

Daniel Hall Presents



Episode 98

Use Your Book to Generate Leads & Make Some Cash

with Rob Kosberg

Welcome to this episode of the Real Fast Results podcast! Today's special guest is Rob Kosberg. Not only is Rob a great guy, the kind of guy a person would want to do business with, but he also knows how to make things happen. First of all, he's a #1 bestselling author and the founder of BestsellerPublishing.org. He's been featured all over the national media. This includes ABC, CBS, NBC, Fox, and *The Wall Street Journal*.

Rob has spoken to thousands of entrepreneurs, coaches, and consultants. A lot of people just like you. He's helped them to build a bigger author's platform, get speaking engagements, and sell high ticket products and services through their books. He has a system, which is actually trademarked. It's called "Publish, Promote, & Profit." Through this program, he helps people to create their own professional bestselling book, and then how to leverage that book so that they can grow their income via speaking engagements, free publicity, and lead generation strategies. Welcome to the show Rob...

Promise: How to Use Your Book to Build Leads and Make Cash

My big promise is that, if you pay attention, I'm going to tell you how you can use your dadgum book to build some leads and make some cash! **We want an income and an impact on the world.** That's what we want!

I don't know what the percentages are, but the vast majority of authors that write books don't make any money from their books. I mean, it's got to be 97:3, or 99:1, or whatever. The fact that people don't take action on the things they need to do is actually really good for those of us that do take action, right? If there are some people who are paying attention right now, all you really have to do is execute on the stuff that we're talking about, and that we're going to talk about.

The truth of the matter is that because of your book a number of people will see you as an authority. **They'll be interested in booking you with the major media, and they will want to buy your stuff.** That's because they need help in whatever way that you can help them. Look, people not taking action is always the problem. If they would just do it, they'd be successful.

How to Take More Action

The first way to remedy this is by your own passion and desire for your success, right? There's nothing that's going to stand in the way of your success if you don't let anything stand in the way of your success. Now, that's not a real tactical thing that someone can do, but you know, if you're happy with your mediocre life, or your mediocre results, or your lack of results, it doesn't matter what tactics we give.

1. Number One is always, "What is it that's really driving you to succeed?"
2. Number Two is that this isn't rocket science. I mean, there are guys like me, with political science degrees, that actually found a way to figure this stuff out.

So, if I can, you can, and all you have to do, really, is to follow the "footsteps of success," as I think [Jim Rohn](#) used to say.

How to Start this Process, as a New Author

A lot of authors come in with these pre-conceived ideas, and this focus on what the book is and means to them. **They often have a hang up here, but from my perspective, we want to get the books into people's hands, even if it's free.** What I tell my clients is, "Look, with traditional publishing the book is the end of the story. For me, and for my clients, the book is the beginning of the story." That's where all the magic happens.

You can get people to begin the story by getting it to them, and even for free. That might be a physical copy that's shipped to them, and they pay for shipping. That might mean a digital version that's free. The very first time I did this, not knowing anything about the internet marketing space, I did it on live radio for my financial services company. I wrote a book, like 10 years ago, for my financial services company, and I just said, "Hey, anybody that wants a book, call the radio station or call my office, and we will ship you a physical copy of my bestselling book for free."

I didn't have any idea what I was doing, but I stumbled upon gold because every 16 people that asked for a free book was sold into a 5,000-10,000 program. We never charged shipping. It was all mass media marketing, and that was before all of the "free + shipping" internet trend. That didn't even exist at the time. It works. **People that are raising their hands saying that they want what you have to offer, they are super-interested, and a percentage of them are going to take action with you.**

Why Would People Go on to Invest that Much After You Send Them a Free Book?

We all have two sets of resources to work with. We have time and we have money, primarily. If we don't have money, what do we do? We tend to invest our time to get the results that we want, but if time is really important to us, and we don't know what we are doing but can't invest time, what do we have to do? We have to pay money to get the result we're looking for.

I've found that a percentage of people will read the book and do nothing, and a percentage will read the book and take some action. A certain percentage of people will never, ever read the book. They just want an expert to help them get the result that the book is promising. When you're getting your bestselling book into someone's hands, you're the incredible expert. Nobody else is. So, they are going to invest their money with you as opposed to anybody else.

You build a relationship with people through your book, and your book conditions you as an authority and an expert. That's because it's hard to write a book. We all know that it is. It's difficult. It's even more difficult to write a good book or one that is successful, or one that gets you media, etc. Even a CEO of a \$100,000 company may not have ever written a book, and therefore, they look up to and admire the thing that you created, or the thing that you did. So you're automatically pre-framed with someone as an expert, and as an authority, that they want to get to know. How cool is that? People are now coming to you to get to know you as the authority in your space. I love that!

There's no doubt that this makes them a hot prospect too. **I see two things working well in the market right now.** One is something that not many people are doing, but one of my clients is. One is the "free + shipping" model, where basically someone says, "If you would like a copy of my bestselling book, just pay for shipping." You might charge \$6.99 or \$7.99 for that. You're getting a much more qualified, interested party because not only are they giving you their email address, but they are putting their credit card in, even though it may be just \$7.00. From there, they get taken down the path of upsells, and down-sells, and cross-sales, and sales.

One thing that's kind of cool is that I have a client who has done over \$400,000 in revenue from her free book because she is giving away the book and giving people the option to leave their phone number in the opt-in form. It's completely free. It's not "free + shipping." It's a digital version that's free. Then her sales team is calling the telephone numbers that are left. In the last

three months, she's gotten 7,700 telephone numbers, to give you an idea, and they are going from free to a \$10,000 offer on the telephone. They've closed over \$409,000 in sales in the last three and a half or four months, using this process.

So there's an option for "free + shipping," and there's an option for just free and get a telephone number so that you can get on the phone and help that person. Who is more interested? Someone that pulls out their credit card is more interested, but still, there are a couple of different ways to do this successfully.

Who Would this Sort of System Best Apply to?

An expert of some kind. So, an entrepreneur, coach, a consultant, a speaker, or someone who has a brick and mortar business. You know, someone that has a higher ticket package, program, or something that they are offering that costs, maybe, \$2,000 or more. If they have something like that, then this would work exceptionally well because to sell something at \$2,000 - \$5,000 and above, that's generally going to be sold over the telephone.

You want to talk to people that are A) raising their hand and saying, "Hey, I want your book," and B) "I'm so interested that I'm going to give you my telephone number," or "I'm so interested that I'm going to give you a credit card for \$7.95 and my telephone number." Once you figure out how to drive a lot of leads, then what you do is start to pick up the quality of those leads. The first step is always to get as many leads as you can, and the second step is to begin to get better leads as you grow.

Closing Leads Over the Phone

It's not that hard to do. I can tell you that way back, 10 years ago, when I was doing this for the financial services company, we used a certain pitch. My sales team, it was just me in the beginning because it was a small company. Well, it was me and an assistant, but after that it started really growing fast, to multiple seven figures within 18-24 months.

We used this process. Basically, it was us getting on the phone saying, "Hey, we got your request through the radio station (or our website, or whatever) for our book. I just want to confirm your mailing address, that's all." After they confirmed it, I'd say, "Listen, while you are on the phone, since you've requested Rob's book, I wanted to let you know that I'm one of the author development coaches with Bestseller Publishing. How can I help you? Tell me about your situation, and let's see if I can offer you some advice." That was just the initial process, going from a cold contact to, "Let's start building a relationship."

Some people would just spill it all during that initial call, and it went from there. For some, it took a little more time and a bit more warming up because there was some trust that needed to be built. But, generally, it wasn't hard to get people talking about what their problems were to the

expert. We drive leads for a business now, using a similar process, but there are so many leads that we take people through an entire application. So, at some point you might say, “Gosh, I can’t handle all of these telephone numbers that I’m getting, and most of them are from people whose needs aren’t a good fit for my expertise,” so you begin to find other ways to discern between those who are good prospects and those who aren’t.

An application process works really well. Just this weekend alone, we’ve had 60 full applications and appointments that came through our process, which is similar to the process that I’m describing to you right now. So, yes, if you’re in the initial phase where you don’t have an application or anything like that, then you are getting on the phone and probing for pain. You’re trying to find out what the problems are that people need help with. Look, if you wrote a book called *Million Dollar Coach*, then you can be pretty sure that a person who bought your book is interested in being a million dollar coach. So, your title and your cover are really important parts of this too.

Your book calls out to the people that you want to service. So, if you wrote a really generic book, then expect a really generic result. That’s why we always recommend that you try to write specifically to the person that you truly want to serve in your business.

The way that we are getting full applications right now is by offering a free book or some type of lead magnet that is very specific to our audience and would be of interest to our ideal client. They opt in, and they give us their email address. On the “thank you” page, I have a video that says something like, “Hi, I’m Rob, Founder of Bestseller Publishing. Thanks so much for requesting your free book. Listen, it’s going to be in your inbox within the next three to five minutes. In the meantime, if you are interested in getting these kinds of result for your business, why don’t you take a minute, fill out the application that’s on this page, and set up a call with one of our author development coaches. On that call we are going to X, Y, and Z. If you’re interested in X, Y, and Z, fill out the application and go ahead and sign up for an appointment with us.”

This is a simple video. It’s 1 ½ minutes long. Again, this last week we got 60 applications with 8 or 9 questions answered and people setting appointments to meet with our sales team, or author team. One of your questions might be, “What’s your budget,” so that you have an idea of what people are willing to pay to have their particular problem solved. We ask that. We’ve done thousands of these. I mean, probably approaching 10,000 strategy sessions in the last six years, or maybe four years, since we’ve been doing it on Facebook. What we’ve found, as far as the right way to ask that, because people don’t know a dollar amount and we’ve gotten all kinds of crazy numbers from that, is to give them three options.

1. Option #1 is basically that your budget is really tight, and you’re looking for a “do it yourself” solution.
2. Option #2 is, “I have a modest budget, and I’m looking for some help.”
3. Option #3 is, “I am interested in a turnkey system and guaranteed results.” This way people click, and they aren’t thinking about the dollar amount, they are thinking about, “Okay, this is really what I’m interested in. Either doing it myself or you doing it for me.”

Although this multiple choice answer gives us a way to get an idea of what a prospect once without being invasive or scaring them away, another reason that we did this was because we felt like they weren't being honest when we asked for their budget in the past. We knew that we were getting business owners that were making serious money, but they were saying that their budget was only \$1,000 to get their book written, and that's because they were afraid. They were scared to say that their budget was \$20,000 because then I would sell them something for \$20,000, right? I would be the same way, so we tried to find a solution determine what kind of person each of the prospects were.

We wanted to know if the person entering in their information was wanting to do it themselves because their budget is tight or if they were the kind of person that... It's the whole time and money thing, as far as resources go. "What do you really want to spend here? Your time or your money?" We do tend to get pretty honest results with that.

Conversing with the Clients

I told you how the conversation should start. **If you don't take them through an application, then the conversation will need to start in a very casual manner.** If you do take them through an application, and they schedule an appointment, then obviously, we all know that we're getting on the telephone to discuss this thing. So, our conversation has become much more focused and direct. Probably the biggest piece of advice I could give you for that conversation is that you aren't in that conversation to sell anything. You're in that conversation as a doctor diagnosing and prescribing. That's a significant difference.

When you go to the doctor because you have pain, what does the doctor do? They poke your pain, right? "Does it hurt here? Does it hurt here? Does it hurt here?" They'll do that to find out what exactly is needed, and they will keep poking around and asking, "What kind of pain is it? Is it dull pain, or is it sharp?" And then, at the end of it they say, "I'm sorry, but it seems that you have a terrible disease, and here's what I've prescribed for it. Do you want it or not?"

In sales, people have a tendency to think that they really need to push things and drive it. When you do all of that, especially in the expert and consulting niche, it just doesn't work well. We turn it all around, and it's more "pull," meaning that we want them pulling towards us, not us grabbing at them and trying to make them buy. Hopefully, that makes sense.

What Else Can You Tell Me About This Process?

It's so much more fun to do it this way. You know, I come from, kind of, a traditional real estate background. At 18, I got my real estate license, and my dad owned a real estate company. He said, "To make money, you need to get in the office in the morning, and you need to call the expired listings, and the for sale by owners, and you need to knock on doors. That's

what I did, and I made a lot of money, and that was great. But, at some point in your life, it's like, "Can't I attract people instead of having to convince them?"

I still remember that after that first radio show that I was on, offering my bestselling book, I answered the telephone call because it was me and an assistant. She said, "Yeah, I'm calling about the book," and I said, "Yeah, this is Rob Kosberg. I'd love to talk to you." She goes, "This is Rob Kosberg? The guy that was on the radio? The bestselling author?" I go, "Yeah," and she says, "Wow! I can't believe I'm talking to you." Honest to goodness, she said that, and you know what? That became a \$7,000 sale right on the telephone. There was no pushing, or preframing, or anything like that. It was like she was shocked that she even got a chance to talk to me. I said to myself, "I like this! This is the way it should be."

How Do I Get People to See My Offer in the First Place?

Good question. **It depends on what your offer is and who you are.** If you have a mass market appeal offer, like financial services or something like beauty, skin care, weight loss, or anything like that, you can use PR. You can use publicity, which is what I stumbled upon, and after that worked, I ended up buying radio time and even had my own radio station for years. So, you can use mass market media and PR, and everyone should get PR because it's a great positioning tool, even if your target is a lot smaller.

My target, helping people write books and then make those books bestsellers, is a small target. It's not a mass media offer. So, what do we use? We use Facebook advertising, and YouTube advertising. We use LinkedIn. With our clients, it's more B2B. We are primarily serving business owners or coaches, consultants, and people in the expert niche. It depends on who you are, but right now there's an audience for your thing. You need to find that audience and get in front of them, via social media, PR, and that kind of thing.

Who Does This *Not* Apply to?

The answer is the person who hates money. The person who hates money should absolutely not do any of the things that we just talked about today. If you hate money, and you don't want to make an impact with your book and with your life, then don't do this. But, if you have written a book, and it can even be fiction because even if you're not selling a high ticket thing, with fiction you're going to write a whole series of books, if you're smart.

You can't just write one book and expect... You have to write volumes of books and build your platform so that they'll buy Book #1, Book #2, Book #3, Book #4, Book #5, Book #7, and then you'll have merchandise and all the other things that you're doing. Anyone can do this and be successful with it that doesn't hate money and doesn't want to make an impact.

Connecting with Rob

You know, I'd say the best way is just on a website. It's BestsellerPublishing.org. We have a ton of free content on there. Obviously, people can look at our various case studies and fill out an application, if they wish to, and talk to our team. We are all in Pasadena, CA. The team consists of 16 people, and it includes writers, PR publicists, and all of that stuff. We're happy to help in any way that we can.

Real Fast Results Community

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As always, go make results happen!