

DON'T SKIP THIS VIDEO:

IMPORTANT: PLEASE WATCH THIS VIDEO BEFORE YOU WRITE YOUR BOOK



HOW TO MAKE YOUR BOOK FLY OFF THE SHELF BY
GETTING FEATURED ON TV
(NO CREDENTIALS NECESSARY)

>> Yes! Upgrade My Order

Clicking this button will charge your card \$95 now.

NO THANKS, I DON'T WANT TO SELL MY BOOK THAT BAD.

Learn how I help my clients get instant
authority by getting featured by the media.

THE BOOK MARKETING MACHINE

Get your book in front of hundreds of
thousands of readers and **triple your book**
sales with this simple system.



YOU... ON TV?

Here's Why The Mainstream Media WANTS To Feature You

The media wants clicks.

Period.

That's how they get advertising dollars.

So journalists are always on the hunt for anything that will help them hit their
quota and get those clicks.

Featuring You Is How They Keep From Getting Fired.

I know because I lived that life for years as a sports writer

I know because I lived that life for years as a sports writer.

I'm going to show you how to give journalists EXACTLY what they need to get you featured in front of hundreds of thousands (*if not millions*) of potential readers.

Remember Trevor Kraus?



Trevor's been covered by ESPN Radio, The Daily Beast, Yahoo! Sports, The Big Lead and a host of other major outlets. **Even though the author is a 27-year-old English teacher in Spain, with ZERO audience.**

And the best part is...

Once you discover how to crack this code you can use my system to get featured on podcasts or even get your heroes to write an endorsement for your book!

Here's how...

INTRODUCING:

THE BOOK MARKETING MACHINE



- » Get noticed by journalists and featured in their articles - they want to feature interesting stories like yours because their job depends on it.
- » 10x your audience of readers and potential clients by becoming a featured guest on numerous podcasts...
- » Fill-in-the-blank templates so you know the exact strategy to use and what to say. This could shave months and years off trying to figure this out on your own...
- » Leverage your book to the max by using it as your backstage pass onto podcasts and

media outlets or really anywhere your readers and clients hang out...

- » Just plug and play! There's no need to spend half your day following-up with prospects who didn't buy yesterday or last week.
- » The Book Marketing Machine is a complete 7-Module Course (not just templates). You'll get access to 4 live, over-the-shoulder pitches to see how I get attention from mainstream media outlets...
- » And so much more! Including how to optimize your book (and marketing) for Amazon's algorithms. Amazon can easily be the biggest revenue generating outlet in terms of book sales.

Here's A Small Taste Of What You'll Get

How to Get Mainstream Media Attention

Discover how to get picked up by the media with this lesson plan even if you have no publisher, platform or credentials.



How to Get on Podcasts

Learn how to leverage someone else's audience to sell your book and build your audience.



How to Connect With Your Heroes or Affiliates

This is a massive authority builder! I'll show you the emails and sequence I used to not only connect with Seth Godin but also get him to leave me a personalized note for an article.



4 Live Pitches I Did For a Client

Watch over my shoulder as I show you how to pitch the mainstream media using all of my insider knowledge as a journalist, writer and editor.





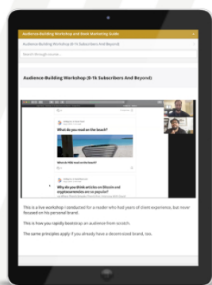
Create The Perfect Blurb

Turn strangers into readers with a captivating blurb or boost your credibility by getting your hero to write a short message for your book.



"No-Fluff" Amazon SEO And Ad Platform Training

Discover how to boost book sales and maximize your reach by optimizing for Amazon's algorithm and ads.



Audience-Building Workshop (0-1k Subscribers And Beyond)

Rapidly bootstrap an audience from scratch, and boost your personal brand with the principles in this module.

As you can see, The Book Marketing Machine is everything you need to build instant authority and sell your book like crazy!

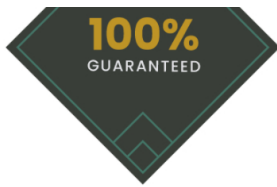
Normally: ~~\$495~~
GET IT FOR \$95
On this Page Only

>> Yes! Upgrade My Order

NO THANKS, I'LL FIGURE IT OUT MYSELF.

365-Day Money-Back Guarantee

Here's my promise to you...



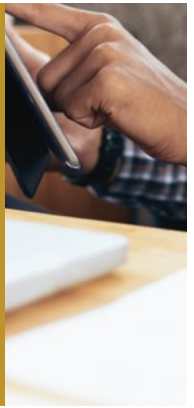
Take a full year to try this system. No seriously... a full year.

If, for whatever reason, you aren't satisfied with your purchase, then I'll give you back all your money as long as you're within 1 year from your date of purchase.

No questions.

No gimmicks.

All it takes is a quick email.



Here's A Quick Recap Of Everything You Get



- » **Complete 7-module video course** that walks you through how to build your authority...
- » **Mainstream Media Training** to get you featured on TV...
- » **Podcast Training** to help leverage someone else's audience to sell your book and grow your audience...
- » **Heroes and Affiliates Training** to give your book (*and reputation*) more credibility...
- » **Watch Over-The-Shoulder** as I pitch getting my client featured...
- » **The Perfect Blurb Training** to help you turn strangers into readers...
- » **Amazon SEO and Ad Training** to boost book sales...
- » **The Audience Building Workshop** to go from ZERO to 1K Subscribers *and beyond*...
- » **And more!**

Normally: \$495
GET IT FOR \$95
On this Page Only

>> Yes! Upgrade My Order

NO THANKS, I'LL FIGURE IT OUT MYSELF.

support@mattrud.com

This site is not a part of the Facebook website or Facebook, Inc. Additionally, this site is NOT endorsed by Facebook in any way.
FACEBOOK is a trademark of FACEBOOK, Inc.