

# Here's The Call Info, Handout and Exhibits

for Steve Harrison's free telephone seminar Thursday, January 19th 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

**WHEN:** Thursday, January 19, 2006

**WHEN:** Your choice of two sessions: Either 2:00 pm to 3:15 pm Eastern (11:00 am to 12:15 pm Pacific) OR 7:30 pm to 8:45 pm Eastern (4:30 pm to 5:45 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 **1-507-726-3200** OR **1-620-294-3000** and enter Guest Code **1249#**

IMPORTANT--Call In Early! We highly recommend you dial-in at least five minutes early. You may hear music until the call begins. To ensure we start as close to on-time as possible, we go by <http://www.time.gov/>

Call Handout (fill in answers as you listen) - Be sure to see the exhibits under "questions"

**Question #1 -- 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 #2 -- Creating an Amazon Best Seller has a huge list of benefits. What would you say are the top 3?**

Benefit #1. \_\_\_\_\_ lots of books.

Benefit #2. Get \_\_\_\_\_

Benefit #3. Get \_\_\_\_\_ which include \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

**Question #3 -- In simplest terms this strategy simply involves getting people to**

\_\_\_\_\_

Peggy's first book is titled \_\_\_\_\_

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

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

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

\_\_\_\_\_

**Question #7 -- What is the most important part of the campaign - the master key if you will?**

The most critical ingredient is \_\_\_\_\_.

Good news about that is \_\_\_\_\_.

**Question #8 -- What are some things that can go wrong?**

Mistake #1 \_\_\_\_\_

Mistake #2 \_\_\_\_\_

Mistake #3 \_\_\_\_\_

Mistake #4 \_\_\_\_\_

**Question # 9 -- Once people know how to do this, what else do they need in terms of money, experience or resources to do it?**

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**Question #10 -- After my campaign, what else can I expect?**

We've seen Amazon Best Sellers routinely get the following:

1. \_\_\_\_\_ rights deals.
2. \_\_\_\_\_ contacting you.
3. People call you for \_\_\_\_\_ .
4. A fat check from \_\_\_\_\_ .
5. Customers wanting \_\_\_\_\_ .

**Question #11 -- 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:

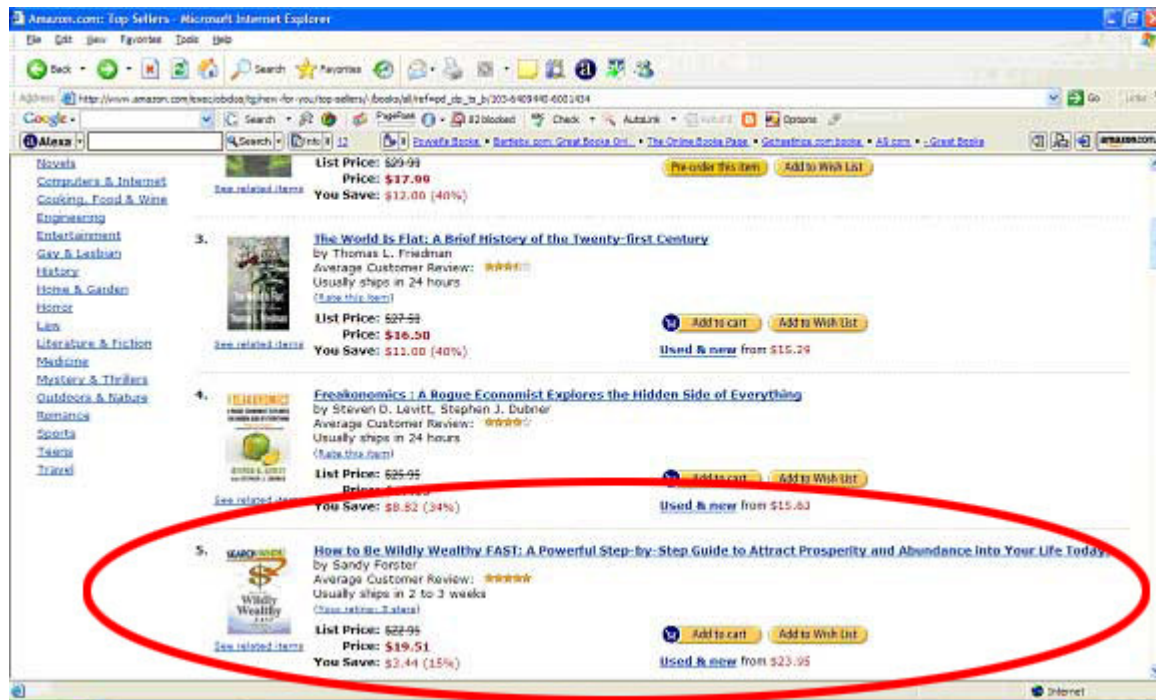
David Riklan, author of the ebook *SELF IMPROVEMENT: The Top 101 Experts That Help Us Improve Our Lives*. By following the strategy you're being exposed to on this call, he sold \_\_\_\_\_ and he didn't spend a dime on advertising.

# Exhibits - Examples of Successful Campaigns

## Exhibit #1 - Randy's book *Success Bound* at # 5 on Amazon's Bestseller List



**Exhibit #2 - 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 #3 - Rick Frishman's *Networking Magic* at #1 on BarnesAndNoble.com



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



# Exhibit #5 -- Gary Renard's *The Disappearance of the Universe* at #2 after his 24 hour campaign...

Amazon.com: Books: *The Disappearance of the Universe: Straight Talk About Illusions, Past Lives* - Microsoft Internet Explorer

Address: <http://www.amazon.com/exec/obidos/tg/detail/-/1401905668/102-4650625-9583330>

msn

Click here for promotion rules

**Customers who bought this book also bought**

- [A Course in Miracles](#) by [Foundation of Inner Peace](#)
- [Ask And It Is Given: Learning To Manifest Your Desires](#) by [Jerry Hicks](#)
- [The Power of Intention: Learning to Co-Create Your World Your Way](#) by [Wayna W. Dyer](#)
- [Power vs. Force: The Hidden Determinants of Human Behavior](#) by [David R. Hawkins](#)
- [The Fifty Miracle Principles of 'A Course in Miracles'](#) by [Kenneth, Ph.D. Wapnick](#)
- [Awaken from the Dream](#) by [Kenneth Wapnick](#)

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**Editorial Reviews**

**Product Description:**

What would you do if you were sitting quietly in your living room when a mysterious couple appeared from out of nowhere—and then told you they were “ascended masters” who had come to reveal some shocking secrets of existence and teach you the miraculous powers of advanced forgiveness?

When two such teachers appeared before Gary Renard in 1992, he chose to listen to them (and ask a lot of impertinent questions). The result is this startling book: an extraordinary record of 17 mind-bending conversations that took place over nearly a decade, reorienting the author's life and giving the world an uncompromising introduction to a spiritual teaching destined to change human history.

**Product Details**

- Paperback:** 420 pages
- Publisher:** Hay House (October 30, 2004)
- ISBN:** 1401905668
- Product Dimensions:** 9.6 x 5.5 x 1.1 inches
- Shipping Weight:** 1.6 pounds. ([View shipping rates and policies](#))
- Average Customer Review:** **★★★★★** based on 37 reviews. ([Write a review](#))
- Amazon.com Sales Rank in Books:** #2

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★★★★★  
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**#2 on Amazon!**

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start MSN Messenger Inbox - Outlook Expr... Amazon.com: Books: ... Ranked at 14 on Febr... 5:22 PM

## Exhibit #6 -- Dr. Sha's *Power Healing* at #11 on Amazon

Amazon.com: Books: Power Healing : Four Keys to Energizing Your Body, Mind and Spirit - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [C:\Documents and Settings\Peggy McCall\My Documents\Dynamic Destinies\Marketing\Dr. Sha\ranked at 11 on June 2nd at 500pm.htm](#) Go Links Norton AntiVirus

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By Dr. Sha

[Glow with Radiance.](#)

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[www.magibricks.co.uk](#)
- [The Power of the Mind](#)  
Science has proven you can use **your mind** to create anything you wish!  
[www.thegreatestsecret.com](#)

**Product Details**

- **Paperback:** 272 pages ; Dimensions (in inches): 0.67 x 0.02 x 5.28
- **Publisher:** Harper SanFrancisco; (March 4, 2003)
- **ISBN:** 0062517905
- **Average Customer Review:** ★★★★★ based on 2 reviews. [Write a review.](#)
- **Amazon.com Sales Rank:** 11  
(Publishers and authors: [improve your sales](#))

*Power Healing #11 on Amazon*

Done Internet

start Calendar - Micro... Inbox - Outlook E... Microsoft Offi... Dr. Sha Internet Expl... 11:05 AM

# Exhibit #7 -- Gary Rebstock's *Born a Healer* at #1 on Amazon

Amazon.com: Top Sellers

http://www.amazon.com/exec/obidos/tg/new-for-you/top-sellers/-/books/all/ref=p

amazon.com | Print Store | Books | See All 32 Product Categories | Your Account | Cart | Wish List | Help

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- Children's Books
- Comics & Graphic Novels
- Computers & Internet
- Cooking, Food & Wine
- E-Books & E-Docs
- Entertainment
- Gay & Lesbian
- Health, Mind & Body
- History
- Holiday Greeting Cards
- Home & Garden
- Large Print
- Litros en español
- Literature & Fiction
- Mystery & Thrillers
- Outdoors & Nature
- Parenting & Families
- Reference

Our most popular items. Updated hourly.

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**1. Born A Healer**  
by Chyni Lin, Gary Rebstock  
Average Customer Review: **★★★★★**  
Usually ships in 1 to 2 weeks  
([Rate this item](#))  
**List Price: \$18.95**  
**Price: \$10.85**  
**You Save: \$8.10 (43%)**

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**2. A Million Little Pieces (Oprah's Book Club)**  
by James Frey  
Average Customer Review: **★★★★★**  
Usually ships in 24 hours  
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This is the 56th item in [The Oprah's Book Club Series](#).  
**List Price: \$14.95**  
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- 

**3. Winter's Tale: An Original Pop-up Journey**  
by Robert Sabuda (Illustrator)  
Average Customer Review: **★★★★★**  
Usually ships in 24 hours  
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**List Price: \$26.95**  
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