

# Here's The Call Info, Handout and Exhibits

for Steve Harrison's free webinar and telephone seminar on.....

## **"How to Make Your Book a Bestseller -- Even If You're a Marketing Novice."**

On the teleseminar, you'll hear Steve interview Peggy McColl, an author who's made many books bestsellers.



Steve Harrison



Peggy McColl

You have two options for printing out this handout:

Best Option -- [Click here to print out in Adobe PDF format](#) (will look best)

Second Option -- Simply print out this web page (probably won't look as good as Best Option)

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?**

Peggy sold \_\_\_\_\_ books within 48 hours of her first campaign.

The name of Peggy's first book is \_\_\_\_\_.

Her most recent book is \_\_\_\_\_ and using this strategy she propelled it to the Amazon, Barnes & Noble and New York Times Bestseller Lists.

**Question #2 -- Creating a bestseller has a huge list of benefits.**

Benefit #1. \_\_\_\_\_

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

Benefit #3. \_\_\_\_\_

Benefit #4. \_\_\_\_\_

Benefit #5. \_\_\_\_\_

Benefit #6. \_\_\_\_\_

**Question #3 -- Six ways to make money as a bestselling author.**

#1. \_\_\_\_\_

#2. \_\_\_\_\_

#3. \_\_\_\_\_

#4. \_\_\_\_\_

#5. \_\_\_\_\_

#6. \_\_\_\_\_

**Question #4 -- What are the five specific steps to making a book a bestseller?**

**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 to personally mentor me to implement this strategy and make my own book a bestseller?**

Answer: For info go here now \_\_\_\_\_

**Question #8 -- How can Peggy guarantee you will hit the Amazon.com or Barnes & Noble Bestseller List if you use her system?**

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# Exhibits – Examples of Successful Campaigns

**Exhibit #1 –Peggy’s book *Your Destiny Switch* at # 13 on New York Times Bestseller List for hardcover advice**

The New York Times  
Try Times Reader Free

## Best Sellers

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SPORTS OPINION ARTS  
AUTOS  
ART & DESIGN BOOKS Sunday Book Review Best Sellers First Chapters DANCE MOVIES

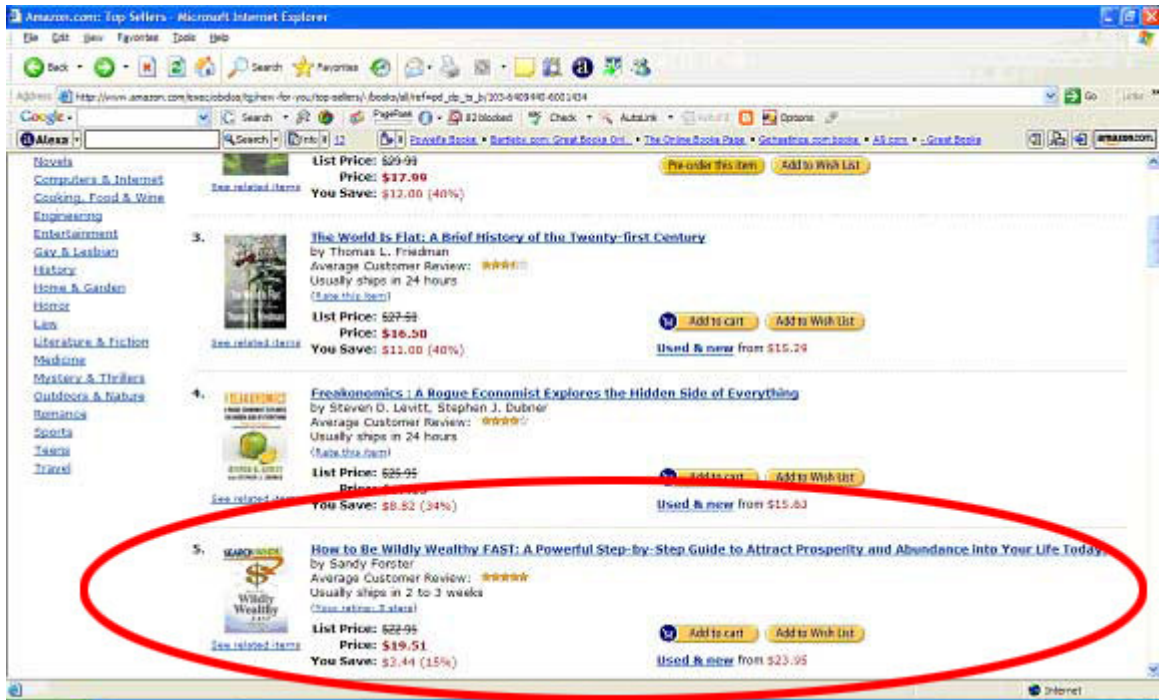
[Buy These Books From Amazon.com](#)

### Hardcover Advice

Published: May 20, 2007

This Week		Weeks On List
1	<b>THE SECRET</b> , by Rhonda Byrne. (Atria/Beyond Words, \$23.95.) 7 The law of attraction as a key to getting what you want.	17
2	<b>THE DANGEROUS BOOK FOR BOYS</b> , by Conn Iggulden and Hal Iggulden. (Collins/HarperCollins, \$24.95.) Skipping stones, tying knots and other essential activities — video games not included.	1
3	<b>EVERYDAY PASTA</b> , by Giada De Laurentiis. (Clarkson Potter, \$32.50.) Recipes from the Italian cook and Food Network star.	4
11	<b>NOW, DISCOVER YOUR STRENGTHS</b> , by Marcus Buckingham and Donald O. Clifton (Free Press)	
12		
13	<b>YOUR DESTINY SWITCH</b> , by Peggy McColl (Hay House)	
14	& Grau)	
15	<b>WHO MOVED MY CHEESE?</b> , by Spencer Johnson (Putnam)	

**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!**



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**Exhibit #3 – Sandra Anne Taylor's book *Quantum Success* on the New York Times Best Seller List.**

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THE NEW YORK TIMES BOOK REVIEW

March 04, 2007

## Advice, How-To and Miscellaneous Expanded List

### HARDCOVER

- 7 **NOW, DISCOVER YOUR STRENGTHS**, by Marcus Buckingham and Donald O. Clifton (Free Press)
- 8 **THE CARROT PRINCIPLE**, by Adrian Gostick and Chester Elton (Free Press)
- 9 **MAD MONEY**, by James J. Cramer with Cliff Mason (Simon & Schuster)
- 10 **CESAR'S WAY**, by Cesar Milan with Melissa Jo Peltier (Harmony)
- 11 **LL COOL J'S PLATINUM WORKOUT**, by LL cool J and Dave Hozig with Jeff O'Connell (Rodale)
- 12 **WORDS THAT WORK**, by Frank Lantz (Harmony)
- 13 **TEACH LIKE YOUR HAIR'S ON FIRE**, by Douglas Reeves (Corwin)
- 14 **MORE NATURAL CURES REVEALED**, by Kevin Trudeau (Alliance Publishing Group)
- 15 **YOUR BEST LIFE NOW**, by Joel Osteen (Warner Faith)

### PAPERBACK

- 6 **THE LAW OF ATTRACTION**, by Esther and Jerry Hicks (Hay House)
- 7 **THE SOUTH BEACH DIET**, by Arthur Agatston (St. Martin's)
- 8 **GETTING THINGS DONE**, by David Allen (Penguin)
- 9 **1,000 PLACES TO SEE BEFORE YOU DIE**, by Patricia Schultz (Workman)
- 10 **THE FOUR AGREEMENTS**, by Don Miguel Ruiz (Amber-Allen)
- 11 **THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE**, by Stephen R. Covey (Free Press)
- 12 **THE 500 MOST INTERESTING PLACES TO VISIT**, by Patricia Schultz (Workman)
- 13 **QUANTUM SUCCESS**, by Sandra Anne Taylor (Hay House)
- 14 **THE POWER OF NOW**, by Eckhart Tolle (New World Library)
- 15 **LITTLE BIG MINDS**, by Marietta McCarty (Tarcher)

## Exhibit #4 -- Gary Rebstock's *Born a Healer* at #1 on Amazon

Amazon.com: Top Sellers

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

Search: Books

Top Sellers > Books

Narrow by category in Books

- Nonfiction
- Business & Investing
- Accessories
- Amazon Shorts
- Arts & Photography
- Bargain Books
- Biographies & Memoirs
- Books on CD
- Books on Cassette
- Calendars
- 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
- Libros en español
- Literature & Fiction
- Mystery & Thrillers
- Outdoors & Nature
- Parenting & Families
- Professional &

Our most popular items. Updated hourly.

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**Born a Healer**  
by Chyni Lin, Gary Rebstock  
Average Customer Review: **★★★★★**  
Usually ships in 1 to 2 weeks  
([Rate this item](#))  
**List Price: \$16.95**  
**Price: \$10.85**  
**You Save: \$6.10 (36%)**

[Add to cart](#) [Add to Wish List](#)
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**A Million Little Pieces (Oprah's Book Club)**  
by James Frey  
Average Customer Review: **★★★★★**  
Usually ships in 24 hours  
([Rate this item](#))  
This is the 56th item in [The Oprah's Book Club Series](#).  
**List Price: \$14.95**  
**Price: \$10.46**  
**You Save: \$4.49 (30%)**

[Add to cart](#) [Add to Wish List](#)  
**Used & new from \$9.18**
- 

**Winter's Tale: An Original Pop-up Journey**  
by Robert Sabuda (Illustrator)  
Average Customer Review: **★★★★★**  
Usually ships in 24 hours  
([Rate this item](#))  
**List Price: \$26.95**  
**Price: \$17.26**  
**You Save: \$9.69 (36%)**

[Add to cart](#) [Add to Wish List](#)  
**Used & new from \$16.20**