

How to Get Your
**Nonfiction
Book
Published**
by a Real Publisher

1. Check out competing books.
2. How is your book different or better?
3. A 200-page book is around 70,000 words.
4. Have between 7 and 15 chapters.
5. Don't just paste together articles you find on Google.
6. Participate in the activity you are writing about.
7. Interview experts.
8. Use your existing content.
9. Create a mini-web site for the book.
10. Write a kick-butt book proposal.
11. Don't give your editor a hard time.
12. In 5 years suggest a second edition.
13. Always be available to the media.
14. Write in a natural, conversational style.
15. Strive to make your book excellent, not perfect.

For more tips on getting your book published:

gettingyourbookpublished.com

15 Tips

for Profitable PDF E-Book Publishing

1. Use an 8 ½ X 11-inch page size.
2. Aim for 50 pages – around 15,000 words.
3. Create a landing page to sell the e-book. Example: www.myveryfirstebook.com
4. Write as an expert, not a journalist.
5. Don't just collect and rewrite articles from Google.
6. Interview subject matter experts.
7. Participate in the skill or activity you write about.
8. Pack your book with practical tips.
9. Give step-by-step how-to instruction.
10. Use real-life examples.
11. Don't give a lot of theory or background.
12. Write in simple and straightforward prose.
13. Give away a free bonus report with purchase.
14. Offer a 90-day money-back guarantee.
15. Price the e-book between \$19 and \$49.

**For more tips on
e-book profits:**

www.myveryfirstebook.com

MARKETING RULES of THUMB



The 10-80-10 Rule of You and the Marketplace

- 10% of people won't like you no matter what you do.
- 80% will swim with the tide - they can take you or leave you.
- 10% will follow you devotedly even if you don't deserve it.

The 99:1 Rule of Affiliate Marketing

- 99% of your affiliate sales will come from 1% of your affiliates - the "Super Affiliates".
- The other 99% of your affiliates will sell virtually nothing and are not worth your time and attention.

The 90/90 Rule of Free-to-Paid Conversion

- Of the prospects who will join your e-list for the free content, 90% of those who buy something will do so within the first 90 days of being on the list.
- Therefore it behooves you to induce new subscribers to buy something now.

The 50/50 Content/ Sale Ratio

- 50% or more of your e-mail marketing messages should be pure content.
- 50% or less of your e-mails should be sales messages.



The 0.1% Opt-Out Threshold

- Each time you e-mail your list your opt-out rate should be no greater than 0.1%.



4 Steps to a Happy and Successful Life

- 1 - Money.
- 2 - Enjoyable, meaningful work.
- 3 - Love and friendship.
- 4 - Good health.

The 25-50-25 Rule of Time Management

- 25% of your time should be spent studying your business or profession.
- 50% of your time should be spent rendering your services or selling your products.
- 25% of your time should be spent managing and administering your business.



Fred Gleec's Rule of 10X Price

- All products you sell should be worth at least 10 times the price you charge for them.

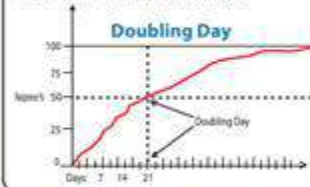


Name Value

In online information marketing, your list will generate average revenues of a dime to a dollar per name per month.

Doubling Day for Direct Mail

- From experience you will learn how long it takes your mailings to produce half the orders they are going to get - that day is "doubling day".
- On doubling day, count orders received to date and multiply by 2 to predict total response to the DM campaign.



The Agora Model for Online Marketing

- Your initial marketing should focus on getting subscribers, not selling products.
- Reason: People already on your e-list are much more likely than strangers to buy products you offer.

Jeffrey Lant's Rule of 7

- To succeed in any market you must contact the prospects a minimum of 7 times within 18 months.

To get more FREE tips on marketing, visit www.bly.com/reports

15 STEPS to Freelance Writing Success

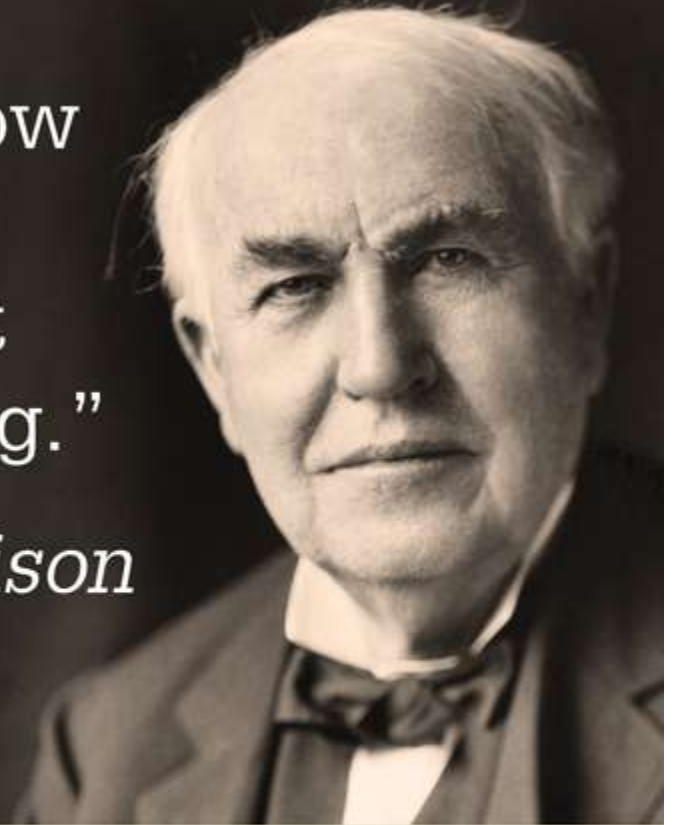
1. Charge by the project, not by the hour.
2. Never write on spec.
3. Always have a written agreement or contract.
4. Always get half up front.
5. Write every day.
6. Read everything.
7. Do your best work on every project.
8. Be a specialist.
9. Don't undercharge.
10. Write for high-paying markets and clients.
11. Use a literary agent.
12. Ask for the time you need to do a great job.
13. Edit and revise your copy multiple times.
14. Prefer a natural, conversational style.
15. Be clear and concise.

To learn more about how to write and make profits:

freelancewritingprofits.com

“We don’t know
one millionth
of one percent
about anything.”

--*Thomas Edison*



Now you can know more about
online marketing – for **FREE**:

www.bly.com/reports

15 STEPS TO A



6-FIGURE INFORMATION MARKETING BUSINESS

1. Choose a niche or topic.
2. Publish a free e-newsletter.
3. Create a newsletter sign-up page.
4. Offer free bonus reports to new subscribers.
5. At least 50% of your e-mails should be pure content.
6. Less than half your e-mails should be sales messages.
7. Build out a line of info products on your core topic.
8. 99% of your affiliate sales will come from 1% of your affiliates.
9. The only numbers you can believe are your own.
10. Honor refund requests promptly and politely.
11. Your unsubscribe rate should be less than 0.1% per e-blast.
12. Test co-registration and media advertising for quick list-building.
13. Make each info product worth 10X more than its price.
14. Bundle 3-4 products and sell the bundle at a deep discount.
15. High priced info products should have a live component; e.g. coaching calls, webinars.

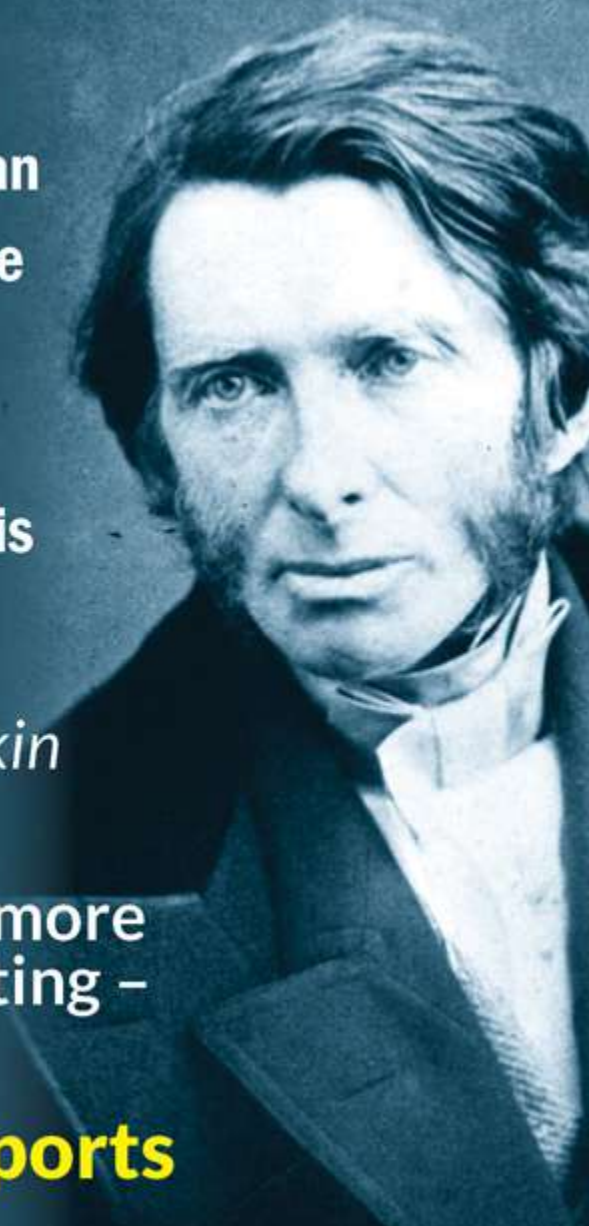
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**“There is hardly anything
in the world that some man
cannot make a little worse
and sell a little cheaper,
and the people who
consider price only are this
man’s lawful prey.”**

–John Ruskin

**Now you can know more
about online marketing –
for **FREE**:
www.bly.com/reports**





School is Never Out for the Pro

“I have never understood people who think they know it all and don’t need to learn anything more.”

“The fact is, no one on Earth knows more than a tiny fraction of the available knowledge in general, let alone in their own field.”

“As the amount of information on the planet is currently doubling every 12 months, it is impossible to keep up with even the most specialized and narrow areas of knowledge.”

--Bob Bly

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