

**HOW TO ENGAGE  
OTHER PEOPLE'S  
AUDIENCES TO  
SELL YOUR BOOKS  
FASTER!**



YOU

# Today's Goal





**TO HELP YOU DRIVE  
BOOK SALES & DEMAND  
WITH A FOCUSED PLAN  
TO USE OTHER PEOPLE'S  
AUDIENCES!**

Or even revitalize a book that's been sitting on the shelf!



## Overwhelmed Yet?

You're probably already tapped out on time and energy from creating your book—and the consultants who opened up the world of self-marketing to you?

NOW..How Do You Get Your Book Out To Your Target Audience Faster and Wider--  
Without Taxing Yourself Further?





# Jackie Lapin

Over the last 15 years, I and my team have helped thousands of authors generate **SIGNIFICANT** sales by riding the coattails of **OTHER EXPERTS** who have spend their hard-earned time and money growing their audiences..

....**NOT TO MENTION SECURING CLIENTS, TOO**





And **today** I am going to  
show you **how!**



**NOW PRESENTING**  
**YOU!**



# You'll Learn Today...

- What you need to have in place in order to maximize other people's platforms
- What will inspire them to feature you
- What are the opportunities
- What tools you need to entice them
- How to find the right ones
- An easy way to get a massive jumpstart

Stay till the end and I will tell you how to get a copy of today's slides!



# You Have a Built-in Advantage!

Writing a book makes you a leading expert in your industry, regardless of experience, knowledge or perceived skill.

*Or At Least an Expert on Your Life and Why It's Meaningful to Others!*



There is Already a Demand for YOU!



# However, to Maximize Other People's Platforms, You Must Have in Place...

- **Clarity of Purpose**
- **Easy Path to Sales and Beyond**
- **Creative Marketing Content**







## **Clarity of Purpose:**

**What is Your Book Designed to DO?**

- Educate and change lives?
- Drive people into your business?
- Heighten your profile as an expert?
- Satisfy your need to tell your story?



## **Easy Path to Sales and Beyond**

- Amazon Sales Page with Lots of Reviews
- Well-Designed Website or Book Landing Page with Link to Book Purchase
- Strong Descriptive Copy and Graphics
- Free Chapter Opt-In
- Other Free Lead-Magnet
- Knowing What Action Beside Book Purchase You Wish to Trigger





# Creative Marketing Content

- Compelling Descriptive Copy About Book
- Endorsements and Testimonials
- Bio and Introduction
- Photos/Graphics
- Media Kit
- Articles
- Blog Posts
- Excerpts
- Videos
- Swipe Copy & Graphics/Bestseller Campaign
- Social Posts
- Selling Descriptive Copy for Your Lead Magnet
- Discounts/Promos where appropriate
- Promotional Book Trailer
- Reading Room
- Bonus Content



***The possibilities are endless if you have the right assets when the opportunity appears! Be Prepared!***



# What Will Inspire Them to Feature You?

## **GOAL—To Want Them to Want You!**

- Personal relationships or referral from someone they know.
- Alignment with THEIR Interests or what they perceive to be of interest and VALUE to their AUDIENCE.
- Well-written compelling proposal, pitch, letter, email.
- Useful information, fascinating story, urgency, novelty.





**What are these  
opportunities awaiting you  
and your book?**





## Speaking on Stages, at Venues and with Book Clubs



- **Time Frame:** 3 to 4 month lead time
- **Tools:** Well-written and designed Speaker One-Sheet, cover letter, video sample
- **Opportunity:** Local, national, virtual, hybrid
- **Sales:** On site or via Internet
- **Potential:** Great exposure, proximity inspires purchase. But this takes an investment of time to secure these engagements.



# Where Would You Find Them?

**Meetings:** Google locally by subject matter+ meetings + city. Easy way:

[www.SpeakerTunity.com](http://www.SpeakerTunity.com)

**Conferences:** [www.EventsinAmerica.com](http://www.EventsinAmerica.com), [www.AllConferences.com](http://www.AllConferences.com)

Easy way: [www.SpeakerTunity.com/conferences](http://www.SpeakerTunity.com/conferences)

**Associations:** Directory of Associations [www.directoryofassociations.com](http://www.directoryofassociations.com)

**Venues:** Google *Bookstores*, Job and Professional Development Training Centers, Holistic Health and Wellness Centers, Spiritual Centers, Churches. Easy way: [www.SpeakerTunity.com](http://www.SpeakerTunity.com). [www.SpeakerTunityDirectories.com/specialties](http://www.SpeakerTunityDirectories.com/specialties)

**Colleges & Universities:** Student Activities (Dean of Student Life), Orientation, Athletics, Greek Life, Clubs, Staff Training, Financial Aid, Individual Schools or Departments, Chapels

**Colleagues' Speaking Events, Workshops and Retreats**

**Local National Speakers Asso. and Toastmasters Chapters**

**Book Clubs:** [www.BookClubs.com](http://www.BookClubs.com)





## Influencers--Blogs, Vlogs, Websites, Facebook Groups & Social Media



- **Time Frame:** Immediate
- **Tools:** Introductory email, text, DM or phone call. Content, articles, promotional content or video supplied—or collaborated with host
- **Opportunity:** International
- **Sales:** Via Internet
- **Potential:** Great exposure, less surety, less purchasing impact



# Where Would You Find Them?

**Influencers:** Who are the influencers in your genre/market segment? You'll see them on summits, conference stages, in your email, on podcasts, social media, masterminds... Make friends, offer to do something for them before you ask!

**Blogs/Vlogs:** Bloglist.Me <https://bloglist.me> ,  
Feedspot: [https://blog.feedspot.com/blogs\\_directory/](https://blog.feedspot.com/blogs_directory/)

**Facebook Groups:** Search Facebook using keywords. Check with your friends and colleagues. Your joint venture partners.

**Social Media:** Invite your community members, friends, associates, joint venture partners, people in your membership groups to help you spread the word.





# Virtual Summits

**FREE GLOBAL VIRTUAL SUMMIT**  
**Living Your Intentions- In Joy and Abundance**  
26 Industry Expert Speakers  
Monday 14th May - Sunday 10th June, 2018  
Subscribe:  
[www.joyandabundancegvs Summit.com](http://www.joyandabundancegvs Summit.com)

**DAY 7: JULY 30**  
**IMMUNE DEFENSE SUMMIT**

**Susan Blum, MD, MPH**  
Immune System Recovery Plan

**Jim Pilcher**  
Recovery Story: Saved from Death

**Russell M. Jaffe, MD, PhD, CCN**  
Repairing and Defending Immune Function

**Tom O'Bryan, DC, CCN, DACBN**  
Autoimmune Disease Solutions Revealed

**Sayer Ji**  
Science Behind Strong Immunity

**ATTEND THIS FREE, ONLINE EVENT!**

- **Time Frame:** 2 to 3 month lead time
- **Tools:** Fill out online form, mini-media kit, lead magnet
- **Opportunity:** International
- **Sales:** Via Internet
- **Potential:** Highly targeted, exposure to new audiences, market book & secure opt-ins



# Where Would You Find Them?

**Virtual Summits:** Google virtual summits + the year. Keep track of recurring events that you've seen and contact the host, asking to be invited to the next one. Easy way: Updated Monthly:

[www.SpeakerTunity.com/summits](http://www.SpeakerTunity.com/summits)

**Host your own around your book topic!** Your participants will bring their audiences!



# Virtual Networking



- **Time Frame:** Immediate
- **Tools:** Opt-in and show up. Lead magnet, landing page to drop into chat.
- **Opportunity:** International or Targeted
- **Sales:** Via Internet
- **Potential:** Must be engaged to make this work. Must select the right events with target audience. Be willing to invest time meeting people during and after.



# Where Would You Find Them?

**Virtual Networking:** Eventbrite. Meetup. JV Directory  
monthly events for coaches, healers and authors. Easy way:  
300+ recurring events listed [www.SpeakerTunity.com/update](http://www.SpeakerTunity.com/update)



## Joint Venture Partnerships/ Bestseller Campaigns



- **Time Frame:** Depending on partner
- **Tools:** Copy provided to partner, other collaborative elements per partner
- **Opportunity:** Direct email, possible masterminds, podcasts, interviews, bestseller campaigns, social media
- **Sales:** Via Internet
- **Potential:** High. You are riding on their implied approval. However, be willing to reciprocate.



# Where Would You Find Them?

**Joint Venture Partners:** Your contacts, community members, masterminds, groups and associations you belong to, clients, podcast shows you've been on, people you meet while virtual networking or at conferences.

**New Prospects:** JV Directory, Joint Venture Insider Circle, LinkedIn





# Traditional Media—Newspapers, Magazines, Television



- **Time Frame:** Short for TV & long for magazines (3 to 6 month)
- **Tools:** Strong pitch letter and website, possible press release, emails and follow-ups on phone and social DM
- **Opportunity:** International, national, local or niche
- **Sales:** Via Internet, bookstores
- **Potential:** Marginal...these media don't drive sales like they used to. Drop to bottom of your priority list, but revisit when you have time and find news hooks that make you and your book pertinent.



# Where Would You Find Them?

## Traditional Media

**Newspapers and New Sites:** RefSeek <https://www.refseek.com/directory/news.html>  
(Does not include contacts). Cision Database (PR agencies subscribe). Contact editors via email or DM. Subscribe to HARO.

**Magazines:** Newsstand, in your niche, online research, Writers' Market, Subscribe to HARO.

**Television:** TV Newscheck Directory/by market:  
<https://tvnewscheck.com/tv-station-directory/#/>  
Contact station for news planner/assignment editor or morning show producer.



# Podcasts, Radios and Videocasts

- **Time Frame:** Days, weeks or months
- **Tools:** Strong pitch letter, books to send upon request, comprehensive media kit
- **Opportunity:** International, national, local or niche
- **Sales:** Via Internet
- **Potential:** High! These are the most approachable to book and the most consistent book sales performers, but you have to reach the right ones. And you are only as good as your pitch letter. This is where you start if want immediate impact!





# Where Would You Find Them?

**Podcasts:** Research apple podcasts, iheartradio and Spotify. List yourself on PodMatch. Look for people in your industry or your community that have shows. Easy Way:

[www.SpeakerTunity.com/join](http://www.SpeakerTunity.com/join) (Starting members is only \$47/month)

**Radio Shows:** Search Google for your market or keyword for subject. Contact the station for show host or producer email. Also use DM. Some shows have online submission forms. Cision also has radio. Subscribe to HARO and Radio Guest List.

**Videocasts:** Try YouTube, but most podcasts are now videocasts.





# **BIG MYTH**

**It should be a breeze to fill my calendar with podcasts, radios and videocasts so I can drive sales of my book!**





# Well let's see...

## DO YOU KNOW...

- How to position yourself against competitors to get a host to say yes?
- How to write a compelling pitch letter that gets a host's attention?
- The secret to standing out from the host's spam?
- How to make your media kit so tight the host needs nothing more?
- How to make your 20 questions drive people to buy your book, book a call with you or enroll in your programs?
- How to manage your time so you can actually get booked on enough shows to have impact?
- And most importantly, where to find the right shows and the contacts?





Would You Like  
Someone to Take  
All of That Off Your  
Shoulders?

And You Don't  
Even Have to Think  
About It?





And have a  
minimum  
of 30  
Interviews  
BOOKED in  
under  
3 months?







NOW PRESENTING  
YOU

While You are Doing Everything Else that Drives  
Your Business and Moves the Needle on Sales



**Yep, Completely Done for You!**

**The Conscious Media Relations  
Podcast/Radio Tour  
For Non-Fiction Authors**





# Your Pitch Written by Jackie Lapin, whose pitches have booked 10,000 authors and leaders

- I read your book.
- I tailor it to the message you wish to deliver.
- I know what motivates a host to say “yes!” and how to differentiate you from the crowd.
- Our pitches win raves from hosts—who recognize them instantly and put them at the top of their invite lists.

## TAO CALLIGRAPHY HEALING FIELD

Guest for Your Show

**Tao Calligraphy Healing Field**  
**An Information System with Six Sacred Tao Techniques To Empower You**  
**to Heal and Transform Your Life**

By Dr. & Master Zhi Gang Sha

***Renowned Tao Grand Master Makes Secrets of Tao Calligraphy  
Healing Accessible to Anyone***

Dear

When Dr. and Master Zhi Gang Sha learned a special form of Chinese Calligraphy (“Yi Bi Zi”) at the arm of Professor Li Quiyun, the sole lineage holder of “the supreme teacher” of the imperial court of the last Chinese emperor, it was far more than a beautiful art form. While traditional calligraphy has multiple separate strokes to create a letter or word, Yi Bi Zi is done with one continuous stroke. After mastering this unique form, Master Sha went on to create Tao Calligraphy.

Tao Calligraphy is “Oneness Writing” and each figure—more than just a communication—is imbued with the incredible healing power of Tao Source, the unfathomable energy that creates all things and animates life. When Master Sha writes Tao Calligraphy, he connects with Tao Source, sacred wisdom, practices, codes, saints, buddhas and more to infuse this into each character—creating a healing field. As a result, if someone traces meaningful figures like those that represent love, forgiveness, harmony, flourishing, compassion, service, etc., “what you trace you become.”

The power of Tao Calligraphy, along with other five sacred Tao techniques that Master Sha has been able to discern through his gifts, is that this “information system” carries the ability to clear out all of the negative “shao qi jing” (what equates to our energetic programming or messaging system) that prevents the free flow of energy in the mind, body, consciousness, heart and energy channels. Restored to their pristine state, without illness, relationship issues, financial struggles, and emotional challenges, our lives become happy, successful, prosperous, and joyful. And Master Sha is making this remarkable healing practice accessible to anyone in his book *Tao Calligraphy Healing Field: An Information System with Six Sacred Tao Techniques to Empower You to Heal and Transform Your Life*.

Master Sha is a renowned Tao grand master, healer, spiritual teacher, and the author of over 25 books, including 11 *New York Times* bestsellers. He was born in the Shaanxi province of China and became interested in healing at a very early age when he observed members of his family and community with a variety of illnesses. He decided to become a doctor to do whatever he could to relieve suffering and help people to live healthier and happier lives.

When he saw and experienced the power of traditional treatments, he also became interested in learning traditional Chinese medicine and Eastern arts. At the early age of six, he was accepted by the first of several masters to study tai chi, eventually becoming a grand master of tai chi, feng shui, I Ching, and the Qigong Master of the Year at the Fifth World Congress on Qigong.





## Distribution to 9000 Key Hosts and Producers

- And we will add in shows for your very specific niche, genre or subject.
- We have proprietary lists that we KNOW love this type of content!
- Covers podcasts, radio, internet radio and videocasts.
- Interested hosts respond back and we fill your calendar!





## Full Media Kit Done-for-You

- We will create a kit that has everything a show host needs!
- It includes:
  - Pitch letter repurposed as primary release
  - Full biography & on-air introduction
  - Your roadmap 20 questions
  - Learn More page
  - Photos of you and your book
- You have full editing approval.
- Provided for your future use elsewhere!





## Your Personal Conscious Media Relations Podcast/Radio Tour Manager

- Your Podcast/Tour Manager oversees the whole process.
- Coordinates schedules between you and your host. Follows up with hosts.
- Provides your media kit, photos, etc.
- Coordinates with our HQ office to send your books to the host.
- Sends you a weekly reminder of interviews upcoming.



## Guarantee of 30 Interview Invitations

- You will have 30 or more invitations from podcast, radio or videocast hosts.
- We will make every effort to **EXCEED** that number!
- And we have never, ever had to refund anyone!
- Check out our 80+ testimonials if you don't believe me!  
[www.consciousmediarelations.com/testimonials](http://www.consciousmediarelations.com/testimonials)





## Secure Show Recordings or Links So You Can Fill Up Your Website!

- We will work with hosts to secure for you the links or your recordings so that you can maximize the value of your interviews.
- Hosts will promote to all of their communities and provide you links and graphics so you can be growing your authority.
- Expanded SEO presence online to explode the visibility and searchability for you AND your book.



## Permanent Record of All Shows and Hosts

- We share with you an excel spreadsheet on Google Drive with all hosts, shows and contacts.
- This means you can re-contact them for future bookings, promotions and joint ventures!







## Those Deliverables Again:

- **Pitch provided by Jackie Lapin after reading your book...award winning journalist, her pitches have booked 10,000 authors and leaders**
- **Distribution to 9000 key hosts and producers, including specific shows in your niche, genre or subject matter**
- **Full media kit collaboratively written and assembled with pertinent graphics, including your roadmap 20 questions**
- **Your personal Conscious Media Relations Podcast/Radio Tour Manager who oversees the whole process, coordinates with your schedule, confirms with the hosts and ensures your success.**
- **We send your books...You never have to go to the post office!**
- **30 Interview invitations guaranteed!**
- **Show recordings or links provided wherever available so you may promote on your website**
- **Expanded SEO for you and your book thanks to 30 new podcasts featuring you flooding the web**
- **A permanent record of all interviews and hosts so you may reconnect with them for promotions and other collaborations.**



# You May Know Some of Our Internationally Renowned Clients...

- Don Miguel Ruiz
- Dr. Joe Vitale
- Arielle Ford
- James Twyman
- Dr. Joe Dispenza
- Marie Diamond
- Chris and Janet Attwood
- Sandra Yancey
- Maureen St. Germain
- ...and 400 other authors, leaders and filmmakers



*Conscious Media Relations*  
PITCHING YOU TO 9,000 SHOWS!  
*Getting You Booked Everywhere!*



# Make It Rain Interviews and Book Sales

**GOAL:** To give you and your book full impact in just a few weeks! With as little effort on your part as possible!

- Full-Service Done-for-You Podcast Radio Tour-- **\$8000**
- Ask about our Done-With-You version if you wish to take on a portion of the work -- **\$6000**

To Get Started or Schedule a Call:  
[www.ConsciousMediaRelations.com/Tour](http://www.ConsciousMediaRelations.com/Tour)





# Want to know what they are saying...

**"I got on 85 premier podcasts and live radio shows. I gained not only book sales, but clients as well, making my investment very cost effective indeed. Most importantly, however, I got my message out in a big way. I estimate that between 3 and 5 million people heard about my message and my work." -- Gary D. Salyer, Ph.D.**

**"I sold tons of books. It really helped with book sales."**-- Ayn Cates Sullivan

**"I got over 70 interviews and had the best time ever. This tour was sensational on every level."** -- Sandra Biskind

**"Kept me so busy with interviews that I barely had time to breathe!"** -- Arielle Ford

**"They helped me dramatically increase my visibility and launch my newest book in a big way. Bravo!"** – Temple Hayes

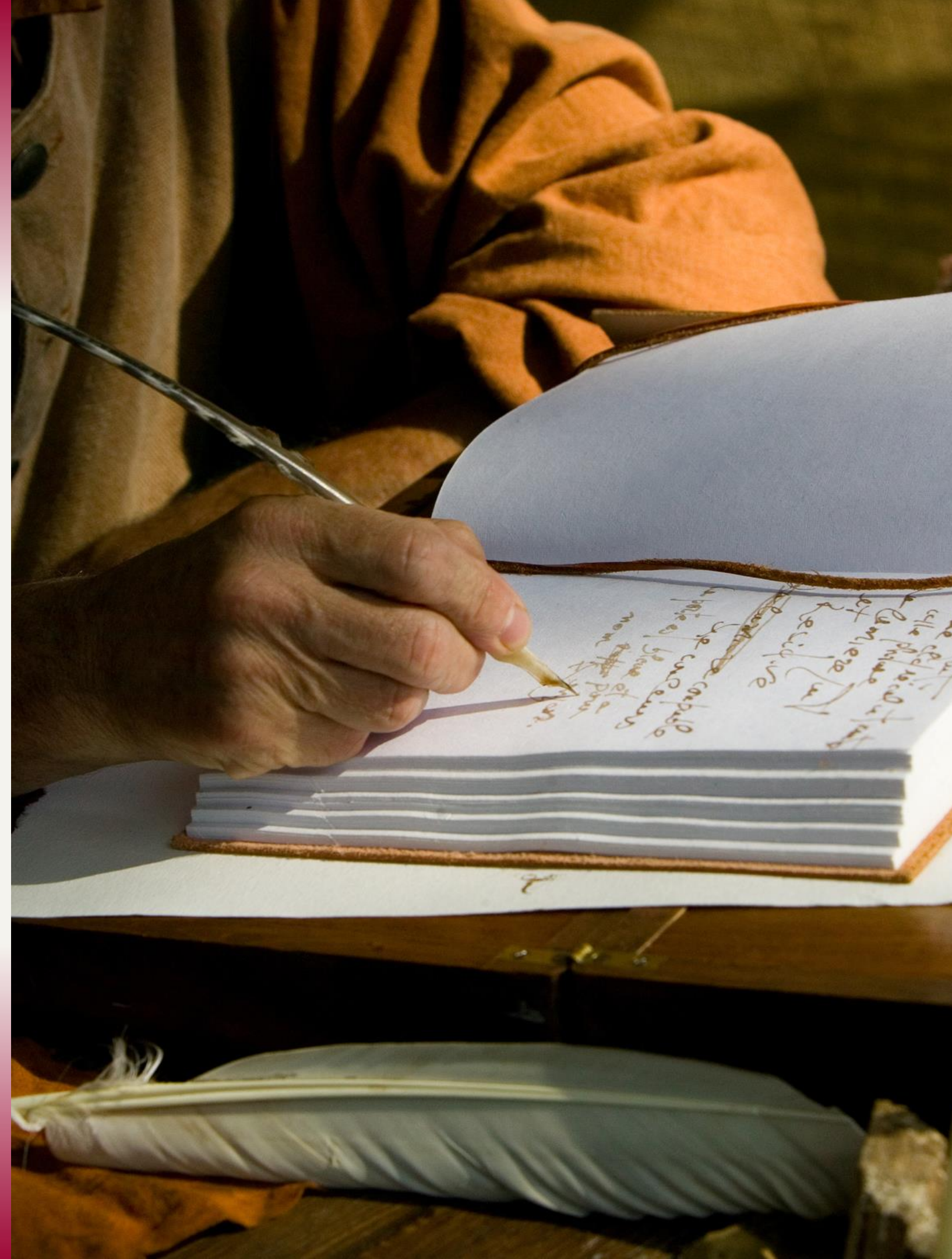
**"Jackie Lapin is one of the best publicists I have worked with in the 14 years as an agent. Many of my clients have used her services for their radio tours on their book releases and have been very satisfied with the results. I highly recommend her company."** – Devra Ann Jacobs, Agent, Dancing Word Group





With all you've done to create this magnificent achievement, you owe it to yourself and your book to invest in the visibility it deserves!

To Get Started or Schedule a Call:  
[www.ConsciousMediaRelations.com/Tour](http://www.ConsciousMediaRelations.com/Tour)





Want a Copy of Today's Slides?

Grab your copy of these  
slides here:

[www.ConsciousMediaRelations.com/slides](http://www.ConsciousMediaRelations.com/slides)

