

# ENLIGHTENED BESTSELLER



## 7 Keys to Creating a Successful Self-Help Book

*By New York Times Bestselling Authors*  
Janet Bray Attwood, Marci Shimoff  
and Chris Attwood  
*with Geoff Affleck*

# Enlightened Bestseller

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## *7 Keys to Creating a Successful Self-Help Book*

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with GEOFF AFFLECK

## **Dedication**

We dedicate this book to everyone with a passion for sharing their message with the world and is now ready to start playing a bigger game and living their life's calling. We hope to play a part in your journey by helping you create a powerful platform for personal and global transformation.

We also dedicate this book to each of the participants in our [Enlightened Bestseller Mastermind Experience](#). It's been our privilege to advise and mentor you on your path to becoming a transformational author and speaker. Our lives have been enriched because of our connection with you. Thank you for reminding us each day of why we do this work.

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# Introduction

If you have an important message to share with the world, there's no more powerful way to reach people than a book. And the process of creating that book is life-changing. We're excited for you because we know first-hand what it's like to have a message inside you that won't let go. Writing and publishing your book is one of the most rewarding and exciting things you'll ever do. But without proper guidance, it can also be a frustrating, soul-sapping, and downright grueling experience.

Our intention in writing this e-book is to help you avoid the mistakes that we've found first-time self-help authors often make, so your book will have the best possible chance to become a bestseller and impact thousands—even millions—of lives.

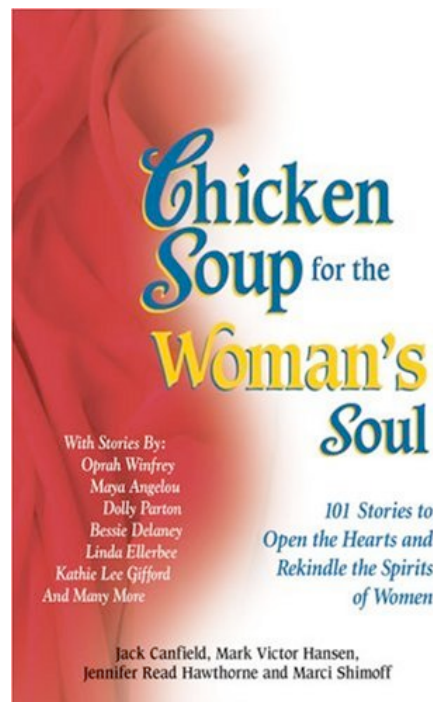
First of all, we're going to make three assumptions about you:

- You have a burning desire to help people enrich their lives through your knowledge, message, story, and tools. You feel you have a calling—and not sharing your message would feel like you were not fulfilling your life purpose.
- You're reading this because you want to write a transformational non-fiction book that would be listed under "[Advice, How-to and Miscellaneous](#)" on the *New York Times* bestseller list, or under one of the many sub-categories in the "[Self-Help](#)" section on Amazon. If you're planning to write a novel, biography, cookbook, children's book, business book, or photography book, then our advice may not be quite as relevant for you.

- You are ready to embark on a major project—a noble undertaking brimming with challenge and reward. Writing, publishing, and marketing a book from your heart can be very satisfying, but also very hard work. It's not for the faint of heart!

We know. We've been there and continue to live in this crazy, fast-paced world of personal transformation, writing, publishing, and marketing. It's our intention in writing this book to share with you some of our stories and the lessons we've learned along the way so you can avoid the pitfalls that too often handcuff new authors.

Three of us, Marci, Janet, and Chris, are multiple *New York Times* bestselling authors and have helped countless others to achieve this coveted status. It was Marci who, while mentoring with Jack Canfield, first came up with the idea for a *Chicken Soup for the Soul* **series** at the time when only the first *Chicken Soup* book had been published. She went on to co-author [\*Chicken Soup for the Woman's Soul\*](#) in 1996.



Since then some 250 *Chicken Soup for the Soul* books have been published, based on inspiring stories submitted by readers. Today, some 500 million *Chicken Soup for the Soul* books have been sold, including six co-authored by Marci.

Marci subsequently went on to be a featured teacher in the international film and book phenomenon, *The Secret*. After much soul-searching of her own, Marci decided that she wanted to share with the world knowledge about what she most cared about—happiness and love. So she created her own books and brands, *Happy for No Reason* and *Love for No Reason*. Her books have been on the *New York Times* bestseller list for 118 weeks and have sold more than 15 million copies in 33 languages. Today, Marci is one of the best-selling female authors in the area of self-help and transformation in the world.

### **Janet and Chris’s Story**

Janet Bray Attwood wrote the first draft of *The Passion Test* more than 20 years after experiencing a profound “ah-ha moment” at Debra Poneman’s “Yes to Success” seminar. Debra explained that the most successful people in the world, almost without exception, were doing the five things they were most passionate about.

At the time Janet was in a job she hated and was struggling to make ends meet. “If I could only figure out what my top five passions are, then I could be successful, too,” she mused. Janet learned she was not alone. In fact, surveys showed that four out of five people were not happy, let alone passionate, about their work.

A seed was planted that would later lead to a mission to change those statistics around the world.

Many years later, while being mentored by *New York Times* bestselling authors Mark Victor Hansen and Robert Allen, Janet was asked to give an

impromptu workshop with only one night's notice, after Mark and Bob were unexpectedly called away to do a TV interview.

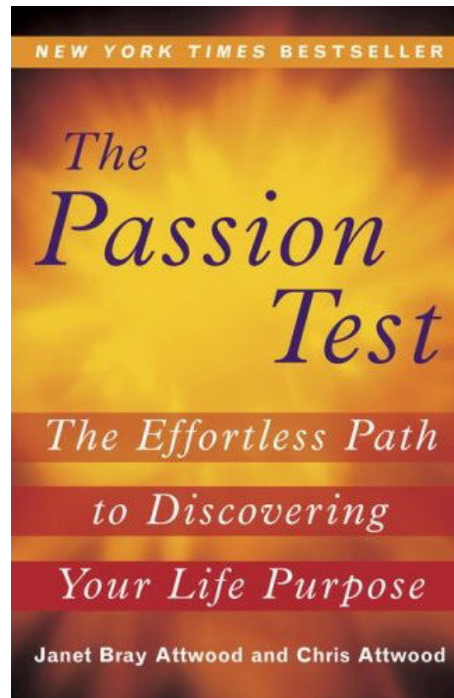
Janet turned to her ex-husband and best friend, Chris Attwood, with a look of terror in her eyes and blurted out, "Holy crap! What will I talk about, Chris? All I can think of is this little Passion Test I made up years ago." After pulling an all-nighter with Chris to prepare her talk, Janet took the stage the next day and gave The Passion Test for the first time to 500 people. When the crowd erupted in a standing ovation, she knew she had something special to share with the world!

Soon after, Janet co-wrote *The Passion Test* eBook with Chris and they sold 5,000 copies for \$4.50 each. Using this income as seed capital, they self-published the book and then leveraged the relationships they had formed with transformational leaders like Jack Canfield, T. Harv Eker, Mark Victor Hansen, and Robert Allen to promote it. The book rose to #1 on BarnesandNoble.com in an hour and a half and to #1 on Amazon.com a day later, staying in that position for most of a week. Ultimately, over 20,000 copies were sold.

The success of the self-published book, combined with the impressive list of affiliate partners willing to promote the book, allowed them to attract one of the top literary agents in the publishing world. With her help, several New York publishers began to pay attention to them.

After crafting a compelling book proposal, Janet and Chris received bids from a number of top New York publishers for the rights to the book and ultimately signed a high-six-figure book deal for [\*The Passion Test: The Effortless Path to Discovering Your Life Purpose\*](#). A couple of years later, after they rewrote the second half of the book, Hudson Press, a division of Penguin, published a hardcover version that became a *New York Times* bestseller the first week after its release.





### **Can anyone replicate this success?**

That depends. The publishing industry has changed a lot over the past 10 years and continues to evolve. E-books now outsell physical books on Amazon. It's now fast and easy to publish your eBook on Amazon Kindle, Nook, iTunes, Google Play, and Kobo—often within 48 hours. And with print-on-demand services like [Lightning Press](#) and Amazon's [CreateSpace](#), self-publishing is accessible to anyone with a word processor and an Internet connection.

So this is an amazing time to publish your transformational self-help book in that it's relatively easy to self-publish it and sell a hundred or so copies. However, writing a *bestselling* book is an entirely different thing. The *Pareto principle* (also known as the 80/20 rule) applies to publishing: 20% of the books account for 80% of the sales. And only 1% of books ever sell more than 50,000 copies. Pretty discouraging numbers.

Here are some more: At the time of writing this book, Amazon.com listed over 9 million hardcover books, more than 22 million paperbacks, and almost 2 million Kindle Editions for sale. How will your book cut through the clutter and get noticed? And how will it become a bestseller? That can be a daunting task.

But not if you know what you're doing. If you follow the seven keys to creating a bestselling self-help book in the following pages, you will be well on your way. Now, let's get started!

## **Chapter 1**

# Start by Writing a Great Book!

Okay, the title of this chapter may seem like a no-brainer, but stay with us. Experts agree that the first key to a bestselling book is to write a really great book. Let us explain.

With an expensive, well-orchestrated launch campaign executed by a marketing SWAT team, it may be possible to achieve #1 Amazon bestseller status with an average book for an hour or two. But unless your book is a really great read, your bestseller status will be a short-lived flash in the pan. This is because your book won't get the positive reviews and word-of-mouth referrals it needs to remain an ongoing bestseller. Negative reviews (or a low number of reviews) will kill your long-term sales.

So, what makes a great self-help book? Marci Shimoff offers this advice: "Start by writing about a topic that you are truly passionate about. You'll be talking about this subject for many years to come, so it has to be something you're really passionate about and you'll enjoy thinking and speaking about for the next decade (or longer)."

That's key. But there's more....

### **How do you write a great self-help book?**

There's a saying that the title sells the book and the opening sentence sells each chapter. As you are writing your book you've got to find interesting ways to engage and re-engage your reader in each chapter by incorporating at least four out of the five elements below. When you use these elements, the pace of your book will be varied and the reader will want to keep turning the pages.

- **Share information and principles.** The number-one reason people read self-help books is to make a change in their lives. Whether it's losing weight, making money, reclaiming their health, or finding their life purpose, people crave information that will make life better for them. Your job is to help them—but be careful not to do it in a preachy way. The best transformational messages guide the reader to draw their own conclusions rather than telling them what to do.
- **Share your personal story.** Telling your story is one of the best ways to connect with your reader, especially if it is well written and evokes emotions. The goal is to inspire your reader and get them to say, “I can relate to you.”
- **Include other people's stories.** Not only does telling other people's stories give you more content for your book (which is especially helpful if your personal story is short), it also allows you to draw on their experiences to illustrate your principles. You can also build your credibility as an expert, and the marketability of your book, by interviewing well-known people and including their stories.
- **Build credibility.** By citing relevant research and statistics you'll give credence to your message. We'll talk more about this in Key #3.
- **Offer practical tools.** Your readers will only make changes in their lives to the extent that they take action on your advice, so give them some clearly laid-out steps to take. The Passion Test started out as a little quiz to help people figure out their top five passions, but the final version of the book included exercises, tools, and processes to help people discover their passions, live their passions, and release false beliefs, false ideas, and false concepts that could be holding them back.

For example, *The Passion Test* book shows readers exactly how to make an initial list of 10 to 15 things that would make their life ideal. Then readers learn an elimination process to narrow the list down to their top five passions. Once they have their top five, there are additional exercises such as:

- Scoring their passions on a scale of 0 to 10
- Making Passion Cards so they can put their attention on their passions throughout each day
- Creating a list of Markers—the specific outcomes that they will enjoy when they are living their passions full-out
- Creating a vision board to help visualize their passions
- Writing a speech that will be read at their 100<sup>th</sup> Birthday celebration

These practical tools and exercises are carefully designed so the reader can immediately incorporate the authors' wisdom into their lives and begin to make lasting changes. This is what they really want from a self-help book. But there's another element that is also irresistible...

### **Write compelling stories**

Emotional stories are a powerful way to engage your readers because people love to be entertained and also to feel connected with you. To this end, Chris Attwood describes the use of “open loops”: “An open loop is used in a book to instill curiosity by creating tension, suspense, curiosity, and anticipation for what will come next.” For example, here is the beginning of *The Passion Test* book:

*“How was your trip?” Chris asked.*

*“It was absolutely the best and most amazing experience of my entire life,” Janet replied.*

*“What happened?”*

*A perplexed expression came over Janet’s face. “I must be flippin’ crazy!” she said.*

*You’ll hear Janet’s incredible story before this book is done. But first...*

See how the reader is left wondering what happened to Janet? That’s the power of open loops—they keep you turning the pages. They also give you the perfect set-up to provide some information, advice, or statistics, or to share a tool.

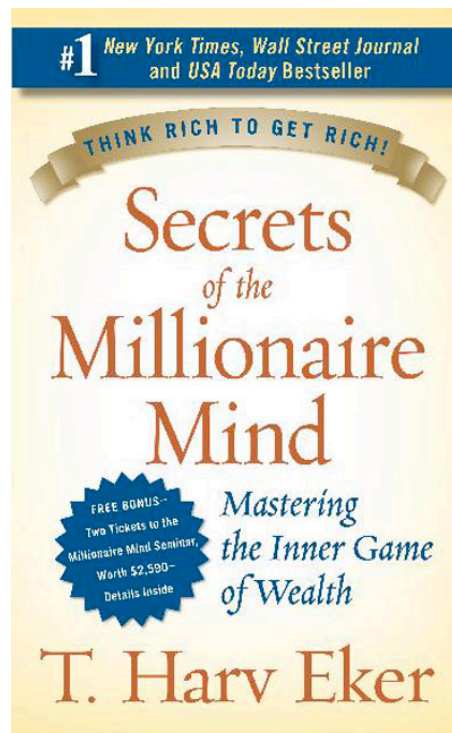
Before you start writing your personal-transformation bestseller, there are six more keys to master that will unlock your success. Unless you are crystal clear about each of these, the chances of your message ever reaching a large number of people are slim. And the dream of your book becoming a bestseller, and of you being able to quit your day job and earn a great living from the book advance, royalties, speaking fees, and “back-end” programs, may never happen. But get these next six keys right and you will be making an excellent start at setting yourself up for publishing success.

## Chapter 2

# Define Your Unique Message

There are hundreds of books about health, happiness, spirituality, relationships, success, leadership, or personal finance—what’s fresh and compelling about yours? It’s really important that you can answer that question in a few sentences (and in your title) so that people, when faced with dozens of choices, will choose your book!

T. Harv Eker is one of Geoff’s most influential mentors and is the author of the #1 *New York Times* bestseller *Secrets of the Millionaire Mind*. Eker says, “Clarity is power.” And we agree! When it comes to the core message of your book, you must get crystal clear about your unique message.



The unique message in [\*Secrets of the Millionaire Mind\*](#) boils down to this: Everyone has a personal money blueprint ingrained in their subconscious mind, and it is this blueprint that determines their financial success. According to Eker, it's simple—you can actually reset your money blueprint, and if you think like rich people think and do what rich people do, chances are you'll get rich too!

Mainstream thinking is that becoming wealthy depends on making smart investments, learning skills, and saving money—but Eker teaches that, unless you master the inner game of wealth, you'll most likely never be rich. Now that's unique!

When Janet and Chris created *The Passion Test* there were lots of books on passion. But years later it is still one of the bestselling books on the topic. Why? Because people resonate with their distinctive message that everyone has unique talents, skills, and passions and that “your passions are like breadcrumbs, leading you on to the path of your destiny.” If we are not living aligned with our passions then life lacks meaning, work can be drudgery and our mission on this planet will go unfulfilled.

## **What Are Your Passions?**

So what are you passionate about? Remember, your passions are the clues to your life purpose. You are on this planet for a reason. What message are you here to share with people via a book?

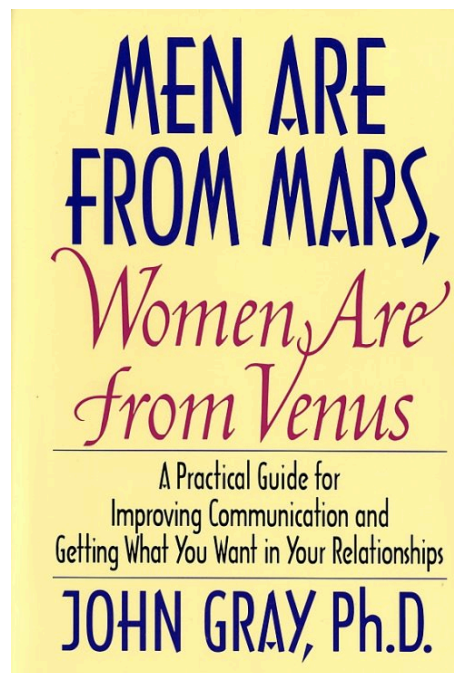
World-renowned strength trainer Charles Poliquin has trained hundreds of Olympians and professional athletes. He makes *The Passion Test* mandatory for all of his coaches and athletes. Why? Because he knows that if they're not aligned with what matters most to them, they will never achieve the success they want.

If you've never taken The Passion Test (or haven't taken it in the last six months) then we recommend doing this as a first step. You can get the



instructions by watching three instructional videos by Janet and Chris. Just go to this website: <http://mypassiontest.com/passiontestvideos>. You'll be guided through a fun, simple, and powerful process to discover exactly what your top five passions are, and you'll learn a formula for making passion-based decisions for the rest of your life.

Another stellar example of a book with a distinct and memorable message is Dr. John Gray's #1 *New York Times* bestseller [\*Men Are from Mars, Women Are from Venus: The Classic Guide to Understanding the Opposite Sex\*](#). Dr. Gray's message boils down to this: women and men are wired differently, and happy relationships are possible when they understand, accept, and respect their differences.



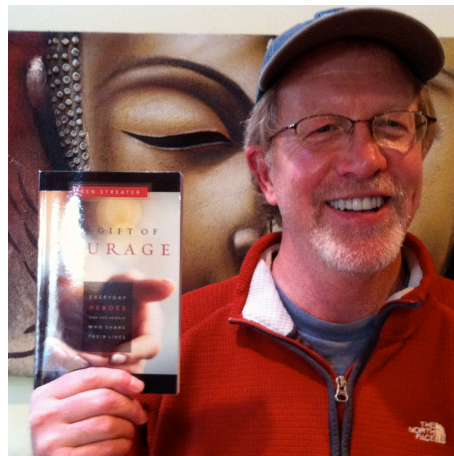
Based on years of successful counseling of couples and individuals, *Men Are from Mars, Women Are from Venus* has helped millions of couples transform their relationships. Now viewed as a modern classic, this phenomenal book has

helped men and women realize how different they really are and how to communicate their needs in such a way that conflict doesn't arise and intimacy is given every chance to grow.

## **What's your unique message?**

Here are three ways that some of our Enlightened Bestseller Mastermind Experience participants have made their messages unique:

- **Inspire people with heartfelt stories.** People love to read stories. A great approach is to open each chapter with a compelling story that hooks the reader by evoking an emotion such as shock, fear, curiosity, or intrigue. Then weave your story throughout the book, switching back and forth from storytelling to sharing insights, offering advice, and giving practical tools. In his book, [\*The Gift of Courage\*](#), Ken Streater (pictured here) has done just that.

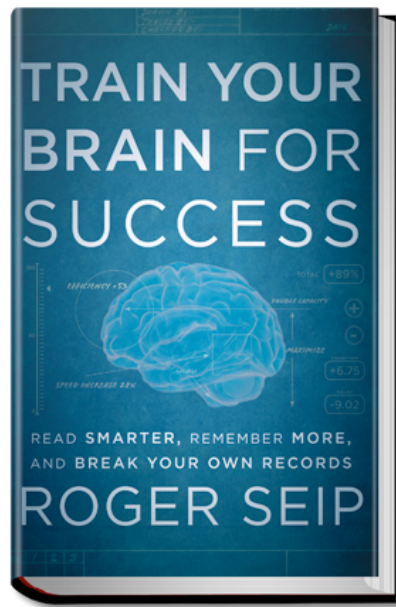


- **Give fresh information or take a new angle** on a popular topic. Another member of our Enlightened Bestseller program, Ellen Rogin, CPA, busts our most commonly held beliefs about how to manage, grow, and be successful with money.

In her book, [\*Great with Money: 6 Steps to Lifetime Success & Prosperity\*](#), Ellen claims that the new frontier for improving our personal financial success won't be better analytics, cooler software for tracking spending and investments, more sources of data, or other left-brain strategies. Instead, it will be the invisible dynamics: visualization, intuition, generosity, and motivation—using right-brain (that is, emotion-based) approaches. Click on the image below to watch Ellen's video.



- **Teach practical tools** that your readers can use to make change in their lives. In his Amazon bestseller, [\*Train Your Brain for Success\*](#), Roger Seip offers practical tools to read smarter, remember more, and be more successful. Roger's tools are fun too—Geoff's personal favorite is the one where you remember a list of 12 things by associating each one with one of your body parts!



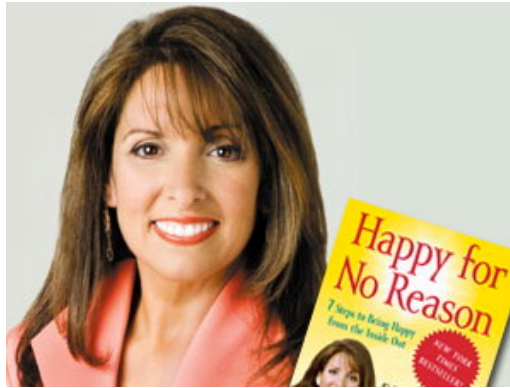
So far we've discussed the five elements of writing a great self-help book and have given you some examples of how others have created a unique and compelling message. Now let's move on to the third key and answer the question, "Why are you the best person to write this book?"

## Chapter 3

# Be The Expert

When she set out to write a book about happiness, Marci Shimoff was an expert—in *unhappiness*. She desperately wanted to know how to be happy, so she went on a quest to learn how.

Did you know there is an entire sub-category for books on happiness on Amazon.com with over 8,000 titles? When Marci submitted her book proposal for [\*Happy for No Reason: 7 Steps to Being Happy from the Inside Out\*](#), she not only needed a unique approach, she needed to position herself as a happiness expert. But Marci was not a Ph.D. or a psychologist or a “Dr. Phil,” so she set out to become an expert by extensively researching the topic.



Marci took on the role of an investigative reporter, seeking the truth from witnesses and experts about what it takes to be happy. She quizzed researchers and scientists, and read countless studies. Marci interviewed her “Happy 100”—100 people who reported being joyful and contented most of the time (Janet was one of them)—to learn their secrets to being happy from the inside out.

Clearly, Marci had a passion for finding happiness and for sharing this knowledge with the world. In doing so she became an authority on the subject, wrote a #2 *New York Times* bestseller, and now speaks to audiences around the world about what it takes to be happy for no reason (and she says, best of all, in the process, she went from a D+ in happiness to an A-).

Another author in our Enlightened Bestseller program, Una Panting had a very successful 20-year career in investment banking but, like so many others who work in the corporate world, found little satisfaction in her profession.

Una decided to write a book to inspire CEOs worldwide to include the happiness of their employees in their evaluation of the success of the organization. But Una was a banker, not a Ph.D. in organizational behavior, so she became a subject matter expert by interviewing CEOs of leading edge companies where fostering happiness is a priority. In her upcoming book, *The Profits of Happiness*, Una's role as a synthesizer and conveyer of information, findings, and strategies will show her as an expert in this field.

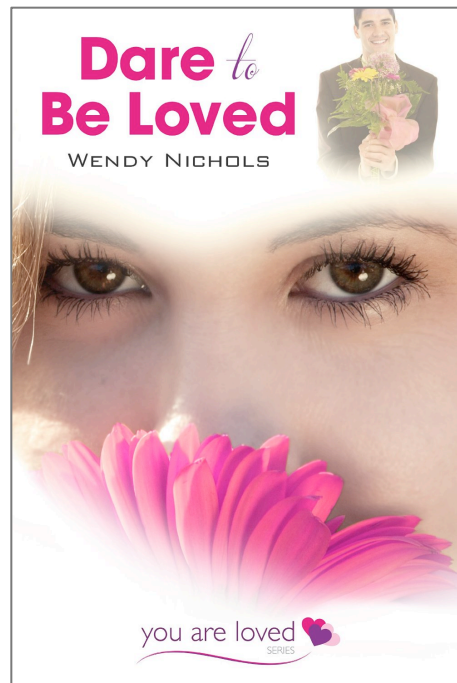
### **You are the best person to write this book if...**

Below are some real life examples from some of the authors we've had the pleasure to coach in the Enlightened Bestseller program. If at least one of these situations applies to you, then you are uniquely qualified to be the messenger:

**You've had a unique experience** in your life (good or bad) that has given you knowledge and insights to help others who are facing a similar situation. One of our students, Kipp Harris, survived cancer not once, but three times and found joy in the experience that he wants to share with others. Another worked as a high-class call girl and is now writing a book for women, teaching them how to keep their husbands from seeking sex outside the marriage.

**You have special skills, training, qualifications, or credentials** that make you an authority on your subject. Dr. Shannon South is a licensed and experienced psychotherapist who helps people overcome depression and find joy in their life. Her book is called [\*Love Wisdom: A Soul's Journey to Wellness\*](#).

**You have “received” a message** and feel called to share it. This happened to Wendy Nichols before she published her [\*You Are Loved Series\*](#) for teenage girls and their mothers. But as Wendy describes, it wasn't obvious at first why she was getting these messages:



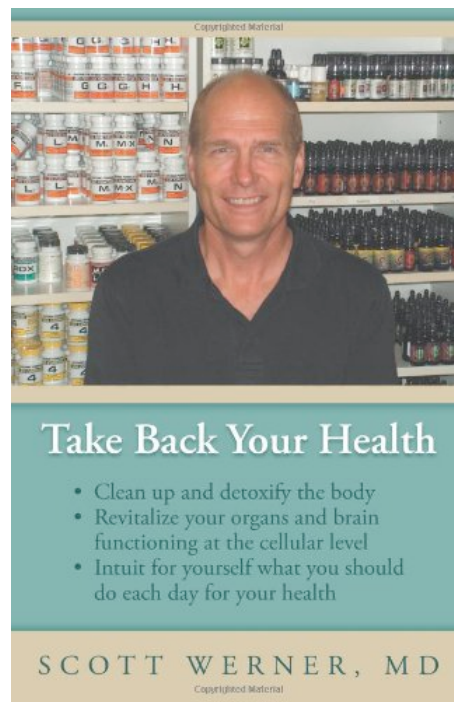
*“For years I kept getting messages that I was meant to help teenage girls. I have two boys, so why girls? Sure, I’m a Drama teacher and I love helping, but what the heck was I meant to do?”*

*“Then it came to me. I’ve been through everything young women today are going through—I’ve been dumped and done the dumping, I’ve been bullied and done the bullying (only slightly), I’ve been cheated on and...okay, let’s leave that one.”*

*“That’s what I was meant to do. I was meant to give teenage girls the solutions I wish I’d had years ago, so they won’t have to go through the years of pain and heartache I went through.”*

**You have special talents and gifts** to share. Dr. Scott Werner is a medical doctor who became a holistic healer after curing his own cancer with herbs and healing energy.

In his book, [\*Take Back Your Health\*](#), Scott offers a unique approach in which the reader intuitively opens the book to a new page each day for a new healing modality.



**You’ve been to a dark place and back**, or have overcome some major obstacles. Another of our students was sexually abused and attempted suicide *and* her house was burned to the ground—yet today she has overcome this



trauma to become a strong and happy woman, inspiring other women to reclaim their power.

**You have developed a unique process** or tools that will enrich the lives of others. In [\*Timeout! To Retreat, Review & Renew\*](#), Jerry and Phyllis Campagna share their unique insights and practices to help people live a more intentional life.

**You have researched your topic** extensively and as a reporter can share your findings with others. In her upcoming book, Barbara Edie, a journalist from Winnipeg, Canada, is writing about “difference makers” —people who through their own selfless actions are making an impact on the world.

Whatever your unique situation and message, if you feel like you have a baby inside you that is ready to be birthed in the form of a book, then it’s time to move on to the fourth of our seven keys: defining your transformational promise.

## Chapter 4

# Define Your Transformational Promise

After defining your unique message and why you are uniquely qualified to share it, you need to answer the question, “Why would anyone want to read your book?” When someone finds out about your book, they will ask themselves one question:

*“What’s in it for me?”*

Picture someone browsing the self-help section in the local bookstore. They pick up your book, look at the cover, and read the title. You have about two seconds to get them interested enough to look at the back cover or table of contents, or flip through the pages. The cover is even more important on online booksellers’ websites because the only glimpse of your book is a tiny thumbnail image beside your title. Your title and cover need to stand out from the crowd and convey in just a few words exactly *“what’s in it for me?”*

Psychologists, marketers, and bestselling authors all know that there are only two fundamental motivators in life: pain and pleasure. People want to move away from pain and towards pleasure. Which one do you think is the stronger motivator—pain or pleasure?

Imagine you are about to go on a vacation to Mexico tomorrow and suddenly you get a severe toothache. Will you go to the dentist immediately or will you wait until you get back from your trip? Most people will visit the dentist before they go because the anticipated pleasure of the vacation is less of a motivator than the relief from the pain of the toothache (plus, you can’t enjoy a vacation when you’re in pain!). Pain trumps pleasure.

This is what every good self-help, advice, and how-to author knows. They show the reader how to move away from the pain they are experiencing in their life by making the promise to replace that pain with pleasure.

Here's a simple yet powerful exercise that the students in our Enlightened Bestseller Mastermind group have used to answer the question, "Why would anyone want to read my book?"

Start by taking a piece of paper and writing the letter A on the top left side of the page and the letter B on the top right. Draw an arrow starting at A and pointing to B, representing the transformational process that you are going to offer your readers.

**STEP 1:** Under the letter A make a list of what your ideal reader is experiencing in their life right now and how they are feeling about it. These are their "pain points." For example, Marci's ideal reader for *Happy for No Reason* might be experiencing:

- Unhappiness and sadness
- Relationships not working
- Emptiness, misery, dissatisfaction, or boredom
- Overwhelm
- Temporary happiness from food, entertainment, alcohol, drugs, sex, etc.
- Addictive behavior

Do you notice what all of the words above have in common? They are all states of emotional pain. If you're writing from personal experience and have

already made the transition from A to B, ask yourself, “How did I feel before? What emotions did I have? What was going on in my life?” This is your A.

**STEP 2:** Under the letter B make a list of the results and benefits your reader will experience in their life if they follow your advice. What pleasure do they want to move towards? Again, using Marci’s book as an example, the B list would include:

- Happiness
- Joy
- Fulfillment
- Peace
- Love
- Uncontrollable smiling
- Freedom from addictions

It will help to write down how *you* feel now that you’ve made your personal transformation. If you get stuck on this exercise, ask for help from a friend or get suggestions from your colleagues and social media followers.

By now you will have some great words to help you craft your value proposition—the promise of value delivered to the reader in the form a transformation in their life.

Your *process* is how you help people get from A to B. And, beware—people don’t care about your process nearly as much as they care that you understand their pain and believe that you can help them move away from that pain and towards point B (B is for benefits).

**STEP 3:** Write a sentence that concisely describes the transformation that you are promising in your book. Complete the following sentence: “I help people to move from A to B.” For example:

“I help people move from depression to inner peace.”

“I help women move from overweight to feeling great about themselves.”

“I help teens move from low self-esteem to self-confidence.”

“I help busy moms move from overwhelm and clutter to organization and productivity.”

Fill in the blanks:

I help \_\_\_\_\_ move from  
\_\_\_\_\_ to \_\_\_\_\_.

### **Work it into your title**

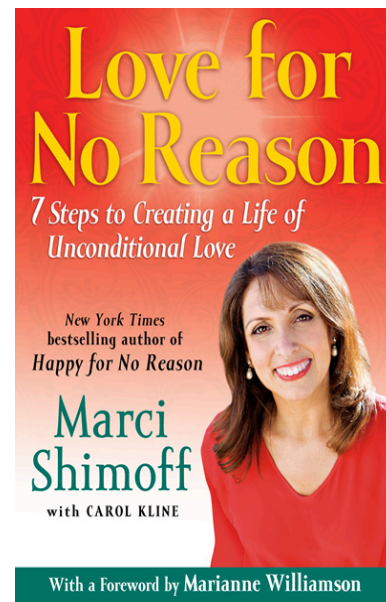
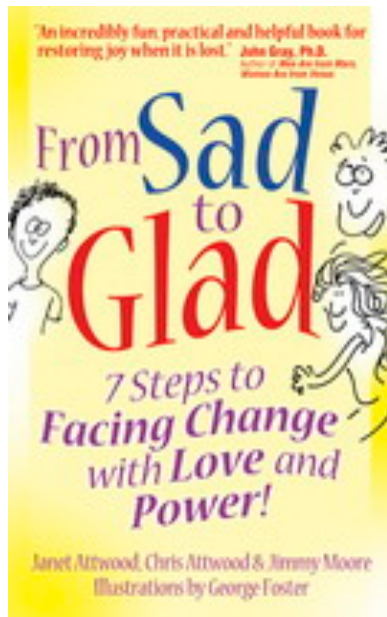
Bestselling author Jack Canfield uses the term “compelling concept” to describe the main message of your book and the primary benefits that it provides for the reader. Your compelling concept (transformational promise) should be included in the title and/or subtitle of your book.

You don’t need to have both the A and the B in your book title, however, at least one should be there. It’s also a really smart idea to include popular search keywords in your book title so that people can easily find your book online if they don’t know about it yet.

Here are three examples from our books:

The transformational value proposition is clear in Janet and Chris’s book: *The Passion Test: The Effortless Path to Discovering Your Life Purpose*. In this example, the B is “Discovering Your Life Purpose”

Here's another of Chris and Janet's eBooks, [\*From Sad to Glad: 7 Steps to Facing Change with Love and Power\*](#). Notice the A—Sad—and the B— Glad. There's even more B in the subtitle, "Love and Power." These are the benefits that the book promises.



In Marci's book, [\*Love For No Reason: 7 Steps to Creating a Life of Unconditional Love\*](#), the transformational promise is also in the subtitle— "Creating a Life of Unconditional Love."

Did you notice two of these subtitles began with "7 Steps to...?" People love numbers, especially relating to a promise of personal transformation, because it makes it seem do-able. Stephen Covey's, *The 7 Habits of Highly Effective People*, is a great example of this. "Wow! All I have to master are seven steps. I can do that!"

So far you've learned the five elements of writing a great book, the importance of having a unique message, how to position yourself as the expert, and how to define your transformational promise. But before you start writing your bestseller, there's more to do...

## Chapter 5

# Check Out Your Competition

Before you start writing your book, do some research and competitive analysis to assess the popularity of your topic. As we'll explain below, there are several good reasons for doing this and it will be worth the investment of your time. The three best places to do your sleuthing are Amazon.com, Google Keyword Tool, and your local bookstore.

### 1. Amazon.com

On [Amazon.com](http://Amazon.com) go to "Books" and do a search for your A and B keywords, such as "depression," "self-esteem," "life purpose," "passion," "happiness," or whatever yours are. These one- or two-word phrases are "short-tail" keywords. You will likely get lots of results for each search. Make a note of the top titles that feature these keywords.

Also on Amazon.com, key in several three- to five-word searches on your topic. For example, "How to find my passion" or "How to be happy." Take note of how many books are in the search results and which are top ranked. For example, under "How to be happy" there were 1,200 books and, at the time of this writing, Marci's *Happy for No Reason* was listed 12<sup>th</sup> for relevance.

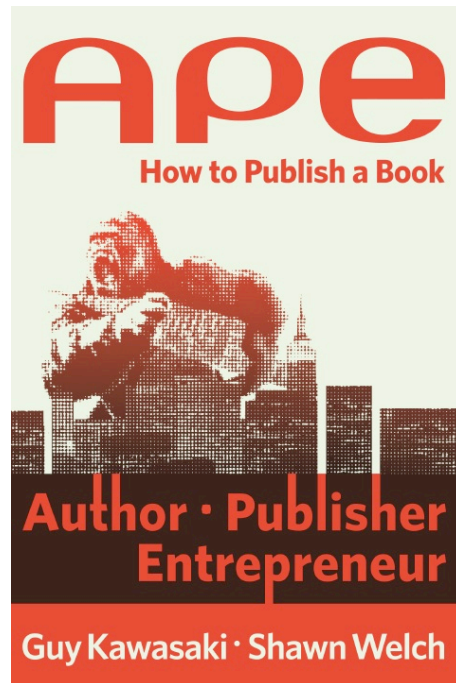
If there are a lot of books in your category, it means there is strong demand for that type of book (that's good news for you), but it also means you could face some stiff competition, so your message will have to be unique and your marketing top notch.

If your search yields relatively few titles, it may indicate the potential audience for your book is small, the market is untapped, or you have not searched using commonly used keywords. Try changing your keywords to see if you get

different results. There's nothing wrong with writing a book for a niche market; you may even be able to charge a higher price for your book if it contains specialized knowledge and there is not much competition.

## 2. Google Keyword Tool

Use the [Google Keyword Tool](#) to see the popularity of certain keywords and phrases. What you learn here could be very important as you choose the title for your book. Type in your keywords and see the number of global monthly searches for your chosen word or phrase. As with the Amazon search, keying in one- or two-word phrases will likely yield a higher number of results, while three- to five-word searches, which are more specific, will have fewer monthly searches. The goal is to find a popular keyword phrase and use it in the title or subtitle of your book.



For example, when he was finalizing the title of his excellent book, [APE: Author Publisher Entrepreneur – How to Publish a Book](#), Guy Kawasaki, along with co-author Shawn Welch, used Google's Keyword tool to find the most



popular search phrases. They found that the phrase, “How to self-publish” has 110,000 global monthly searches, whereas people search for “How to publish” 1,500,000 times per month! Based on this data, they decided to subtitle the book “How to Publish a Book,” even though their book is specifically about how to self-publish a book.

### **3. Visit Bookstores**

Next, check out the Self-Help section in your local bookstore to see what’s available in your category. Again, the number of titles similar to yours indicates the popularity of the topic. Look at the covers. What colors are popular? Which colors are you attracted to? Which books “pop” out at you?

Buy and read three to five of the bestselling books most similar to yours to get a feel for the table of contents, writing style, transformational promise, tools, and processes used in each book. As you’re reading, make notes about what’s unique about each book and see if you can identify an open niche or untapped angle that no one else is writing about.

## Chapter 6

# Write a Compelling Book Proposal

Whether you're planning to self-publish or to publish your book with a traditional publisher, there's still one more step before you start writing your manuscript—preparing your book plan or book proposal.

If you're hoping to go with a traditional publisher, you'll need a book proposal. If you're taking the self-publishing route, you'll need a book plan, which is a scaled-down version of a book proposal.

Note that if you're planning to seek an agent and a traditional publisher, then writing a stellar book proposal is your first step. **Do not write your book first!** Write the book proposal first—a professional proposal can take almost as long to write as the book itself—and then, once it's accepted, write your book. You will need to include chapter outlines for each chapter and one sample chapter in your book proposal.

Sending an unsolicited manuscript to an agent or publisher is a sure sign of an amateur and it will most likely be rejected. Our advice is to take the time to write a professional book proposal (ours are usually over 100 pages) that sells your book.

We can't stress enough that it's worth taking the time to make a book plan or create a book proposal! In addition to being the primary sales tool for potential publishers, it also helps outline and clarify your book and validate its importance *to you*.

Below is our most important advice for creating a compelling book plan or proposal that could earn you a sizeable advance on your royalties:

**Make it beautiful.** Agents and publishers receive thousands of proposals every year. The reality is that most are never read and very few are seriously considered because they simply don't stand out. You need to differentiate your proposal from the others in the proposal reader's inbox. One of the best ways to do this is to hire a graphic designer to create a beautiful cover and layout. Include charts, images, diagrams, tables, quotes, and statistics to grab attention and keep them reading.

**Include a Table of Contents.** Don't make the reader search through your proposal for information. Include a Table of Contents with section headings and subheadings to make it easy to find things. We recommend you divide your proposal into three main sections: 1) your Executive Summary, 2) the Marketing Plan, and 3) About the Book. Although this may seem counter-intuitive, the marketing section should come *first*. Why? Because the agent and publisher are most interested in how your book is going to make them money! Remember, your job is to give a convincing argument as to why an agent should represent you and why a publisher should pay you a large advance. They care most about "What's in it for me?"

**Describe your platform.** My what? Many first-time authors have a wonderful message to share and a truly compelling concept, but without a platform they struggle to sell more than a few hundred books. Your platform is the sum of all the people you can reach, plus all the people who know about you. We'll discuss this more in Key #7.

**Write an Executive Summary.** This will appear near the front of the proposal but will be written last. Your Executive Summary should answer these four questions:

- What's this book about?
- Why is this book needed?

- Why are you the best person to write it?
- How are you going to sell thousands of copies?

And if you're going to self-publish, we recommend you answer the above questions too and include them in your book plan. Chances are, if you can't answer these four questions succinctly, your book will not attract many readers.

**Include your bio.** Your bio is part of the marketing piece and it is here that you tell the best of the truth about yourself. The main goal is to demonstrate that you can sell books. Please see our bios at the end of the book for examples.

**Show that your topic is HOT!** This is where you'll include research and statistics that demonstrate that there is a need and a demand for your message. Find magazine covers and websites like the one below that feature popular articles on your topic.



**Define your target market.** In this section, the work you did to define your transformational promise will really pay off. Here is where you'll describe the demographic characteristics of your target market—their age, sex, location, income, education, marital status, etc., and, most importantly, their pain points and the results and benefits they're seeking.

**Marketing action plan.** Both the literary agent and publisher want to know what YOU are going to do to sell thousands of copies of your book. That's right—YOU! And if you're self-publishing, this is a critical piece, too. If you are fortunate enough to get a book deal, you still need to sell your book. Contrary to popular belief, the publisher doesn't promote your book for you. Their main role is printing and distribution. Yes, they will assist you with your initial launch publicity, but generally they won't put much effort into marketing until your book becomes a bestseller. The bottom line is YOU are the one who has to sell your books!

You'll need to develop a solid, multi-pronged marketing plan, consisting of a dozen or more tactics that you will actually do. These might include social media campaigns, blogging, guest blogging, email blasts, bonus offers, affiliate marketing, interviews, speaking, book signings, and press releases.

**Discuss your title.** Your title and subtitle will, of course, be on the cover and the header of each page of the proposal, however, it's worth including a discussion of why you chose your title. You've undoubtedly noticed that almost every self-help book has a two-part title (title and subtitle). There is a reason for this. The title's role is to be an emotional hook. It does this by engaging the right brain (the creative side of the brain). The subtitle engages the left brain (the logical side) by providing benefits or making a promise.

For example: *Happy for No Reason: 7 Steps to Being Happy from the Inside Out*. "Happy for No Reason" is catchy; it hooks the right brain and makes us say,

“What do you mean by that?” The subtitle, “7 Steps to Being Happy from the Inside Out” offers a logical series of seven steps that promise the reader happiness.

**Competitive analysis.** In Key #5 you learned how to research your competition. In this section of the book proposal you’ll list the five or six bestselling books in your niche. Be careful not to make negative comments about your competitors’ books. Rather, point out the features of each book that made it so wildly popular and show how your book incorporates those features and, in addition, what makes your book unique. Your goal in this section is to demonstrate demand for your category and highlight the features that will make your book stand out.

**Chapter summaries.** Provide an outline of your chapter titles and a one-page summary describing the main points of each chapter. You’ll also need to include a sample chapter. It doesn’t need to be the first chapter, but it should be your strongest chapter—one that showcases a story, information, research, and a practical tool.

We hope you’ve found this information about writing a book proposal helpful. If you’re like most of our students, you probably found it eye-opening and perhaps even daunting. We never said writing a bestseller was going to be easy, but with the right approach and support you can save a lot of time, frustration, and money—and reach a lot more people with your message by selling more books!

This brings us to the seventh key: building your platform.

## Chapter 7

# Build Your Platform

In Key #6 we introduced the concept of an author's platform. We said that your platform is the sum of all the people you can reach, plus all the people who know about you. Let's list some specifics. Your platform consists of:

- Your email list
- Your alliance partners' email lists (Alliance partners are people who have an email list of people similar to those you want to reach. You find alliance partners by networking, researching your competitors, and reaching out to create win-win alliances. More on this below.)
- Your fans, followers, and friends on Facebook, Twitter, LinkedIn, Google+, and other social media platforms
- Your alliance partners' social media followers
- Your blog subscribers
- Other people's blog subscribers (where you can be a guest blogger)
- People you can reach through paid advertising (such as Facebook ads, LinkedIn ads, or Google Adwords). This depends on the size of your budget.
- Your speaking audiences
- Those in your personal or business networks, such as the Chamber of Commerce or various clubs and associations you belong to

- People who've purchased a product, book, or service from you in the past
- People you can reach through mass media, such as TV, radio, and print

The majority of aspiring authors who come to us for guidance have a small platform. They typically have an email list of a few hundred people, a couple hundred Facebook friends and Twitter followers, and a small offline personal or business network.

One of the best pieces of advice we can give you is to reiterate what Guy Kawasaki—author of 16 books and owner of a platform of over 5 million people—recommends. He advises writing for at least two hours every day AND investing an additional *one to two hours in building your platform each day*.

This means:

- Networking in your community
- Creating an opt-in page (described below) and gathering email addresses
- Setting up your Facebook fan page and building “Likes”
- Building alliances with people who already have significant platforms
- Speaking on stage about your topic, and giving interviews

If you do this, you should be able to build a platform of 5,000 people within a year.

The number-one thing we advise our students to do to build their platform is to set up an opt-in page. An opt-in page is simply a web page where you offer a free gift in exchange for someone's email address, and you get their permission to



send them emails. There are dozens of ways to drive traffic to your opt-in page, including emails, social media, speaking engagements, interviews, paid online advertising, joint ventures with alliance partners, your blog, and other people's blogs, and also by including links in your e-books and physical books.

A responsive email list is one of the most important assets a transformational author can have. Janet and Chris started with no list. So did Marci. But both of their lists have grown to well over 100,000 people one person at a time through daily attention and creative campaigns.

One of the most powerful ways to grow your email list is through relationships with alliance partners. An alliance partner is someone who has a list of people they can reach with your message on your behalf. The key is to create “enlightened alliances” where each person is meeting the critical need of the other.

Using this strategy, Janet and Chris added 70,000 people to their email list within two weeks! They started with an email list of about 45,000 when, along with Geoff, they launched their Passionate Life Secrets (PLS) home study course. They grew their list by offering a 50% commission to other transformational leaders who also had substantial mailing lists. This created a win-win, and hundreds of partners agreed to send dozens of emails to millions of their subscribers to support the product launch.

Marci rapidly grew her list by a similar number by partnering with the promoter of an online telesummit called “It’s All About Women.” The promoter (a man) needed a well-known woman to host the series and conduct the interviews—someone the heart-centered, spiritual female audience he was trying to reach would relate to. Marci’s critical need at the time was to build her email list to support her new book launch. It’s another example of an enlightened alliance.

### 3 First Steps to Building Your Platform

You can start building your platform today. Here are your first steps:

**1. Create a free gift** that you can give away to people in exchange for their email address. It could be a free report or eBook (PDF), such as the one you are reading now, an audio recording in which you interview someone, or offer an assessment or a special report with “insider secrets,” or some other practical tool, a video series in which you teach valuable knowledge or interview experts in your field, or perhaps a complimentary personal consultation with you.

**2. Subscribe to an email marketing system.** A good system will allow you to create an easy-to-use form to embed on your opt-in page where web visitors can enter their name and email. It will store the email addresses in handy sub-lists, send automated follow-up email sequences, send broadcast emails, and give you statistics. Plans start at around \$10 per month for up to 500 contacts, and go up from there. Here are some recommendations for email marketing systems:

- [iContact.com](http://iContact.com)
- [ConstantContact.com](http://ConstantContact.com)
- [Aweber.com](http://Aweber.com)
- [MailChimp.com](http://MailChimp.com)

**3. Create an opt-in page** where you can offer your free gift. This should be a separate page that has no other navigation, so that visitors don't get distracted by clicking on other links on the page. Below is one of Janet's opt-in pages with a free gift of a telesummit:

Yes, it does take some modest technical skills to create a page like this, but once you do it the first time, it's easy and the pay-off is totally worth the effort.

The screenshot shows a web page for a free teleseminar. The page has a dark header with navigation links like 'My Passion Test', '4', '1', '+ New', and 'Edit Page'. The main content area is white and features the following elements:

- Header:** "FREE TELESUMMIT..." followed by the main title "**Abundance With The Masters**" and a sub-headline "Turn Up YOUR Flow of Passion, Prosperity and Bliss in 2013!".
- Share Section:** A "SHARE! Pass This On!" section with Facebook and Twitter icons.
- Image and Text:** A photograph of a woman (Janet) is on the left. To its right, text reads: "Imagine what your life will be like when you are attracting more and more abundance starting right now. Won't it feel great to finally go on that long awaited vacation, pay for your kids college tuition in full, purchase that 'special something' for the one you love, and write a big huge check for the charity of your choice? Every morning I'm filled with gratitude for the incredible tools and knowledge that I've learned by seeking out the advice of some of the best mentors on the planet. These mentors have contributed first-hand to my abundance, and in January and February 2013 I'll be interviewing 6 of my absolute favorites with you. During our time together, they'll be sharing the same knowledge they shared with me to make my life so deeply rich and rewarding."
- Call to Action:** A blue link "Join me for this Free Telesummit" is at the bottom of the text.
- Registration Form:** On the right, there are four red arrows pointing down to a section titled "Yes, Janet! Register Me for the FREE Abundance With The Masters Telesummit". This section includes:
  - Text: "REGISTER TODAY and You'll also receive a bonus video, 'Changing Your Money Blueprint' with T. Harv Eker on the next page!"
  - Input fields for "Your First Name" and "Your Email".
  - A prominent orange button with the text "Register Me Now!".
  - A small lock icon and text: "Your email is safe with us. We never SPAM."

Start investing at least an hour a day on these three steps now, so you have the best chance of selling thousands of books!

## Chapter 8

# Bonus Key

Wow! We've covered a lot, haven't we? This is a good time to review the seven critical keys to writing a bestselling self-help book—and give you one more!

Key #1 - Start by Writing a Great Book!

Key #2 - Define Your Unique Message

Key #3 - Be The Expert

Key #4 - Define your Transformational Promise

Key #5 - Check Out Your Competition

Key #6 - Write a Compelling Book Proposal

Key #7 - Build Your Platform

### **Bonus Key #8**

There's one more bonus key that we'd like to offer you. It's the #1 reason for the success each of us has enjoyed, and it's the #1 reason why a select group of authors are working with us today as they launch their books and speaking careers.

In a word: *Mentors*.

Marci was mentored by the legendary Jack Canfield for many years before co-authoring *Chicken Soup for the Woman's Soul* and launching a series of bestsellers that landed her on the *New York Times* list for 118 weeks.

Janet and Chris credit much of their success to the guidance they received from bestselling authors Mark Victor Hansen (*Chicken Soup for the Soul*) and Robert Allen (*No Money Down*). Mark and Bob's wisdom helped them develop the strategy, contacts, and skills that ultimately established them as pivotal players in the self-help industry.

Geoff Affleck went from being a small-business marketing consultant to a speaker, author, trainer, and top online marketer by first studying with T. Harv Eker before mentoring with Janet, Chris, and Marci.

The power of great mentors can't be overstated—they are without question the #1 reason that almost every first-time self-help author has enjoyed success. In our experience, mentors will help you reach your goals faster, uncover hidden opportunities, build your skills, and introduce you to previously inaccessible contacts that can make all the difference in the world to your success.

If the advice we've given has been helpful (and we've only skimmed the surface), then we invite you to apply to work with us personally at an upcoming three-day Enlightened Bestseller Mastermind Experience. Only 12 people are invited to attend each event so we can give you maximum personal attention, guidance, and mentoring.

You can click here to learn more: <http://enlightenedbestseller.com>

## Enlightened Bestseller Mastermind Reviews

Here are a few reviews that you might find helpful from some of the people who've participated in the Enlightened Bestseller Mastermind Experience. You can see additional reviews and video testimonials at [enlightenedbestseller.com](http://enlightenedbestseller.com).

*“Much like attempting to explain the feeling as one views the Grand Canyon for the first time, words cannot adequately express the depth of my gratitude for the transformational stewardship of the team-approach provided during the Enlightened Bestseller Mastermind Experience weekend. The intensive, fun-filled weekend covered a host of critical subjects, ranging from clarification of the book’s target audience and titling to specific multi-channel marketing strategies that can more effectively leverage book sales, back-end products, and provide the foundation for a solid speaking platform—all of which I’m now beginning to incorporate in the birthing process for my upcoming book.*

*If I had taken this course before publishing my first book (Timeout! To Retreat, Review & Renew), co-authored with my wife in 2011, I’m confident we would already be on the bestseller list! So it is without reservation that I wholeheartedly encourage others who are considering authoring a book, to take this course now. The expert advice and take-aways from this program are invaluable in catapulting a book concept to the cash register!”*

– **Jerry Campagna, Chicago, IL**

*“When destiny knocks I know to say “yes,” so when the offer for a 3-day workshop with Janet and Chris Attwood, Geoff Affleck and Marci Shimoff came up, I decided to attend. There was so much loving support for me as well as the book I was trying to birth, that I came home with more energy than I have had in years. I was able to plunge into my book project and to experience my personal power returning.*

– **Cathy Thomas, Batavia, IL**

*“Here is what I just experienced at the recent Enlightened Bestseller Mastermind Experience: Three full and rich days with a dozen brilliant souls and minds that are facilitating universal transformation, led by four industry-leading authors, mentors and friends. Marci, Janet, Chris and Geoff, you provided not only a wealth of information that outlined a course for my best-selling book success, but an atmosphere of care and creativity that emboldened me to reach new heights.*

*The love and energy over this past weekend reinforced my belief in the world as an exceptionally good place, one that we all can make even better by sharing our own greatness and love. Your instruction, kindness, and consideration are helping dreams come true and lifting the state of the world.*

*Just being in this place with you all was the ultimate way to spend time and energy. I wholeheartedly suggest that others experience this workshop. Anyone seeking a deeper knowing of purpose and truer sense of possibility—as humans and as authors—should consider this retreat. Expectations are exceeded, forever friendships and alliances arise, and a genuine goodness flows throughout every minute. Here is to the Enlightened Bestseller program and writing great books that inspire peace, love and happiness, and even more dreams coming true!”*

**– Ken Streater, Redmond, OR**

*“I want to express my immense gratitude to Janet, Chris, Marci, and Geoff for an amazing workshop. Not only have the four of you taken the art of hosting to a whole new level, but the value of your nuts and bolts game plan for inspiring authors, fueled by a ton of love and caring, is truly priceless.*

**– Kirsten Zoub, Chicago, IL**

*“If you have a book idea that you are passionate about, then the Enlightened Bestseller Mastermind will give you the clarity, direction, information, love, and support to move forward. I strongly recommend this experience!”*

– **Susie Steadman, Brisbane, Australia**

You can click here to learn more: <http://enlightenedbestseller.com>



## About the Authors

### Janet Bray Attwood



Janet Bray Attwood is a visionary, a transformational leader, a bestselling author, and a world humanitarian. She travels the globe, supporting people in all walks of life in knowing their personal greatness.

Janet is the co-author of the *New York Times* bestseller *The Passion Test: The Effortless Path to Discovering Your Life Purpose*. She and Chris have trained close to 1,000 Passion Test Facilitators around the world.

Janet is a creative genius. She's the idea person on the Attwood team, and Chris will be the first to tell you that all of the great ideas we've implemented started with a spark from Janet. She came up with the idea for The Passion Test, The Passion Test Certification Program, The Passion Test for Business, The Passion Test for Kids and Teen Programs, the Enlightened Bestseller Mastermind Experience, and so much more. She's excited and ready to put her thinking cap on for you!

Janet has spoken on how to discover passion and purpose throughout the world and has shared the stage with His Holiness the 14th Dalai Lama, Dr.

Stephen Covey, Richard Branson, Nobel Peace Prize winner F.W. de Klerk, Jack Canfield, Tony Hsieh, Rev. Michael Beckwith, and many others. She is also a founding member of all three of the main industry associations for transformational leaders: the Transformational Leadership Council, the Speaker's and Author's Networking Group (SANG), and the Expert's Industry Association.

In addition, she and her business partner, Chris Attwood, arranged 70% of the interviews for the hit movie *The Secret*. Janet is a living example of what it means to live with an open heart and mind, and her acute ability to listen to her intuition creates magic!

### **Marci Shimoff**



Marci Shimoff is a #1 *New York Times* bestselling author, a celebrated transformational leader, and one of the nation's leading experts on happiness, success, and unconditional love. She is the author of the runaway bestsellers *Love for No Reason* and *Happy for No Reason*, which offer revolutionary approaches to experiencing deep and lasting love and happiness. These books soared to the top of many national bestseller lists, including the *New York Times*, Amazon, and the *Wall Street Journal*, and have been translated into 31 languages.

Marci is also the woman's face of the biggest self-help book phenomenon in history, *Chicken Soup for the Soul*. Her six bestselling titles in the series, including *Chicken Soup for the Woman's Soul* and *Chicken Soup for the Mother's Soul*, have met with stunning success. Combined, all of her books have sold more than 15 million copies worldwide and have been on the *New York Times* bestseller list for a total of 118 weeks. Marci is one of the best-selling female nonfiction authors of all time. In addition, she's the host of the national PBS television show called *Happy for No Reason*, and she's a featured teacher in the international film and book sensation *The Secret*.

President and co-founder of The Esteem Group, she delivers keynote addresses and seminars on self-esteem, self-empowerment, and peak performance to corporations, professional and non-profit organizations, and women's associations. She's been a top-rated trainer for numerous Fortune 500 companies, including AT&T, GM, Sears, Kaiser Permanente, and Bristol-Myers Squibb. Marci inspires people with her breakthrough methods for personal fulfillment and professional success.

Marci is a founding member and serves on the Board of Directors of the Transformational Leadership Council. She is also a founding member of the Expert's Industry Association. She has been on more than 500 national and regional television and radio shows and has been interviewed for over 100 newspaper articles worldwide. Her writing has appeared in major magazines, including *Ladies' Home Journal*, *SELF*, and *Woman's World*.

Marci's message has touched the hearts and rekindled the spirits of millions of people throughout the world. She is dedicated to fulfilling her life's purpose of helping people live more empowered and joy-filled lives.

## Chris Attwood



Chris Attwood is co-author of the *New York Times* bestseller *The Passion Test: The Effortless Path to Discovering Your Life Purpose*. He is the master strategist and implementer on the Attwood team. He makes things happen. Janet's great ideas have come to fruition because of Chris' skill in execution.

Chris is an expert in the field of human consciousness and is also deeply grounded in the practical world of business.

Over the past 30 years, Chris has been CEO or senior executive of fifteen companies. He has sold millions of dollars in consulting and training services to companies like Ford Motor Company, Dell Computer, Sprint, Royal Bank of Canada, Mellon Bank, and others.

During the past ten years he has become one of the leading trainers and authors in the transformational industry, having co-created programs such as the Enlightened Millionaire Program and the Alliance Secrets Program, co-founded *Healthy Wealthy n Wise* magazine, and arranged some of the major strategic alliances in this industry. He is a founding member of the Transformational Leadership Council, the Speaker's and Author's Networking Group (SANG), and the Expert's Industry Association.

Chris is an expert in creating “enlightened alliances,” having, with Janet, arranged 70% of the interviews for the movie phenomenon *The Secret*, and in creating the alliance relationships that launched #1 *New York Times* bestselling author T. Harv Eker in the United States.

Chris is committed to the experience and expression of the unlimited potential of the heart and mind. It is this commitment that weaves throughout his courses and workshops.

### **Geoff Affleck**



Geoff Affleck has a passion for personal growth and marketing, and for helping aspiring self-help authors achieve breakthrough success.

He is a speaker, author, trainer, and award-winning expert in implementing marketing automation systems. Geoff helps clients build their marketing platform and guides them in setting up the essential technology to manage their marketing and deliver their products and programs.

He has managed major product launches and played a critical role in establishing The Passion Test as one of the top 10 personal-development online marketing programs in the industry.

In addition to sharing his knowledge with authors at the Enlightened Bestseller Mastermind Experience, he speaks on how to discover and monetize your passions. He has shared the stage with T. Harv Eker, John Assaraf, Marci Shimoff, Lisa Sasevich, and Greg Habstritt, as well as Chris Attwood and Janet Bray Attwood.

Born in Melbourne, Australia, Geoff earned his Master of Business Administration (MBA) from the Schulich School of Business in Toronto. He now lives on Vancouver Island, British Columbia. Geoff is a devoted dad, happy to be working from home (or where ever he wants), managing the marketing for a multi-million dollar business.

## Review Request

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