

## FABULOUSLY FAMOUS FRIENDS

Selling books one at a time is tedious. In fact, it will never lead to massive awareness or income. Never. Instead, consider what groups of people would find your ideas valuable. Target those groups BEFORE you write (or hire a ghostwriter). The more buy-in you get from them early on, the more likely you can move tens of thousands of books.

## STEP 1: Create a database of influencers, non-profits, trade groups, and corporations. List them below.



STEP 2: Hire a VA to like, share, & intelligently comment on their content. Go to <u>fiverr.com</u>, <u>upwork.com</u> or <u>onlinejobs.ph</u>
STEP 3: Call them (no email) and have a discussion on what they may need or want (their library, training, etc.)
STEP 4: After you have a few calls (and follow through emails) begin floating your book idea for input.
STEP 5: Plant the seeds of "Can we include your story" in your book (this can reap massive rewards later)

Above all else, selflessly serve without expecting anything in return. Being needy or asking for favors too early is deadly.

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