

# Jennie's Tips For Book Publishing

## 10 lessons for online success

*It's too easy to have an idea for making money online and not do anything about it. I've had ideas for books for years and never done anything. I am so happy I am finally creating sales! So get started!*



**1. Find a good 'business model'.** There are so many 'gurus' offering ways to make online profits, and I've wasted tons of time and money over the years not realizing these models were never going to work for me. I know some people make a living selling gadgets on Amazon, but I didn't want my home to become a warehouse, or deal with unsold inventory, nor did I want the headache of working with manufacturers in China. So when I discovered Print-On-Demand books, it seemed a perfect fit. I never have to give a cent to Amazon: all their book services are free, so my costs are minimal. And once that book is listed, it can be sold over and over for years to come.

**2. Find a good teacher.** I've been so fortunate to find Chris Payne who works with many online marketers to help them grow. I have sent him dozens and dozens of questions over the last few months and he has replied to them all in detail. We've also spoken on Skype video calls and on his monthly group webinars where we see him and he can see the students working in his program. All this information and feedback helped me clarify the process, improve my writing, and produce a finished book.



**3. Follow your teacher's advice.** To be honest, there were times I was very resistant to following Chris' suggestions. But I swallowed hard and determined to trust his experience. Sometimes it was much later before I understood the value of his directions, but it truly affected the success of the whole project. This feedback is priceless both for what is working well and for what can be improved.

**4. Follow a tried-and-tested step-by-step process.** It's so easy to waste time and money and make mistakes. I went through all the steps that Chris laid out. I got impatient at first, but Chris made it very clear that you have to get the foundations right before you build a profitable business.

**5. Use quality outsourcers.** There are a lot of inferior outsource workers. If you use the good ones you may pay a bit more, but they'll do far better work, they'll do it fast (often overnight while



you're sleeping), and they'll be very easy to work with. Learning to use affordable professional help takes a book from "homemade" to world class.



**6. Set a deadline.** I wanted to publish my book before another birthday passed. I was determined to get my first book launched by then, and I did! What would be *your* deadline?

**7. Do a little bit every day.** There were many days I only worked for 5 minutes on my book. But it doesn't matter if you spend just one minute a day, because eventually your book will be ready to launch! The more consistently I wrote, the more I wanted to write.

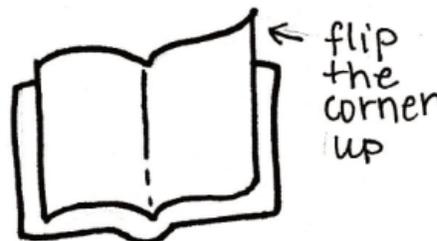


**8. Use a pen name.** You can launch books on Amazon using different pen names. When I began writing, I was determined to use a pen name. But as I discussed my first drafts with Chris, he noticed I was most excited writing one small section and encouraged me to make the whole book about that one thing. This became *Thrifty and Thriving*. And I was so proud that I put my own name on it. I now have ideas for 5 future books, and some of these may go under a pen name.



**9. Tell as few people as possible.** I have a husband, 3 children, parents, siblings, coworkers. As I worked on the book in tiny pockets of free time, I never told anyone what I was working on. The first they knew was when a box of books arrived. They were astonished. I only told one girlfriend because she lived out of state and she proofread a final draft for me! This eliminated a lot of pressure and a lot of questions. I just listened to feedback from Chris.

**10. Promote your book** using people you know and Fiverr gigs. Amazon does some promotion, but I did little things like posting on Facebook and buying \$5 Fiverr gigs where people promote books to their lists. Chris promoted my book to his lists multiple times and encouraged people to review my book. I was amazed to get more than 2,000 downloads when I launched the Kindle version. I never imagined so many. When I got my first reviews from people that don't know me – all 5-stars, all glowing – I almost cried. I have so much more confidence in myself now, on top of the thrill that my book is making money. I think the same will be true for you too.



## Bottom line

It's possible! If I can publish a book, you can too. But whether you want to outsource every aspect of your books, write a small part, or write them all yourself, get help! Don't make the mistake of trying to do it on your own. Many times I came to hurdles I could not get past, then Chris showed me a way around and I kept going. I know for sure I would have quit without his help.

If you sign up to Chris's program, and you want to email me personally, Chris will pass on my email address. I'd love to hear from you. You'll also see me on future member webinars and I can answer any questions you have there too. Chris will email you details of my next books as I'm working on them.