

How to Sell Your Books, Audio Programs, Seminar Content, and Other Intellectual Property On the Internet

*Reach More People Who Want What You've Got
Cut Your Workload & Start Enjoying Your Profession Again
Make Passive Income 24/7*

By Paul and Layne Cutright

Written specifically for authors, artists, messengers, and visionaries, this paper addresses the top three reasons people fail in online enterprises and gives you ways to overcome all of them. It discusses how important it is for intellectual property owners to fully leverage that value, as well as reveals how you can stop relying on trading your time for money. It concludes with specific recommendations for migrating your business from traditional modes of promoting and presenting to the innovative yet proven methods used by Internet professionals.

This special report was compiled and published by

HeartWired Internet Mentoring
Santa Fe, New Mexico

HeartWired.com

Published by HeartWired Internet Mentoring
#6 Vista Grande Dr. • Santa Fe, NM 87508

HeartWired.com

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Produced in the United States of America

Edited by [Just Write Literary & Editorial Partners](#)

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THE DAYS OF QUIET CREATION MAY SEEM TO BE OVER. When was the last time you weren't constantly thinking about the next thing: the next phone call you have to make, the next event room you have to fill, the next shipment of books you have to send, the next presentation you have to give, the next client you have to go see, the next, the next, the next . . . ?

Oh, and one more thing: When are you going to integrate your products and programs on the Internet? You've gotta get your website upgraded, get your rankings up, implement streaming audio and video, start blogging, create an e-zine or an e-book or an e-*something*.

It's what you're supposed to do, right? The Internet's the wave of the future—scratch that, it's actually the wave of right now. If you're at all in tune with what's happening online, you're probably feeling the pressure to get with it. But if you're like most people who make a living by sharing your concepts and creations, it probably sounds impossible for you to stop doing everything else just so you can learn how to get up to speed on the Internet.

What's more, there's an awful lot of hype about doing business online. "It's easy! Write a book in two days! Sell gazillions of copies everywhere in the world with just the click of a mouse! Set up your business for next to nothing! Make money while you sleep! Technology does it all for you!" If your BS radar is up, it's for good reason. Most people who try to make money this way wind up frustrated with the time it takes and seriously disappointed in the earnings.

We're here to tell you the truth, without the hype, about doing business online and what it takes to make that transition successfully. We're also here to let you in on why *it really is* a good idea if you do it for the right reasons, what you can reasonably expect, and how to avoid the common pitfalls.

"I'm exhausted. How am I supposed to start doing this, too?"

Maybe you can relate: We'd been doing seminars as our main source of income for twenty-plus years, and it was more than a full-time job for both of us. We'd self-published our first book and spent about \$15,000 getting into print, sold as many copies as we could from the back of the room, and then stowed the rest in our garage, along with various other tape and video programs we'd developed over the years. Our hobbies and home life had taken a distant back seat to the income-generating activities of presenting our expertise. If we wanted to make money, we had to show up somewhere, either in front of an audience, in a one-on-one coaching session, or at an event where we could promote our products and

Grow Your Business

There is a new Internet user every 1.67 seconds. Source: E-Marketer.com

Retail e-commerce sales in the fourth quarter of 2003 were \$17.2 billion, up 25.1% on fourth quarter 2002. Source: US Census Bureau

Worldwide net commerce is projected to reach \$8 trillion in 2004 with 47% in the U.S. and \$6.3 trillion representing B2B commerce. Source: Forrester Research

services. Although we'd gone into our profession with passion and joy, we had all but burned out. Work had become a grind. In a word, we were *tired*.

That's what prompted us to start looking for another way of delivering our information. We started asking ourselves, "How can we expand our audience and reach people more efficiently?"

We were already familiar with the idea of passive, residual income, of putting our expertise into tangible products (books, audio programs, etc.) that could produce revenue, but so far it hadn't really turned out the way we'd hoped. To move product, we had to do publicity interviews and most of the time, it took us (again!) standing in front of people letting them know our stuff was available. This wasn't exactly what we were looking for.

Reach an Enormous Audience

Global online sales for 2003: \$114 billion. Source: National Retailers Association

U.S. online sales for 2003: \$55.9 billion. Source: U.S. Department of Commerce

U.S. online sales (e-commerce) account for 1.9 % of total U.S. retail sales. Source: U.S. Department of Commerce

Then we saw how Thomas Leonard was doing something completely different through his Coachville.com website. Here was a man who did all of his business from home, sold his products on his website, taught group seminars on the telephone and also did one-on-one coaching on the phone—or else his clients came to him. No more airports and hotel conference rooms. Plus the guy lived very well. He'd obviously learned how to turn a profit in a virtual business.

While we were in the process of learning from Thomas, a variety of new technologies came available. Online purchasing was getting simpler and more secure for consumers, and easier for sellers, too. Audio and video editing became more accessible for non-techies. Marketing gurus were starting to apply direct mail copywriting techniques to web pages and getting respectable results. Print-on-demand services made it possible

to print as few as *one book* at a time, sell a book through existing e-tail outlets like Amazon.com, and have that book printed only when it was sold. All of this and more started to click for us: Maybe, just maybe, we could migrate all of our business to the Internet, choose to do public seminars only when the opportunities were inspiring enough, digitize all our audio programs and workbooks then sell them as e-courses, and publish our books via print-on-demand so there would be no more warehousing expensive inventory in the garage!

The most appealing thing to us—the goal that kept us going—was the idea that we could relocate anywhere. We longed to get out of our southern California suburb and leave the stifling city behind. We dreamed of living in Santa Fe, surrounded by the natural beauty of vast, clear skies, mountains and high desert; nurtured in a vibrant visual art scene; near a small town with sophisticated sensibilities and psychic peace and quiet. We felt called to The Land of Enchantment, but we had to extricate ourselves from the grind of our two-

decade-old seminar business. Did we do it? Take a look at the address on the front of this paper.

“Okay, but if I get into this, how big of a headache is it *really?*”

Here are the facts: With a successful online business, you can work from anywhere, enjoy greater flexibility in how you make your money, reduce overhead and increase margins, and reach a huge audience that comes looking for you instead of the other way around.

From the time we decided to make this change until we'd fully achieved it, it took us about four years. The first step was reducing our seminar schedule. We started translating our materials from binders and handouts and books to digitized products, including downloadable audio. This meant upgrading our computers and our Internet connection, going from Macs to PCs and from dial-up to broadband. Of course, nowadays, just five years later, practically everyone has broadband, but back then we were early adopters. We also learned how to teach teleclasses, which meant we had to become expert in creating a new kind of learning environment, over the phone. At times, all this newness was overwhelming.

We spent a lot of time and more than \$100,000 on our education, trying to bring ourselves up to speed in all aspects of running a new kind of business that is technology-dependent. The biggest challenge was finding people to help us 1) that we could trust, and 2) that we could afford to guide us through it. So we just determined to learn as much as we could ourselves.

Here's the good news: *We know you can do this in about a quarter of the time (most likely a year) and quite possibly for a good deal less money.* This paper will let you in on the ways to streamline the process and ensure your success.

The Top Three Reasons People Fail in Online Businesses—and How to Overcome Them

Running an Internet business does bring the world within your grasp. It can lead to impressive profits. It might even change your life. Then why do so many people flop when they try it? There are three main reasons:

1. **Trying to do it alone with no one to turn to for help,**
2. **Getting overwhelmed with options and technology, and**
3. **Not having a step-by-step system.**

Approaching the Internet this way is like throwing your business and yourself in the ocean and hoping something will float. You're bound to exhaust yourself treading water, and most of your possessions will sink. Instead, you're wise to approach the Internet in the same way you would any other facet of business: with guidance and a plan.

The following seven categories are an overview of how to get your expertise, products and services online in a way that will result in traffic and sales. Done properly, the end product is a dynamic, flexible and, most of all, profitable Internet business system. This is *exactly* how we built our business, and how you can do the same for yourself.

7 Steps to Surefire Success on the Internet

1. **Assess Needs and Readiness**—*How up-to-date is my current Internet business (if any)? How usable is my site? What is my current level of Internet knowledge and skills? Are my products/services suitable for Internet distribution? How effective is my branding, niche and product funnel? What is my budget?*



2. **Develop Concept**—*What are my vision, purpose and goals? Who is my ideal customer? What is my niche and brand? How can I develop brand identity? What is my USP, “unique selling proposition”? Which values do I want to communicate?*



3. **Establish Website Infrastructure**—*Undertake site design or redesign. Investigate web-hosting options. Decide on a system for database management. Generate a bookstore/ e-commerce/shopping cart system. Consider applications for audio and video. Conduct search engine optimization. Digitize products. Assess software needs and upgrade if necessary. Engage in ongoing education and mentoring.*



4. **Create Marketing Plan**—*Develop marketing strategy. Identify appropriate tactics to implement strategy. Institute lead acquisition systems: e-zines, white papers, special reports. Set up joint ventures. Run Amazon campaigns for books and other special campaigns as needed.*



5. **Develop Products**—*Create books, e-books, workbooks, e-workbooks, e-courses, digital audio programs, CD and DVD programs, teleclasses, and webinars. Conduct further branding and niche development, including product packaging. Design a product funnel that moves people logically from smaller to larger purchases.*



6. **Produce HeartWired Movies**—*Communicate your values and the compelling stories of the people behind your products and services through brief, narrative online multimedia that builds trust, loyalty and enthusiasm for your offers.*



7. **Expand Revenue**—*Establish affiliate programs. Seek powerful joint-venture partners. Begin pay-per-click advertising. Develop new offers.*

If it sounds like an awful lot of moving pieces, that's because it is. Now you can see why going it alone would neither be efficient nor smart. You can also see how the options and technology can mount up and make you want to shut down. And, clearly, winging it at this level makes no sense. You need to work with someone you trust, who knows the ropes and can take you through each step of this process with confidence.

The rewards for doing this right can be enormous. Now that we've implemented all of this for our own business, we have multiple revenue streams, spend less time working, reach a larger audience, have more satisfaction in our work, and enjoy greater flexibility. We're no longer burnt out. We have time for outside interests, and have even found ways to expand those using the Internet: Paul's photography and fine art have found a new life online, too, applying the same principles of preparation, presentation, and promotion. We're more content because we're fulfilling our purpose, which is to bring our body of knowledge to as many people as possible so we can help them create the kind of relationships they really want.

As a result, we can also enjoy assisting others to make this transition in a way that doesn't mean you have to stop your existing business cold turkey. Instead, we've learned how to make the move in stages and go at whatever pace you want.

We use the Internet to "heartwire" your message to your target audience, leveraging your expertise, products and services to reach more people who want what you offer while being more profitable with more fun and less work. HeartWired will help you develop a customized Internet business system *that will work for you 24/7*, reaching your target audience anywhere in the world.

If you decide to work with us, you will have access to our team of experts with vast resources at the ready to make sure you get all the help you could ever want along the way, saving you precious time and preventing costly mistakes.

If this sounds like what you've been looking for and you would like to know more, just [e-mail us and let us know](#). We can schedule a no-cost, no-pressure, no-BS phone meeting to see if doing business online is for you.

Paul and Layne Cutright have lived at the forefront of the human potential movement since they began their romantic and professional relationship in 1976. As relationship educators, they have touched the lives of tens of thousands of people worldwide. They are best-selling authors and have trained hundreds of teachers and coaches in the methods they've developed.

In 2003, they established [HeartWired Internet Mentoring](#) to offer their experience and expertise to people who likewise use their concepts and creations to improve the lives of others. Their mission with HeartWired is to mentor artists, authors, visionaries and messengers who are committed to making a difference in the world and are unwilling for their fear of change and ignorance of technology to stop them—and who are also wise enough to let themselves be helped.