

Here's The Call Info, Handout and Exhibits

for Steve Harrison's free telephone seminar Tuesday, February 27th on.....

"How to Make Your Book an Amazon.com Bestseller and Sell Tons of Copies Even If You're a Marketing Novice."

Steve's guests on the "teleseminar" will be Randy Gilbert and Peggy McColl, two authors who've made many books Amazon bestsellers



Steve Harrison



Randy Gilbert



Peggy McColl

Call Details

WHEN: Tuesday, February 27th

WHEN: Your choice of two sessions: Either 2:00 pm - 3:30 pm Eastern (11:00 am - 12:30 pm Pacific) or 7:00 pm - 8:30 pm Eastern (4:00 pm - 5:30 pm Pacific). But dial-in early, see below!

CALL-IN INFO: There is no cost to participate in this telephone seminar except your normal long distance charges (the numbers below are located in Minnesota and Kansas).

To get on the call dial **1-620-294-4000** or **1-507-726-3300** and enter passcode **9723#**

IMPORTANT--Call In Early! We highly recommend you dial-in at least five minutes early according to www.time.gov
You'll probably hear hear music until the call begins.

Call Handout (fill in answers as you listen) – Be sure to see the exhibits under “questions”

Question #1 -- What type of book did Peggy write and how did she promote it?

The name of Peggy's first book is _____.

She brought in \$_____ within 48 hours of her first campaign.

Question #2 -- What type of book did Randy write and how did he promote it?

The name of Randy's first book is _____.

When Randy launched his first online campaign, he hit # _____ on the Amazon bestseller list within _____.

Question #3 -- Creating an Amazon Best Seller has a huge list of benefits.

Benefit #1. _____

Benefit #2. _____

Benefit #3. _____

Benefit #4. _____

Benefit #5. _____

Benefit #6. _____

Question #4 -- What are the five specific steps to creating an Amazon Best Seller?

Key Mistakes to Avoid

Step #1 _____

Step #2 _____

Step #3 _____

Step #4 _____

Step #5 _____

Question #5 -- What types of books does this strategy work for?

It works for _____

Examples: _____

Question #6 -- Does this only work with physical books, or will this formula work with an ebook?

You are not limited to using _____ with this strategy.

In fact, you can use this strategy to sell your books in whatever way that you wish. Here's an example:

David Riklan, author of the ebook *SELF IMPROVEMENT: The Top 101 Experts That Help Us Improve Our Lives*. By following the strategy you're being exposed to on this call, he sold _____ and he didn't spend a dime on advertising.

Question #7 -- How can I get Peggy and Randy to personally mentor me to implement this strategy and make my own book an Amazon.com Bestseller?

Answer: For info go here now _____

Question #8 -- How can Randy and Peggy guarantee you will hit the Amazon.com bestseller list within 38 days if you use their system?

Exhibits – Examples of Successful Campaigns

Exhibit #1 – Randy’s book *Success Bound* at # 5 on Amazon’s Bestseller List



Exhibit #2 – Rick Frishman and Jill Lublin's *Networking Magic* at #1 on BarnesAndNoble.com



Exhibit #3 – Sandy Forster’s *How to Be Wildly Wealthy Fast* at #5 on Amazon. She sold over \$50,000.00 of books in just one week!

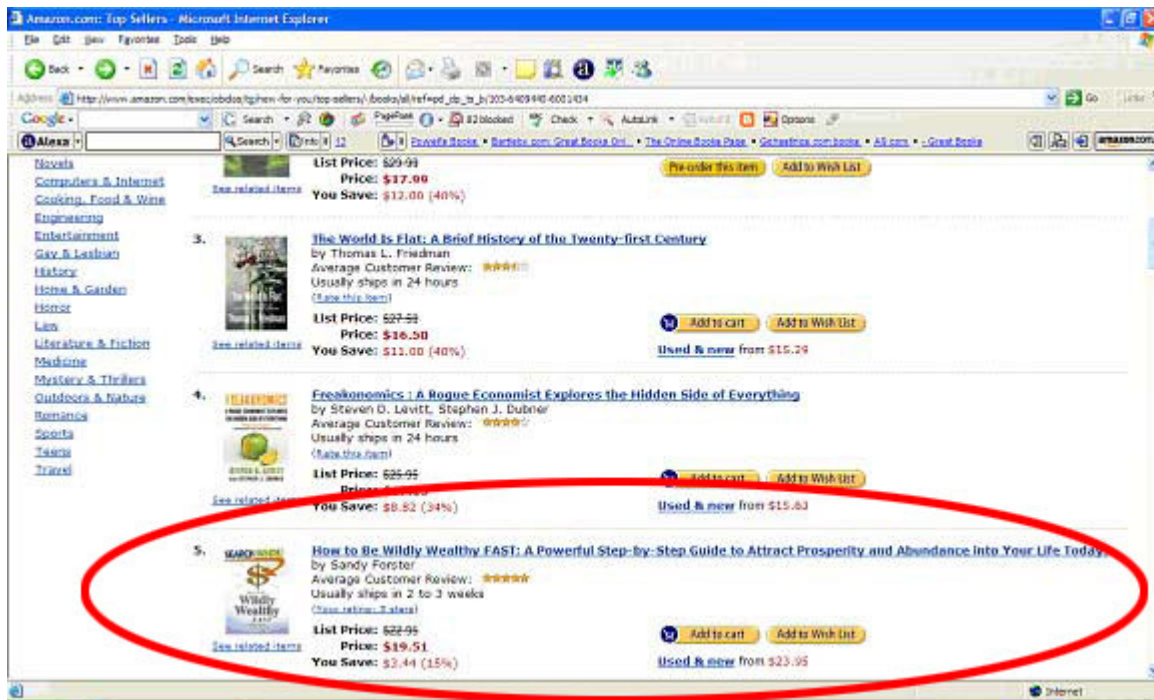


Exhibit #4 – Barbara McRae’s *Coach Your Teen to Success* at #8 on Amazon



Exhibit #5 -- Gary Rebstock's *Born a Healer* at #1 on Amazon

The screenshot shows the Amazon.com website's 'Top Sellers' page for Books. The browser address bar shows the URL: <http://www.amazon.com/exec/obidos/tg/new-for-you/top-sellers/-/books/all/ref=p>. The page features a search bar, navigation links, and a list of top-selling books. The first book, 'Born a Healer' by Gary Rebstock, is circled in red. Handwritten red text next to it reads 'Born a Healer #1 on Amazon!'.

Rank	Book Title	Author	Price	Discount
1.	Born a Healer	Chunyi Lin, Gary Rebstock	\$10.85	32%
2.	A Million Little Pieces (Oprah's Book Club)	James Frey	\$10.46	30%
3.	Winter's Tale: An Original Pop-up Journey	Robert Sabuda (Illustrator)	\$17.26	36%