



WHY YOU ABSOLUTELY HAVE TO BECOME A GREAT BOOK MARKETER... AND WHY IT'S EASIER THAN YOU THINK

I didn't always work in the publishing industry. Before this... I covered a lot of ground. But nothing ever has been or ever will be as exciting for me as publishing. I even did a little bit of marketing strategy for Nestle Quik... but enough about me.

Actually, as I am writing (in my stream of consciousness-style) there is a story I probably should share with you. I'll have a lot more insights for you and your book as we go.

I can still remember the soy ink smell of the fresh printed pages of the book now as I think back. WAIT! I need to take you back a little further than the day the boxes of books arrived.

It was the mid, mid, mid-1990s. I had just graduated with my Master's degree in marketing from one of the top 50 business schools in the country. Weeks before I graduated, I turned down THE job-offer. My peers told me I was crazy. Some even made fun of me. Anyways, I had turned down a job to become marketing manager of a division of Simon & Schuster--called Fireside Books, now part of Touchstone Publishing.

Can you believe that I turned this awesome position down completely?

I just couldn't see myself stuck in a New York office building, coming home in the dark with the cold winters. There's nothing wrong with New York, or the cold, or working in an

office... it's just that I am a free spirit in many ways. At the end of the day I am just not an inside-corporate guy.

So, there was this book called the Self-Publishing Manual by Dan Poynter that I had bought a year before I graduated. I read about 40% of it. I think. It was good. I WAS street-smart enough to start writing my book early as a back-up in case I couldn't (or more accurately, WOULDN'T) take on employment after graduating. But I didn't know much about book marketing then at all.

Long story short... I wrote it! Continued writing even after I graduated. My family kept wondering if I'd ever finish. There were days when I wondered, too. I wanted to write my final sentence so many times but I just couldn't stop writing until I felt it was done. I had to perfect it.

Then one day I was done. I had poured out everything I had to share into that book. I actually felt finished.

You remember how that feels. When one day you emerge from your cocoon, your cave. The dawn has arrived. Your eyes are redder than a Cirque sponge nose. But you feel giddier than a schoolgirl. By the way, if none of these metaphors are working for you, simply write your own here: _____.

So, the first moment of panic for me personally, was the day I finished writing and editing my book and had four weeks until it was off press. Then, "What the hell am I going to do?" I would ask myself. But BEFORE I sent it to press I had a brainstorm moment of inspiration. The exact opposite of one of my typical brainfarts.

I gathered myself. Found the phone number of the BIGGEST association in the industry for which I had written my book. Then, with no idea of what I was about to say, I called

the association's main number and demanded to speak to the president. I remember upholding confidence--like I was the CEO of the biggest publishing company in the world. I wasn't. "But I have a great book. So why not be confident?" I thought. It was a defining moment for me.

What happened next was kind of like magic for me. It was so easy it was effortless. I really don't remember what I said, but the next thing Diane White, the president of the association, said to me was that she would like to personally endorse my book and that she would refer me to the head of education for the association because her members really needed my book. She thanked me. Then gave me the head of education's name, phone number and email. I thanked her and... THAT WAS IT. Five minutes, max.

Have you ever wondered if a five-minute conversation could change your life or your business? I used to wonder. On this day I learned that not only was it possible, but it was kind of easy.

The whole thing took my breath away. I was not a very good marketer at all. In fact, I had no idea what I was going to do next. I STILL had no idea how to market my book, or any one else's, at that time.

Let's fast forward to my second moment of PANIC. This one was much worse. I roll up to the Long Beach Convention Center for my first seminar. You see, Diane introduced me to Jerry, who was in charge of the education committee for the association. Jerry was incredible. He was kind, funny, and he liked my book. When he told me that I remember shouting: "Thank God, Jerry!" and we laughed heartily together.

Now when I say I rolled up to the Long Beach Convention Center I literally mean, I rolled up with a huge suitcase full of books. Jerry joked with me moments after I arrived. He

asked me what was in the case. I told him, "My books." His reaction? He said, "Allen... You think the more you bring... the more you'll sell, huh?" Then he laughed hysterically AT ME!

That's when he pointed to what felt like a half-a-mile row of other speakers for this conference. What he pointed to was a long corridor of doors. Each door opened to a speaking hall that held maybe 200 attendees each. In front of each door, facing into each conference room, was a skirted table for each of the other speakers to use to sell their books, tapes, workbooks, dogs, cats, first-born children... you name it.

Maybe I was naive at that time. But you know, until that moment, I had only seen the "small list" of other speakers who would be presenting from Diane and Jerry's association. I thought that WAS the list. The WHOLE list. When Jerry pointed to all the rooms and tables, only then did I realize that many of the conference vendors, and many of the other smaller associations were ALSO bringing in their own authors and speakers. Then Jerry handed me the BIG program, and I saw speakers who had been experts in the industry for years, maybe decades. There were more competitors than I could count. And here I was... unknown, fresh, spanking new, baby New Year over here. Boy, what a wake-up call that was for me.

I remember whispering to myself... "Geeeeeesh. Does this ever get easier? This feels like its getting tougher at every turn."

Now, I was at the conference BEFORE ANYONE, except Jerry, who had arrived just before me. So this gave me time to figure out what this new game was all about.

Just think about this for a second.

Here I am. Feeling a little intimidated in this new environment. I get there only to find out

that I am one of maybe 75 speakers. AND there were like 20 of them on a similar topic. Thankfully, none were on niche marketing for this industry so that gave me a slight edge. But in this mayhem-like environment, it would all look so much alike to the attendees.

Here I am with more books than Jerry thinks I can sell, and I'm giving a 90-minute seminar at the END of the row of rooms AND on the second floor of the Convention Center. I am feeling screwed, and I've only been there for 15 minutes, tops, so far. Crazy... I know. On top of everything else... attendees had to come into the main entrance and then they had to choose which seminar to attend, get this... simply by walking in. I thought, "If they don't pick my seminar, and my attendance is low, what would it say about my marketing abilities to people like Jerry, Diane, and the rest of the attendees at the venue?" I was honestly concerned. I mean, just trying to find my seminar room, if you wanted to go, was hard enough.

So I was concerned. Maybe sweating a little, because, while I was a book marketing novice, my phone call to Diane taught me that I had to get smarter—and fast. So, I was only sweating a little because I had some marketing contingency plans. You should, too, for every situation. That's why I have created 18 PMA Toolkit Book Marketing Integration Campaigns. Because one or two aren't enough.

But, when I stopped and took a few moments at the Convention Center that morning to get my mind refocused and reset it on the people who needed what I had to share, it all became so much easier. It was like the "effortless" switch got flipped. I mean, I really was on a selfless mission in many ways, and I knew it. My heart was so saturated with the struggles, the pains, the fears, and the heartaches of the people at that conference, that I had to give this all I had. I was confident I had real answers that would solve their most pressing problems. I just had to break through to them. Get them to come to my room, then make sure as many as possible would get my book to make their lives better.

Now, because I am a strategist at heart, I had a collection of tools I could use to market myself in that venue. I created tools that I knew no one else would even think about using.

First up, I knew I had to get people in that room. So I had created some simple tools. Here's one: Before I flew out of Florida, I had stripped full-color flyers, cut into thirds, with my picture, seminar room number, and map to the door, and the title of my seminar, which was the same title as my book (I am purposely not mentioning the market, my topic and my title, so that you can apply this to your book in your mind... and YES I know that this is a non-fiction example, but all this works for fiction too, when you realize that a fiction book is about promoting the author and the artifacts of the story... I'll have to discuss fiction books in more detail another time). Anyway, I had Jerry send two wonderful volunteers to the front--to the entrance doors--when the doors opened to hand out the flyers, which acted as attendee magnets.

(And... there were a some other things I did--they are all in my special events marketing campaign.)

The results were really fun and cool. My room got filled up for both of my seminars for two days. My books sold out by the middle of day two. And everyone thought I was a master book marketer. The truth was, I HAD to be. You do too. Besides Jerry was impressed. That made me feel great.

I sold 350 books, at \$25 each, and I earned \$9,000. In addition, I got a \$1,200 honorarium and all my travel expenses were reimbursed... BECAUSE that was the way I negotiated my participation in the event. As my second day came to a close, I looked around at all of the other speakers and authors tables and virtually all of them still had their tables almost completely full of their products, a few were still half full. Most had sold almost nothing. Most had only filled half of their rooms with people. I had to stop and ask myself "Why?" Deep down inside I knew. They had no clue what to do. "Hmmm, no kidding!" I thought to myself, feeling very good about all that I had just accomplished.

Most of that happened because I understood my value and operated from that mindset, and I was poised and positioned to share as much of that value as I could. I totally focused on changing the lives of the incredible people in my audience at that event. A few of them still write to me.

As I waved goodbye to Jerry and he gave me a thumbs up... My next thought was... This is going to be a fun ride! Why? Because I had events just like this booked EVERY TWO WEEKS for the next YEAR... by the end of this event I had three industry editors calling and asking for interviews, and I now I had my own sort of magic formula for filling my conference room in a highly competitive situation and selling out of books.

Needless to say, even my family was proud. I went home and we all celebrated.

In the years that followed, I learned how to market and sell books in so many different ways. It was so fun and sometimes it got just a little crazy. As you may know, eventually I got calls from New York Times Bestsellers, big publishers, and I helped many of them sell more books too.

Anyways, I have since learned that BIG victories come when you use the RIGHT techniques. Just like Archimedes, who could lift boats out of the water with the right series of levers, the right techniques always help you slice through the tough parts of ANY challenging business, or book marketing situation.

THAT'S WHY ALL THE HUSH!

So just imagine with me for a moment if WORD GOT OUT early about how I would be marketing at the convention. And then just imagine what would have happened, if ALL

those competitors DID WHAT I DID. Instead of ME being the only speaker that had full-color strip cut flyers handed out at the entrance... What if ALL of my competitors got wind of it? What if they all did it, too? What would have happened to my results? Maybe... ZIPPO! ZILCH! ZERO! NADA!

Now can you see why I am demanding all the HUSH about my PMA Toolkit Book Marketing Integration? There's a REASON. It's for everyone who will be the FIRST 50 PUBLISHERS on Thursday May 3rd. It's not for me.

MY REASON "WHY"

Now you'll never have to wonder why ever again... You'll never wonder why I am only allowing self-publishers into my PMA Toolkit Book Marketing Integration Program. I started as one too. That makes me extra passionate and work extra hard. It also prevents me from sharing this with other gurus, marketers and other third-parties who don't market their OWN books... because they're kind of like outsiders in a way. They don't know what we know about it. This is a special community and I want to bring us closer together. So I have some special things planned for the FIRST 50 PUBLISHERS who get in. I think I will call y'all the FIRST 50, or something!

IT'S LIZ...

And now... Here's the short-n-sweet interview that was given to me by another one of the BIG SIX, Liz...

Four years ago, I hired Allen D'Angelo to create marketing campaigns for us. At first, I was more than a little skeptical about whether he could take virtually unknown authors from our titles and turn them into household names in niche markets.

After the first few rounds of pre-publication review campaigns, combined with special sales campaigns and one article syndication campaign for five of our book titles, I realized that Allen had stumbled upon a new marketing method that had never been attempted before with unknown authors and niche books in our industry.

Allen is not really a guru, he's an unrelenting marketer who instinctively knows how to put the right book marketing tools together, send things to the right list of contacts, and get the right things to happen to get media coverage. He knows how to do the right marketing with the best timing in order to make books sell.

In all honesty, I really don't want people to know all of the campaigns and secrets that we have used in publishing to build a seven figure publishing division!

I would fully recommend Allen's campaigns and the Publishers Marketing Action Toolkit, to every author and small publisher who wants to succeed in publishing.

**THERE'S SUCH A BUZZ ABOUT THIS ALREADY THAT
ALL 50 SPACES FOR THE PROGRAM WILL PROBABLY SELL OUT
ON MAY 3RD WHEN IT'S RELEASED**

When I released my Social Media and Amazon Book Marketing Programs a few months back, we sold out all of the spaces in the program the day each opened.

Since I even hinted that my PMA Toolkit Book Marketing Integration techniques were being considered as a self-publisher program, I've been HOUNDED by people asking about it.

In fact, I have received 4,952 emails this week alone from you all, and most of them contain requests to receive priority notice emails on May 3rd for the program.

And it's no shock that there's pent-up demand for this. And I have hesitated to tell you too much, so that those who don't make it into the program wouldn't feel too down-and-out over not being one of the FIRST 50.

So I haven't really emphasized that PMA Toolkit Book Marketing Integration Program will contain 18 ACTUAL CAMPAIGNS.

ALL THE MARKETING POWER IS IN THE CAMPAIGN TOOLS AND IN THE VIDEO INSTRUCTION OF MY METHODS

The PUBLISHERS MARKETING ACTION TOOLKIT Program contains eighteen of my best and most proven book marketing campaigns. I've included in each one brand new footage shot by me with awesome graphics and great production values. And so, for each of the 18 book marketing campaigns, I give you a highly-informative and experiential instructional video in which I explain how the campaign works in detail. I've developed a special three-step quick start checklist for each campaign that shows you exactly what to do. You can print it and work off of it, if you like.

And then I share templates as Word Files, Excel Files and as a PDF for you to use, re-write, adapt, or adopt to any book you will ever publish.

I also give you all of the media lists, contacts and people I've personally worked with from my very own address book. So you can contact the right people who can make the right things happen for you and your book. Just follow my guidelines and you'll do just fine.

I wanted to make PUBLISHERS MARKETING ACTION TOOLKIT like book marketing training wheels, but with the ability to take them all off and just create your marketing. So you'll find everything you need along with all of the structure and guidance to go with it.

And, I've decided to give every one of the FIRST 50 PUBLISHERS LIFETIME ACCESS forever! And I will be updating all of the materials and lists often. Pay for it once, then USE IT forever.

That reminds me: I've also decided to give every one who gets into the program access to our ART VALET. So you'll have free access at no extra charge to our art department to design up to any four marketing pieces of your choice, for your use in your campaigns. This is valuable, but it will be included at no extra charge in the PMA Toolkit.

AND I've decided to share two other bonuses, too:

One is over 15 hours of Private Client Induction Consultation Recordings. You can listen to 11 MP3 files—recordings of me giving my most valuable advice and consultations to self-publishers in many different genres of books. I promise all of them are adaptable to ANY book—fiction or non-fiction alike—because it's my marketing mindset that you'll be picking up on, absorbing and applying to your book, after listening to each recording.

The other one is my PRIVATE Media Action Plan that I developed for one client. It is very much like the kind of action plans that they teach business students to create at Harvard Business School to get the maximum results. My client used this plan to generate 6 million dollars in book sales. I have been offered \$10,000 for this action plan ALONE for the value of the result the specific steps and actions yields for self-publishers who apply them to their books and businesses.

However, I will only share my PRIVATE Media Action Plan with the first 20 people who sign-up for the program on May 3rd, because this is way too valuable for me to be giving out more than 20 copies. I've kept the techniques from my PRIVATE Media Action Plan totally under wraps. And I FULLY intend to keep it that way!

I have also included a special introductory video that explains how the book trade works. I put into this video the keys and the highlights from my 17-year career in publishing and book marketing, so you'll fully understand how everything works behind the scenes. It's a crash course Ph.D. in book marketing.

Finally, I've added a video on advertising and marketing budgeting setting. This is a crash course in how to set and grow your book marketing budget. I include in it a lot of little-known techniques I learned from my work with the big publishers during private high-end consultations I have conducted with VPs of Advertising and Marketing. There's some cool tricks you need to know to grow your budget to grow your book business bigger--and I share them all with you!

I am putting together a full video to show everything in the program to you... I'll have that to you in a few days.

All my best,

Allen