


THEAUTHORSEGE.COM: EMERGENCY REPORT!!



It's time to look
beyond
bookstores...way, way
beyond

5 WAYS AUTHORS CAN MAKE MORE MONEY...

...Right Now, Even in a Recession, from Stuff You Already Know

So a few days ago the publishing industry was rocked, stunned, flabbergasted, insert-over-the-top-adjective here to learn that, *gasp*, times are tough for writers and for the companies that publish their work.

To be fair, it seems you can't put on your shoes anymore without someone else telling you how bad things are.

The country is bankrupt, the world is collapsing, money is just flat-out disappearing into some abominable sinkhole of cash that apparently started in the parking lot of some over-zealous

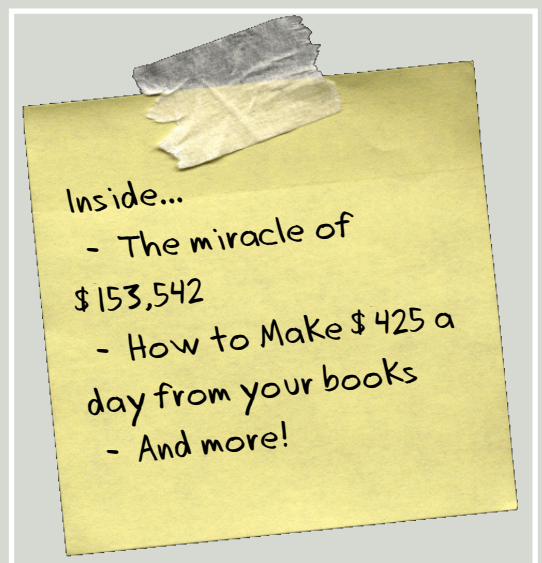
mortgage lender, and now has spread to the mom-and-pop hardware store down at the corner of Main and Elm.

I, for one, am tired of hearing about it.

I stopped reading newspapers, listening to or watching the news, and refreshing The Drudge Report in my Web browser every five minutes a long time ago.

But even a committed "news faster" like myself can't avoid being bombarded.

(continued...)



CONTRARY TO
POPULAR
BELIEF,
THERE'S MORE
TO LIFE THAN
BOOKS



A Barber Gets Me Thinking About Authors and the Economy

Quick story...

I stopped in to see Tony, my local barber (he says he's a hairdresser...whatever), the other day for a trim. The shop (he'd say salon) was empty. I mean literally empty. Just me, him and the nice lady who washes my hair.

Used to be, maybe six months ago, there was a better than even chance that I wouldn't even be able to get an appointment on the day I called. I'd have to schedule something two or three days in advance.

Now? Tumbleweeds.

That kind of thing is just eerie, know what I mean? We're talking about haircuts here, not Lamborghinis.

Sitting there in the chair, I asked him how a service like cutting hair (he'd say styling) could be affected by the economy. "Don't people always need to get their hair cut?" I asked. "Yep," he said. "But now they come every six weeks instead of every four."

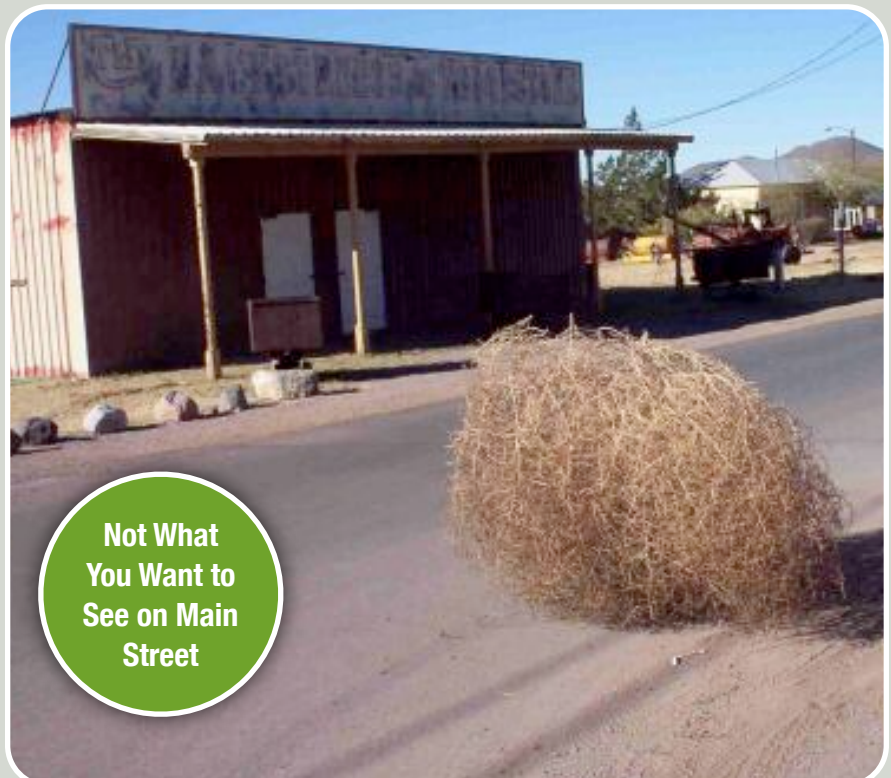
This was followed up with a question he put to me: "What do you think, Chris -- are things going to get better?"

Are things going to get better?!?!

Of course they are! But in my mind, that's missing the point!

Maybe I've been brainwashed by the Rhondabyrne-istas out there, but this constant focus -- this constant HARPING -- on what's wrong is only adding to the misery. Frighten enough people often enough and across every possible medium and eventually we're all going to start to believe it -- and worse, act accordingly.

(continued...)



Not What
You Want to
See on Main
Street

It's just physics.

Not metaphysics.

Physics.

What does all this have to do with selling books? Plenty. Stick with me.

All I Really Need to Know About the World - and About Making Money from Books - I Learned in Econ 101

Look, anyone who has a bachelor's degree under their belt probably, at one time or another, took a basic class in economics.

I was fortunate enough to actually major in "the beautiful science," a fact that so puzzles literally everyone I meet that I no longer bring it up at cocktail parties.

If you never took an economics class, or, like most people, forced the concepts you learned there out of your head to make room for more pleasurable things, here's a little summation of the way capitalism works.

When people don't spend money -- because of a genuine lack of it, or because we're constantly being told that a lack of it is imminent, whether it happens to be true at the moment or not -- things don't get better.

We spend less. The businesses who depend on our spending to survive, and to pay their employees, can no longer do so.

So people start losing their jobs. People who formerly had jobs, and had money to spend but didn't spend it (because they were TOLD,

over and over and over again by the media that, despite what they thought, they really didn't have any money), now actually don't have any money.

The idea has become reality.

The cycle has begun.

What brings us out of the tailspin? Do fundamental changes in the world occur? Does the Earth shift on its axis? Do the poles realign?

No.

Slowly, people start spending money again. Businesses start hiring again. More people have money again, and start spending said money again. So businesses hire more people. And so on.

The cycle has begun.

The Miracle of \$153,542.00

I promised to show you five ways authors can make more money now, even in a recession, from stuff you already know, and we're going to get there. I promise.

But first I want to show you just how fortunate you and I really are -- despite what you read on the front page every day.

When I started my website for teaching authors how to market their books online, I went through a LOT of possible names. The one I eventually settled on was [The Author's Edge](#).

Why?

The answer to that in a second.

Let's go through a fun exercise and see if you can figure it out for yourself before we get there...

Take a guess at how much money you'd have to earn in a year to make it into the top 5% of all wage earners in the United States.

In other words, make "X" amount of money and you're earning more than 95% of the rest of the country.

How much do you think "X" is?

One million dollars? Two million? More?

It certainly has to be, like, Trump money or something, right? I mean regular people like you and me could never make it into the top 5%, could we?

According to figures from 2006, if you earned \$153,542 that year, you made more than 95% of the population.

Is a hundred and fifty grand a lot of money? You bet it is. But is it attainable? I mean, is it within reach? Of course it is!

Break it down. \$153,542 is \$12,795.17 per month, or around \$425 per day.

Figure out a way to make \$425 per day, and you're right there among the wealthiest people in the country.

And if you can figure out a way to make that \$425 a day doing something you love and reaching your audience and changing lives with the information in your books?

Well then I'd have to say that not only are you among the wealthiest people in the country monetarily, but you're probably going to be among the wealthiest people spiritually and emotionally as well.

(Next: \$425 a Day from Your Books...)

THIS IS THE BLUEPRINT TO FINANCIAL SUCCESS AS AN AUTHOR

**You are a content provider,
which, admittedly, is not as
sexy as being an author**

All authors are content providers. It may not sound as sexy as telling someone you're a writer, but this simple shift in thinking and approach can dramatically explode your income.



\$425 a Day From Your Books...

I've been involved in Internet marketing for more than six years. For the first five it was little more than a hobby -- a side business for some extra cash.

But a little over a year ago I got serious about it and very quickly increased the income from it to the point where I was able to leave my "day job" at the end of last year.

So for the past year, this has been my sole source of income. I haven't quite reached that top 5% yet, but I fully expect, now that I'm devoting myself to this business exclusively, that I'll reach that goal (or surpass it -- \$388,806 a year gets you into the top 1%) by the end of 2009.

And in my six years of doing this, do you know what I've consistently found, time and time and time again, to be the biggest barrier that holds people back?

Content.

Not technical skills. Not a lack of determination or drive or motivation. Not a lack of time.

Content.

People do NOT know how to create content.

Do you know how unbelievably fortunate we are -- you and I -- to be able to write? To be able to create content?

That simple skill makes us some of the most powerful people on the planet.

Forget being able to earn more than 95% of the population. The fact that we can communicate, that we can write, that we can create content, puts us in the top .001% of the rest of the world, never mind the rest of the country.

Don't believe me?

**Recognize Your
Talent**

Do this little exercise.

Go surf some online message boards or bulletin boards. Go over to YouTube and read some comments that have been posted on videos.

Go to a newspaper site or news site and take a look at the reader comments you'll find there. Heck, just read your email! (I won't even get started on instant messaging or "texting.")

Most of the rest of the world lacks the basic skills required to string two sentences together, let alone write a book for heaven's sake!

They NEED us.

Think about this. I mean...really...think...about...this.

I'm sure you've heard it said that we're living in the information age. Information is power. Entire empires are being built on nothing other than information. Bits and bytes being streamed wirelessly to laptops, PDAs, and phones. Phones!

There's a reason why Apple's iPhone is now the #1 selling phone in the world, and if you can understand why that is, you have the deed to Solomon's mine locked inside your brain.

Physical products (including good old fashioned books, by the way) are no longer a prerequisite to creating enormous wealth. Information -- CONTENT -- is king.

(Note: Does this mean physical products are all bad?)

NO!

In fact, the right kind of physical product can be a tremendous source of income for a writer/



It's Time to Shift Our Thinking...Dramatically

content provider. But more on this later.)

So back to the question I asked above. Why did I choose to call the site The Author's Edge?

It may be obvious at this point, but here's the answer...

Because in this new economy -- recession, depression, boom, bust, it just doesn't matter -- people like us who can create content that other people need and want means we control our own future.

We just have to be smart about it. We have to use the Edge we've been given to change not just the lives of the people who read -- or consume, more on this later -- what we produce, but our own lives as well.

But this requires some business sense.

And most authors, sorry to say, are not good business people and they're not good marketers.

They're "reluctant entrepreneurs" as an old boss of mine once said.

They -- perhaps you -- have no idea of the enormous power you're sitting on.

You're perched atop the nose cone of an ICBM and you're afraid to light the fuse.

The good news is that this part is easy. Learning the skills that made you a great communicator is hard.

But you've got that sorted. The only thing left is to understand how to wield that power for the greatest gain, and the greatest good.

So let's initiate countdown and prepare for take off.

Let's Talk Some More About Books

I love books.

No, seriously. I mean I LOVE books.

I had to construct two separate built-in bookcases in my house just to hold them. One of them takes up the entire wall of my dining room. And that's only about half of them. There are bookcases, and many times more than one, in every single room in my home.

At any given time I probably have two to three dozen books in the "Save for Later" section of my Amazon.com shopping cart. I find it incredibly hard to walk into a bookstore and leave without purchasing anything. Most of the time, I just give in and get something that strikes my fancy.

I point this out only because the direction we're going to take now may make you think I'm not all that fond of bound printed matter. So keep that in mind when you read this next line.

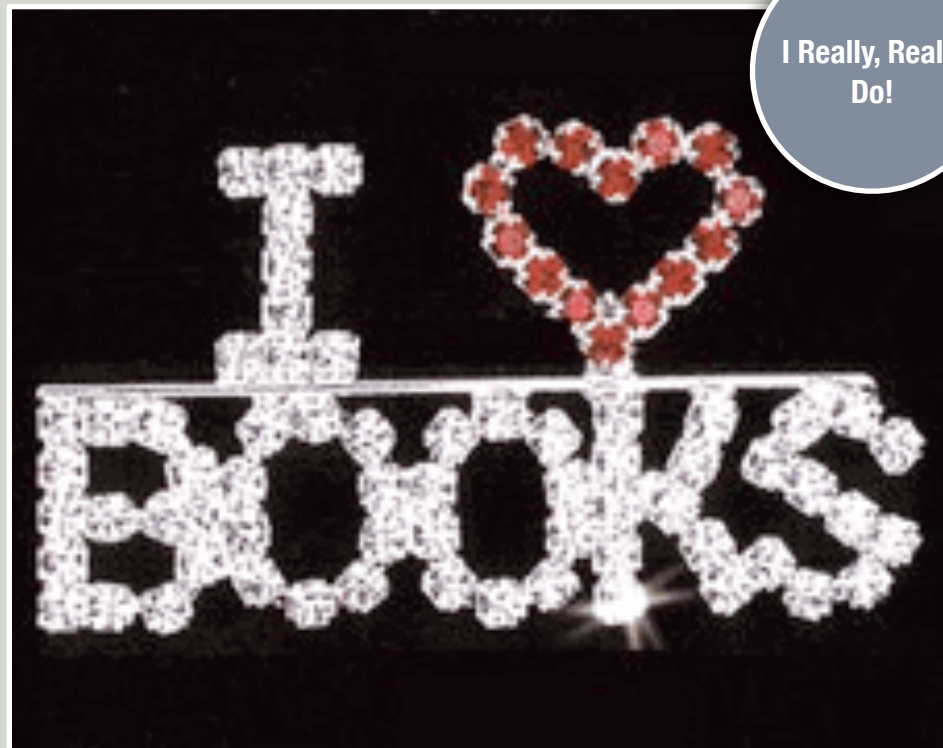
I also hate books. No, seriously. I mean I HATE books.

What do I hate about them? It's very simple. I hate the fact that authors expect to get rich by writing them.

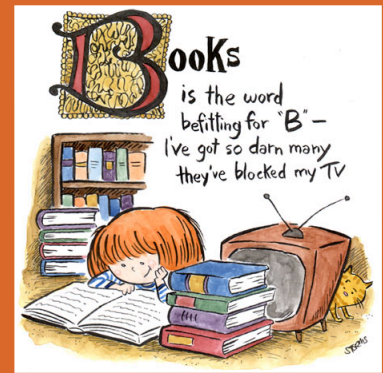
Here's the God's honest, hard-to-swallow truth about books: they are the absolute worst -- and I mean WORST -- way to make money with your content.

The worst.

But wait, Chris, what about J.K. Rowling? Or Stephen King? Or [insert name of exception that proves the rule here]?



I Really, Really Do!



"A little while back my daughter told me the following depressing joke:

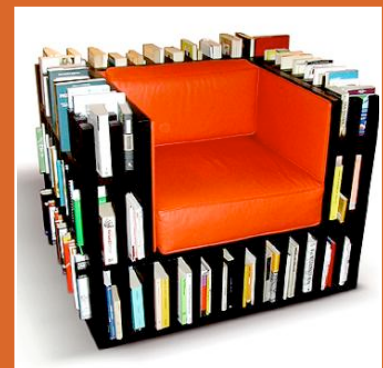
Woman: What do you do?

Man: Me? Oh, I write books.

Woman: How interesting! Have you sold anything recently?

Man: Why, yes. My couch, my car and my flat-screen television."

-- From the article [Bail Out the Writers in the NY Times](#).



Is it possible to earn enough money JUST by writing books to have the life you want and deserve? To be recession-proof?

Of course.

It's also possible to make \$25 million a year playing baseball.

There's a guy by the name of A-Rod who does it every day. But there's also a guy named Joe "Goodhands" Lightstick who makes \$500/week in Triple A.

(While we're on the subject, from a financial point of view, would you rather write the bestselling baseball book of all time, or would you rather suit up and play centerfield in Yankee stadium?

Which path is more lucrative? Not many sportswriters -- even really talented ones who write dozens of books -- own yachts.)

Now let me take a break before you start thinking that I'm bashing the writing profession.

I most certainly am NOT.

Up until maybe a year ago, when people asked me what I did for a living, I told them I was a writer.

And it was true. Still would be true to a certain extent today.

But now when people ask me what I do, I tell them I'm in marketing.

Because what I've learned is that it's not the writing per se that's important, it's the marketing of the writing that's everything.

If a tree falls in a forest...that kind of thing.

Look, you may have written the ultimate, be all and end all, knock down, drag 'em out, angels-came-down-and-spoke-through-your-keyboard book on your topic.

But if no one reads it, who cares?

If no one knows about it because you don't want to market it, or don't know how to market it, what difference will it ever make -- not only in your life, but in the lives of the people who could benefit from it?

You see, that's the rub.

What is our goal as writers?

Well, the first goal is to stop thinking of ourselves as writers and instead see ourselves as what we really are -- content providers.

I think the place where "writers" like us get hung up on this whole shift in attitude is that being a "writer," is, in some sense, sexy.

We think of sitting in a Left-Bank cafe, with blue smoke circling above our forehead, sipping on absinthe and writing the next great novel in longhand in our tattered old moleskine notebook.

That's sexy, man, I'll tell ya.

Calling yourself a content provider sounds so, well, "robotic."

But let me tell you something. There's just as much intrinsic joy in being a "content provider" as in being a "writer," and it's a hell of a lot more lucrative. But here's the real secret -- it's exactly the same damn thing!

The only thing that's different is the label you attach to it.

Oh, and the money you make. Forgot that part.

And trust me, I'd rather be rich than sexy any day (just ask my wife).

You know what?

Go ahead and call yourself a writer at cocktail parties and your kid's soccer games if you want to. Just know in your head that what you do is provide content. Deal?

The second goal is to get our content into as many hands as possible.

I mean that's what it boils down to, doesn't it?

And if we're going to do that, we have to do a couple things:

-- Put our content into a format that people want to consume.

-- Get paid enough for our content that we're free to focus even more time and energy on creating MORE of it, so we can reach even more people, instead of worrying about paying the bills.

Does that sound reasonable?

Don't just say yes without thinking about it.

Is it reasonable to assume that you'd like to be paid according to the value you provide to the world? Please don't say "I'm not in this for the money."

That may be true. You may have no desire to make a lot of money from your knowledge.

That's fine.

But if that's true, why copyright your books?

If you truly have no desire for financial gain, put your books in the public domain and let people get them for free. I certainly have no problem with that.

But if you haven't done that, you're in this for something other than recognition or altruism. And there's NOTHING WRONG WITH THAT.

BESTSELLER

Realizing financial gain by providing a great product is noble. The only people who should be ashamed about making money are people who take money without providing value back to the world.

Okay, stepping down from horse now...

Putting our content into a format people want to consume. Is it reasonable to assume that, if you want to reach an audience of people who are deaf, that you wouldn't try to sell them an audiobook?

I mean that's ludicrous in the extreme.

But that's exactly what a lot of authors are doing every single day.

Brilliant Is as Brilliant Does

Do you know a lot of people who are brilliant? I personally tend to think the word gets thrown around a little too frequently, but I also personally know people who I consider truly brilliant.

Probably every day we go around saying, "She's a brilliant doctor," or "He's a brilliant lawyer," or "She's a brilliant dog trainer" or whatever.

But you know what really gets me (my wife laughs whenever I go off on this rant)?

I'm not a brilliant anything.

I think I know a thing or two about marketing, but even that came not from brilliance, but instead from observing what people who are legitimately brilliant are doing, and then copying (umm, I mean, modeling) what they do.

You, on the other hand, **are** probably are a brilliant something. The simple fact that you've written a book means that you know more than 99% of the people IN THE WORLD on your subject.

That makes you brilliant.

So tell me this...

Why in the world are you selling that brilliance at a close-out-fire-sale discount price?

I'm not talking about just not quite making as much money as you should. I'm talking about practically giving the store away.

Let's say, hypothetically, that you have a great book on relationships -- how to have a stupendously happy marriage, something like that.

If your book sells for \$20, how much of that do you see? Really, sit down and do the math.

The reality is, you actually only get a tiny, tiny, tiny percentage of what people are paying for the book.

The bookstore makes some, the publisher makes some, the printer makes some, and so on. You?

Next to nothing.

Even This Does Not Guarantee an Author's Financial Success. We All Know this is True.

THE FUTURE OF CONTENT DELIVERY IS HERE



Same thing with the record industry. The labels make all the money, not the artists who actually wrote and performed the song.

It's a travesty. And it has to stop.

Now, let me show you another example. Again, let's assume we have our stupendously happy marriage book.

I happen to be an affiliate (which, if you're not familiar with the term, means that I help the owner of a product sell it in exchange for a percentage of the revenue) for a book about relationships.

This book, however, is a book about how to stop someone from breaking up with you, or to win them back after they have.

It's a good product. It does what it says it's going to do. And it helps a lot of people. I have no problem promoting it.

But here are some other facts about it:

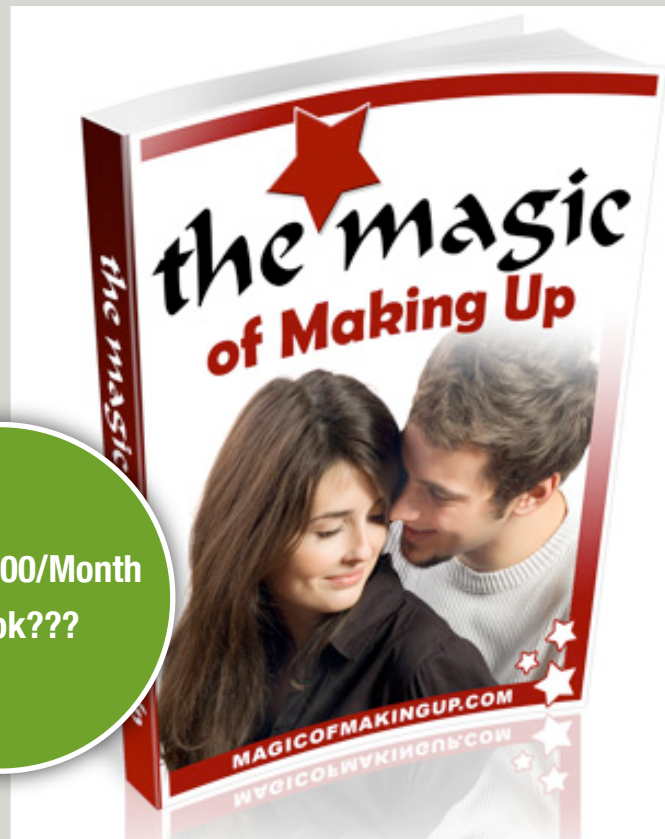
It's around 60 pages long. A good writer who knew the subject matter could probably bang it out in a few days.

It's an e-book. Buyers receive nothing physical at all.

It sells for \$39 (and that's WITHOUT the upsell at the back end, which can tack another 15 bucks or so onto the price). With the backend added on (a downloadable MP3 audio version of the book), it sells for more than twice what hardcover bestsellers go for.

I was recently in a contest with other affiliates for this product. It was a sales contest. No fluff. You sold a copy of the book, it went on to the scoreboard. At the end of the contest you could win various prizes, including cash.

The \$20,000/Month
E-Book???





Publishers Getting Wise

Penguin is just one publisher who recently released an "app," or application, to run on Apple's new iPhone 3G.



The contest ran for two weeks. I finished in the top five (I was #4) out of hundreds of people.

But now here's the really funny thing -- of the two weeks the contest ran, I was vacationing in London, England for one of them.

So, in effect, I beat out hundreds of other affiliates and I wasn't even here half the time.

All that's nice, but the reason I'm telling you this story is because of that scoreboard I mentioned earlier.

I know exactly how many copies of this book I sold, and I know how many the winner of the contest sold (roughly).

Knowing all that, I can estimate how many copies were sold by the hundreds of affiliates who promoted the product.

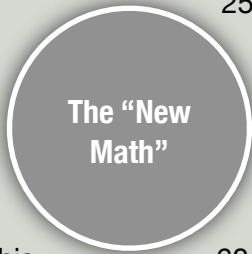
Then, I'll take a wild guess and add in copies of the book that the owner sold on his own.

Let's say, very conservatively, he sold 250 books during those two weeks.

$$250 \times \$39 = \$9,750$$

And then to get a rough idea of the revenue this 60-odd page e-book is generating per month...

$$\$9,750 \times 2 = \$19,500$$



60 page e-book. No shipping. No printing. No bookstore. No publisher. No inventory.

Twenty grand PER MONTH.

In the middle of a recession.

Do you see now how you're jumping over dollars to make dimes?

Remember what it takes per month to be in the top 5% of wage earners in the U.S.? \$12,795.17.

Think this is a profitable way to sell content?

The Democratization of, Well, Everything

I have a podcast. It's about, surprise!, how authors can use the Internet to market themselves and their books and become minor (or, heck, major) celebrities in their marketplace. (Oh, by the way, yes. You have a market. I know that's a real businessy sounding word. Get used to it.)

The podcast is available on iTunes, the uber-successful online music store.

Have you noticed how hard it is nowadays to find a physical CD store -- like a shop that's solely dedicated to selling CDs? I can't think of one...anywhere. A few years ago they were all over the place.

Then came the black swan known as Napster. (For those who haven't read the great book [The Black Swan](#) by Nassim Taleb, you might want to pick up a copy. See, I really *do* love books!)

Anyway, Napster, for those who may not remember, was a highly illegal file sharing service that allowed people to "rip" a CD onto their computer, shrink down the files into a format that made them easier and faster to transmit over the Internet, and then search the computers of millions of other users for songs to download.

The CD, and the stores that sell them, died the day Napster went live.

Overnight, people became comfortable using the Internet to obtain (illegally, yes, but the point is still valid) music.

In a brilliant move (there's that word again), Apple saw this trend and went to work. A short time later we had iTunes and the iPod. The rest is, as they say, history.

I would never even think of ordering a CD from Amazon, or buying one in my local Barnes & Noble -- the only place, incidentally, where I even know I can find CDs anymore.

iTunes is now the #1 music retailer in the U.S. People have downloaded 50 billion (that's billion, with a "b") tracks from the store.

My podcast is in this store.

Do you realize how enormous this is?

Now let me ask you another question. Do you realize how EASY it was?

Have you ever tried to get your book into a store like Wal-Mart? How easy is that process?

For my podcast, I bought a \$99 microphone from Amazon.com (I could have used the built-in one on my iMac, but the sound quality is SOOO much better with the one I bought), called a few publishing industry heavyweights I knew from my days in the industry, interviewed them for 30 minutes, recorded the interviews, put them on my site, and asked iTunes to let me in.

It took three days.

See the difference?

If I want to publish a book on how to stop a break up, and I want to do it in the traditional way and make pennies, what's involved in the process?

But now, if I want to write an e-book on how to stop a break up, and I want to make \$20,000 PER MONTH, here's what I do...

-- I set aside a week or so to write the book (assuming I know the subject matter)

-- I make a PDF from my Word document

-- I open a Clickbank account

-- I write a sales letter

-- I start taking orders

-- **I market the bejeezus out of it**

So, what's the overarching point here?

The power is no longer in the hands of the few. That sounds trite, but it's such an important point.

More than ever, people, everyday, average, ordinary people, decide what's worthy of our attention, what deserves praise, what deserves scorn.

Normal people can become minor celebrities overnight because of a YouTube video. Some guy with a \$125 Flip Mino video camera can change the world.

[A few knuckleheads from my current home city of Philadelphia](#) can get 10,000 people per week listening to their podcast -- something they record in a spare bedroom. (Remember that 10,000 number. It's going to come back into play in a second.)

And the real kicker -- the thing you HAVE to get -- is that none of this required an intermediary to happen. They didn't have to go through a publisher, or send query letters to agents, or crawl over broken glass to get this store or that store to touch them with their scepter and let them inside the castle walls.

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Very informative podcast, Chris and his guest provide valuable insight into the world of "Online Book Marketing", keep up the good work!

Name	Time	Artist
1 Monsters of Book Marketing - Dan Janal Interview	1:01	TheAuthorsEdge.co
2 Online Book Marketing - The Basics - Part 4	1:01	TheAuthorsEdge.co
3 Online Book Marketing - The Basics - Part 3	1:01	TheAuthorsEdge.r

The New Tools of the Trade

With a cheap video camera and a free YouTube account, anyone can reach millions of people all over the world with their content.

Amateur content providers like the guys from The Mediocre Show boast 10,000 listeners every week via their iTunes podcast.

What does this mean for the way you reach your readers?

If I have something people want, I can get it to them MYSELF, without anyone having to pass judgment on it first, and without anything acting as a barrier between me and my market.

That's power, folks. Why aren't we using it? Why aren't we cutting the cord?

Show Me Some Examples...

Now, let's get down to the nitty-gritty and figure out how we're going to make our \$425 a day from what we already know.

Option #1:

First, let's figure out what it would take to make \$425 per day selling a traditional book.

If we're making, say, \$4 in profit from the sale of our book, well then obviously we have to sell 106 copies of it per day, every day, month in and month out, every day of the year.

That works out to somewhere north of 3,180 books per month.

How close are you to doing that?

Option #2:

We've already seen what it takes to make substantial money with an e-book, so let's look at another model -- a membership model or "continuity."

A continuity is simply a fancy way of saying that you get people to pay you not once, but over and over and over again. Your cable bill is a continuity. So is the subscription to your favorite magazine.

If we're able to convince people to pay us \$42.50 each month to access the content we're providing, all we need is 300 people. Three hundred people out of the entire universe of people who are interested in your topic.

I'll bet there are 300 people interested enough in just about anything to pay \$42.50 a month for information that helps them do the thing better, faster or bigger than they're doing it now.

All you need is 300 loyal customers.

Find those 300 people, serve them well, and you're living like a rock star.

Is there work involved in setting something like this up?

Hell yes there is! But probably no more work than trying to sell your book to retailers, wholesalers, reviewers, distributors, and the rest of the industry who doesn't give a crap, and who are going to take the lion's share of the money anyway.

Now, remember back to those knuckleheads I mentioned from Philly? The ones who have 10,000 people a week who listen to their podcast? Let's do some more math.

Let's say only 10% of those people would stick with them if they decided to charge for the show (podcasts have to be free on iTunes, so in order to sell it, they'd have to work out some other kind of arrangement).

So, 10% of 10,000 is 1,000. Do you think we could get 1,000 people to give us 20 bucks a month? How about 12 bucks a month? How about 50 bucks a month?

How about whatever number you want to put in there?

Depending on the content (as in, what it helps people do, avoid, learn, etc.) and how good it is, I'm sure you could charge anywhere from \$10 to \$300 a month.

Heck, there are some Internet marketing membership sites that charge \$800 per month...and they're constantly sold out!

I personally have memberships to sites that charge up to \$147 a month. I recently just cancelled one that charged \$300.

I have no problem paying these guys because the service they provide is much more valuable than the money they charge.

Get out of the mindset that the only way to reach your market and make money is by selling your content between the covers of a book. Please.

(Next: The Five Ways...)

Continued inside The Author's Edge Member's Area...

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