

The Home Publishing

Revolution

Part One

**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.

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Revolution

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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.

INTRODUCTION

The world's greatest business

Whatever job, profession, or work you are currently doing, stop doing it and read this.

“What can you say about a business that lets you get up at the crack of noon, and wander downstairs through heavy traffic to a kitchen that is more expensive than some people’s houses. You then take your laptop and a coffee into an acre of manicured garden, sit down at a picnic table and watch squirrels. Finally you decide you’ve had enough and go inside for brunch knowing you’ve made more money in your sleep than many do in a month. I ask you: How close to heaven do you want to get without dying?”

- Philip Gosling, The Home Publishing Workshop

The Home Publishing Revolution

As I write it is Tuesday afternoon. This morning millions of wage earners and professionals got up at least a couple of hours before I did, squeezed into their cars and headed off for the Motorways, Interstates and Autobahns of the world. While they took part in a re-enactment of D Day on a scale surpassing Mr Spielberg's finest epic, I wandered downstairs to a designer kitchen and made myself a quiet cup of coffee. Time difference permitting, as New Yorkers argued with cab drivers and as Londoners spent two hours crossing three miles of their city, I took my coffee and a laptop computer and wandered off through the garden to my picnic table. This is my office.

No, sorry, that's not quite true. My real office has been specially designed with two fitted desks, rows of custom built

filing cabinets, two computers and four telephone lines, two of which are digital. I only use my home office on a rainy day and like to spend as much time as possible at the picnic table watching squirrels jumping about my feet.

While others carry on professions that they don't realise are probably doomed, or working for a boss they can't stand, or while high rollers think they're on top of the world working 100 hours a week jet-setting across the world and generally being kept away from what they'd really like to do, I AM doing what they *would* really like to do which is sit in a luxury home in the countryside tapping away on a computer making serious money. Indeed I bought my house off one of these guys after he had to move his entire family all the way to London. He'd only just moved from Hamburg. Such is the life of the high flying exec. Would I swap? I think not.

But here's the good bit. The guy I bought the house from is a doctor. He is also an executive of one of the top 500 corporations in the world. How long did it take him to get to this level? I reckon a minimum of about twenty years, plus five to get his doctorate. And how long did it take a Wally like me to buy his house? About 14 years BUT if I had to start again now, having learned great lessons during those years, and with the wealth of cheap technology at my fingertips, I think I'd do it in less than five, possibly only one. So could you.

How you can do it too

This is not a difficult job at all. *In fact it's far easier than any job I've ever been paid to do as an employee.* If I said everyone could do it that would be a lie. Some people have no interest in the subject or are mentally unsuited in some way. What I do sincerely believe, however, is that Joe Average could certainly do it and that anyone who is good at his job, or at a higher management level, or is prepared to do just a little thinking, could do it equally well if not better.

You don't even need to be a writer. I failed one of my English exams as a boy and vowed I'd never write another essay again – mind you, that was before I started being paid for it! Actually, the first thing you'll learn about home publishing is that being a *writer* is the last thing you want to be! You'll see why later.

Another thing you *don't* want to do is to start a business. By that I mean a conventional business.

During the last twenty years I have started three companies. I did this for the same reasons chosen by others: freedom, the joy of working for myself, and money in the bank. Only it didn't quite turn out that way. It rarely does.

What actually happens when you start your own business is that you end up doing *six* jobs – but only get paid for one. Instead of being a good mechanic and getting paid to be a mechanic, you end up owning a garage and being the boss, the book keeper, the tax collector, the marketing director, financial director and what you did before - being a mechanic. Six jobs for the price of one.

My last company had a turnover of millions but I soon discovered that I was working only 5 days for myself. The rest of the year I worked for the government, the bank, the staff, and the rental on the offices. When I realised that the bank was earning more than I was I decided it was time to change.

With each new business I started, I eliminated some aspect of the old business I didn't like. Finally, and unexpectedly, the guy with no writing talent ends up in a career that was never envisaged and which eliminated not just a few of the problems of conventional business – it wiped out the lot.

- *No more worrying all through Christmas because my biggest customer hadn't paid his bills.*
- *No more going on camping holidays while my sales assistant went to Hawaii.*
- *No more lies – telling people I'd pay their invoices when I had nothing in the bank.*
- *All these problems gone – virtually overnight.*

What other business can do this?

Home publishing is rather different. The bank charges I pay amount to a pittance, often made up by the interest on the deposit account. I didn't need a loan or any kind of overdraft to start up. I don't pay any rent. I only have one member of staff instead of thirty. I have no production costs, no cash flow problems and even though I only turn over a quarter of the sales in my previous company I take home ten times the income.

Furthermore, I am entirely unqualified, know very little about computers or the internet - and don't particularly want to. Yet if anything goes wrong I have no worries about starting again because everything I do is in my head. All I need is a computer and a room.

I'm currently living a lifestyle that prior to 1985 was almost impossible to conceive, let alone do. It is a lifestyle that others envy. My neighbours think I'm a secret lottery winner and my friends keep asking me how I do it. So I tell them, but they don't believe it. Very few people do.

I find this particularly sad because I know that a huge number of people could do it as well. Probably even better than I could and certainly without having to go through all the mistakes and disasters I met with before finally striking gold. You could achieve a level of success far higher than mine and possibly higher than many of my colleagues, some of whom are serious millionaires. Indeed the fastest 0-1 million I ever saw took only six months from scratch, and he was a home publisher. You see, for *you* the time is ripe. I started too early.

The Winter of Discontent

For you the time is ripe. Everything – absolutely everything is in place for you to make a great living in this business. In fact you have a double advantage over me because not only are the *systems* for success in place, the *experience* of how to do it properly is there also. I had to learn from scratch and that cost time and money. Serious money.

Let me give you an example.

In 1980 I wrote my first manual about car alarms. Knowing what I know now it was doomed from the start but it looked like a good idea at the time (don't they all). I reckoned that my market was huge, which it was, and I would make my first fortune.

Home computers weren't readily available to me until about 1985 when I bought my first CPM machine, so I banged out my book using a Remington typewriter that was so old the number keys were in Latin. I couldn't use a photocopier because in those days the paper was chemically treated and stank to high heaven. I once did a long copying run in a small closed room and nearly passed out from the chemicals. I had no choice but to go to a commercial printer.

The artwork and preparation for a small print run often costs more than the run itself which is why the more copies you print, the cheaper each copy becomes. I forked out over half my savings just to get some books printed. I had no money left for marketing and walked around the local multi-storey car park placing 1000 leaflets on parked cars. I expected a 50% response. I got one. Not one per cent – one response.

The next story sounds like the Ark but it was *only eleven years ago*.

I had learned some sense concerning advertising by this time but getting a book printed was still a problem. Like today, I needed some stock before magazines would accept an advert. (You have to send in a copy of what you are offering.)

Laser printers were available but cost ridiculous amounts of money. However, a new company that had just started was offering a typesetting service using state of the art computer systems. They could produce camera-ready artwork for a very reasonable cost.

This is a tangent box. I use it to go wondering off on tangents – ideas that run parallel to the ideas in the main text, but kept separate so as not to break up the flow. Get back to these when it's convenient to do so.

Most people are still locked in to what Robert Allen calls old age thinking. They are still basically living the kind of lives that their fathers lead before them. Working for others. Driving to work. Half-hoping that they have job security and promotion prospects that keep pace with inflation. They are locked in the Monkey Trap.

Indonesian tribesmen catch monkeys by using a hollowed out coconut shell. The hole in the shell is made large enough for a monkey to reach in to grab some nuts the tribesman has left inside. In grabbing the nuts the monkey makes a fist which is too large to extract from the

Now, I want you to imagine writing a whole book, some 200,000 words, using special codes to represent things like which font to use, its size, attributes and the placement of each paragraph. The title of this course would be written something like this:

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<c><tnr><b><48>The  
Home Publishing  
Revolution<r><jl><12><-b>
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This was produced as a floppy disk and posted to the company or downloaded using an early email system that looked like Prestel. It was only when you got the copy back again that you realised you'd missed off a code somewhere and half of the copy was in **a different font!** As a result this book only cost a small fortune to print instead of a king's ransom but somehow still made a profit.

This was the winter of home publishing. Costs were horrendous. A novice would be drained by printing costs and screwed by advertising sales-people until only the most stubborn were left to fight on. I was stubborn.

Most current publishers are still in this situation if not worse. Even though computer and printer technology has eliminated most of the printing problems, the mindset hasn't changed. Often home publishers, even good ones, blunder along trying to make 1980's thinking work in the 21st Century. The consequence is too much work followed by mediocre results. *This happens so frequently that the person accepts this to be the lot of home publishing*, and those, like yours truly, are assumed to be either lucky, bent, or have god-like talent.

Wrong. Utterly wrong. In the whole, lamentable history of wrongness, nothing could be more wrong.

shell. Using a rope the Islander reels in the monkey like a fish. Despite the fact that the monkey merely has to let go of the thing that is dragging him into captivity he will not do so. Most people are in the monkey trap of jobs and monthly wages which is why most people don't become millionaires.

Studies of millionaires and successful people have revealed that they often start from very poor or impoverished backgrounds. Having nothing to lose the only way to go is up.

And yet it is quite possible to start a pleasant part-time business that is a truly 21st Century - *do what you want at home* lifestyle kind of business. It's a career you could start for very little money in such a way that you do not have to leave your current position but only do so when the income from your new profession makes it a common-sense decision. That's Home Publishing.

Winter ... made glorious summer

Now this is how modern technology and experience have made this business so brilliant that there is no other star in the commercial heavens to even match its potential.

I usually start with *no idea* of what to write and *I couldn't care less* because that's the easy bit. I think about something else entirely. After a bit of reading and about an hour of research I get an idea. Then I sit down and ask myself "Would this work?"

Now, if I were an average home publisher I would make a guess by phoning a few friends and asking for their opinion. Of course this is no use whatsoever; they're not buying it! If I were a better home publisher I would spend money on a test mailing to see what the real response is - but I would still have to write a whole book first. This is a serious drag – writing a zillion words only to find out it's a bummer. No. There is an easier way.

I dig out a special piece of paper with a graph on it. Without spending any money whatsoever, or writing a word, I calculate how successful this is going to be, and if it *doesn't* score grade A's on my list I go for a beer because I've saved money. If it does, I have a beer to celebrate because I've made money. Nice system!

Later on I make a few telephone calls just to confirm my findings and after that I will make the decision to run with this project or not.

While ninety percent of the working population work, I'm sat at a picnic table with an orange juice and a laptop. I write some copy and make arrangements for selling it *knowing that this project is a best seller before a word is written*.

To be fair I usually write myself unless the topic is very technical in which case I get someone else to do it. (Don't be silly, of course I don't pay them!) When complete, I get my secretary to prepare some copies in bound covers at hardly any cost at all and they look good enough to sell at thirty times this or more depending on the subject. I specialise in projects that have an average mark up of about thirty times cost – that's 900 per cent by the way. Compare that with an average business mark-up of about 50 per cent – if they're lucky.

No more floppy disks or printing out laser master copies. When the project is fully underway I use the computer to zap the fully completed, typeset project down the telephone line to my commercial printer who will print as many copies as I want. Alternatively, there are ways in which I can sell thousands of extra copies *without any printing or hard copy whatsoever* using the Internet. Making money selling a product is very easy when you don't have to pay for any raw materials or advertising! However, to be honest, most sales do require hard copy.

If, perchance, the Shakespearean slings and arrows of outrageous fortune dog this project, it will have cost me very little, and I simply move on to the next project. Just *one* successful project can set up my income for the next *three* years. I will have several going at any one time and literally hundreds in reserve.

It is serious fun, very straightforward, incredibly profitable and almost impossible to get wrong if you do it properly. Like a toolbox that's been built up over time, the knack has taken me years to learn at a cost I dare not even guess at. I currently spend several thousand a year just keeping up to date with what's new and THAT is the true secret. Keeping ahead of the pack.

This is so easy it's laughable. Most businesses are 10 years behind the rest of the world, and as for the average home businessperson ... Hmm! *What this means is that anyone taking the time to get up to speed and learn new developments is not only ahead of the pack, they are in a different race.*

Most people are completely unaware of how simple this business is to operate and run. Many existing publishers are still using techniques that have been superseded by new technology and new markets.

Because their attempts at publishing have produced lacklustre incomes, they haven't had the resources to spend money on ongoing education. This produces a vicious circle of low profits – no investment – even lower profits, and so on.

Yet it is quite possible to start a home publishing business that can give you first year's profits of over 50K, be in profit from the start – and you'll know whether your project is a winner before you even touch a keyboard. Now THAT's a business!

The Technology Breakthrough

I mentioned before that it took me many years to reach where I am now, and that this process will be a lot easier for you. I also said that the time is ripe. It certainly is!

You have at your command things that weren't even dreamt of when I first started. You have *incredible computing power* at your fingertips. Each year new computers are launched that are over double the power of previous versions, are easier to use and in real terms are crashing in price. You also have the awesome power of the Internet and World Wide Web which can enable you to reach a multi-million audience for virtually nothing.

If you are reading this from the HPA website then consider what is happening, and I will show you later how you can do this too.

What you are now doing is reading a file – in glorious Technicolor and Panavision, that has not cost me a penny in paper and ink. It's just words and graphics. I haven't messed about with HTML files or Java or anything technical. Like I say, I'm not a techie. I just did it using Microsoft Word like several hundred million others do every day. My techie does these bits and pieces for me. So saying, there is absolutely nothing stopping me learning how to do it myself – it's just not my thing. I like writing.

So, I have managed to put the first book in the series on the Net for free, so that anyone in the *entire English speaking world* can search for it and download it at their own expense (also minimal). Apart from setting it up, this has cost me nothing at all.

Later on when you, like me, realise that Home Publishing is a) the best business on the entire planet; b) The only business on the entire planet worth doing, then you can have a copy of the rest of the books in front of you *in minutes* irrespective of where you live in the world. Your credit card details are securely processed by autoresponder, you are emailed the security code number to access the rest of the file by return. While mail-order companies prattle on with “please allow 28 days for delivery” you can have the information in 28 seconds while the “take it to bed” hard copy version is on its way to you by courier.

You don't have to write a whole book to do this. You can do a newsletter that people pay for but which costs you nothing to ship. For example, when you subscribe you will automatically be a member of the Home Publishers Association which produces a monthly newsletter. If you lived in Las Vegas you'd have to wait until the Grand Canyon filled up before snail-mail delivered it to you whereas you can access the website each month and download it in seconds.

This is just a trivial example at what you can do too. You can create an information product, sell it and deliver it at no cost whatsoever. Big Bill Myers in Arkansas started with newsletters and now devotes his time to software products – stuff to help people using the www. You can download purchases directly from his site. Not a floppy disk in sight.

You won't appreciate this until you've spent fifty or sixty thousand a year trying to use direct mail, and about the same in shipping and printing costs. You can now start a website sales programme for a few hundred and shipping is free and instantaneous. Your customers search for you! This isn't brilliant – it's mind boggling. I will show you exactly how it's done. There are guys making millions from specialist, member-only Websites, and I'm not talking sex here.

I always send hard copy as standard and offer a cheaper rate for downloads only. This is because the download version needs to have a reasonable file size otherwise it will take all night to download it. If you are now reading the download version you will see it's mainly text and covers about 34 pages. The hard copy version contains extra information making it about 60 readable pages in length, including graphics. What you ARE getting on a download is colour. The hardcopy is high quality monotone.

The Power of 21st Century Home Publishing

You may have gathered by now that I like home publishing.

Please throw away any pre-conceived notions you have of home publishing. They are probably completely wrong.

Home publishing is remarkably easy. I failed an English exam in my youth and had to re-take it, so writing isn't a big deal. Home publishing has become linked to the business opportunity

market, or Bizops as I call them, but the home publishing that I do has nothing whatsoever to do with the devious world of Bizop con tricks. Home Publishing is not a Bizop. Home Publishing is a career.

Indeed I hesitate to use the term *home* publishing. Modern computer technology has made it possible to do this anywhere. All you need is a telephone line and someone to deliver your mail. A Scottish Crofter or an Iowa Farmer could do it. It is *publishing* that you can do *anywhere*.

Home publishing consists of preparing an information product, usually on computer but sometimes using other tools such as videos. The information products you create are produced directly by yourself or are created for you by others. Either way, you retain the copyright so that you have exclusive rights to sell the product.

I can already hear the panic setting in. *Oh my God - he wants me to create my own product!* Calm yourself. It's easy. Indeed it's very easy. Your decision is not, *what shall I produce*, but, *what shall I pick and choose from the huge variety of projects available* - projects that are so good you often do not need to do any selling whatsoever, you merely tell people where to get the product and they come to you.

Indeed many home publishers don't regard this as work at all. It's fun. In some cases just a hobby.

Business Opportunities

Before you find fifteen reasons why home publishing works for others but not for you, consider your options.

The only way to really improve your position is to get away from having a JOB, which of course stands for Just Over Broke.

This leaves you with creating your own conventional business or buying into a Bizop such as Amway.

The average employee is totally unqualified to run a conventional business. His/her chances are a 90% failure rate in the first year, rising to a 97% failure rate by year three. By year five most first-time start ups are out of business and back in JOB.

Most sensible people realise this and get hooked on Bizops. Let me tell you something about Bizops and I speak with some considerable authority here.

In 1993 I was invited by a team of successful entrepreneurs to

Why first-timers fail

Have you ever tried home publishing before? Let me guess, it didn't work out did it? Nearly every attempt by a newcomer to start home publishing fails miserably. There are two reasons for this.

Re-inventing the wheel

I've looked at the market very carefully and surfed the net looking for information on how to set up home publishing and found very little. What I have found covers specific areas such as Newsletters. Until now there has been no information on how to create a home publishing business that covers all areas of home publishing.

Currently there isn't even a basic information source covering things like the best techniques to use, avoiding known disasters, or even how to set up a simple publishing business.

There is no central resource area (club, institute, association or similar) whose primary purpose is to educate, advise and help budding and established home publishers to create or improve their own business.

As a result I am establishing a major Website at www.homepublish.com to provide ongoing information, advice and ideas as this business develops into the 21st century. This will

create a newsletter to run alongside a publication they had produced called Winners. It was very good. Indeed I was so impressed I bought the company (to quote Mr Remington!) The Newsletter was solely designed to investigate and write about Bizops. The group bought in 580 Bizops, even tested them on occasion, to see exactly how good they were.

To cut a very long story short I was in the unique position of being able to spend *six years* investigating Bizops, talking to other Bizop magazine editors and participants in the plans themselves.

Here's the bottom line. In all those years do you know how many Bizops I would recommend *to my friends*? Not one. Not a single, solitary, one. Not even half of one. I can list the number of people who made any real money on a bizop on one hand. The list of losers would fill the telephone directory of a major city. I have never seen such a scam-filled heap of utter garbage in all of my life. I got out of it at the point where I could no longer give people any better advice than to not touch any bizop, not even if your life depended on it. Others, I know disagree. Others, I venture to suggest who are in it and have vested interests, rather than observing it as I did. If you want to die a slow, humiliating commercial death, then go for a Bizop every time.

be under the umbrella of a new international organisation specifically set up to provide advice – The Home Publishers Association. More on this later.

Without access to experience and professional advice most starters make the same mistakes over and over again. Imagine the lunacy of not being able to take on board the experience and progression of others. Imagine what the modern car would look like if every time you designed a new version you had to start from square one – the horse and carriage. How can anyone make a career, or have success in an area in which NO previous experience or knowledge is available except, from people who are more interested in making a quick buck at your expense. No wonder so many fall at the first hurdle.

Biz Opp Blinkers

Speaking of people making a quick buck at your expense brings me to the second reason for home publishing failure. Business Opportunity Plans.

Have a look in my tangent boxes for what I think about business opportunity plans. Even Amway, that most trusted Fortune 500 company and possibly the best network marketing example in the world, has web-site after web-site devoted to angry, disillusioned distributors who are making serious allegations concerning its honesty and worth.

Once someone has been sucked into Bizop mentality they cannot see outside of it and try to create books and manuals that fit into ideas they learned in the Bizop world. They become locked into Direct Mail because there are so many Bizop books

Joe Verses Bill

The chances of a complete newcomer making a success in this business are vastly higher than someone who has become involved in bizops. This is because he or she has no preconceptions. *The biggest thing that will drag you down into a lifetime of permanent mediocrity is the Bizop mentality* which is best demonstrated by example.

Suppose I know told you (as I will later on) that there is an excellent business just waiting to be tapped. It involves, say, making an audio tape for Widget Fanciers that can be sold by classified ads in the Widget Fanciers Monthly. It involves interviewing several Widget experts.

I give this idea to two people – Joe Average who just wants to succeed in this business and has no preconceived opinions, and Bill Bizop.

Joe goes ahead and emails me every now and again asking sensible questions like “do you think this ad is OK”.

Bill does nothing at all. Bill

called “How to get rich in mail order” or something similar. They stop thinking. They expect turn-key plans that have been thought out for them. They get to the stage where they cannot even write a simple letter. They must have a pre-written example to copy. Above all they are locked into Post Box mentality – the need to run a business that doesn’t involve speaking to anyone.

Running with the best Bizop in the world is the same as opening a McDonalds franchise in the same street as 500 other McDonald franchisees, all running the *same* advertising, offering the *same* products at the *same* prices. It’s lunacy. Built in competition.

With Home Publishing you can set up in the same street selling indigestion tablets. You’ll be the only one in the area.

You’ll have thousands of clients, very little in the way of set up costs, no need to do any serious advertising because the street is drawing them in like flies around a honey pot and you can charge what you like. Which would you rather have? If it’s McDonald’s then I’d stick with your day-job!

Home Publishing

I have no doubts left in my mind that a diligent person, armed with the correct techniques for starting a home publishing project or enterprise can create for themselves a project or series of projects using only a desktop computer than can produce an immediate income if not a long and rewarding career.

I came to this conclusion completely by accident. It was not my intention to be a home publisher. Indeed my early failures compounded the idea that writing is for writers. Wrong.

wants ME to create the audio tape, then he wants ME to create a classified ad for him and then he wants ME to suggest – with full address and contact details – which magazines to put it in. While Joe goes ahead and makes thirty grand (I have recently spoken to a man who has done exactly this), Bill is still emailing me asking questions like “what wording should I use in this letter?” Of course there is a double whammy here. Joe has created his own product and is raking in all the money. If I give the full business to Bill then I am also going to give it the next man, and the one after that until every man and his dog has the tapes and they are all putting the same ad in Widget Fanciers Monthly with the obvious result. PLEASE, please, please get out of Bizop mentality. If you take just a little time to learn how to swim, you will never need to clamber aboard someone else’s overloaded raft ever again.

Walking the Talk

I have owned several companies, all self-started and with millions in turnover. In each case I looked very carefully at those areas within the company that caused me grief. Good examples are cash-flow, credit, customer spread – even having to get on with obnoxious customers. Only when you have lain awake in the early hours worrying over these things can you appreciate the need to remove these festering sores from your life forever.

With each new company I started I eliminated one or two of these ulcers. It was as much a surprise to me to realise *that sitting at home with a PC could produce more income, more pleasurably, than running a multi-million pound traditional business.*

I started Home Publishing in 1974 and having experienced complete failure I restarted in 1976,77,78,79. By 1980 I was no longer reinventing the wheel. By 1980 my little publishing efforts were giving forth fruit. I eventually went full time and by 1996 I thought there was nothing left to conquer. My total turnover in self-published and ghost-written books and newsletters currently runs into several millions.

Then fate re-wrote the rule book with the Internet and computers that totally eliminated 99% of all previous problems. It seemed to me that the last link was in place. Not only could I strut my stuff at home, I could do it world-wide.

There is only one qualification in home publishing and that is the same in all business. The only qualification is the bottom line in the bank. Home publishing has put my kids through private school, bought a lovely home and any car I want. But the greatest assets are the *freedom to do as I please* and the knowledge *that everything is in my head*, not in bricks, mortar or machinery. I've walked the talk. All I need to restart is a PC and experience that no-one can take away.

I want to share this experience with you right now.

Eleven Unique Reasons to learn about Home Publishing

WHAT CAN YOU SAY ABOUT A BUSINESS WITH THESE ADVANTAGES...

1. MARGINS.

An average company makes 10-20% profit after costs and before tax. Some operate at only five. Big turnover, low profit margin businesses are typical “treadmill” businesses. The Devil himself couldn’t have devised a better way to drain your soul than this sort of enterprise.

By contrast, Home Publishing often has profit margins of 50% NET, sometimes 80%. Internet versions can be almost 100% pure profit. This is a low turnover, high profit enterprise. This means *freedom, time and money to spend.*

2. LOW SET UP COSTS.

Disregard Computer equipment. This sort of equipment is being sold by the million every day to people who have no idea about Home Publishing. I used to consider it a cost. Now it is no more a cost than buying a new kitchen table to put it on.

You can have a fully set up business for less than the cost of a small video recorder! Indeed some of the projects you will read about later can be set up for nothing at all because the cash-flow is so good it finances the whole thing for you. Compare this price with a cost of nearly eighty thousand for opening a shop or store, most of which you have to borrow from a bank with your home as security on the loan. Indeed it is about half the cost of one direct mail shot - the kind that most Bizops have you do.

3. EASY

No formal qualifications required, no experience, no real skills.

4. PREMISES

My last business cost me fifty thousand a year just for the building I sat in. That meant I had to turn over nearly ten times that in sales just to get back to square one. Heaven knows how long a franchise fee takes to recover. Now my only costs are heating and electricity.

5. EMPLOYEES

Oh dear, oh dear, oh deary me. Employees are serious costs – the major cost in all businesses as it happens which is why employees are the first to see the door when times are bad. In the US there are serious legal implications. Bosses of big corporations are leaving to become consultants to their own businesses. They don't need the pain of a lawsuit from someone with a degree in Political Correctness and honours in Compensation Procedures.

In Europe the boom in socialist governments has created a situation where it is now impossible to fire someone even for theft of company property unless you give them three written warnings not to steal your property and get them to sign a contract to this effect! In Home Publishing you only take on a secretary or a part time packer if you want one.

6. IT'S YOURS

You create your own product in your own market. All other business opportunity plans involve everybody selling the same thing in the same marketplace. Yet there are thousands of areas in which a Home Publisher *who has been freed to think* can create simple, valuable projects that people will want to buy. Each one is *your* creation in *your* market and often you will have no competition whatsoever.

7. NO COMPETITION.

Competition in this area is almost impossible because you will design your product to be unique from the outset. Even if you didn't, a good market will buy your product because it is good, not because it's unique. Every

Competition

Don't let anyone tell you that competition is good for you – that *here is your opportunity for excellence* or other such nonsense from the pseudo-world of management consultants.

Competition is only good for customers, not for businesses. For you, competition means hard work, low profits, even bankruptcy.

With Home Publishing you can select a unique product off the shelf and charge the highest price you think you can get away with. Indeed the higher the price – the more you can actually sell! Watch this space.

supermarket or clothing shop has competition from others, yet people still buy. In extreme cases just move on to a new project.

8. NO PRODUCTION COSTS.

One of the most fantastic elements to Home Publishing is that your production costs are zero. Your time is the only cost you have.

In a manufacturing industry you would have to spend millions just tooling up for a new production line. As a result it takes years of creative accountancy before you have truly broken even, never mind made a profit. In Home Publishing, if the market changes, or if you spot a hot topic – just sit down and create it for zero cost.

9. RECESSIONS

Not possible. Because you can create new projects from nothing other than a little research it means you can cater your product to the needs and income level of the market. You have a multi-product base that is limitless. Hollywood made a fortune during the Depression because no matter how poor or depressed people are, they will still pay for what they want, often before paying for what they need. Arguably this trait is why they are poor in the first place!

10. CASHFLOW

Did you know that cashflow kills more businesses stone dead than the absence of profit? I have seen profitable businesses die overnight because what was on their order books did not translate into hard cash fast enough. Cashflow is the HIV Positive of business followed closely by its bedfellow – Credit.

Giving out credit is standard in conventional businesses. It is also standard practice to delay paying your creditors for as long as possible. The only time that credit ever works in your favour is if you have what is called positive cashflow. That means your customers pay you faster than you have to pay your suppliers. A fine example is supermarkets. In 1978 a major supermarket chain told its accounts department not to pay any supplier for another thirty days. In that time, so much cash flowed over the counters into the company that they used it to build another store without the need to borrow from any bank. Above all else, you need to start a business with positive cashflow and that means a retail business.

In Home Publishing people pay you first because you are a retail business. You don't give credit and as a result you don't get many bad debts. You are in the area where you can pay your suppliers quickly, perhaps even before delivery. Some would argue that this policy throws away a free banking system, and so it does. On the other hand I can get better prices and discounts, and if I want something delivered today, I get it today – pronto! Money talks.

11. CLIENT BASE.

One of my friends runs a one-client company. Admittedly this client is bigger than Cable & Wireless but if anything should happen to that corporation like a change of ownership, or policy, or even a change of management, then my friend is on skid row. He is now increasing his client base but the principle is this: It is better to spread your risk over many clients. That way, losing one or two will do little to affect your income.

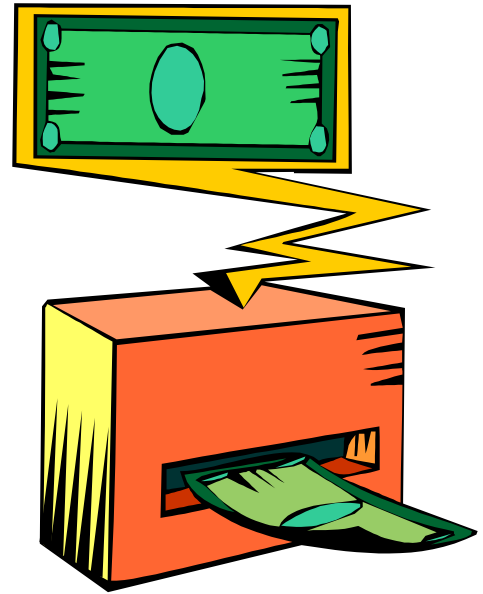
Home Publishing is perfect for protection. It is very unlikely for you to lose all your clients in one go.

Actually, there is another little area that's worth a mention.

It's not much really, just a trifle. It almost seems trite even to mention it but I will give it a quiet little mention anyway

Just a little mention you understand,

No big deal or anything



MONEY!



Income Levels

For those who can adapt, like home publishers, the rewards are ready and waiting.

Currently the most successful man I know in this business makes 60K – a month! He runs a financial information service for companies and charges about two hundred a month to a client base of about 300 companies. The laugh is that any of these companies could do the research themselves – but they don't have the time. It is cost effective to let him do it for them. Apart from his own research time the cost of producing the actual written material is minimal. Nearly all of this income is net profit.

The fastest 0-1Million I can remember in the case of a hard copy publication was six months, for the Government Auction Guide. I can name at least five self-made millionaires in this business. The top 200 highest paid people in the world are in one of two businesses – Software and Publishing.

In the world of the Internet the guy that made four million in one year did quite well and *PC Flowers* made six million a year not selling flowers but acting as a broker, redirecting orders taken over the net to the florists concerned. In 1994 Laurence Canter and Martha Siegal made US\$100,000 in a week offering information on the US Lottery.

But enough of this banter, I'm not in the business of using superlatives to promote products, that's Bizop talk. All I can say to you is that at the top end, with just a bit of luck, the income is, shall we say, high enough for everything you'll ever need.

As for me I'm just a cruiser. These telephone numbers just spell hard work to me and that's not my thing. My thing is lifestyle – the ability to earn as much as you want or need but have the time off to enjoy things, like driving an XKE-Type!

So where are you in all this? Okay. By the time you finish this course you will have the blueprint for producing a number of projects. Some of them will be profitable newsletters, others will be one-off projects like manuals. *Either way I would expect to make around thirty grand in the first year.*

A decent newsletter project can make enough money in its first month to pay for all the printing and postage costs and leave you with a thousand or so net profit. An Internet project can take off overnight. I think any diligent person, particularly armed with HPA back-up should make a far higher profit in their first year than any Bizop or conventional business. How high you go simply depends on your determination and how far away from Bizop mentality you are.

What other business can you think of that can be started for a pittance, be in profit almost from day one, can produce thirty thousand profit in your first year and six figure numbers thereafter with NO cash flow problems, NO production costs and a product that you can easily tailor to meet all the needs of your market? This is impossible with any other business.

Home Publishing defined

I use a slightly different definition of Home Publishing to others who often call it Self-Publishing. Let me explain.

Self Publishing is to market projects that you have written yourself. My definition of Home Publishing is to market projects over which you have exclusive rights or copyright i.e. you don't necessarily have to write it. Others can write for you but you retain the exclusive rights to sell it.

It is this exclusivity that marks the difference between the definition of Home Publishing I use in this course, to those definitions that encompass the sale of projects produced by others and are mass marketed as sell-on Home Publishing plans. There is nothing stopping you having sell-on plans just don't do it as your main business. These are best used as back-end products: add-ons to your main line of business. I'll discuss these later.

The rules have changed



We now live in a new age. In this age **your future success does not depend on your intelligence, or skill, or hard work, or luck, or educational background or social status.**

The secret of your future success lies entirely in your ability to adapt to change.

If you only take *this* information away with you today then please regard it as the piece of pure gold that it is. Everything is changing, and only those who develop the ability to cope with change will win.

The United Kingdom has the greatest population density in Europe. You would have to take Illinois, Pennsylvania, Massachusetts, Minnesota, Michigan, Colorado, the yellow rose of Texas and cram the lot into Iowa to get the same population density per square mile as in the UK. This means that demographic trends in the UK are quite a good indicator of what will soon happen in other countries.

I recently read a report concerning these trends. The biggest trend is wealthy people moving away from city areas to far flung parts (insofar as anything is "far flung" in the UK!) and live in security patrolled enclaves, like Disney Villages, containing everything they need including schools and medical centres. The same trend indicates an increasing divide between rich and poor. While the rich reside in custom-designed villages in the quiet of the Scottish Highlands, the poor are rioting and looting in the streets of inner cities.

The country that led the Industrial revolution of the 19th century now has hardly any industry of its own. The rest of Europe and finally the United States will soon follow as Third World economies provide cheap labour, cheap factories and almost no environmental restrictions or regulations. The super-rich are leaving to buy their own islands and avoid increasing tax demands from corrupt and incompetent politicians on a gravy train paid for by public money (c.f. the sickening picture of Jacques Santer hanging on grimly to power and money while the

entire EC Commission resigned around him in 1999 amidst allegations of corruption and gross mismanagement.)

The loss of industry means that workers in the UK have been not only thrown out of work, but thrown out of whole industries. They have become as obsolete as gas-lamp lighters. In the United States the situation is slightly better because workers have never had the benefits bestowed on them by socialist European governments. But work in the US is hard, and the rich-poor divide is ever increasing.

With the decline of industry, and the manual jobs within them, workers in these countries have no choice but to adapt to new cottage industry (home) businesses fuelled by information technology. This is why Home Publishing is one of the fastest and best businesses to be in at this time.

Adapting is easy

It is easy to adapt to changing conditions. As humans we are designed to adapt. If we didn't we'd still be swinging in trees!

The first thing you need to do is to **bring a policy of continuous education into your life**. This means keeping up to date with the news, new trends and information technology such as the World Wide Web.

Think -What is changing? How do I deal with it? (As distinct from "My God it's all changed - now what the hell do I do?") This makes education essential. **This will cost – but it will cost you a lot more if you don't pay the price.**

Brian Tracy was once asked how to justify the training of staff when all they'd do afterwards was leave. He replied by saying "What if you don't train them – and they stay?"

* * *

*Success is nothing more than a few simple disciplines, practised every day,
while failure is simply a few errors of judgement, repeated every day.
It is the accumulative weight of our disciplines and our judgements that leads us to either
fortune or failure.*

From *The Treasury of Quotes* by Jim Rohn

We Begin



The main text of this course is taken from over sixty insights or axioms that I explain to delegates attending my Home Publishing Workshops. These insights are the received wisdom of many years in the Home Publishing business plus many years in conventional business at all levels, including the very top. They have also been taken from the many friends and associates I have gained over these years together with information I have paid for by attending lectures and seminars on related subjects. If I start adding the numbers of books and manuals I'll be here all day and you will be bored witless, so let's get on with it!

Axiom # 1

DON'T WRITE A BOOK AND THEN TRY TO SELL IT!


One of the most famous and respected home publishers in the world is Ted Nicholas, the million-selling author of books such as *Magic Words that bring you Riches*. He is arguably one of the highest paid home publishers in the world. Yet I take issue with him.

One of his books is called *How to Publish a Book and Sell a Million Copies*. For my money this title is the worst in the world.

You see Ted Nicholas is a marketing genius. He's the kind of guy that gets upgraded to first class on a flight just because he smiled at the air hostess. If you're this good you can write a book on the genetic configuration of the dung beetle and

Why people fail

- **They're writers, not marketers**
- **They write the book first, then try to sell it**
- **Too big a market** - The "everyone wants to save money" fallacy



6

Slide taken from The Home Publishing Workshop

still sell a million. The trouble is – I'm not a marketing genius. I am a dim-wit. I need my books to sell themselves.

Another hero I take issue with is the late Joe Karbo, bless 'im, who in his 1974 book *The Lazy Man's Way to Riches* gave me, and many others the impression that the way to make a million pesetas was to get one million people to send you one peseta. This is quite true – but there is a catch.

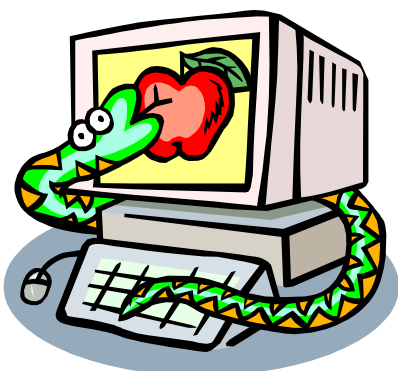
During the last five years I have been sent hundreds of manuscripts, each for a book that the author was confident would sell a million copies virtually overnight, and in each case I groaned the minute I opened the envelope. Without even reading it I knew it was either a dismal failure or at best the kind of book that needs a mainstream commercial publisher to market.

It is, in my opinion, the first, biggest, and often the last mistake made in Home Publishing – *writing what the author thinks will be a popular book, and then trying to sell it.*

It stems from the fact that people have in their heads a pre-defined idea of *what they want to write about.* If you want to be a writer – fine. But most writers don't make money. I didn't call this course "How to write for cash" or anything like it because most writers are poor.

Don't be a writer. Be a publisher. Best of all be a publisher who is also a writer, then you've got the very best of both worlds but be a publisher *first.* Publishers, like manufacturers, do not make a product on some kind of whim. They **LOOK AT THE MARKET FIRST, SEE WHAT IT WANTS, AND THEN DESIGN THE PRODUCT TO FILL THAT WANT.**

Look at that again. It will save you years of heartbreaking toil fooling yourself that you are writing your dream book on "The Conscience of the Anarchist in Contemporary Society" for the pleasure of writing it. No you're not. There isn't an author on the planet that hasn't got a neon light over his head blinking out the words **BEST SELLER.**



All these authors make the same mistake. They either write about something *they* like and think others will pay to read it, or they think of something “everybody wants” and write a book to provide this mythical snake-oil.

The best example of the “Everybody must want this” fallacy is the *How to Save Money* book.

Snakes in the grass. The Too Big a Market & The “Everyone wants to save money” fallacy.

Books are written on this topic because the authors think it is a desirable subject that is bound to interest millions of people who will send them lots of money for the solution. In reality, they are wrong on two counts.

Firstly the topic is wrong – they are effectively writing a book on How To Stay Poor. No-one wants to save money. They want to *spend less* but still get what they want. In other words they want bargains.

The second reason is worthy of careful note. Whereas big Joe said that the way to become a millionaire was to sell a million people a low value item, how do you contact a million people EASILY and CHEAPLY? You can't. Newspapers, Mags, TV and all public media are very expensive.

Here is the real secret of making money.

SELL A HIGH VALUE ITEM TO A SMALL GROUP OF ENTHUSIASTS (WHO CAN AFFORD IT) AND WHO CAN BE CONTACTED BOTH EASILY AND CHEAPLY.

If you have a book idea that has a wide appeal don't self publish. Find a commercial publisher or an agent.



When submitting a manuscript to a publisher's agent beware of them asking for any fees up front in order to “ask around on your behalf”. Bona Fide Publishers or agents will accept or reject your book but they will not ask for a fee.

There is another reason why most people fail. After picking the wrong project they compound the error by choosing the wrong media or presentation. You'll see later how a twelve

chapter book makes almost no money, but twelve one-chapter books can make you a small fortune.

Axiom # 2



THE FIVE GOLDEN RULES OF HOME PUBLISHING MARKETS

So far we have learned that the first step to take is not to write a book. Indeed don't write anything at all. You will find that the product – the thing you finally want to sell - cannot be created until you have thoroughly investigated who wants it. The first thing you do is to make sure that whatever market you're going to offer your finished work to satisfies the following five rules:

1. Is the market **EASILY CONTACTABLE?**

Think of *how you are going to reach* the market concerned. If you don't know then you'll have the best kept secret in town as far as your product is concerned.

The easiest markets to contact are, in order:

1. *Those covered by a generic magazine. (e.g. To contact Jaguar XK-E Type enthusiasts place an ad in Classic Car magazine.)*



A *Generic Magazine* is a publication that covers your specific *subject and all those related to it*. A particular classic car is one of *many* classic cars catered for in a generic magazine such as *Classic Car*. The generic mag for a Honda 23E Jetski would be *Jetski Monthly* which covers all jetskis.

2. *Those covered by a specialist mailing list.*
3. *Those who have a club or institute.*
4. *Those that have a user-group on the Internet*

As you will see in detail later on, one of the easiest ways of making money with a Home Publishing project is to look at generic magazines and pick a subtopic within that magazine.

2. Is your market *CHEAP* To CONTACT?

One of the biggest mistakes made by newcomers to home publishing is to assume that the larger the market the more profit they will make. This is only true if ways can be found of contacting that market *cheaply*. One of the reasons why so many people have become millionaires selling items from their Websites is that they are paying almost nothing for marketing.

Please understand this very carefully.

The secret of profitable home publishing is being able to advertise cheaply or, better still, free of charge.

Indeed if you can find a source of free marketing I would argue that it is almost impossible not to make a profit. Many mainstream magazines have a “readers offer” page in which some item – the mythical Widget – is offered to readers by the magazine itself. These are invariably successful which is why you see them time and time again. There are two reasons for their success. One is that the magazine bestows credibility on the offer (i.e. readers know the offer comes from a genuine source). The other is that it has cost the magazine nothing to advertise, so even if they make one sale, they will still be in profit.

I recently sold one of my newsletter projects to a man who wrote for a monthly magazine and who was offered free advertising space in that magazine each month. Each month he can effectively advertise to 120,000 people free of charge. In such circumstances it is almost impossible not to profit. Mind you, remember the saying, “It is impossible to make something foolproof. Fools are ingenious.”

The *cheapest* ways to contact specialist groups are, in order:

1. *Internet/WWW related contact. (email, Bulletin Boards, Web sites.)*
2. *Press releases or informative articles in generic or trade magazines.*
3. *Small classified ads in generic or trade magazines.*
4. *Display ads in current club newsletters.*
5. *Direct mail.*

If you read other works and articles concerning home publishing you will frequently find that reference is made to direct mail as a profitable marketing tool. This may well have been true some years ago but the situation today has changed.

The costs of direct mail have almost doubled in the last few years as the number of decent mailing list brokers realise that their services are at a premium due to the number of scamsters currently operating in this area. This means that cheap mailing lists are virtually useless and new mailing lists are twice as expensive for the same response rate.

The only value of direct mail to a beginner is its value as a test area. For most publishing projects I would avoid direct mail altogether. The only exception is for educational courses which we'll come to later.

Baby-Boomers

On the subject of spending, consider the baby boomers. There was a population boom that started in the early Fifties and finished in the early Sixties. This population surge was so great that, as they got older, they did much to influence the marketing and trading conditions of the world and continue to do so to this day. I know, I'm one of them. If you want to know where the money is going then look at what the baby boomers -- the 40 to 50 year olds of today, are spending it on. Recently they have put all their money into savings and investments for their old age. This is the main reason why the world's stock markets have been going crazy over the last five years. Over the next ten years these baby boomers will take all their money out again and spend it. If you want to surf a trend then look no further and provide information products for 50 year olds, such as travel, Healthcare, things to buy and do. Holiday companies specialising in older folk will have a field day.

3. ENTHUSIASTIC or NEEDY?

An enthusiastic market is best because they already have a passion for the subject in question. This means NO SELLING. You merely have to tell them where to get the product. Very little selling need be done. A good example is a hobby market or sport.

No selling sounds crazy but millions of people do it every day when they sell their cars. There is no need to *sell* a 427 Cobra. Years of magazine articles and publishing hype have done the job already for any car you can think of. What you are doing when you sell your car is to advise people that it is available. All you have to tell them is the price and the condition.

A “needy” or “seeker” market, such as Business Opportunity seekers needs qualifying. Enthusiasts are, by definition, enthusiasts. Needies are not necessarily so. They must be needy AND optimistic. For example, the bizop market is needy but highly sceptical.

If you're dealing with a sceptic you will find that you will be spending a lot of money writing pages of copy trying to persuade him that you are a worthy person to deal with. Most of your pages will be ignored by the reader as they try to evaluate your worth. This is a waste of time and money. Any words you write should be directed at *selling the product* not trying to prove that your company is worth dealing with. You need to be in an optimistic market.

4. Are they OPTIMISTIC?

Optimistic Markets are those for whom the suspicion factor is very low. Don't go for a market whose first thought will be “*Is this guy trying to rip me off?*”

5. Are they already SPENDING MONEY on this subject?

When I get to the burger stand principle later you will see why it is important to estimate the amount of disposable income that is available in your market and is *actually being spent on similar products to yours*. For example, creating a newsletter for tabby cats sounds good because it fulfils nearly all of the criteria mentioned above. However, discounting food, the average tabby cat owner spends very little money on their pussy. On the other hand a product about horses and ponies, particularly if orientated towards children who have their own ponies or riding lessons, is clearly in the market of those who spend a great deal of money on this hobby. The same is true for classic car buyers or expensive hobbies and sports. The essence of this is pick a market who have money in their pockets.



The Cali-Forn-Iay Principle

Don't invent something that needs explanation. An important factor often dismissed by the inexperienced publisher is the need to understand that whereas some new inventions do occasionally make money for the inventors the vast majority don't. Don't be a pioneer. The first pioneers to trudge across America to California didn't strike gold. They were struck by arrows – lots of them. It was the people that followed on after the trail was blazed that made the money.

Your market must consist of people who are already spending money on something similar to yours.

The Six steps to a successful project

- 1. Choose an *enthusiastic or needy market* in which you have some experience, or can research, or know a man that does.**
- 2. Create an *information product that satisfies that need*.**
- 3. Either test its *viability* using The Project Analyser¹, or better still, create it according to the principles contained within the Project Analyser.**
- 4. Decide on the most profitable *presentation* for the project.**
- 5. Decide on the correct marketing strategy.**
- 6. Prepare and start an Action Plan.**

¹ The Project Analyser is in a later session. It will allow you to check the success potential of your project.

Not clever enough? – You must be joking!

Many people who would like to go down this road believe that in some way they are not qualified or educated enough to succeed. Well, it's a plausible excuse. Utterly, completely and totally wrong – but plausible!

The reality is that many huge successes in this business are as stunned as you would be to see the magnitude of their own achievement.

- One of the highest paid people in the UK started out as an electrical engineer.
- Yours truly used to be a shipping clerk filling out Customs declarations. He also failed his English Language exams (first time round) and has recently discovered that his sloooooow reading is due to slight dyslexia. Great qualifications, you'll agree for a career in writing!
- A newcomer to home publishing has just started a smash hit educational course set to make very good money. His day job is working for the local council.
- In the USA, Bill Myers freely admits that he started his smash hit – The Black Box Newsletter – while living in a mobile home. His telephone was attached to a pole 40 yards away! He became a millionaire.
- A newsletter on how to make houses out of hay bales has propelled turned a tramp into a modern version of the Beverley Hillbillies.
- I recently discovered a sailing enthusiast who started a simple newsletter on how to get the best out of racing your yacht. I believe he now has some 8,000 subscribers worldwide paying him US\$45 per year (work it out). Add to this any advertising he has in the newsletter. Beats working for a living doesn't it! Was this man a published author? – Nope.

About the Author

No-one likes to deal with faceless entities so let's get my ugly mug on screen:



Monday morning for Home Publishers

Like many other people I had no idea what to do in my adult life and drifted from one job to another. My start point was selling shirts as a helper in a market job which allowed me to rise to the dizzy heights of renting a room in a friend's house. My furniture consisted of mattress on the floor and a scaffolding pipe across the corner of the room on which I hung my one suit. I still have the pipe as a reminder – a lesson in humility.

After this I became a stock control clerk and finally a shipping clerk filling out Customs forms. One month after I got married I decided that this job was a dead end and I tried to get a job as a salesman. No deal – Catch 22 – they wanted experience. Life is no place for the lily-livered so I packed in my steady monthly income to sell vacuum cleaners (Kirbies, actually) door to door. It was dreadful, utterly gruesome evening work.

To cut a long story short, thanks to my fortitude in going it alone, a company gave me a sales job and things started to get better. In the early eighties a friend and I started our own business but it was so difficult and angst-ridden that I was desperate to break free and find a career that would be less stressful and give me time to have a life in-between.

At this point, the enterprise I was doing part-time suddenly developed a new significance.

In 1972 I had read Joe Karbo's book *The Lazyman's Way To Riches* and was utterly enthralled. The line *Paper is Cheaper than Plastic* burnt itself into my mind. I entered into the part-time Home Publishing Club.

Running parallel with my day-job I read all I could about direct mail and advertising. I joined a Writing School Course and often spent hundreds of pounds buying in books on all aspects of home publishing.

My first effort as you already know was to offer a car alarm building manual to car owners in which I made nearly every mistake possible in home publishing. My first really successful effort was *Pattern Theory* which would have sold a lot better if I'd called it *How to Improve Your Shooting in Ten Minutes*. I sold thousands of copies and would have made a lot of money if it hadn't been so darned expensive to make the book in the first place. Without the benefit of modern home printing and binding technology, or indeed, computers generally, I had to get them printed commercially and 75% of the sale price was swallowed up in producing the product.

The Real Revolution



This is the main reason why NOW is such a brilliant place to be if you want to start home publishing. Computers now allow you to do everything – typesetting, pictures, graphs – absolutely everything on screen at no cost whatsoever. But the real breakthrough was when laser printers became affordable. Imagine the chagrin of spending a year writing a full course on *How To Become a Highly Paid Sales Rep in 60 Days*, and then finding out that you haven't got the money or the infrastructure to create it, so you sell it for a song to somebody that does! Computers are wonderful, but it's cheap, efficient printers that have made the revolution possible.

Of course the next stage of the revolution is the internet where already you can download books in full colour that have cost virtually nothing to print or even send! Indeed you may already have done so to read this. No-one except a tiny handful of computer visionaries could have anticipated the idea of selling something that has no physical macroscopic² existence.

² **macroscopic**. mak-ro-skop-ik. *adj.* **1.** Large enough to be visible to the naked eye. **2. n.** Word used by clever-dicks to give the impression of intelligence.

My home publishing career flourished with a book called *The Secret of Used Car Buying - How To Check Out a Used Car in Five Minutes Flat*. This sold from classified advertisements in car magazines. A little trick is worth noting regarding this project because this book is no longer in production but the idea upon which it is based can still be adapted today.

One day it occurred to me how wonderful it would be if you could buy a little black box that could be placed on the top of a car and told you what was wrong with it. Such a gadget still doesn't exist so I decided to create one.

Plastic was a no-no so I invented a simple checklist. The checklist had a points system built into it. The idea was that the prospective car buyer could go down this list very quickly, looking at the car, and giving it points based on what he found. For example, if he found evidence of a re-spray it would be 200 points. A worn tyre would be 60 points.

The points system was easy to create. All I did was to calculate the approximate cost of repairing the fault and divide it by ten! This system also had the advantage that it would not be effected by time. Inflation would increase costs pro-rata so a points system like mine would be unaffected.

So there you are. A free idea you can play with. I filled the rest of the book with general information on how not to get ripped off but the main thrust was the little check list. Neat Huh?

This book was still in the pre-laser printer era, so as usual it made as much profit for someone else as it did for me.

These are examples of mini-books that helped me launch my career full time, something I didn't do until lasers became affordable. It was just an instinct. I just *knew* that when laser technology became affordable, home publishing would take off. And so it did.

Now here's a nice little earner. A *very* nice little earner that the writers amongst you can also copy. It occurred to me that the chairmen of successful companies had achieved real success but one thing still eluded them – the cherry on the cake so to speak. These guys had reached the top of the heap – but nobody knew about it.

I've already mentioned Victor Kiam, the boss of Remington who liked the company so much that he bought it. He took his own success one stage further by writing a book called *Going For It* in which he gave the world such mind boggling advice as how to get into race meetings without paying by dressing up as a chauffeur. You'd need a Rolls Royce, by the way – rather negated the ticket saving I thought!

Big Vic wasn't, I venture, really interested in telling the world the secrets of success. The consummate showman, I suspect his motives stemmed more from strutting his ego than lifting you up where you belong but it illustrates an important point. Business success makes people notoriously vain, and there is one thing that these people want more than anything – recognition – or more accurately, my favourite word, – Kudos. They mustn't just be successful, they must be *seen* to be successful and that only way left open to them is – writing a book.

Of course the Chairman of Hitchcock & Scratchit will certainly know all about balance sheets and second-level financing, but he will know sweet Fanny Adams about books and the last time his essay writing skills were tested was in writing begging letters to the bank. If this man wants kudos, he will need help, and that's where a good home publisher can step in by putting on his ghost writer hat.

Ghost writers write books, manuals, educational courses – anything involving the written word, but they don't take the credit. They take the money instead which seemed to me at the time to be a remarkably sensible thing to do. Ghost writers write the book, someone else appears as the author, and said ghost writer keeps his mouth firmly shut as he pays in his commission cheque and rehearses his "I'm not a drug baron" story.

I can see you have put two and two together so let me just point out that a beautifully designed letter to a minor but successful chairman in a randomly chosen industry, suggesting that the cherry on his career cake would be a book about the industry, can lead to a large commission, possibly over £30,000 in which you sit next to the insufferable little big-head writing his book for him!

Of course the book *How I Became Fat and Prosperous* by Aldus J. Plonker, CEO of Hitchcock & Scratchit is unlikely to adorn the shelves of Waterman's Booksellers, but here's the clever bit – it was never meant to be.

The object of Mr Plonker's deliberations is not book sales in the high street, but *give-aways to his customers*. The book is not at all about *How I Did This* but *How My Customers Can Benefit From My Knowledge of The Industry*. What I am saying is that a book written by the chairman of an industry can become a free promotional give-away to all potential customers in that industry and the book is filled with advice on how to do things – from the customer's point of view.

So *How to Get Five Star Printing For a Two Star Price*, by Aldus J Plonker Jnr, Chairman of Universal Printing Services will do three things. It will be a useful give-away to help his salesmen open the door to new clients and a thank-you to older clients. As more and more find their merry way around the industry, guess whose name becomes associated with it? No prizes, so he gets a kudos injection as well. In fact he's mainlining on it!

Aldus has no idea how cheap it can be to print a book. A two colour glossy cover book can be put together for less than £1.50, so 2000 books makes no inroads whatsoever in the thirty grand or so he's paying you for your skills and time.

Okay, this is out of reach for new home publishers but as we stand today there is a new market opening up that you can benefit from.

Making extra money with commercial newsletters

By the time you have finished this course you will know, amongst many other things, all there is to know about newsletters. You can use this information in three ways. You can create for yourself a highly profitable newsletter OR you can create a highly profitable newsletter *for someone else* OR you can act as a newsletter *consultant*.

Many companies are now issuing monthly newsletters to their clients. What many companies have no idea about is the correct way to go about creating one. In particular they miss one very important point.

Company newsletters quite often contain mostly articles about the company. Wrong. The customer is not in the least bit interested that you have built a new reception area. The customer is only interested in help, tips, advice and summaries that he can

use directly in his own business. The very best newsletters are 95% information of use to the customer and 5% about you. This simple tip can help anyone create a valuable and well received company newsletter.

That's not the only reason why it can be very useful for a company to have a *good* newsletter. Here's a few more:

- They can offer a free copy through classified advertisements in trade magazines, thus attracting new clients – and Kudos.
- Editors of publications usually get free entry to exhibitions/shows/receptions. At conferences they'll get first hand interviews with big name speakers.
- For a comment in the newsletter they will get offers of free hotel accommodation, flights, etc. Of course they'd never consider them, of course not, no, no.
- By calling a company as the editor of a well known newsletter you'll get straight through to the main man (or woman).

So you see, knowing about newsletters doesn't mean you have to write one. You can make good money showing companies how to do the job properly.

Recent retail sales of all my books have gone so far past the £2,000,000 mark that I've stopped counting. Not bad for a kid that failed his English exams and has reading diFFiKulTees.

So what's stopping you? As I have said before, I can offer this business to 3000 people and each one will actually have their own unique version of it without competition.

How to get this course for free

In part two we have added a small but really useful business opportunity. It's absolutely free with no obligation whatsoever and no strings attached.

Do you remember I told you that for six years I was editor of a newsletter that punched bizop scams on the nose? It was called Winners 2000 and it genuinely changed my life. Any naïve notions I had about business people being altruistic or nice we dispelled very quickly. For six years I had the “pleasure” of watching hordes of bizop sharks feed on people made gullible by desperation. I thought the transport business was bad, but that was company to company business. The director of any business knows about risk, accepts it, and covers his ass accordingly. People who feed on the general public are the lowest of the commercial low.

Five people assisted me with this newsletter and after six years we stopped it. After all this time none, not one single, solitary person on our team could say with honesty that they would start any of the 1000 or so bizops that crossed our desks in that time. What a damning indictment of the industry!

However, what we DID learn is what people want. Our feeling is that many people would jump at a part-time income earner that had the following:

- It must be very easy to do i.e. they didn't mind a bit of work but nothing intellectually demanding. To a major extent they wanted it worked out for them.
- No face to face work. People are shy. They don't want to stand on boxes plugging cosmetics at people passing by.
- No selling. Although selling isn't hard, in fact we all do it everyday, most people do not like to do any overt selling for fear of embarrassment. Especially with friends and family. I don't blame them. Neither do I!
- They needed to keep the financial side simple. They would rather trust someone to send them a cheque rather than start up a McDonalds. This is one reason why I distrust so many of the MLM businesses. During six years we discovered that the downline commission structures of nearly all MLM plans were little more than lists of get-out clauses to avoid paying you what was owed. You did the work – but whether you got paid for it was a different matter

altogether! If you don't believe me get on the Web and type Amway into a search engine. Look for all the sites set up by disgruntled agents.

SO, how would you like to have (or not have – it's entirely your call) a little business venture thrown in that is dead easy to do and can make you hundreds of pounds doing virtually nothing at all?

- The easiest opportunity ever. All worked out for you on less than one calorie per day!
- No face to face work or telephone work at all. You don't say anything. No-one knows you are even doing it.
- No selling whatsoever. The product does all the selling for you.
- No messing about setting up your own business. No letterheads, no desk. You don't need any money to start and it is entirely self financing.
- Potential income? If you do the absolute bare minimum it is highly probable that sufficient money will come in to make The Home Publishing Revolution Course absolutely free to you. All the information that can, make no bones about it, *make you a millionaire* will be at your fingertips for free! That's if you just do nothing else than keep it in mind! If you want to get half serious – say five minutes a day, then hundreds of pounds may well start coming your way quite quickly. And if you want to go the whole hog and spend about half an hour a day then this could turn into thousands.

The system we've created is so easy a child could do it. You cannot lose because it's costing you nothing to start, and there are no ongoing costs, no direct mailings. This is a truly WIN-WIN situation for everyone. It's all in part two of The Home Publishing Revolution.

Does it work? – Case History

And the final question is: Does the stuff in the Home Publishing Revolution really work?

Damn right it does! I personally have tried everything from JOB to Managing Director – and the effect of doing home publishing *right* was the same as fitting a 5.3 litre V8 supercharged Chevy into Ford Fiesta – WooooooW!

But, I hear you say, you are a genius (Ha ha. Great joke. Really good ...) but will it work *for me*? I've already checked this out with Jonah Williams who is happy for me to relate the story.

Some months ago (at the time of writing) I had a brainstorm session with Jonah who had tried several home publishing ventures before. This is the same kind of brainstorm session I have with those delegates who attend the one-day fast start seminar. It transpired that Jonah knew quite a lot about the Internet. I suggested he run a seminar but after a time he decided that an educational course was the answer. Not only that but a “networked” educational course – that is one that buyers can use directly to make money with by acting as agents reselling the course themselves on a wholesaler-retailer basis.

To say that Jonah burned the midnight oil producing his course – The Instant Internet Master – is an understatement. For educational courses I recommend a set of 30 page manuals for starting out. Even this can take a month each to write. More experienced home publishers can expand this to 60 pages. Along comes Jonah who slams 190 pages into his first manual! Brilliant work. Actually, if you look carefully, Jonah has a lot of pictures and graphics, mainly screen shots which are necessary to show people how the internet works. Even so, the manual is excellent and after some help with the presentation he is now producing a book from home that cannot be distinguished from anything in a bookshop or newsagents.

At the time of writing he has approx. 150 people on his course which by my reckoning puts him well on the way to £50K and more in his first year. The potential income for this type of course is several million pounds.

My friend Mike has a jewellery business in a very niche market. Since investing in the Home Publishing Revolution he's started a small magazine which not only will make him a millionaire in a couple of years or so but will also make his existing business skyrocket.

A sixty year old but very with-it man had four ideas for a book. We junked three of them. The last one should make him about £30K and zero risk. I've recommended my zero-risk marketing strategy which costs nothing, so he cannot lose.

Another colleague is half Italian and has found a source of confidential information concerning holidays in Italy for a particular section of the community. His is marketing a manual that has potential sales in the order of millions.

Jim's got a travel book. Within a hour we gave him all the information necessary to by-pass all the main-stream publishers and set his book up as an internet download. He will only get about £10, net, per book but he has:

- No stock
- No printing
- No delivery
- Fully automated order taking

In short, it is perfectly possible for him to sell a million copies overnight and the first he would know about it is when he has to explain to the bank manager why he isn't a drugs baron ...

The secrets of home publishing are secrets no more. This business is truly staggering. It is breathtaking.

This isn't a fast-track to success. This is a bloody StarGate!
- Quote from seminar delegate

In Session Number TWO of The Home Publishing Revolution:

- **Choosing your first project – The Project Pyramid.**
- **Seven types of “sure loser” project. Guaranteed to fail!**
- **Money Pits. Four types of project that are the worst kind. They look good, but they’ll ruin you.**
- **The Top Nine project areas – “sure winner” projects.**
- **The Eight Types of Project Presentation – which work, and which don’t.**
- **How changing the presentation of a project can turn a losing project into a 1.5 Million turnover money machine.**
- **How to get the Home Publishing Revolution for free!**

Appendix

Mindset



I am now going to show you how to get everything you want. This is a huge statement and not one I make lightly, but I assure you it is perfectly true.

Home publishing is a tool for achieving your dreams, just like a car is a tool for getting to your chosen destination, and this course will show you how the Home Publishing “car” works. However there are good drivers and *good* drivers.

If I were to place you inside a high speed racer such as an Indy car or Herr Schumacher’s Ferrari, you or I wouldn’t reach the first bend. We’d either stall it or wall it. I’ve been driving since 1972 but all my skills on the public roads wouldn’t get me round the first bend in the Monaco Grand Prix. Racing drivers are a breed apart from mortal road drivers even though the pedals and steering wheel are in roughly the same position.

During my time as a home publisher I have corresponded with thousands of people who wanted to achieve financial independence and the vast majority never did get there despite investing heavily in different businesses and business opportunities. It is my earnest desire that you choose the home publishing route because I know from personal experience it is the fastest route to take but, like a racing car, you need *extra* information to succeed, information that applies to all and not just

to home publishers - Information that puts the seal on your success and makes it not only probable... but inevitable.

The Power to Succeed

In 1993 a group of entrepreneurs from various fields of endeavour asked me to front a new organisation whose primary purpose was to show people how to become entrepreneurs. We put together a course of material on all aspects of how to achieve wealth, success and also mental and spiritual freedom.

The information was not our own but came from a multitude of sources including seminars, books and lectures. We took all the principles and wrote about them based on the actual experiences of the entrepreneurs concerned. It wasn't theory. It was practical application.

To give you some idea of the power of the principles concerned, albeit an extreme case - I personally doubled my own income in days using just one idea concerning lifestyle.

Between 1993 and 1998 I had the experience of speaking to thousands of individuals, both winners and losers. With everyone I spoke to I asked myself why is this person where he or she is today? I was, unwittingly, building a dossier on why people fail.

I want you to win



I want you to succeed. I want to show you the best vehicle for that success and I want to give you all the *extra* information I can, information that does much to guarantee your success. As a result I am adding an extra section to this part of the Home Publishing course which I shall call MINDSET.

It consists of my own personal analysis of thousands of individuals I corresponded with over a ten year period. This is the first time my own conclusions have been published. They will do much to show you why so many people seem to bang their heads unceasingly against the door of opportunity while others gently slip the key and step through to success and personal achievement.

Mindset #1

Responsibility

Just a few miles east beyond the town of Albufiera along the coast of Portugal is a sign. It indicates a car park and all that is wrong with Europe and America. It marks the southern limit of a disease that has not yet reached the Algarve.

The car park is a roughly circular area of packed sand surrounded by a small border of grass. Beyond it is an open vista of sea but no beach. The latter is obviously below the car park. I pulled my hire car up to the grass border and got the shock of my life.

The border was no more than half a metre wide and beyond it was a sheer drop of about 50 metres. In fact it was worse than sheer, I was parked on an overhang. If I had rolled just a fraction further the car would be in mid air.

It shook me, I must admit. There was no warning sign that I could see and no railings or barriers. I wondered how many lovers had gone too far in more than once sense of the word on dark nights in that car park.

I did spot a warning sign eventually. It was fixed half way down the cliff. I could read it from the beach below. Roughly translated it said DANGER. FALLING ROCKS. No mention of falling cars though.

The point of this discourse is that the Portuguese authorities assume people have eyes and a brain. They are not in the business of telling people the blindingly obvious, and if anyone is so stupid as to fall off and land on an

equally witless sunbather below, then tough on both of them. This is not what would happen in other countries, particularly The USA and UK. Lawyers there are using the Law for abject profiteering and corrupting minds in the process.

In the USA an inmate of a certain penitentiary successfully sued himself under the legal aid process for bringing himself up so badly that he ended up behind bars. He was granted victims compensation!

In Liverpool in the UK the authorities do not have sufficient funds to keep the roads in repair, mainly because local lawyers encourage pedestrians to sue the local council every time they stub a toe on a paving stone.

The trend is to blame everything on someone else – and then capitalise on it! This trend is unfortunate because it is the exact opposite of the thinking used by successful people. The most successful, wealthiest people in the world have in common the attitude that whatever they do, whatever situation they are in is their own responsibility – the notion that they and only they can change it. They cannot blame someone else. They pay the price.

Paying the Ferryman

There is always a price to pay. Somewhere in the heavens there is a set of scales that weighs out benefits on one side and costs on the other. Life is a compromise between accepting a certain level of benefits *and being prepared to pay the cost of them*.

You can decide to be the richest man in the world. The cost is time and effort and at this level it may well mean loneliness, isolation and detachment from friends and family. Lots of money, and no-one to spend it on.

At the other end of the scale you can stay at home all day, do nothing except spend your welfare money and have all the time in the world. But you'll be poor. It is extremely rare to see someone who has a lot of money, but who doesn't do any work at all. When you do see them they are

often desperately unhappy, with no meaning to life, or into drugs.

A man is rich who has enough

But you can have compromise. You don't have to be the richest, *loneliest* man in the world. You can have ENOUGH money, so as not to worry about money any more.

You can have fulfilled, rewarding, loving relationships and a feeling of self worth. But there is a price to pay. The price is having to take responsibility for the rest of your life starting now. If you don't do it, then you're in denial.

The opposite of responsibility is denial. You can deny that anything is your fault. You can deny any responsibility for what happens to you. The bullet fired from the gun of denial is BLAME. If you do nothing now to change your future you can still take comfort from denial and sit back in your poverty shooting blame bullets at everyone and anyone who tries to tell you that it's your fault.

"IT'S NOT MY FAULT I DIDN'T ACHIEVE ANYTHING:-

Because I was too young/old.

Because I was unqualified/over qualified.

Because I'm black/Chinese/Mongolian/white/half caste/French.

Because I didn't have enough money / 'breaks' /luck / support.

Because of my health / migraines / athlete's foot / background / parents / religion.

Because I'm not clever enough/too clever/not confident.

I can fill a book with excuses because I've used them myself at some time or other and they are comfortable. They give solace when the chips are down. IF YOU HAVE EXCUSES - YOU NEEDN'T DO ANYTHING, AND STILL FEEL HAPPY ABOUT IT! "I didn't climb the mountain because.... because... because...

If you make the reason plausible enough then not only will others believe you, you'll believe it yourself.

So you're poor ... Great!

NINETY-FIVE per cent of the world's millionaires started life poor. So did I. Also, a survey of some of the world's highest achievers (the leaders and Chief Executive Officers of 'Fortune 500' Companies in America) revealed that 94% said that the main reason they got there was pure determination. You need to have determination, and a sense of personal responsibility.

The No-Progress Zone

The "comfort zone" is an area in which you can sit for the rest of your life. In this zone you can half-heartedly wish for better things and hope to win the lottery or be told of a secret plan to make lots of cash at absolutely no risk and for no work whatsoever. If you don't get anywhere you can always find a reason that makes you feel comfortable, after all, it wasn't your fault. The comfort zone is the killer of opportunity.

Julius Caesar invaded Britain in 54BC. His first order, to the horror of his troops, was to burn all the ships that had been used in the landing. He had made it abundantly clear. They either win the war or they die 2000 miles from home. No comfort zone. Outnumbered 1000 to 1, the rest is history.

This is why so many really successful people come from poor or disadvantaged backgrounds; they either didn't have, or would not accept a comfort zone "lifeboat". They had no choice but to win.

The comfort zone lifeboat doesn't effect us when things are going right, it's when things start going wrong, when a battle is lost, or the odds don't look too good, that's when the vast majority of people will cease all resistance and jump back into the comfort zone lifeboat. Don't.

Success

We all crave success, and yet to *you* success may mean something totally different than for someone else. Success is a totally meaningless word until you know what it means to *you*. It's one of those words that you know roughly what it's getting at, but it isn't precise. *You have to be precise with success*. You have to know exactly what it means. To do anything else is the same as going on a country hike with no idea where you are headed. This is what most people are doing right now.

In their walk they may come across views of breathtaking beauty, or fall into a quarry. They may find a leafy path or a Highway blocking the route. Either way they are leaving the outcome of their ramble to chance. This is what everyone does with their life. It's lived by accident, not design. You have to **know** where you are going, otherwise you will never get there except by chance.

The Travel Agency Sketch

A man goes into a travel agency and asks "I'd like to go on holiday please" -

"Certainly sir, where did you have in mind?"

"Oh, somewhere nice."

"Anywhere particular in mind sir, skiing perhaps?"

"No, somewhere warm and sunny"

"How warm sir? The Mediterranean perhaps, or further afield?"

"Well, you know, somewhere with palm trees and a beach perhaps; you know what I mean"

"Er, yes, but I do need some more details. The Maldives perhaps?"

"I don't know exactly, but it's got to be warm and sunny"

"Tenerife?"

"Is it warm and sunny?"

"Depends on the time of year sir, when were you thinking of going?"

" Oh, when my circumstances are right"
" Yes sir, and when would that be?"
" You know, when it's warm and sunny".

Imagine this conversation going back and forth for the next ten pages during which the agent tries everything he can to make the man give a precise answer, and yet all the answers are vague. You know exactly what the man's thoughts are but it's impossible to proceed without being specific. You can get a flight to Tenerife on Friday July 21. You cannot get a flight to "warm and sunny". Furthermore, my idea of warm and sunny might be an English country garden in springtime. Yours may be Death Valley in mid summer.

Success is exactly like that example. You are going to have to decide exactly what the circumstances surrounding your life are going to have to be in order to call them a success.

Most people make the mistake of trying to think of the route before thinking of the destination. If you know your destination then you can figure out the best route. Home Publishing is a route, not a destination. Unless you consider what, exactly, your final destination or goal is, then you will be a great ship without a rudder – steaming round in circles. Furthermore, knowing what you want to achieve using Home Publishing as the tool will free your mind from writer's cramp and help you see Home Publishing as a series of different projects. It will stop you fixating on one project and help avoid the risk of writing what *you* want to write – and then failing to sell it.

Start thinking about this now. You will find out more later but we are going to be very specific. If you want to be rich, in financial terms, you are going to need to know exactly what amount of money constitutes "rich" to you.

Waddaya want, exactly?

Everybody is a millionaire. During an average lifetime of work, this amount of money will have passed through most people's lives. Despite this over 80% of people will retire FLAT BROKE depending solely on state handouts. Only 5% will have made sufficient provision to be reasonably financially secure, and only 1% will be completely financially independent. Frightening isn't it? Yet it is within everyone's capacity to change this state of affairs.

Here is my best advice. It is a formula that has propelled me forward and it will do the same for you.

1. Get a catalogue from Nightingale Conant. They have the best self-improvement tapes in the world. Buy anything by Brian Tracy or Zig Ziglar. Resolve to listen to 30 minutes of self improvement tapes every day, first thing in the morning. This will supercharge your day.
2. Resolve to take responsibility for everything you do, or do not do, from this day forward. Only one person owes you a living – yourself.
3. Resolve to get out of comfort zone thinking and give everything your best shot.
4. Imagine yourself five years from now. Answer three questions: a) What annual income would you like to enjoy at that time? [Be precise – an *exact* figure.] b) What kind of house would you like to live in? c) What car will you be driving at that time? In every case be as precise as possible. Imagine you are filling out an order form specifying details like colour, price and location.

Afore ye go ..

It's crunch time. Do you or do you not want to learn how to make your life blossom with Home Publishing? Let me offer you some final statistics.

I recently emailed one of the biggest success stories in home publishing in the UK. This guy writes a newsletter. He has 1000 subscribers who happily fork out £98 a year to receive it. That's £98,000 a year. He also has had 6000 subscribers to his small course. He sends out a booklet each month for £19.95. That's £119,700 per month - £1,436,400 a year.

Yours truly has a hobby – E Type Jags. My E Type Jag Newsletter has a subscriber base of between 10,000 and 15,000. At £35 a year that's over a third of a million per annum!

That's peanuts. The other day I discovered (you've got to look for these guys – they hide!) the man mentioned earlier who casually writes a monthly journal on yachts. Eight thousand subscribers at US\$45 a go makes him a millionaire every 48 months.

It's not just the guys. Sonya Jones' newsletter got on CNN with a few months of launch. Within one year she had over US\$800,000 coming in!

SOMEWHERE out there is another one of these guys, or gals. Someone who will make a FORTUNE starting, as they did, with no money, no special skills and no experience.

Whether YOU will become that person depends entirely on the decision you make in the next five minutes.

Make it a good one!

Have a nice day. I'm off feeding squirrels.



Editor feeding squirrel while cross-dressing

Goodies to Come ...



1. **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.
2. **How to create an information product in ten minutes using Microsoft Publisher 98.**
3. **Which Projects to AVOID LIKE THE PLAGUE. They look good but they'll lose you money every time.**
4. **How to market a project to make an instant profit from day one.**
5. **How the Hot-Dog Principle can make or break a project.**
6. **Easy Ads that sell.**
7. **Why most home publishers choose entirely the wrong project area.**
8. **How to get advertising for nothing – Zero Cost Marketing**
9. **“It'll only work if you're lucky” projects and how to avoid them.**
10. **Lists of “Sure Winner” projects. Take your pick from a supermarket full of ideas for projects that are money in the bank.**
11. **How to check if your project is a winner without writing a word or spending any money at all – not even a test mailing.**
12. **A “Sure Winner” project analysed for you to copy.**
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. The cream on the cake. The very best motivational techniques for Home Publishers.

16. Where to put the money! Simple techniques for making sure you know how rich you are.

The Small Print

Tapes Books and Courses

We believe that publishers who ask people to pay for part one of any course that has been publicised by "mystery advertising" (advertising in which you do not know exactly what is on offer) is unethical.

Like a bookshop, all our tapes, books and course have **free and open viewing** before purchase.

In the case of tapes, a free tape is made available (sometimes a small charge for p&p is requested but this is deducted from any subsequent sale).

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Commissions

A commission of £100 is due to an agent each time a course is sold. If the buyer purchases the course in full, the agent is paid at the end of the month following the purchase. This is to allow time for any refunds, bad credit cards, etc. The original plan was to have the agency for full buyers only. (i.e. not monthly payers.) This has recently been changed to include monthly buyers. We did this because it would be unfair to not give the agent a benefit just because the buyer opted for a different payment plan.

In the case of monthly purchases the agent will receive commission:

a) When the course is paid in full, or

b) A pro-rata payment of £9.10 per paid session if the buyer stops their standing order before the end of the course. Precisely when or if a buyer stops is sometimes difficult to judge. Quite often a "lapsed" monthly payer will suddenly restart three months later. We normally consider a monthly buyer as lapsed if they do not pay for three months. The reason we will not be issuing monthly cheques for monthly buyers is because this opportunity has been designed as a very low cost (therefore low risk) opportunity for the agent and yet £100 commission per sale is arguably the highest non MLM commission rate in the world for an opportunity that costs little or nothing to join and operate. We must keep our own costs and admin low to run this. If we issued monthly commissions and statements, this cost would have to be paid for with lower commissions and joining fees. Statements are available. If the agent sends in a stamped, self-addressed envelope to our address we will send a quick print-out containing the customer's name, type of sale (monthly or full) and the approximate date commissions are due. If the agent feels someone has not been included they should let us know immediately. Provided another agent has not been credited with the sale, we will make alterations. Agents must understand that despite all our (and the agent's) best efforts, buyers do not always put the correct sponsor information on the relevant order forms. The above information also applies to the leaflet opportunity mentioned in session number two. Indeed agents are allowed to use any independent method of marketing, including magazine advertising, but any deviations from the plans suggested in our own materials are entirely at the agent's own risk. The only total restriction is Direct Mail. The leaflets are not designed as mailshots and to use them as a mailing is foolhardy. At best they can be included as flyers in a mailing you are doing anyway, such as sending a newsletter to your subscriber list. We regret that direct mailing of this opportunity to anyone MUST be cleared in writing with us first, together with the wording of any magazine ads.



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