



**How to set up a simple home
publishing business from your own
home that can earn you
over 50K in your first year
- starting from scratch.**

Expanded from the best selling *Home Publishing Workshop* hosted by Phil Gosling, million best seller and chairman of The Home Publishers Association, this series is the world's first, and best guide to starting your own highly successful home publishing empire.

The Home Publishing

Revolution

Part Deux

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Go to Adobe.com and follow the instructions to download a free copy of their Acrobat Reader (version 4 or above.)

Then go to the HPA website on www.homepublish.com and use your PIN number to download this part as a PDF file that you can view or print in full colour.



R U First on the beach?

First on the Beach

The Home Publishing Workshop

Comments received from delegates

Excellent ... it confirmed beyond doubt that the Home Publishing route is where I want to be. Wow, what a day Friday 26th February was. - Chris B.

A new career for the future and one I feel I will get enormous pleasure and satisfaction from. - Bill H.

Delivered as promised a step by step guide to a cannot fail project. - Brian C.

Such was the huge content of the seminar it could easily have been held over 2 days, otherwise it was excellent. - Steve F.

Thank you so much for the seminar on Friday. It was invaluable. - Jon F.

... a great deal of vital information has been imparted - I like it. - Martin J.

It has given me lots of ideas on projects. I have also received step by step instructions on how to do it.

Most importantly, ongoing support. - Surin. K.

It provided a blueprint for my future activities.. your Project Analyser is priceless. Brian W.

The workshop lived up to my expectations ... covered all. - David M.

The discussion right at the end doubled the value. I give it 10+ out of 10. - Tony C.

The Home Publishing Workshop is held once a month for 15 people only. For more information and an application form please write to the European Hub address on page 46.



The world's greatest business

Continued ...

Choosing your first project – The Project Pyramid.

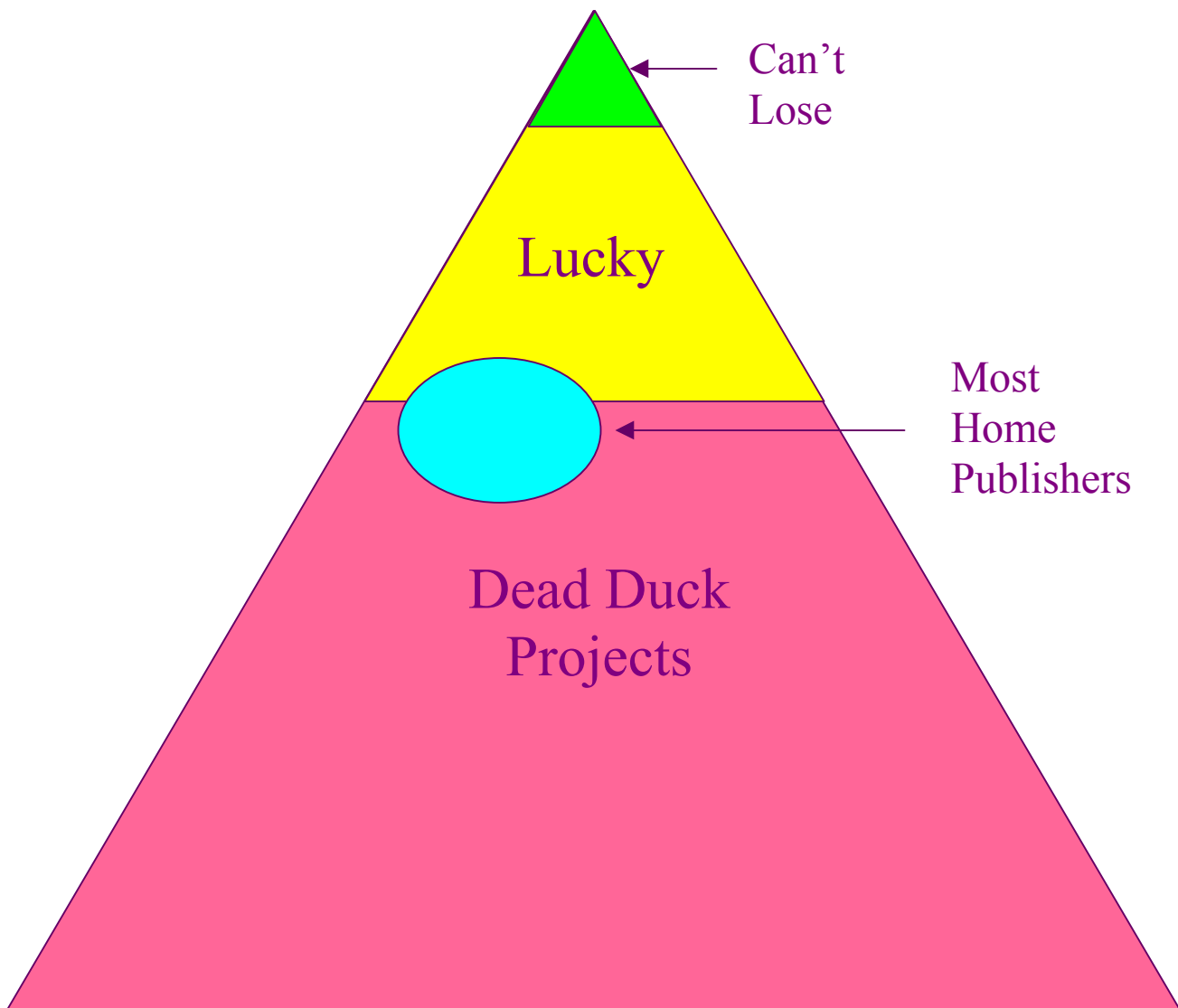
Have you ever wondered why most people never make any money in Home Publishing? There are many reasons, but the main one is that everybody plays follow-my-leader; which is great if the leader is getting it right! If he's not then the blind are leading the blind. We have to decide if you (you are your best leader) are in the right ball park. Most are not.

Imagine that the sum total of publishing projects can be represented by the pyramid on page four. By area alone, nearly three quarters of the pyramid – the bottom section – are projects which most wannabe Home Publishers will lose money on. The reasons why they lose money on these projects need to be understood so that you can avoid them in the future. In simple

terms, success in Home Publishing occurs when you avoid the money pits.

The Project Pyramid

Why most people lose money at Home Publishing.



Dead Duck Projects



Dead duck projects aren't as obvious as they seem. They are nasty, sneaky little devils, set up by infernal powers to bleed mankind.

It would be very easy to sink your heart, soul and bank balance into a typical Dead Duck Project and draw a complete blank – no customers or interest whatsoever. Not so. This rarely happens. What happens is that you get a *reasonable* response at the very start; not enough to make any money and certainly not enough to break even, but just sufficient *to encourage you to proceed*. You then spend more marketing money and get a few more interested customers, but again, not enough to make it pay, only enough to make you *think* it will pay.

The Dead Duck Devil will play this game with you for as long as it takes to completely demolish all hope that you will ever get anywhere.

This is why it is so important to choose projects that have the very best chance of success, and 50 – 50 isn't one of them. Halving the number of viruses in the patient just makes him sick later.

The "I Got Talent" Demon

The Dead Duck Devil has a younger brother who has learned his lesson well. He starts his little game when a first time publisher hits pay dirt and scores on his first ever project *but without knowing the underlying reason why*.

This success is arrogantly put down to talent. However a reality check would reveal that good fortune favoured the outcome and talent had nothing to do with it. There now follows a string of disappointing failures as the author tries one project after another without success and he still doesn't know the reason why.

“The only way to duplicate success is to find out what caused it”

A fellow home publisher had written a book on things to do in and around a large holiday resort. Furthermore, this resort was being advertised by only one marketing company, part of a group owned by the owners of the resort. Thus all enquiries from the public came to the same place. The resort owners were happy to include a brochure and articles within their own literature concerning my friend’s book and sales were good.

Unknowingly, my acquaintance had stumbled across a major secret in home publishing: an easy-to-contact captive market who wants this kind of information.

When I spoke to him about it he paid lip-service to this fact. “Great,” I said. “Now you can duplicate the idea and make good money.”

Now, I don’t know whether this is the *I Got Talent Demon* in action or whether a successful book clouds the mental faculties, but what my colleague said with his mouth wasn’t linked to his brain.

The title of his first, successful book was something like: 101 Things to do in Resort X. OK, it’s not Hemmingway but it’s a perfect title for people who are interested in Resort X. In fact the title says it all doesn’t it? It’s a headline, explanation and copy all in one go. Also he’d found a captive audience, all of whom were already interested in the resort, and he’d completed the success formula by finding a way to contact that market easily and cheaply.

So you’d think, wouldn’t you, that Einstein would have explored other resorts, done the same thing, and cleaned up? No way.

Air-head’s next book is entitled Raffer’s Year. Now what does this title tell you? Nothing. In fact, Raffer is his dog. And Raffer’s Year alludes to the story of his first year of life. The book is effectively How to Bring up Your Puppy in the First 12 Months.

Of course it didn’t sell. When I told him the title was poor he launched into an hour-long explanation. I told him that if he was prepared to stand outside the book-seller and give this explanation verbally to every passing customer it should do very well. He didn’t get the hint. In reality he couldn’t change the title because the dope had already printed 10,000 copies in full colour.

He'd also fallen head-first into the "too large a market" or "everyone wants this book" fallacy. The puppy market is vast, and there are already a million books on puppy rearing. The cost of reaching that market by placing ads in dog magazines wasn't too bad but with so much competition the results weren't going to show for years. It was going to be a major marketing campaign. And yet he had in his hands a formula for a series of successful books which were almost exclusive and sold themselves. He still isn't listening. Now he's set up a website and probably expects the world to beat a cyberpath to his site if they type "puppy" into Yahoo! Wrong again.

Now he's started project three. It's a bubble. (See below.) To say some guys never learn is indeed an understatement.

The usual reasons for failure are a poor choice of project, lack of marketing know-how, poor or non-existent costings and the strong probability that they are more author than publisher.

Bubbles ...

Floating uneasily in a bubble in the centre of the pyramid are those projects started by ex Biz Opp people based on their own experiences in what is a very shallow and often devious little world. They play follow-my-leader, copying other wannabes, or just follow a monthly sell-on type home publishing programme. They are mainly in this area because they have been educated into thinking that Direct Mail is the answer to Life, the Universe and Everything.

Well, it was once, and still is in other areas. But generally speaking the bizop direct mail specialists these days are now often people whose methods of persuasion and final product have more in common with second hand car dealers than publishers. In real terms the cost of good bizop mailing lists has nearly doubled in the last 24 months and the market is infested with brokers making a quick buck selling "hot" names out of telephone directories.

The bizop market, and this includes all those Multi-Level-Marketing Plans selling dishwasher powder or multi-vitamins, has been devalued by so many scamsters that the public perception of it is now very poor indeed. Once upon a time in the USA people could say with pride "I'm in multi-level-marketing". Now they don't mention it at all or change the name to something unrecognisable like "I'm in bi-linear retail networking." As a

“Any business in which you rely on others to do any work in their own time is doomed to failure”

result of this public scepticism, direct mail copy is getting longer and longer, trying to convert a highly suspicious market. This is Home Publishing the hard way.

I say hard, but for the unscrupulous it can be very lucrative. Some of the millionaires in home publishing got there by very devious means indeed.

Now, it isn't the role of this course to preach ethics. The role of this course is to give you information and what you choose as your moral base-line is your decision. I know what my moral base-line is and some so-called millionaires in this business will have a seriously bad time explaining their actions to the Powers that Be after their demise. I prefer to sleep the sleep of the innocent.

These guys all work in the same way, and always in bizops because this market is easily contactable by direct mail and everyone in it is there because of a desire to make more money.

So, if you want to make a million very quickly, here is how the shysters do it.

The headline of your copy will be something like *How to Become Filthy Rich in Five Minutes*. These titles are corny, but they get 'em every time!

The first paragraph is always the same, words to the effect: *Ten years ago I was broke, now I own three houses with built-in Jacuzzis, fourteen cars and take five holidays a year in the best hotels in Bermuda*. That sort of thing. This can go on for pages and is designed to sell the sizzle, not the steak.

The second stage is something like: *I've tried doing this and that, tried all the bizops and never made a penny. Then, out of the blue, a friend suggested I tried this idea .. blah, blah*. This makes it a secret. You are going to be introduced into an Inner Sanctum of secret knowledge.

The third stage is the *You Can Do This Too* stage in which the writer tells you how unqualified he was and that this plan is so easy, anyone and his dog could do it.

The next stage is the *Buy It Now Carrot*. The writer wants you to commit yourself now, not in two days time. It is a well known psychological fact that all decision making is based

on emotions, not logic. The hype in this copy is designed to appeal to the reader's emotion and the writer must strike before the ice-bucket of logic cools it. This is done by thinking of a number that is higher than the actual sale price and then offering a huge discount if you buy it today. Of course, the lower price was the real sale price all along. You could send in your coupon ten weeks later and still get the discount.

That's not quite it. To a certain extent this is normal. We are all conditioned to expect a degree of hype. At this stage all that the writer has sold is the idea of getting rich. He hasn't even mentioned a product and if he has, there is no detail. The difference between a product that is a genuine offer and a "I'm going to be a millionaire publisher as quickly as possible" scam is two fold. Firstly you rarely know exactly what it is you are buying, and secondly, you won't get a refund.

You are buying "blind", based purely on hype. You have had no chance to see the product. When you do see it, and discover it's a badly produced booklet on *Licking Cars Clean for Cash* you will discover that the *No Risk, Win-Win* guarantee is carefully worded to say "*Try this first for 30 days. If you are not completely satisfied ...*" which means that unless you can prove you have licked several cars clean you won't get a refund.

The secret of this kind of publishing is to offer the earth, supply mud, and wriggle out of refunds. That is how some are doing it. Now you know. This course isn't about that way.

Lucky Ducky

The centre section of the pyramid I call "lucky". By that I reckon the chances of making a project in this area succeed are about 50-50. I think this element of chance is far too high. A good project may not take a great deal of money to get started but it does involve a deal of research and development. Why should you go to all this trouble for a project that only stands a 50 – 50 chance of making any money? No thanks.

**“God does not
guarantee a
harvest. What he
guarantees is
no seed
– no harvest”**

I prefer to bet on certainties. At the very top of the Project Pyramid is a tiny area in which projects virtually cannot fail. Oops! I said virtually didn't I? Well, I heard a saying once that is very true – *It is impossible to make something foolproof. Nature will produce a better fool!*

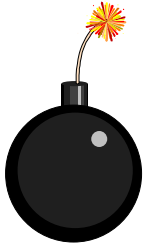
In my last zillion years in business I have had to deal with many fools and believe me, some of them could louse up boiling an egg. I particularly like the guy who paid through the nose for high quality mailing name labels. He even paid a premium for “recency”, and then waited over nine months before he did anything with them. Of course the names had gone cold and he didn't get a result. He never understood why.

So, when I say that the top of this hypothetical pyramid is virtually foolproof I mean that a well meaning fool will louse it up almost as well as if they were working on a dead duck project. *However, someone who knows what they are doing will stand a very high probability of success in this project area.*

The first stage in deciding which project to work on is to clear your mind of distractions and decide where your idea fits in the Project Pyramid. This means identifying the money pits so let's look at some right now.



Seven Dead Ducks



Otherwise known as projects to avoid.

Any project in which you rely on others too much.

Many years ago I owned a business that dealt in world-wide transportation. We had to get a truck into a factory in Carrara, Italy, to pick up a consignment of marble. It was vitally important that a particular crate was loaded onto the trailer so my company went all out to make sure it happened.

First, we faxed the Italian company with the correct box number. Then I personally spoke by telephone to the person responsible for loading the truck, offering him a “drink” (understood to be a bottle of whiskey) as an international incentive to foster good relations between our two countries! I then spoke to the driver of the truck and gave him a copy of the fax.

On the day of collection I asked the driver to telephone me and confirm the correct box had been loaded, which he duly did. “Are you sure?” said I. “Definitely”, said he. I even phoned the factory for a second opinion. Short of doing it myself, what else could I have done?

Well, you’ve guessed it - wrong crate. It’s exactly the same in Home Publishing and it applies to any other business I know of: - CONTROL; The fewer links in the chain, the less likely it will snap. Nothing



OCHPP – Organiser Controlled Home Publishing Plan

A Home Publishing programme in which you sell another person’s work. He can dropship the goods to your customer directly, either giving you a commission, or do it on a wholesaler-retailer basis. Ask what contingency plan is available if he should drop dead tomorrow!

DropShip

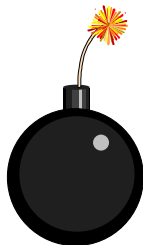
I sell you a widget, take the order and process it but then give your shipping address to International Widgets Inc for them to send it to you directly.

“Only gamble on certainties”

on earth is more soul destroying than seeing a project you've poured your heart and soul into go straight up the Swanny River because of a fool in the chain.

If the project you have in mind *must* have others within it, then avoid the project.

Examples are Multi-Level-Marketing projects of all kinds. Projects where you have to depend on *one* supplier of product or services such as Organiser-Controlled Home Publishing Programmes (OCHPP). The only exception to this rule is if YOU are the main man, the top of the heap, the ultimate organiser of an MLM operation or OCHPP. (See later.)



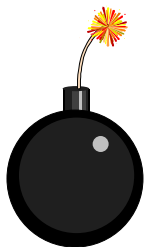
Any product that can be found in retail outlets

This is so simple I cannot understand why so many people, particularly those doing MLM projects, make this elementary mistake.

If you have the option of waiting several days (often weeks) before receiving something by mail order, or getting it the same day from the local store, which would you choose? Note also the fact that most mail order goods are more expensive than retail goods.

We are in a “I want it, and I want it NOW” mentality and if you offer anything that is available more quickly elsewhere then you are on a loser.

The only exceptions are if it's your own product in those retail outlets or the country you are in doesn't have a high density of good shopping areas.

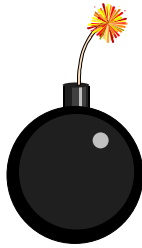


Advice on health issues.

Are you a doctor? Don't write advice on any medical issue unless you are fully qualified. The only question that the prosecution needs to ask – (as you sit in court after some little old lady had a heart attack after reading your advice about exercise

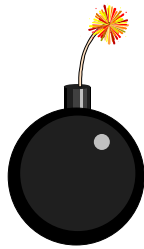
being good for little ol' ladies) – is “are you a doctor?”. The moment you say “No” is the moment you will regret forever!

FIND a doctor to write for you by all means but don't do it yourself unless you have lots of defence money.



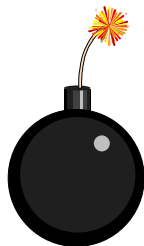
Advice on Financial Issues & Advice on Legal Issues

Both of these categories should be treated in the same way as health issues due to the volumes of legislation inherent in these areas.



Too big a market area

Already discussed in part one, a common fallacy is to choose a market that is too general in nature and thus expensive to advertise in.

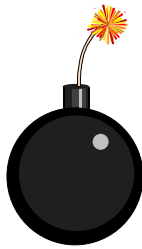


Difficult to reach markets

It doesn't matter what size your market is if you cannot reach it. You may have a fantastic book on Widgets for Widget enthusiasts, but unless there is a magazine for them, or a targeted mailing list, or some other vehicle to get your message in front of them both easily and cheaply, then you've got problems.

MONEY PITS

These are 50-50 or “Lucky” project areas. If you are lucky you may make some money but most people, particularly first timers will encounter the effect where you are tantalised by enough sales to pour more money into it. I avoid this area.



Bizops

I know a lot about the business opportunity market because for many years I published a newsletter about this subject, and what a peculiar subject it is.

People first enter this world by means of an advert or direct mailing promising some new business opportunity, usually details of a new part-time career. Some are well intentioned, some even work, most don't. But this isn't an analysis of the bizop world.

With regard to home publishing projects we can identify three kinds of bizop.

1. A manual offering a business plan of some kind.
2. A manual offering a business *in which you re-sell the same manual to others.*
3. The Home Publishing Plan. A series of manuals, like an educational course, in which you not only buy the series for yourself, but can re-sell *the series* to others.

People who have been steeped in the bizop world are easily blinkered into assuming that this is the only place to make money. Not so, and this course goes a long way to showing the falsehood in that thinking. Yet it is often the case that new home publishers will make their first attempt by *copying what they perceive is success* in the bizop world, and writing their own version, usually in categories 2 & 3 above. This is because of the written content in these categories.



**“Plagiarism
saves time”**

Category 1 is usually about some kind of part time enterprise you can set up from home. Most *Blinkers*, (those home publishers blinkered into going down the bizop route) will not choose this category because they don't have such a business in mind.

This is not the case with categories 2 & 3. Almost invariably, manuals in these areas are incestuous. By that I mean that someone will write a category 2 manual and offer it for resale by others. What's in the manual? Instructions on how to resell the manual, filled out with income projections and a bit about how much of a ball the author is having! It's a classic cycle: *Get rich quick selling this book on how to get rich quick*. Being a purist I regard this as a con trick. Trying to become a millionaire by writing a book pretending you already are a millionaire is typical bizop hype. You have to be successful first – then write the book. Well, that's what it says in my book anyway.

When you read such books two impressions are created, both of them invariably false. First is the impression that this book is a smash hit best seller.

Just because the author is telling you he's successful doesn't mean a thing. (In reality it is very unusual to make money selling any one-off manual by direct mail. If it's a category 2 resell type, then the author will only make money if he subsequently acts as wholesaler and supplies all the books sold by others.)

I have had the experience of seeing several such “successful” publishers and been disappointed to see evidence to the contrary. In two cases I was initially impressed until it became clear that both had partners (in the marriage/social sense) who had well paid jobs, so most of the opulence I witnessed was the good income from one partner added to the few luxuries created by the home publishing partner. To find a pure home publisher, whose only source of income is this trade, AND who is living well is quite rare. I believe that's because most newcomers go down the wrong Home Publishing route (i.e. Bizops).

The second impression generated is that Direct Mail is the golden path to riches and fortune. Yeah, okay. But this path goes both ways and the other leads straight to poverty.

**“Don’t let your
current appetite
steal your
future feast”**

Blinkers are playing follow-my-leader, but often it’s a case of the blind leading the blind down a blind alley in the dark!

To be “lucky” in this area you must create a manual that has some new and interesting bizop information *that is independent of instructions to sell the manual*, i.e. it is worth reading just as a good read, and offer it for resale by others in such a way that they must buy the books “wholesale” off you. In this way you will have “direct” customers who buy off you at the full retail price, and these same people, if they become agents, will also buy the same book off you at a wholesale price (about twice the production and packing cost) in order to supply their own customers. In this way you are selling lots of books either at full retail price, or a wholesale price that is at least a 100% mark up on the cost of printing, packing and posting the book.

This is a very good way of making money but has one drawback. What do you put in the manual? Nearly everyone that tries this route writes something about *How to be a success in business* while only possessing the most rudimentary knowledge themselves. Most people know nothing about business. They cannot even run their own domestic lives properly.

The bizop market is now full of clones, all copying previous works in some way, shape or form. If you want to succeed in this area you will have to conquer the desire to copy, and create some new information.

This applies to the single manual, category 2. In cat. 3, the Home Publishing Plan, we see the same principle but supplying a whole series or “educational course” of books. This is a very powerful income area, possibly the biggest income area in the whole of home publishing, that we will go into in detail later.

MLM

Before leaving bizops there are two pieces of information I should like to give you concerning Multi Level Marketing.

Although not home publishing it’s worth mentioning as some people often consider creating a course (e.g. some clones of The Delfin Programme) and selling it through MLM methods.

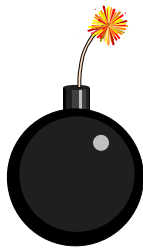
Point one. A well established seller of MLM software (programmes that work out the commissions payable on all the different levels [indeed only modern computing has made MLM

viable]) makes a strong point that the *originator* of a MLM plan rarely loses money and often makes a fortune BUT...

Point two. MLM in the USA is not the same as in Europe, particularly Britain.

Many US based MLM programmes have a hard time outside the USA and Canada. The authorities in Europe generally have a jaundiced view of such plans and there is a minefield of legislation specifically designed to stop MLM in its tracks.

Another point to consider is the size of your market. The originator of an MLM product must have a huge, possibly world-wide market. If the size of your market is only small then you will make more money by selling to this market directly as a retailer rather than by starting an MLM project.



Publishing other people's work

The term "Home Publishing" is an awkward one because many people have come across this expression when dealing with companies and individuals who offer a range of standard booklets or reports for resale. Typically these plans involve you buying the reproduction rights together with a marketing plan. The marketing plan consists of examples of advertisements that you can place in magazines.

Most people don't make money selling other people's reports. It's obvious really. You and I buy the right to resell a report, say, about vacation jobs for students. Our instructions are to place an advert in various magazines. As more and more people buy these rights, more and more people are placing the same ad in the same magazines until the whole thing becomes a nonsense.

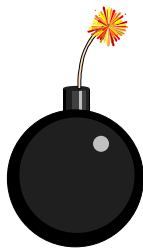
The correct way is to *create your own advertising* and make it unique. The first of the following ads is the "original" as suggested by the plan owner, the second is my version. Both are for the same report.

Vacation Jobs for Students.

Find out about all the jobs available to students world-wide
Apply: F. Kowalski
Ryeville, AR
728326 USA

**STUDENTS -
MAKE MONEY
NOW**

Top Ten BEST
vacation jobs in the
world ready NOW.
Apply: P. Gosling
2376 Alte Aue
Hamburg, Germany



Avoid stuff you have to sell

Wherever possible I supply *answers to problems*.

Let me give you a wonderful piece of advice. If Home Publishing belonged to some secret organisation like The Magic Circle, they'd throw me out of the club for revealing this awesome offering of pure gold. Follow this advice and you'll make money anywhere in the world, anytime, night or day.

People don't buy prevention, they buy cures.

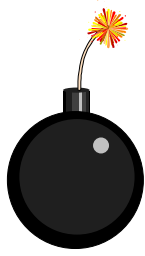
Or, put in a better way:

You have to sell prevention, but they will flock to you in their multitudes for a cure.

Here's my blunt version:

Don't tell someone they're about to fall in a hole. Tell them how to get out of the hole they just fell in!

I look for people who have a need or enthusiasm for something. If they need to make money quickly, I tell them how it's done. If they are mad keen on hog wrestling, I do the Hog Wrestler's Newsletter. Either way I don't need to sell the *idea* of making money to people, or hogs to hog lovers. The package is pre-sold. All I do is provide the product. Generally speaking I don't *sell* anything.



Zero back-end products.

A back-end product is another item that you can offer to someone who is already a customer. If you have a one-off product, such as a single manual, or report, or booklet, then think about creating a follow-up item.

I never have a single item product. My specialist areas are newsletters and educational courses. Both of these have automatic back-end products as you'll see later.

So why have a back-end product? To make money. Not, please notice, to make *more* money. When we get on to discussing the eight types of project presentation, you'll see how to choose the right one with this in mind.

Heads I win Projects

Cannot fail Projects

- **Software solutions**
- **Dial a Fax on hot issues**
- **Admags**
- **Hobby/Enthusiasts Newsletters**
- **Products for subcategories of major mags (Easily contactable markets of enthusiasts)**
- **Hot problem solutions**
- **Top Ten Parodies**
- **Commercial business plans**
- **Genuine make money plans with street cred**

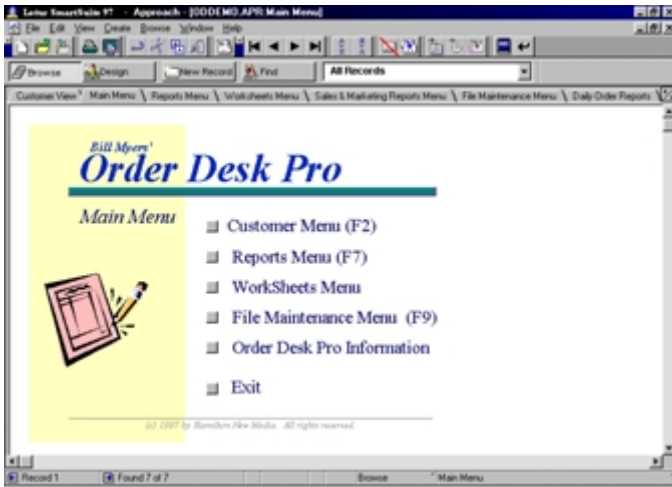
Software solutions

When Bill Myers first started out he made it big with newsletters. Bill is constantly on the lookout for changing trends and I recommend his newsletter. Check him out on www.bmyers.com.

Bill moved out of newsletters when he saw an even bigger need staring him in the face. He realised that the World Wide Web was about as user-friendly as a hungry Doberman with attitude. He correctly surmised that there were zillions of people out there who were tying themselves in knots trying to make their web pages work. So Bill now designs tools to help people use unfriendly computers.

His first effort was to produce OrderDesk Pro, little more than an order taking, label printing customer record programme and he did this by learning how Lotus Approach worked and prepared it on that.

He turned it into an all-singing, all-dancing programme for anyone doing business by mail order.



His second effort, and the current one at the time of writing this part is e-Showcase.

This is a brilliant idea. He simply created a template for a website with simple tools that would allow the site owner to alter the site to suit his or her own requirements.

I mention this only because Bill has succeeded, once again, to create a project that fulfils all the criteria necessary

for success.

Did he look at the market first? – you bet he did! Is this market easy to contact? Yes. The names of his software programmes are simple and unique, so if you know the name of the programme, a search engine will probably grab it for you.

Is the market cheap to contact? On the internet – of course. His site was already well known by thousands of people through sales of his videos on newsletter production and product creation. He locked into an existing audience.



Now he's producing easy versions of those parts of Websites that are difficult, e.g. readymade, secure order forms.

If you are into software and computers (I'm not) then his website is the place to go.

**“Any plan
actioned today is
better than a
perfect plan
actioned later”**

Fax-Back

This is covered in full later. This is a one-off hit project that can make serious money.

Admags

Also covered later. Admags are magazines in which the entire content is advertising, e.g. Used cars.

Hobby or Enthusiasts Newsletters

Also covered in great detail later including a step by step example and a full marketing plan for you to copy.

Products for subcategories of major mags (Easily contactable markets of enthusiasts)

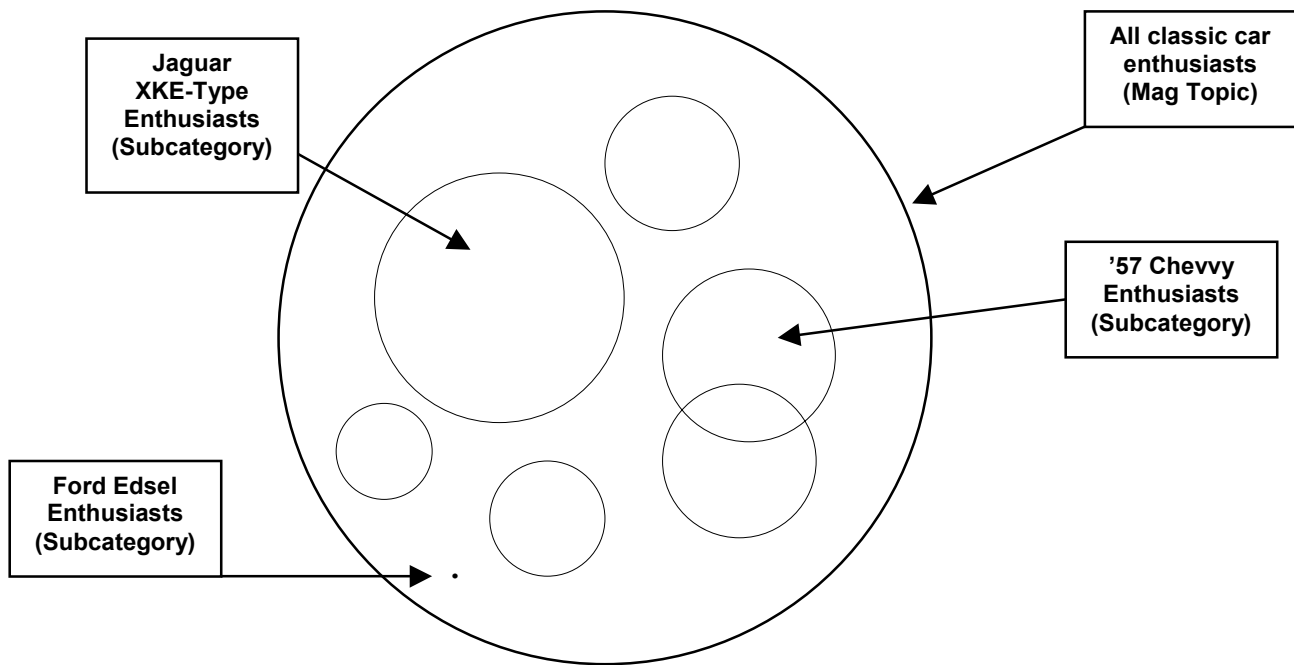
A huge project area for serious home publishers. Nearly everything I do or recommend for start-ups is in this area. This is similar to hobby/enthusiasts newsletters but covers all the other types of media as well.

Sometimes newsletters may not be the best option. You may not like deadlines or enjoy the intimacy that newsletter editors often get with their subscribers. You may wish to offer a short course – three or more manuals, or a video, or audio tapes. Whatever the media involved, the project will always start by taking a journey through magazine-land to see what others are reading. By looking through all kinds of magazines I will be able to judge what is turning people on. I will see what they are spending money on. This gives me power. If I know people are buying widget information, all I have to research and deliver is – guess? Widget information!

And where, mon brave, will moi advertise his wares – in the same magazine that gave me the trend. More on this later but

note very carefully what the rules to this game are. Writing something is easy. Selling it is hard if you have to persuade lots of people to buy it, particularly people who you don't know and cannot contact easily and cheaply.

So work backwards! Magazines (as you'll see later when we take a successful newsletter apart) are read by groups of people who share both a specific interest (i.e. a subcategory) and a common interest with the magazine topic. (See below.)



A magazine usually covers a general topic e.g. Sports Cars. It is read by individuals who themselves belong to subcategories of the magazine topic e.g. Ferraris. By identifying a subcategory and creating informative reading matter for them you can then market to that group by means of the same magazine.

Magazines don't have a monopoly on reaching subgroups. The story of Dr D.G. Hessayon is worth relating here both as an example of how to contact groups easily as well as showing you how a small, home-made project can suddenly quantum leap into an international organisation.

This story starts in the United Kingdom. Travellers and residents of this, the most densely populated country in Europe, are often amazed at the diversity of green fields and meadows. Microscopic in scale to the corn fields of Iowa, or parts of Australia, it is nevertheless, a patchwork quilt of green beauty, probably unsurpassed anywhere in the world for packing diversity into a small space.

This is due to the weather and a quirk.

According to the US travel writer, Bill Bryson, the British don't have any weather. In the US, for example, weather can kill you. Snowstorms can go on for weeks. Temperatures can plummet to -60 degrees and more. Weather kills.

In the UK it is highly unlikely that a tornado will plough through a vicarage tea party and project little old ladies and their croquet sets several thousand feet in the air, or shoot cucumber sandwiches through walls at 150 mph! The British don't have weather, they have rain – endless, everlasting drizzle. This means they also have grass – lots of it.

The quirk is that Napoleon was wrong in calling Britain a nation of shopkeepers. The most rudimentary observation would reveal that they are gardeners. Britain is 65 million gardens back to back.



Example of the series of best selling gardening books by Dr. Hessayon

Enter, stage left, Doctor D.G. Hessayon. He wrote a book called The Lawn Expert and within a few short years did little doctoring but became Transworld Publishers with offices in New York, London and Vancouver. Rumour has it that the seriously wealthy now have their own little island somewhere (the old symbol of wealth) but with a perpetual party going on at one end so that they always have one to go to if they feel in the mood (new symbol of wealth.) Looks like party time Doc!

But how did he achieve this success? Was it by accident? Did he just write a book and hope it would sell?

Not a bit of it. The same principles of publishing outlined here were used and very successfully. In fact it was he who put me on the right

track when I realised the enormous simplicity of his marketing.

First of all look at the title. The Lawn Expert. All his books now have the same title format – The “Something to do with gardening” Expert. What does this title tell you about the book, what’s in it, and what it can do for you? That’s right – Everything. It is the most brilliant title. How many titles can you recall that say everything you need to know in three words? Think about this when devising your own titles.

Secondly, how do you think he went about trying to contact several million gardeners? Most people would have said “ads in newspapers”. Armed with your knowledge to date, you may say “ads in gardening magazines” and this would be quite right. For my part I would have said “press releases” and I’d have been right also. Yet the good doctor homed in on another area that is virtually free marketing – Retail Display Advertising.

Retail Display Advertising

This was seriously clever. Newspaper advertising for a gardening book is mainly wasted. Magazine advertising in a gardening mag is far better but both of these require money. Also, not all serious gardeners buy magazines – they’re too busy gardening! What the Doc realised is that many, if not all half-serious gardeners will go to a gardening store, or gardening centre as they are called in the UK. Because they are the size of supermarkets, and because the entire UK would fit into Texas, there are not that many gardening centres in the UK. Indeed when The Lawn Expert was first published there were fewer still.

So our enterprising author left books in gardening centres, probably on a sale or return basis, and the rest, as they say, is history.

At first glance it would appear that he took an awful chance because these books are in full colour and he had to spend serious money getting them printed before placing them in retail outlets. Yet did he take a chance?

I don’t think so. He did his homework. At the time there were no books on lawn maintenance. This subject was just one of those covered in larger gardening books at that time. In fact he chose a subcategory of a topic that was very popular in books as well as magazines. He also realised that anyone with a lawn, whether he was a gardening enthusiast or not, had to cut and tend

**“Always two
there are.
A master .. and
an apprentice”**

it once a week. At some point they *had* to go to a gardening centre, if only to buy a lawn mower.

He had a unique product (a subcategory of a popular topic) and had found a way of marketing that product almost free of charge. Then he capitalised on the idea and wrote 16 other books (Flower Expert, Fruit Expert, Rose Expert, etc) not to mention that great standby used by all good film producers – the sequel – in his case, The NEW Lawn Expert! Oh, this guy is good, very good.

Hot Problem Solutions

This involves being on the lookout for problems associated with a particular (and easy contactable) group of people. You’ll see a fine example when we discuss Fax-Back.

Another example is an acquaintance who worked in big business. He worked in the accounts department. It is standard practice to offer credit facilities to new customers, therefore losing money when some of those customers go bump is quite common.

The usual way of checking the credit worthiness of a new client company is to use services such as Dunn & Bradstreet who give credit ratings and reports. These reports are based on a financial analysis of the company – previous Profit & Loss accounts plus Balance Sheet information. He realised that this kind of analysis is flawed. It is based on the premise that a company’s ability to pay is based on the profitability and liquidity of the company. This is true, but a company’s *intention* to pay is the deciding factor and this is based on the desire of the directors. Indeed a big company can be the worst to deal with because they often dictate what the payment terms will be, whereas a small or new company, with few assets, may have directors whose desire is to become credit worthy and will achieve this by paying people quickly. Having money doesn’t mean you are going to part with it.

My friend decided that there must be a better way. Finally, after a great deal of setting up and gaining the confidence of those in the industry, he created a new “black list” system in which companies in the industry would warn all the others about rogue payers. Each month he sends them a text file on disk listing all the customers concerned with a number next to them:

ACME Inc. DB Reynolds. F Cooper. 22345 – 10

It lists the name of the company. The directors. The Postal or Zip Code and the number of complaints received from other member companies.

By pasting this information into any word-processor a member company can use the “find” facility to search for a company name or director or zip code. Nice system. He makes a lot of money with it and the member companies are glad to pay him.

This is a fine example of a hot problem solution.

Top Ten Parodies

Not something I do but I know others that have. This idea is for writers who are good at it, have a sense of humour, and want to make money.

Look at the latest top ten listings of both fiction books and non-fiction books. Pick one you like and write a parody – a humorous send-up with a similar title.

The most famous example was Melvin Power’s send-up of a best selling book called *How to Flatten Your Tum*. He called his version *How to Flatten your Tush*¹. He got into the best seller list as well.

A rude send-up of JR Tolkien’s *Lord of the Rings* called *Bored of the Rings* did quite well but it must have been a lot of work.

You don’t need to be Charles Dickens to do this. If you pick on a simple best-seller such as *The One Minute Manager* you will see that most of the book is white space. I’m toying with the idea of writing the *One Minute Director* featuring the thoughts of Mr Aldus J Plonker, CEO of Hitchcock & Scratchit, and his ideas on how to achieve excellence worked out as bizarre corruptions of those in the original book. I’ll probably never get round to it so feel free to get there first.

¹ For non US readers, Tush is a euphemism for the part of your anatomy you sit on!

Commercial Business Plans

Ask most people if they like their job and they'll say no. Most of them harbour dreams of becoming their own boss and many look towards retail businesses such as flower shops, clothing stores, news-stands or bookshops.

In fact the cost of setting up even the simplest shop runs into many thousands – 60K to 100K is not unusual and the buyers often have little idea of how to go about business in general, never mind the specifics.

In the North of England is a small town called Accrington. In it resides a man who used to have a Fish & Chip shop before he retired. He now makes money acting as a Fish & Chip Shop Consultant.

He charges four figure numbers to help people buy and set up their new refectory enterprise and if they have any sense at all they will pay it gladly. What's another grand added to sixty if it increases the chances of business success one hundred-fold?

Unlike you, this man is limiting his income. If you sell your own time, no matter for how much per hour, then there is a limit to how many people you can talk to in 24 hours. That is the upper limit of his income.

But we are publishers. There are no limits to our income because we use the written word to act as secret salesmen, and one script can be read by untold numbers of people.

Our fishy consultant is a living example of a new trend that is working well on both sides of the Atlantic – offering commercial business plans to people setting up retail businesses.

**“An expert is
anyone who
knows more
than most”**

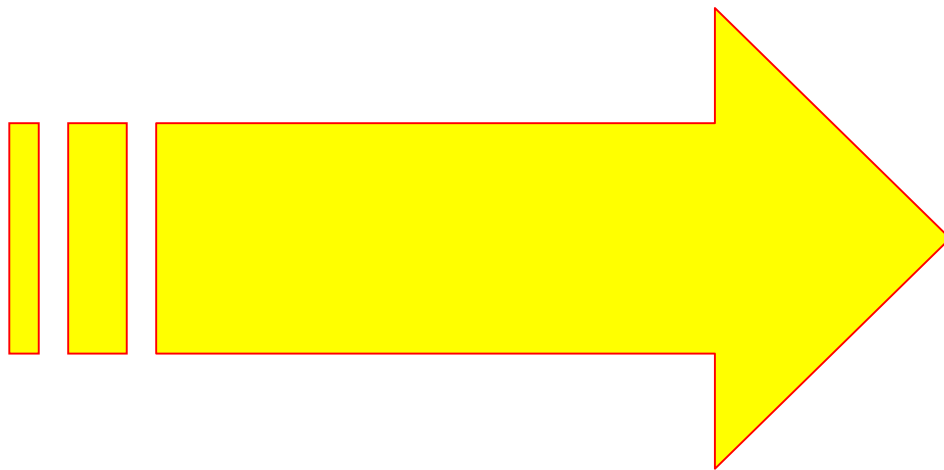
You do not need to know anything about the business you have in mind. All you have to do is to find someone who does. That is either someone who currently has a successful business or better still, someone who has recently retired from a successful business.

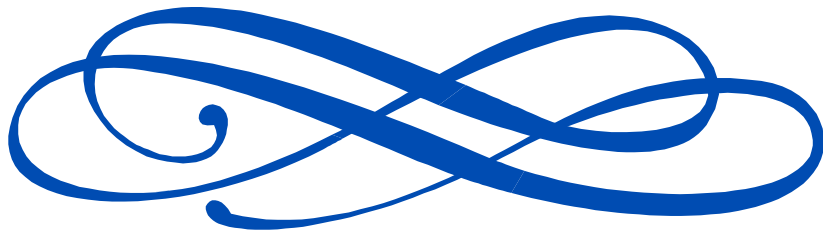
Later, under manuals, I will show you the simple steps to take in order to create a highly saleable commercial plan. In

the mean-time let me introduce you to a word that has been very powerful for me. This word has made me and saved me serious money. It allows me to save money by getting people to work for me for no pay whatsoever. Not only that – they *want* to work for me. Indeed they go out of their way to do it.

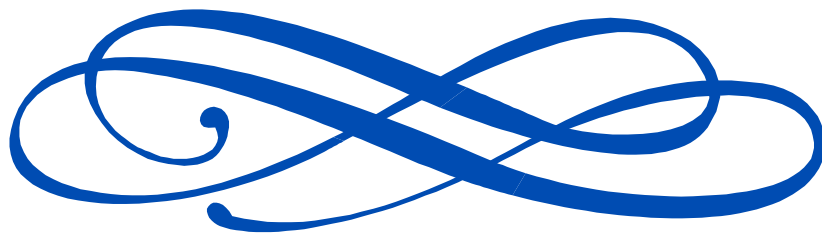
Think about this. Why should anyone give me their free time, effort and labour? Am I a charity? No.

This is why:





Kuudlos



**“Conventional
wisdom is always
entirely wrong.”**
- Dan P  na

Kudos is an amazing word. It implies status, approval, a position of excellence and praise. It’s the buzz you get when you see someone read your book.

I pay for writers with kudos. I can get people to talk to me, help me, write for me just by making sure that they, not me, get full credit for writing or acting as consultant to the article.

So, if I wanted to find out about how to run a sports shop I would check out some local stores, looking for the most successful one, and write to the owner:

To
Mr Hiram G Baseballbat
Hogbelly Sports Inc
Turkeyville
Iowa

Dear Mr Baseballbat,

My name is Philip Gosling and I am a professional writer and journalist. I would be very grateful for your help.

I am currently researching a book on the development of sports shops, in particular, stories of successful entrepreneurs in the Sports shop business.

Your name has been suggested to me as an outstanding example of success in a typical local community.

I should very much like to interview you, probably by telephone during an evening of your choice, with regard to your experience of setting up a successful enterprise.

My book will be published and made available nationally and will probably be read by a wide variety of people, particularly those setting up in businesses themselves.

I would be most grateful if I could call you on Tuesday 11th June at 8.00 pm to discuss this with you. If this is inconvenient please let me have an alternative date and time.

**“People seek
cures, not
prevention”**

- Bill Myers

The interview should only last a short time and I will be asking you for general background information, how you started, how you became successful and perhaps ask you for your personal “top ten tips” that helped you to succeed.

Naturally, in recognition of your contribution to this new publication I shall be pleased to give you full credit within the book and supply a signed manuscript copy for you to keep with my compliments.

I look forward to contacting you.

Thanking you in anticipation

Yours sincerely,

Philip J Gosling
Author - The Definitive Business Guide.

There is tremendous scope for guides on all retail businesses. Guides typically start with a general and positive introduction outlining the benefits and profitability of the business. This is followed by a basic setting up procedure. This is of a general nature and the business services manager at your local bank will be pleased to help you – just tell him you are thinking of doing this yourself.

Then follow with a *top ten tips* section that you took from your interview and also a list of things to avoid taken from the same source. Also note that you will be able to use some of the tips generally in other manuals, for example, notes on cash-flow, but try to isolate good ideas, like the best places to site the business, the look of the store, what the inside should look like, lighting and theft avoidance tips².

To wet your appetite, you can charge upto £250 for a good manual on “Set up a Successful Widget Business in 14 days” The manual shouldn’t cost more than £5.00 to produce which is a mark up of 5000%. Beats working for a living doesn’t it! Sell it through magazines specialising in buying businesses and local business venture/training companies.

² Theft is a major nuisance with nearly all businesses. Why not interview some good store detectives and do some general research on theft avoidance with a view to publishing “101 Tips to Stop Store Thieves”?

Genuine “Make Money” Plans

Later on in this course you will see the vast range of subjects to choose from, in particular hobby and leisure subjects in which you already may have an interest or may like to create one. It is extremely unlikely for you not to find a profitable and worthwhile project in that area.

However, if you are one of a small percentage of people who cannot, despite much effort, think of a subject area that suits them then take my advice on job hunting that I give to teenagers –

If you cannot think of any career or vocation you'd like to do; if, like me, you've spent years changing careers in a quest for the Holy Grail of a job that gives you pleasure; if you have no idea of what you want to do ... then do a job you dislike the least and find a way to get well paid doing it!

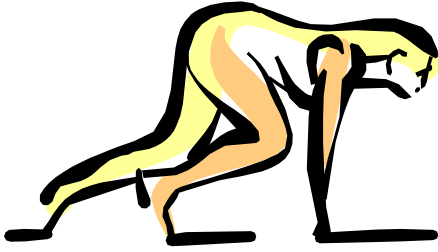
So, if you cannot find your ideal project, then fall back on the one subject that people all over the world will pay you well for – the subject is ... making money!

The “How to Make Money” Book

Of all the subjects of every “how to” book ever written, the biggest, most popular and most successful subject of them all is the subject of making money.

This is why most new writers head straight for the Bizop market. This market is full of people looking to make money. It is a captive audience that can be contacted easily although not cheaply. The latter means that all books in this area are expensive but this is not usually a problem as people have accepted that good money making information costs money.

Of course, it is easy for a millionaire to write a book on how to become a millionaire. The problem is how a relatively poor writer, particularly one who has just started, can write anything on how to make money without looking like a fraud. It seems like a classic catch 22 situation but in fact the solution is very simple.



You don't have to be a Marathon runner, even less a Marathon winner, to write a book on marathons. All you have to do is to research the subject and find out all you can about successful Marathon running from people who do know.

Fraudulent misrepresentation happens when you try to fool the reader into thinking that you are a wealthy person writing a book on how to get wealthy. This has happened many times. It is almost a cliché (*The only way to make money with a Get Rich Quick book is to write one.*)

Most new writers make the mistake of thinking that the only qualification to write a book on success is to be successful themselves. Not so. The secret lies in one word - *journalism*.

By writing from a reporter's point of view, you can still write a successful project on how to become rich despite not having achieved that status yourself. Indeed, the reader can often identify more readily with you as someone "like them" and avoid the suspicion and envy created when asked to send money to someone who is already wealthy.

This isn't new. That great book *Think and Grow Rich* by Napoleon Hill, written in the 1930's was exactly such a project. The young Mr Hill was prompted by the multi-millionaire Dale Carnegie to interview other multi-millionaires in order to establish the secrets of their success. As a result of writing this book, Hill also became rich.

So, what do you write?

During this course I'll throw a few fish at you for you to play with, but it would be far better if I showed you how to fish. Let's avoid the bunkers first.

"How to" books on making money in all its various forms can be divided into sections.

1. Books about mind-set and attitude.

This includes all books, tapes and courses on the subject of mental conditioning, NLP, goal setting, etc.

This has been a hugely successful area and it was quickly taken over completely by the big players like Tony Robins and

Nightingale Conant who have effectively covered the market. Even though this kind of goal setting information is absolutely vital, it has now become a big yawn. A newcomer trying to write and sell a project based entirely in this area is going to have a tough time simply because the competition is so good.

2. Biographies and autobiographies of rich and successful people.

Victor Kiam, of Remington fame, and other high flyers have written autobiographies, but it is very unusual for them to become big sellers. People are not interested in successful people on an ego trip so don't even dream about trying to interview a success story, *just for the story*. People are interested in solutions to their problems which in this case is an inability to increase their income quickly. If Big Victor had named his book *20 Fabulous Success Secrets*, instead of *Going For It* and writing all about himself, I venture to suggest he'd had sold more copies. As such, bland biographies are a no-no.

3. Books about how to set up in business generally.

Once again, this is not an area I would contemplate. You can get this kind of general information from any library together with free literature from virtually any bank. One of the secrets of home publishing is that people cannot get your information elsewhere.

4. Books about specific businesses.

This is the prime area but remember that people are not really interested in starting a business. They are interested in making money. Okay, you usually have to use business as the vehicle for making money, and your readers understand that, but a common mistake is to try to sell the vehicle instead of the destination. Car manufacturers no longer sell cars. They sell speed, comfort, freedom, the open road. They don't sell cars.



The Slot Machine Business Concept

By far, the best selling manuals and projects in the world of home publishing have been about how to start a “slot machine business.” This is not about slot machines, but about businesses you can start locally and are “turn key” or work on the “slot machine” concept.

The average person is woefully inept at running any sort of business. Indeed it is my opinion that many business people, even at managing director level, are still inept. This is not their fault. The fault is the educational system which has largely been constructed by educationalists or people who have never run a business in their lives, yet who turn to business to fund their activities!

At schools throughout the world, students are given a grounding of education based on general knowledge. The value of some of that knowledge is highly debatable. Consider how many of the subjects you were forced to learn at school have been used in your adult life? When was the last time you needed to know what a prime number was, or the cosine of an angle?

Yet were you ever taught the essential qualities of business, such as leadership, determination, planning, strategy, goal setting, personal development and self discipline? I’ll guess – never! In fact you are far more likely to learn these in the armed forces, which is why many of the most successful business leaders have some kind of forces background at leadership level.

It is also true that whereas leadership training is given to officer classes, the lower ranks are trained not to think but to blindly act on the instructions given by officers. This is why none-officer classes in the armed forces are even less capable of starting successful businesses than civilians.

Because the average Joe has had ZERO training in business or leadership, he or she is less than confident at running a fully fledged business enterprise. For Joe, it has to be simple, as simple as putting a coin in a slot, pulling the handle, and watching coins fall out of the bottom. That’s what I mean by a slot machine business.

“No-one makes money working hard. Work smart. Better still, smart and hard.”

Do they exist? No. There is no business in existence where manual labour alone, even with a little capital, will multiply your money. But there are simple-to-run businesses which require the least amount of intellectual input or training.

A good example, and one you can copy is The Local Store Directory.

This idea started in the States and requires a township community, or a well defined suburb of a big city - anywhere where the population density is high and where local stores and service industries serve that population.

This township will already have an established business telephone directory such as Yellow Pages. These directories have two disadvantages. Firstly, they are bulky. As such they are not usually kept next to the telephone but in a nearby storage area. Secondly, if you are looking for, say, a heating engineer, you won't find just one, you will find many, even hundreds in a large town.

The idea of The Local Store Directory is to circulate, free of charge, a small directory listing important telephone numbers - like the emergency services - and also having local businesses BUT only one of each type. Instead of seeing fifty hairdressers, you will only see one. Instead of fifty auto-repair services, you will find only one. Each service, store or local business has only one entry and thus has – complete exclusivity.

Furthermore, the directory is small enough to be kept right next to the telephone. Formats can differ. Some are printed on one sheet of glossy card the same size as this page but folded into three to go under the telephone. Others look like an exercise in origami – often becoming a small tray or open box to put pencils into, with the advertising on the outside.

In each case the principle is the same. It's convenient enough to keep next to the telephone and it only lists one type of business at a time.

The money comes from the advertising. Each advertiser pays for three months exposure and the rates are quite high simply because they have exclusivity. The rates are judged by what it would cost to distribute a leaflet in that area (knowing full well that leaflets are usually thrown away or lost within days.) The directories are distributed free of charge to householders either

using a distribution service, inserts in the local newspaper or by a team you put together yourself.

This is a lovely turn-key type of business. It involves going through an established routine every three months of phoning existing and potential advertisers, organising a print run and distributing the directories. This made the originator of the idea a nice amount of money for essentially part time work. But he didn't start making real money until he saw its marketing potential as a home publishing exercise.

Bill Myers' Axiom

Bill, whom I have mentioned previously, is a highly talented seminar speaker and an astute observer of business trends. One of the many excellent pieces of advice I have taken from him I now call Bill Myers' Axiom.

No-one ever creates one product. They always create two – The Product, and how that product was created. Both are saleable.

Bill started out doing something neither he, nor I recommend as a first time venture although, it must be said, that when it does work it pays off – big time!

Bill started an INF newsletter (In Your Face) called The Black Box.

His newsletter was very successful and he realised he had a second product – *The knowledge of how to write a successful newsletter!* So he did a seminar on it, put it on video and sold the video!

Then, of course, he had another product – how to prepare and sell a video. So he did the same thing again showing people how computer images could be transferred to video so that they could teach people how to use software programmes, surf the net, etc.

Guess what? He discovered within that last project, the seeds of another, and he now writes and markets software products. Every new piece of software he creates has his own axiom built in. By paying a premium, customers can buy not only

In Your Face means aggressive, or controversial. Publishing controversial topics can be very lucrative – if you can take the heat. You need to be very sure of your facts and be able to brush off criticism, threats and legal action.

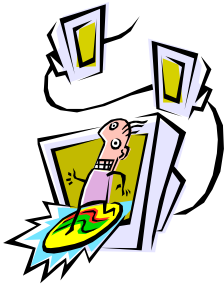
buy the software but also the rights and instructions on how to resell it for profit.

And so the process goes on. If you think carefully about this axiom you can see that if you can generate a second product easily from the first, you have the basis of an ever expanding business!

Getting back to The Local Store Directory we can see this axiom in action. The *idea* of how to run this business was eminently saleable and soon it was being marketed world-wide as a business manual to the Bizop market.

Remember that you do not need to create and run a new business yourself. By keeping your eyes wide open and focussing you will see examples of saleable business ideas. You can always do a deal with the owner of that business and split the profits.

Surfing For Ideas



Another very good way of getting ideas for a Make Money book is to get on the Internet and start some serious surfing. You can type “Business” “Business Ideas” “Entrepreneur” and all sorts of related words into search engines, of which my favourites are www.dogpile.com. or www.askjeeves.com.

A certain scam publisher once did exactly this looking for underground information on how to make money. He picked up on things like how to re-calibrate a car’s mileage reading and how an engineer’s code number can create free telephone calls. All this information was hyped into a manual. It sold very well, I’m sorry to say! (I’m not here to preach ethics.)

Simple money-making ideas are everywhere. All you have to do is to keep your eyes and ears open.

One of the best ideas I’ve seen is a course on how to set up a CV, or resumé writing business called *The Lazy Writer's*



Search Engines

Dogpile and Ask Jeeves are multi search engines. Typing an enquiry in these automatically shows you how many references there are in Yahoo, AltaVista and many other individual search engines. This saves a lot of time.

Quick & Easy Money Programme, published by The American Writer's Institute, 245 NE 4th Ave., Delray Beach, Florida FL 33483 USA. It consists of four manuals and a CD ROM and can be used anywhere in the English speaking world. Notice that the title sells the destination (making money) not the route (organising a CV/ resumé writing service.)

Of course, if you happen to be operating a nice little business of your own, then by all means sell the idea. Similarly if you know how to do your existing job better than most, or if you have amassed tips and advice regarding how to do any job better, or more easily, then you have the basis of a best selling manual that you can offer within your own industry, or to the bizop market in general. More on this later.

1. Books about gambling.

A few years ago money games were all the rage. A money game is a lottery where everyone gets paid out in rotation. A typical example is one in which you pay a regular monthly amount. The promise, or implication is that you will receive at least double your money back over a short period of time.

Money games were invented by Charles Ponzi, an Italian born American who in 1925 perpetrated an investment swindle in which early investors are paid off with money put in by later investors. He was jailed. The recent crisis in Albania has been linked to a failed Ponzi Scheme investment plan of a similar nature.

As these schemes flourished in the early 1990's new fraudsters moved into them as a source of wealth. Governments soon clamped down and these fraudsters had to seek new markets. To a man they moved into gambling, mainly horse racing. They were joined by many networkers who also found that the public perception of MLM was dwindling.

Of course, these people knew nothing about racing, so they turned to the information business, notably providing many *How To Bet On Horses* type manuals plus many tipster scams. The point is that scamsters are like locusts, and when they have destroyed a verdant field by utterly ruining its street-cred in the public eye, they look for another field to discredit.

One of my own projects in 1998 was to look into this area to see if money was indeed being made by a significant

**“More tipsters
make money
selling tips than
placing them”**

number of people subscribing to these racing information services. The answer was no. I have come to the conclusion that this market has become infected by people who make more money selling tips than on placing those tips. Records are fudged, certain proofing houses produce figures that have more to do with proving bribery than proving race results, and I believe the scamsters are well and truly feeding in this area.

This is the problem you must overcome if trying to write a book on gambling – credibility. I would rather go for markets in which credibility is taken for granted.

6. Manual on how to change into better paying jobs.

Many years ago I was a shipping clerk. I soon realised that to make any money at all I had to get into selling and after a long period of trying, I eventually became a very raw representative (what you might call a nervous rep! ☺) I did well and became quite good at it.

Bill's Axiom did its work and I realised I had two products. One was how to do my job, the other was the knowledge of how to get such a job. This was my first big break in home publishing but printing costs in those days were impossible (no home computers, no printers, etc.) so I sold the idea. I might even resurrect it (How To Become a Highly Paid Sales Rep in 60 days) – unless you beat me to it of course!

The best advice I received in those days was:

*You don't have to be an expert to teach a subject. You only have to know more than the majority.
If you know more about a subject than 50% of the people in it, then those 50% will come to you for advice.*

Good isn't it? The piece of advice that has fuelled all of my two million's worth of sales, is the fact that the only qualification I, or you, need - is to know more than most.

So, if you have achieved a high level within your profession, consider if others lower down the ladder want to step up. They will pay you well for advice.

Selling “How To Make Money” Books

I have an observation to make which I call Phil’s Law of Life in General. It goes like this:

For every advantage in life there is an equal and opposite disadvantage.

A great example is camping. Tents are easy to store, easy to transport and cheap to buy. They are also cramped and uncomfortable. Motorhomes are expensive to buy, store, maintain, and are pigs to drive on narrow roads. But they have every modern convenience and are comfortable.

Thus it is with How To Make Dosh books. This area is certainly the biggest and most lucrative market, but selling it is hard.

Generations of rogues have made the public very sceptical and much advertising copy is needed to persuade the public that you are offering a genuine plan.

There are comparatively few magazines on business opportunities and the general public tend not to buy them from bookstores. As such, much of the work of selling such books is left to Direct Mail. This is expensive and fraught with problems, the main one being fraudulent Mailing List Suppliers. We will deal with the subject of how to run a successful Direct Mail campaign later.

If you think about it, the only difference between a writer and a home publisher is that a writer writes and gets someone else to market the work. This makes the publisher 95% of the profit and the writer 5% if they are lucky!

Home Publishers do their own marketing and make 100% of the profit!



Jargon Break

“Copy” means written words – usually applied to advertising or newspaper articles. Advertising Copy is the wording of an advertisement.

“Media” – means how information is published. TV, Newspapers and Books are all examples of different media. The singular is “medium” – some say because it is neither rare, nor well done!

So the difference is - who's doing the selling? Selling is very easy to learn and by the time you have finished this course you will know a very great deal about it BUT a strong point I am trying to make, a point that is fundamentally different to everything else I have ever read on this subject, is this:

If you pick your subject carefully – you don't need to do any selling. Your customers will come to you!

Why make life hard for yourself? The greatest secret I ever learned in the home publishing business was the principle of how to sell projects that needed the absolute minimum of selling. This is great fun.

Focusing

Before you finish this course it is certain that just by reading it you will come up with several ideas for projects, particularly as I am going to show you what to look for, and where to look for it. This is made much easier by a process known as focusing.

Focusing can be described by a sad example. Have you noticed that if someone close to you has died, then suddenly everything you read in the papers or see on TV is concerned with the subject of death? It's uncanny but quite normal. It isn't a nation-wide conspiracy to ruin your life, it's an example of focusing.

The trauma of the event has made you focus on the subject. This means that your mind has "tuned" into it, much like tuning in a radio receiver.

Every day your senses are besieged by thousands of millions of inputs. Under hypnosis some subjects have been known to recall and count the number of street lights they drive past going to work. Consciously they couldn't recall this information but it's all in there, stored in your Leetle Grey Cells, as Hercule Poirot puts it.

The mind filters all these inputs. If it didn't you would go mad at a party trying to understand 40 conversations at the same time. Instead you focus on just one. But the others are still taking

“Inspiration favours the prepared mind”

place. You can hear them. It’s just that your mind filters them out (defocusing.)

Focusing is a kind of non-involved concentration. It takes place without effort. I use it all the time.

When you are looking for a new project, or thinking about a current one, your mind will automatically focus or take notice of all inputs relating to it. It tunes into the station. The only action you have to take is to have an emotional attachment to the subject.

Some people approach home publishing in the wrong way – half hearted. These people see it like walking past Caesar’s Palace in Las Vegas, hearing the slot machines and deciding to nip in quickly to try their luck. After one or two coins they lose interest and walk out again. It doesn’t work that way. Nothing works that way.

You need passion. You need enthusiasm. These will power the wheels of your success. Hurdles will be leaped, obstacles will be walked round and every step you take will take you further along the road. With this kind of passion, focusing is an automatic process.

For example. You have a project that’s bubbling in your mind and you’ve come across a hurdle – you don’t know which magazine to advertise in. You might even go to a bookstore and check them out. Still no inspiration. Then, on a completely different day, you see someone reading a magazine and your eye focuses on the title. Suddenly inspiration strikes – Ah Ha! That’s the magazine I want. That’s how focusing works. Get used to it. It’s really good!

That covers the various project areas that you want to work in for maximum chance of success. It’s a bit long winded so let me summarise the main points so far.



Pit Stop

- Don't write anything first. Think about a market or group of customers first. This group can be hobby, sport or pastime enthusiasts, or people who have a need for a specific kind of information, such as changing jobs, making money etc. BUT the important point is this – establish who your audience is first.
- Ask yourself how you are going to contact that market. Will it be through magazines (which ones?), direct mail (which list?) The best market is a subcategory of a major magazine topic (Page 23).
- Ask yourself how expensive it will be to contact this market.
- Is your market audience already spending money on similar information products? Fashion designers only produce new products for people who already have a history of buying smart clothes. They don't waste their time trying to sell the benefits of fashion design to slobs or nudists.
- Avoid Dead Duck Projects. See page 11.
- If you publish other people's work – *change the advertising*.
- Avoid stuff you have to sell until you become more experienced in writing good copy.
- Don't offer any ONE thing. Always have a backend product. More on this later.
- Try to concentrate on Cannot Fail Projects

The Eight Types of Project Presentation – which work, and which don't.

People DO judge a book by its cover. This is a well known cliché but it goes further than that. The truth is that people judge a book, or manual or anything else for that matter *by its perceived value*.

The Power of Perceived Value

At my seminars I hold up a floppy computer disk and a CD ROM. I ask the question “which has the greater perceived value?” Inevitably the answer is the CD. Yet the price of a CD is within a few pennies of a floppy, so in absolute terms the value is the same. People perceive the CD as being a better product. It is perceived, or seen, to have a greater value than it actually has.

The secret of your future success lies in how you grasp and understand the power of perceived value.

The *actual* value of any written work, be it a book, newsletter or whatever, is the cost of the paper plus the cost of the ink. But its *perceived* value, its value in the eyes of the customer, is very different and depends on a number of factors.

- **Sensual perception** - how classy it looks and feels.
- **Beneficial perception** – what the customer thinks it will do for him or her.
- **Media perception** – what the customer *thinks the medium* is worth (e.g. a book is worth more than a factsheet.)
- **Emotional perception** – the extent to which the product pulls on the customer's heart strings.

There is a very VERY good reason why publishers are amongst the highest paid professions in the world:

Perceived Value minus Actual value = Profit

Perceived value is approximately the selling price. The object of a marketing campaign of any kind is to raise the

Paper is cheaper than Plastic - Joe Karbo

perceived value of the product in the public eye and get the selling price as near to it as possible.

Actual Value is what the product costs to make, including shipping costs.

Now folks, it does not take a genius to see why publishers make lots of folding green stuff. Firstly they have selected a product that can be made for very little money – paper and ink. These things also have low shipping costs. In the case of Internet publications this cost is a big fat ZERO, or as near as makes no difference.

Secondly they have picked a product in which the total perceived value can be elevated to *incredible heights* by simply:

1. Making it look as classy as possible.
2. Choosing a medium that has the highest perceived value.
3. Extolling its virtues and benefits in the marketing (and, of course, living up to those expectations in the final work.) thereby increasing its beneficial perception.

I'll show you how to present a work later. For now let's have a good look at the eight kinds of media you can use to present your work and how making the right choice will multiply your chances of success:

Books

book (buk) *n.* a number of printed or written pages bound together along one edge and usually protected by thick paper or stiff pasteboard covers. (Collins English Dictionary).

Of all the different kinds of media available to home publishers the one that is guaranteed to result in complete failure is – The Book. This is the most elementary

Tea Break

During the last ten years hundreds of budding home publishers have sent me their books which they are having trouble selling (mistake #1, Don't write a book) I have also seen multitudes of self-published works in the market place and with very few exceptions, they are cheap, shoddy, uninspiring, and by calling them books in the first place they have automatically fixed the perceived value at a low level. These are elementary mistakes that have ruined thousands of budding home publishers. By simply avoiding these mistakes you can increase the potential of your work a hundred fold,



mistake made in home publishing and also one of the easiest to solve. The number of times that someone has written to me with the words "I've got this great idea for a book" is legend. I inwardly cringe each time I hear it because I know that here we have a situation where I have got to turn the writer completely around in the opposite direction in order to make progress. The writer would have been better off with no idea for a book whatsoever!

The reason is the public perception of what a book should be and cost. Ask yourself right now how much money you would spend on any book in any bookstore. It isn't much is it? And that price marks the upper limit of what you can charge for a book.

The public perception of books is that *books are cheap*.

From a writer's point of view books are also the most difficult to write and test. Even a small book can run into 300,000 words and you cannot test a self published book until you have finished writing it. You cannot "half write" a book and offer it for sale. It's all or nothing.

Some home publishers have tried *testing the idea for a book* by placing a test advertisement for it in newspapers and magazines. The first problem they encounter is from the magazines themselves who will invariably ask to see a copy of the book before they print the advertisement. The second problem they can encounter is a visit from the Police. Offering something for sale that doesn't exist is fraud.

The only ways a home publisher can test the idea of a book before writing it are by substitution or by offering it to a mainstream publisher.

Testing by substitution

Mainstream publishing houses are awash with books they cannot sell. Typically, if they cannot get sufficient bookstore sales within six weeks of launch, the book is dumped. If you visit large book fairs you will often be able to buy the rights and stock for a book for very little money direct from the publishers or from Remainder Houses who specialise in dumped (remainder) books of this kind.

“The problem with the comfort zone is that most people never break out of it until their backs are against the wall. That’s why most millionaires are rags to riches”

Suppose I have a brilliant idea for a book. I will run a few test advertisements just as if this was the book I was going to produce, then use a remainder book on the same subject to satisfy any small orders. Of course, for me this is theory. I don’t write books but this is one way to test a large project if you don’t want to write it first.

The other way of testing is to offer it as an idea to mainstream publishers and agents. If they like it you have three options:

- Take the idea away from them and do it yourself.
- Forget about home publishing and let the mainstream publisher do it for you.
- Organise a combined deal where you are also allowed to sell a quantity of books in your own right or do your own promotions.

However, I think the profit margins on a book (due to the perceived value) are insufficient to justify all this messing about. Why not pick something else that’s more profitable?

Apart from perceived value, or the lack of it, the other downside of the book writer is the writer himself. He or she usually has a version of writer’s cramp.

It is very easy to become passionate over a project you’ve slogged at for months and completely gloss over the fact that others may not wish to even read it, never mind buy it. Books are written by writers. Writers write books they *think* will sell, and then try and sell it. In this way lies madness. Do what I do. Find something the market wants first, *then* supply it. Effectively I am pre-selling my work.

Turning a book into profit

I can change a project from being a poor selling book to a huge profit maker in just five words:

Goodies to Come ...

1. **The boom in the video producing market. How to produce a simple video that makes money before the film is out of the camera!**
2. **Breakthrough information on what motivates people to buy – Three topics people find irresistible.**
3. **How to present your project.**
4. **Collecting project ideas. How to select your own project from a supermarket of ideas.**
5. **What equipment you need. How to choose cheaper systems:-**
 - **How to get a new system every year for one-tenth of the cost of a new computer.**
 - **Why older and cheaper software programmes are better for Home Publishing.**
 - **Which programmes to choose.**
6. **How to create an information product in ten minutes using Microsoft Publisher 98.**
7. **Step by step guides on how to create a profitable newsletter, educational courses and manuals that sell – big time!**
8. **Starting your New Life – Bringing it all together. A step by step working plan to create your new publishing empire.**
9. **How the Hot-Dog Principle can make or break a project.**
10. **Easy Ads that sell. The very best guide to advertising that works.**
11. **How to get advertising for nothing – Zero Cost Marketing**
12. **How to check if your project is a winner without writing a word or spending any money at all – not even a test mailing.**

13. A step by step plan to run a project that makes money from day one.
14. How to capitalise on the greatest market the world has ever seen – The Internet.
 - How to sell information products on the web without any stock whatsoever.
 - How to make a success of web pages. Web pages made easy.
15. **CREATE YOUR OWN WEBSITE IN TWO HOURS – FREE. NO EXPERIENCE NECESSARY – FREE SOFTWARE. STEP BY STEP GUIDE.**
16. Where to put the money! Simple techniques for making sure you keep the money you've made!
17. How to sell a one page document on the Internet for £200 without a Webpage!



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