to achieving it will differ. Please note that "the writing part is the easy part." Lots of authors think that they will write a book and the publisher will make them the next Tom Peters, Geoffrey Moore or JK Rowling. That desire is the same as the one that involves winning the lottery. The bottom line is this, the success of your book is in your hands.

No one cares more about the book, is more passionate about the subject, and is more interested in "you" achieving your goals, than you are. You can't assume that someone else will make it work. You need to! There are a host of online and physical techniques you can apply to drive success. These include:

- Radio and TV interviews (Oprah is the best!)
- Conference and book signing appearances
- Having a partner push the book for you to their clients and prospects
- Reviews in magazines, papers, and web sites
- A host of Internet techniques which can be seen at the urls below
- Hiring a publicist (authors that work with publicists typically double their book sales)

The book should be part of your integrated marketing mix. If you have a consumer company, it should have a Myspace page and sold on eBay. You can give the book away to drive traffic to your seminars and webinars. You can offer the eBook or chapters for e-mail addresses from your site or one of the white paper distribution services. You should put the physical book and/or the eBook on a company-branded flash drive.

As mentioned previously, if your goal is to create thought leadership and generate leads, then you should hand your book out like candy. It should be available for sale in as many physical and Internet-based locations as possible. You should also utilize your internal PR department or outsource to a publicist to get your message to the market in a way that encourages people to seek out your book and your council.

Quick2Publish™ has a marketing package that can support your efforts. We can also recommend publicists you can use. Check out the first url for more info on the marketing package and the other urls for additional marketing suggestions:

- <http://quick2publish.com/book-marketing.html> for more info
- <http://www.parapublishing.com/sites/para/information/promote.cfm>
- http://ecnow.com/Internet_Marketing.htm
- <http://www.anniejenningspr.com>

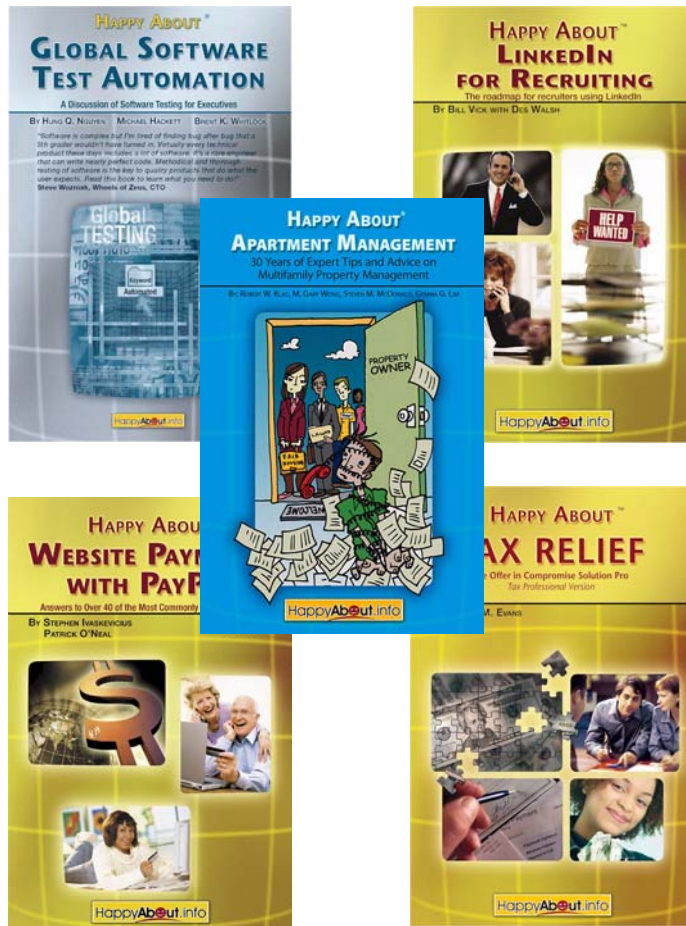
WHEN do you start?

Now! Why wait? Some of the Quick2Publish™ authors create blogs to float ideas for a couple months to get feedback before they pull it together into a book. Others pull the content from presentations, articles, classes they teach, etc. While others want the book done, but don't have the time, so they hire the ghostwriter direct or have us manage the collaborative writing process. The key take-away is that there's no better time like the present.

Be new, be different, be unique. Don't wait, start today! You'll be glad you did.

WHY wait to write your book?

Check out other companies that have built credibility by writing and publishing a book through Quick2Publish™



Contact Quick2Publish™ at 408-257-3000
or go to <http://Quick2Publish.com>

About the Author

Mitchell Levy Author of six books and a frequent public speaker on strategic management, business trends and book publishing. He is the CEO and executive editor of Quick2Publish™ and its imprint Happy About®. He is also Director and Chief Strategy Officer of the Silicon Valley Executive Business Program, a partner of CXOnetworking and sits on the board of directors of Rainmaker Systems (NASDAQ: RMKR).

Previously, he was the conference chair at four Comdex conferences, created four executive management programs (over 100 courses) at San Jose State University and University of California, Santa Cruz including the well-known E-Commerce Management Program at San Jose State University and spent nine years at Sun Microsystems, the last four of which he ran the E-Commerce component of Sun's Supply Chain.

A Message From Quick2Publish™

Quick2Publish™ (<http://Quick2Publish.com>) writes and publishes books for companies that need to present a message to major markets quickly and powerfully.

Our general book format is effective for key concept messaging as they present broad and complex supporting concepts; are written in a positive, easy to understand style; and printed books deliver the impact of arm's length validation even though the concepts are derived primarily from your point of view.

We have the writers, formatters, technical editors, copy editors, and cover designers to create the book, then a robust distribution system to ensure its availability around the world. Our most popular imprint is Happy About® (<http://happyabout.info>). We also offer private-labeled books for those interested in their own look-and-feel.

- **5x Faster Time to Market:** We are approximately 5 times faster (3-4 months vs. 18-24) than a traditional publisher at getting a book to market. This allows you to deliver your message while it's still germane.
- **Global Distribution:** Our books are available through Amazon (US, UK, France, Germany, and Japan), BarnesandNoble.com, Borders.com, and HappyAbout.info (plus affiliate sites) and through the largest US book distributors: Baker & Taylor and Ingram. The eBook is also available at up to 15,000 libraries and at up to 50 e-tailers.

As experts in the new world of on-demand publishing, Quick2Publish™ is happy to help create and publish your book. You will get your book written, copy edited, formatted, a compelling cover, worldwide distribution, unlimited eBook copies, and a set of physical copies starting at \$50k. You'll pay up to 50% more to do it yourself and up to 300% more with one of our competitors.

In cases where the book is already written, we are still happy to publish it. There is no cost to produce the book and a minimal required upfront order quantity.

E-mail sales@quick2publish.com or call us at 408-257-3000. Act now before your competition does.