



MARKETING GROWTH STRATEGY

Create NEW CLIENTS
in the Next 30-60 Days

Carrie Myton
Expert Marketing System Specialists



Attention Authors:
How To Make \$250,000 A Year From Your Book



**Would you like to create a
BASE Of A-Grade CLIENTS
easily? Ready to pay for your
products or services?**





Attention Authors:
How To Make \$250,000 A Year From Your Book



**and Create
\$20,000 to \$250,000
in the next 4 to 8 weeks?**





Attention Authors:
How To Make \$250,000 A Year From Your Book



- Challenges **Acquiring Clients?**
- Do you use a book as your
Speaking Topics?
- What are you using as a
Lead Generator?
- **How much money** has your
book made you?





Attention Authors:
How To Make \$250,000 A Year From Your Book



**Over the last 6 years,
We have personally used this
strategy with my clients to...**

★ **Create \$20,000 in just 45 days**





Attention Authors:
How To Make \$250,000 A Year From Your Book



- ★ **Raise Consulting Fees from \$3000 to \$5000 overnight**
- ★ **Create 400 New Prospects in 30 Minutes**





Attention Authors:
How To Make \$250,000 A Year From Your Book



- ★ **Create \$250,000 in NEW CLIENT SALES in 6 weeks**
- ★ **Launch a New Product and Create 1000's of New Buyers in less than 3 months**





Attention Authors:
How To Make \$250,000 A Year From Your Book



Recently...
ONE CLIENT
Created 654 Sales at \$997
in ONE QUARTER





Attention Authors:
How To Make \$250,000 A Year From Your Book



- **I'm Carrie Myton**
- **Co-Founder of Motivational Speakers International**
- **Sold my IT Company for over \$1MI USD in 2008 at 25**
- **Created over \$20MM in sales in the last 6 years for SPEAKERS and Experts**





Attention Authors:
How To Make \$250,000 A Year From Your Book



- **Cydney O'Sullivan**
- **Co-Founder of Motivational Speakers International**
- **12 Times Best Selling Author**
- **Created over \$20MM in sales in the last 6 years for SPEAKERS and Experts**





Attention Authors:
How To Make \$250,000 A Year From Your Book



getting to work with amazing people like...





Attention Authors:
How To Make \$250,000 A Year From Your Book



What I Believe is The
Biggest
OPPORTUNITY
Since the Internet was
Invented.





Attention Authors:
How To Make \$250,000 A Year From Your Book



Where's the Money?

- **\$33 billion** corporate training & e-learning industry
- **\$27.94 billion** ebook and book publishing industry
- **\$10.5 billion** personal growth market
- **\$17 billion** mobile app market
- **\$1.2 billion** coaching market





Attention Authors:
How To Make \$250,000 A Year From Your Book



**We realised after working with
over 300 speakers
just making \$100,000 to
\$500,000
is Enough**





Attention Authors:
How To Make \$250,000 A Year From Your Book



and this is the **SYSTEM** we use

OVER & OVER

to Get **SIMPLE & EASY**
Sales Results





Attention Authors:
How To Make \$250,000 A Year From Your Book



How Would You Would Like Me To Show You How To...

- Increase your value so you get paid 2x-5x more than you are right now
- STOP being treated like a commodity and become “competition-proof”
- Become the #1 expert or authority in your niche





Attention Authors:
How To Make \$250,000 A Year From Your Book



- **Get paid for your KNOWLEDGE, not your TIME?**
- **Earn an extra \$5k, \$10k, \$20k per month in continuity income?**
- **ACCESS celebrities and connected people and be able to pick up the phone and ask for a favor?**





Attention Authors:
How To Make \$250,000 A Year From Your Book



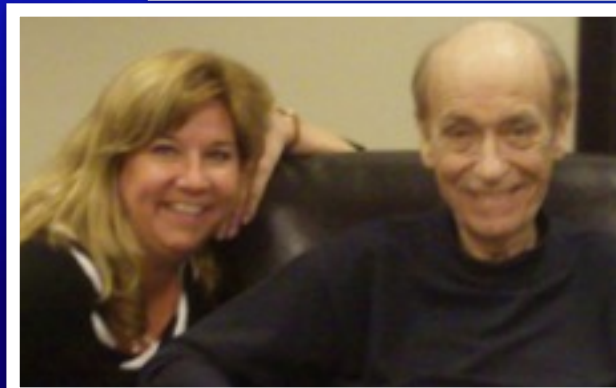
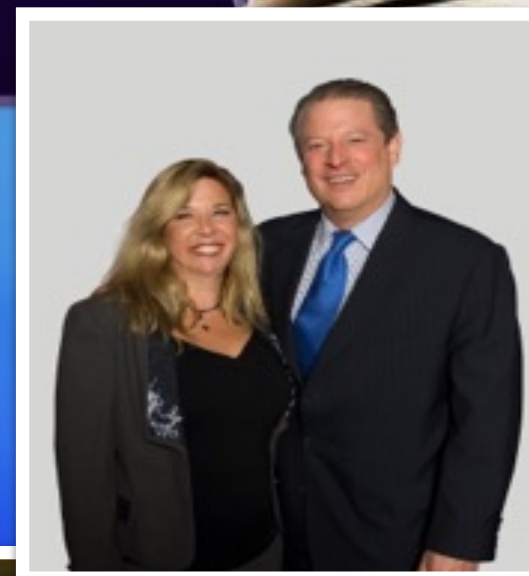
What is ***ONE BIG THING***

**ALL of these people have in
common with each other?**





Attention Authors: How To Make \$250,000 A Year From Your Book





Attention Authors:
How To Make \$250,000 A Year From Your Book



Reach & Fame



Authority



Distribution



Influence





Attention Authors:
How To Make \$250,000 A Year From Your Book



So why is it that
YOU MAY NOT BE
HAVING THE
SAME IMPACT?





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #1

**People don't take you
seriously**





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #2

You don't look credible





Attention Authors: How To Make \$250,000 A Year From Your Book



Cydney O Sullivan | The Millionaire Marketer

cydneyosullivan.com/ ▼

Cydney O'Sullivan, co-founder of the Experts Success Network and Motivational Speakers, is an entertaining speaker who helps others thrive in their fields by ...

Images for cydney o'sullivan

[Report images](#)



[More images for cydney o'sullivan](#)

Cydney O'Sullivan - Facebook

<https://www.facebook.com/CydneyOSullivanAuthor/> ▼

Cydney O'Sullivan, Sydney, Australia. 9462 likes · 9 talking about this. Social Media Mags Associate Publisher, Millionaires Academy Founder, Mother,...

Welcome to Experts Success - Experts Success

www.expertssuccess.com.au/ ▼

Over the last 10 years Experts Success founders Cydney and Carrie have developed the process and proven the system. It will help you ... **Cydney O'Sullivan.**

Cydney O'Sullivan Showreel Motivational Speakers ...



<https://www.youtube.com/watch?v=joo-0NxGlzU>

Sep 7, 2015 - Uploaded by Motivational Speakers Australia

Cydney O'Sullivan founder Motivational Speakers Australia and Motivational Speakers International www.

Cydney O'Sullivan Social Marketing Superstars - YouTube



<https://www.youtube.com/watch?v=OnO-vDZxL4M>

Jun 3, 2012 - Uploaded by Tania Usher

<http://www.DareOutLoud.com/> Grab Your FREE Copy Today!





Attention Authors: How To Make \$250,000 A Year From Your Book



Brian Tracy: Leading Self Development Courses

www.briantracy.com/ ▼

Discover Brian's proven techniques & strategy for great success in sales, time ...
Entrepreneur, Professional **Speaker**, Best Selling Author & Success Expert.
Personal Development - Personal Development Products - Brian Tracy's Blog

Brian Tracy's Speaking Academy

www.briantracy.com/speaking/speaking_academy.aspx ▼

You'll get personal feedback on your presentation from **Brian Tracy**, Professional **Speaker** for the past 30 years. Apply HERE Now! Dear Friend,. How would your ...

Brian Tracy's Speaking Calendar

www.briantracy.com/speaking/calendar.aspx ▼

Brian Tracy's **Speaking Academy** San Diego, CA. 5. **Brian Tracy's Speaking Academy** San Diego, CA. 6. **Brian Tracy's Speaking Academy** San Diego, CA. 7. 8. 9.

About Brian Tracy

www.briantracy.com/about/ ▼

As a Keynote **speaker** and seminar leader, he addresses more than 250,000 people each year. He has studied, researched, written and spoken for 30 years in ...
Contact Us - Meet the Team - Free Resources - Testimonials

How to Become a Public Speaker in 3 Steps | Brian Tracy

www.briantracy.com/blog/.../how-to-become-a-public-speaker-4-steps/ ▼

Brian Tracy has spoken in 69 different countries. Learn how he started becoming a





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #3

**Your marketing is chaotic
and haphazard**





Attention Authors:
How To Make \$250,000 A Year From Your Book



Find It Technically Challenging to do any SYSTEMS





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #4

**You don't have anything
that explains what you do
worth reading**





Attention Authors:
How To Make \$250,000 A Year From Your Book



which means...
**PROSPECTS
AREN'T CONNECTING
with You**

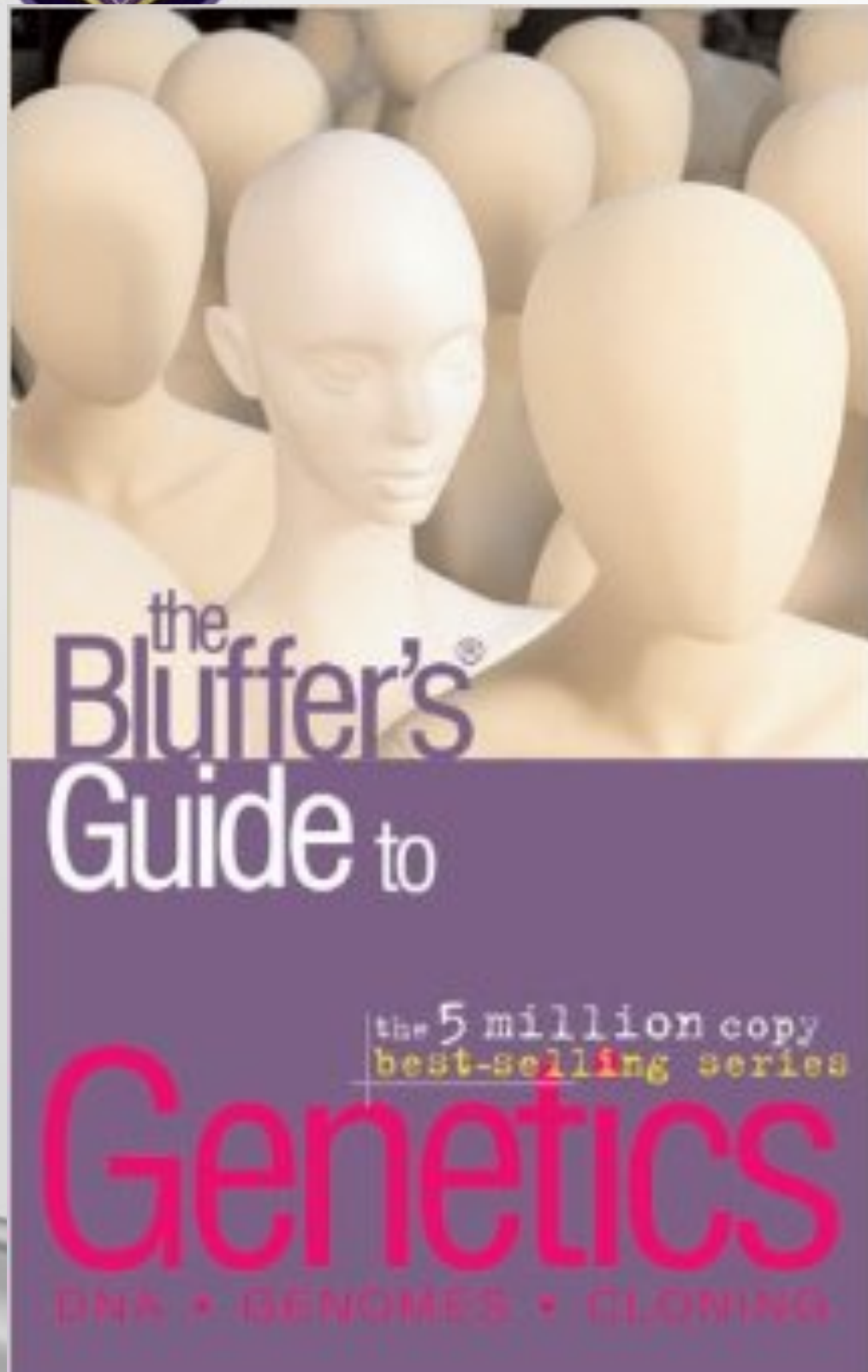




Attention Authors:
How To Make \$250,000 A Year From Your Book



- This is a **TEXT BOOK**
- Client came to us looking to **GET MORE BUSINESS**
- But it **HAD TO BE EASY**
- Would have to wait up to 6 months to win work
- Had to do a Proposal and Sit Down for New Work
- **AND THIS WAS ALL HER POTENTIAL CLIENTS COULD FIND TO READ ABOUT HER!**





Attention Authors:
How To Make \$250,000 A Year From Your Book



- ▶ *No Tech to Make Web Changes*
- ▶ *Didn't Know it needed to be Different*
- ▶ *Had Always Done Things this Way*





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #5

You're on the Roller Coaster!

Either Delivering or Marketing and Selling





Attention Authors:
How To Make \$250,000 A Year From Your Book



Become
OUT of TOUCH with
Your Prospects Needs
which is
what makes them buy





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #6

**Cash Flow is
Up and Down**

then you are further away





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #7

**Make it too hard to Spend
Money with You**





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #8

Poor Marketing Process or System.

Everything Requires You.





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #9

You're not set up for clients to CONTINUALLY PAY YOU.





Attention Authors:
How To Make \$250,000 A Year From Your Book



Problem #10

Become Reliant on

Referrals for

MOST of YOUR Business





Attention Authors:
How To Make \$250,000 A Year From Your Book



Common Myths About Being A Speaker and Author

- I Need To Be A Writer
- Need To Be Creative
- Need To Be Technical
- Need a Pedigree
- People Won't Like The Way I Look, Speak, Etc.
- I Need To Have A List
- Everybody Needs To Know Me Before I Can Be An Expert





Attention Authors:
How To Make \$250,000 A Year From Your Book



So would you like the
STEP by STEP Campaign
that will Set You Up for
Success?





Attention Authors:
How To Make \$250,000 A Year From Your Book



**654 x \$997 Sales
in Just 1 QUARTER**

**Her Campaign used this
Client Attraction
SYSTEM**

*Now can PLUG INTO ANY
TRAFFIC STRATEGY*





Attention Authors:
How To Make \$250,000 A Year From Your Book



The 654 x \$997 Sales SYSTEM



LEAD MAGNET
MINI
AUTHORITY
WEBSITE



HIGH SELLING
WEBINARS
+
4 Week Follow Up
Sequence





Attention Authors:
How To Make \$250,000 A Year From Your Book



Step #1

Instant Expert Authority





Attention Authors:
How To Make \$250,000 A Year From Your Book



HER BOOK made her the AUTHORITY





Attention Authors:
How To Make \$250,000 A Year From Your Book



RESULT:

- ☑ **Opened Doors**
- ☑ **Cut Sales Process by more than 75%**
- ☑ **Automated Lead Generation**





Attention Authors:
How To Make \$250,000 A Year From Your Book



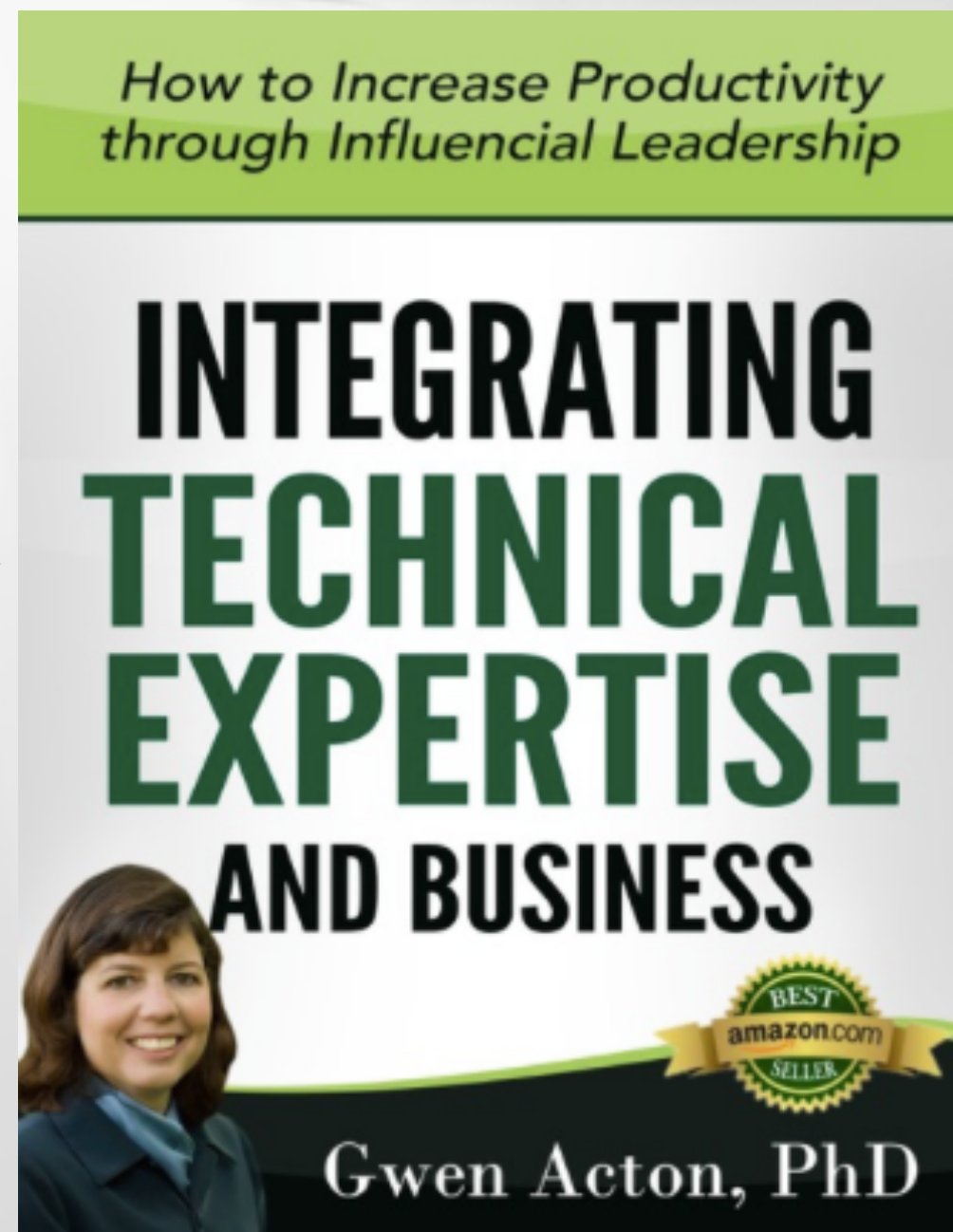
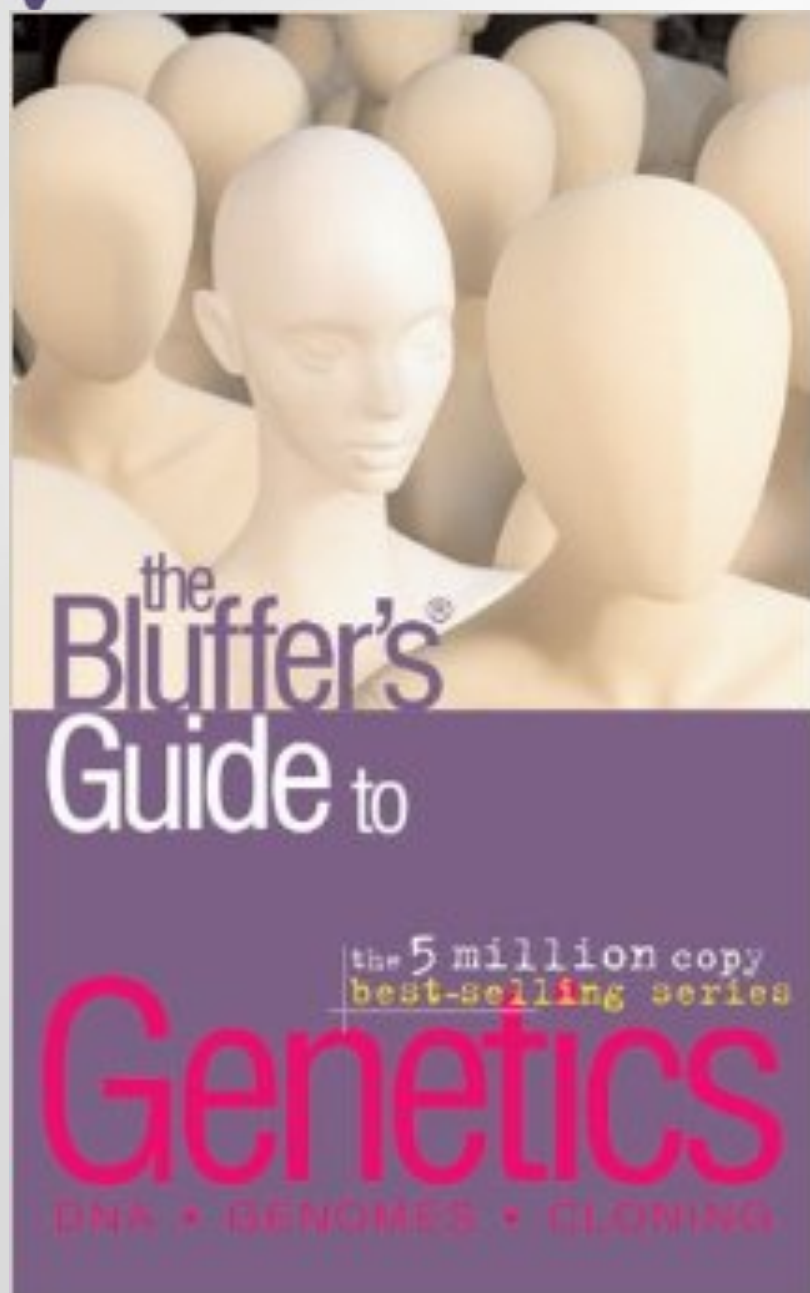
Step #2

Relevant Packaging for Your Program or Service





Attention Authors:
How To Make \$250,000 A Year From Your Book





Attention Authors:
How To Make \$250,000 A Year From Your Book



*How to Increase Productivity
through Influential Leadership*

INTEGRATING TECHNICAL EXPERTISE AND BUSINESS



Gwen Acton, PhD



- The book was **Relevant to her PROCESS**
- The book established her as the **THOUGHT LEADER**
- Total Page Count: 14 pages (including Cover & Bio Pages)





Attention Authors:
How To Make \$250,000 A Year From Your Book



RESULT:
Increased Rate from
\$3000 to \$5000
+
Created \$20,000
in New Sales





Attention Authors:
How To Make \$250,000 A Year From Your Book



Step #3

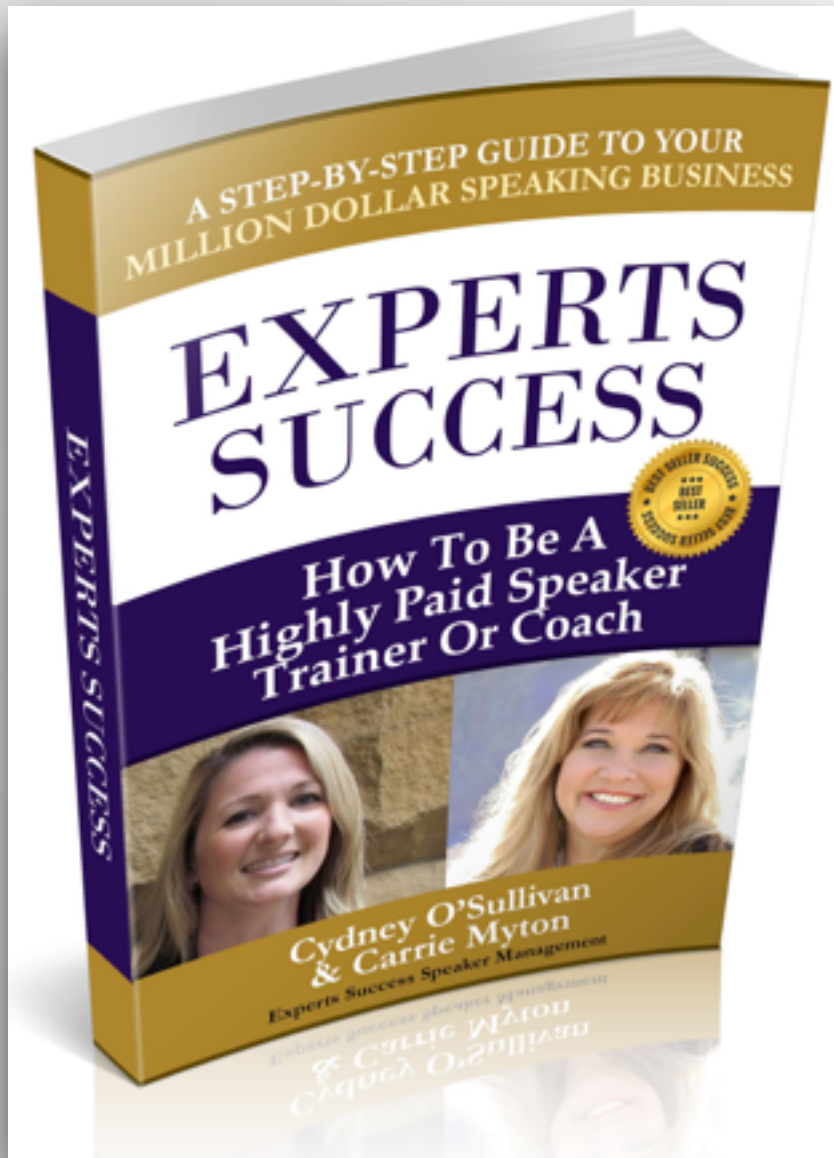
Easy Leveraged Marketing Campaign

online, offline, or just to old clients!





Attention Authors:
How To Make \$250,000 A Year From Your Book

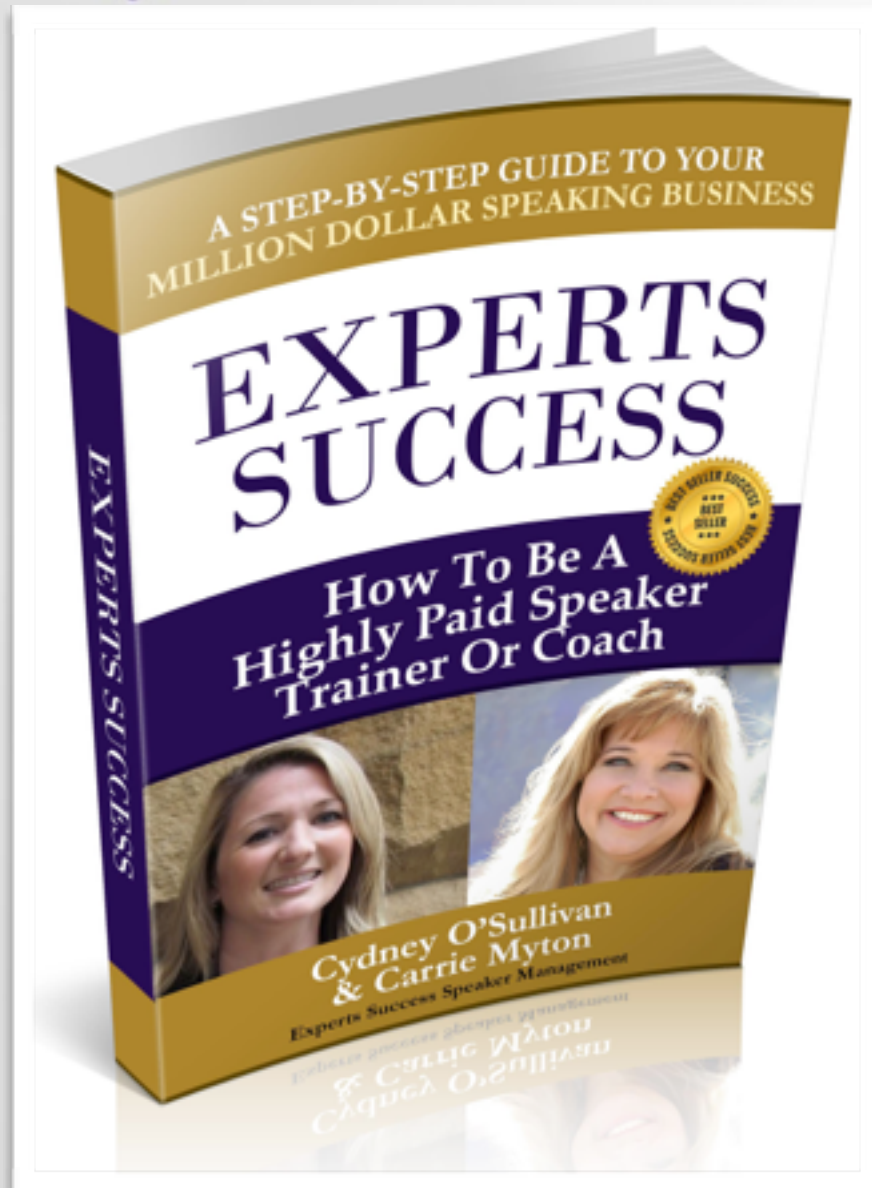


- **We TARGETED our IDEAL CLIENTS**
- **Sent the Book to over 5000 people through targeted groups**
- **(we got it in the right hands)**





Attention Authors:
How To Make \$250,000 A Year From Your Book



RESULTS:

- **400 Applications** in 30 minutes
- **\$1000 to \$20,000 Program Offer**
- **\$250,000 in 6 weeks**





Attention Authors:
How To Make \$250,000 A Year From Your Book



The 654 x \$997 Sales SYSTEM



BOOK HEADLINE
SOLVING IDEAL CLIENT'S PROBLEM



LEAD MAGNET
MINI
AUTHORITY
WEBSITE



HIGH SELLING
WEBINARS
+
4 Week Follow Up
Sequence

*She just plugged into
Facebook!*





Attention Authors:
How To Make \$250,000 A Year From Your Book



Step #4

**Set Your Pricing Program &
Service Structure because
You're Positioned Properly!**
(you're organized!)





Attention Authors:
How To Make \$250,000 A Year From Your Book



then You can Sell MORE
through Speaking & Webinars!

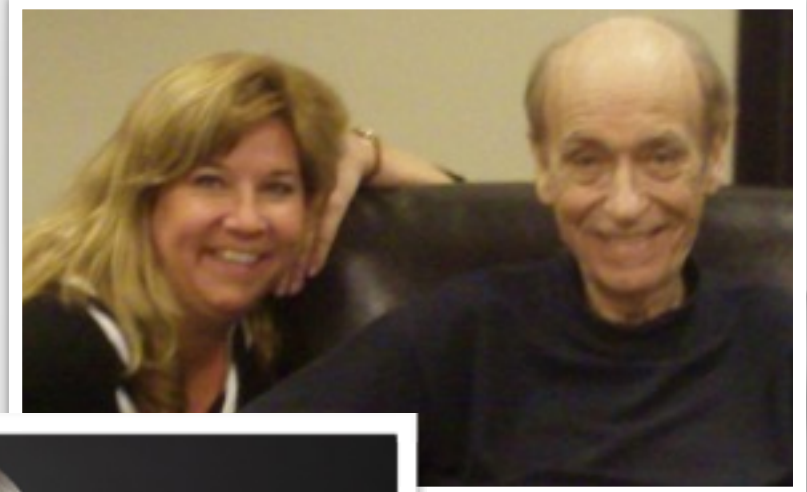
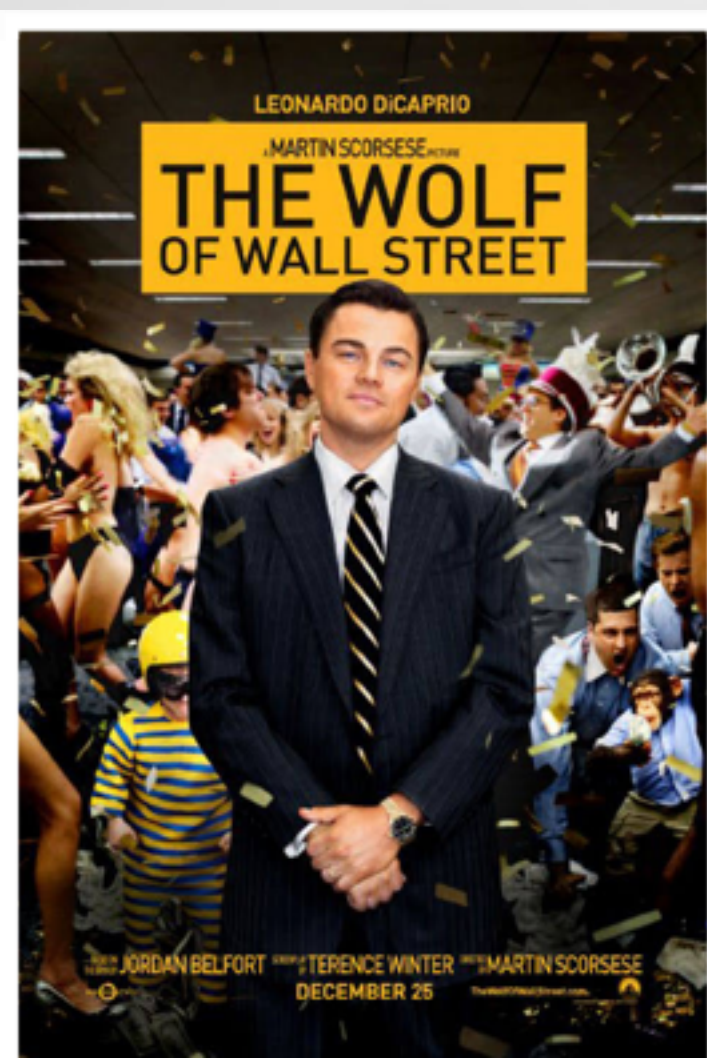




Attention Authors:
How To Make \$250,000 A Year From Your Book



WHAT'S THE ONE THING that these experts do different from you?

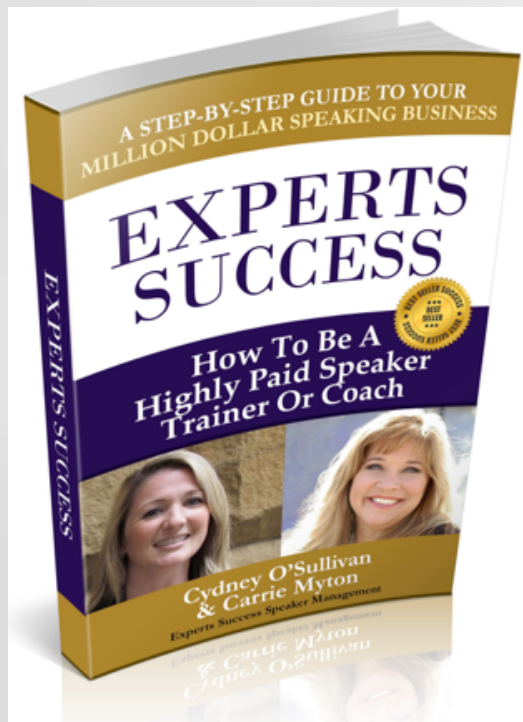




Attention Authors:
How To Make \$250,000 A Year From Your Book



Use The Proven **CLIENT ATTRACTION SYSTEM**



+



+



=



**20 Page
Power
Book**

**Distribution to
Targeted
Audience**

**Speaking &
Webinars**





Attention Authors:
How To Make \$250,000 A Year From Your Book



**and use their
AUTHORITY
to
SELL THEMSELVES**





Attention Authors:
How To Make \$250,000 A Year From Your Book



**How would you like
to get this done in
the next 30 days?**





Attention Authors:
How To Make \$250,000 A Year From Your Book



**So you can
start making money
NOW?**





Attention Authors:
How To Make \$250,000 A Year From Your Book



**This is your Invitation
To Become a RISING STAR
with your very own
BEST SELLER SUCCESS
POWER BOOK**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



TOGETHER, We will...

- ★ **WRITE Your 10-20 Page POWER BOOK**
- ★ **in Less than 30 DAYS**
- ★ **Set Up Your Book Marketing
Client Attraction System**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**Writing Your Book
will take months or years
when you don't use our
FAST & EASY
POWER BOOK Strategy**

WWW.PROFITPUBLISH.COM

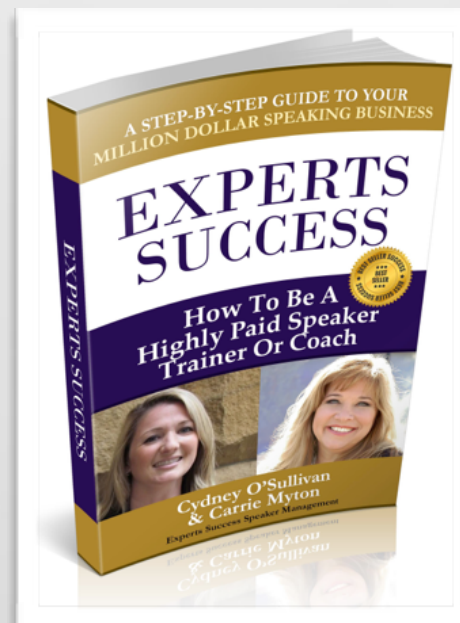
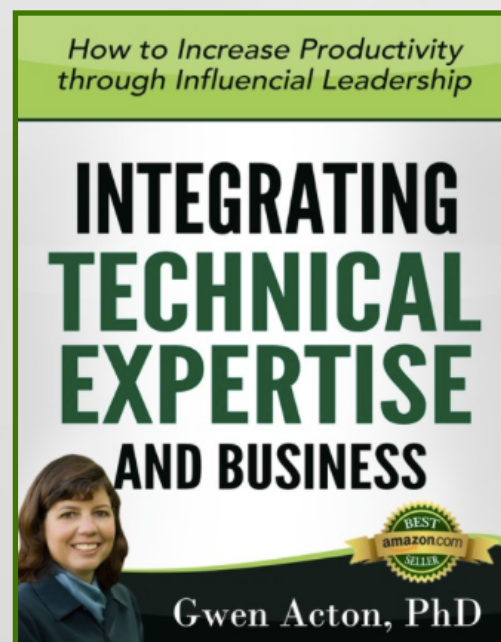
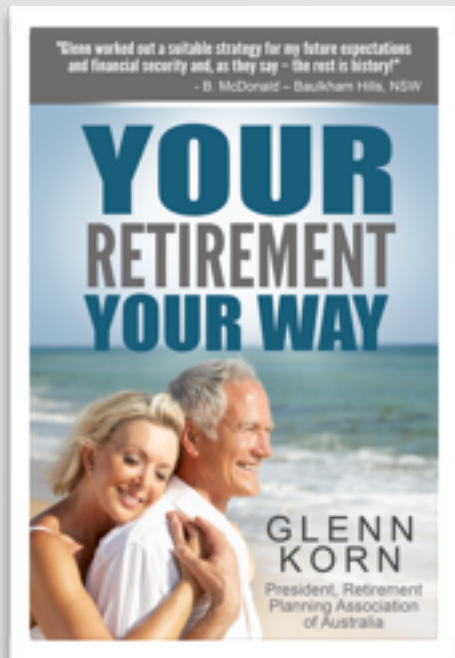




Attention Authors:
How To Make \$250,000 A Year From Your Book



- ★ PUBLISH your Power Book
- ★ Launch Your Book
- ★ Client Attraction System to **Get SALES**





Attention Authors:
How To Make \$250,000 A Year From Your Book



**We'll help you
GET YOUR BOOK WRITTEN
and
PUBLISHED
and
GIVE YOU THE PROMOTIONS
STRATEGIES TO MAKE \$\$\$**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**So You Have a Published Book
AND CLIENT ATTRACTION SYSTEM
that can be REPEATED**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**Publishing Cost:
\$2,000 and \$250,000**

**You're still responsible for
ALL OF YOUR MARKETING
(with no help usually)**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



We'll help you PUBLISH & MARKET
your book
for only

\$1997

or

**4 easy payments of
\$600 per month**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**WE DO ALL THIS WITH
YOU**

so YOU'LL HAVE A TEAM
supporting you
ALONG THE WAY



WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



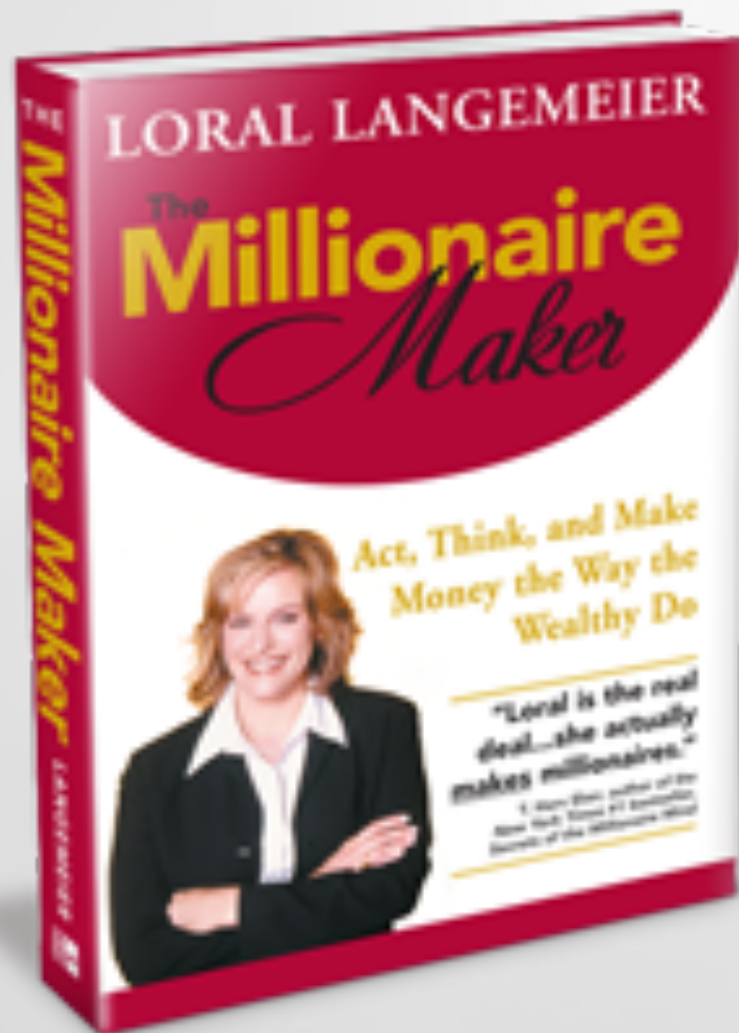
*credited more than \$10MM in
sales to his book!*

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



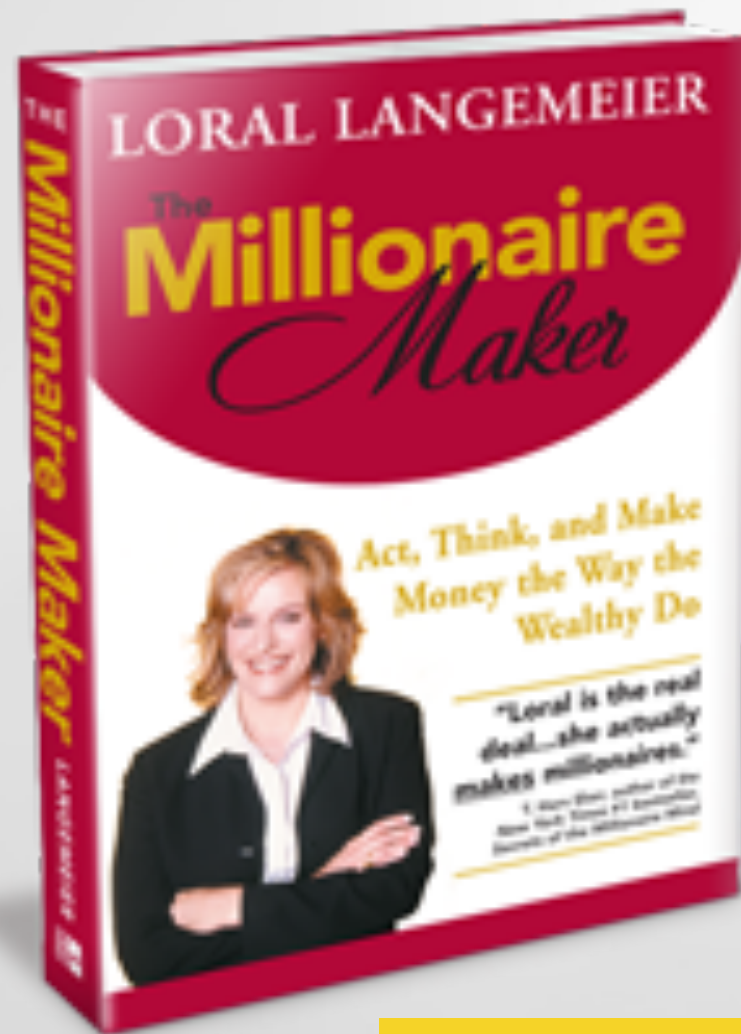
Built a
8 FIGURE a YEAR
business
from
“The Millionaire
Maker”

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



***Our Team
created over \$1M
in Sales off the
back of her books!***

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**Bernie was just
starting out**

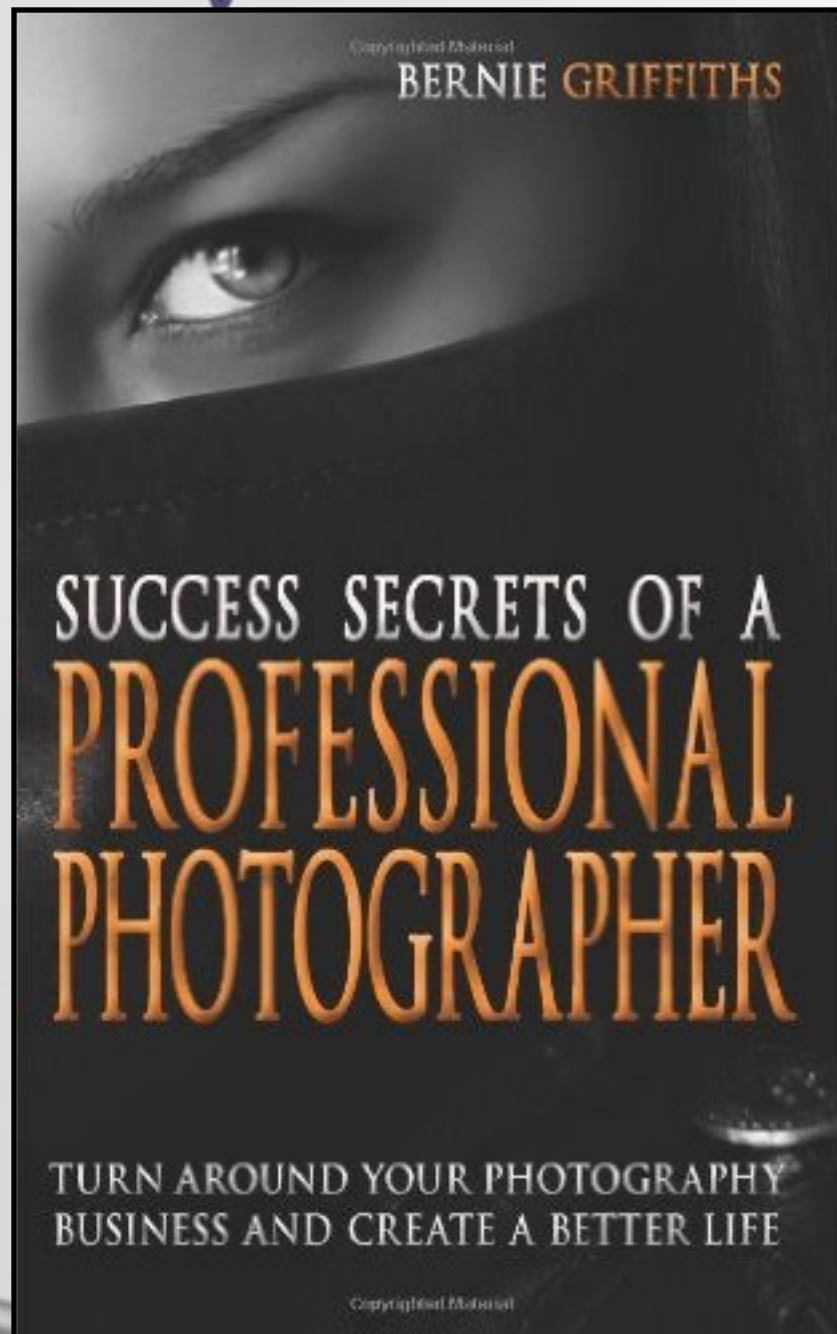


WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**Distribution to
Targeted
Audience**



JUST Webinars



WWW.PROFITPUBLISH.COM



Attention Authors:
How To Make \$250,000 A Year From Your Book



Bernie created
\$250,000
following the System
Adding WEBINARS

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



**When you become a Published
Author of the RIGHT book - it's
the Best Brochure you can
have!**



WWW.PROFITPUBLISH.COM

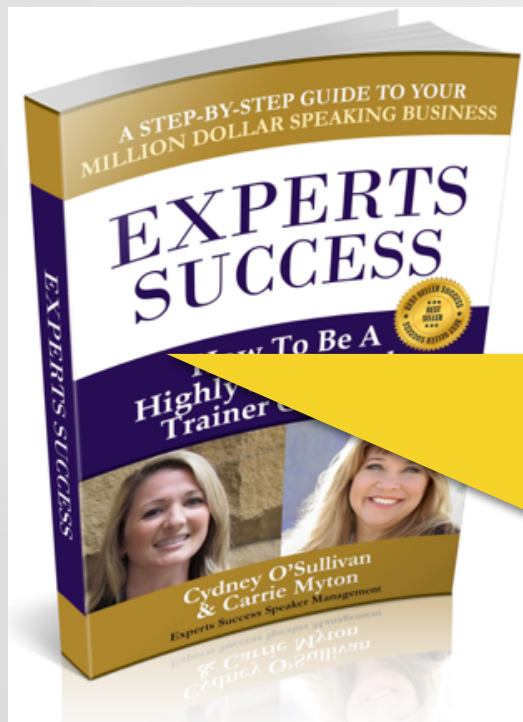




Attention Authors:
How To Make \$250,000 A Year From Your Book



We'll Create Your SYSTEM with YOU



+



+



=



**20 Page
Power
Book**

**BONUS #1
\$5000 Value**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



We'll Help YOU
with the TECH
+
SALES LANGUAGE



WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



This EXACT STRATEGY can be Applied
through DISTRIBUTION on:

1. Facebook
2. Direct Marketing
3. Linked In
4. Telemarketing
5. Email Marketing
6. What works best for you? (*Not sure?... we'll work through it with you!*)

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



If You are Not Sure what's
best...



We'll HELP YOU FIGURE IT
OUT
and

LEAN ON OUR TEAM
TO SUPPORT YOU

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



RETURN ON INVESTMENT using OUR BOOK:

1. Sent book out to over 5000 of our Target Market Clients through email & phone
2. Was asked to share book with a Dedicated Association of 10k+ members
3. Had over 400 applications and downloads
4. Had 40 sales meetings in 3 week period.
5. Sold \$2000 to \$25,000 Program

Total income \$250,000+

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



RETURN ON INVESTMENT using Speaking & Webinars:

1. Series of live training events
2. Webinar 45 attendees
3. 20 bought a \$550 training & event
4. Ran 3 more live workshops
5. Another 10 attendees bought a \$997 training
6. 15 attendees bought advanced support programs \$85,000

**Total income \$11000 + \$9997 + \$85,000
= \$105,997**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book

**BONUS
#2**

Fast Action Takers BONUS

***Your Book promoted to our 500,000
Social Media Followers to Best Seller***

VALUE \$997

- Limited to the First 10 People
- **Who Join Us NOW!**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



- ☑ **Experts Success created \$250,000 in sales**
- ☑ **Integrating Technology with Business created \$20,000 in sales**
- ☑ **Success Secrets of a Photographer created \$250,000 in sales**

**Can You Set the Next Power Book
HIGHEST EARNING RECORD?**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



Join The Best Seller Success



POWER BOOK SERIES

WWW.PROFITPUBLISH.COM



So what's the value to you to get your products, services and YOU exposed to hundreds of thousands of people and be alongside other top authors, experts and marketers?

Plus the time and \$\$\$ savings?

**\$10,000 -
\$100,000+?**



WWW.PROFITPUBLISH.COM



Attention Authors:
How To Make \$250,000 A Year From Your Book



- ★ **Our Fast and Easy System to WRITE Your 10-20 Page POWER BOOK** **\$997**
- ★ **We'll PUBLISH your Book on AMAZON** **\$997**
- ★ **Launch Your Book & Book Marketing Plan** **\$997**
- ★ **Marketing System "Done with You"** **\$5000**
- ★ **MINI AUTHORITY SITE BUILT FOR YOU** **\$497**

Total Value **\$9691** - Only **\$1997 Today**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



AMAZON AUTHOR PROFILE

3rd Party Credibility

Best Selling Author



WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book

BONUS

#3

MINI WEBSITE “Done for You”

*You can use as the LEAD MAGNET
or for BOOK SALES*

- the FIRST STEP for ALL YOUR TRAFFIC
- and Beginning of YOUR CAMPAIGN

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book

CRUCIAL STEP We'll DO the TECH FOR YOU!

How to Increase Productivity
through Influential Leadership

INTEGRATING TECHNICAL EXPERTISE AND BUSINESS



Gwen Acton, PhD

WWW.PROFITPUBLISH.COM

Want More Effective Engineers and Scientists?

Gwen Acton, PhD, steps you through how to lead, engage, and inspire scientists and engineers to get the best productivity from your staff.

This book explains how they think, and how you can engage your most important resources to improve the business deliverability.

You'll Learn:

- ✓ Why Working with Scientists and Engineers Is Different.
- ✓ How to Lead and Motivate Your Technical Team to Hit Business Goals (and Why It's Different).
- ✓ How to Communicate Effectively With Your Scientists and Engineers.
- ✓ How Making Just a Few Small Changes (With the Most Intelligent Department) Becomes the Most Cost Effective Improvement in the Organization.

How to Increase Productivity
through Influential Leadership

INTEGRATING TECHNICAL EXPERTISE AND BUSINESS



Gwen Acton, PhD



Download
Now

CLICK HERE

Download on
iBooks

“The case studies were on target and also showed the entire group how much they have in

“We gained some valuable insights on our culture and how it impacts our productivity, as well as some useful tools

“Gwen was able to elicit key issues for our group through work done before and during the retreat, and helped us identify barriers and facilitators to moving forward. She enabled us to focus on actionable items...”

“Thank you very much for your amazing course on Influence without Authority. I really appreciate the work you are doing with training scientists how to move further up in leadership and business.”



Attention Authors:
How To Make \$250,000 A Year From Your Book



Our Solid, 100% 30-Day Money-Back Guarantee



Show up, Do the Work &
We **GUARANTEE** this will
WORK for You!





Attention Authors:
How To Make \$250,000 A Year From Your Book



- ★ **Become an Amazon Published Author - in as little as 6 weeks!** **\$997**
- ★ **We create a MINI-WEBSITE just for your book!** **\$497**
- ★ **Professional Legals, Descriptions, Formatting, Cover, Layout and Format** **\$2200**
- ★ **PLUS: Get Ongoing Promotion in the Best Seller POWER BOOK SERIES**

Total Value **\$9691** - Only **\$1997 Today**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book



- ★ **Our Fast and Easy System to WRITE Your 10-20 Page POWER BOOK** **\$997**
- ★ **Launch Your Book & Book Marketing Plan** **\$997**
- ★ **Client Attraction System Creation with You** **\$5000**

Total Value **\$9691** - Only **\$1997 Today**

WWW.PROFITPUBLISH.COM





Attention Authors:
How To Make \$250,000 A Year From Your Book

BONUS

Fast Action - First 10

***Your Book promoted to our 500,000
Social Media Followers to Best Seller***

VALUE \$997

- Limited to the First 10 People
- **Who Join Us NOW!**

WWW.PROFITPUBLISH.COM

