

## Workbook for Gordon Burgett's

### **How to Create an Extraordinarily Effective Speech-Marketing Tool: Your Own Self-Selling Book or Booklet**

I. What's this all about?

- A. Is doing what I suggest worth the time and money?
- B. To work, does it then require more work and more money, and is that worth it?
- C. What will you have when you're done and it's ready to launch?

II. Assuming the primary purpose is to get a presentation booked reliably, often, and profitably...

- A. Who will you approach to get that booking?
- B. What, specifically, would make them move you to or near the front of the booking line?
- C. What support material will continue to move you up?
- D. According to the title, must you produce a book or booklet?

III. How can you zero in on a gem of information that shows you have much more to share with their listeners?

- A. How specific must you be in your book or booklet? How long should it be?
- B. Will a broad topic work as well?
- C. How can you show how you can customize your presentation from a broad theme?

IV. You have two choices (and variations):

- A. Should you create a book that will also sell to buyers world- or topic-wide?
- B. Or should you create the book for your use only, to send one-on-one to programmers?

V. There are publishers eager to create your book exactly as you want it—free (or almost)!

- A. Where can you find those publishers who produce first-rate work in minutes (digitally) or days (bound)—and will then market it immediately, paying you 30-85%?
- B. Or where can you find a print-on-demand printer/publisher who will create your own book, delivered in about a week (for about \$100 once), then for about \$5 a copy?
- C. For the step-by-step details in (V.) see [www.mybookpublishedinminutes.com](http://www.mybookpublishedinminutes.com).

VI. Specifics about whether (and how) to expand your book to create an income font—or to keep it a tight marketing tool for speaking gigs only.

Also, you may wish to look at...

VII. Two downloadable examples from a general book, [\*How to Create a Great Second Life: What Are You Going to Do with Your Extra 30 Years?\*](#)

- A. A 24-page [booklet](#) I sent out probably 750 times that was very effective for booking.
- B. The [first half](#) of the above book, used about six times, sent with an explanation page (or two) about how I would tell, in the speech, the six-step process that (plumbers, city planners, whatever) could use to make their first life a lot more fun and purposeful—and the second half great! (It worked 50% of the time.)
- C. I more often sent a full copy of the book if they seemed sufficiently interested, usually after the booklet (which could have been a chapter of the book). (I have about 100 left—it still sells regularly, mostly through Amazon. If you want a full book copy, put SNN in the coupon box on the order form and it's yours for \$5, in print (add postage and tax in CA) or insert SNN2 to get it digitally (it will download right away). The order form is at [www.gordonburgett.com/order3.htm](http://www.gordonburgett.com/order3.htm).

VIII. Incidentally, maybe a third (more than a quarter) of the folks booking me bought a copy of the book for all members of the audience. We deducted about 35% of the list price, \$15.95 (50% at 100 books), and at 500 books we would have done a special printing with the cover(s) customized and their logo and a greeting letter from their honcho inside. To my surprise, I expected them to buy the booklet instead, but few did. I think we sold about 400 at \$2.50 each (they cost under \$1).

VIII. A tight niche example where we sold presentations related to a core book, ***Standard Operating Procedures for All Dentists***. For that we often sent a chapter from the full book, with selected SOPs. You can see examples of that book at [www.sops.com](http://www.sops.com). (I sold that firm a few years back so no freebies here.)

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If you have a particular question it's best to email me at [glburgett@aol.com](mailto:glburgett@aol.com) or go to my website at [www.gordonburgett.com](http://www.gordonburgett.com) and match up your question to the appropriate link. It's hard to get me on the phone, but if you have a short question you can try at (800) 563-1454.

This is a great topic (a real winner for those who do it) so I may write an e-book about it as well. Keep tuned to my [newsletter](#) or [blog](#) for the specifics.