Daniel Hall Presents

Episode 129

Alternative Methods for Earning Money with Your Books

With Adam Hogue

Hello! Welcome to the RealFastResults.com podcast! This episode is very special. If you are an author, and especially if you have a non-fiction book, then today's show is definitely the right one for you to tune into. Adam Hogue is here to share his knowledge with you today. Adam is a bestselling author who has hit the *Wallstreet Journal* and *USA Today* bestseller lists.

In addition, Adam has also been able to generate a very stout income with his books, and this income is independent of anything else that he's doing through his courses, and webinars, etc. In other words, he has been able to make a substantial amount of income just by and through the sales of his books. Please welcome Adam to the show…

Big Promise: How to Profit from Your Books

I want to discuss some of the alternative options for getting the most profit from your books. There are so many good methods through Amazon and the other stores, but there are also other untapped resources that most people are unaware of. I really want to give a strong, solid value add to that today.

Turn Your Books into Online Courses

Today, what I wanted to talk about was how you could turn your books into online courses. **Also, how you can use that as a new stream of revenue to be able to take what you're currently earning from**

your books and scale it up so much more quickly than you had ever thought possible. I think it's good for people to consider the various formats that are available to publishers. Some people wonder, "If it's available as an eBook, why would anyone buy the paperback," or, "If it's available as a paperback, why would people get the audio book?" Audiobooks traditionally cost more, especially with traditional publishing. They tend to cost more than your paperbacks or hardcovers. It can cost a lot of money for a really good audiobook.

This, on the other hand, is a higher-quality, higher-scale format, and it's a visual aid where you are actually taking them by the hand and taking what you've gone through with your book… And, feel free to add a little bit more, and explain in more depth, exactly, step-by-step, what you're pulling through in the book. This helps to add further value than the book alone. **The book itself is already this perfect outline setup for an online course.**

The way you make online courses is exactly the same way that you make a book. That means if you are an author, you already have everything that you need to make this extra income stream.

If you are thinking about paperback, if you are thinking about hardcover, or getting into various stores, or having an audiobook, then this is another alternative that you absolutely need to think of because, in my opinion, it's one of the most profitable formats out there. It's also one of the greatest services adds, because now your customers aren't just getting the great information in your book.

Now, they are getting to experience you in a deeper, more personal way, where you can walk them through, step-by-step, each of these different things that you're teaching them. This helps them to get more out of what you're teaching, and that increases the trust factor, and when they are purchasing your courses at higher levels, they see that you have more value offered.

That way, when you turn around to offer them your books, this tends to, just by the nature of it… You tend to find some more conversion rates from your audience because they believe in you. Zig Ziglar talks about the barriers for your sales, and trust is one of them. We don't need to go into all of them because they don't all pertain, but this builds that layer of trust that's necessary to help really, truly convert all other areas of your author career as well.

How to Offer Your Book Content in a More Enhanced Way

The reason why people are buying your books and giving you good reviews is because they love what you are saying and love what you are doing. So, why not give them more? Why not give them what they want? When you are giving these people what they want, they are willing to pay a premium for it. Let's say, for example, if you are teaching something nonfiction, such as how to grow your audience… That's just off the top of my head. So, in your book you're explaining all of these different methods, but in a visual aid, you're actually able to pull up, on your screen, Amazon in your browser.

There's so much more value that can be given to them in this way, rather than having to take snapshots, put them in a book, and hope that you are explaining it well enough. **Instead, in a course, you really are**

taking them by the hand and walking them through the process. Because people love that, they are willing to pay more for it because they get more out of it.

If you are a results-oriented kind of person, and you really want to give your people results, then this is absolutely something that you need to be adding to the backend of your books because it's going to help them to get those results because they are walked through the process. Ultimately, it just makes more sense for the customer to be purchasing these higher-level things because it gives them more of what they want, really.

Here's an example. I have a book called Rapid Email List Building for Authors. I give this one away for free as a way to try to build my audience. If I were to sell it, I could sell it for $2.99 or maybe even $5.99, you know? And, I know it would give them good results, but I've also turned around and created a course for it. I sell this for $297 versus $2.99, and people are picking this up like crazy. I've sold thousands of dollars' worth of this product, whereas the eBook would have, maybe, sold in the hundreds, with the same amount of sales.

A mental barrier that really keeps people from doing this is that they feel like they need a huge audience because of the conversion rates. There's a tendency for them to think, "People aren't going to spend $400 or $500 on a course." This just isn't true. It actually takes the same amount of effort to market an eBook as it does an online course, but your profit margin is over 100 times higher than if your content was put into eBook format.

Will This Make My Work More Valuable?

Absolutely. I have found, even with myself personally, the more money I spend on something, the more likely I am to take action. That's a standard truth in life, and it applies to anyone else. I mean, if someone offered you a home for a penny, would you take it? Yeah, absolutely, but your first thought is, "What's wrong with that home? Why are you offering it for a penny? Is it a dump?" You might actually back away from that offer just because you're afraid and thinking, "What am I getting myself into?" You know?

Maybe that's an extreme, and with eBooks, people aren't going to back away for similar reasons, but they'll look at it and say, "Well, it's only $2.99." They'll open it up, and they'll read it, but they won't value the information as well. When there's a price tag that can literally be valued on the information… Literally, it's human psychology. The higher that price tag is, the more they take it seriously, and the more they actually value it.

Modules and Lessons are Based on the Chapters of Your Book

Basically, what you have to do is look at the various chapters that you have involved, and those are going to be the steps in your outline. So, you sit down, and you write your chapters, and you make that the starting points. Okay, so let's rewind. **Every course is built on the same modules and lessons, and what I'm trying to explain is that your modules and lessons are going to be based on the chapters of**

your book. Each chapter is the module, and then every single video that's in the module is just kind of based on more information that's already in that chapter.

All you have to do is just look at your book. You go through the chapter, and you can read some of your own content, and you can add onto it. It just makes it so much easier. You just, basically, turn your book into slides, and each chapter is a new module. It's such a natural transition that most people could do this in under a week, from start to finish. If you have the right materials, you can get your book turned into a course because the structure is already there.

When you try to create a course outside of this structure, it can take you a month or two. I mean, you really have to sit there and think, "What am I adding? What am I doing?" But you already have a blueprint when you have a book. It's like when people make a movie. Why do they choose books? It's because they have a blueprint right there, already. So, I mean, it's the same thing. What you're making is in video format, and you've got your blueprint, so why not use it?

When people read your book, they are being walked through the steps by the book. **You're getting them greater results when you provide a course because you are taking them by the hand and walking them through the process you're teaching in a more-thorough and in-depth manner.** It's so much more valuable to them that way. Then, in having the higher price tag, they are more willing to take the actions necessary to reach the goal of what they are learning, whatever that might be.

In seeing the steps that you're pulling them through, they are able to understand it more clearly, so the natural result is that they get results. That's really what you need to go after, helping them get results. That's when you get testimonials and people liking you, which prove that what you do works. **So, with each chapter of your book, you create a module for your course, and the compilation of those modules make up your whole course.**

Making the Modules

A module is really just a step that you take towards your goal. People are looking for an answer. They might have a question, which represents a burning desire or pain that they are trying to relieve. Your book, or your course, should be meant to take them through the necessary steps to finally find that end relief that they are looking for. So, in regard to that, you need to first ask yourself, "What are the fewest number of steps possible to get the person from Point A to Point Z?" Of course, Point Z represents where they want to be.

Those steps that they take, which are the main, major concepts, are going to be the modules. Then, the explanation of how each step works are the actual videos. In some cases, a module might need multiple videos. It might need 10 videos, and it might just need one. Some of the best courses I've ever seen have only one video per module, and it seemed surprising to me, but when I went through the course, I was able to 10x the profit that I made within a very short timeframe. So, it makes sense. It makes sense to try to help them get to that ultimate conclusion as quickly as possible.

What I'm getting at is that you don't want them to have all of this filler, or all of this added information that they don't need. You tell them what they need and get them right where they need to get at. [Laughs] Incidentally, you'll want to get them there *real fast*. You'll want to get them the results real

fast, and that's why I like the name of the podcast. It makes sense. That's what your goal needs to be. It's to really quickly take them from where they are feeling the pain, or where they are at now, all the way to complete relief of that pain. The faster that you can do it, and the more effectively you can do it, the more people will appreciate it, and the more likely they will buy other courses from you, the more likely they will buy other books from you, etc.

Now, going back to the structure of it and how it would look, and understanding that concept, each of these steps will not necessarily represent each one of your chapters. It might just be an overarching concept that two of your chapters discuss. So, one chapter might serve as a submodule, underneath one of the main overarching concepts. **Overall, I just want people to understand that you need to have as few videos as possible, not as many.** Tons and tons of videos do not mean "extra value". It doesn't work that way. It's not Netflix. [Laughs] With this, the value is coming from how quickly they are learning the process, how quickly they are getting through it, and the results that they are ultimately achieving.

That's always been my goal. **I try to take people step-by-step as quickly as possible, and that's really what has helped me to get the most results because when you can help others get results, it helps your business.** This helps you to scale up your books and other things as well.

Creating Videos

Some of the equipment that you might need would obviously be a microphone. You can get some of those for cheap, and sometimes your computer has a built-in one. I use Camtasia for Windows. Some people use Screenflow for Mac. I find that to be the best software to use to edit really quickly. Some people might recommend something else.

If I'm going to do a video of myself while I'm in front of my computer, I have a Logitech HD webcam. In fact, I'm using it right now. For my microphone, I use a Blue Yeti. I have found that I appreciate their quality, but there are so many other types of microphones. Some are quite expensive, but you don't necessarily need to spend a lot of money. I have also heard that the iRig HD mics work pretty well.

I use these tools every day, and I don't just use them for courses anymore. I use them for training, like when I have a virtual assistant that needs to learn something. I go onto Camtasia and record my screen. PowerPoint works great with Camtasia because they have a plug-in for it. So, all you have to do is click a button, and you're automatically recording. So, it's such a simple process, and I've used it for years.

Remember that you don't actually have to be on camera if you don't want to be. A lot of my courses consist of me just narrating slides because people are able to read along and follow, so it just makes more sense. Plus, you could also turn your slides into PDFs and give that away as a bonus, if you want to. So, I find that to be a higher value add, in the end. It's not necessary. What's necessary just depends on what you teach. If you teach an exercise, then you might need a full camera, but a camera isn't necessary if the information doesn't require it.

After the Videos are Made

So, once the videos are made, there are multiple ways to turn them into a course. Let's just focus on what's simplest. What I do is upload mine to Vimeo. You can use YouTube and then block it so that other people can't actually view it. Then, you can choose to make a membership area on your website, but I know that a lot of people aren't as tech savvy as others are. I'm not, so speaking more in line with what I'm able to do, I prefer the various services that are already out there, such as Thinkific.com, Teachable.com, and ClickFunnels.com. There are all of these different places you can upload your own course to that and have an automatically built-in membership site.

Another one you might consider is Gumroad. You can get videos onto that platform, and in fact, I think that they actually run payments through there as well as putting your videos up on the site. I believe that the same holds true for Thinkific and Teachable. There are payment gateways that you can set up with those as well. These are some of the easiest platforms for course creators.

And, of course, there's always Udemy. You can put your course up for sale there, but I hear that it can be hard to make a profit on that site. It's okay to use for building a list, but not so great for actually making money. It beats not making anything. So, if you are looking for a completely free place to put a course, Udemy would be a great choice for that. A lot of people build their courses on a WordPress site, and they use Wishlist member and integrate it with a shopping cart. A good cart to use is Zaxaa.

The reason that I use Vimeo is that you get an embed code. You can use that to embed your videos into these membership areas. So, whether you want to use Wishlist along with WordPress, or you decide you want to use a platform like Thinkific, Teachable, or Udemy, you can use the embed code for that. I'm not very familiar with Udemy, but there are other people that I'm aware of doing that.

Connecting with Adam

I can be found at a couple of places. The Fan Base Formula for Authors (TheFanBaseFormula.com) is where I teach others to rev up their book sales, but also, this is where you can connect with me. We could go deeper, and I can show you how to turn your books into online courses and other things. We will be opening a new website soon, which will be ProfitFromOnlineCourses.com, but in the meantime, it's currently hosted at TheFanBaseFormula.com.

Resources

Camtasia for Windows

Screenflow for Mac

Blue Yeti Mic

iRig HD Mic

Vimeo

Gumroad

Thinkific.com

Teachable.com

ClickFunnels.com

Udemy

Zaxaa

Real Fast Results Community

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