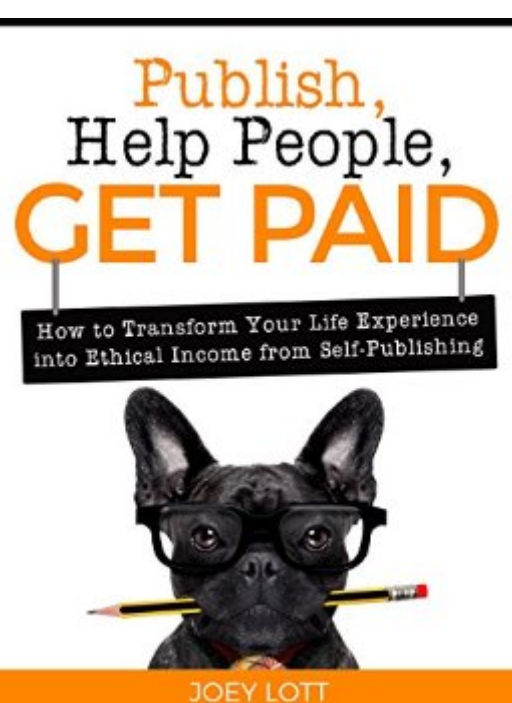


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# Publish, Help People, Get Paid: How To Transform Your Life Experience Into Ethical Income (Self Publishing, Book Marketing, Information Products, Building An Author Platform, Author Tips, And More)



## Synopsis

Are You an Indie Author, Course Creator, or Information Products Creator? Or Do You Want to Be? You Can Succeed in Self-Publishing (ebooks, courses, etc.). Even If You Don't Know Where to Begin. Even If You've Struggled in the Past You've got a message to share - information that can enrich, change, and transform people's lives. But how can you turn that into a successful online business? And can you do it with ethical practices you can feel good about? Yes you can. And *Publish, Help People, Get Paid* shows you the steps you need to take to get from wherever you are (even if that's starting from zero) to success. In this book you'll gain the benefits of author Joey Lott's 18 years of publishing successes (and failures). You'll learn what works, what doesn't, and how to do things the right way in a non-nonsense, easy-to-understand style. *Author Tips to Guarantee Your Non-Fiction Book or Course Will Be Just What Your Customers Need* Don't guess what your customers want and need. Instead, use a proven formula to find out exactly what your audience needs before you create it. In fact, you can even find paying customers before you've started! In this book you'll learn the approach that many highly successful authors use. *You Need More than Just a Book or Course - You Need an Author Platform* In this book you'll learn how to build a platform that sets you up for success. You won't have to worry about publishing your masterpiece only to watch it flop. Because when you do it the right way, you'll enjoy steady, incremental success. From lead generation and list building to product delivery and follow up, you'll learn it all. And if you're completely new to the idea and concepts, don't worry: Lott walks you through everything one piece at a time. *From Start to Finish (Product Creation, Indie Publishing, Product Launch, Book Marketing/Product Marketing/Author Marketing), You're Covered* In this book you'll learn: A proven formula for creating books and courses people will want and value How to get people to pay you upfront in order to create books and courses The four guidelines for writing awesome headlines The very most important thing you must do to guarantee success - something most fail to do or do wrong How to ethically entice people to learn more about your offerings Why to give people free value before you ever ask for a sale - and the right ways to do that How to sell without being a sleazeball - the easy, ethical way to sell you can feel good about Why you shouldn't run advertisements right away and the best way to grow your audience without any out of pocket expense And much more With 16 lessons covering everything you need to know to get started helping people and getting paid. What are you waiting for? Get your copy of *Publish, Help People, Get Paid* today.

## Book Information

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## Customer Reviews

I've always pondered starting my own business from home. I've had a lot of ideas that I thought could work. I've seen a lot of people successfully publish their own works. But I've never quite known how to get started, or really what it takes to be successful. I've also come across countless online get-rich promises that always seemed to reek of a "too good to be true" catch. Joey Lott's Publish, Help People, Get Paid is a breath of fresh air. This is an honest, no-B.S. take on how to really translate your ideas into something viable. It's very detailed in how to do the proper research and establishing the right, meaningful relationships to build a business successfully. The book is rich with useful tools â€” offering specific examples of what works and what doesn't. This is important, as I find a lot of books either say: "you could do x,y,z," but don't always offer best practices or pitfalls to avoid. There are tips in this book that you can start using right now to make a difference in what you are doing. To be honest, the 'secret's' that a lot of those online marketing programs offer, that cost an arm and a leg, are thoroughly covered here and then some. There isn't the 'sales-y' tone here either, which is refreshing. There are insightful instructions on choosing the right medium, communicating your message effectively, and growing your audience. The author shows you how to actually get it done and in an ethical manner too. The book left me

with a feeling of empowerment â “ that I had the tools, the know-how, and the means to convert my interests and skills into a tangible product. If youâ™ve been looking to really get your ideas off the ground successfully but havenâ™t been able to find the right path to get you going â “ I would certainly recommend you check out Publish, Help People, Get Paid as an excellent guide to get you on your way.

This is a crash course in marketing an information product on the internetâ ”from figuring out if a topic is going to be marketable, to getting the intended audience involved while you’re creating the product, to writing the sales page, to the kind of business model you need to get your product out there. It’s coming from a very experienced marketer, but the amazing part (besides that it is all doable) is that it really is all ethical. There’s a way to be a successful internet marketer without being a jerk. And it seems to flow from the way the author thinks about business, as a relationship. I know I’m feeling very apprehensive about the information product I’m developing. I’ll even think, â œWho do I think I am?â • The only way I’m going to be able to carry out the marketing is to think about it the way this author does: as a relationship between author and customer. This is a very valuable bookâ ”I wouldn’t even have a hope of understanding the business model without it being carefully spelled out the way this book does.

I really appreciate the simplicity, sincerity and honesty with which this and all other books I’ve read by Joey Lott are written. This is a great resource for anyone interested in learning some basic, ethical marketing techniques and strategies from a very trusted source.

While the author makes some good points on focusing on quality content, as a professional content writer, video producer, and marketer, I have to say he has really missed the boat in terms of his lack of emphasis on the importance of video. The statistics completely disagree with him as well, not just me. Over 65% of people who have viewed a video on a product make a purchase immediately following the video. Video is critical in developing SEO and branding on the internet with your written content. Also it is not as difficult as he describes to produce a good professional video at a reasonable cost. Video is not a fad. It is an absolutely critical component of a sound integrated marketing plan and the author’s lack of understanding of this fact greatly surprised and disappointed me.

To me, this book is a tool. By that I mean that you get concrete how-tos without too much

philosophy or theory in between. The author explains briefly why he recommends the various practices and his experiences with them and the alternatives, but most of the book is a collection of highly valuable methods that anyone can pick up. These are laid out in a step-by-step process of how to go all the way from your idea/knowledge to establishing a customer base and developing it. The tips range from how to do good research before creating your product, getting your first feedback, how to write in a way that make people actually read on, creating a "landing page", growing a mailing list, to how you make good follow-up emails and on and on. I use the book as a reference card, because the headlines are so informative that it is easy to look things up. The simple, clear language and structure of the book and the way the author communicates with his audience (me) feels really good and respectful and are themselves proof of the quality of the advice given in the book. So you actually get to experience what YOUR customers may experience if you can genuinely help them with your product. I highly recommend this book, we are talking extreme value here. It's mainly aimed at those who want to monetize knowledge, but I am also recommending it to emerging artists I know.

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