

# THE **1** BOOK MILLIONS METHOD

**HOW TO GROW A 7-FIGURE BUSINESS USING  
ONE SHORT BOOK**

*Mike Shreeve*

## THE ONE BOOK MILLIONS METHOD

### *How To Grow A 7-Figure Business Using One Short Book*

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*To the team who lives the OBMM daily and  
serves our clients with all your heart and  
soul, thank you.*

*“Every man who knows how to read has it in his power to magnify himself, to multiply the ways in which he exists, to make his life full, significant, and interesting.”*

**- Aldous Huxley**

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# **Introduction**

# HOW TO READ THIS BOOK

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This book exists for two reasons:

**Reason #1:** So that you'll eventually hire me and my team to help you implement everything you read here.

**Reason #2:** To get you **Results in Advance** so that you'll actually want to do Reason #1 as quickly as possible.

As you'll soon find out, I'm going to be fully transparent, honest, and blunt with you through the pages of this book. My early mentor taught me that if you want people to believe you can help them, help them.

**I want to help you.**

To do that, I've structured this book as follows:

First, I want you to get an honest picture of where your business is at today. That way, I can give you specific guidance and advice, through this book, based on your needs right now. You'll be completing several self-assessments that will help you know how best to proceed, based on my thirteen-plus years of being an entrepreneur and scaling multiple businesses.

After that, I'll make a case for using a "short book" as a marketing and sales asset, and hopefully, show you why the book is the answer to most



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of your business struggles. You will soon find that those struggles are simply a symptom of decisions you made (*sometimes unknowingly*) long ago.

We'll take a look at what potentially new decisions you can make to improve all aspects of your business, including lifestyle, finances, and income consistency. Along with the good stuff, we'll take a look at why you might ***not*** want to write a book for your business, and all the ways people waste time trying to write one.

Next, I'll share with you all the steps and strategies included in **The One Book Millions Method**, from top to bottom. This is the method I personally use to help my clients scale their businesses beyond \$100,000 per month. I'm excited to share it with you here.

After that, we'll spend a lot of time focusing on writing the kind of book that will fit perfectly into **The One Book Millions Method** strategy. I'll show you how to find the best book ideas, how to write your book quickly, and even how to get someone else to do all the hard and tedious parts of book writing for you.

The goal is for you to begin writing your book by the time you finish reading this one.

Finally, we'll come full circle and examine the economics of making this process work for you. We'll look at how to price your book based on your business goals and how (*and who*) to hire in order to build your own publishing and funnel team. I'll even let you know a little bit about the way my team and I can help you scale your business, using the method illustrated in these pages.

It might sound like a lot, but really, the entirety of this book can be summed up in the following three points:

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**Point #1:** For more than one hundred years, books have been the number one scalable sales asset for building trust and authority, and for filling your pipeline with pre-qualified prospects.

**Point #2:** The more people read your book, the more money you'll make, even if you mess up every other part of your business.

**Point #3:** The best method to sell more than one hundred copies of your book per day is the one you'll find in this very book (*which just so happens to sell more than 150 copies per day itself*). I call it **The One Book Millions Method**.

The method you're about to discover has radically transformed my life for the better, with benefits far beyond the financial. I hope you'll be able to make the connection for yourself as well.

Above all, it is my sincere hope that you learn more than just how to implement **The One Book Millions Method**. I've interspersed little bits of advice and lessons I've learned from thirteen years on the front lines of entrepreneurship, having made all the mistakes and living to tell the tale. Yes, this is a marketing book, but it's really a book about designing a better business. A business that brings you joy, financial rewards, and even peace.

I sincerely believe that the world can, should, and will be changed for the better within my lifetime and the lifetimes of my children. I believe it will be the entrepreneurs, self-employed, dreamers, and inventors like you who will make that happen.

So, it's a great privilege to share what I know with you. I hope it inspires and informs you to grow and improve your own business, so you can grow and improve the lives of others.

If you read this book and decide you'd like help implementing its strategies as quickly as possible, please book a call to chat with my team by going here:

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**PeacefulProfits.com/call**

Helping people like you to write books, launch them to the world, and turn them into 7-figure businesses is exactly what we do day-in and day-out.

We're here to help.

To your success,

Mike Shreeve



## **Part I**

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# **The State of the Union**

# Chapter 1

## REALITY CHECK

---

*“The truth does not change according to our ability to stomach it.”*

– Flannery O’Connor

**L**et me paint you a picture of what life using **The One Book Millions Method** is like:

The first book I wrote that made me \$1,000,000 was just sixty-eight pages long, and most of my clients write books in the range of 100 - 150 pages. We’ll explore why shorter is better in later chapters.

That book only took me eight days to write, three days to edit, and one day to “launch.” The clients who do write their own books take roughly fourteen to twenty-one days or less to do the same. I’ll show you how we’re able to write books so quickly in future chapters. I’ll even show you how to get someone else to write your book for you, in your voice, with your ideas, in order to sell your products and services without you being the one to type it all up.

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But don't be fooled. It might be a short work of nonfiction, but **its ability to bring in profit for my business is measurable, predictable, and significant.** For example, that book currently sells more than 150 copies per day through an automated sales system, generates a small but respectable monthly profit from "royalties" alone, and brings my sales team ten to fifteen pre-qualified phone call leads per day, seven days a week.

My sales team then converts more than 40 percent of those prospects into one of our \$1,500, \$5,000, or \$30,000 offers. All of this is done without any input from me, aside from creating the book (*with help*) and then building the sales asset we'll explore later.

This is very much a "set-it-and-forget-it" method. If you write a good book, you can use it to generate leads and sales for years to come. *Secrets of Closing the Sale* by Zig Ziglar was written in 1982, yet continues to sell copies and bring the Ziglar family new customers, even after he passed in 2012. **This is the power of building a business with a book.**

You will soon notice that I'm no genius writer. The language is plain, straightforward, and non-flowery. This book was written in the same way that I speak. The tone is conversational on purpose. It's a strategy we'll cover more in-depth in later pages and is the key to turning your book readers into high ticket premium clients and customers.

In the past year alone, my team and I have helped more than thirty-four clients grow their business using short books, and only half of them wrote the books themselves. You don't need to "be a writer" to utilize and leverage **The One Book Millions Method.** There are many different ways to "write" books without having to do the writing yourself. We'll cover those methods in later chapters.

The book you're reading now is much more than just pages of ideas. It's a sales tool in my business that has allowed me to scale beyond

7-figures a year in sales, with relative ease. As a result of this book and the marketing system we call **The One Book Millions Method**, I only work two and a half days a week to run a company that does more than \$350,000 per month with above-average margins. The days that I do “work” are mostly spent talking with my team, coaching our clients, and working on the next book to grow my company even more.

For me, that’s the most attractive thing about using books to build a business: I can easily create another book any time I need by following the system laid out in these pages, and then replicate the above results whenever I desire more growth. I’ve repeated this process for myself and my clients more than thirty-seven times with great success. In fact, I currently have three of these “short books” in rotation for myself, together selling hundreds of copies per day, building the foundation for my multi-million dollar business.

But I’m not the only one who achieves these results from such a short and simple book.

Here are four examples from current clients\* of how **The One Book Millions Method** can help you grow and scale:

#### Client Case Study #1: Bill the Copywriter Fires All His Clients

Bill first came to us like many of our clients do:

- Overworked
- Undervalued
- On the hamster wheel of inconsistent revenues in his business

Like many of our clients, Bill was also incredibly good at what he did. He had written for many really big names as a copywriter, was very good at getting results for his own clients, and is a genuinely good human and ethical businessman.



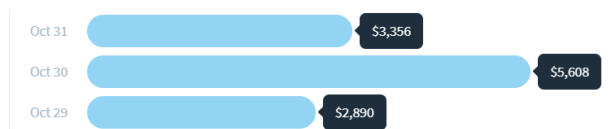
## THE ONE BOOK MILLIONS METHOD

His frustration was that he knew he was talented, but his business income didn't reflect that reality. I agreed. In my humble but accurate opinion, if you're good at what you do and get results for people, you should have more money than you know what to do with. Many people in this world make a lot of money while offering no value at all. You ought to be at least as well off as them.

So, we went to work getting Bill unstuck from his current business by implementing many of **The One Book Millions Method** strategies. Within sixty days, his entire business was radically changed, but not in the way either of us expected.

You see, the funnel we built for Bill turned out to be so profitable just by selling his information product that he stopped taking client work completely! He now averages \$29,500 per month in *profits* without doing any client work. His profits are now generated entirely from the strategies we'll be covering in Part Two.

We recently encouraged Bill to send three emails to his readers, offering them a mini-course he created for \$70. This was the result:



A total of \$11,854 in passive profits by sending three emails over three days.

The best part for Bill is that now he spends less than one hour per week running his business, while his monthly earnings have more than doubled. He hired a part-time customer service person to deal with his email and monitor Facebook ads, and now that's all the "work" he has to put into his business.

I'm constantly nagging him to offer premium offers like group coaching, a mastermind, one-to-one coaching, or DFY (Done-For-You) services, but he politely declines, *because he can*. He doesn't have to do any of that anymore if he doesn't want to.

If that's the kind of thing you bought this book hoping to discover, you'll be most interested in **The One Book Millions Method** chapters on the math of scaling and how we build our funnels and create upgrades. It takes upfront work to build something like this, but once it's done, the difference it will make in your business is remarkable.

### Client Case Study #2: Anne the Storyteller Launches New Business

Anne's story is an inspiring one for those looking to make a radical shift beyond just business.

Many years ago, Anne worked as a story development executive in Hollywood, pre-screening and selecting screenplays for production. She was very good at what she did and loved her work, but life eventually took her on a different career track. She no longer got to do the work she enjoyed.

Fast forward a decade or so, and Anne discovered the strategies we teach in **The One Book Millions Method**, contacted us to work together, and said, *"I want to teach story again."*

Now, let me be transparent here for a second:

I didn't think it was going to work.

I wasn't sure there would be enough of an audience interested in "story" to get the sales volume needed for her information product to take off and sell like crazy. Fortunately, I was wrong (*and have been wrong a few more times in a few other audiences and niches*). As it turns out, the audience for buying books is huge no matter what you're trying to sell.

We helped Anne create her funnel, run it, and scale it. Now, she too is earning a very healthy 6-figures per year, just from her information sales. It's only a matter of time before one of her students goes on to become a big name in the publishing world or win an Oscar for Best Original Screenplay.

I share Anne's story to show what passion and a love for helping others can do within **The One Book Millions Method** framework. I'm certainly proud of the financial gains we've helped create for her, but I'm more excited to report that Anne was able to quit her day job within forty-five days of her funnel being live, in order to focus on her passion.

It's incredible the kind of impact and reach you can have when you use these methods to help other people. Sure, it's going to be easier for you if you already have experience helping others as a coach or service provider, but if you're willing to work hard and get out of your comfort zone, this method can work for anyone.

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### Client Case Study #3: Kim the Marketer Breaks through the Noise

Kim came to us in the same way Bill did; a good service provider who just wasn't earning what she was worth or living the business life she deserved.

Financially, her current results are very similar to Bill's and Anne's, with a few exceptions I think are worth noting:

- Within the first week of us launching her funnel using **The One Book Millions Method**, she was contacted to appear as a guest on two podcasts and as a featured speaker on a summit panel that went out to more than 10,000 attendees.
- Within the first month, she was approached by an industry leader to sign on as a guest expert to appear regularly (*for pay*) as a coach in this client's group coaching program.
- By her second month, she was approached, again by an industry leader, to work as a consultant for a \$10,000 per month contract.

This pattern of being recognized as an expert by other leading experts has become Kim's new normal. Before implementing **The One Book Millions Method**, Kim struggled to be seen. Her skills and talents deserve to be shared and seen by the world. For her, the methods we teach in this book were just what she needed to get that recognition at scale and get paid for it regularly, all within an automated process. (*No need for constant manual labor, like social media hustling, in other words*).

For Kim, earning more than \$20,000 per month in profits just for getting her personality out there has been a game-changer. She's now working on quintupling her financial results by adding premium backend offers to her business, just like Anne.

If you're here looking for ways to get recognized for your talent, you'll want to focus on the chapters in this book where we talk about writing the best book you can. By creating a book that showcases your talent and getting it into the hands of as many people as possible, you'll experience hustle-free PR as others reach out to you to connect and share your expertise with their audience.

#### Client Case Study #4: Matt the Author Lands First \$30,000 Client in Two Weeks

I want to highlight Matt's story to share what most "gurus" just won't admit to:

##### **It doesn't always work the first time.**

Matt came to us already quite successful. He had big client wins and was able to close premium offers successfully, but he just wanted more. More income, more scale, more freedom.

Matt already had a book he was using to get clients organically but wanted to get his work into the hands of at least fifty people per day. He knew he could scale his business to \$100,000 or more per month quickly if he could do that.

We went to work with excitement, implementing **The One Book Millions Method** to get Matt's book selling as frequently as possible to cold traffic. We all had high hopes. Matt was already counting the ways he'd be spending the money. We were already planning how we were going to be plastering his case study all over the internet.

Then reality hit, as it often does, when the early results were no good. His book was just too expensive to sell well. For the first month of working together, Matt lost about \$3,000 in advertising spend, selling around 50 percent of what we all expected to see.

Sometimes, this is what happens. Anyone who tells you their methods work 100 percent of the time, the first time out, is full of B.S. and you should run from them as fast as you can.

What separates the successful people from the unsuccessful is their persistence and willingness to keep trying. Wisely, Matt chose persistence. Together, we completely re-positioned his book, ran multiple split tests, and eventually found the book funnel's winning combination. We went from losing money with the funnel to getting a 2.15x ROAS (*Return On Ad Spend*) just from his book sales.

And within the first week of running the new and improved ad funnel, he was able to close a \$30,000 coaching client, with a handful of \$5,000 group coaching clients ready to buy as well.

The methods you'll learn in this book will change your business, but don't expect overnight success. I've been doing this for more than a decade, and even I sometimes get it wrong at first. If you're willing to test, experiment, and follow **The Balancing Act** equation (*see Part 2: The Math Of Simple*), you are guaranteed to see results.

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As you can see, there are many different ways that **The One Book Millions Method** can alter your business for the better. Later, I'll share with you the exact strategies I'm using to make that happen, but for now, consider this:

Because of this short little book, my business is both simple and profitable.

What makes my business so fun and easy to run (*I work less than three days a week*) also makes it so profitable.

I don't need to post on social media. I don't need a large team. I don't need to beg for affiliate mailings, run live webinars, or give any of my content away for free. In fact, I haven't had to deal with a "freebie seeker" in more than five years, thanks to the model I'll be sharing with you here.

While my competitors (*and maybe even you*) struggle to fill your calendar with pre-qualified leads who are ready to spend money on your coaching, courses, or services, my team and I are fully booked with our dream prospects lining up to purchase our best and most expensive offers. We turn away roughly 30 percent of qualified prospects because our acceptance standards are so high, thanks to having a full calendar of pre-qualified calls booked.

I spend less than fifteen minutes per month "marketing" my business because instead of a marketing "system," I've built a marketing "asset." The difference between a system and an asset is the difference between working a full-time job to earn money and living off your investments' interest. A system is something you have to work day-in-and-day-out. An asset brings you what you want 24/7 without much input from you.

In the pages of this book, I will outline as best I can the important factors and strategies at play when considering **The One Book Millions Method**. It's possible that a simple, short book could be the asset you've

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been looking for to book yourself solid, gain consistent results, and scale.

The only way to find out for sure will be to read every letter of this book. It should take you less than an afternoon to finish, but could unlock the ideas and strategies that you've been missing all along.

So, if you're ready to follow my lead and radically change the nature of your business, let's go!

*\*Last names of clients and product/offer specifics have been redacted to reduce the copying or plagiarizing of our clients' hard work. For serious prospects wanting to work with us, details are available upon request for verification of results.*

# Chapter 2

## WHO THIS BOOK (AND MESSAGE) IS FOR

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*“The life of every man is a diary in which he means to write one story, and writes another; and his humblest hour is when he compares the volume as it is with what he vowed to make it.”*

– J.M. Barrie, *The Little Minister*

The method you are about to learn is the result of one of the darkest moments in my life. I’ll spare you the sob story and the gritty details. Just know that I, like many business owners, had painted myself into a stress-corner because of the choices I’d made in my business.

I didn’t just fall out of love with my business; I hated it. At night I would dream up ways to get out. When I’d wake up, my stomach would be a knot knowing I had to face another day of non-stop stress, frustration, and anxiety.

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I disliked my clients. The business model I was running was running me. Income was inconsistent. Bills were high. It was a nightmare.

Just two years into being run by my business, I had put on more than forty pounds in stress-related visceral fat (*the really deadly kind*), had been to the hospital twice with what I thought was a heart attack but turned out to be panic attacks, and very nearly missed the birth of my second child. All because of the business I had unknowingly designed.

And here we meet our first important lesson:

All businesses are a result of how they were designed, whether that design took place on purpose or by accident through reaction and lack of guidance.

The clients you work with are the clients you designed your business to attract. The income cycles are the cycles you designed into your business. The hours you work, the type of work you do, and how you're able to do it...all symptoms of the design you created.

Whether you created those designs on purpose doesn't matter to your business. It can only provide you with what you created it to give you.

You see, I made the mistake many business owners make, which is that I relied on my hustle to keep income coming in. I took on whoever had money to pay me. My income would fluctuate based on my ability to pull all-nighters and absorb stress. My mental and emotional health was tied to the mood of what I call Vampire Clients, which made my hustle erratic and unpredictable.

From the outside looking in, I was living the "charmed life" of an entrepreneur. I was clearing more than \$50,000 per month in after-tax profit, which put me in the top 1 percent of earners in the world in terms of income. I had the dream house, the ranch, the wife, the kids, the team, the business, the prestige, the money.

What I didn't have was peace.



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The worst part is that I soon became addicted to the struggle. The stress became normal. The erratic sleeping patterns and 5 AM - 1 PM sleep schedule became the family normal.

Like all addicts, it took hitting “rock bottom” before I wised up and made the change. I’ll spare you the details, but just know this:

The path of hustle and grinding has no rewards. There is only pain, sickness, depression, and failed relationships waiting for the #hustle-harder crowd.

Thankfully my “rock bottom” happened quickly before it was too late.

I was fortunate to find **The One Book Millions Method** process before the strain on my marriage was irreparable. I wised up before my kids grew up with a workaholic father. I was able to save my sanity, reduce my stress levels, and return to peak physical health, all due to the one simple change I’ll be teaching you about in these pages, specifically because I changed how I grew and scaled my business.

There were two specific improvements I made by implementing the strategy in this book:

**One, my income became more predictable, reliable, and measurable within days.** Today, I can tell you exactly how much I’ll make in profit six months from now to within a few hundred dollars on a coaching and services company that does more than \$7 million per year. ***Can you do that in your business?*** If not, it’s a sign that you need a more predictable and steady process for revenue generation. This book will show you how to do that.

And secondly, as a result of the income predictability, **I no longer have to work with clients or customers that don’t energize and excite me.** After seven years of coaching others, I believe the #1 reason we say

“yes” to clients that we shouldn’t is because of the financial pressure of an inconsistent income. We take on work we shouldn’t because we aren’t sure what’s going to happen tomorrow. **If that’s you right now, please keep reading.** I have found the peace of mind that comes from owning a stable business made up of predictable assets, rather than a business built on hustle.

What I’m really going to be teaching you in the pages of this book is how to build an asset that delivers both scalable and predictable income, as well as changes the very nature of who enters your world and your business.

*“Stand guard at the door of your mind.”*

**- Jim Rohn**

One of the most powerful things you can do in your business today is to be more purposeful in who you work with. Drill down to your dream customer or client and work only with them. My mentor Jim Rohn taught me the importance of mindfully standing guard at the door of my mind, and I’ve found that it’s equally important to stand guard at the gate of your business. You will find, once you finish this book and put it into action, that by building a marketing system that gives you the power to work only with your dream clients and customers, you’ll 10x your revenues while working significantly less.

My goal is not only to improve your income, but also to improve the joy you feel running your business.

If you are a service provider, an agency, a freelancer, a coach, or a course creator, this method has specific and unique benefits for you. You have an advantage that other business owners don’t, which is you have the ability to help people at a deep and intimate level, whether you realize it or not. The short book and the sales method I’ll be teaching you here

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is perfectly suited for the business that knows how to help people in some way.

You may say, *“Well, I just run Facebook ads for clients. There’s nothing deep or meaningful about that.”* By the end of this book, you’ll see that your Facebook ads management services can radically impact the lives of the right clients in a positive way, and I’ll teach you how to prove that to prospects and strangers through the use of a very short book and an easy-to-implement marketing strategy.

It is my sincere hope that by teaching you **The One Book Millions Method**, you will be able to develop an asset that delivers exactly what you need in your business to lift, inspire, and serve others. In return, you will receive more clients and customers than you could ever imagine, even during these difficult times. Because when times get hard, people need even more help than usual. By following the methods in this book, you’ll discover how to make it blindingly obvious to your dream prospects that you are the only logical choice for them, that they can trust you without question, and that you have a tremendous amount of value to bring to the table.

And of course, above all else, it is my sincere hope that by taking the time to read this short book, you will see a path forward to not only more financial success, but also for more peace. What is the point in being wealthy if you can’t enjoy it with the ones you love in the way you want?

So, my friends, this book is for those freelancers, agencies, coaches, course creators, and service providers who want growth but are ready to do it the right way to attract peaceful profits through the building of assets, rather than trying to build an empire of hustle.

## Key Chapter Takeaways

- All businesses result from how they were designed, whether it took place on purpose or by accident through reaction and lack of guidance. The design you create includes the clients you work with, the income cycles, the hours you work, the type of work you do, and how you're able to do it.
- A marketing asset that brings in predictable revenue is the #1 way to bring more peace and joy back into your business. It also gives you the autonomy and control to work with who you want, work when you want, and make as much as you want. Without an asset like this, you'll constantly be stuck in hustle mode.
- If you can bring value to the lives of your fellow humans, you have a moral obligation to bring that value to as many people as possible, as quickly as possible. **The One Book Millions Method** is the key to doing that without the #hustleandgrind mentality and allows you to get paid to bring your message and value to the market.

## Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at right now in business.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are—1 means “not accurate at all,” and 5 means “most accurate.”

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

Success Check-in Statement	Self Rating
I have a Signature Offer or Core Offer that brings value to my customers and clients.	
I enjoy working with my current clients and customers.	

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I have more than enough clients and customers for my needs.	
I consistently hit my revenue goals on time and on target.	
I feel at peace in my business and rarely spend time thinking about my business outside of set business hours.	
I can take 3 - 4 weeks of vacation per year completely unplugged from my business without interruption, and my company continues to grow without me.	
I spend less than 1 hour a week marketing my business.	
I have at least one marketing asset that consistently grows my business by bringing in new customers and pre-qualified leads with zero manual effort on my part.	
I know exactly how I could take my business to \$100,000/month or more, including the exact marketing method I would use to scale.	
I can predict, to within a few hundred dollars, how much profit my business will make this month.	
I can predict, to within a few thousand dollars, how much profit my business will make in 6 months.	
I can predict, to within \$50,000 or less, how much profit my business will make in the next 12 months.	
<u>FOR SERVICE PROVIDERS &amp; COACHES:</u> My calendar is fully booked with pre-qualified prospects at least 1 week in advance.	
<u>FOR SERVICE PROVIDERS &amp; COACHES:</u> I have a growing waiting list for my services and turn away at least 30% of qualified prospects, so I only work with the very best.	
<u>FOR SERVICE PROVIDERS &amp; COACHES:</u> I could replace a current client within 48 hours predictably if I had to.	

## MIKE SHREEVE

<u>FOR SERVICE PROVIDERS &amp; COACHES:</u> I am doing my best work with my dream clients and achieving results that I am very proud to share with others.	
<u>FOR COURSE CREATORS:</u> I am selling my courses at 75% profit margins or more at scale ( <i>more than \$50,000/month in course sales from a single course</i> ).	
<u>FOR COURSE CREATORS:</u> I have less than 5% refund rates on my highest, most expensive courses, because the right people are buying and loving my programs.	
<u>FOR COURSE CREATORS:</u> I know exactly how many courses I will sell next month.	
<u>FOR COURSE CREATORS:</u> I know exactly how many courses I will sell 6 months from now.	
<u>FOR COURSE CREATORS:</u> I have escaped the launch cycle trap and only sell “evergreen,” meaning my courses sell every day, all year long, without the need for fake scarcity, launch stress, or constantly creating new content/webinars/social posts to sell.	
<u>FOR COURSE CREATORS:</u> My courses consistently sell out, and I have people asking me to promote my course as an affiliate regularly.	
I am currently hitting my financial reach goals.	
I have plenty of time to spend with my family, pursue my hobbies, and give back to others.	
I am operating in my “zone of genius” daily and spend most of my time doing the parts of my business that I love.	
I love my business.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

**Score: 0 - 52**

### **The Fundamentals Are Missing**

The bad news is that your business is missing core, fundamental elements required for long-term success. You probably already know and feel this every day. No surprise there.

However, the good news is that all of that can be fixed, and even better, it means you get to redesign and establish these fundamentals from the ground up.

Read this book with an open mind. Consider how implementing **The One Book Millions Method** from the ground up could radically improve your business for the better. It won't take much for you to experience a night and day improvement.

**Score: 53 - 78**

### **A Simple Marketing Asset Will Make Life Much Easier**

If your score landed you here, it means your marketing message and methodology is the thing holding you back from rapid growth and peace in your business.

You likely rely on unsustainable marketing methods paired with a market/message mismatch. You're working way too hard to talk to the wrong people presenting your offers in the wrong way.

Finding a good hook for your short book and getting it in the hands of the right audience using **The One Book Millions Method** will allow you, for the first time, to experience truly leveraged and targeted marketing. You'll only talk to and do business with people ready to buy and ready to do things your way. You'll be able to replace your Vampire Clients with dream customers and partners, and you'll start to enjoy what

you do again. Even more, because you'll only be working with the right people, you'll see your customers' and clients' results expand as well.

Get ready to experience the life of a fully booked calendar and learn what it means to own a business rather than just owning a job as you take back control, earn leverage, and maybe even take your first 4-week vacation this year!

**Score: 79+**

**You're Ready To Scale Beyond \$100,000/Month Or More.**

You've got your main Signature Offers dialed in, you know how to make money, and your marketing is on point. All you need is to pour on the speed and get this thing scaled as quickly as possible.

For you, the biggest hurdle to overcome is getting the best traffic to your offers as quickly as possible and getting as much of it as possible.

That's where **The One Book Millions Method** comes in. We'll get you more traffic than you can imagine while retaining your customer and client quality and offsetting all marketing costs with a 24-hour cash flow turnaround. You'll be able to scale your ad spend to \$1,000, \$3,000, and even \$5,000 per day while earning a small profit before you even begin to sell your Signature Offers, core services, and other courses or offerings. Your cost per acquisition will drop below zero, and you'll be delighted to watch profit margins expand while also increasing the volume of overall sales.

If \$100,000/month or more is the goal and high-profit margins are the requirement, then all you need to do is implement the system as shown in this book, and you'll be well on your way.



# Chapter 3

## THE 5 PROBLEMS

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(And How To Solve Them With A Short Book)

*“You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You must do the thing you think you cannot do.”*

– Eleanor Roosevelt

I’ve helped businesses grow online since 2007. Some of my clients from the past have included Russell Brunson, Mel Robbins, SUCCESS Magazine, Lori Kennedy, and more.

I’ve generated more than \$50 million in sales from my direct work with clients and have earned myself more than \$15 million for the businesses I’ve personally owned and operated.

All that’s to say:

After 13 years of peeking behind the scenes of the highest levels of on-line marketing, I've learned a few things. Things you can only learn by trying, failing, and trying again.

I want to share with you the five hard lessons I've learned in my 13-year career for two reasons:

1. So that you can learn from my mistakes and avoid making them yourself
2. To show you why exactly I'm so obsessed with using short books to scale your business to 7-figures and beyond

So, if you'll allow me a quick trip down memory lane, I think you'll find a tremendous amount of value in seeing things from the 20,000-foot view of a long time marketing veteran:

### **Hard Lesson #1. Complexity Doesn't Scale**

I once worked for a very prominent client in the Digital Marketing space. If you've spent any time in the world of marketing, you'd recognize their name. I worked for them as a freelancer early on in my career as a copy mule, slinging thousands of words per day for their offers.

Working for them was an incredible insight into all the different ways a business could grow. They used quiz funnels, live webinars, robo-calling, static launches, social media, podcasting, continuity offers, call funnels, etc...

We would put up two to three new offers per month, each with their own strategy, and just grind out as many campaigns as possible to whoever would listen. One month we'd be selling a "Time Management" course, the next we'd be selling a "Get Your Mind Right" coaching program, the next month we'd be selling a "Fitness For Beginners" app. All to the same list and audience.

## THE ONE BOOK MILLIONS METHOD

It was a try-everything-all-the-time kind of place. That might describe your current business as well. You know what you want—financial peace and achievement—and you’re willing to try anything and everything to get there, right? You buy new courses, listen to all the gurus, and try everything at least once. And yet, you’re still stuck at a certain income ceiling. Why is that?

It’s because the more complex your business becomes, the less profitable it is forced to get. Complexity not only diffuses focus, but it also eats into profits.

You see, I was only with that company for about two years. During that time, we’d see entire departments turn over staff multiple times per year. I was just a freelancer, so I didn’t get involved in the office politics, but every time they’d fly me into town for the monthly meet-up, it seemed like I was meeting a whole new team of faces I’d never seen before.

The turnover was easy to explain:

Nobody wanted to work there because the pace was frenetic, there was no direction, and nothing worked. People were frustrated because they put in long hours and had nothing to show for it. The management was frustrated because they “tried everything,” but none of it seemed to come together in the way they’d envisioned in their planning meetings.

Now, you might be the kind of person who views employee turnover as a necessary evil of business. I don’t. It’s expensive both in time and money. It delays results. It’s too much drama. Maybe I’ll write another book about how much more profitable long-term, loyal teams are and how I’ve kept my core team for more than a decade, and how that core team allows me to work less than two days a week, but for the sake of the topic of this book, here’s the important takeaway:

## MIKE SHREEVE

At the end of my second year working there, I could see the writing on the wall, and I left. Promotions to the email list, new marketing campaigns, and product launches were less successful each time we tried. No matter what we tried.

The business became a hamster wheel of *“throw up another promotion QUICK! We need to cover payroll!”* Nothing we did ever built on the thing done before. There was no momentum, no consistency in income, and no escaping the horrible feeling of having to wake up every day and ask ourselves, *“how are we gonna make money from scratch today to cover our expenses?”*

It was stressful, to say the least.

A year after I left, the company shut its doors.

There are a hundred lessons to learn from this experience, but here's the important one:

### **More is NOT really more.**

If you've been in the marketing game a while, you might have already recognized the mistake my client made:

Too much complexity creates confusion, and confusion kills businesses.

You need to recognize your propensity for chasing the shiny object as a hurdle to your success. Put another way: to scale your business, you need to do less, not more.

Your dream clients want clarity, not “options.” They want to see clearly the path forward to getting their problem fixed. In the same way, you are here to learn the most simple path to getting fully booked and scaling your business. Your dream clients want the same. Clarity. Simplicity. *“What's the one thing I need to be successful?”*

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If you ever hope to build a team, clarity and simplicity become even more important. Teams crumble under frequent direction change. You'll never hold on to good people if you are constantly changing your mind, changing your focus, and requiring the team to shift direction constantly.

You have to stop being a consumer and start being a business owner if you ever want to hit the kinds of profit levels that can radically change your life and the lives of those you care about. A consumer is easily swayed by the latest promotion from a guru. A consumer thinks "more" is always good, without regarding the consequences of "more." A business owner picks a path through strategic decision making and sticks with that path until it yields the fruits he or she desires. A business owner knows that all you really have to do is what works, and all you really need is for one thing to work to be wildly successful.

If you want to reach \$100,000 a month in sales or more, this is all you need:

1. An Acquisitions Funnel That Offsets Advertising Costs
2. A Solid Core Offer With Ample Profit Margins
3. A Way To Connect The Two

The formula above has worked time and time again in every niche I've personally entered or helped my clients with. Here are just a few of the niches that my clients have built 7-figure businesses in by following these three steps:

- Freelance Copywriting
- eCommerce
- Consulting
- Make Money Online
- Agency Services
- Financial Investing

## MIKE SHREEVE

- How To Buy & Sell Businesses
- Parenting
- Homeschooling
- Photography
- Personal development/Success coaching
- And of course, coaching of all kinds, from relationships to mindset to energy healing and more

If you take nothing else from this book, I hope you leave with the desire to simplify your business so that it can grow beyond your own limitations. Later in this book, I'll show you **The Math Of Simple** and how a reduction in effort will lead to a more profitable business.

For now, take a moment to check in with yourself.

### Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at right now with complexity.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are—1 means “not accurate at all,” and 5 means “most accurate.”

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

Success Check-in Statement	Self Rating
I will test a new marketing or money-making method for 6 months or more before switching to something else.	
I have one funnel and one offer that brings in 80% or more of my business.	

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I spend more time getting my clients and customers results than I do getting clients or customers.	
I purchase less than 2 new information products per month.	
For every 1 hour of information consumption, I spend at least 10 hours in active execution and doing.	
I could take 4 weeks off from my business, and it would grow without me, including landing new clients and customers and serving those clients and customers at a high level.	
I feel clear and confident about how to reach my income goals.	
I have at least one revenue source that does more than \$100,000/month alone.	
I follow a philosophy of testing one thing many times more than testing many things one time.	
People call me persistent, focused, or determined.	
I have never fallen victim to Shiny Object Syndrome.	
My team is loyal and sticks with me for years.	
I am constantly impressed with my team's ability to meet or exceed my expectations when we set goals together.	
I trust my team fully because I know my assets and systems are doing the hard work, and we don't have to reinvent the wheel often.	
I feel calm and the opposite of chaotic in my business.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

**Score: 0 - 30**

**Chaos Is Holding You Back**

I'd bet all the money in my pocket that you feel exhausted, burnt out, and ready to quit. You probably bought this book as a last-ditch effort to "try one more thing" before you threw your hands up in despair.

Even if you aren't there right now, if you keep on this path of letting chaos dictate your business, eventually you'll hit rock bottom. You are on the path to self-destruction as we speak.

Look, I get it. Been there. Done that. Got the t-shirt.

More than anything, what you need is to decide to stop quitting. To stick with one thing *until* it works, not *if* it works. To decide that you will no longer tolerate a chaotic business. To realize that chaos ruins your ability to serve at a higher level, and only through serving more will you ever hit the income goals you desire.

In other words, you have to decide to stop letting chaos keep you from earning and being your full potential.

Hopefully, the pages of this book will show you how you can replace all your chaos with a proven system for solving over 80 percent of the business problems you struggle with. Commit to doing it *until*, not *if*, and you'll be well on your way.

**Score: 31 - 45**

**Less Is More**

You've likely developed an incredible ability to juggle fifty things at once while remaining focused long enough on a few things to see results. We call that *survival at all costs*, and it's common amongst entrepreneurs



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who have built their business on hustle, will power, and extreme commitment. If that's you, I applaud you. That's the same way I got myself off the streets and built my business. Kudos for making it this far.

However, you're still holding on to less-than-optimized things, and the only reason you haven't hit scale yet is that you need to let go even more. If you don't change something soon, eventually you'll hit burn-out or an income ceiling or both.

Eighty percent of the revenue you desire will come from 20 percent of the actions you take this year. Translation: Stop doing most of what you think is important.

By relying on one system to bring you the revenue you desire, sticking with that system until it works, and focusing your efforts on improvement rather than discovery, you'll experience new highs in business.

**The One Book Millions Method** could be that one system that helps you get there, but even if you don't like what you read today, the fact remains: You need to be doing less if you really want to grow your business.

**Score: 46+**

**Time To Get More Help**

You are a master at sticking with something *until* it works. As a result, you've seen incredible growth in your business and the people you serve.

There's just one problem: You've hit the limit of your own abilities.

It's time for you to get help. Whether that's hiring a new team member, or hiring a vendor/agency, or getting a new coach, the thing holding you back is simply *the right strategy applied to the right parts of your business*.

This book will show you if my strategy is the right one to fixing your marketing and sales problem (*hint: it probably is*). What you'll want to do once you finish it is to find someone you can trust to deploy it and to continue your skill of stick-to-itiveness until you reach your financial goals.

## **Hard Lesson #2. It's Getting Harder To Sell Stuff**

2012 was an incredible year to sell stuff online. Facebook ads were cheap, nobody knew how to run direct response offers online, and spammy offers hadn't yet saturated the market.

At that time, things were so easy that I was able to run \$4,000/day worth of Facebook ads direct to a short sales letter that sold my copywriting services, and I saw a ROAS (*return on ad spend*) north of 6x (*for every \$1 I spent, I made more than \$6 back*). No email follow up. No funnel. No retargeting. No webinar.

Just ads to a text-based sales page for something expensive.

To try and do that today would be advertising suicide. Sure, you see a few offers these days running ads directly to a \$997 offer sales page, but their cost per sale is near 75 percent of the total price, and when you factor in payment plans, I'm doubtful they're getting any profitability on the front end. It's more likely a loss leader for a backend \$30k+ mastermind offer. Lesson #2345.5 as to why you should be wary of guru claims: they never tell you their profit or their long game.

If you ask most Facebook "gurus" why it's so hard to get ROAS from Facebook ads these days, you'll hear them talk about "*how the algorithm has changed*" and "*ads are just more expensive now*" and "*Facebook isn't what it used to be as an advertising platform*." I can almost always tell how much experience someone has in online marketing by how they explain the difficulty of advertising on Facebook these days.

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Here's the real truth:

It isn't more expensive to advertise on Facebook today than it was 8 years ago. The algorithm has actually improved in delivering better results. The data is better, there are more people on the platform, and Facebook is better at optimizing critical actions like an opt-in or a sale. **The Facebook platform has changed very little. What has changed massively is the audience seeing the ads.**

My team and I manage more than \$400,000 per month in Facebook advertising for ourselves and clients. We have access to real-time data, we're testing 50+ ads per week, and we have internal goals for ourselves and clients which demand the best performance possible.

Our CPMs are at the same levels as they were in 2012...

Our CTRs are at the same levels as they were in 2012...

But conversions are changing.

The audience on Facebook is becoming more jaded, more skeptical, and less trusting. They'll click your ad, then roll their eyes.

Part of it is cultural. Look around. Do you feel like you trust a lot of things right now? Conspiracy theories are mainstream, most of the internet is just a drunken barroom argument, and clickbait reigns supreme. Conversations are more accusatory and emotionally charged, logic and level-headed thinking have become rare commodities, and the open access to freely available information has turned everyone into an armchair expert.

More businesses are using online advertising now than ever before. That means your audience is seeing and buying more offers, more courses, more services. They have been cheated, ripped off, and scammed by sleazeball "get rich quick" brosephs trying to score their next Lambo. **Your audience is more experienced at being a buyer than you prob-**

**ably are at being a seller.** That's important and worth thinking about for a while.

As a business owner, you must understand and accept that the world is less trusting, more skeptical, and less likely to part with their money. It's not just Facebook. Whether you use cold outreach, organic, or any other method for getting clients and business, it's a tougher world. Blaming Facebook or any other platform is shortsighted and missing the point. It's not the platform. It's the people. It's your prospects that have changed.

On top of the increased skepticism, your dream buyer has more choices than ever. More people are offering exactly what you offer than any other time in history. The barrier of entry is lower than ever before. Anyone with a few bucks and a will to learn can turn advertising into profit. On the one hand, this is a wonderful time to be alive, and we ought to be grateful that there is so much opportunity available to us in this era. On the other, we can't ignore that your dream prospects have already been pitched, and sold to, dozens of times. By the time they show up to your marketing campaign, they've heard it all before.

Does that mean you should just give up and quit trying?

Of course not.

As skeptical as prospects might be, they really do need your help. If you offer something that can change a person for the better (*coaching, agency services, courses, freelance services, etc.*), you have a moral obligation to overcome the skepticism and help people, even if they don't yet know that they need help. If anything, people need more help now than they ever have before. If it's rough out there for you, it's probably rough out there for them too. Call me sentimental, but I truly do believe that you can generate wealth beyond anything you can imag-

## THE ONE BOOK MILLIONS METHOD

ine now (*financial and otherwise*) by realizing the truth that **everyone needs help**. Everyone.

So, what does this mean in practical terms?

Simply put, it means you need to plan for skepticism. Don't ignore the facts of today's market. Purposefully create a plan to overcome the challenges you and your company face right now in this new reality.

The biggest mistake I see people making these days is running 2012 strategies to a 2021 audience. Cold traffic direct to a webinar or VSL. Spamming Facebook groups and sliding into DMs. Blogging 60 times a month. They worked in 2012. They're working less now. They may stop working completely in the next few years.

We'll talk more about this later in this book, but if your business doesn't strategically account for the growing distrust the modern-day audience has towards coaches/agencies/freelancers/course creators, then you've got a ticking time bomb as a marketing strategy. Eventually, market skepticism and burnout will reach a point where your stuff just won't work.

You don't have to take my word for it, just look at how many online business gurus have had to fold up shop in the past two to three years. **You might have already noticed this in your business now.** More "no shows" than ever before from call bookings. Conversion rates plummeting on a previously successful marketing campaign. Email open rates going down. Less love from fans on social media. Cost per acquired client more than doubling, etc., etc., on and on...

Standing around and waiting for this all to self-correct is not a good business strategy. Figuring out how to overcome the skepticism is.

The "gurus" blame the platform because it keeps them safe from criticism. If you can blame someone else as to why your stuff doesn't work, then you get off scot-free. I've been around long enough to know that

the tools still work, but the audience has changed. Emails still get opened at high rates, campaigns can still turn high profits, and there is still plenty of money to be made...but not if you're thinking like a business owner from 2012.

Few in this space want to talk about it because even fewer have a real solution for overcoming the problem. In this book, I'll not only show you how to overcome the skeptical nature of today's audience, but I'll show you how to set yourself apart as "one of the good guys/gals" through the automation of building goodwill and **Delivering Results In Advance**. We'll talk more on that later, but for now, it's worth taking a moment to ask yourself the hard questions:

## Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at now in adjusting to the new environment of selling online.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are—1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

Success Check-in Statement	Self Rating
I have a specific strategy that I've deployed to offset the growing skepticism of my audience.	
I can identify exactly how I'm building trust and proving that I'm the right person to buy from in my marketing and sales process.	

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I follow a Deliver Results In Advance approach when marketing my business.	
My prices and fees are in the top 10% of my industry, and I easily get paid what I ask for.	
I close more than 40% of my sales calls from complete strangers.	
I close more than 80% of referrals sent my way.	
I know exactly why prospects are saying “no” to my specific offers.	
I actively create sales assets that overcome objections before I ever have one-to-one conversations when selling.	
I know who my competitors are and actively work to become more trustworthy than them.	
I am aware that my audience is skeptical, and I treat prospects and potential customers with that understanding.	
I have a customer service policy that measures satisfaction from interactions.	
I know how my prospects and potential customers have been burned or scammed in the past.	
I am known in the market as “above reproach” and trustworthy beyond the norm.	
I have changed the way that I talk to prospects since last year.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

Score: 0 - 24

### Selling Is Begging

With a score this low, you likely spend a lot of time chasing clients. You probably also get ghosted a lot by prospects, experience price resistance, and have a hard time selling anything over \$25,000 at scale.

It doesn't have to be that way if you want to change it.

Dan Sullivan of Strategic Coach has a saying: “In all situations, be the buyer, not the seller.” A buyer decides who they work with, can reject under-qualified clients and customers, and walks through life being chased by people who want to work with them. A seller is a person who has to expend a great deal of energy trying to convince people to work with them. Sales calls are mini-begging sessions, there is a lot of stress waiting for a reply from the few prospects you have in the pipeline, and you take on clients and customers you really shouldn't.

One way to easily tell if you're a “seller” rather than a “buyer” is to look at how much resistance your prospects give you when asking for the sale at an unexpectedly higher-than-the-norm price. If you've ever raised your rates or pricing and had pushback, you've experienced the life of being a “seller.”

To course-correct and improve your business, focus on the **Delivering Results In Advance** portion of **The One Book Millions Method**. You'll find that implementing a few changes to how you set expectations upfront can make a world of difference in lowering price resistance, getting rid of sales objections early, and increasing conversion rates where it matters.



## THE ONE BOOK MILLIONS METHOD

**Score: 25 - 36**

### **Become More Than A Marketer**

You are a savvy marketer and are currently getting by on your ability to tell good stories, create good offers, develop good hooks, or some mix of all three. You might not even be aware of your skill, but you're making sales at a rate that suggests that you've "got the gift."

Sadly, that won't sustain you for much longer. The market will only get more jaded, more skeptical, and more saturated. As more advertising platforms crack down on good marketing, you'll be left to scramble for another traffic source until, eventually, your incredible marketing skills will no longer be welcome.

Instead, it's time for you to graduate from a good marketer to a good business owner who knows how to create steady income flows with minimum risk from external factors. Learning how to build a marketing and sales system that will work ***no matter what*** is happening in the traffic world is different from learning the hottest new marketing hack.

**The One Book Millions Method** is that exact system. As long as humans are allowed to sell books, this method will **Deliver Results In Advance**, overcome skepticism, and outpace any marketing "tricks" when it comes to delivering customers and clients at scale.

Your job now is to integrate your marketing skills with this book's methods to accelerate your results and stand out in an over-crowded marketplace.

**Score: 37+**

### **Time To Automate**

You are already doing what's necessary to overcome the skeptical and jaded market, but now you need to automate it for scale in a way that can reach hundreds of thousands of people and allow you to be even more selective in how you work, who you work with, and when you work.

**The One Book Millions Method** is the fastest path to doing exactly that.

Because you've already mastered the art of **Delivering Results In Advance**, creating your first short book will be a breeze. You'll create an asset so powerful, just by you being you, that you'll be able to crank out multiple books per year (*if you want*), expanding your business at an unusually accelerated rate.

The biggest problem you'll face this next year will be to staff your growing business and to maintain the integrity of your **Delivering Results In Advance** mentality without getting lost in all the success you'll soon have. Remember, service to others is what you got you here, it's what will get you there, and it's the only way to stay on top. Without service, you'll fall back to square one. Trust me, it's easier to stay on top than to have to claw your way back there after losing it all.

*AUTHOR'S NOTE: I wrote about Hard Lesson #2 long before the COVID-19 pandemic hit on a global scale. In the 6 months since the public first noticed the virus, things have gotten harder for marketers, salespeople, and business owners. Fear. Panic. Uncertainty about the future.*

*Regardless of where you stand on what should be done about the virus itself, it's naive and irresponsible to ignore the effect the pandemic has had on the average buyer's psyche.*

*Does it mean that people aren't buying anymore? No. Of course not. My own business has nearly doubled in 2020, and nearly all of my private clients are experiencing record years as well.*

*But, and I can't overstress this, the success we're experiencing this year was not an accident. It resulted from taking seriously the fact that people are more reluctant to part with their money than ever. As long as you're willing to recognize that too, to do what's necessary to gain their trust, and then to deliver great results, there is no reason you can't have your best year ever right now.*

*It starts with being honest about what's going on and then finding solutions to solve for the ever-changing landscape. The strategies outlined in this book are the perfect place to start.*

### **Hard Lesson #3. Hard Work Is Risky**

When we first get started in business, we leverage hustle to get results. We work long hours, try everything we can think of, and keep grinding to make the dream come alive.

You probably know what I mean from firsthand experience. Sending 100+ cold emails to strangers to sell your agency services. Friending everyone and their mom on Facebook, then writing mini-sales letter posts following “the perfect template” every day hoping to get a phone call or two to sell your coaching. Creating multiple funnels following the “one funnel away” mantra at all costs.

**Here’s what makes business truly challenging:** All that stuff actually works, but only to a point. After that point, those methods end up hurting your ability to grow and puts your ability to remain profitable in jeopardy.

**Chasing clients for business does, in fact, get you clients,** but they’re rarely the really, really good ones. The ones who will pay a premium because they chased you rather than you chasing them.

**Posting to social media every day does really work,** but not if you ever want to live a life outside of hustling for clients. And before you quote Gary V., please note that he spends more than \$200,000/month on content-related staff to help him “be everywhere.”

Here’s my point:

**If your current marketing and sales process requires significant effort on your part, your business won’t survive.**

It’s a bold claim, but let’s examine a few potential scenarios to show what I mean.

Let's assume that you've grown a large Facebook group. Everyone in that group is loyal and loves your posts, and through manual effort, you can regularly extract clients and business. Perhaps you run live training, create social posts, and have conversations through private messages.

But what would happen if you got banned from Facebook tomorrow?

What would happen if Facebook just decided they didn't like groups anymore, and without warning, shut yours down? Or what if they decided to start charging you a monthly fee per person in your group? Could you afford the expense?

All the manual effort you'd been putting into growing your business would have been wasted. Sure, you might be able to transfer over a few of the most loyal, but let's be honest and realistic—the majority of the audience you had curated would disappear.

You might think I'm paranoid for even imagining a situation like this occurring. Maybe I am, but that paranoia comes from 13 years in this business and seeing this exact scenario play out time and time again. Just last month (*at the time of this writing*), one of the most popular Facebook ads gurus had his personal Facebook profile shut down without warning, and his free Facebook group closed as a result. He was able to get it all back after a few weeks of pestering Facebook, but what would have happened to him if they had decided against him?

You see, the main problem with methods that rely on physical labor (*aka organic marketing methods*) is that nearly all of them rely on a platform's audience. Tik Tok, YouTube, Facebook, etc. That means you're putting a significant amount of effort into building something that someone else owns. The most frightening part is the "person" who really owns your "organic" audience is a huge company that cares very

## THE ONE BOOK MILLIONS METHOD

little about you or your business. To me, that's more risk than I'm willing to handle.

Some reading this might then say, "*What about blogging?*" to which I would say "*Panda.*" I'm gonna date myself a little here and reveal my old-in-internet-marketing-terms age, but about 4 years ago, I had a thriving blog empire making \$20,000+ a month. I would rank blog posts, link to Amazon for affiliate revenue, and collect my monthly checks.

Then, within a week, I lost it all. From \$20,000 a month in profits to less than \$10 in one week. What happened? The Google Panda Update and a change to Amazon's affiliate payout structure occurred during the same general time. Through hustle, I had built a business on the back of someone else's platform, and I paid the price for it.

Again, you may think me paranoid, but remember, this section of the book is me imparting the hard lessons I've learned over the years. Just this week (*at the time of this book updating*), the NY Times ran an article titled, *The U.S. To Accuse Google Of Protecting Illegal Monopoly*.

I'm not trying to scare you. I want you to be so successful that people look at what you've accomplished and say, "*how well they are doing is just unrealistic.*" **You'll never get there by having your head in the sand and making brutal mistakes like the ones I've described here so far. You have to be smart about all things. Strategic, mindful, and careful.**

You have to understand that all organic traffic is risky. Much more risky than most are willing to admit.

Now, let me turn the mood a little bit darker for a second. I know you didn't come here to get depressed, but again, this is something you ***must*** think about. I'm simply trying to protect you from making bad mistakes.

## MIKE SHREEVE

Let me ask you a straightforward question:

What would happen to your business, and ultimately your family, if you became too physically ill to market your business tomorrow and into the future?

If you woke up tomorrow and couldn't type, couldn't speak, and couldn't hustle, what would happen to your business?

If someone you loved with your entire being went to the hospital and you had to press pause on hustling for clients, what would happen to your business?

Scary thought, right?

Here's the real reason that "hustle" is a scary way to build your business:

**Because you are a human being.**

Whether it's burnout, an actual ailment, or someone else you love needs your attention, if your business relies on you showing up every day to stay profitable... **you don't have a business.**

**You have a job.**

And one of the things that scares me the most about the people I see operating online is that they are walking around thinking they have a business when in reality, they have a job. Jobs are very different from businesses. Very different indeed.

Let me give you an example of my own business just to show the contrast.

If I were to become physically incapable of doing anything in my business tomorrow, we would still profit more than \$250,000 after all expenses (but pre-tax) this month. We would continue to push similar numbers for the next 6 - 9 months, at which point profits would dip to

## THE ONE BOOK MILLIONS METHOD

around \$100,000/month for another year or so. All of this would happen even if I could not do any marketing or fulfillment for my business.

So, a few questions:

1. How can I be so sure that's what would happen?
2. How exactly did we get there as a company?

First off, I don't actually do any marketing in my own business these days. Instead, this book does all the marketing for me. I spent four days writing it, two days editing it, and one day to launch it. **It is a client acquisition asset.** I built it once, and it chugs along day in and day out with zero input from me.

The emails you will be receiving over the next few days as a follow-up to your purchase were written long ago, uploaded to an auto-responder, and are sent 24/7/365 without fail.

A team member runs the ads that brought you to this book. If that team member ever gets sick, I can quickly replace them with any number of Facebook ads managers available for hire, because the advertising system we use to sell this book is purposefully simple.

We often think of marketing as an ongoing effort, but in reality, marketing is a single action with a given result.

**ACTION:** Post on social media

**RESULT:** Booked calls

As your marketing action, you might have chosen a manual and labor-intensive process like posting to social media. To this point in your business, each post nets the result you are looking for, but drilled down, it's still just the ACTION and RESULT interchange.

In my business, I have chosen this method:

## MIKE SHREEVE

ACTION: Sell a book

RESULT: Prequalified calls filling my calendar

For me, the ACTION of “selling a book” has been automated. It is a process that I built once and now operates 24/7 without any further input from me. I get the same result as someone who has to hustle daily, but because I’ve chosen a different ACTION of how to achieve that result, the life I live is very different from a “hustlepreneur.”

In fact, even the offers I have in my business are hands-off. A team runs my DFY service, my coaching offers include access to my DFY team for questions, and every aspect of my business can survive and thrive without me.

Now, that all sounds lovely, but looking at where you are today, you might think “*impossible*”—and you’d likely be right.

Here’s why:

**You’ll never be able to build a business that functions without you until you have a system for predictable income generation that requires zero effort on your part.** You can’t focus on hiring and training a team to replace you if you’re constantly hustling for clients. You can’t reliably hire good people if you don’t have consistent income coming in (*and a lot of it*) to hire the keepers.

As you can see, step 1 to building a business that can thrive without you is a system for getting clients and customers that is:

1. Predictable to within a few dollars per month
2. Zero input required from you to operate
3. Can scale to the income you need to be able to hire a good team

So, we go back to the premise I laid out for you before.



## THE ONE BOOK MILLIONS METHOD

**If you were no longer able to work in your business starting tomorrow, what would happen?**

Would your family be in jeopardy of losing their house? Would the people you love be at financial risk? Could you keep your current team? Would your income rise or fall or completely stop?

Again, I'm not here to create fear and panic in you, but I am here to wake you up.

Because the fact is, if you being unable to work in your business means your business fails, we need to fix that as soon as humanly possible. It's not even a question of "wanting" to fix it or whether you "should." If you're in business to care for other people (*your own family included*), then you have a moral responsibility to structure it correctly so that it could thrive without you if it ever needed to.

The first step is getting a system for client and customer acquisition that works without you. Luckily, this book will show you how, and you'll see how simple it can really be.

### Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at right now with how risky your current marketing and growth strategies are.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are—1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

## MIKE SHREEVE

<b>Success Check-in Statement</b>	<b>Self Rating</b>
90% or more of my clients and customers come from scaled cold traffic.	
I spend less than 5 hours a week on organic or manual marketing methods.	
I could take a 4-week vacation from my business, completely disconnected, and still have record-high revenues for the month.	
I can predict how full my calendar will be with pre-booked appointments 3 - 4 weeks from now.	
My revenues are consistent and predictable.	
My marketing strategy is platform-independent and works anywhere and everywhere.	
My email list is the source of 90% or more of my revenue.	
I have gotten out of the “marketing rat race” and feel calm, comfortable, and consistent in how I attract business.	
I do the same thing week after week with predictable results.	
I have a marketing system that could easily be handled by a new hire if I needed it to be.	
I have a marketing team that generates consistent, profitable results.	
I work in 90-day cycles and no longer do things last minute.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

**Score: 0 - 24**

**HIGH RISK: It's All On Your Shoulders**

Right now, your business only makes money if you are the one making the money. Without your direct hustle, nothing gets done.

It would be impossible to replace you, because you are the entrepreneur, the manager, the assistant, the designer, the copywriter, the salesperson, the *everything*. There's no system. No predictability. No peace. Likely, little-to-no profits.

The good news is, it can only get better. And luckily, the process for getting better is to do less, not more. More is what got you into this mess in the first place. Right now, your business is hanging by a thread. A simple algorithm change could derail everything you've been pulling all-nighters for.

Time for a change. Time for systems. Time to replace manual labor with automation and a better strategy for growth. **The One Book Millions Method** is the how.

**Score: 25 - 36**

**Comfortable But Static**

You are the limit in your business right now. Sure, you're seeing some consistency, but it still requires your direct input to happen. The 4-week vacation idea is still far off, and you're not having a ton of luck in getting predictable, sustainable, and low effort sales rolling through the door.

Right now, your main focus should be to simplify. Focus on doing fewer things and pouring your energy into creating a **One Book Millions**

**Method** book and funnel that replaces 90 percent of the things that are taking up your time and focus.

The only way you'll be able to scale is to have a marketing and sales process that produces without you. I can promise that your life will never be the same once you've experienced what it's like to have your marketing and sales truly automated, and the realization that you only need to pour on the accelerant to the machine rather than putting in longer hours to grow your business.

**Score: 37+**

### **Step On The Gas And Accelerate**

It's time for you to systemize your systems. **The One Book Millions Method** is an acquisition and sales system that can be replicated more than once.

Internally, we build at least one OBMM funnel per quarter, launching a new book, setting up a new income stream, and adding another source for booking calls into our core offers. By stacking these funnels on top of each other, a few things occur:

1. We continue to add scale with hundreds of book sales per day and more booked calls than a single salesperson can handle. If one funnel drives 10 calls per day, then 4 funnels drive 40. It's why we've had to expand our sales team so rapidly and continue to turn away low-quality prospects.
2. One book can promote another. We have books on outsourcing, team building, offer creation, and more. Each funnel promotes the other for a circular virality effect that means we're getting more results for less money overall. It also means that some of our prospects have been indoctrinated by 2, 3, even 4 books before they book a call for our higher-end services and offerings.

## THE ONE BOOK MILLIONS METHOD

As you can imagine, the close rate is high on those prospects, and it's the secret to selling \$30,000 offers to strangers.

3. Lower risk profile per funnel. If one OBMM funnel starts slowing down, we can still easily hit our revenue goals, knowing we have three others to rely on. If a trend stops trending, or we've exhausted an audience, we can just hit pause on the funnel and turn it on again later once the dust has settled. This means we're never at risk of "things drying up."

Many of our clients have purchased more than one OBMM funnel from us. Many of the leaders you follow have written more than one book. Zig Ziglar wrote more than 30 books over his career. Jim Rohn produced more than 17 books and audio programs. Dan Kennedy has written or been a part of more than 20 books.

Is it an accident that these top earners have more than one sales asset called a book out in the market? Of course not. They've systemized their system for producing a book, getting it sold, and having it bring them more business.

**The One Book Millions Method** is simply the modernization of that same process that has worked to build coaching, consulting, and service-based empires before. You just need to get it implemented, then rinse and repeat to reach incredible income and freedom levels.

### **Hard Lesson #4. Paid Traffic Is Required For Scale**

If your goal is to hit \$100,000 per month or more in your business, you must include paid traffic in your overall strategy. No amount of organic outreach, blogging, or social media posting is going to get you there.

Before you start emailing me examples of online gurus who claim to use organic methods for scaling, let's talk about what we mean by paid

traffic. To me, paid traffic is not a channel. Facebook is a channel. YouTube is a channel. Google AdWords is a channel.

**Paying for traffic is a strategy.** I can pay for traffic by implementing a channel like Facebook paid advertising, but I can also pay for traffic by hiring a content team and a small army of virtual assistants to spread that content around the internet.

Both are examples of me paying someone to bring exposure to my offers. The channels used, the methods implemented, are less important to me than, *“can you put my book in front of thousands of people?”*

With many of today’s organic gurus, you’ll find that they employ virtual assistants, writers, content producers, etc., at an often high cost to get attention and move that attention towards the company’s marketing objectives. For example, Gary Vaynerchuk has publicly stated that he spends more than \$200,000 per month on staff to create the content that drives traffic to his business. Sure, his YouTube channel is technically driving “free” traffic, but his staff who run it get paid every two weeks.

This is what I mean when I say you cannot reach \$100,000 per month without paying for traffic.

The key to successfully implementing paid traffic is to understand that it’s just a game of math. Let me show you an example:

Right now, it costs anywhere from \$7 to \$20 to sell a \$5 book on Facebook.

Most people aren’t equipped to handle losing \$15 for every \$5 book sale without going bankrupt, especially if they sell 150 books per day. That’s  $150 \times -\$15$  in daily net losses.

This is why people give up on paid traffic. They look at the math and say, *“it’s impossible! I’m just gonna go back to spamming Facebook groups for clients.”*

## THE ONE BOOK MILLIONS METHOD

Good paid traffic strategy says, “*Ok, I need to find out how to offset that -\$15,*” and then you do it.

For example, in **The One Book Millions Method** funnel, we offset that -\$15 by offering an “upsell” worth \$195. Normally, 10 percent of the people who see that \$195 buy it. That means we’ve added +\$19.50 to the “average order value” and have now turned that -\$15 per book sale into +\$4.50 per book sale.

Now, we’re getting paid to put our sales assets in the hands of qualified prospects. Incredible!

If all that was confusing to you, don’t worry, we’ll cover it more in-depth later. The point worth taking away here is that you can tap into and become a paid traffic master without having to be a brilliant marketer. You can turn a profit on acquiring prospects simply by understanding that paid traffic is just a math game. If you’re willing to do simple math and offset any net loss, you’ll win 100 percent of the time.

What that means for your core business is that your cost to acquire a sale goes to net zero. For those of you who have been in business for more than 5 minutes, you’ll immediately recognize how profitable that can become.

Let me give you an example case study:

A client comes to us, selling a \$5,000 coaching program.

She was running a typical strategy of cold traffic to a VSL to a call booking page.

She was smart and was tapping into cold traffic, but it was getting expensive. She was paying nearly \$2900 to acquire a \$5,000 client. What made things worse was that when she tried to hire a sales team, the cost to sell a \$5,000 program rose to nearly \$3,700 because of commissions, lower close rates, etc.

## MIKE SHREEVE

In a normal month, she would sell 20 x \$5000, earning \$100,000 in revenue.

At the \$2,900 cost per sale, she would only net \$42,000 before staff, taxes, and other expenses. Not a terrible amount, but not great either.

When we built her a funnel using **The One Book Millions Method**, here's what happened:

She stopped running cold traffic to a VSL and instead ran cold traffic to her book. For every book she sells, she nets \$8.96 in profit. She currently sells 70 - 80 books per day for a monthly profit of \$18,816 just from her book funnel.

Once someone purchases her book, she then invites them to watch the same old VSL that she used to run to cold traffic. Only now, they've already read a book before even watching the VSL. They are better indoctrinated, better pre-sold, and ready to buy before they even watch her old VSL.

She's getting a much higher call booking volume from the VSL, and her call-to-close rate has more than doubled, which means she no longer needs a sales team. She can close more clients on many fewer calls.

The result: she now closes \$5k clients at a rate of 25 - 30 per month at a net-zero cost to acquire. In other words, she gets to keep all \$100,000/month she sells, because she no longer has the \$2,900/sale cost in advertising.

This is what can happen when you realize that paid traffic is simply a game of math. Yes, you can tap into getting your offers in front of millions of people with a few clicks on an ad platform like Facebook, but to truly enjoy the benefits of paid traffic, of being able to scale while also increasing profits, it comes down to knowing what game you're actually playing. A game of simple math.



## THE ONE BOOK MILLIONS METHOD

**The One Book Millions Method** that you'll learn more about later is how you tap into the simple math and how you scale quickly.

### Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at right now with your ability to bring in paid traffic and scale.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are—1 means “not accurate at all,” and 5 means “most accurate.”

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

Success Check-in Statement	Self Rating
I have a funnel in my business that can offset ad costs.	
I know my cost per acquisition numbers, and I'm actively working to bring that number to \$0.	
I have an agency or internal hire who runs all my paid traffic.	
I have a Return On Ad Spend of 8x or higher.	
I have a profit margin of at least 60% on my core offers and services.	
I want to get my offers in front of more people because I know I can help others.	
My goal is to create a perpetual selling process rather than relying on one-off, sporadic “launch events.”	
Revenue is less important to me than profit. My goal is always to maximize what I bring home more than how much the company generates in revenue.	

Depending on my needs, I can turn profitable traffic on or off within 12 - 24 hours.	
My business is currently set up to offset ad costs and turn customers into high paying clients.	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

**Score: 0 - 20**

**Time To Take Your First Steps Into Paid Traffic**

It's time to get serious about your business and take that step into paid traffic so you can both scale and protect yourself against the ebbs and flows of growing a business with just organic.

The safest step into paid traffic is **The One Book Millions Method** because the ad cost offset is built within the funnel system itself. In other words, all the math has already been figured out for you. All you have to do is plug your book into the tested framework, and it'll work for you.

**Score: 21 - 30**

**Just A Few Slight Tweaks Away**

You're likely only a few little tweaks away from having a breakout moment in your business. You've got a few pieces right but won't experience exponential growth until you've locked in those last critical elements.

The good news for you is that the business you are currently running has significantly more profit already locked inside it. You just need to figure out the math and the assets that are missing to maximize those margins.

## THE ONE BOOK MILLIONS METHOD

In most cases, **The One Book Millions Method** is that missing piece to taking what you already have and making the math work in your favor. If you're successfully selling with paid traffic now, imagine if your cost to acquire dropped to zero, but your sales volume remained the same. See how powerful this is?

**Score: 31+**

**Next Level Paid Traffic Results**

You are now at a point in your business where you can profitably and confidently spend \$5,000/day or more in ad spend and expect to retain high-profit margins throughout your company. While that amount might sound scary, what that number really represents is you becoming the #1 recognized authority in your space. *"He who can spend the most wins"* isn't just a nice idea, it's a reality for you.

With **The One Book Millions Method**, you'll be able to stack funnels across multiple spend channels so you'll avoid ad fatigue, audience saturation, and rising ad costs. Additionally, you'll be able to liquidate ad costs within 24 hours, often turning a 1.5x ROAS or better on cash collected. That means an easier time for you to spend more (*and more quickly*) building a list of buyers, readers, and prospects.

### **Hard Lesson #5. Customers Are Better Than Leads**

I have not created an opt-in lead magnet or cold traffic webinar since 2017. To be honest, had I been better about trusting my gut, I would have stopped letting freebie seekers join my email list as far back as 2014. Luckily, I learned the hard lesson that customers are better than leads in selling premium offers.

For example, who would you rather talk to on the phone?

Someone who has purchased something from you, spent many hours consuming your lessons and material and knows exactly who

you are, knows exactly what value you can bring to the table, and what offers you have available before they hop on a call—or someone who joined your list looking for free tips, read a short PDF or watched a 90-minute video, doesn't really know who you are but is desperate for help, and has never proven to you that they are willing to spend money?

By running **The One Book Millions Method** strategy in my own business, I've put a protective moat around my business where I only interact with paying customers. My team only takes calls from people who have already paid us money. We only sell high ticket packages to people who have already seen results from our other stuff. Sales resistance is non-existent in my world. I only talk with people who are ready to buy.

This is simply because I've discovered that customers are better than leads and shifted my entire business to serve only customers.

One of my biggest regrets was in 2018, running a cold traffic video sales letter funnel while building a sales team. Here's the mistake I made:

I ran cold traffic to a short video sales letter, then asked people to book a call and had my sales team attempt the one-call close, popular with the Lamborghini broseph crowd.

The result, which many of these gurus won't admit to, was a sales staff that constantly felt like they were failing. Leads were not very qualified. They had little trust beyond watching a 45-minute VSL, and call quality was very, very poor. My team was struggling to hit 16 percent close rates on a \$5k program. It was tough on them. It was tough on our financials. It was tough for everyone.

Now, you might say it's because the messaging in our funnel was off. That's what we thought, too, until we tried more than 37 variations of

## THE ONE BOOK MILLIONS METHOD

the webinar, the positioning, the marketing, etc. It wasn't until we hired a guru in this space to tell us what was wrong, and his exact words were, "Your salespeople aren't aggressive enough."

That's when I knew it wasn't the marketing that was broken, but the strategy itself. If your business can only grow based on bullying, aggression, and negatively manipulating people, I have some awful news for you...

One, the FTC is on your heels. Two, people are over it.

Look into any group of people running VSL funnels, and you will find an increase in no-shows, a decrease in conversion rates, and a market getting wise to the manipulative tactics of the cold traffic, one-call close.

The adjustment that we made in our business was to re-examine how quickly we asked for marriage. You see, selling a premium offer is just like asking for marriage. There is an appropriate time and place to do it. And when you ask for it at the right time to the right person, it's a natural, easy process where getting a "yes" is as simple as asking the question.

If you ever get a chance to chat with my sales team today, you'll notice a very calm, amiable, open atmosphere—no high-pressure tactics. My team is trained to tell people "no," because we have so many qualified prospects booking calls with us. We're able to control the atmosphere and tone of our entire company at the sales call level rather than having to adopt sketchy, questionable tactics just to meet our monthly nut.

The shift happened once we realized that by talking only to customers, we weren't even in a sales process anymore. We were running a concierge service. Our sales team is trained to coach their way to a sale.

## MIKE SHREEVE

Our close rates are through the roof, more than 4x our old video sales letter funnel, and we've noticed a stark difference in our company culture, the quality of the clients, and the results they get, too.

It turns out, if you close someone using desperate measures, they themselves are pretty desperate, too. This leads to high refund rates, poor client quality, and a lot of stress for everyone involved. It's just not worth it.

If your sales process feels difficult, feels frustrating, or you recognize resistance in yourself or your sales team, it might be because you're asking for marriage too soon, and you're asking for it from total strangers.

Instead of asking for it from strangers, build a relationship first. You may have heard this advice before, and you might have even implemented it by giving away free content. Sure, free content has a place, but free content is also the friend zone.

Asking your love interest for marriage when she has put you in the friend zone is no better than preemptively asking a stranger for marriage. Again, the timing is off, and it's the wrong person to be asking. Instead, you need to ask for marriage—aka sell your premium offer—to individuals who have already made a commitment to you in terms of real dollars spent.

We're talking about first creating customers even at a low-ticket price point to get an initial commitment, go on that first date, and send each other the signal of how serious you are about progressing together. Then, and only then, should you move the relationship forward towards marriage.

In this book, I will discuss several strategies for convincing someone to make that first commitment and how to move them along in the relationship so that your sales process moving forward will be smooth, natural, and as easy as simply asking the question.

## THE ONE BOOK MILLIONS METHOD

### Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at right now with your customers and leads mix.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are—1 means “not accurate at all,” and 5 means “most accurate.”

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

Success Check-in Statement	Self Rating
On sales calls, I only speak with people who have purchased something from me before.	
I experience little or no price resistance when quoting my highest prices for premium offers.	
My sales calls are natural, comfortable, and non-pressured because they don't have to be.	
I consistently get 50 - 100 new customers into my business per day.	
I, or my sales team, speaks with at least 5 qualified prospects per day for our highest priced and most premium offer.	
When I talk to prospects, I am speaking with fans rather than strangers.	
My prospects already know the details of what makes my offer unique by the time they speak with me to buy.	
I enjoy selling and feel uplifted after calls, even if they say “no.”	
Prospects sincerely regret saying “no” because they know, like, and trust me enough to feel that they're saying “no” to a friend.	

## MIKE SHREEVE

I can generate a rush of 10 - 15 sales calls for my premium offers whenever I want ( <i>emergency cash flow needs, for example</i> ) by mailing my list of customers.	
I close at least 40% of my sales calls on premium offers.	
I can easily outsource my sales calls to commission-only salespeople because the prospect quality is so high.	
<b>TOTAL UP YOUR SCORE:</b>	

### What Your Score Really Means

**Score: 0 - 24**

#### **You Are Talking To The Wrong People**

You might have something amazing to offer, but you'd never know it based on what selling is like for you now. You experience a lot of resistance, a lot of doubt, and a lot of "*no thank you*" in your process today because you're spending most of your time talking to the wrong people.

If all you did with **The One Book Millions Method** was replace talking to strangers with talking only to customers who had purchased your book, your business would change overnight. You'd no longer have to prove yourself on calls, your prospects would be ready to buy, and you'd even begin to enjoy the act of selling as you took more of a coaching-to-outcomes approach rather than the heavy-handed style you're being taught now.

**Score: 25 - 36**

#### **More Prep Is The Next Step**

You could very likely double your current sales conversion rate by getting your prospects to read your short book before they book a call with you. Right now, your prospects are interested, but not prepared. There's a big difference.



## THE ONE BOOK MILLIONS METHOD

You'd be right to assume that more prepared prospects means fewer sales calls. It's true. That's why you need to be selling 50+ copies of your book per day. With **The One Books Million Method**, we know that we're gonna get better quality calls, but we're also going to get fewer of them. It's part of what makes this process so powerful. You only have to talk to people ready to buy.

If we need more volume, we don't have to sacrifice call quality. We just push the gas on our paid traffic funnel to bring in even more book buyers, which results in even more qualified phone calls. The quality never has to be sacrificed for scale.

**Score: 37+**

**Volume And Team**

Your next big goal should be to ask yourself:

### **How many new salespeople can I hire and keep busy with calls?**

You've got your offer dialed in, you're getting great prospects on the phone, now you just need to scale. To do that, you need humans to sell your stuff on the phone for you. To get the best kind of salespeople, you need quality calls and lots of them.

I recommend you pay commission only, use **The One Book Millions Method** to fill their calendar full, and focus your efforts on delivering the best results for the people who buy.

SIDENOTE: I've hired a lot of commission-only salespeople over the years, and I'll let you in on a few little secrets:

- The best ones require at least 5 - 7 calls per day. Otherwise, they will not earn enough in commissions to stay interested.
- The fastest way to improve your commission-only salesperson's close rate is to increase the quality of the call. Salespeople close at the rate they close. You have less control over them and

their abilities than you do over the call quality. Get them on the phone with readers of your book, and closing should be easy.

- Consistency in prospect quality and call volume is how you keep good salespeople for years. If it's up and down, ebbs and flows, it's difficult to retain good people. Get a funnel up that produces calls constantly, and it solves the problem.
- Don't forget to factor commissions into your math. We try to make enough profit off our **One Book Millions Method** funnels to cover both the advertising cost *and* the cost of the commissions that will be paid out. This makes our cost per acquisition, even with a sales team, truly net-zero.

### Key Chapter Takeaways

- **Hard Lesson #1. Complexity Doesn't Scale**

Too much complexity creates confusion, and confusion kills businesses. To scale your business, you need to do less, not more. This becomes even more important if you ever hope to build a team, as teams crumble under too-frequent direction change.

- **Hard Lesson #2. It's Getting Harder To Sell Stuff**

It's hard to get ROAS from Facebook these days because the audience is becoming more jaded, skeptical, and less trusting. On top of that, your dream buyer has more choices than ever. This means you need to plan for skepticism. Purposefully create a plan to overcome the challenges you and your company face right now in this new reality.

- **Hard Lesson #3. Hard Work Is Risky**

Hustling and grinding work only to a point. If your business relies on you showing up every day to stay profitable, then you don't have a business; you have a job. To build a business that functions without you, you need to have a system for predictable income generation that requires zero effort on your part.

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- **Hard Lesson #4. Paid Traffic Is Required For Scale**

Organic platforms with big reach want to make money and will take money from business owners such as yourself. If your goal is to hit \$100,000 per month or more in your business, you must include paid traffic into your overall strategy. No amount of organic outreach, blogging, or social media posting is going to get you there.

- **Hard Lesson #5. Customers Are Better Than Leads**

Selling a premium offer is just like asking for marriage. There is an appropriate time and place to do it. And when you ask for it at the right time to the right person, it's a natural, easy process where getting a "yes" is as simple as asking the question. Instead of asking for marriage from strangers, build a relationship first.

# Chapter 4

## WHY SHORT BOOKS WORK

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*“Persuasion is achieved by the speaker’s personal character when the speech is so spoken as to make us think him credible. We believe good men more fully and more readily than others: this is true generally whatever the question is, and absolutely true where exact certainty is impossible and opinions are divided.”*

– Aristotle

For 13 years, I have been working to solve the puzzle of what makes someone buy, especially at the high ticket/premium level. How do you take a stranger from “*I don’t know you or even know if I need you*” all the way to “*Wow, \$15,000 is really cheap for what you are offering. Where do I sign?*”

After having scaled multiple clients businesses and a few of my own, here’s what I know so far:

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Every prospect needs **6 Major Questions** answered, clearly and truthfully, before they'll pay higher prices. The best way to answer these questions is through a short, comprehensive book that **Delivers Results In Advance**.

In later chapters, we'll explore the **Delivers Results In Advance** concept. For now, let's explore the **6 Major Questions** prospects will be asking themselves before they buy your premium offers. I'll show you how to use a short book to answer these questions in profound ways and get your prospect pre-sold on your offer before they ever talk to you.

### **Question #1. Is this right for me?**

As the person selling your thing, it's obvious that what you have is what your prospect needs. For prospects, however, it's not so simple. All potential buyers have a certain amount of fear about buying, which can manifest itself as doubt, trepidation, second-guessing, lack of self-confidence, feet dragging, irrational behavior, etc. Buyers doubt themselves because they've made bad choices in the past. They doubt your product because they don't understand it. Doubt is the natural state of a prospect. Accept it. Learn from it. Do something about it.

In my mind, the book is the most disarming, natural, and effective way to persuade someone into believing in themselves, your offer, and the future you can provide for them. Books are honest when written correctly. They are trustworthy by name alone. They are not a webinar or lead magnet or other "marketing trick" in prospects' minds. They are a real thing—a value offer.

**For us, a book is a powerful tool for belief change.** When people's beliefs change, they carry a tremendous amount of momentum with them towards action. It manifests itself as excitement, commitment, and eagerness—the perfect set of buying behaviors.

Example:

When was the last time you read a book that changed your life? For most entrepreneurs, it was books like *Think & Grow Rich*, or *The 4-Hour Work Week*, or *The \$100 Startup* that changed pre-existing belief structures about what “work” and “income” could look like, and sent them on a journey of change. For me, it was reading *The Ultimate Sales Letter* by Dan Kennedy while I was homeless that catapulted me from living on the streets to making \$100,000 less than a year later.

It's not an accident that the beginning of a major change in many people's lives starts with reading a book. Religious books. Self-help books. Fitness and health books. Parenting books. In every aspect of life, books are used as jumping-off points to major growth and change. There is a certain trust that readers give the written word. They surrender themselves to it. They embrace it. They absorb it. It's certainly more effective than half-listening to a webinar with multiple tabs open while you check your email. When was the last time a webinar changed your life so much you sent it to half your family for Christmas? Exactly. There is a reverence and openness with books that no other marketing tool can replicate.

When you write your short book, you'll be able to tap into that openness and show what you can do to help people. The best books that work within **The One Book Millions Method** are the ones that inspire and educate. The ones that don't hold back in serving the reader.

You don't need a PhD in writing to be able to pull that off either. In fact, all you need is a purpose for the book. What do you want the reader to get from it?

In my case, I want you to see the power of what a book can do in your business and life. The doors it can open. The way it could radically transform your business if you let it.

My goal, of course, is for you to become a client of mine eventually. However, I know the first thing I have to do is help you answer the

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question of whether **The One Book Millions Method** is right for you. Is this right for your personality, your business, your goals, your current state of being?

The book is the tool where I get to hold nothing back, explain what I know, share my passion, and hopefully inspire you to make this strategy part of your life too. It doesn't require fancy copywriting, just an honest understanding that you, my prospect, need this question answered before we'll ever get to work together. If I do it correctly, by offering you **Results In Advance**, by holding nothing back, you will find this book to become a jumping-off point for a new direction in your life.

Many readers of this book will go on to scale their businesses to \$100,000/month or more, find more peace and happiness, regain control and consistency, and even be inspired to find new ways to improve other areas of their business. This isn't an accident. It's what a book can do, because a good book can show people that this is, in fact, right for them.

But let me play devil's advocate for a second. What if the book turns someone off? What if they read the book and realize that this method isn't for them? Isn't that bad?

Nope.

Again, this book did its job. The first sign of a mature business owner is when they recognize that they aren't the right fit for everyone. Not everyone who reads this book is someone I can or even want to help. By definition, it means a certain portion of the readership will read this book and realize this system just isn't for them.

Good. It means my pipeline won't get filled with time wasters or foot draggers. The book itself becomes the filter.

A book is like an in-depth sales conversation you can have with hundreds of people per day, 24 hours a day, 7 days a week. It never takes

vacations. It never complains. It moves people towards your premium offers day-in and day-out.

## **Question #2. Can I trust this information?**

Prospects don't just need to trust you as a person. They need to trust the specific information they are receiving.

I can trust you as a person but also know when you're B.S.ing a story on a Friday night at the bar just to impress someone. Prospects are the same way.

Imagine yourself on a train, and you need to get off at a certain stop to attend an important meeting. In Portland, where I live, on the side of our trains, we have a map of the various stops along the way. I might trust the conductor of the train. I might trust the city even. But if I don't trust the map that has been provided to me, it's tough for me to commit to exiting the train at a certain stop.

What a book does better than any other marketing device is to deliver information in an easy-to-verify system.

For example, later in this book, we will be doing some verification of **The One Book Millions Method** strategy through some simple mathematical exercises, client case studies, and other information. I will be putting you through various exercises in this book that will allow you to check and prove the strategies that I've laid out for yourself. You can independently verify what I'm saying to find out if it's true. Think back to the early part of this book where I had you do "Success Check-ins." Did any light bulbs go off? Did you generate ideas you wouldn't have otherwise? Did you get a more clear vision of your future?

That's you verifying the information for yourself. You're beginning to shape an idea in your mind that the information in this book might actually be helpful. By association, if the information in this book is



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helpful, then maybe the author (yours truly) is helpful too. That cycle can and ought to repeat itself multiple times throughout a single book.

For example, if you wanted to grow a coaching business that taught productivity and success skills, you could have a short book which included exercises that would help people to create a better morning routine. A routine they could implement straight away and start to see results for themselves quickly.

You don't have to give away the farm for this to work either. You don't have to give away your best coaching—but if you were able to help someone test your teachings and theories in the very small area of their morning routine, then by the end of them consuming the book and putting it into action, they will have proven the information that you gave them. And when they prove the information you provide, they prove you as a source for improvement and someone who can help change their lives.

This is how you get booked calendars full of people who already trust you, already want to buy from you, and make the very best clients and customers. This is the philosophy of **Results In Advance**.

Another example from this book:

In later chapters, I'm going to teach you how to come up with good book ideas, how to outline your book, and even how to start getting your book written.

How does that help me turn you into a client or customer of my other stuff? As you go through the process and see how easy it is to create a book of your own—which is often the biggest hurdle for people using this method—the act of you starting your book is the act of you testing the information, and that moves you one step closer to trusting me.

The best part about following this strategy in your book creation process is that you can build trust even if you don't have case studies yet.

As long as you can get people **Results In Advance**, they'll trust you better than you blabbing on a webinar, sharing faked screenshots hoping for a sale. As one of my earliest mentors said, "If you want people to believe you can help them, help them."

A good book allows people to verify the information you are presenting in advance. By the time they show up to your sales calls, they've already decided this is the right thing for them.

### **Question #3. Is this good value for the money?**

I've been a copywriter for more than 13 years, and I can tell you that most people overcomplicate proving their value.

Here's the most simple strategy for proving that what you do is valuable:

Write a book that is full of what you know about the thing you do. Don't hold back. Overdeliver in the book, and don't be shy in telling people how difficult and complicated it is.

Example:

If you have ever tried to lose weight, you know that weight loss methods are quite simple on the surface—fewer calories in than calories out, intermittent fasting, exercise, etc. However, you also know that the actual act of executing on that information is difficult.

This explains the role of a billion-dollar industry called personal trainers. They are the individuals who close the gap between the information and the execution. Personal trainers exist because people already have access to the information. Think about that. Personal trainers rarely provide new information. They are there to close the gap between information and execution. That means a personal trainer could pour her heart and soul into 30 different books, but her

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services would still be in need. People would still need her to close that gap.

If you are a coach, freelancer, agency owner, service provider, or a course creator that gets people results, you need to be writing books. Give people the information, then offer to close the gap. The more information you provide, the wider the gap seems, and the more they need you.

This is why books are so powerful. You don't have to hold back on any information about what you do, and you will have, in fact, proven the value of what you do by demonstrating that gap.

I can promise you that many readers of **The One Book Millions Method** book will be so inspired by the ideas that they'll rush off to execution and get-it-done mode. I can also promise that many of them will quickly realize that they like the idea more than they like the execution part. That's where my team and I can step in.

This isn't trickery. This isn't scamming people by giving them information and then them struggling to execute on it. This is just the reality of how the world works. It's how the empires of people like Zig Ziglar, Jim Rohn, and others were able to build so fast.

Give them information to inspire, motivate, and begin the process of change. Then, when they need extra help, help them. When you get your book into the hands of enough people each day, eventually enough of them will want help to keep you plenty busy and scaled as a company.

If you have spent a lot of time becoming excellent at something, no matter how much information you give me, it will still be tremendously harder for me to do what is easy for you to do. This gap is where you can make a significant amount of money. Share the information and offer to help them execute.

What the book does very, very well is allow you to deliver a significant amount of information more effectively than nearly any other medium. It's better than webinars. It's better than podcasts. It's better than blog posts. Because when people purchase a book, they tend to consume it more mindfully than any other communication source.

In other words, the likelihood of the information you provide in a short book being consumed and then acted upon is significantly higher than nearly any traditional marketing media.

#### **Question #4. Can I trust this person?**

One of the best pieces of advice I ever got in my career was to provide value in advance with zero secret agenda. This is why I like the book much more than a webinar.

A webinar always has a secret agenda. Always. It is specifically structured with a secret agenda in mind. Sure, it says "free training" on the landing page, but really it should say "sign up for my free sales pitch." If you've taken any of the major webinar trainings from any of the webinar gurus, you've likely come away with some resistance towards the fact that you pitch it secretly as free training, then towards the end, surprise them with the sale.

With a short book, we can go into the content creation process with zero secret agenda needed. Using **The One Book Millions Method** funnel, which I'll teach you more about later on in this book, you could create an entire book without a single call to action, delivering only value, and still come away with higher conversion rates on those calls than any webinar that has ever been produced.

This is the fastest way to stand out in your marketplace that I know of. To be known for adding value first.

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Here's an important lesson I've learned over the years: **shady tactics attract shady clients and customers.**

If you're like me, you just don't have time for the drama or shadiness that some clients and customers bring to the table. The headaches, the worry, the stress. Not worth it. If you become the person who provides value in advance, you'll attract those kinds of individuals yourself. I am constantly receiving gifts from prospects—yes, I said prospects, not clients—who want to work with me and are the kind of people who start relationships with value in advance.

In the online world, most people lack trust in business owners and marketers because so many business owners and marketers are trying to hide something. They use bait and switch tactics rather than straightforward, value-based marketing. Again, the fastest way to stand out in your market is to actually care about the people you are marketing to. One way to care is to create a book that actually helps them, get it in their hands using paid traffic, and then invite them to the next steps once they've read and explored for themselves what you can offer.

But perhaps more than any of this “value add” stuff, one excellent reason books work is because it takes work and time to consume as a reader. There is more investment than a webinar or podcast, which could be listened to while driving or sending emails. A reader has to work at absorbing and understanding the language. Even a short book might take an afternoon to read. Most scammy marketers will say, *“an afternoon is too long! Get them into a phone call within 45 minutes after the stomp down!”*

I disagree, but probably not for the reasons that seem obvious.

When you are scaling a company, the biggest drain of your resources, time, and money will be foot draggers, freebie seekers, and

time-wasters. They eat up your support inbox, they waste time on the phone, and they extract resources.

Personally, I want it to be kind of hard to buy from me. Not too hard, but I like having prospects at least put in the work of reading a book. Of spending two or three hours working towards understanding what I have to offer. I know it sounds arrogant, but think about it: what if everyone you ever got on the phone with was already prepared to get serious? What if they had pages of notes from the book you created for them? What if your sales call days were filled with people who had already spent a few hours working on getting to know you through reading your book?

See, most people think that the key to scaling a business is to do more. Get more customers. Get more clients. Have more calls. I've learned it's the opposite:

Have fewer calls with better prospects. Raise your prices so you can take on fewer clients. Better filter out the non-serious prospects so you can actually raise your prices and deliver better results for the few clients who do qualify.

So, the book as a tool for “getting to know you” is a two-way street. The reader can find out if they like how you think and if they believe you can help them, and you get to filter out the people who are serious versus the ones who aren't.

### **Question #5. Are the benefits clear enough to justify this purchase to my spouse?**

Here's a hopefully helpful revelation:

**Sane people don't make major purchases alone.**

Whether you are selling coaching for \$5,000 or copywriting for \$25,000, it is rare for the person with the credit card or the checkbook to make

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a purchase of that magnitude without first consulting somebody for advice and approval.

Maybe it's their spouse, or maybe it's their business partner, manager, friend, or a coach. I would guesstimate that more than 60 percent of any market will not make purchases of more than \$5,000 without first consulting someone outside the sales conversation that they trust.

Here's what that means for you:

On paper, you might have the most beautiful sales presentation of all time. You might be able to wonderfully present yourself on a webinar or a video sales letter, and your prospect might even grasp what you are saying generally enough to be motivated to purchase at that moment. However, if they cannot clearly and succinctly make a case for your product to their spouse, manager, or team, then you will never get that sale.

In other words, if your prospect can't drill your offer down into a few key sentences and make a solid presentation to the person they trust, you've lost the sale.

Take a moment to think that through and let the impact sink in.

How many sales have you lost over the years after someone had a great conversation with you? You were confident they were going to buy, and then they came back and said, *"I talked to so-and-so, and I don't think this is right for me now."*

Here's what actually happened in that exchange:

Your prospect tried and failed to sell your service or offer to someone who didn't also watch that webinar, listen to that podcast, or consume the sales message. Because the "trusted advisor" wasn't there, they didn't "get it."

What makes a short book so incredible at counteracting this common occurrence is two things:

## 1. Books force you to make your ideas concise and clear.

Don't worry. Even if you aren't a writer, books can work for you, because hiring an editor to make your ideas concise is cheap. I'll share more resources about that later.

Let me give you a quick example from this book to show you what I mean by concise and clear ideas:

Remember back to the very first part of this book, where I told you what this book was going to be about, drilled down to just a few points:

**Point #1.** For more than 100 years, books have been proven to be the #1 scalable sales asset for building trust, authority, and filling your pipeline with pre-qualified prospects.

**Point #2.** The more people that read your book, the more money you'll make, even if you mess up every other part of your business.

**Point #3.** The best way to sell 100+ copies of your book per day is **The One Book Millions Method** found in this book (*which just so happens to sell more than 150+ copies per day itself*).

There is a reason I took the trouble to outline those points. I want you to be able to understand exactly what we're talking about here to the point where you could explain it to your spouse without skipping a beat.

When I work with my clients to create their books, we do this same thing. It not only helps you to create a powerful book, but it helps other people sell your concepts better, too.

## 2. A book can be gifted.

The best part about a book is that it can do the talking for you, and it even does the talking for your prospect who needs to sell your ideas to their trusted advisor.



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You can see this in your own buying behavior. How many times have you told someone to check out a book that you enjoyed? I would bet that it's significantly more times than you have ever told someone to go check out a webinar that you've watched.

It is culturally normal behavior to share books. It is culturally abnormal and weird to share sales presentations, such as webinars or VSLs.

Many clients of mine report stories of their prospects sitting down and reading their book together with their spouse, and the couple coming up with the conclusion together to purchase my client's coaching services. This is common in parenting and relationship niches. In highly competitive and skeptical niches like online marketing, the book can become a tool your prospects use to pass around and get outside opinions. While they're trying to make a buying decision, you're getting more and more exposure for free.

A well-written book is a tool that does all your selling for you. It's also a tool that has a history that people respect. Unless your book hook is something wildly taboo, it's likely your prospects have no shame or embarrassment in sharing it with the ones they trust. Now tell me, are there any other sales tools quite like that?

### **Question #6. What are my options, really?**

One of the byproducts of a well-written short book is the truth.

Example:

In this book, I will not sugar coat anything about **The One Book Millions Method**. I don't have to for reasons we've already discussed.

In fact, the next chapter you'll read is about why you probably shouldn't write a book. I'm here to show you all the pros and cons. I can do this

because, again, I have no secret agenda in what happens as a result of you reading this work. My #1 goal is to create a book of value. I will earn so much more money if you like this book enough to share with a few friends, and those friends share it, and they share it, etc. than if I were to try and “trick” you into buying something from me. You don’t have to write your book as a sales letter. Just write a good book. The rest of **The One Book Millions Method** takes care of moving readers into sales calls and eventually into clients.

Therefore, because I have chosen the short book as my sales tool, I can be upfront and realistic about the other options you have, besides working with me or following the method I will teach you in this book. I can do this for several reasons.

1. I sell more than a hundred of these per day. Yet I can only take on four private clients a month and one or two group coaching clients per day.
2. What I am selling is very valuable, and my team and I are very good at what we do. We take pride in doing hard things and are happy to share the ups and the downs. We don’t need or want to sugarcoat what we do. It devalues what we’ve struggled over long months and longer hours to develop.
3. I can tell you what your options are because I want to be your #1 option. I don’t want to work with people who hired me “*because the other guy wasn’t available.*” I’ve done enough work for clients like that, and it’s no fun. Instead, I want to work with people who want to work with me. Giving the reader options does exactly that.

Being open and honest in your book about your reader’s options for solving a problem you can fix is the best way to filter through bad prospects and time wasters.

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### **Think of it this way:**

If someone comes to you for a sales call and then says, *“I need to do a bit more research,”* comes to you for a second call and says, *“I’m still looking at options,”* comes to you for a third call and says, *“I just need to talk to one more person before I make a decision,”* comes to you for a fourth call, etc., etc... **How productive is that process when you could have given them all of their options in full and honest transparency inside of your short book?**

I am obsessed with efficiency. I want to do the least amount of work for the most amount of reward. Wasting time on sales calls with people who *“still need to do research”* is a giant waste of time. It robs the good prospects of time to book on your calendar, and it wastes your time chasing leads that are not yet ready to buy.

I can tell you that ever since we adopted **The One Book Millions Method** into our business, we have very few phone calls where we’re having to delay a decision based on someone needing to do research.

If what you do helps people, there is zero moral or ethical reward in delaying the help that you provide. In fact, you could argue that you have a moral and ethical obligation to help people as quickly as humanly possible. You should feel a sense of urgency to filter through and find those few perfect fits so you can help them as quickly as possible.

If this past year has taught us anything, **you never know what tomorrow will bring, so do your good work today.**

### **Can All Of This Really Be Done With Just 100 - 150 Pages?**

We just explored **6 Major Questions** that all prospects need answers for before they’ll purchase. Naturally, the most common question I get

in response is, *“can a short book of only 100 pages really answer those questions and move someone into becoming a client or customer of our premium offers?”*

To answer that, let’s look at some examples that you can test for yourself to see the power of a short book and the kinds of miracles it can work.

### **Example #1. Napoleon Hill’s “Think & Grow Rich” (104 pages)**

This book has sold millions of copies and has been in print for decades. It is the foundational work that inspired Jim Rohn, Tony Robbins, and others to develop the Self-Help genre and expand on the idea that humans can improve. Hundreds of thousands of entrepreneurs, artists, and other creators, movers, and shakers, cite this book as the work that inspired them to greatness.

Seminars, coaching programs, even therapies have been sold to the readers of this book. The total net income generated from this short book likely reaches beyond \$100 million and more.

And yet, it was written by someone who hadn’t yet experienced success, and only came out to 104 short pages.

### **Example #2. Spencer Johnson’s “Who Moved My Cheese?” (95 pages)**

Another example of a short book revolutionizing an entire industry. In this case, management practices and people management.

An entire generation adopted new philosophies and ideas regarding motivation and working with others to accomplish goals. This book’s impact across the corporate structure of major corporations is being felt now more than ever.

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Again, another book that has generated hundreds of millions of dollars with less than 100 pages.

### **Example #3. Marcus Aurelius’s “Meditations” (80 pages)**

Written hundreds of years ago, this book has stood the test of time and seen a resurgence in popular culture thanks to authors like Ryan Holiday advocating for Stoicism.

Imagine writing a book that has lasted longer than empires, corporations, and even ideas. All it took was 80 pages.

### **Example #4. Karl Marx’s “The Communist Manifesto” (40 pages)**

A short and simple book that has influenced movements, revolutions, millions of deaths, and has again seen a resurgence in recent years.

Regardless of where you land politically, it’s impossible to ignore the influence these 40 pages have had on world history. I use this only as an example to shake your belief that it requires hundreds of pages to convince someone of an idea.

I would ask you: is what you offer more complicated or nuanced than a state-run system of economics and government? I bet it’s not, and Marx was able to convince millions of his complex ideas in just 40 pages. You can probably convince a few people who need your help in about 100 pages or less.

Here’s a list of other influential books under or around 100 pages in length:

- *Animal Farm* by George Orwell
- *Lessons Of History* by Will & Ariel Durant

## MIKE SHREEVE

- *The Prince* by Niccolo Machiavelli
- *The Art Of War* by Sun Tzu
- *Tao Te Ching* by Lao Tzu
- *The Constitution Of The United States* by The Founding Fathers
- *Martin Luther's Ninety-Five Theses* by Martin Luther
- *Poetics* by Aristotle
- *On Dreams* by Sigmund Freud
- *Self-Reliance* by Ralph Waldo Emerson
- *The Alchemist* by Paulo Coelho
- *Steal Like An Artist* by Austin Kleon

The list could go on and on. This doesn't count books that are 150 pages, or books that have been self-published in the last 20 years, or books that I haven't even read yet.

But one thing is clear from looking at this list:

### **The length of a book does not dictate the impact that it can have.**

Each of these books has influenced millions of people in one way or another. Each of them has changed beliefs in the reader. Each of them has created change and motivation in readers.

The good news for you is that you don't need to influence millions to make millions. If you price your offers right, you really only need to influence a small number of people each month.

In my business, I only need four people per month to be influenced enough by this book that they'll let me write their book for them, build

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their funnel, and guarantee their profit. Just four. That gives me a \$2.5 million per year business. Four people per month out of 150 books sold per day, and my business gives me everything I want.

Now imagine this for yourself. Just take a second to play the odds in your mind. Do you think, if you had help, you could share ideas in a book that, if sold at enough volume, could convince enough people to give you the income, influence, and business of your dreams?

I bet it could. In fact, I haven't seen it fail yet, and I've been doing this for a few years, working in multiple niches and markets.

You don't have to take my word on any of this either. Go look at those books on Amazon. Read their reviews. Read them yourself and discover how powerful a short, easy to consume book can be.

Now, look at the reviews for webinars. Or VSLs. Or any of the other marketing stuff that people are doing these days. Ever seen the comment section of a Facebook ad for a "free webinar." Not exactly glowing reviews, right?

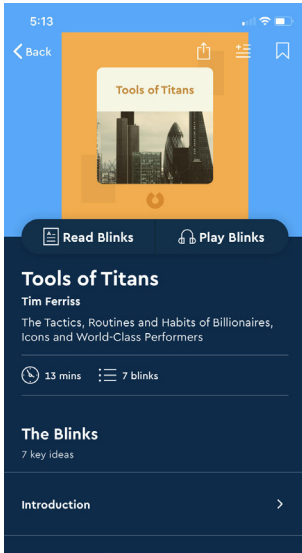
Again, this is the difference that a short book in your business could make.

*"But Mike, what about mega authors like Tim Ferriss? His books are hundreds of pages long!"*

True. His books are door stopping monsters. They also sell really, really well.

At the time of this writing, his *Tools Of Titans* book has more than 4,500 reviews and has sold millions of copies. You can't argue with success and results.

But there's one small catch, and it looks like this:



*(Tools of Titans on the Blinkist App)*

This is Tim's book condensed into 13 minutes of reading. It's from an app called Blinkist, and it's proof of something important:

You see, Blinkist has more than 7 million active users, all paying a monthly fee to have non-fiction books condensed to only their best bits and delivered in audio and print format to your phone. Each month they add 50 new works of nonfiction. They are growing their monthly users at an alarming rate, and it only took 4 months for them to get their first 1 million readers.

What does this all mean?

Non-fiction readers want short.

You can't deny the reality that people are busy, attention spans are short, and if someone can get information faster, they will. It's to their advantage to learn more quickly and get to the point.

This is why I recommend you write a short book instead of trying to write a Tim Ferriss saga. Maybe someday, after you've built up a readership of millions with your short work, you can spend three years at a keyboard writing your epic 950-page manifesto, but for now, short will do.

Here's the secret to short books that work:

**Consumption = transformation.**

If you want people to fall in love with you, they first need to consume your stuff. So, let me ask you a question, "*How many 600 page books have you read this month?*" How about this year? How about ever?



## THE ONE BOOK MILLIONS METHOD

Even James Patterson, the highest-selling author of all time, has realized that short books are where the money is. In the last few years, he has launched a new concept called BookShots, which has been very profitable. They are 150-page books of fiction that “read like a movie.”

Think about that for a moment. The bestselling author of all time is making a move to shorter, quicker reads.

As my mentor, Jim Rohn, says, “Success leaves clues.” James Patterson does more than \$50 million a year with his books. I’m gonna pay attention when he starts writing shorter works. There’s probably a really good reason.

### **You Don’t Have To Write Your Own Books.**

Did you know that James Patterson doesn’t write all his own works?

Nope.

In fact, he uses ghostwriters and writing partners to take his ideas and turn them into finished works. Later in this book, I’ll share with you how to use ghostwriters and writing partners to launch your ideas into book form faster and more profitably as well. With a good writing team, you can launch a book in as little as 14 days. I’ll show you how later.

James Patterson has one of the most prolific launch tempos, launching at least one new book per month, simply because he has assembled a team to help and support him. He writes fiction and has a team. If you’re in business, where teams are the norm, it’s worth considering who you need to bring into your world so that you too can produce high-quality books more quickly.

We’ll discuss in later chapters who the perfect publishing team members are, and as always, if you’d like me and my team to help you publish and scale your book, schedule a call to chat:

**[PeacefulProfits.com/call](https://PeacefulProfits.com/call)**

One last point on how short books are better:

I have found, after 13 years of working with clients, that the best clients are leaders. They may not manage a team, they may not have a huge following, but they lead in their own lives. They lead in their family. They lead in their community.

I've also noticed, like many before me, that leaders are readers. I've yet to find a successful person who doesn't engage in reading of some kind. That means successful people like books, which makes using a book as a sales tool a great way to filter for the best kinds of clients.

There's just one problem. Leaders are also busy. Really, really busy. They're busy with work, family, and in their community. The thing that makes them great as clients is exactly why you need to write shorter books.

A friend of mine pointed this out to me years ago, and it's worth mentioning here:

The only people who have time to sit through a two-hour webinar are people with more time than money. If you're tired of broke prospects, you might want to look at how you respect the time of busy, successful people and ask if your marketing is geared to their needs or towards the "more time than money" crowd.

This is why short books that can be consumed quickly are so powerful. They fit within the schedule of the most successful clients. They match the medium they enjoy consuming (*books*), and they can be consumed quickly.

So, if your goal with **The One Book Millions Method** is to attract the best possible clients, remember to keep it short and impactful.

# THE ONE BOOK MILLIONS METHOD

## Success Check-in Exercise

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Before we proceed with the rest of the book, let's first check in with where you're at right now with your ability to answer the **6 Major Questions** your prospects have.

Below, rate yourself on a scale from 1 - 5 on how accurate the statements are. 1 means "not accurate at all," and 5 means "most accurate."

Once you've rated yourself for each statement, total up your scores and then use the Answer Key to determine your next steps.

Success Check-in Statement	Self Rating
I can typically close a sale on the first or second call without pressure or overly aggressive sales tactics.	
My prospects are never surprised by the information I reveal on sales calls.	
My sales calls are natural, comfortable, and non-pressured because they don't have to be.	
I experience very little price resistance even though I'm more expensive than my competitors.	
I regularly hear on sales calls that my sales process has been "enjoyable," "unusually non-aggressive" for my industry, and that my prospects feel respected even if they say "no."	
I spend more time interviewing prospects than defending my offer on sales calls. My calls are a filtering process for finding a good fit more than a true sales presentation.	
My sales calls are easy to outsource because they mostly involve answering easy-to-answer questions. My calls feel more like "taking an order" than "making a pitch."	

My prospects are comfortable sharing my offer with their trusted advisors and have a high rate of explaining my offer successfully to others.	
Prospects rarely, if ever, have the objection “I need to do more research.”	
<b>TOTAL UP YOUR SCORE:</b>	

## What Your Score Really Means

**Score: 0 - 18**

**You Are Trying To Do Too Much On Your Sales Calls**

Right now, you and your prospect enter your sales call environment blind. You don't know them, they don't know you, and so you have to work very hard to answer all **6 Major Questions** before they'll answer yes.

The problem is that you're trying to answer all those questions inside the limited time frame of a call. If you don't answer all 6 within the 45-minute appointment, you leave room for doubt. They might change their mind before you can follow up. Or worse, they'll leave your call feeling something was missing and base their decision on that feeling alone.

Your sales call should be the wrapping up and finalizing of the **6 Major Questions**, not the first approach to answering them all.

You need to write a book. Even if you don't use **The One Book Millions Method** for selling your book, at least write one and give it to people to read before you get on a sales call. It will tremendously change the nature of your calls and improve your overall close rate by at least double.

## THE ONE BOOK MILLIONS METHOD

**Score: 19 - 27**

### **Systemize Your Question Answering If Scale Is The Goal**

You are doing a good job of answering some, but not all, of the **6 Major Questions** your prospects have before jumping on a call with you. For now, this might be fine. You might enjoy answering those last few remaining **Major Questions** on the call, but know that it's going to limit your growth.

You'll have a tough time hiring salespeople or gaining efficiency in your call process if you have to carry the burden of answering the **6 Major Questions** manually. Instead, look to a book and **The One Book Millions Method** to do the heavy lifting for you, 24/7 and 365 days a year.

If you already have a pre-selling method like a VSL, webinar, or email sequence, consider where your process currently has holes or gaps in answering the **6 Major Questions**. Look also at your consumption rates.

Increasing consumption is the fastest way to increase results on existing marketing assets. A short book that people pay to read will beat consumption rates on any free webinar, VSL, or email sequence. Consider adding one to your marketing soon.

**Score: 28+**

### **More Books Please**

I've been fortunate in life to have worked with mega-gurus doing \$100 million or more in online sales of their coaching and digital products. There's one lesson I've taken away from them all:

**You can never answer the 6 Major Questions too often or in too many different ways.**

Maybe you have a webinar that converts right now; what if you followed up with webinar attendees and sold them a book? What if you launched a book to your email list right now and re-engaged them into your core ideas? What if you sold one book, and you sold another in the back matter of the book?

For the most skeptical prospects, having multiple options to learn about you, be exposed to your ideas, and ultimately have their questions answered in different ways is the only realistic and proven way to convert more of your audience.

Here's an example:

At the end of the day, what I do is help people scale their business by doing less. It's all I do. This book you're reading right now answers your **6 Major Questions** about me and my stuff in a particular way by focusing on **The One Book Millions Method** for scaling.

But I also have books on outsourcing, systems, and creating million-dollar offers. They all lead back to a core set of offers and services, but each answers the **6 Major Questions** a little bit differently. They each come at the problem with a new angle, new ideas, and present different options.

This is where you are right now in your business. You are good at answering questions in one certain way, but now it's time to expand so you can pick up more of your audience and control more of the options your dream prospects are considering.

You can do this very easily by simply writing a new book every quarter, launching a new **One Book Millions Method** funnel to sell it, and rinse and repeat as needed. It's what we've done, and it's been the single most profitable thing we've ever done strategy-wise.

## THE ONE BOOK MILLIONS METHOD

### Key Chapter Takeaways

- There are six major questions that all prospects must have answered before they will even consider buying a premium offer from you. A short book is the most efficient and effective way to answer all those questions at scale.
- **Question #1. Is this right for me?**  
With short books, you can easily illustrate your service or course's power in a non-spammy, non-aggressive way.
- **Question #2. Can I trust this information?**  
A short book not only develops authority and trust in you as a person, but it is also an excellent vehicle for delivering information and then proving the truth of that information.
- **Question #3. Is this good value for the money?**  
The most simple strategy for proving that what you do is valuable is to create a book that has a bunch of what you know about the thing you do.
- **Question #4. Can I trust this guy or girl?**  
Build trust by offering value in advance. You could actually create an entire book without a single call to action, delivering only value, and still come away with higher conversion rates on those calls than any webinar that has ever been run.
- **Question #5. Are the benefits clear enough to justify to my spouse?**  
Very few major purchases are ever made alone. You could have the most beautiful sales presentation of all time, but if someone cannot clearly and succinctly make a case for your product to their spouse or manager or team, then you will never get that sale.
- **Question #6. What are my options, really?**  
Giving options within your book that the readers could pursue if they aren't a good fit for what you do allows you to filter through potentially bad clients or customers, but it also actually endears those dream clients and customers to you because you are being so transparent.

# Chapter 5

## THE #1 PROBLEM WITH SHORT BOOKS

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*“Perfection is not attainable, but if we chase perfection we can catch excellence.”*

– Vince Lombardi

I love using books to scale businesses.

But there’s a fundamental problem with how books are used in business, which we’ll explore here.

Many people have tried to write a book to grow their business and have been wildly disappointed in their results. The specific reason for their disappointment is the topic of this chapter.

**Put simply, short books alone don’t make any economic sense.**

Profit margins are low on shorter books. It takes time and energy to create a book. You need designers, formatters, and editors to put one out worth reading.



## THE ONE BOOK MILLIONS METHOD

You can put in tremendous energy to try and sell thousands of copies, but that same energy spent on selling one \$5,000 offer will likely net you significantly more direct profit.

People will have opinions about your book, not all of them great. You will read your book three months after publishing and wonder why you ever thought you had the audacity to consider writing one. You'll get occasional praise but not as much as you had imagined. Most of the ways you market your books simply won't work.

You see, I've worked with many authors, including several New York Times bestsellers, and every one of them has said, *"I lose money upfront in writing a book."* Now, imagine the books that these authors are writing. They take more than a year. They often have huge research investments required and the kind of marketing machine required to make a book. A New York Times bestseller can cost you more than \$250,000 in staff, advertising, etc.

They are paid small royalties and are required to hustle their book to seminars, speeches, and sling their book to their list. They do all this hoping that somehow the book will translate into more business, but it rarely does.

**So if this is the reality, and it is, why am I such a proponent of the short book?**

Well, it's quite simple actually:

**Everyone is doing it wrong.**

Just writing and publishing a book is a horrible business strategy. Great for a legacy move, but a book alone won't actually open doors. It won't bring you loads of booked calls. It won't change your business at all. The flood gates don't open wide just because you hit "publish."

**A book by itself makes no economic sense, but a book as part of a larger marketing and sales system is the quick ticket to scaling to 7-figures or more.**

That's the key difference here.

The #1 problem with a short book is that it's useless without a system for leveraging its benefits. For us, that system is **The One Book Millions Method** you'll learn more about in this book. Without the system, the book doesn't help you.

As you've seen up to this point in our time together, a short book can radically transform everything you do in your business, from the nature of the calls you have with prospects to your ability to offer more premium pricing.

But all of that assumes you're getting your book in the hands of many people in a way that doesn't lose you money.

So when we're looking at using short books in our business, we have a problem to solve, and it's this simple: how do we get our books in the hands of as many people as possible without losing money upfront? We know that a book can absolutely transform the rest of our business, but how do we do it smart?

Unfortunately, it's not as simple as putting your book on Amazon and running ads to it. Costs are too high, and there's no clear way for a reader to move to the next stage of your business to become a client or higher paying customer.

Sure, you could launch your book to your list, but again, what is the mechanism at play that will take the reader from "*nice book*" to "*when can we start working together?*"

In the next chapter, we'll explore the entire **One Book Millions Method** system for turning a book reader into a high ticket buyer. If you get

## THE ONE BOOK MILLIONS METHOD

nothing else from this book, please remember that a book by itself is no help to growing your business. You need a system that can leverage the book.

The exact system we use is the subject of the next chapter.

### **Key Chapter Takeaways**

- It's hard to profit from a book, but the profit you make on what a book can do for your business is unbelievable.
- A short book can radically transform everything you do in your business, from the nature of the calls you have with prospects to your ability to offer more premium pricing, as long as you're getting it in the hands of many people without losing money upfront.
- Never publish a book without first identifying the system you will use to turn that book into profit (i.e. clients and customers of your premium offers and services).



## **Part 2**

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# **The One Book Millions Method Funnel**

# Chapter 6

## THE MATH OF SIMPLE

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*“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”*

– Steve Jobs

Before we dive into the specifics of how to sell 100+ copies of your book per day, I first need to teach you the most important concept in all of marketing.

If your goal is to reach \$100,000 or more per month in your business, the path to those numbers is an issue of economics, not art. It’s a simple mathematical equation that, once you learn it, memorize it, and apply it to all your marketing efforts, will allow you to scale far beyond an easy \$100,000 per month.

Specifically, this equation is known as **The Balancing Act**. It looks like this:

## **When $CPS \leq AOV$ , scale is imminent and guaranteed.**

Let's break this down into its individual parts.

### **CPS**

CPS stands for “cost per sale.”

No matter how you plan to market your short book, whether it's paid traffic or organic, there is a cost associated with the time or money you spend trying to convince someone to purchase your product.

Therefore, each unit, each copy of the book you sell, has a cost attached. Sometimes it costs \$3 to sell a \$5 book. Sometimes it costs \$20 to sell a \$5 book. Numerous factors such as market competition, power of the hook, scaling costs, etc., factor into the average cost per sale of your book.

Knowing this number is critical to being able to scale your book sales.

You will only be able to sell thousands of books per month and get all the benefits we've been talking about so far if your CPS is less than or equal to your AOV. No exceptions.

### **AOV**

AOV stands for “average order value.”

Average order value is a straightforward concept to understand. It is the amount of money someone spends overall when they purchase your book. To most beginner marketers, you might say the average order value of selling a \$5 book is simply \$5. The buyer spent \$5 when they bought your book.

Therefore, for **The Balancing Act** equation (When  $CPS \leq AOV$ , scale is imminent and guaranteed) to help you scale, all you need is to figure out how to sell your book for \$5 or less.

But that's dangerous thinking (and why most books fail).

Trying to sell your book for less than \$5 is a beginner tactic that will not get you to \$100,000 a month or more. Remember, to make a lot of money, you need to get in front of a lot of people. That is not cheap. Therefore, one of the key tactics to **The One Book Millions Method** strategy is figuring out how to spend as much money as possible, as profitably as possible, by increasing average order value.

Let me give you an example:

If you decide to sell your book for \$5, and on the checkout page allow someone to add the audio version for an additional \$10, then you've just increased AOV. Let's assume that out of everyone who purchases the \$5 book, 30 percent purchase the \$10 audiobook upgrade. How does this affect our average order value?

It's quite simple. On average, for everyone that spends \$5, they will spend an additional \$3 (*30 percent of \$10 = \$3*). Therefore, our actual average order value is  $\$5 + \$3 = \$8$ .

What does this mean for us trying to scale? It means that we can profitably spend more than \$5 to sell a \$5 book, and still come out ahead in profit and the ability to spend even more strategically.

Why would we want to spend more than \$5 to sell a \$5 book?

When you give yourself an increase in Average Order Value, you can do things like hiring someone else to run Facebook ads and earn enough money from the sale of the book, plus a portion of those book buyers upgrading to the audiobook to cover both ad costs and the cost of the person running your traffic.

You can also outspend your competitors. One brilliant piece of advice I got from Dan Kennedy was, "He who can outspend his competitor wins." If your goal is to become the #1 person in your market, spend



## THE ONE BOOK MILLIONS METHOD

\$8 to sell a \$5 book while your competition is struggling to sell their book for \$4.50.

Additionally, one thing most people don't talk about is that as you spend more money on ads, the cost of the ads increases. So, you might be able to sell 10 books a day at \$5 cost per sale, but once you try to start selling 50 or more, it might bump up to \$6.50 cost per sale. There are several reasons for this, including limited ad inventory, ad frequency, and the plain ol' greed of major traffic platforms wanting to take more of your money.

In other words, by understanding the simple **Balancing Act** equation, you can successfully control and predict your ability to scale. It works 100 percent of the time. It allows you to write yourself a blank check to do whatever you need to do, to hire whoever you need to hire, and to grow as quickly as you want to grow.

Where most people go wrong with a book is limiting themselves by keeping their AOV low. They don't add upgrades, and they limit their ability to spend by keeping their AOV low. Remember:

**When  $CPS \leq AOV$ , scale is imminent and guaranteed.**

The power of **The One Book Millions Method** is that we've perfected the process of increasing AOV to a point where we can outspend any competitor while still turning a profit on the book sales and filling our call calendars with readers of our work.

Here's the beauty of adding upgrades to increase AOV. You don't have to wait for the money you've spent on ads to hit your account three weeks from now. Many online marketing funnels and strategies require you to spend a lot upfront and cross your fingers, hoping you'll see a return seven days later. Take the webinar, for example:

## MIKE SHREEVE

- Three days of ad spend to get people to register for the webinar
- Webinar happens
- Three to five days of email follow-ups
- Closing day of the promotion

It could be a week or more from the time you start spending on ads before you ever see the first sale from a webinar. With **The One Book Millions Method**, you'll see sales the same day you start ads. We typically get a 1.75x ROAS within 24 hours or less. That doesn't include those readers who book a call and buy our premium offers. That's just from the book's sales and the upgrades in the OBMM funnel. In other words, you can be profitable today. You can scale today.

In the next section of this book, I'll show you how to add upgrades to your book that are easy to implement and add value to the book reader.

**This is the secret to rapid scale.** When you build a **One Book Millions Method** funnel, what you are really doing is turning a \$5 book into an average order value of \$50 or more. This means if you wanted, you could hire an ads person to scale your book. You could hire a content team to scale your book. You can finally afford to hire a PR team to get featured. You can hire a virtual assistant to cover customer service and answer questions and sell your book in your inbox. You can hire a copywriter. You can hire a designer. You can hire a team. You can do what needs to be done to scale as quickly as possible, and the AOV of your book funnel will cover all the costs.

Or if you don't want to hire a team and you'd like to do it all yourself, it means you have an even bigger advertising budget. It means you have more wiggle room to either mess up, not have to be the best, or just spend more to scale even faster.

## THE ONE BOOK MILLIONS METHOD

Here's what else **The Balancing Act** equation means for people like you and me. As long as you always reflect on the truth in this equation, you will never fail in scaling using this method. Never. Balancing the equation guarantees success.

Here's what I mean:

Sometimes when we work with a client or launch our own funnel, CPS is greater than AOV. Often this is a result of things out of our control. Maybe we launched a book during a hectic season when advertising costs are higher than normal. Maybe we have a client who works in a very competitive niche where everything is expensive, and the market is extremely jaded and skeptical.

Maybe the hook for our book wasn't as strong as we had hoped, etc. There are a hundred reasons why cost per sale ends up being what it ends up being.

Of this entire equation, what it costs to sell a book is the thing you have the least control over. What you have complete and total control over, however, is the AOV.

Let's say, for example, that we return to the \$5 book with the \$10 audio version upgrade that converts at 30%. Remember, this gives us an \$8 Average Order Value. But let's say that for some reason, it costs us \$15 to sell that \$5 book.

That means for every book we sell, we lose, on average, \$7.

$\$8 \text{ AOV} - \$15 \text{ CPS} = -\$7$ .

In this case, our **Balancing Act** equation is off-balance:

$\$15 \not\leq \$8$ , therefore scale is not imminent, nor is it guaranteed.

The beginner marketer not trained in **The One Book Millions Method** will say that this funnel and this strategy is a failure. They'd be wrong.

In truth, what we know from our **Balancing Act** equation is that we only need to boost our AOV by \$7, and scaling will, in fact, be guaranteed.

You see, the equation told us exactly what we need to fix. All we have to do is fix it. We can add more expensive upgrades, like a suite of tools and templates for \$200 that book buyers could purchase.

Let's assume readers purchase this \$200 upgrade of tools and templates at a rate of 10 percent. That means, on average, people will spend \$5 on the book, \$3 on the audiobook, and \$20 on the tools and templates upgrade (*10 percent of readers buying the \$200 upgrade = \$20 added to AOV*). Remember, this is an average. That means our AOV now is  $\$5 + \$3 + \$20 = \$28$ .

By adding another upgrade to our book, we went from losing \$7 per sale to now almost doubling our return on ad spend on just the book funnel itself. This doesn't count selling your services or courses or coaching, etc.

Let's look at it inside the Balancing Act equation:

**When CPS (\$15)  $\leq$  AOV (\$28), scale is imminent and guaranteed.**

As \$15 is less than or equal to \$28, the scale is now imminent and guaranteed, thanks to the \$200 upgrade we added to our OBMM book funnel.

I cannot overstate the importance of this equation in guiding not only the success of **The One Book Millions Method** strategy, but in all marketing. This equation is true regardless of the mechanism you use. It just so happens that with the OBMM book funnel, it's easier to create additional upgrades more quickly because the price points are so low.

## THE ONE BOOK MILLIONS METHOD

For example, if you were running a funnel which required more expensive upgrades to offset prohibitive acquisition costs, you have less ability to flex and adjust. For example, if you have a cost per acquisition of \$3,000 on a \$1,000 average order value, you can imagine how difficult it will be to come up with something valuable enough to add, on average, another \$2,000 to your average order value.

This is why the OBMM book funnel strategy is so effective in today's ever-changing market. It allows rapid change to the economics of your business with minimal effort and input. You can test quickly. You can create quickly, and you can adjust your AOV as quickly as you need.

Now that we understand the basic math behind what drives this unique method to selling books and creating better customers, clients, and students, let's look at the specific page breakdown and what an OBMM book funnel looks like.

In the following pages, I will be walking you through the exact assets you need to build to achieve scale through the One Book Millions Method strategy successfully. At first glance, the moving pieces might be intimidating, especially if you are new to the concept of funnels and internet marketing. However, don't let initial impressions keep you from the long-term benefits that this process can provide.

**If you need help, that's exactly what my team  
and I do for a living, day in and day out.**

Don't hesitate to book a call to chat with my amazing team.

Please visit **[PeacefulProfits.com/call](https://PeacefulProfits.com/call)** to chat.

We offer multiple services to help you accomplish every single step listed in this book.

Additionally, you wouldn't be an entrepreneur if you didn't have a little bit of scrappiness inside of you. Embrace that now, and realize that to

achieve something new, something new has to take place. The definition of insanity is doing the same thing over and over again, expecting different results.

This is going to be a different process than you are used to. That's why it works. That's why it's going to give you different results than you've ever experienced. So with that in mind, please take a look at Figure 1.0 in the next chapter. These are the pages and assets that you will need to create to maximize your average order value.

Remember, by maximizing our average order value, we can free ourselves from the limiting constraints of any marketing mistakes or strategy miscalculations we make. In other words, **it doesn't matter how much it costs for us to sell a book**. We have the power through this methodology to offset that cost and even profit by deploying the funnel steps I'll be sharing with you in the next section.

### Key Chapter Takeaways

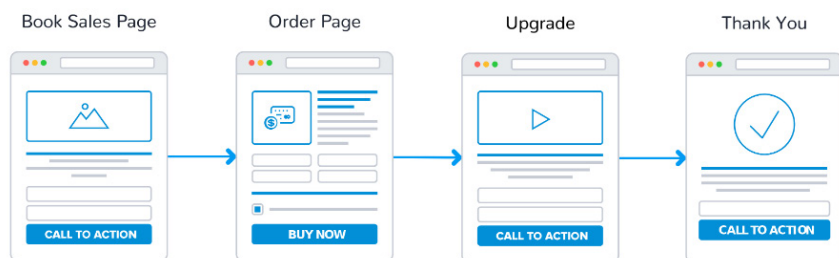
- The Balancing Act equation: When  $CPS \leq AOV$ , scale is imminent and guaranteed.
- Of this entire equation, you have the least control over the CPS and complete control over the AOV. To increase AOV, add upgrades to your book. This is the secret to rapid scale.

# Chapter 7

## THE STEP-BY-STEP FUNNEL PAGES OF THE OBMM BOOK FUNNEL

*“The more you tell, the more you sell.”*

– David Ogilvy



*Figure 1.0 - A Simple One Book Millions Method Book Funnel*

As you can see, this is a simple 4-page “website” that allows us to accomplish **The Balancing Act**, **The Math Of Simple**, and to sell 100+ copies per day of our books at profit. If you’ve never built a funnel

like this before, don't worry. It's not that complicated. The graphics make it seem a lot fancier than it really is.

At the end of the day, the main drivers behind a successful OBMM book funnel are:

- Did you write a good book that helps people?
- Are you offering upgrades that increase AOV and also help people?
- Are your messaging, targeting, and copy airtight and well written?

Everything else about this process can be easily outsourced or figured out via free videos on YouTube on "how to build funnel pages." So, don't get hung up on tech here. Instead, focus on the function of each of these pages. Why do they exist in the order they exist in, and what are they trying to do?

### **Page #1. The Book Sales Page**

Here's an example of a Book Sales Page that one of my companies, The No Pants Project, is currently running to sell a 68-page book:

Click to view the PDF: [PeacefulProfits.com/Book-Sales-Page](https://PeacefulProfits.com/Book-Sales-Page)

As you can see, this is a standard static sales page. It is simple, it is direct, and it is built around a specific hook that we developed to sell the short book. You'll also notice that this particular OBMM book funnel sells more than just the book on the first page. You'll notice bonus courses and more. There is a specific reason for that, which we'll cover later in the chapter on pricing your book.

You do not need to add bonus courses to sell a book at scale. To be frank, I don't recommend it to most of my clients. Instead, I recommend they



## THE ONE BOOK MILLIONS METHOD

take the volume approach we talk about later and keep things simple like this:

Click To View The PDF: [PeacefulProfits.com/Kern-Simple-Sales-Page](https://PeacefulProfits.com/Kern-Simple-Sales-Page)

Regardless of the pricing strategy you use (*more on that later*), the book sales page is the first and most important step of the OBMM funnel process. The better this page is at selling your book, the lower your cost per sale will be. The lower your CPS, the more profit and the more books you can sell. Perfecting your book sales page is the one place where you can reduce CPS and make **The Balancing Act** equation work in your favor.

After building more than 37 funnels in the past year alone for ourselves and clients, we have found that simple, mid-length, VSL-free sales pages work best. There are a hundred reasons for this: shorter attention spans of today's market, load speed times, messaging, consumption, simplicity, etc.

A good copywriter and a clean, simple design can sell your book to potentially hundreds of people per day in the right niche and with the right hook.

### **Page #2. Order Page With Order Bump**

Once someone has read your sales page and determined that the book is worth the price you are asking for, they click over to an order page. Here's an example of a good one we're using:

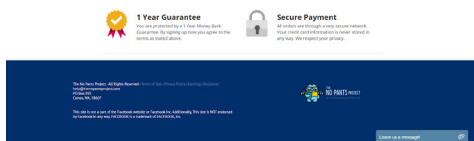
## MIKE SHREEVE

## The 90 Day Writer

...even if you're a complete beginner!

Order today, and you'll learn:

- The 12 week plan (*with daily action items and homework*) that will help you achieve EXACTLY what you hope to achieve in your writing business...
- My 60/35/5 rule for how writers should divide their time producing activities...
- The 5 most profitable writing specialties and how to find the right one for you (*including: how much you can expect to earn in each*)...
- 3 methods for getting clients no matter how experienced you are as a writer (*and what you can do to make this process even FASTER*)...
- Why most writers fail to grow a business even if they are incredible at their craft (*Hint: Business is not a talent*)...
- 6 key indicators for making sure your writing business grows smoothly and quickly (*Keep a watch out for these if/you want a stress free business*)...
- **ALL 55 Concepts** - including the Niche Finder strategy, the 5-Day Client Getting Challenge, the 30-Day Toolkit AND all the client email templates you could ever need.



The purpose of the order page is to ensure the transaction takes place from a technology standpoint and reassure the buyer, set up retargeting, ensure that a purchase is made, and offer the first upgrade.

The first upgrade is something we call an **order bump**. Think of it as the candy bars and magazines at the checkout of any grocery store. It is meant to be an impulse purchase, an easy add-on, a no-brainer, a high-value, low-cost item.

Sometimes all you need is one low-cost order bump, and your **average order value** will far exceed your **cost per sale**. However, in stubborn markets with high competition and skeptical, jaded customers, you may need to add a second order bump.

Again, we have found through more than \$400,000 per month of testing and 37 funnels in the last year alone that there is a lot more room in what can be sold as an order bump than most marketing gurus are even aware of. For example, we've sold everything from a \$500 consulting phone call to a \$27 template pack to a \$100 per month continuity program, all successfully and all as a second order bump.

This was done without seeing a decrease in conversions in any of the major KPIs that we look for when running these ourselves or for clients. The order bump is likely one of the most misunderstood and overlooked areas for adding tremendous average order value in any funnel today.

### **Page #3. The Upgrade**

This is one of my favorite pages, simply because it makes most broken funnels turn profitable very quickly. Here's an example of a simple upgrade page from one of our clients:

Click to view the PDF: [PeacefulProfits.com/Upgrade-Example](https://PeacefulProfits.com/Upgrade-Example)

My team and I like to price our upgrades at \$95 to \$295. Typically the offer on this page is one that accelerates or provides tools and templates for the core message and strategies of the book itself. Let me give you a few examples of good upgrade offers:

- Book: How to Save a Broken Marriage
- Upgrade: 24 dates in a box with conversations, starter tools, couples worksheets, and fun games to reconnect and rekindle the fire (\$95)

As you can see, the book likely teaches various strategies and provides information on how to rekindle a dying marriage. The upgrade is a tool, a tangible item that will accelerate the results that the information in the book is trying to teach. It's also something that the book buyer would likely buy. We didn't try and sell them a crossbow after they just bought a book on saving their marriage. We sold a tool for helping save a broken marriage because we know that's why the buyer bought the book: To save a broken marriage.

Let me give you another example:

- Book: The One Book Millions Method
- Upgrade: Watch me write a new book from scratch, build an OBMM funnel from scratch, and make more than \$100,000 all in 90 days

In this book, I'm going to teach you nearly everything you need to know to write your first book and even give you the details on building your own OBMM funnel. A portion of you, though, will want more. You'll want to see the concepts in action. You want to know, "*can I really make money with this method?*" If seeing is believing, then a low-cost upgrade of being able to watch me over-the-shoulder will be an accelerant to you putting this into action yourself.

Most people get the upgrade of this funnel strategy wrong. Instead of offering more tools and a chance to accelerate the book's results, they try to do a bait and switch. They might say something like, "*thank you for purchasing the book, but if you really want to achieve the promise of the book, you need this missing piece.*"

PLEASE DON'T EVER DO THAT.

Don't be that guy. Don't trick people like that.

For a consumer, for a customer, what you're really saying is, "*the book is useless; what you really need to do is buy this instead.*" You will kill any hope of loyalty or those readers turning into a high ticket premium buyer if you start the relationship by tricking them. A good upgrade says, "*the book is great. You're going to love it. If you'd like to get results faster, or you'd like additional help to get results as outlined in the book, buy this other thing too.*"

#### **Page #4. The Thank You Page**

This is, without a doubt, the least utilized page in all of marketing. Traditionally, the thank you page is where you deliver the download, in this case, the book that was promised upon purchase, and you should absolutely do that. Give people what they paid for.

## THE ONE BOOK MILLIONS METHOD

**However, that's not the only thing a thank you page can be used for.**

From your thank you page, you can invite people to book a call and explore working together with you. You can link to affiliate offers. You can link to other offers you have, you can link to some of your best-performing content, and you can even ask for feedback on the biggest problems that your customers are facing.

Here's an example of one of ours:



You can see that we invite people to watch a free training, which helps to pre-frame people into booking a call, subscribe to our podcast, and even check out some of our other courses and products.

*“But Mike! You said free training is a waste of time, didn't you?”*

Yes. Free training for strangers is a waste of time. Free training for people who just paid you money for a book is the smart thing to do.

Often, our clients will ask us to build a OBMM book funnel to fill their already converting webinar with better quality registrants, eradicate cost per sale, and scale. This is one of the ways we do that: give the webinar to book buyers straight away.

The thank you page is the most consumed page of this entire funnel, meaning it is the most closely and carefully read, examined, and bookmarked. It is likely the most visited page, as people will often return to the thank you page to find their access links and to read and download digital files. Therefore, it is prime real estate to advance your new customer to the next step of wherever you want them to move.

## Want To Learn More About The Funnel Pages?

Included with your book purchase was a bonus mini-training where I broke down seven high converting book funnels that use the core of **The One Book Millions Method**.

To access those videos, please log into the membership portal you received access to at the time of your purchase. If you need help getting access to those videos, please email your book purchase receipt to [support@peacefulprofits.com](mailto:support@peacefulprofits.com), and our support team will get you taken care of.

Those videos will dive much deeper into each page, how to construct the copy, and give you multiple examples of how to best sell your book. I cover clients and non-clients and some of our own projects to show you the range of what **The One Book Millions Method** can do.

### Key Chapter Takeaways

The Balancing Act can be accomplished with a simple 4-page “website”:

1. **The Book Sales Page**
  - The better this page is at selling your book, the lower your cost per sale will be.
2. **Order Page With Order Bump**
  - Ensures the transaction takes place from a technology standpoint, reassures the buyer, and offers the first upgrade.
3. **The Upgrade**
  - The offer on this page typically accelerates or provides tools and templates for the book’s core message and strategies.
4. **The Thank You Page**
  - This is where you deliver the download. It’s also prime real estate for advancing your new customer to the next step.

## Chapter 8

### HOW TO TURN A \$5 BOOK SALE INTO A \$100,000 PER YEAR CLIENT

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*“We’re too focused on ‘how do I avoid criticism,’ and not focused enough on ‘how do I make a difference?’”*

– Seth Godin

We started this chapter with **The Math Of Simple**. We’ve talked about the funnel flow and the pages and offers required to make **The Balancing Act** equation work in our favor. If you were to follow only what I’ve taught you in this book so far, you’d be able to sell your book at a profit and at a rate of 50, 100, even 200 copies per day.

But that’s only one part of what makes **The One Book Millions Method** so effective. Yes, of course I want you to sell truckloads of your books to thousands of people, but even more, I want your pipeline to be filled to overflowing with pre-qualified client prospects ready to hand you much, much more than just the \$5 for a book.

In this section, we're going to be discussing the four things needed to turn a book buyer into a premium client or customer, which are:

1. A good offer
2. Email follow-up
3. Filtering
4. A phone call-based sales process

When our clients have all four of these pieces dialed in, it's effortless to scale beyond \$100,000 per month and to do so with healthy margins and predictability.

Let's examine each individually to see exactly how.

## #1. A Good Offer

Right now in your business, you do things for clients and customers likely because it is what has worked historically. Another way to say it, you do it because that's just sort of how it all shook out in the end. You may have tested a few things, but really, you do it because that's what people have paid you for in the past, so you keep on doing it, hoping it doesn't break. You've built a reactionary business rather than a business built on purposeful design.

That's ok, you aren't alone. Very few companies actually sit down and think through whether or not the offer they are presenting is the very best offer they could put together. Few people ask, *"Is this really the best I could do for my clients?"*

An often overlooked aspect of marketing is **offer design** and **offer economics**. For many years, I ran my business on either a retainer or per-project basis. It wasn't until I began implementing things like performance-based compensation, sliding scale payment, delayed



## THE ONE BOOK MILLIONS METHOD

onboarding, and other mutually beneficial payment structures that I could go from charging \$30,000 per year, per client to more than \$100,000 per year, per client.

It wasn't the marketing that changed my economics. It was **offer design** which changed my **offer economics**.

Now don't get me wrong. I never close a \$100,000 client. Instead, I have created a series of very compelling offers, which allows clients to pay for one result at a time. Over time, if the client buys the next thing and the next thing, eventually, they'll have paid me \$100,000 inside of a single year.

For example, one of the offers I hope to make you someday is for my team and I to build your entire funnel, help you to create the book, help you to create your order bumps and upsells, and to run the traffic optimization and tech for your funnel until you are profitably singing my praises as a magician of the marketing type.

But I'm not gonna charge you \$100,000 upfront. That would be silly and probably impossible for many of the readers of this book.

Instead, we have purposely priced our offers to include: a) an option for people to have us build their funnel for zero money down, and b) a way for us to be compensated *after* you've made much more than what we charge.

Why have we done that? Because our goal is to create long-term clients who are willing to pay us monthly retainers after we have already delivered profits and results. Suddenly, we stand out against all the other funnel builders who charge crazy prices, guarantee zero results, and want all the money upfront. We designed the offer around solid offer economics, knowing who our clients are and how we could best help them. The easiest way to stand out in a competitive market is to get really good at designing offers that actually help people.

The point I'm trying to make here is that you could create the best short book ever, run the best OBMM funnel that sells 1,000 books a day, but

if it leads to a bland, boring, or regular offer, it is unlikely that you'll be able to scale to \$100,000 per month or more. You'll get loads of prospects ready to pay you premium prices, realizing that you don't have a premium offer.

And here's what happens when you get people excited about something but don't have anything else to sell them:

They take that excitement and spend money on someone else who is ready to help them. That means you could sell a book, get someone excited about a concept, and they could end up spending money with your competitor, even though you did all the hard work. Remember, buyers buy—whether it's with you or someone else. Having an outstanding offer is simply the natural next step toward where the buyer is already headed.

**Please don't misinterpret what I'm saying.** I'm not saying that you need to adjust your business to pay for performance. Only a very few companies can actually own that promise. Although, as a side note, by using a short book to filter the quality of your clients, it does make it easier to offer pay-for-performance and sliding scale pricing.

Instead, what I'm talking about is taking the time to rethink your core offers. Rethink your coaching. Rethink your services. Rethink your courses. If you knew that only your dream customers and clients would be buying from you, that they would do everything you said and follow your instruction and advice always, what more could you do for them?

For us, when we have that dream client who reads a book of ours, books our service, and lets us help them to the max, we can create life-changing results together. Scaling to \$100,000 per month or more. Giving them a marketing system that lets them take four weeks of vacation and their business still grows. Turning them into real business owners with predictability, growth, and peace.

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A couple of things to consider when rethinking offer design and offer economics:

### **#1. Premium pricing = premium experience.**

The more you charge, the more you can do for people. It really is that simple.

I can have a very big team of very qualified people, and I am able to offer more than the average funnel builder and coach in my same space **because I'm not cheap**. I don't have to be cheap, because my OBMM book funnel allows me to scale my influence, automate the indoctrination of prospects, and offset my advertising costs. I have more people inquiring about my services every day than I have interest or time to take on. Hence, I'm able to charge more.

Remember, my cost to acquire a client is zero, which means I have more leftover to spend on making my offers and experience above average, which is what ultimately increases my conversions to scale to \$100,000 a month with a natural, stress-free, ease that I just don't see others achieving.

**I recommend the following pricing structures in your business if \$100,000 per month is your goal:**

At least one offer worth a one-time payment of \$5,000 or ongoing monthly payments of \$2,500, and one offer of \$25,000 per year or more.

Those offers could be group coaching programs. They could be done-with-you individual coaching experiences. They could be masterminds. They could be services. They could be any number of things that add at least 10x value to the people who purchase them. After more than a decade in this game, I have found those two price points in a business makes scaling very, very easy when the cost per acquisition

at that level is zero thanks to the advertising cost offset from **The One Book Millions Method** funnel.

## **#2. The best offer to make next is the next logical step.**

Oftentimes, business owners will create a short book that is well received and then accidentally make the wrong offer at the wrong time to their new readers. This can turn their new fans against them, ruin future sales, and even cause high refund rates.

How do you know you're making the right offer at the right time to your new readers? There are two ways to check your offer sequencing:

1. Are you increasing intimacy? In **The One Book Millions Method**, you provide a significant amount of information about what you can do for people in your book.

For example, by the time you finish this book you're reading now, you'll have an excellent understanding of how to turn a book into a 7-figure business.

The next logical offer for me to make you is to help you achieve what you've read in these pages. The price of my help depends upon how intimately you and I will be working together.

For example, we have a course that is a few hundred dollars, which is a series of videos, templates, and training that helps you to finish your book in 14 days. You do not get any access to me or my team guiding you one-on-one. It's a self-guided course meant to help you get your book done asap. Hence the price is just a few hundred dollars.

On the other end of that intimacy spectrum would be for you to hire my team and me to write your book for you, build your OBMM funnel, run it to profit, and help coach you one-to-one

## THE ONE BOOK MILLIONS METHOD

on scaling it to \$100,000 per month or more. In that case, the intimacy is very high. You get to talk to someone everyday. We look at your specific business, give you specific tips, and do all the work for you. Hence, the price for that is much, much higher. You won't find much new information in hiring us, but you will get it all done for you. That's the key.

If anything, most people are undercharging for access and intimacy to themselves. I have seen very intelligent, very qualified, very skilled individuals give unlimited email access for as little as \$100 per month. To me, that is insane. \$100 per month unlimited email access means, by definition and the laws of physics and time, that the access being given isn't great. It cheapens and constricts intimacy.

If you want me to actually be able to sit down and think through email responses and provide you profound and helpful insights, I need to be compensated significantly more than \$100 per month. Not because I'm greedy, but because what people are buying when they purchase high-touchpoint, high-intimacy offers is **your time**.

And when you have a system like the OBMM book funnel, you'll have more people wanting to pay you for your time than you'll have time to give. This is why properly priced and properly designed offers are important. You can move away from only offering one-to-one and start moving into one-to-many solutions—group coaching, digital projects, hiring staff, etc.

2. The next logical step. If you write a book about apple farming, your book reader's next logical step will be to purchase seeds. So it would make sense that the offer you make to someone after they read your short book on apple farming would be a

monthly bundle of apple seeds. It's the next thing your book reader needs.

Maybe for you, the next logical step after someone reads your book is a consultation call. Maybe it's to set up their Facebook profile to be prepared to run Facebook ads. Maybe it's for a husband and wife to schedule their first date in 10 years, and you offer 101 dating ideas. Or maybe the next logical step after reading your book is for them to take accurate body composition measurements, and you sell a scanning machine that takes the most accurate measurements in the world.

Ask yourself, *"what is the next logical step for my customer, for my reader to take?"* Then design offers that satisfy that need. What ends up happening is that your readers will thank you for helping them progress. They become loyal to you and the results you give them. Eventually they ask, *"what's next?"* and as long as you're willing to listen, they tell you exactly what they want to buy. You just have to go make it.

Someday, I'll sit down and write an entire book just on creating offers that can scale and help you leverage your time while delivering great results. For now, I have a digital training course titled **The 7-Figure Offer**, which you might find valuable for creating better offers for your business. Either way, spending time creating better offers will make this OBMM process significantly easier. Selling good stuff is easy. Selling garbage is more difficult.

## #2. Email Follow-Up

The first and most important rule of marketing is that people have incredibly short attention spans. Many businesses have died ignoring this simple concept. The day someone buys your book will be a moment in which you have met their attention at the exact time they felt a desire to make a change.

## THE ONE BOOK MILLIONS METHOD

Another way to think about it is the purchase of a low-price book is a brief moment in time. Once your book has been downloaded, the likelihood of that reader becoming a client decreases with each passing moment. Why? Because distraction is the engine of the modern age.

Consider the distractions that must be avoided for someone even to access the book that they purchased. Think this through with me.

Step 1. Someone sees an ad on their timeline amidst all the other distractions, ads, pictures of their ex-girlfriends, distressing political arguments and news, etc.

Step 2. They click that ad and are taken to a page that contains text that they must read. While at the same time, they have a tab open for YouTube, a tab open for looking at cat memes, and a tab open for the work they're supposed to be doing at the moment.

Step 3. They somehow survive that barrage of distraction and hit the order page when they suddenly realize they don't have their credit card on them to purchase.

Step 4. They have to get up from the computer, ignoring the open tabs and the dopamine dump of mindlessly surfing the internet, to find a credit card.

Step 5. Then they have to come back to the order page, type in all of their details, click the order button, and eventually land on the "thank you for ordering" page.

Step 6. Then they either download it directly or say to themselves, "*I'll read it later*," which is much more likely, which means that the next time they're going to actually access your book, it will be in their email inbox with the receipt and welcome email.

Step 7. The next day, they open up their inbox. There are 200+ emails. One of which is the book that they bought the day before. They

somehow survive all the distractions of the subject lines and the interesting offers and the mindless emails and the anxiety-written email from the boss, and they finally open the book.

I could go on and on in this process, outlining the day-to-day experience of our people, our customers, our clients, our readers. The point that I'm trying to make is the average human being is living a barraged lifestyle of distractions. To assume that someone will buy a book, read it, and then remember to pursue you to purchase something else from you is too naive in today's age. It's also dangerous as a business owner to rely on distracted customers to keep your lights on.

Instead, what we must do, if we truly can help people, is to fight our way through the distraction to the individual so that we might be able to help them in some meaningful way.

**The best tool that I know of for fighting through distraction and getting our readers' attention is email.** Aside from the skill of copywriting, email marketing might be the #1 reason I was able to pull myself from the streets and into a 7-figure per year annual income. Email is a tool of attention.

In the case of the OBMM book funnel method we've been talking about so far, email is the main tool you'll use to move people from "book reader" to "premium offer buyer."

Now, the question is, what kind of emails do we send? How often do we send them? And what is the exact structure of those emails?

There are three types of emails you'll want to send your book buyers once they've purchased:

1. Nurture emails
2. Invitation emails
3. Follow-up emails



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Let's explore each of these email types now.

### Nurture Emails

The purpose of the nurture email is simple:

You and I must have a relationship of trust before you're willing to spend big bucks with me. Relationships of trust don't just fall from the sky. There are two things I can do to help you trust me:

1. Deliver Results In Advance (the book does that already)
2. Remain in constant contact, sharing more value than you expected to get

This means that nurture emails can do a few different things and effectively move you from "reader" to "prospect I'm excited to work with."

First, a good nurture email should encourage the consumption of the book. Sending an email two or three days after purchase that looks like this is powerful:

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### **SUBJECT: How's the book?**

Hey friend,

Just wanted to check in and see how you were getting along with **The One Book Millions Method**.

Have any questions about what you've read so far?

Your friend,

Mike

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## MIKE SHREEVE

I've found, the more human and casual you make these nurture emails, the more likely they will do exactly what they're meant to do: nurture a real human relationship.

Aside from encouraging the consumption of the book, I can also provide additional value via an email like this:

-----

### **SUBJECT: 15 Minute Offer Creation**

Hey friend,

I just recorded a podcast where I talked about creating powerful offers in 15 minutes or less. You can listen to it here:

[LINK TO THE PODCAST]

If you like what you heard and want help getting your OBMM funnel up and running, just hit reply to this email. I've got a few slots open for client work this month.

Thanks,

Mike

-----

Do you see what I did here?

I know that one of the common questions I get from this book is, "*How do I come up with good offers to sell to my book readers?*" So, I created a podcast episode that answers that question and sent it to all my book customers.

Why would I do that?

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**If you want someone to believe that you can help them, help them.**

One of the easiest ways to help people is to answer their questions.

Content that answers a question + sending it to your list of book buyers = a full pipeline of qualified sales calls for your premium and high priced offers.

Now, let me ask you a serious question. Did any of these emails feel spammy to you? Did it feel like I was ramming my next offer down your throat?

Of course not. But they do work for moving people to the next offer.

Did you catch the invitation I embedded in that last email? Nice and simple, right? Sort of goes against the grain of all the marketing gurus and their advice to push hard via email, doesn't it?

Well, when you are selling 100+ books per day, you can send emails like the one above and fill your entire call calendar for two weeks just by sending a soft call-to-action like that. Most email marketing gurus teach hard email tactics because their lists are made up of freebie seekers. My email lists and the lists of my clients are made up of customers. Big difference in what it takes to move a freebie seeker versus what it takes to move a buyer, and especially what it takes to move a reader.

### **Invitation Emails**

Nurturing people, building goodwill, and **Delivering Results In Advance** is all good marketing strategy, but at the end of the day, we need calls. We need people buying stuff. We can't expect to retire from a single book. We need to move people into our other offers.

This is where the invitation email comes in. At some point, you need to let people know how they can work with you. If you've written a good book and you've put into the hands of enough people, then your

## MIKE SHREEVE

invitations to your other offers will come as welcome surprises to your readers.

Let me give you an example email to see what I mean:

-----

### **SUBJECT: What's the plan stan?**

Hey friend,

By now, you've probably finished reading **The One Book Millions Method**. I hope it has encouraged you to rethink a few things about your business. I really, really hope that it has inspired you to make a real change so you can grow, scale, and impact the world.

But can I give you some advice?

Inspiration without a plan isn't a strategy for growth.

So, what's your plan to implement all the stuff you learned? Are you gonna do it yourself? Do you want help?

Right now, I've got two slots available this month to work with clients to implement everything you've read and get your book, funnel, and business scaling in the next 45 days.

If you're interested in talking about how we might work together, please go here and book a call:

[LINK TO CALL BOOKING PAGE]

I'd love to work with you. I think we could do great things together.

Thanks,

Mike

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Again, what you see is a normal human talking to another normal human. This email doesn't look like a sales email, it doesn't look like it could generate \$100,000 per month in sales, but it does. It does so because the book has already done all the hard work. My job is just to remind people I'm here to help and to tell them exactly what they need to do to get that help.

Don't ever be afraid of telling people exactly what they need to do to get exactly what they want. As my early business mentor once said, "Most people are walking around with their umbilical cord in hand, looking for a place to plug it in."

People want to be shown the exact process for getting what they want. For those people who need your coaching, services, or digital courses, they want you to tell them what they need to do to get their problem solved. So tell them.

Invite them to do exactly what they need to do to get exactly what they want to get. Be a leader. Send an email. Get sales. Rinse and repeat as needed.

### Follow Up Emails

So far, we've used email to build a relationship of trust and invite our readers to the next step of how we can help, but we still have one more tool in our toolbelt to fight against distraction and help our prospects make good choices. We call this tool **Follow Up**.

It seems so straightforward you might be tempted to glaze over this section, saying, "*Yeah, I already know how to follow-up with prospects.*" Maybe you do, but are you actually doing it? Are you doing it enough? A quick metric to determine if you're following up enough with prospects is:

If you were to stop your follow-up methods today, would your sales volume cut in half? Another way to think about it, are your follow-up methods doubling your sales?

If not, then here's the secret to making sure your follow-up works: automate it. Don't rely on manual follow-up anymore. Remember, we're trying to work you out of your marketing process so it can produce without you. Automated follow-ups are the #1 way to increase the number of premium offers, high ticket coaching, and done-for-you services you can sell to your book buyers.

I recommend follow-ups to be automated in the following ways:

- When someone books a call with you, follow-up to ensure they show up on time and prepared. These emails should contain reminders of the time and place the call will happen, as well as an overview of what the call will be about and what the results of the call will be.
- After the call, send automated reminders encouraging people to recall the main benefits of your offers and send helpful messages encouraging your prospects against procrastination.
- When someone buys your book, follow-up with them to remind them to consume your work, take the next step, and remind them of the key benefits of your method.
- When someone consumes additional helpful content you produce, follow-up with them, asking them what they thought to spark informal conversations which often lead to sales calls and closed clients.
- Check-in with your book readers every 14, 30, and 60 days with automated follow-up emails that challenge them to do something about what they learned.

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I could go on, but hopefully you get the picture. The idea here is to automate all instances where you might normally require manual effort to encourage and move people towards your offer. Listen, if what you do helps people, then you have a moral obligation to encourage people to get help. Human beings are inclined towards stasis, yet everything we desire requires change and growth. Therefore, the greatest impact you can have on your fellow humans is to be the one who encourages them to get outside of their comfort zone, make some decisions, and take action. Even if they don't buy from you right away, they'll thank you for influencing them towards their goals.

### **How Often Do You Email?**

The next question is, how many of these do you send? Here is my honest and sincere answer, which might not be to everyone's cup of tea, but I have found it incredibly profitable and valuable.

**You send these kinds of emails until someone says no.**

How often do you mail them? I prefer to send emails as often as my audience enjoys them. For some book buyers, that means every day. For others, it could be once per week. "*It depends on the audience*" is an aggravating but accurate answer.

It also depends on how helpful you can remain while sending emails. If you find you can only send one helpful email per week, then only do that for your nurturing. Your invitations and follow-up require similar measurements of effectiveness. Remember, the whole point of the OBMM is to be efficient and do away with hustle. To replace brute force marketing with precision efforts that are well thought out.

Once you find your emailing rhythm, the next step is to start working on a system for filtering your prospects so you can focus on working with only the best, the most willing to pay, and the most likely to buy now.

### #3. Filtering

Quick lesson in economics for entrepreneurs:

**80 percent of the money that you will ever generate in your entire lifetime will come from 20 percent of the prospects you talk to.**

For more information on why this is true, I recommend reading *The 80/20 Principle* by Richard Koch and *80/20 Sales and Marketing* by Perry Marshall.

You don't need a PhD in economics to look back on your business and see this truth play out. If you sit down and calculate how many people you've talked to via the phone, via outreach, via social media, via email, etc., and you attach those conversations to revenue earned, you will find that a tiny percentage have generated most of the incomes you've experienced in life.

As a business owner trying to scale, your goal is not to simply talk to more people, but to identify the right people, the 20 percent of conversations that will generate 80 percent of your revenue, and eradicate the time-wasting conversations with the 80 percent of conversations that brought in 20 percent or less of your cash.

Think about that for a minute. The little voice in your head is probably telling you, to scale to \$100,000 per month or more, you need to talk to more people more frequently and widen your scope of conversations to generate massive revenue. What economics and my own experience suggest is that, in fact, **you cannot scale until you start talking to fewer people—specifically, the right people.**

This is what makes **The One Book Millions Method** so effective for people trying to sell their services or coaching or higher-priced courses. The book that you create acts as a stage one filtering process. By the hook you select, by the contents of the book and how you



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market that book to strangers, you are filtering from the larger audience—the fewer, better prospects that represent 80 percent of your future revenue.

From the outset, you are attracting people into your circle by charging them to consume your information. Only the very serious are willing to pay for information. By presenting your information and expertise as a book, you are filtering out those who aren't even willing to read to better themselves. You are filtering out passive consumers. You are focusing only on those serious enough to take on the challenge of reading by charging even a small price to access that information and knowledge instead of giving it away for free.

Here's an interesting statistic about people who read:

Sixteen percent of people who make \$80,000 or more read 20 - 50 books per year. Only four percent of people who make less than \$40,000 read that same amount.

People who love reading books tend to have more money to spend. Another built-in filtering system inherent in **The One Book Millions Method**.

So right out the gate, just using the book to filter will bring you a higher level of prospect. And to be honest, many of you reading these words would likely see the financial goals you're trying to reach if that's all you did: wrote a good book to the right people, sold it at scale, and invited those customers to have a conversation.

However, I recommend another layer of filtering to my private clients, which is to **filter for intent**. There is a difference between someone who is buying information (*i.e. a book*) because they are interested in learning, versus someone who is buying a book because they need help as quickly as possible and are looking for any and all solutions to their problem.

Example:

Person A buys a book on Apple Farming because they're looking for a new hobby.

Person B buys a book on Apple Farming because they need to figure out how to feed their family.

Can you guess which one has more serious intent in consuming the information?

A less extreme example:

Person A buys **The One Book Millions Method** book out of curiosity to see if this is the year they're finally gonna write that book.

Person B buys **The One Book Millions Method** book because they've had it with living below their potential. They want better clients, more money, and a way to create a massive impact in meaningful ways.

Which one do you think has more serious intent in consuming this book?

So, how do we filter for intent?

### **Dynamic applications.**

I no longer accept static form-based applications. You know the ones that look like a cheesy webform where all the questions are laid out bare, you ask the same boring questions to everyone who hits the page, and regardless of their answers, you say, *"Hey, book a call!"*

Yeah, I don't do those anymore.

Instead, I use a program called Typeform to build applications that prospects fill out and are shown different offers based on the different responses they provide.

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For example, if I were to sell a farming coaching program, my dynamic application might look like this:

Prospect A, who has zero farmland and is just getting started in pursuing the idea of farming, might receive questions and, based on her answers, might be turned away from my expensive high-priced coaching to a lower-priced affiliate offer, or an offer of my own, which helps people get their first 10 acres of land.

Prospect B has been a farmer for five years, has 150 acres of his own land, and has indicated that he is hungry to get one-on-one help. Based on the answers he provided in the dynamic application, he'll see an offer to book a call with me to discuss coaching options.

This dynamic filtering process does more than just reduce the tire kickers and time wasters on your sales call process. It actually meets people where they are and offers solutions for the problem they have at this moment. Remember, people buy solutions for the problem they have today. It's why prescription drug companies are able to sell so many drugs for preventable problems.

People don't want to worry about being overweight. People don't want to worry about Type 2 Diabetes until they have Type 2 Diabetes. And then they worry about it a lot. This is not unique to health. This is basic human buying behavior.

The point of the dynamic application process is to meet your readers where they are, then show them the right offer for them at that moment. It might not always be your highest premium offer. You are likely losing a significant amount of revenue right now simply because you are only offering one solution to one particular problem that very few of your prospects are experiencing right this second.

If you could run dynamic filtering, find out what people need right now, and then create offers for those people, you'd likely double or even

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triple your monthly revenues while serving the people who need you. It wouldn't take much work, and it wouldn't eat into your premium offer sales either.

Let me give you an example:

Maybe you are super excited right now about this whole OBMM thing. Maybe you are also just starting out and don't quite yet have a premium offer to sell. If I pushed you into a phone call to have us build a funnel, even if you had the money, you probably wouldn't (*and shouldn't*) buy our top tier \$50,000 offer. You just aren't ready.

But that doesn't mean I can't help you get ready.

I have a very inexpensive offer where my team and I will help you design and sell your first premium program or offer for much, much, much less than \$50,000. If you were to fill out a dynamic application to talk to us, we would know not to offer you the thing which isn't right for you right at this moment. Instead, we could direct you to the next right thing.

Then, maybe a few months down the line, once your premium offer is selling well, you could come back and say, "*Ok, I'm ready for you to give me your best offer!*"

This is how you hit \$100,000 per month quickly. By not ignoring your people and by meeting them where they are at now.

People who have serious intent to buy have a 60+ percent close rate for the solution to the problem they have at this very moment. The reason your sales conversion rates are lower than 60 percent is because you are talking to people who have the serious intent to solve a problem, but are seeing the wrong offer for the exact problem they believe is serious right now in their world.

This is why I no longer recommend or use static application forms. I don't want my sales team on calls with people who need different

solutions than what we can offer. I want 60 percent or higher close rates on our highest-priced offerings. That is only possible through dynamic filtering.

It's not high-pressure sales tactics that get the job done. It's not a guru's secret to a one-call close. It's about filling the salespeople's calendars full of individuals with a serious intention to solve a problem and matching them to the correct offer within my business. Rather than doing this manually, I use a dynamic filtering process and a technology like Typeform to automate this for me.

### #4. A Phone Call-Based Sales Process

As I mentioned elsewhere in this book, the magic formula to a multi-6-figure per month business is this simple: a **One Book Millions Method** funnel, which leads into a \$5,000 offer and a \$25,000 offer.

Here is the reality that many online entrepreneurs struggle with, but I hope I can help you overcome in this section: to sell something in an honest way for more than \$5,000, you need to have a conversation in real-time with a real human.

If selling over the phone makes you nervous, let me be the first to dispel some myths and show you how fun it can actually be.

#### **Myth #1. You don't need to talk to a human to sell a high ticket offer.**

I've seen an offer floating around the interwebs that teaches people how to close high-ticket course sales without ever getting on the phone. As a serious student of internet marketing, of course I looked deeply into it. It turns out the method does work, **but it's also illegal.**

It relies on false scarcity, which is a serious violation of FTC laws. It requires lying about availability and deadlines. Even though you don't have a phone conversation in this supposed magic method, you still have to have a lengthy chat via social media messaging apps. In other words, what could be solved in a 15-minute phone call, you have to spend 45 minutes to 3 hours typing out in Messenger while pushing fake scarcity.

Not my kind of way to do business.

I've been doing this long enough to know that if you don't get on the phone, selling profit-creating offers is very, very difficult.

The sooner you let go of the myth that it's possible to do otherwise, the sooner you can get real results.

## **Myth #2. You are the one who has to take the calls.**

If you follow the tactics in this book, including **The One Book Millions Method** funnel process, the email follow-ups, the dynamic filtering, etc., I can promise you that you will have the ability to have a complete stranger take 100 percent of your sales calls and very likely close more business than you could on your own. What's more, **these salespeople that would happily sell for you would do so without any upfront payment.**

By following the methods outlined in this book, you could very easily hire commission-based salespeople to run the entire sales process for your company. You could do \$400,000, \$500,000, \$600,000 per month in sales, and never actually meet or speak with any of your customers or clients.

That's exactly what I do in my businesses, doing those exact numbers.

Some of you will have read that and shook your head, saying, *"No, it's impossible. I tried that already. Commission-only salespeople aren't that good."*

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Or you might have the common fear, *“I need to talk to all of my clients first. I need that control to make sure salespeople aren’t allowing the wrong clients into my business.”*

If your business runs cold traffic to a short webinar and a static application form, then yes, hiring commission-only salespeople is difficult because the sales conversation is difficult. You have to hire “hardcore” closers who are willing to bully, lie, and be aggressive just to make a sale.

If you’ve used some other method in the past, which has generated low-quality, low-intent, non-filtered phone calls for sales staff, then of course your sales team generated poor results. Of course their close rate was low. Of course they brought on less than ideal clients. They were desperate.

I would challenge you to rethink the limiting beliefs that you’ve developed as a result of past marketing and sales process mistakes you’ve made.

Here’s my reality:

I have not taken a sales call in more than seven years, and yet our conversion rates are extremely high, and we attract only the very best clients possible.

I can confidently say that my current client roster is filled 100 percent with people I consider to be dream clients. How did we do this? The dynamic filtering process. Good emails. Decent books. The OBMM funnel.

I was the one who designed the initial attraction filter by writing the book. Therefore, my salespeople only talk to individuals that my automated filtering system had predetermined were my dream clients. It’s impossible for my salespeople to close bad clients, because bad clients never even get a chance to talk to my salespeople. See how this works?

So, if you're like me and you'd rather not spend all day on the phone yourself closing sales, the good news is that it's possible to hire good salespeople who work only on commission. Just make sure you have something like the OBMM in place to keep their calendars full of good calls.

### **Myth #3. You are going to face a lot of rejection taking sales calls.**

Again, using old, outdated methods void of dynamic filtering, yes. Talking to complete strangers who have not been indoctrinated, who have not become customers, and who have not been through a dynamic filtering process will result in low closing rates. This means a significant amount of wasted time, lots of rejection, and the painful frustration of questioning whether your marketing message is wrong, why your lead quality is low, and why you're struggling to scale.

Even if you have a sales team, as I have had for many years now, the worst thing you can do is fill a calendar with junk leads.

Few things make me anxious these days. I like to think of myself as a grizzled veteran, having made money myself for more than 13 years—but still to this day, **a calendar full of low-quality phone calls sends me up the wall.** It is, in my book, priority #1 of things that need to get fixed yesterday. Why? Because of everything we do in selling stuff online, taking sales calls is the least scalable.

If your salesperson dedicates 45 minutes for a sales call and that call was filled with a low-quality lead, your salesperson doesn't get those 45 minutes back. It's time gone. In fact, a calendar full of low-quality prospects means, by definition, better quality prospects have fewer time-booking options and are less likely to book a call because you or your salesperson are busy.



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I know that time is finite. We must utilize every moment in pursuit of 80/20. If we know that 80 percent of our revenue will come from 20 percent of the people we talked to as prospects, my obsession is to make sure my team's sales calls are made up as much as I can of that 20 percent.

**If you don't have a sales team, if you are a one-person shop delivering on the services and offerings while also taking sales calls, you have even less time to waste on low-quality prospects.**

Forget about the fear of being rejected, and realize that you need to build a business where you are the one rejecting time wasters and people who aren't prepared. Guard your time like it's the most precious resource you possess, because it is.

### **Myth #4. The one-call close and aggressive sales tactics.**

Here's the dumbest sales advice I have heard in the past 13 years of making money online for myself and clients:

"Whoever talks first loses."

This was sales advice given by a marketing guru who has a very large audience teaching people how to close high-ticket course sales over the phone. They had a sales script, which would end with the call to action. The students were instructed to be silent after mentioning the price. Students would report mentioning the price and then sitting on the phone for 5, 10, even 15 minutes without them or the prospect saying anything.

This, my friends, is not a sales tactic. This is a psychologically manipulative tactic of aggression. This is a surefire way to put the wrong people in your courses, services, and coaching offers. This is how you get negative complaints on the internet from customers. This is how you ruin

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a reputation. This is how you get the FTC knocking at your door, filing lawsuits, and crippling your business.

Instead, the phone call sales process ought to be the same process a doctor goes through when prescribing a patient's course of action. It should be caring, it should be educated, and it should have a sincere desire for the best outcome for the prospect.

Now, before you judge me as soft or “unwilling” to do what it takes, let me assure you that my company sells significantly more in both volume and margin than the guru who taught this method. How do I know?

Because I used to do work for said guru and I've seen the actual profit margins, which are ridiculously low and quite scary, because they direct the cold traffic to a short presentation, then to a static application process. These guys are running on a razor-thin margin of error.

Additionally, if you think my sales approach is “weak,” I'd recommend studying and learning more from one of my favorite authors on the subject, Jim Camp. His approach to negotiation has been used by the FBI, Fortune 500 companies, and more.

The point I'm trying to make here is not to try and “change the industry.” People are going to do what they are going to do. It is what it is. Instead, I want to offer you an alternative, which I believe is not only better for the prospect, but significantly more profitable for you.

You see, if you're a coach or an agency or a freelancer or a course creator, you are in the business of helping people. Your job is not to manipulate people, but to show them the pathway to solving the problem that they have. The sale is not the end of the relationship, but the beginning.

The hardest and most expensive thing you will ever do in your business is to acquire a customer. The most profitable thing you will ever do in your business is to create a repeat buyer.

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Manipulating and bullying people into a sale by guilt-tripping is one of the most shortsighted, expensive, and ridiculous strategies I've ever seen. If you've been misled to believe that the best salespeople are aggressive salespeople, I would highly recommend writing your book as quickly as possible, building your first OBMM funnel, and experiencing the difference in speaking to prospects who have been filtered and prepared to speak with you. It'll likely change your entire life.

### **Key Chapter Takeaways**

The four things needed to turn a book buyer into a premium client or customer:

#### **1. A Good Offer**

- No matter how great your book is, it is unlikely that you'll be able to scale to \$100,000 per month or more if it leads to a bland offer.

#### **2. Email Follow-Up**

- People have incredibly short attention spans. The best tool that I know of for fighting through distraction and getting the attention of readers is email.

#### **3. Filtering**

- 80 percent of the money that you will ever generate in your entire lifetime will come from 20 percent of the prospects you talk to. The book that you create acts as a stage one filtering process.

#### **4. A Phone Call-Based Sales Process**

- To sell something in an honest way for more than \$5,000, you need to have a conversation in real-time with a real human.



## **Part 3**

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# **Writing The Book**

# Chapter 9

## HOW TO COME UP WITH GOOD BOOK IDEAS

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*“Amateurs sit and wait for inspiration; the rest of us just get up and go to work.”*

– Stephen King

One of the biggest reasons more people aren't using **The One Book Millions Method** to scale their business is simply because of the fear and anxiety that comes from the act of creating a book. Unfortunately, in our society, we have over-romanticized and over-complicated the process of distributing information and communication through the written word, aka creating and assembling a book.

The first thing you must know about writing a short book is this:

If you've ever helped anyone to achieve anything, if you've ever helped a client get a result, if you've ever improved someone's life in some way, then you have everything you need to write a great book.

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If you have a passion that consumes your conversation, if you've ever spent an evening talking about something you care about for hours on end, if you've ever tried to convince someone of an idea, then you have everything you need to write a great book.

If you're willing to work like a craftsman, are hungry for results, and can commit to a project *until* it's finished—not *if* it gets finished—then you have everything you need to write a great book.

All I'm doing in this book is sharing with you how I help my clients. That's it. I'm sharing what I care about, what I'm passionate about, and what I'm committed to teaching. If you do something to help clients, all you have to do is share that. You might not be the one to write it all out, I'll explain more on that later, but if all you did was share what you can do to help people, it will be a successful book.

### **It doesn't need to be more complicated than that.**

Over the next few chapters, I hope to dispel many of the misconceptions about what it takes to come up with a million-dollar book idea. But additionally, I want to give you some tools that you could use today to start coming up with a few ideas of your own.

One of the fun things about **The One Book Millions Method** is that once you get started down this path, it's straightforward to write and launch more than one book. Often, when I'm helping clients to create their first book idea, we'll end up with 5 - 10 potentials, and I'll see my clients' eyes light up with the possibility of writing them all. You see, if just one book can lead to an additional 7-figures per year in your business, how many books would you write and launch over the next 12 months?

If you wanted to follow my lead and replicate my personal success with this method, then get excited about the idea of multiple books. My business doesn't just have one book right now generating customers

and creating phone calls for my backend sales. We have multiple. As a matter of fact, my goal for 2021 is to launch four more books, which means four times as many customers, four times as many phone calls, four times as much revenue and profits in the business.

Now, before we get into the actual act of creating ideas for our short book, I want to remind you of the strategy so that we can frame the kinds of ideas that will be worthwhile.

*Chicken Soup for the Soul* sold multiple millions of copies for their authors. It's a brilliant combination of marketing and topic selection, which led to their publishing empire. However, that is not the kind of idea that we are looking for here.

J.K. Rowling had a brilliant idea when she introduced the world to the wizard that lived in the cupboard under the stairs. But again, that's not the kind of book idea that we are looking for here.

Instead, we want a book that does the following:

1. It attracts our dream customers and clients
2. It is uniquely relevant to the specific problems that they have
3. It demonstrates our ability and willingness to help them solve that problem
4. It shows and demonstrates our authority and develops trust by Delivering Results In Advance

While most book publishers are looking for book ideas that are broadly applicable to a mass market, that is almost the opposite of what we're trying to do with our short book strategy.

Instead, we want a very small and specific market that has the specific problem we can solve. As you go through this process of coming up



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with ideas, it's not about how big of a book idea you can come up with, but instead, how specific of an idea can you develop?

What we are really looking for is, **The Book Hook**.

### Why Your Book Needs A Hook

The first thing to understand about coming up with book ideas is that people don't buy information—they buy tools to help them get a certain result.

Let's unpack that a bit:

***“People don't buy information.”***

There's a quick way to prove this. Just ask yourself how many of your friends have a PhD. Is it most, a few, or none? My guess is that it's a few or less. A PhD program is the pinnacle in information and knowledge acquisition. Students will go into debt \$100,000+ or more to become extraordinarily knowledgeable in a very defined, narrow subject area.

And yet, very, very few people in the world are serious enough about their area of interest to devote the time, energy, and money to diving that deeply into the information.

Additionally, nobody is buying information these days, because information, for the most part, is free. You can find nearly anything you need to know about nearly any subject on YouTube.

If your book is only about information, then it will never sell as well as it could. It certainly won't turn your readers into clients. If anything, they'll feel disappointed that they purchased something which they could have gotten for free online.

A book titled *22 Ways to Get More Clients* isn't going to build your business. No matter how well written.

So, if people aren't buying information, what exactly are they paying for?

***“They buy tools to help them get a certain result.”***

With books specifically, readers are paying for systems, frameworks, and experience/wisdom to help them achieve something they truly care about.

*Ten Ways To Lose Weight* is not a good book. *The 5 Day Diet* is an incredible book.

The difference?

*The 5 Day Diet* tells the reader that the author is presenting a system, a set of step-by-step instructions, and a new idea they've never tried before. It tells the reader exactly what they can expect from the book: a diet that takes five days to see results from.

Deep down, what people are looking for is someone who has “*figured it out*”—whatever “*it*” might be. Weight loss. Marketing. Life. Whatever. The reader isn't looking to be lectured to or have their brains filled with facts. They want someone who can say, “*do you have this problem? Here's how I solved it, and here's how you can too.*”

Nothing says, “*I figured it out*” more than a hook built around a framework.

## **The Power Of The Framework**

The book you are reading now has a straightforward framework:

**Write one book, put it in a funnel, add some follow-up, and scale to \$100,000 per month or more.**

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Everything I'm writing about in this book is to help you understand and implement that simple process. Remember, I can do much, much more than write books, build funnels, and scale stuff. After 13 years as an entrepreneur, I've picked up a lot of skills—but for the sake of creating a book that would sell, I drilled everything I knew down into a single framework. A single process that would give you, the reader, a powerful benefit and result.

I did this so that you, the reader, could more easily consume the material, but also so that you'd actually get a result. Simple not only sells, but it also creates results where complexity was the obstacle.

Let's take a look at a few examples of how simplicity could turn into a simple framework system, and then we'll turn that concept into a **Book Hook** later:

Author's Knowledge	Simplified Framework	Book Hook Ideas
<ul style="list-style-type: none"><li>● How to train elite performance athletes</li><li>● How to do accounting</li><li>● How to help people lose weight</li><li>● How to help women feel good about their bodies</li><li>● How to bake healthy desserts</li><li>● How to do the keto diet</li></ul>	<ul style="list-style-type: none"><li>● Look and feel like an athlete by eating keto-friendly desserts 3x/week and doing a bodyweight exercise routine</li></ul>	

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<ul style="list-style-type: none"><li>● Write sales letters</li><li>● Run paid traffic</li><li>● Create branding statements</li><li>● Run product launches</li><li>● Write emails that sell</li></ul>	<ul style="list-style-type: none"><li>● 5-step checklist for writing high converting direct response copy that builds a brand instead of destroying it with hype</li></ul>	
<ul style="list-style-type: none"><li>● Teach children how to be potty trained</li><li>● Help parents cope with anger and resentment</li><li>● Help rebellious children feel loved</li></ul>	<ul style="list-style-type: none"><li>● Follow these specific talking points in having a conversation between parents and children to mend the rebellious relationship</li></ul>	

In the examples above, we've taken the author's body of knowledge and plucked out a little bit of their expertise, combined it in a way that helps to deliver a result, and wrapped it all up in a little bow we've called a framework.

The first thing to notice about this process is that we didn't "find" our framework, we invented it. You will never "find" yours—you have to create it. You build it. You tinker with ideas, and you ask, "*how could I more efficiently and effectively help someone get what they want using just my ideas and teaching ability?*" It takes work, so don't expect to get this in just one afternoon.

However, when you do land on your framework, you have the foundations of a multi-million dollar piece of intellectual property. It's worth the time investment and thought exercises.

Once we've established our framework, it's time to build the **Book Hook**.

### Creating A Book Hook

There's a scene in the hit TV show *Mad Men* when Don Draper tries to find the hook for a client who sells cigarettes. The government had just put major restrictions on advertising tobacco in the show, which meant the cigarette companies could no longer make false health claims or use unethical advertising methods.

Don's challenge was to find a hook that would appeal to a mass audience enough to pay money to suck on a smoke stick.

He does this by letting the client talk about the process they go through to prepare the tobacco. At one point, the client mentions, "*we toast the tobacco in the sun until...*"

"That's it," Don says.

"That's what?" The client responds, confused.

"It's toasted."

Don found the angle. The hook. The way in. The big marketing idea that made the thought of burning a bitter and addicting plant in your mouth sound desirable.

This is what finding your **Book Hook** looks like. It's not linear. It's organic. It will come to you in the shower, not staring at your computer. You're gonna have to go on walks, talk to your friends about it, and toss it around with people you trust.

When I work with clients, it can sometimes take me a full week to find the right hook to sell a book, but it's worth it. What we're really talking about here is a way to grasp the potential reader by their eyeballs and get them wanting to buy your book in the middle of all the distractions they have to deal with just to get to your sales page. If you can find an idea that does that, you can create a great deal of wealth for yourself.

So, before I give you a set of criteria or instructions on finding your hook, realize this is a creative process. You might use all, some, or none of the instructions I'm about to give you in finding your hook. You might just be one of the lucky ones who wakes up one day with the brilliant **Book Hook** ready to go.

If that's you, embrace it and run with the idea as fast as you can muster.

For the rest of us, here's how to find a powerful **Book Hook** that can form the foundation of a million-dollar book:

## #1. Start With The End In Mind

### *"The One Book Millions Method"*

That's my **Book Hook**. It's also my title, which is what I recommend my clients do, too. No need to try and get too fancy—if your **Book Hook** is good, it'll make a good title, too.

This idea came to me as I was trying to imagine what you, my reader, would be most turned on by. I knew that I didn't want to attract buyers who wanted to write a book just for fun. I wanted serious readers wanting to make a serious change.

I thought about hooks like *Change The World With One Book*, but that didn't have a concrete enough end result. What does "Change The World" even mean? Instead, I knew I wanted to attract people who were trying to grow their financial results. Those are the people I can help, and those are the people I enjoy working with.

For me, I was looking at what the end result of my framework was:

Millions in new sales from launching a book.

Hence, "*book*" and "*millions*" in the title.

## #2. Go Against The Norm

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One of my favorite **Book Hooks** and titles of all time is *The 12 Week Year* by Moran and Lennington. Aside from loving the framework they developed and using it in my own life daily, their hook is the perfect example of a hook that goes against the norm.

By “norm,” we mean assumed wisdom of the day. What everyone has agreed is the “normal way” of doing things.

What Moran and Lennington did very well was challenge the idea of setting goals each year. Their entire framework is based on a 12-month planning cycle, which is how most people set goals, and compress it down into 12-week cycles. Hence, *The 12 Week Year*.

Another good example of this is *The 1-Page Marketing Plan* by Allan Dib. Again, going against the norm. In this case, against the false idea that marketing has to be complex, require a lot of moving pieces, and the only good marketing plans are long enough to themselves be a short book.

I sort of used this method in my own **Book Hook** by saying one book could make you millions of dollars. Most people think books make little to zero money. As you can see, I’ve combined two different methods for finding a hook. This is common and one of the secrets of creativity, combining multiple methods to create something new.

Someday, I’d like to write the book *Getting Skinny Eating Desserts* by combining keto dessert recipes and some other methods to make that hook true. Unfortunately, I don’t know anything about health other than the basics, but if I did, I could easily build a 7-figure business just on that one hook. You could, too.

### #3. Uncommon Benefit

Peter Hollins wrote a book with the hook and title, *Finish What You Start*. This is a self-published book in self-help focused on that one

thing we all wish we were better at, but nobody really talks about: getting stuff done.

The focus on the unusual is what makes this book stand out. There have been 100 books written on discipline and habits, but this one focuses on the uncommon benefit in a plain, simple, straightforward hook. If you're struggling with this in your life, you're gonna pick up that book.

Another favorite of mine is *Telling Lies For Fun and Profit* by Lawrence Block. It's a book about writing fiction for money, but the hook emphasizes the unusual benefit of what it means to tell stories for a living. It's fun, easy to remember, and made me pick it up. The hook did exactly what it was supposed to.

#### #4. Grand Promise

For example, in the book *Million Dollar Outlines* by David Farland, we find the perfect example of a grand, outside-the-industry-norm promise. In Farland's case, he writes a book to an audience that assumes their writing will make little money and financial riches are only a pipe-dream or something that sellouts do.

What his book does really well is make the grand promise but then present a framework for delivering on that promise with realistic ease. That's the catch of making the Grand Promise. If you promise someone that your framework can make them tens of millions, but it actually can't, you'll only have disappointed readers rather than raving fans and pre-sold clients.

In our case, **The One Book Millions Method** suggests that the application of these strategies can lead to one million in sales as a direct result of the book you publish. To be honest, I know that number is a conservative estimate when factoring lifetime earnings. If you write a book



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today and keep selling it for 3, 5, 10, or even 30 years, your earnings potential is much, much higher than one million dollars.

An example of the Grand Promise combining with the Uncommon Benefit would be Tim Ferriss's *The 4-Hour Body*. While the title is more of a brand play, and you'd need to have context around Tim's meaning of "4-Hour," it's still a brilliant hook and—we know from his testing—was one that worked to spark interest and curiosity, which is how you get books to fly off the shelves.

### #5. The Simple How-To

**Book Hooks** don't need to be fancy. They need to be powerful.

*How To Write A Damn Good Mystery* by James N. Frey changed my life. It was a book that opened me up to writing mysteries, introduced me to James, and helped me launch my own fiction career, which now does more than \$500,000 in annual sales.

The concept was simple. James had a framework for writing good mystery books, so that's what he used for his hook.

*How To Win Friends And Influence People* is an example of the Simple How-To combining with the Grand Promise, the Uncommon Benefit, and even Start With The End In Mind.

### #6. The Case Study

I've seen enough testing data and run enough ads to know that people are voyeurs through and through. We love to see behind the scenes. We can't help but peek when curiosity comes calling.

This is why I love **The Case Study** approach in coming up with a hook idea.

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A good example of this is a book by fiction author Alina Rutkowska titled *How I Sold 80,000 Books*. If you have any interest in writing fiction, your mind is in full-on curiosity-mode wanting to see what kind of magic moves she made to sell that many books.

If you can teach your framework through a case study, remembering my first million-dollar book was only 68 pages long, then this approach can make finding your hook relatively quick and easy. Just remember, the case study has to be good. It can't be *How I Made \$2 Working 90 Hours A Week*. It needs to be a case study of a very desirable outcome that your dream client wants, too.

Now that we have a few tools for coming up with hooks of our own, let's finish up our own examples from earlier by brainstorming a few ideas:

Author's Knowledge	Simplified Framework	Book Hook Ideas
<ul style="list-style-type: none"><li>● How to train elite performance athletes</li><li>● How to do accounting</li><li>● How to help people lose weight</li><li>● How to help women feel good about their bodies</li><li>● How to bake healthy desserts</li><li>● How to do the keto diet</li></ul>	<ul style="list-style-type: none"><li>● Look and feel like an athlete by eating keto-friendly desserts 3x/week and doing a bodyweight exercise routine</li></ul>	<p><b>The High-Performance Dessert Diet</b></p> <p><b>How I Ran My Best Marathon Time Eating The Dessert Diet</b></p> <p><b>Dessert First: The Unconventional Diet Of Elite Athletes</b></p>

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<ul style="list-style-type: none"> <li>● Write sales letters</li> <li>● Run paid traffic</li> <li>● Create branding statements</li> <li>● Run product launches</li> <li>● Write emails that sell</li> </ul>	<ul style="list-style-type: none"> <li>● 5-step checklist for writing high converting direct response copy that builds a brand instead of destroying it with hype</li> </ul>	<p><b>How I Sold \$13 Million Writing Brand Happy Copy</b></p> <p><b>Why Direct Response Copy Is Ruining Your Reputation, Killing Sales, And Making You Look Bad</b></p> <p><b>How To Write Non-Spammy Copy And Sell Tons Of Stuff: A Brand Friendly Guide To Selling With Words</b></p>
<ul style="list-style-type: none"> <li>● Teach children how to be potty trained</li> <li>● Help parents cope with anger and resentment</li> <li>● Help rebellious children feel loved</li> </ul>	<ul style="list-style-type: none"> <li>● Follow these specific talking points in having a conversation between parents and children to mend the rebellious relationship</li> </ul>	<p><b>Stop Listening: A Guide To Parenting Difficult Children</b></p> <p><b>How I Reconnected With My Rebellious Teen: An Uncommon Approach To Parenting</b></p>

Here is an exercise that is worth doing:

Try and see if you can connect the **Book Hook** Ideas I came up with to some of the points we talked about earlier. I'll give you a headstart:

### **Stop Listening: A Guide To Parenting Difficult Children**

The first half of that hook is Going Against The Norm by suggesting that parents stop listening to repair a relationship (*not something I actually endorse or recommend*). The second half is the Simple How-To.

Combined, they make something more powerful than if they had been alone.

Try it yourself and see if you can make the connections.

One quick note on the **Book Hook** examples I made above:

Normally, I will make a list of 20 - 30 **Book Hook** ideas for myself. I'll set them on paper, put them in a desk drawer, and let them percolate for a few days. Often, I'll be in the shower or on a long walk when I'll think of another hook, the one I'll end up using that isn't even on the list. I don't know why the brain works that way, but it does. Maybe it needs to get all the less-than-great ideas out to make room for the really, really good ones.

What I do know is that it works 100 percent of the time if I sit down and make the list first.

When working with a client, I'll often present a list of 20 - 30 hook ideas, and we'll meet together to discuss. Again, nine times out of 10, the idea we eventually end up with was never in that initial list of 20 - 30, but we would never have gotten to the good one without first mirroring our way through the less-than-greats.

Keep that in mind when you start looking for your **Book Hook**. If you don't get it right away, you are still on the right track. Keep searching, keep playing, keep experimenting, and eventually you'll hit it, and it'll stick to you like a revelation. You won't be able to shake it. You'll know when you've found your hook because it's often the same day you start writing your book. You are so filled with excitement to get the project started.

### More Examples Of Successful Book Hooks

Let me give you a few real-life examples of this “body of knowledge” to “framework” to **Book Hook** transfer in action:

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**Author:** Mike Michalowicz

**Body of Knowledge:** Serial entrepreneur and all-around business genius. Has built and sold multiple companies and knows everything from the ground up about running a successful business.

**Framework:** One day, Mike decided to figure out how to add more profit to his business without increasing expenses. So, he developed a simple financial operations framework where he pays himself first, then divides the other money into separate accounts and uses those accounts to dictate how to grow his business.

**Results Of Applying The Framework:** A business owner can see radical growth in his take-home pay by adjusting his accounting system to following this framework. He'll experience financial peace, more predictable growth, and stronger cash flows.

**Book Hook & Title:** *Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine*

Here's another:

**Author:** David Farland

**Body of Knowledge:** Decades as a full-time author of fiction, having written multiple best-selling titles. Experience working in Hollywood as a script consultant as well as a game story consultant. Coached Stephanie Meyer (author of *Twilight*) and Brandon Sanderson (author of the *Mistborn series*).

**Framework:** By analyzing the top-selling stories of all time, David pulled out the key elements of what makes a story IP worth at least one million dollars. He then created an outlining system for creating your own story following those findings.

**Results Of Applying The Framework:** Screenwriters, novelists, and even comic book authors can reliably and consistently create million dollar story outlines quickly and efficiently, just like his student Stephanie Meyer did.

**Book Hook & Title:** *Million Dollar Outlines*

One more for good measure:

**Author:** Carmen Simon, PhD

**Body of Knowledge:** Cognitive scientist, neuroscience researcher, and president of a presentation design and training firm. Her interests and background are wide and varied.

**Framework:** Through her research, Dr. Simon realized a connection between 15 variables of memory and how persuasion works. She says that if you can hit all 15 variables in your marketing content, you can better persuade people because they'll remember you on an emotional level.

**Results Of Applying The Framework:** A business owner or marketer can expect to see much better results from their marketing efforts, including better engagement, more brand evangelism, and more sales, all for much less effort.

**Book Hook & Title:** *Impossible To Ignore: Creating Memorable Content to Influence Decisions*

I could go on for pages, but hopefully, you get the idea. In fact, a healthy exercise for the overachiever would be to take a look at your favorite non-fiction books to see if you can work out the framework, result of applying the framework, and the **Book Hook** the author had in mind when writing. Once you begin seeing these elements at play on bookshelves everywhere, you'll soon realize that these authors aren't magicians. They are simply applying a proven method for selling books—a method which you now know and can use, too.

### Unlimited Ideas & The Important Question

Before we jump into some more practical approaches for testing your **Book Hook** ideas, I just want to point something out:

The hooks and frameworks I came up with in the examples above were just some of many that could have been created from the core set of knowledge these example authors presented with. Think about the author who knew how to potty train as well as helping parents deal with anger and resentment. That author could have written a book with a different framework focusing on potty training's emotional side, or they could have developed a framework just for helping parents overcome anger.

With each of those different frameworks as potential book topics, each could have a different hook or multiple hooks to choose from. There are dozens of potential Book Hooks waiting to be discovered in the examples above.

You probably have more than one book in you, too. Later, when you do this exercise for yourself, you'll find that you have a large body of knowledge to pull from that could make a decent framework. You might even get stuck on knowing which framework is best.

First, we'll cover how to cross-check whether your book idea is strong or not in a later chapter.

Second, the easiest way to know if you've chosen the right framework and the right Book Hook is to simply remember who you are trying to attract.

In the case of the *High-Performance Dessert Diet* book, that book is likely targeting a very different type of person than a book titled *Loving Your Body One Dessert At A Time*. Taking into consideration who you are trying to get to read your book will shape the book you write and the hook you choose.

For example, **The One Book Millions Method** is so named because I want to attract serious growth people. I know that I want people who see the word “millions” and say to themselves, “*why not me?*” I also want to be upfront and transparent that this method requires writing a book. I’m attracting people who aren’t afraid to put in the work that a book takes. All of this was thought through in naming this work, because it all matters.

Don’t rush trying to find your hook. Get help if you need it.

Again, one of the things we do for clients is to take our team’s combined 100+ years of marketing and sales experience and help you to create incredibly catchy and effective **Book Hooks**. Go here to book a call to see how we can help you:

[PeacefulProfits.com/call](https://PeacefulProfits.com/call)

### Key Chapter Takeaways

- To sell loads of books and scale your business, you need a strong **Book Hook**.
- The first step in finding your **Book Hook** is creating your basic framework from your body of knowledge and understanding.
- Frameworks are designed and built. **Book Hooks** are discovered using one or more of the six main hook categories as creative guides.
- Once you master the skill of creating the **Book Hook**, the sky is the limit as to how many books you create and how much you can scale your business.



# Chapter 10

## 6 THINGS ALL GOOD BOOKS NEED

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*“There is no friend as loyal as a book.”*

– Ernest Hemingway

Including client work, I’ve published more than 43 non-fiction books, and over the years, I’ve discovered six core elements that the most successful books all had in common. Get these right, and your book will act as a powerful sales and marketing asset. Ignore these elements, and you’ll have a hard time gaining traction.

Here they are:

### **#1. Good & Useful Information**

The beauty of a short book is that you don’t have to hold back any secrets. This isn’t a webinar or a VSL where you only give a little tease. Lay it all out there. Tell your story. Teach your method. Bare all.

Your job when creating your book is to pack it as full as possible with as much useful information that you can pack into 100 to 150 pages.

But what do we mean by good and useful? First, we want **actionable content**. Can the reader do something about what you are teaching them in the book? Are there exercises that they can engage in to improve some aspect of their life based on the information that you are providing?

**Let's do an exercise right now to illustrate:**

Take out a piece of paper and write down your dream client. Describe them briefly. Who are they? What kind of attitude, assets, and access to money do they possess?

Now, write down two or three ways you could make their life better. How could you help them? What kind of service offering would you recommend for them? Would you coach them, do a done-for-you service, make them a digital course?

Now, write down two or three things they could do on their own to prepare for how you would serve them. What would they need to do to be the best prepared for your services? What kind of insights, information, or introspection would they need to go through to be best prepared?

Write it all down.

Do you see what I've just done for you? I better prepared you to buy something from me in the future, too. My best clients are ones who know who they want to serve, how they can help those people, and are already thinking of ways to make their book amazing. If you did this exercise, you've moved one step closer to becoming my dream client.

When you do this in your own book, the same can happen for you. Your reader might not become a client tomorrow, but they'll at least have started on that journey moving forward.

Useful and helpful information is **information that can be remembered**.

Can you develop an acronym for a critical idea in the way you help others? Are you able to develop step-by-step frameworks, instructions,

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and processes? The idea behind good and useful information is to do the work for the reader, to make accessing the promise of what you can help them with as simple as possible.

We have a few points like that here in this book:

The Balancing Act equation.

Delivering Results In Advance.

The title of the method itself is meant to be a memorable way to describe the entire idea: **The One Book Millions Method**. It's turning one book into millions of dollars in revenue. Simple and memorable.

Even more than that, though, this book's beginning was written to leave a lasting impression through the exercises that forced examination and introspection. I purposefully asked you questions that would force you to confront areas of your business that might have been neglected or underperforming. For some who answered those questions honestly, the results were like a slap in the face. A wake-up call that will stick with them.

I love books that do that to me. A few that I've read which have done the same include:

- *Profit First* by Mike Michalowicz
- *The War Of Art* by Steven Pressfield
- *The 80/20 Principle* by Richard Koch
- *Mastery* by Robert Greene

The list is long, but books that have helped me the most in my life were those that forced me to take a hard look at my reality and realize I was off track. Sometimes, the best "good and useful" information we can impart to someone is honesty. To give them the hard truth. To show them where they've gone wrong so we can show them how to go right.

However you deliver it, your #1 goal with your book ought to be to serve the reader. Sure, you might only sell your book for around \$5 like we're selling this one, but if you put care and attention into it, your reader is guaranteed to get at least one positive thing from their purchase—and that, my friend, is the secret to gaining a loyal customer and client for life.

## **#2. A Unique Mechanism**

Whether you realize it or not, the way that you approach the thing you do is unique. Even if you believe that what you do is exactly the same as everyone else, your opinions, shortcomings, strengths, shortcuts, extras, and way you conduct yourself means it's impossible to 100 percent copy someone else (*unless you are a total piece of trash and actively try to steal from people through direct copying*).

The problem with most business owners is they don't recognize, understand, or sit down and think about what it is specifically that makes their approach unique. They haven't put in the mental effort to purposely differentiate.

In 2020, at the time of this writing, the market in nearly every coaching, agency, course business, and freelance business is saturated.

The opening of the internet has lowered the barrier of entry for new businesses to pop in, and there are likely at least a dozen people as good as you at what you do, trying to compete for the same customers and clients that you are trying to compete for. But nobody does it quite like you.

That subtle but important difference is called your **Unique Mechanism**.

Let me give you an example:

With the book you are reading right now, I help coaches, consultants, freelancers, agencies, and course creators land more customers and clients using internet marketing principles.

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I am in a very saturated, very overcrowded, very competitive market. You've probably heard 100 people say they do exactly the same thing I just said.

If I wrote a book about internet marketing and didn't take the time to develop or think through what makes my approach unique, my book would drown in the noise of information—just another generic blah in a tidal wave of blahs.

You, my dream client, would have no way of telling me apart from every other webinar, podcast, blog post, social media post, or email that you receive just in the next week trying to get you to buy something.

So for me, of all the skills that I have, of all the things that I can help you with, of all the things I've ever done, I decided to write one book about one specific type of funnel that my team and I are building, creating, and teaching really, really well right now: The short digital book funnel.

**The One Book Millions Method** isn't the only thing that I know how to do. I know how to create webinars. I've created 7-figure webinars for some of the biggest names in personal development: The John Wooden family. Jim Rohn. Tony Robbins has read my webinar scripts in a webinar that did more than \$1.3 million in sales in just five days. I wrote a webinar script for Peter Diamandis. I've written webinars for Success magazine. The list goes on and on.

I know how to do email marketing. I know how to launch physical books. I helped to run Mel Robbins' *5 Second Rule* book launch. I've launched books for people you've never heard of and people who clog your newsfeed every day. I've created products, I've run digital marketing teams, I've scaled businesses, etc.

If I tried to put all of that into a single book, I would look like a generalist, you would be overwhelmed with information, and there would

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be nothing unique about my approach. I would just be another bland, gray, non-specific internet marketer trying to get you to buy something from me.

Instead of all of the things I can do to help people, this book is about one: the short digital book funnel. What I've done to make it unique is simply the result of my personal experience, opinion, and results I've gotten myself and clients.

I didn't invent writing a book.

But I have written books and have my own ideas and processes, and experience to share.

I didn't invent funnels or even invent selling books via funnels.

But I've built more than 37 of them just this year (2020) and have made a few mistakes, tested a few things on my own, and have strong ideas about what works and what doesn't.

So, when I teach you the process of writing a book and building a funnel to sell it while also filling your calendar with sales calls, I'm teaching you my **Unique Mechanism**. The unique thing I can do to help you grow and scale your business.

You can do this, too.

You've helped people before. You have opinions. You have certain ways of doing things. People might have called them quirks or even "*that stubborn way you have about how you do that thing*," but really, that's part of what makes your approach unique. Shying away from that makes a terrible book. Embracing it, doubling down on it, and sharing it in your book is what will make your book great. It's what will set you apart in the mind of your reader. It is what will convince people that there is no one else in the world like you and that you are the one they need to hire.

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Once you've discovered your unique thing, give it a name. For this book's purposes, I call my unique way of helping people **The One Book Millions Method**. Where did that name come from? I made it up. It's mine.

It means what it means because I gave it the meaning. Now, when you think of me, you know that what I do is help people with **The One Book Millions Method** to grow and scale their business to seven figures and beyond using short books.

Easy, right?

There's still one more step, which is to actively work to develop your uniqueness. There's discovering it, and then there's actively trying to make it more unique. You can't do just one—you need both to stand out in today's marketplace.

Example:

Let's say that you teach apple farming, and you are an apple farm certified coach, whatever that might be.

And let's say that the world of apple farm coaching is highly competitive and oversaturated, meaning everybody wanting to start an apple farm has tons of options to choose from when selecting a coach to work with.

You need to come up with a **Unique Mechanism** in order to stand out and write a book that will set you apart. So, let's get to work finding and developing it.

So for this example, let's say that you believe heavily that the tractor selection process is the key to growing the best apple farm. "*Choose the wrong tractor, your farm will fail,*" is what you say.

Is that enough of a unique mechanism? Not yet. We need to dig one step further.

For you, the way that you select a tractor is unique in that you look at specific parts of the engine, rather than the tools attached to the tractor, because in your opinion and belief system, the engine of the tractor makes the biggest difference in how effective and efficient and cost-prohibitive apple farming will be.

Now we've gone two levels deep, from generic apple advice, to being the coach who helps people choose the right tractor based on engine performance to ensure maximum productivity and profit on the farm.

But we can take it even further.

Instead of just saying, "*Hey, the engine is important,*" which is just preaching (and audiences hate being preached to by strangers), let's say that you've developed a diagnostic checklist system for rating the tractor engine to determine the best tractor to choose when starting your apple farm. If someone uses your diagnostic checklist system, they will, with 95 percent certainty, always choose the right tractor for them.

Well, there it is. That is your **Unique Mechanism**. It's what sets you apart from all the other apple farmers. It's what positions you in the oversaturated imaginary market of apple farm coaches as different from the rest. When you sit down to write your short book, you emphasize this fact and this tool in your work.

You are now the apple farming coach who helps people choose the right farming equipment using a unique tool to look at a very specific and unusual part of the tractor to ensure profits. Take that to market and watch the bank account grow.

Is it really that easy?

Yes, if you actually have these tools, opinions, and ideas. This is incredibly easy for people who have already served clients. It's harder for



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those who have never actually done what they want to sell. You can imagine why.

Whenever we work with clients personally, we spend a great deal of time massaging, brainstorming, and developing the unique mechanism. Why? Think about how powerful that has been so far in this book for convincing you that I am different from other “how to grow your business online” consultants, etc. You know exactly what I can do for you, why it will uniquely benefit your business, and you might even see that I am uniquely qualified to get you results using what I’ve taught you so far.

It’s a simple but powerful concept that is more easily applied than it appears if you’re willing to think it through and put in the work to develop it. All good short books possess and are centered around a **Unique Mechanism**. It’s a profitable and worthwhile activity to find and develop yours.

### #3. A Clear Benefit

If you follow **The One Book Millions Method** as I have outlined in these pages, you will, without question, have a fully booked calendar of eager prospects, ready to pay premium prices for your services or products. It should be clear to you now that the purpose of this book is to help you do exactly that.

This is what we call the **Clear Benefit** of our book.

All good short books contain a basic but powerful promise. Without one, there’s little point in your reader slogging through pages of text. Therefore, as the creator of the book, it is your job to identify what specific benefit you want the reader to gain from the information you are providing.

*“I want the reader to book a call with me and pay me lots of money”* is not a benefit to the reader. It’s a benefit to you, but why should the

reader part with their hard-earned money and spend their precious time reading your words? What's in it for them? You shouldn't even sit down to write until you've decided exactly what your book will help someone to accomplish.

If you don't understand what benefit you desire for your reader, the information will be convoluted, confusing, and what we call "*out of alignment*." The reader will become more confused after reading your work rather than more convinced that you possess the key to unlocking the solution to their problem.

This process of discovering the **Clear Benefit** to include in your book is similar to uncovering and working the **Unique Mechanism**. The two are directly tied together, but the source of the best benefit to focus on can be found in the audience you want to attract.

For example, if I wanted to attract absolute beginners, meaning people who don't have a business or aren't seriously considering growing a business, I would change this book's benefit.

Instead of talking about filling your calendar with premium prospects, scaling your business to new heights, and offsetting ad costs, I would talk about using a short book as your first product, how to make your first bit of passive income by self-publishing a short work of nonfiction and selling it online.

I wouldn't even teach the funnel aspect. It would be too advanced for the absolute beginner. Instead, I might teach how to upload a self-published book on Amazon and how to run Amazon ads to gain a readership.

To include the information regarding funnels would be to confuse rather than to clarify the path to the benefit I want them to experience. Good short books are guided by a **Clear Benefit**. Good benefits are guided by understanding what the audience you desire to attract wants.

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I don't want to attract newbies. The backend offers that I have in my business now are best suited for people who already have an existing business. Therefore, the benefit I chose for this book attracts those individuals.

So, start with your dream client first. Who are they, and what do they really want?

Now, make them a promise of how you can help them by teaching them stuff in a book. There's your **Clear Benefit**. Let it guide your writing, help you to keep your work short but helpful, and use it to then turn those readers into clients as you invite them to take the next step to get extra help getting that benefit.

### #4. Proof

More often than not, whenever I'm giving a talk at a seminar and I start diving into proving claims, getting social proof, and establishing arguments for your benefits, I can sense in the audience a rising level of nervousness. For some reason, we have come to believe that the only marketing that works is something called **results-based marketing**, which is where every week you have a new case study, and every week you share that case study with your audience.

Don't get me wrong. **Results-based marketing** is how I run my email list. Even within this book, I've used results-based marketing examples. However, I am also a realist.

It takes a significant amount of work to produce case studies at the volume that my company and I currently produce them. I can tell you with certainty that I didn't start using results-based marketing until much later in my career. Not because I was ineffective at what I did, but because it's a significant amount of work to produce case studies in a way that people can consume them. Very few clients are willing to share their story publicly. If you only have a few clients, it's not like you can produce a

huge volume of case studies. Plus, the act of putting together the interview, writing it all up, and distributing is a significant investment of time.

There are frankly better ways to prove your point, even more believable ways in today's skeptical and jaded market than constantly ramming case studies down the throats of your audience. For example, in the hierarchy of proof, tangibility is king, queen, and the entire court. What do we mean by tangibility?

It is one thing for me to tell you that I got results for so-and-so. It is something entirely different for you to experience results yourself from something I've done for you. If I show you a case study, you may say, "*Cool, Mike has done stuff for other people.*" If I give you information that you can act on right now and something positive happens, you will say, "*Cool, Mike has helped me.*"

Do not underestimate how much more powerful tangible proof is than any other type of proofing mechanism.

So, how do you include tangible proof in a short book? Simple.

Follow everything that we've been talking about in this chapter so far. Create good, useful information. Have the reader participate in exercises. Get them to do something. Your goal in the short book is not to entertain but to move your reader to actually do something.

If you've been following along so far in this book, you've done something—a few somethings. You've analyzed your current business situation in the beginning chapters. You've come up with book ideas, **Unique Mechanisms**, **Clear Benefits**, etc. By the end of this book, you'll have started writing your book, maybe even hired help, and will be well on your way to getting your funnel built.

That is all tangible proof. You doing that and experiencing it for yourself is ten times more powerful than me telling you I did something for someone you don't even know.

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Get your readers to do something if you want them to ascend in your business later.

If you are an apple farming coach, get them to plant a tree. If you are a counselor who helps teens and parents reignite relationships, get your reader to have a conversation with their teen which begins to bridge the gap. If you are a marketing consultant, teach your reader something they can apply and build and do today. Not tomorrow, not in 10 years from now. Something small, something tangible, something real.

Additionally, one of the beautiful things about short books is how inexpensively they can be outsourced, even if you don't outsource the whole thing. It will be expensive to try and outsource an entire book, to have it ghostwritten from scratch, where someone else is coming up with the ideas, writing them down, and you approving them.

However, if you follow the production processes that I lay out later on in this book, you will find that you can outsource 80 percent of your book for very little money if you're willing to supply the core ideas.

Why are we talking about this in the proofing section? Simple. One of the things you can outsource is to hire a copywriter to strengthen the arguments in your book with more proof. So rather than hiring a copywriter to write an entire sales letter for you, which is very expensive, and rather than hiring a very expensive ghostwriter to take on the entirety of the project, hire a copywriter to look over your book and improve your arguments, improve the believability, improve proof.

Having a short book and realizing that it's an asset, which can be improved over time, means that you can improve it over time, incrementally, bit by bit. Sounds obvious, but think about that for a second. A book is something that can get better over time. I promise you that I'll release a version 2.0 of this book in the future. As reader reviews pile up, as more people share their thoughts, as we get to know our reader more, I will improve

the work to work for me. You can do that too in your first draft by getting other people's opinions, insights, and expertise to help you in building it properly.

When you do this, the end result is a 100- to 150-page asset that pre-qualifies and pre-sells your reader, turning strangers into dream prospects ready to pay premium prices.

## **#5. Frequently Asked Questions Answered**

The best sales environment is a two-way street. It is speaking, and it is listening. Unfortunately, a book is absent of active, in-person listening, which is why I always recommend that you turn your book-reading customers into live phone calls so you can have that two-way communication, sell your offers for premium prices, and everybody's happy.

However, while active listening is impossible in a short book, strategic listening is not.

Here's what I mean:

In the first draft of a short book, you should focus on delivering the best information that you possibly can.

Eventually, however, you'll want to take a second look at your book through fresh eyes. You can do this by simply putting your book in a drawer for a week or two, then pulling it out and reading it fresh. Or you can get friends and colleagues to read your book for the first time as a buying customer or reader of yours would. Or you can launch the book and include a feedback form within your email follow-up to do the following.

The purpose of having all these people reading your book and giving feedback? To find out where people don't "get it."

No matter how long you've been a writer (*I've been one for more than 13 years*) and no matter how hard you try to make the best book possible,

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**there will be big sections of your book that don't make sense to the reader.** There will be questions that your good information has inspired. There will be points of clarity that your readers desire. There will be more information the reader needs to advance to the next step.

My recommendation to you is to take those questions and turn them into chapters in your book. The best short books are created to serve the reader, to answer their questions in a way that allows them to have confidence in the concepts being taught.

Remember, doubt and confusion kill sales. Therefore, one of the core aims of your short book ought to be to maximum clarity.

If you are willing to get feedback from others, to listen to your early book buyers, and to think about what information might be lacking to create clarity, then the process of including frequently asked questions is a simple, natural process for improving your book.

That was all a very long way of saying **let the book write itself.**

Once people start asking questions, all you have to do is write the question on a notecard, open up your Rev.com app on your phone (*more on this later*), and answer the question in real-time. Take the transcript, add it as a chapter into your book, and your book just got that much better at selling your stuff for you.

You can rinse and repeat this process again and again until your book is so effective at pre-selling your premium offers that you hardly need a sales process at all. But this only happens after getting the feedback on your book and answering those frequently asked questions that arise from your readership.

Remember, the short book is a sales asset that works for you 24 hours a day, 7 days per week. Don't be afraid to improve it to do a better and better job in fulfilling that role in your business.

## #6. Calls to Action

Allow me to put it as bluntly as I possibly can: A short book with no invitation to take the next steps to your reader is a pointless use of your very valuable time and the equally valuable time of your reader.

As a business owner, do not be afraid to invite your reader to take action on this brilliant new information that they are receiving at this moment. This isn't even about selling. This is about understanding basic human behavior.

We are, all of us, programmed to procrastinate, and yet we have this beautiful thing called "*being inspired in the moment*," which can be used as a tool to prevent us from ruining our life through procrastination.

If we always listened to the voice of "*I'll do it tomorrow*," we would go through life never achieving anything. It is only the resistance to procrastination that opens and allows for progress to take place. Therefore, the calls to action peppered throughout your book to take the next steps are the invitation your reader needs to help them to prevent procrastination.

If you do a good job in your short book by following the advice here, the result should be a reader who is inspired to make some kind of change.

For example:

In this book, you are hopefully feeling inspired to make some change in your business, even if the change isn't the exact change that I'm proposing through **The One Book Millions Method**.

Perhaps this book unlocked some other idea. Perhaps it just motivated you generally. Perhaps it is inspiring you to rethink the way your business has been operating. Whatever the reason behind your feeling of inspiration, it is in this moment that I, as the person trying to get you to buy something else from me so I can serve you more deeply, ought to extend a natural invitation to take the next step.



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If you decide to take on the challenge of writing a book, understand that you are also taking on the challenge of becoming a leader in many respects. You can no longer passively stand by and hope someone will take your advice. You have to take the lead, show people exactly what they ought to be doing, and then to tell them exactly how to get what it is they want to get.

You don't have to be aggressive, arrogant, or over the top and hyped up. You must be honest. You have to be sincere. Most of all, you have to ask, and ask more than once. Ask in multiple different ways.

Peppered through this book is a multitude of different ways that I am asking you to take the next step. Some are subtle. Some are obvious. Some are generalized. Some are specific. Most importantly, there are many invitations beckoning you to let me and my team help you to implement these strategies because we know they work.

### **Putting It All Together**

Hitting all six points of a good short book takes work. I won't sugar coat it. You'll need to dig deep to stand out.

However, if you're willing to put in that work, to do what others won't, you'll be able to live the life that others can't. You'll experience life as a business owner who has done the work to set their business up for success.

What I can promise you is this:

Write a book that helps people, and you'll be amazed at what a ripple effect that can have on your business, on your personal life, and on the lives of those who read your work. Trust me when I say it's worth the work to do it right.

## Key Chapter Takeaways

- Good short books contain the following six elements regardless of the topic, niche, or market:
- **#1. Good Useful Information**  
By good and useful, we mean actionable content and information that can be remembered.
- **#2. The Unique Mechanism**  
This is simply you explaining how your version of coaching or done-for-you services or approach to solving a problem is unique. Attach frameworks, distinctive naming conventions, and strong opinions to your unique mechanism to stand out in a competitive market.
- **#3. A Clear Benefit**  
All good short books contain a basic but powerful promise. If you don't understand what benefit you desire for your reader, they will become more confused after reading your work, and your book will no longer function as a sales & marketing asset.
- **#4. Proof**  
It is one thing to read about results. It is something entirely different to actually experience them. Include tangible proof in your book by getting your readers to do something.
- **#5. Frequently Asked Questions Answered**  
Take questions from readers and turn them into chapters in your book. The best short books are created to serve the reader, to answer their questions in a way that allows them to have confidence in the concepts being taught.
- **#6. Calls to Action**  
A short book with no invitation to take the next steps to your reader is a pointless use of your very valuable time. Do not be afraid to invite your reader to take action on this brilliant new information that they are receiving in this moment.

# Chapter 11

## HOW TO WRITE YOUR BOOK QUICKLY

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*“You will never plough a field if you only turn it over in your mind.”*

– Irish Proverb

If you’ve made it to this chapter, then you have a good understanding of how a short book works as a marketing asset within the OBMM funnel. You should also, by now, have a few ideas about what you want your book to be, and you are ready for the writing process.

**IMPORTANT NOTE:** If you are planning on having someone else write your book for you, skip to Chapter 13, where I share my method for getting books out fast with a little help from professionals. Otherwise, keep reading if you plan to write your entire book yourself.

Now, the first thing I want to say very quickly before we dive too deep into the tactics of how to create a book is to remember that **people are not purchasing this book to read for pleasure**. Therefore, the goal of you writing this book is not to be eloquent, and it is not to entertain.

**The goal of this book is to convince someone that you are, in fact, the person who can help them.** Therefore, the main goal of your writing should be to be as concise, as clear, and as straightforward as possible.

It is the ideas contained in your book that will convince someone much more than the writing. Additionally, the average American reader only reads at the eighth-grade level. Luckily for us, most human beings only speak at the eighth-grade level. Therefore, after having been a professional writer for more than 13 years, I would recommend that you do not try to sit down and type your book, but in fact, to **speak your book out loud**.

The book you are reading right now was not typed or written in the traditional sense. It was spoken using a method that I have used to produce thousands of words per day for more than a decade. It is the same process that I've personally used to build a side income as a self-published fiction author writing Western-inspired murder mysteries, which generates more than \$500,000 per year in sales.

It is the same method that I use to produce books for my business as well.

By speaking your book, you can focus on ideas more freely. You can take your recording device on a walk outside and enjoy the fresh air while you walk and talk your way to a million-dollar book. I've even written entire books lying in bed, staring at the ceiling. My first fictional series was written sitting on the floor while I played with my 4-month-old son.

By speaking your book instead of writing it, you'll create the kind of content that your reader wants—conversational, idea-driven work that helps them get results.

There are plenty of other, better books on the art of dictation (*speaking your book*) that I recommend you check out on Amazon. My personal favorite was from Kevin J. Anderson titled *On Being a Dictator: Using Dictation To Be A Better Writer*.

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For a more general overview of my own writing process (*when I'm not getting help*), here are the seven steps I take to produce books quickly:

### **Step #1. Outline using notecards.**

I recommend that you get a pack of 3x5 notecards and jot down the chapter titles on the top of each notecard. One chapter idea per notecard. Underneath the chapter title, scribble out a few ideas of what concepts you might want to get across in your book. You should be able to hold a notecard in your hand and see the chapter title with a few key points on what that chapter is supposed to contain.

As you complete each notecard, lay them on a table or on the floor in order so that you can see, from a 20,000-foot view, all of your ideas as they will appear in your book. If needed, move your notecards around to change order, add notecards where gaps might appear in your overall outline and don't stop this process until you are 100 percent satisfied with what you see before yourself.

It will be tempting to start writing a chapter before you've finished the notecard outline process. Don't give in to the temptation. Ironically, it's a form of procrastination. When your brain is straining to put all the ideas together in a logical format and it's getting out of its comfort zone, you'll be surprised by what kind of reasons it'll think up to do anything but continue outlining.

You'll be using these notecards as the outline from which you will speak your book, so make sure you scribble enough notes on each card to be able to speak for five minutes on the topic. Don't try and stuff 30 minutes worth of content into a single chapter. Keep them as short as possible. To be honest, a few of the chapters in this book are too long, but I'm also tackling an impossibly large subject. I don't recommend your first book to be too overly-complex. Instead, focus on high-value ideas and get your book done.

Once you're happy with the full outline you created from the notecards, put them in a stack, in order, and tie them with a rubber band. You now have the core of your book. All you need to do next is to teach someone your chapters.

## **Step #2. Speak.**

Personally, whenever I am in book production mode, I carry my notecard outline with me wherever I go (*hence the rubber band*) because you never know when you're going to have 10 or 15 minutes to speak your book.

While it may seem obvious to some, let me give you a few pointers on how to overcome your shyness and get the words out of your brain as effortlessly as possible:

1. Speak normally, don't try to type with your voice. Just talk. We're gonna get someone else to help turn our language into a "written" voice.
2. You will say the wrong thing when you speak your book. Don't stop. Keep going. You might have to repeat things. You might have to circle back. That's totally fine. I've been doing this for 10+ years, and I still stumble, repeat myself, and stop 15 minutes in realizing I need to start over again sometimes. There's nothing wrong with any of that. Just focus on helping.
3. Don't give a speech, don't try to talk a book, don't do anything except pretend that you are explaining these ideas and concepts to a friend. If you are like me and enjoy walking outside, then pretend you've brought a friend with you and teach them the information you have on your notecards. If you can, actually teach your method to someone who will listen. A spouse, a co-worker, someone on your team. The more you can teach, rather than worrying about writing, the better off your book

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will be. Again, people read this kind of non-fiction to get results, not to be entertained. So teach.

4. Remember, at this stage of the book production process, your goal is to focus on the ideas, not the language itself. It's ok if new ideas pop up while you are speaking. Go with it. Make a note for later so you can tell your editor/content assistant to make the appropriate transitions (more on that later).
5. Speak as clearly as possible, but don't go too slow. Your brain has two modes when writing:

1. Creative mode

2. Editorial/Critical mode

We don't want your editorial/critical brain sneaking in right now. It just ends up getting in the way. Instead, we want free-flowing ideas and fun to be happening. If you slow your voice down too much and start overthinking, it creates room for the critical voice to start ruining your work.

The editorial/critical voice comes in when you delay the time between an idea and getting it out. It's like running from the hot tub into your house when there is snow on the ground. The longer you wait, the colder it gets, so the smart thing to do is just make a run for it no matter how silly you look.

The same is true when creating your book. Make a creative run for it. We'll sort out the mess from the good stuff later. Just speak.

A word on the technology to use:

I recommend using Rev.com. It can be downloaded as an app on your phone. It's not the cheapest transcription service, but it is the best. Your

editor will appreciate the Rev.com transcription much more than any other service, such as Temi.com.

Since your goal is to get your book done as quickly as possible, the time you'll save with a clean transcription from Rev.com will more than make up for whatever slight expense might be involved.

I recommend you download the app onto your phone and speak directly into your phone using headphones or just right into the phone microphone itself. If you're always packing your notecard outlines like I recommend, then you'll be able to speak entire chapters while waiting in line, or while doing the dishes, or during any downtime. It's amazing how many words you can get finished 5 or 10 minutes at a time.

I write for a living, and I rarely have large blocks of time to get writing done. I'm always doing other things. Don't wait for your calendar to clear up to write your book. It's too important to wait for something that will never happen. Instead, squeeze it in by using your phone (*I know you check it 50 times a day anyways...use it for good now*) and carrying the note cards around at all times.

**Step #3. Set daily word count goals and do everything you can to achieve them.**

*"The most important thing about art is to work. Nothing else matters except sitting down every day and trying."*

— Steven Pressfield, *The War of Art*

The hardest part of writing a book is getting started. The second hardest part is doing it again tomorrow.



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There's a common pattern that occurs when first-time authors sit down to create:

Day 1: Filled with excitement, they speak their book for two hours straight. All their ideas are flowing, they are enjoying the process, and they are productive.

Day 2: They read some of what they "wrote" the day before and feel a little discouraged. "*Am I really capable of making a good book?*" They only work on their book for an hour. The idea rush from yesterday starts to slow down. It's not as fun anymore. It feels like work.

Day 3: They think, "*I need a break. I'll try again tomorrow.*" Self-doubt, the illusion of writing as an enjoyable activity (*it's not, it's work*), and the sudden lack of ideas fuels excuses.

Day 4 through Day 30 is filled with starts and stops, starting over from scratch, throwing out perfectly good ideas from fear, and eventually chasing Shiny Object Syndrome and jumping to a new tactic.

Months later, they see an ad from someone who is successfully selling a book exactly like the idea they had. Kicking themselves, they say, "*this time I'm gonna make it work!*" and the cycle starts all over.

So, how do you get off that destructive loop? How do you prevent yourself from ever getting there in the first place?

1. Realize that writing is like all other kinds of work: hard, uncomfortable, inconvenient, but totally worth it.

Most of the authors who quit before their book is finished do so because they thought the writing was going to be fun. When it isn't, they bail, thinking something was wrong with them or their idea or the process. Nothing is wrong. That's just the nature of creating new stuff.

Don't get me wrong, there are fun parts to writing. About 30 percent of the time that I'm writing for a living, I say to myself, *"I can't believe I'm getting paid to do this."* The other 70 percent of the time, I'm complaining out loud to whoever will hear me, *"they just aren't paying me enough for this."*

The key, I've found, is to just treat it like anything else you do in your business like taxes, marketing, whatever. It's just work that needs to get done. Sure, pour your heart into it, make it the best you can, love what you write, but don't expect it to be anything other than work, and you'll actually get it done.

2. Time Block your writing/speaking sessions.

Like a job, set "hours" for when you are going to do your writing/speaking. I don't recommend chunking out more than 30 minutes at first. Speaking ideas/writing is a muscle. Think of it as training for a marathon. If you started your first day of training with a 4-hour run, you wouldn't be able to walk the next day, and as a result, you'd quit your training.

The same goes for getting your book done. Start slow, start small, and build up. It won't take weeks, probably only a few days, and you'll be able to go on and on adding words to your book for hours at a time. But for now, keep your time blocks short.

3. Set word count goals.

When Rev.com gives you your transcript back, use a free word counter online, and track how many words you "spoke/wrote." Based on the first three day average of how much you were able to complete, set daily word count goals.

Don't try and set a goal number until you've written for at least three days in a row. Most people have no idea how long it takes to write 1,000 words, everyone's speed is different, and the

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worst thing you can do for writing goals is to set a high number out of ignorance and keep falling short. Your self-confidence will crumble, and the temptation to quit will be too great.

4. Track your daily word counts and maintain a 75 percent daily goal hit rate.

What is measured can be improved. Getting an accurate reading of your progress is a good way to self-motivate. Knowing that a short book only needs to be around 15,000 - 25,000 words, you can reverse engineer how many words you'd like to hit per day in order to reach your own personal deadlines.

If you want to finish a book in 10 days and you plan on it being exactly 100 pages, then shoot for writing 22,000 words at 2,200 words per day. Some days you'll do much more (*the average person speaks 4,000 words an hour*), and some days you'll miss by a wide mile. As long as you meet or succeed at your daily goal of 2,200 words per day 75 percent of the time, you'll very likely self-motivate and manage yourself to make up for those missed days and hit your target.

I recommend using a spreadsheet to track all of this.

5. Celebrate hitting your goals.

I think we spend a lot of time in society today celebrating non-achievement and ignoring our own actual achievement to our detriment.

If you hit a word count goal for the day, do something fun. Treat yourself to your favorite show. If you hit it three days in a row, go wild and do something fun with your spouse. When you complete the full book, throw a party, splurge, and train your brain that setting goals and accomplishing them feels really, really good.

I've written more than 5,000 words per day—25,000 words per week—for more than eight years professionally, just by following those five simple tips. Writing isn't rocket science, especially if you get help like I'll teach you later. Put in the time, show up every day, and sooner than you think you'll have a finished book—which could be the cornerstone and foundation of a multi-million dollar business.

#### **Step #4. Get editing help.**

You should not be editing your own books.

I would argue, you shouldn't even be trying to clean the transcription you receive from Rev.com. Here's why:

Eighty percent of what will make people read your book and trust you as an expert who can help them are the ideas you presented. The information you provide, the frameworks you supply, and your sincere desire to fill your book with helpful tips are where 80 percent of your future sales for premium offers will come from.

Less than 20 percent (*I'd argue less than 5 percent*) of the results you desire from your book will come from how the sentences are written, whether there are typos and grammar errors, or what the formatting looks like.

Yet, proofreading and writing the perfect sentence is a big reason why many authors take months to release a short book instead of just a few short weeks. I get it. Sincerely, I do. I also have those same tendencies to worry about things at the sentence level. To worry about the formatting, the design, whether the concept was ultra-clear or not, etc.

Instead, I recommend that you hire an editor who is willing to take the transcriptions you've received from Rev.com and clean them up, assemble into cohesive chapters, and eventually outsource everything else like formatting, proofreading, and the rest.

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If you want to get paid \$100,000 per month, you are saying that you want your time to be worth at least \$625 an hour (assuming 40 hours per week—I work just two days per week so imagine how much I want my hourly rate to be). You can hire a really good editor on Upwork or Fiverr.com for \$25 an hour to \$50 an hour.

You will never make \$625 an hour if you are doing \$25 an hour tasks. It's impossible. It doesn't make any sense that you'd be able to somehow bend the universe in a way where you'd have tricked the market into paying you \$625 an hour while you are doing \$25 an hour tasks.

What's more, most editors are probably much better than you at writing good, clean sentences anyways. Why would you prevent yourself from growing and scaling by refusing to let someone else who will deliver you a better result do the work for you?

Is it pride? Ego? Wanting to have “artistic” control?

Lemme share a little secret from an old-timer in the world of writing:

No matter how much you nitpick, stress-over, re-write, or try to perfect your book, someone will complain. Someone will hate it. Someone will think you are the worst writer in the world. They will think your ideas are horrible. They will feel cheated out of \$5. They will complain.

No matter how hard you try to make it perfect.

So, just let someone else for \$25 - \$50 an hour polish, finalize, and get your book out the door. You supply the ideas through Rev.com and your ability to speak, let go, and let them finish it for you.

Because, if you really are trying to help people with your ideas and methods, then no matter how bad the formatting, no matter how horrible the sentence structure, no matter how many typos, someone will love it. Someone will think you are a genius. Someone will think your book was the best \$5 investment they've ever made. They will send you “thank you” emails.

At the end of the day, we are only trying to find a few people who are willing to work with us after reading the book. Let the professional editors nitpick your book, make the adjustments, and finish it for you. Let the professional formatters and designers make you something nice.

Your job is to grow your business as quickly and efficiently as possible. You have a long list of more valuable things you could be doing with your time to get to that \$625/hour level income. So let people help you, and see what kind of magic can happen.

### **Step #5. The story pass.**

Once the editor has returned a clean draft manuscript, go through that draft, adding stories and proof to back up your claims and assertions.

Sometimes, a good editor will help you do this already. If they don't it's not a big deal, just read through your book and ask yourself the following questions:

1. Can I illustrate this point better with a story?
2. Would the reader believe me more here if I told a true story about this in action?
3. Could I better keep the reader's attention with a story in trying to make my point here?

You don't want to overthink this. It's not about turning your book into a personal memoir or forcing readers to sit through case studies when they bought the book for actual information. Instead, it's about enhancing understanding, proving your points, and engaging the reader through the power of story.

For more on what story does to the brain, I recommend reading *Wired For Story* by Lisa Cron.

### **Step #6. The sidebar pass.**

Once you've completed adding story and case study proof to your book, go through it again, this time adding ideas, and research that you might feel is necessary for overcoming objections that someone might have as they read your book.

No matter how convinced you might be of the effectiveness of your methods in helping people, most people are skeptical. Remember, the whole point of implementing **The One Book Millions Method** is to overcome that skepticism, so even though we've bolstered our ideas with stories already in the last pass through of our work, now it's time to add more logical arguments to our book to drive the point home.

Let me give you an example:

Let's say that you have a section in your book about growing tomatoes in a soilless garden. Let's say that as you read the draft that you've received from your editor, you realize that some people will object to a certain method that you've used in explaining soil-free gardening. You don't need to write an entire chapter to overcome that objection. Instead, you can include a sidebar which looks something like this:

#### **This Is A Sidebar**

I can make an additional point, overcome an objection, or even call attention to something I want you to be aware of by adding just a few sentences or a few paragraphs to my chapter.

This is a strong way to get the attention of your reader right where you want it.

Think of the sidebar pass as the time that you judge your book for consistency, accuracy, and trying to get ahead of what the reader might object to.

Depending on your follow-up email strategy and how you might convert readers into clients later on, you might even want to list out all the objections your reader might have after reading your book and make sure your book addresses those.

For example, with **The One Book Millions Method** book, I knew people might not be as confident about writing their first book as they ought to be. Their objection might sound like this:

*“This all sounds great Mike, but I hate writing. I’m not a writer. I see how a book could be helpful, but I just don’t think I could ever sit down to write one myself.”*

So, instead of telling those people, “Cool. Good luck. See ya!” I added a section in the book (*which you can read later*) that addresses people who specifically want to outsource their entire OBMM short book. Do you see how thinking about what will trip people up about your teachings can actually improve your book?

This is why I recommend running the sidebar pass on your draft before publishing.

### **Step #7. The strategic pass.**

This is my favorite runthrough of a manuscript. Remember, the point of us creating this book was so that we could turn our readers into long-term customers and clients of our much more expensive premium offers.

**Our book only fails if a bunch of people read it and nobody wants to work with us afterwards.**

The strategic pass is where we look at opportunities within the text to link to or mention our other offers. This is where we insert **Calls To Action** to take the next step towards deepening the relationship, allowing us to serve more, and eventually become a client or higher paying customer.



## THE ONE BOOK MILLIONS METHOD

Here's a piece of advice that my mentor gave me a long time ago that I want to impart to you regarding asking for the sale or inviting people to the next step:

Whether you decide to write a book or not, **no one will promote your stuff harder and better than you will.** Don't be shy about giving shameless plugs throughout your book for the next step that your reader can take with you.

If you've written your book correctly, with the intent to serve, then your reader will have experienced just enough of what you can offer to be ready for whatever comes next.

Take this book for example. My hope is that I have given you enough information, ideas, and inspiration to want to take that next step. Whether that's writing a book yourself and having my team help you build a funnel, or whether that's letting us write your book for you, or whether that's just you wanting to buy our other books, programs, and courses. The starting point for all of that is this book.

Making it obvious and apparent that you can help people to continue to receive results is critical to making this method work. You don't have to be spammy and you don't have to use hardcore sales tactics. Simple invitations sprinkled throughout your chapters, casually mentioning what you do to help others (*like I've done just a few sentences ago*), and strong back matter CTAs (*look to the back of this book for examples*) are sufficient to fill your calendar and grow your backend sales by a lot.

For most, the next step for the reader is to book a call with you to discuss what else you can do for them, but sometimes the next step is to consume more training. Sometimes it's to buy a course that better prepares prospects to become a dream client. It could be subscribing to a podcast, consuming a YouTube video, or even sending you an email about what they thought of the book.

Look at your current customer journey. What's the typical step-by-step process someone goes through in your business now to go from stranger to premium buyer? Could the book replace the first few steps? Is the book the new step 1? Wherever it falls, make sure that you invite the reader to whatever the next step might be in your typical customer journey.

For those of you unsure about exactly what to invite your reader to do, again, I always recommend the default "book-a-call." You'd be surprised how much business you can do inside of the first 30 days of your book being sold 100 times per day and simply inviting people to book a call with you.

Speaking of which...

### How To Get Help

If you'd like my team and I to help you scale your business using **The One Book Millions Method** you've read about here, please go to [PeacefulProfits.com/call](https://PeacefulProfits.com/call) to chat with one of our advisors.

We've built over 37 OBMM funnels, manage more than \$400,000 per month in ad spend, and have helped hundreds of entrepreneurs write and launch their first books, radically transforming their business for the better.

We especially enjoy working with coaches, agencies, freelancers, consultants, and professional service providers. If that's you, we'd love to chat in a no-pressure environment to see what kind of results we could get you!

### Putting It All Together

By following these seven simple steps for producing a book quickly, you'll have no problem putting together an asset that serves the reader, sells you and your expertise, and gives you consistent and predictable prospects and sales. What's more, you'll be able to live the life of an author. You'll receive fan mail thanking you for providing insights and guidance, you'll have prospects reaching out and seeking you out as

## THE ONE BOOK MILLIONS METHOD

the one who can help them, and you'll even be invited to be a guest on podcasts, speak at seminars, and more.

All of this could be yours if, and only if, you finish your book. That is step one. The rest will only come once the first has been accomplished.

So, if you have to fight through your own demons, battle with procrastination, or just do the smart thing and hire help, do whatever you can to get your book finished. I promise, it will change your life.

### Key Chapter Takeaways

- The goal of this book is to convince someone that you are, in fact, the person who can help them. Therefore the main goal of your writing should be to be as concise, as clear, and as straightforward as possible.
- By speaking your book, you can focus on ideas more freely. You can take your recording device on a walk outside and enjoy the fresh air while you walk and talk your way to a million dollar book.
- Recommended book: *On Being a Dictator: Using Dictation To Be A Better Writer* by Kevin J. Anderson
- The seven steps I take to produce books quickly:
  - Outline using notecards.
  - Speak.
  - Set daily word count goals and do everything you can to achieve them.
  - Get editing help.
  - The story pass.
  - The sidebar pass.
  - The strategic pass.



## **Part 4**

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# **The Business Of Books**

# Chapter 12

## HOW TO PRICE A BOOK FOR MAXIMUM PROFITS

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*“The moment you make a mistake in pricing, you’re eating into your reputation or your profits.”*

– Katharine Paine

This will likely be the most important chapter in this entire book.  
Why?

Because the price you set for your book within **The One Book Millions Method** funnel determines the results of your overall business. Remember, your book is simply a marketing and sales asset. It is not your entire business. It is a tool that grows your business.

The thing that will take you to \$100,000 per month or more is a combination of the revenue generated from your OBMM funnel and the sales you make of premium offers to the customers who read your book. What this means is that **your book is like a faucet that can be turned**

**hot or cold, strong or weak, on or off, depending on your desires in the moment.**

Specifically, the price you charge for your book will determine two things:

1. Volume of qualified calls
2. Passive profits

If you have a really good premium offer that you can scale easily and that you enjoy delivering, then a smart goal would be to maximize the number of calls you receive from your OBMM funnel.

In other words, if you know the core of your business, if you love the core of your business, then the goal of your book should be to maximize the volume of book buyers that you can then move into a pre-qualified call for your premium offer.

In this case, **I would advise that you sell your book for no more than \$4.99.**

We have found through testing more than \$400,000 per month in ad spend that the \$4.99 price point allows for maximum purchase volume, maximizing your list building of customers, while still maintaining customer quality.

If, on the other hand, your premium offer is less scalable or something that you struggle to sell consistently, then a higher volume of sales calls might actually make your business worse off. You might feel overwhelmed. You might oversell and lack the delivery capacity, or it might just make you miserable growing a premium core offer that you don't enjoy.

That doesn't mean you shouldn't build a OBMM funnel though. In fact, the funnel you should build is one similar to the 90 Day Writer funnel

I showed you earlier this book. In that case, we knew we weren't going to make a lot of money selling \$30,000 packages to beginning writers—they aren't yet mature enough in business to try and sell something like that to—so we knew that we wanted more profits upfront, in the sales of the book itself. That's why we stacked the book with those bonus offers you saw on the page.

That's also why we were charging \$27 instead of \$4.99.

Remember **The Balancing Act** equation?

## **When $CPS \leq AOV$ , scale is imminent and guaranteed.**

By increasing your book price to \$27, you increase your AOV from the start.

Naturally, the question that comes next is:

*“Then why not just always price your book at \$27?”*

There's a few reasons for this:

1. You might not want to put in all the extra effort in making your book “worth” \$27.

If you look back to our 90 Day Writer book sales page, we aren't selling just a book for \$27. We have templates, additional training, a mini-course, and more bundled and packaged together for that \$27 price point.

It's difficult to sell just a book for \$27. Even the big time publishers with massive ad budgets can rarely do it. Trying to make it happen for a self-published short book is not advised.

2. At \$27, you just won't sell that many books per day. Sure, you might get a higher return on ad spend (*meaning daily profit*



## THE ONE BOOK MILLIONS METHOD

*from the funnel*) but overall you'll lose out on potential profits from the back end.

Let me show you a quick chart to explain how this all works:

Book Price Performance Chart		
Book Price	\$4.99	\$27
Avg Cost Per Sale*	\$11.50	\$41
Avg Funnel AOV*	\$15.25	\$78.50
Avg ROAS	1.32x	1.91x
Avg Units Sold Per \$1,000 In Advertising Spend	86	24
Avg Calls Booked Per Day**	8	2
# Of Closed \$5k Sales Per Month***	96	24
<b>Total Combined Revenue Of Front End ROAS + Backend \$5k Sales After 30 Days</b>	<b>\$489,600</b>	<b>\$147,300</b>

*\*Based on our agency historical data up to Q3 of 2020 using Facebook ads as the main traffic source.*

*\*\*Based on our internal average book buyer to call ratio of 10 percent.*

*\*\*\*Based on our average close rate of 40 percent.*

Looking at these numbers, you can see that a lower cost book ends up becoming nearly five times more profitable than the \$27 “book bundle with bonus courses.” However, make sure that you are understanding why that is.

The lower priced book works most effectively if:

- a. You have something you can sell for \$5,000 and can close at a 40 percent close rate

AND

- b. You can comfortably scale and deliver that \$5,000 offer 96 times per month

For most service providers who require manual labor to deliver a \$5,000, you might have scaling limitations which prevent you from reaching those kinds of numbers. Breaking through those limitations is a good topic for another book, for now though, keep in mind what you want the funnel to do for you.

There will always be some trade off in pricing.

If you spend \$1,000/day running a \$27 OBMM funnel, you'll earn \$27,300 per month in profit from just selling the book and the upgrade like I taught in earlier chapters. The trade off there is that you'll sell far fewer, which means fewer backend sales—in this case, only selling \$120,000 per month in \$5,000 sales.

This is why the real answer to *“how much should I charge for my book”* is always *“it depends.”*

Before we close this chapter, I want to share one more pricing strategy that might make things even a little more interesting for you as you consider deploying this into your business:

### **The Ultra Premium Offer**

Here's a fact that will change your business forever:

It's easier to sell a \$50,000 offer than it is to sell a \$5,000 offer.

I know, it's hard to believe it until you've tried it, but it's true. It has to be a really, really valuable \$50,000 offer, but if you can put something

## THE ONE BOOK MILLIONS METHOD

together of that value (*and I bet you could if you just had help figuring it out*) it really is better for you, better for your client, better for everyone.

When you can introduce an Ultra Premium Offer like that into your business, then the math gets very, very interesting.

Remember how we were showing an end of month profit of \$489,600 for a \$5 book spending \$1,000 per day in ads with a 10 percent customer to call rate and a 40 percent closing rate on a \$5k?

Well, what if we had a 10 percent close rate on a \$30,000 offer and just stopped offering our \$5,000 altogether—what would happen? We'd end up selling \$720,000 per month in revenue. Doubling what we would have earned selling a \$5,000 at four times less of a conversion rate.

Quick reality check:

Do the numbers always work out exactly like this?

Ha.

I wish.

There are a lot of variables at play. Maybe it costs you twice as much to sell a \$5 book because your hook was off and you were in a competitive market. Maybe your sales closing rate on a \$5,000 is only 16 percent because you focus on beginners or people who don't normally invest in themselves at that level. Maybe you could only realistically fulfill on one \$30,000 offer per month, which limits how many you can sell.

On and on, etc. and etc...

What we're really talking about here is purposeful business design. A concept we talked about earlier in this book. What do you really want? Find out, then reverse engineer for results.

It doesn't have to be complicated when you have something like a **One Book Millions Method** funnel bringing you the prospects, but you do need to sit down and think it through. These decisions won't make themselves and without a clear strategy forward you might accidentally paint yourself into a corner you don't want to be in.

### Key Chapter Takeaways

- The price you set for your book determines the results of your overall business. Remember, your book is simply a marketing and sales asset.
- The price you charge for your book will determine two things:
  - Volume of qualified calls
  - Passive profits
- If the goal of your book is to maximize the volume of book buyers that you can then move into a pre-qualified call for your premium offer, I would advise that you sell your book for no more than \$4.99.
- There are a lot of variables at play, so the real answer to *“how much should I charge for my book”* is always *“it depends.”*

# *Chapter 13*

## **BUILDING YOUR ONE BOOK MILLIONS METHOD TEAM**

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**H**opefully, this book has inspired you to get started writing your own and launching it using the OBMM book funnel method.

However, as with all things, motivation often leads to frustration when you begin a new process or activity. Rock climbing looks so exciting from the armchair, but once you try to scramble up your first boulder you quickly discover how much you don't know. The same is true with everything I've shared with you here in this book.

You will, regardless of skill level and desire, eventually run into something that halts your progress toward the ultimate goals we've discussed here so far.

Hopefully, I've done a good enough job in previous chapters to help you realize that doing things like formatting, design, and tech setup are not your concern. Your job isn't to worry about how to turn a Word Document into a fully formatted book to sell via PDF or on Amazon.

## MIKE SHREEVE

You don't have time to edit your book. You might not even have time to write the book.

Instead, your role as business owner is to do two things:

**Profitable Thing #1.** Have good ideas that can be shared via book format (*covered in previous chapters*)

**Profitable Thing #2.** Find other people who can take your good ideas and turn them into something you can sell (*aka get help implementing all of **The One Book Millions Method***)

When it comes to the strategies we've talked about in this book, there are two areas where you're going to need help:

1. Book production
2. The funnels to sell the book

Let's first cover book production because it's incredibly easy to get help in creating an exciting, high-quality, professional book quickly:

# *All The Help You Need*

## BOOK PRODUCTION

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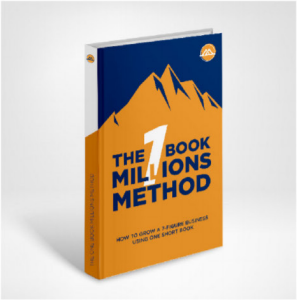
**Y**ou wanna know a secret? This book cost me \$60 to get formatted. All the fancy chapter headings, page numbers, and internal design that you see now was all done by someone else on Fiverr. As part of the formatting gig, this outsourcer also supplied the Kindle ePub/eMobi files as a free bonus for people to download directly to their Kindle. After a decade of publishing, I still don't really know how to create files like that myself.

I paid \$1450 for this book to be proofread using one of my favorite proofreaders that I've built a relationship with over the years. I had one of my staff members do a "once over" read, similar to a proofreader's work but more focused on accuracy in information and to ensure that all the client results, and other numbers were accurate. You could just as well use a family member, staff member, or volunteer to have your book looked over. Freshly baked cookies and a sincere "*thank you*" can go a long way in getting a book polished for production.

The cover and insert designs were done by one of my favorite cover designers (*I have a few I use*) for \$150 and took three days to get completed. This particular designer lives in the Philippines and is excellent about offering multiple options to choose from. As a matter of fact, here's the other three options she sent over:



BOOK DESIGN MOCKUP



A modern and minimalist design. Using an illustration of mountain that is commonly used element to the Peaceful Profits Systems' brand.

01



BOOK DESIGN MOCKUP



Out of million stars (methods) there's one that stands out the brightest - which represent the book itself.

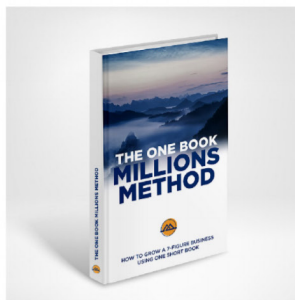
02



## THE ONE BOOK MILLIONS METHOD



BOOK DESIGN MOCKUP



Inspired by the current cover photo of the Peaceful Profits' Facebook page.

03

Pretty neat, right?

Getting the book cover designs back from your designer is really, really fun. It's always my favorite part of writing books. Anyways, the point is: I didn't design this myself. If you aren't a designer, you probably shouldn't either.

The sections at the end of each chapter titled "Key Chapter Takeaways" were written by my assistant. An editor helped to turn my spoken transcripts into sentences you could actually read.

Sometimes, I use a content assistant and researcher to make my books better. They find studies or ideas that bolster the points I'm trying to make.

Some of my clients use a ghostwriter, which is a serious step, to help them finish their books. They still speak their ideas and create transcripts using Rev.com, but a ghostwriter is better able to really flesh

out, expand, and perfect the ideas that my clients might present. Good ghost writers are not cheap. Expect to spend between \$10,000 and \$25,000 for a really good 100 - 150 page book.

There's a company called Scribe which is run by Tucker Max that charges \$100,000+ for their ghostwriters. You probably don't need to be spending that much money unless you can make it back quickly from a large email list, promotional partner connections, and a big advertising budget.

My company offers a service where our internal house writers will work with clients to write and finish their book quickly. It's not cheap, and we offer a lot more than a standard ghostwriter without charging you \$100,000. If you'd like more information, please book a call with our team by going here: [PeacefulProfits.com/call](http://PeacefulProfits.com/call).

Why am I telling you all this?

Because I don't want something small to trip you up and keep you from implementing what you've learned in this book.

Formatting is a small thing. It's important, sure, but it's not as important as your ideas. It's not as important as you getting out there and helping someone with your book. It's certainly not as important as your entire business.

I've seen too many people stop short of doing something incredible because of something small.

The investment to get help is almost nothing compared to what the book could for you and your business, but also what your book could do for someone else. I've seen what can happen when a good client puts together a good book and sells it via a OBMM book funnel. There is real power in putting your ideas on paper and getting that into the hands of as many people as possible.

## THE ONE BOOK MILLIONS METHOD

I want that for you, but you're not gonna get it until you get help.

Look, let me be transparent here for a moment:

I want you to become a client of mine. I do.

But even more than that, I'd like you to get your book out there and into the hands of people who need you. So, whether you work with my team and I, or you decide to find some alternative route, get help. Find someone. Piecemeal it out. Do it a little at a time or all at once. It doesn't matter to me, just get your work out there as soon as you can.

You have something that others need. Do everything you can to get it to them.

<b>The Book Production Team You'll Need</b>	
Editor/Assistant Content Writer	<ul style="list-style-type: none"><li>● Hire if you plan on speaking most of your own work and want someone to turn the transcripts into finished prose</li><li>● Can assist in creating parts of your book like "Key Chapter Takeaways" and exercises to increase reader results</li></ul>
Ghostwriter	<ul style="list-style-type: none"><li>● Only hire if you have a big budget and are hiring a proven writer</li><li>● You still need to provide ideas, but ghostwriters can do a lot more of the heavy lifting</li></ul>
Proofreader	<ul style="list-style-type: none"><li>● Books with typos will sell, but you'll sell even more without them. Hire a proofreader or two to look over your finished manuscript.</li></ul>
Formatting Specialist	<ul style="list-style-type: none"><li>● I recommend using Fiverr. For \$100 you can get a fully designed and formatted book including PDF files, paperback files, and files for Kindle and other eBook platforms</li></ul>

## MIKE SHREEVE

Designer	● For creating book designs including book covers, advertisements for Facebook ads, 3D book shots, etc.
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Put together a team like this, and there is zero reason you can't finish your book in 14 days or less. At the back of this book I have a link for a bonus training where I walk you through a solid 14 day plan for completing your book.

Watch that training, build your team, and set yourself the challenge to make a huge change in your business in just 14 days. It's up to you now. No excuses. This is your year—regardless of what's going on in the outside world—to flourish, serve more deeply, and create something great!

# *All The Help You Need*

## THE FUNNEL

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**B**uilding these book funnels for clients is exactly what my team and I do for a living. Therefore, you ought to know that I have a vested interest in you hiring someone (*preferably me*) to help you build yours. I didn't spend four days writing this book just for fun—this is a sales tool for me, just like I want your book to be for you.

If you'd like my team to help you, go here: [PeacefulProfits.com/call](https://PeacefulProfits.com/call)

Ok, with that out of the way, here's my sincere and blunt advice about "building" the funnel:

When you are writing the book, the ideas are the 80/20 of what will make yours successful. Since those ideas come from you, that means the people you hire to take care of the rest don't need to be highly experienced or experts in their craft. People aren't buying your book because of the formatting, they buy it because of the ideas and information that will help them.

You can get away with an "ok" cover. You can hire the minimum for good formatting. A few typos won't kill your business.

However, when it comes to funnel building and turning your book into profits, the 80/20 comes from everyone else you might hire to help you. A book that isn't sold well is a book that doesn't sell.

You could have written the next *Think & Grow Rich* but if you don't have the funnel to sell it, no one will ever know.

When it comes to the funnel, unless you've got years of experience doing it for yourself, it's going to be outside advice and hiring that gets you the result you want.

Let me give you an example:

To write and publish a book you need:

- The ideas for the book (you)
- The words to express those ideas (you or help)
- The words to be formatted and designed (help)
- The final product to be uploaded somewhere people can buy (help)

Compare that to the steps needed to build a successful funnel that sells that book:

- The book (you and your helpers)
- Upgrades to build up AOV and offset ad costs
- The sales copy for ads, sales letter, upsell video script, thank you page, etc.
- Follow up emails to turn book buyers into prospects for your higher priced offers
- Tech set up to build the pages, integrations, dynamic application page, and more
- Funnel page design
- Ongoing ads management
- Campaign optimization and scaling
- Etc.

## THE ONE BOOK MILLIONS METHOD

Two things to notice here:

1. There is a higher volume of tasks associated with funnel building.
2. It simply takes more work to build the funnel than it does to write the book.
3. The skills required to make the funnel work are more valuable (*aka more expensive*) than those required to turn your ideas into a finished book.

So, what options do you really have for getting help?

**First, you can always learn to do all of this yourself.** I myself have a few courses which teach you how to do specific aspects of the overall process. One for teaching you how to write great copy, one to show you how to run ads, etc. but I'm not the only one who teaches this kind of stuff. There are a lot of people who will be willing to take your money in exchange for teaching you how to do the basics of building a funnel.

*A WORD OF WARNING: If you're gonna part with your hard earned money, at least make sure that the person you are paying to teach you has experience with this specific type of funnel. Writing a sales letter to sell a book to cold traffic (aka strangers who don't know you) is very, very different than writing a sales letter selling a course to an email list that has been following you for three years. Be careful to learn from people who actually do what they teach and are doing exactly what you want to be doing for yourself.*

As long as you are willing to delay gratification, put in the hours to learn, and have a budget set aside for messing up (*aka learning through failure*) then go for it. A lot of my own career skills have been developed in this way.

**The second option you have is to be coached along the way.** This isn't buying a course and figuring it out on your own, this is being told exactly what to do, getting help when you need it, and leaning on the real-time feedback from experienced practitioners.

## MIKE SHREEVE

For example, I offer a program to clients where they can work with my team for a very small fee to get feedback, support, and real experience for every step of the way. We even have templates that our clients can copy & paste that we've developed after more than 37 client funnels. Not to sound like a broken record here, but again, there are others out there who offer coaching programs of various sorts and types. Check them out and see what they offer. Just make sure that you're connecting with people who have actual experience building and running these types of book funnels.

Coaching is a good option for people who want the most help for the least amount of upfront investment. Often, as is the case with my company, the coaching option is a fraction of what the full done-for-you prices might be.

**Lastly, you can hire someone else to do it all for you.** To put that into perspective, here's the realistic price ranges you'll be looking at:

- The sales letter: \$3,000 - \$15,000
- The emails & ads: \$2,500 - \$7,500
- Tech build: \$2,500 - \$10,000
- Design elements: \$500 - \$5,000
- Ongoing ads management: \$2,500 per month
- Campaign optimization and scaling: \$1,500 - \$5,000 per month

The total you might expect to spend is anywhere from \$12,500 to \$45,000 just to get started.

Now, before you slam this book down in frustration looking at those numbers, let's examine them a bit closer:

For my clients, we charge less than the high end of \$45,000 and include much more than I've listed above. We help you find the right idea for your book, help you create the upsell courses, do all the marketing, and



## THE ONE BOOK MILLIONS METHOD

even guarantee results. For the right clients, we even offer the option of getting our help for zero money down.

But let's assume you have no interest in working with me and my team. I promise, I'll only cry a little ;)

What other options do you have?

Well, this is where being an entrepreneur kicks in. Of course, you can re-examine the other options I listed above (*courses, coaching, etc.*) but you can also do something else that works if you know how to make deals:

Partnerships.

If you're part of a business group or a mastermind, I've even seen people co-author books together. If you have two or three different authors contributing to a single book, and they all offer services which complement each other, then why not?

Let's say that you had a designer, a tech person, and a copywriter sit down and write a book together on how to use funnels for their business. They'd get loads of new readers each day, all looking to implement funnels in some way. Some of those readers would need help with copy, some with design, and some with tech. If you were able to negotiate appropriate fees, equally distribute the workload, and minimize risk for all parties, I don't see why that wouldn't work.

The point is, if you really want to scale your business, you have to start thinking like a business owner. And all good business owners know that trying to do everything yourself is a surefire way to burn out, get lesser results, and take longer to reach your goals.

So, before moving on in this book, make a decision.

How are you going to:

- A. Get your book finished and ready to be read

- B. Get your funnel built so you can sell 50+ copies of your book per day?

If you tell yourself that you'll "*figure it out later*" you'll never get to it. It'll just be another idea heaped on top of all the others that got sorted in the "figure it out later" category. Make a decision now, whatever it might be, and commit to getting started. The world needs you, now more than ever, so step up and get out there.

### Key Chapter Takeaways

- When it comes to the strategies we've talked about in this book, there are two areas where you're going to need help:
  1. Book production
    - Formatting
    - Proofreading
    - Editing
    - Cover and insert designs
    - Key takeaways, studies, ideas
  2. The funnels to sell the book
    - Sales copy
    - Emails and ads
    - Tech build
    - Design elements
    - Ongoing ads management
    - Campaign optimization and scaling
- The investment to get help is almost nothing compared to what the book could do for you and your business, but also what your book could do for someone else.
- It takes more work to build the funnel than it does to write the book, and the skills required to make the funnel work are more valuable (*aka more expensive*) than those required to turn your ideas into a finished book.

## **Conclusion**

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# **Starting Your Authorship Adventure**

## WHAT TO DO NEXT?

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**W**e've reached the end of our time together, my friend. I sincerely hope that you've benefited in more ways than one.

To recap what we've covered:

1. In the first few chapters of this book, we took a deep look at the status of your business today.

We looked at how well prepared you were to scale, what areas needed improving, and even prescribed a few courses of action based on the results of your assessments.

You should have a clear picture in your mind of where you can improve quickly and how **The One Book Millions Method** might be the key to solving your challenges.

2. Next, we looked at all the ways that a short book—the key component to **The One Book Millions Method**—could serve to grow your business and help you scale beyond \$100,000 per month.

We also took a look at the challenges and hurdles that come with marketing and selling a book at scale.

3. In the next big chapter of the book, we explored **The One Book Millions Method** book funnel.

## THE ONE BOOK MILLIONS METHOD

We took a look at the **Math of Simple** and the **Balancing Act** equation for guaranteeing our ability to scale our business using a short book. We examined each of the four pages required for success, and we also spent time looking at the email, filtering, and sales call process.

By the end, we had explored all the unique aspects of the method and how to connect the dots by turning a short book into a calendar full of pre-qualified sales calls.

4. Then we focused on book production, including: how to come up with a strong book idea, the six things all good books must include, and even how to write your book quickly through the art of dictation.

You should have a strong understanding of what you need to do next to get started writing the book that will change your business forever.

5. Last of all, we returned to the economics of the method.

We looked at how to strategically price your book for maximum profits, depending on what you really want from your business.

We also spent time exploring realistic plans for implementing this method, getting all the assets built, and ensuring your success as you pursue this highly profitable method.

The next step for you is simple:

Start.

Decide if you want help or if you want to go it alone, but start. Make one small decision, then take one small step.

## MIKE SHREEVE

Your book isn't written a chapter at a time, it's written a word at a time. **The One Book Millions Method** won't make you an overnight millionaire, but it can bring you millions in revenue over time.

First though, you have to start.

If you do decide you want help, reach out to us here and let's have a chat:

[PeacefulProfits.com/call](https://PeacefulProfits.com/call)

We're good at what we do, just like you're good at what you do. If you have something to offer the world, we want to be the ones who amplify it and you.

To your success,

Mike Shreeve

## HOW TO GET MORE HELP

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I've included a few extra resources for you to access as a reader of this work. It's part *"thank you"* and part *"I didn't have enough room in the book but I still want to teach it to you."*

The links below will take you to privately hosted videos where you can access the additional training.

Also, I've included information and a link on how my team and I can help you with every step of **The One Book Millions Method**. We have multiple offerings, from DIY digital courses to full service done-for-you options. For more information, please see the details below.

### A Deeper Look At Book Hooks

In this video training, I'll walk you through a few more examples and exercises to help you quickly find your **Book Hook**. Finding your hook is the most important part of writing your book, so let's find it together so you can get writing!

[PeacefulProfits.com/BookHooks](https://PeacefulProfits.com/BookHooks)

### **3 Offers To \$1,000,000 Per Year**

One of the most-loved concepts from coaching students and coaches alike is my **3 Offer Millions** approach. After 13 years of front-line entrepreneurship, I've found that the fastest way to \$100,000 per month or more comes from having these three offers in your business. In this training we'll explore what those offers are, how to sell them, and how to use **The One Book Millions Method** to connect it all together.

[PeacefulProfits.com/3-Offers](http://PeacefulProfits.com/3-Offers)

### **How To Get 2 - 3 Premium Clients Per Day From Your Book**

In this free training video I'll deep dive into the 3 stages of turning readers into clients, and how we scale book sales into 2 - 3 high ticket clients per day. I'll give you our 4 core strategies, show you a few examples, and give you some ideas for how you can set up your call booking process on the back of your book too.

[PeacefulProfits.com/3ClientsPerDay](http://PeacefulProfits.com/3ClientsPerDay)

### **The 14 Day Book Writing Challenge Roadmap**

Let's get you writing! This short, fun, and intensive training will help you get up and running in starting and finishing your **One Book Millions Method** book in the next 14 days. Even if you're a crazy busy entrepreneur, I can show you how to get help, plan in advance, and get as much as possible out of each writing day to finish your book on time and make it great!

[PeacefulProfits.com/14Days](http://PeacefulProfits.com/14Days)



## THE ONE BOOK MILLIONS METHOD

### **Work With My Team To Accelerate Your Results**

We are always on the hunt for our next big client case study! If you loved what you read in this book and want our help to scale to \$100,000 per month or more, please book a call with our team. We offer a wide range of solutions including DIY digital courses, group coaching programs, and done-for-you offers. Whatever your budget, we have a way of helping you implement **The One Book Millions Method** in your business today.

So don't wait, give us a call. We want to help:

**[PeacefulProfits.com/Call](https://PeacefulProfits.com/Call)**

## ABOUT THE AUTHOR

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Mike Shreeve started his first business using the power of words in 2007 while living on the streets of Portland, Oregon. Thanks to a helpful librarian, the public access computers, and a little elbow grease, Mike was able to write his way out of homelessness and into a life of entrepreneurship, impact, and helping others.

Mike serves on the board of three non-profits, is the owner of two on-line companies, successfully self-publishes fiction under various pen names, and has generated more than \$150,000,000 in revenue for his clients over the past 13 years.

When he's not turning words into profits, Mike enjoys ultrarunning, flying his DHC-2 Beaver around the northwest, and reading anything he can get his hands on.

Above all, Mike believes that family comes first and that business should be a tool for improving the lives of those you love most. That includes running a business that provides time flexibility, financial freedom, and joy.

All inquiries for podcast appearances, video shows, and speaking can be sent to [support@peacefulprofits.com](mailto:support@peacefulprofits.com).