BART BAGGETT



"Internet Book Publishing Secrets"

How anyone can build and run a profitable online information business ... from anywhere on the globe.

Live presentation at:
World Internet Summit
Sydney Australia
February 2004

Bart Baggett will reveal his formula for building a successful on-line publishing business that sells books, CDs, home study courses, and digital information products worldwide. Bart has written and published 5 self-improvement books, 2 Internet Marketing Courses, numerous video and audio courses and coaches authors, publishers, and internet entrepreneurs for higher profitability.

He is best known for his 1500 radio /TV appearances as America's #1 Handwriting Expert - evaluating personality traits onthe-air of criminals and celebrities. You might have seen him on Montel, Leeza, Good Morning Texas, The Home Show, or in the recent 4 page feature article in Biography Magazine. He published his first book when he was just 23. His Handwriting University Training center is expanding with licensed campuses in India, China, Australia, and the USA. He is currently in development of his own radio show broadcasting from Los Angeles, CA.

Currently, Bart is helping authors and publishers build profitable websites through his online home study programs and montly coaching tele-conferences. His latest book <u>The Success Secrets of the Rich and Happy,</u> is now available in Australia for the first time.

You can access all his sites and products by visiting: www.bartbaggett.com



ENROLMENT FORM

"Worth 100 times what I paid!"
-Fred Talisman, Marina Del Ray, CA

\$297.97		INTERNET BOOK PUBLISHING SECRETS: Complete "Information Publishing" Home Stud How you can use every detail, concept, contact, tricks and technique Bart Bage ebooks, and free publicity to earn yourself a six figure residual income. Retail V and/or CD delivered upon enrollment. Includes 8 hours of audio files, e-book po	lett knows about publishing, internet marketing, alue \$485.46 Passwords for Lifetime Membership	
\$ 900 \$100 per month for 9 months.		MONTHLY FAMILY SECRETS PUBLISHER? Hosted by Bart Baggett and up to 11 other publishers and authors. Bart guides most effective marketing tips. Approx 60 minutes per session. Conference caple per tele-class. A 2nd call will be added for Aussies, based on demand and	you to build an online publishing business using the ll style. Your questions encouraged. Limited to 12 peo	
\$29.95		SUCCESS SECRETS OF THE RICH AND HAPPY Soft Cover Book by Bart Baggett. Bart's latest best-seller to turn your "poverty mindset"into the "millionaire's mindset"so you begin to think, believe, and take action toward wealth and emotional happiness. 440 pages.		
\$67.95		DOUBLE YOUR INCOME Subconscious Wealth Hypnosis Program Get the Double CD set and the on-line passwords to this breakthrough "wealth building"system for changing your own internal beliefs and attitudes toward money, risk, business, income, and taking action. You will listen to this program and allow your subconscious to do the work effortlessly. 2 Disk Set. Written and hosted by Bart Baggett.		
\$1294.90) value			
\$497.95		EVERYTHING ABOVE AT ONE LOW PRICE The W.I.S. Online Publishing Deluxe Combo Package. Inclu Marketing Secrets" transcripts. This offer only available to W	des all four items above plus the "Niche	
		or		
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\$6997		One-on-one with Bart Baggett to give your business model at facelift" to increase profits and sell more products. Includes and copywriting. See website for all details: www.bartbagge (This package includes all of the above items, \$1294 value, a	20 total hours of one-on-one interaction tt.com/consulting/facelift.html	
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Internet Book Publishing Secrets

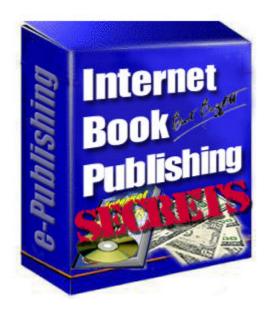
How To Create A Completely Automated, Cash In Your Sleep, Internet Book Sales Machine. How any author or publisher can use the Internet, free publicity, cost-free marketing, and e-books to generate tens of thousands per month in sales and hands-off residual income.

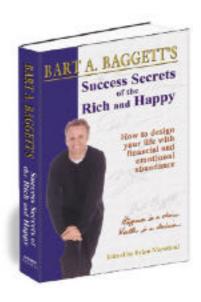
Presented by Bart Baggett

Author of "Internet Book Publishing Secrets"

In this exciting lecture, I will reveal to you...

- How I turned a bookstore failure into a \$12 \$20,000 per month automatic money machine.
- Four actual case studies of "online publishing winners."
- How you can use free radio publicity into online revenue.
- How to get 1,000 other websites promoting your book on-line.
- 1 Big Fat Lie about book related websites.
- 3 Easy Steps to selling your e-book online for 97% profit margins.
- The 4 costly mistakes most author websites make and how to avoid them.
- How the word "Free" cost me \$12,500 on a national TV show.
- Learn how to turn a book project into a niche industry leader.
- How to turn a \$15 book into a \$1500 product that has 100 times more value to the reader.
- How I use free radio publicity to earn me up to \$25,000 in 30 minutes.
- The secret to combining Internet Marketing, e-books, and Free Publicity into one seamless, effortless, publishing machine.





<u>Internet Book Publishing Secrets</u> is the business home study course for information publishers, authors, and web site owners. <u>The Success Secrets of the Rich and Happy</u> is a 440 page self-improvement book designed to reveal personality traits, beliefs, and tools to change your lifelong programming. Essential reading for the success minded.



Attention Publishers & Authors Did your book earn you at least \$144,00 last year?

book publishing • internet marketing • self-publishing • free newsletter • for authors & publishers by Bart Baggett



If your website isn't earning at least \$11,989 per month in on-line book sales, I can help you.

If this on-line course doesn't triple your book sales in 90 days, I'll refund the purchase price. . . . plus \$20 for your time



February 8, 2004

New e-online course shows you the way to profits. Dear Author or Publisher,If you've been frustrated, discouraged, overwhelmed or just flat disappointed with the success of your book, <u>you are not alone</u>. There are a number of **myths** ruining the chances of perfectly good books. Most will never get read because the publisher or author simply doesn't know the truth. If you have any of these beliefs, please consider changing your mind and start learning the proven systems available to defy the odds!



Myth #1: The Internet doesn't sell books.



I can't tell you how many well intentioned intelligent authors and publishers tell me they are at their WITS END trying to figure out how to sell more books. What's even sadder is many of them tell me they dumped thousands of dollars into a website that doesn't sell books. Then, they say "Oh, I've tried that. . . the Internet doesn't sell books." If that is true, why does my bank statement bustle with daily sales of books sold on-line? Last month, I made \$11,989 in online sales from just one of my websites. I will show you step by step what I did to create that and how you can duplicate it. Let's face it. Being an independent publisher or an author that takes full responsibility for the success of your book can be a challenge. It would be so much easier if our "publisher" really handled all the marketing and all you did was "focus on creating your next best seller." Wake-Up! That doesn't happen for 99% of of the working authors.



Listen to Bart speak live at a self- Mvth #2

live at a selfpublishing seminar

Myth #2: Your book will sell itself.

Become an Affiliate

If you want to believe that your book is so good it SELLS ITSELF, please leave this website right now and don't come back. I have no tolerance for arrogance and stupidity when discussing marketing and sales. This is a business with sales, dollars, and results. The fame and glory are bonuses only received by those that can make the cash register ring! By the way, I've been on 1500 radio TV shows and appeared on CNN, FoxNews, Leeza, Court TV, and had articles written about me in Biography Magazine, Maxim, and the London Times. If I didn't figure out a business model that worked, I couldn't afford to keep getting free PR and the perks that go with it!

Resource Page for Publishers

Myth #3: Your books have to be available in bookstores

Most independent publishers and authors believe that getting your book onto the bookstore shelf is the one and only key to long term success or failure. While it is a great method, there are no guarantees your book will sell, or you won't be burdened with boxes of damaged returns long after you've spent the money.

Myth #4: You really believe you are going to be on Oprah and hit easy street!



That's not true, the rest of the people believe that once "Oprah" reads their book, they will hit the best sellers list overnight. (Reality check. I've had two friends on Oprah. One sold 300,126 books and the other sold just 1,432. The truth is, betting on Oprah is like playing the lottery. Would you bet your success of failure on the lottery? I didn't think so. You need to establish a realistic business plan and take the steps to make it work. I'll show you how. No need to win the lottery. But, I will show you the best techniques to take advantage of hundreds of OTHER TV and radio appearances you will be making.

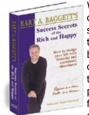
Myth #5: Being a best seller takes luck.

There is no rhyme or reason to it. What I am going to show you is a step-by-stem system for marketing and distributing your books to bigger NET PROFIT. I will you all the latest Internet tools to improve your sales, marketing, and distribution. Your customers will be able to buy both the hard copy and the PDF file of your book (if you make it available and I'll show you how.) Some people think Internet marketing is about selling e-books. Not at all. An e-book is simply one option for the customer. It is just 1 step in over 199 steps that you need to take in order to be running a full effectiveness!

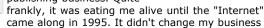


This is not theory. I've done it.

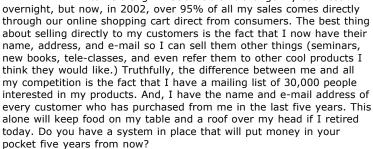
I'm going to show you techniques I've used to distributed over 30,000 copies of my first book. Can you believe that and only 1503 units were sold in bookstores! What's more, that first book written ten years ago, still earns my at least \$20,000 per year net profit. Here is more of my history.



Wouldn't you like to have an ongoing yearly income stream from your book. . . ten years from now. I've been busting my butt for over a decade figuring out the ins and outs of the publishing business. Quite



Brendan Fraser



"I used your course and saved myself \$5,000 in the first day! The list of resources you have compiled is worth a fortune. Thanks for sharing it with the world."

Gala Gorman, CPA CFP Author/Speaker/Consultant <Gala@metacommintl.com>

"Hi Bart! I just wanted to say "Thanks" for all you've done for us. You have really "over-delivered" on the things you promised. Your responsiveness and attention to detail have made this easy and fun.

It's exciting to see the orders starting to come in. Please let me know how I may assist you by recommending your services. "Your friend, Keith

Keith Hafner <u>www.rocksolidkids.com</u> khafner@provide.net





Myth #6: My book is available via Amazon.com, so I should advertise that on my site.

The reason you should never have link from your site to your books on Amazon.com is because you need the name and address of your customer. Amazon.com will not share that information with you. So, you are losing out on the most important asset your company will ever have: Your Customer Mailing List. This is only one of dozens of stupid mistakes book websites make that coast you money. How long are you going to keep making these mistakes because you don't even know that they are?

Here is the deal. Blunt. Sincere. To the point.

Become an Affiliate

Resource Page for Publishers I've assembled everything I've learned over the past ten years about publishing, publicity, website development, advertising, and internet marketing into one big on-line home study course. It has everything you need to turn your book or book idea into a profitable business. I've left nothing out. I even have turned over my "million dollar rolodex" of contacts, printers, programmers, and research resources. What I learned from building \$20,000 websites. Last year, I allowed a few consulting clients to talk me into actually building their book website from the ground up. After much begging and pleading, I agreed to supervise the creation of their "Online Sales Machine Website" for a modest fee of \$20,000. Now, \$5,000 of that fee went directly into a publicist pocket for their comprehensive PR Quickstart campaign to drive free publicity to the site. Still, that left me \$15,000 to create and strategize the best system to sell books.

What I discovered shocked and amazed me.

After building 8 of these websites for 8 different authors (and building many of my own), I noticed a pattern. A predictable repeatable "system" for building book websites that sell. It was a formulaÉ a formula anyone could duplicate for any publishing project. I had created a comprehensive list of over 199 individual tasks that must be completed to do everything it is supposed to do. Furthermore, what I used to think of as a "one page website" was actually sixteen pages when it was all said and done. The 'system' that works to sell books online is very specific. If you leave out any key component, it is like having a broken piston on an engine. It may seem like it running, but it is not running at full speed or maximum productivity. I'm not going to tell those key components in this sales letter. Some of them are so simple, you wouldn't truly appreciate the power of them.

The other pieces are so complicated you would feel overwhelmed and dismiss them because you don't understand them. All in all, when you feel you are ready to "hear the gospel" of book internet marketing, you are ready to make the investment into my new home study course and get started earning what you deserve. Are you ready to start selling more books and touching more people's lives with your message? If so, click here to get started. Within minutes, you will gain access to the archives of my "Internet Book Publishing Secrets" home study course. Remember, you have a full one year money back guarantee . You will be satisfied, you will be impressed, you will learn what you've been doing wrong and how to make it righté or you get your money back! How much more simple can I be?



ORDER NOW. STOP WONDERING HOW TO MAKE PROFITS.

When you enroll, you will instantly download your password and get it in an e-mail, so you can begin listening, reading and learning Internet and publishing secrets that will set you free! And, like all of my products, you have a **ONE FULL YEAR**

CINA



Money Back Unconditional Guarantee!

Furthermore, if you apply the systems, follow all the steps, and they don't work for your book or product, I will give you DOUBLE YOUR MONEY BACK. You can peruse the entire <u>Table of Contents</u>

711

\$297.00

here, or you can just trust me and order now. Not only is the course worth 100 times what I am charging for it. . . it continues to grow. I will keep updating it with each new project I am involved in AND client questions (from you, perhaps), and answers from me, Bart Baggett. The bonuses alone are worth \$288. Many people have advised me to charge \$499, but I want everyone that needs this info to be able to afford it. During this limited time offer, your price is just \$297 complete. This includes "lifetime access" to future updates at no additional charge andthe 10 bonus books

Lifetime Access to the online e-Publishing Course:	\$297			
Over 4 hours of Audio Files by Bart Royalty-free Website Templates Over 4 hours of Interviews and Speeches by Industry leaders Million Dollar Rolodex Media Kit Downloadable PDF book with course highlights and audio transcripts.	\$2.57			
INCLUDES Bart Baggett Digital Products:	Value of Digital			
Digital Product: Double Your Income \$49.95 Digital Product: Stop Smoking w/Hypnosis \$49.95	Products			
Digital Book: The Secrets to Making Love Happen \$15.95	\$115.85			
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Autoresponder Magic by Yanik Silver Internet Cash Machines by Allen Says Your eBook Daily Marketing Plan by Wayne Perkins A Cheap and Easy Guide to Self-Publishing Books Publishing with EbookoMatic	Combined Value of eBook Bonuses			
Professional Cover Creation Tutorial eBook Cover Templates	\$172.61			
Total Value of Program and all Ropuses				
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ACCESS

What are you waiting for?

Your Total Investment for INSTANT TOTAL

If you are not completely convinced yet, take a moment and browse through the dozens of questions that are answered in the easy-to-follow question and answer format.

Then, if you still aren't convinced this program is worth every penny I'm charging, take a moment to <u>read the testimonials</u> and browse through <u>my bio once</u> again. I think you will soon realize I can't fake the kind of experience I've had. I don't claim to be the Mark Victor Hansen of self-publishingÉ but I do have a testimonial from Mark and even if you never sell one million books (only a handful of people ever have!), you can be a full time author and not have to have a real job to support your dreams!

If you have any questions before buying, this is my direct phone number and I'll be happy to answer any questions about the course. 310-614-6593 (West Coast time zone USA) My assistant's phone number is 1-800-398-2278. (Maryann)

Now, remember I charge \$300 per hour for consulting, so please respect my time. Please don't call and ask how to make your book a success or use our ten minutes to complain about what doesn't work. If you do attempt to get book marketing consulting for free, I'll ask you if you've read my course yet, then you will feel embarrassed. . . and we will both be uncomfortable during that phone call. I've dumped everything I know about publishing, publicity, and internet marketing in this course and I want you to succeed. If you need to talk to me before you purchase the program, my number is listed above. If I have left something out that you need to know, by all means, contact me so I can add it to the program.

I'm so excited to assist you in turning your book into a profitable online business where you can earn money 24 hours a day. . .for years to come.

Thanks for enrolling and I'll be talking to you in just moments via the Real Audio lessons you are about to hear. Good luck with your book and enjoy the program.

Sincerely,



BART BAGGETT

Author Success Secrets of the Rich and Happy Author Internet Book Publishing Secrets CEO e-onlinepublishing.com , onlinesalesmachine.com

Author of NicheMarketingSecrets.com

P.S. Special Bonus! If you order today, I will throw in **\$288.46** worth of FREE digitally delivered products/ books as well as profitable examples of on-line content such as the "Double Your Income" Program and the "Stop Smoking With Hypnosis" Program. These are yours, as a special bonus for being able to make an intelligent buying decision today.

P.S. Below are the most frequently asked questions about the course. Please read them before you order as they contain important information about what you will be getting for your hard earned dollars.

FAQ

- 1. Is this program for me?
- 2. How will I receive the course? Is it an e-book or a private website?
- 3. What is internet marketing?
- 4. I already have a website, will I learn anything new?
- 5. I already have a great website, All I really need is lots of traffic?
- 6. What is inside the course?

Attention Publishers & Authors Did your book earn you at least \$144,00 last year?

Coaching program for authors & publishers hosted by Bart Baggett



Enroll now into the coaching program.

New e-online course shows you the way to profits and monthly coaching guides you to the finish line.

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the
online course?
Login Here



Listen to Bart speak live at a selfpublishing seminar

Become an Affiliate

Resource Page for Publishers Introducing a program that can supercharge your book publishing business and triple your profits in half the time.

I'm calling it "Bart's Family Secrets private publishing tele-coaching program"

In this rare no-holds-barred personalized consulting sessions, you will get the true, down and dirty business consulting advice that will shave 5-7 years off of the learning curve for building a profitable on-line and off-line publishing business.

February 8, 2004



Dear Author or Publisher,

I received a phone call last month that might change your life.

You see, I'm busy. Very busy. In the last six months I've only taken on one consulting client and I am being very selective of who and when I take on

other clients to help them with their publishing business. (They pay me \$350 per hour.)

But, when family calls... our priorities change.

Last month, my brother Brett called me to ask for some advice. Now, this is my "older brother," so he doesn't ask for advice very often. When he does, I jump at the opportunity to help family.

Brett has been watching my career as an author and publisher grow over the past decade into a consistently increasing stream of residual income. Brett is a prolific writer. He has penned over twelve books and audio programs over the past decade. But he never learned how to turn those products into 24 HOUR residual income.

Brett is very successful, but he still has to work every week. He now has two kids. He wants to start earning money while he sleeps.

Brett asked me to help turn his new book idea into a



successful publishing business. His goal is build a "nest egg" of residual income that will grow into a steady predictable paycheck year after year.

So I agreed to help him. I figured that I need to coach him about one hour a month and he has to do all the work in between the meetings.

He has a lot of work to do...

- Finish the book
- Build a website
- Install the on-line selling infrastructure
- Create a marketing plan
- Create a publicity plan
- Generate traffic
- Develop a back-end product line
- Promote the book
- Set up distribution and publishing details
- Get paid

I told him I would help him by **SPILLING MY GUTS** about my successes and failures. I promised to tell him everything he needs to know to make his book and publishing venture a success.

Now, he is my brother... I'm not going to lie, exaggerate, withhold information, or sell him services he doesn't need.

Wouldn't you like to be in on those two coaching sessions a month?

How valuable would it be to cut 2-7 years of the learning curve from his life by having me hold his hand while building this business?!

I asked Brett if he would mind if a few of my close friends and best clients could eavesdrop on our bi-weekly tele-conference and even ask a few questions of their own. He said "Okay, no probem." You see, Brett is a professional coach to top CEOs and Executives. He understands that he can also learn from your challenges, questions, and specific

So, I'm alllowing up to 10 other people be on the biweekly coaching sessions and I will guide all of you to turn your book idea into an on-line profit center.

If you qualify for the program, you will join our intimate conversation every other Wednesday at 12:15 pm EST/9:15am PST just by calling a designated tele-bridge.

The cost? I've made it very affordable.

You can hire me one-on-one at a rate of \$350 per hour. However, you can join these semi-private coaching calls for just \$50 per class. For just \$100 per month, you can join my "Family Secrets" coaching call and get the kind of guidance you need to supercharge your publishing business.

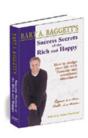
Here is what you will get:

2 calls per month. Each 45-60 minutes in duration.

Online access to the actual calls in Flash format within two weeks of the call.



You must own a copy of the IBPS course as a prerequisite ot the tele-course



Here is what I will reveal to you:

- How I sold over a million dollars in information products on-line and off-line, NOT through bookstores.
- Which projects actually made me money and which projects LOST me money.
- What is the most profitable activity I do on a monthly basis to sell my products.
- How much do e-books really make and what are realistic sale projections.
- What software does my entire business run on and which software and tools do you need to create a 24-hour automated on-line cash machine?
- I'll reveal to you the 10 biggest mistakes selfpublishers make and how to avoid them or fix them if you are making them.
- How to build a six figure income working part-time from the comfort of your own home selling information products (that you write or someone else writes.)
- I'll help you set realistic goals and objectives so you achieve consistent growth and avoid cash flow shortages.
- How to scientifically choose your advertising budget and where to spend that money most effectively.

It's easy. I have some criteria you must meet in order to qualify to be in my inner circle.

- 1. You must own (or buy) my on-line publishing course called "Internet Book Publishing Secrets." I require this to avoid redundant questions that are already covered in the course.
- 2. You must have time and the budget to build a Web site and promote your products. (At least \$2000 in budgeted money to implement the strategies). This money does not go to me.
- 3. You must be at least 80% finished with your book or product. Without a product or book, you will be putting the cart before the horse.
- 4. You must enroll with a credit card and agree to pay me \$100 per month for access to the coaching calls (until you cancel.)

\$297 for the e-course (pre-requisite for the tele-coaching)

and / or \$100 per month for the tele-coaching

Order Now!

Sign me up for the coaching program.

If you have any questions about the program, please

My shopping cart is designed to only accept the first five enrollments. So, if you are allowed to input your credit card on the next page, you are accepted. The only exception is if after evaluating your project, I decide I cannot create an "Internet Winner" from your product or service, I will refund the entire amount to your card and wish you well. (No hard feelings. I'm a marketing genius, not a magician.)

That's it. That is my brain dumped into your business. If you can think of a way I can support you more at a price I can afford to offer- you tell me. I can really only take 5 clients because I am knee deep in my own development projects online and off-line.

Who qualifies for this program? This program will be most effective for any individual who. . .

Has product, service, or information product to sell

Already has a domain and website up and running.

Mas some track record of sales with some real customers.

If Has money and time to invest into the site changes, systems software, and marketing necessary to make this a success.

Who does NOT qualify for this program? Do NOT enroll into the program if you. . .

Only have an idea for a product but it is not complete.

Vou are writing a book, but you are at least six months away from completing it.

Vour product and website is a total failure and this is your last \$7000 before your file bankruptcy and I am going to be your savoir. (Forget it.)

If you are in the above situations, I will refund your money and I will not accept you as a client. I'm sorry. I only work with people where I can really make a difference.

So, if you want me to be your part time business coach, welcome aboard to a very profitable 2004.

Order Now!

I look forward to helping 2004 become your most profitable year ever!

Sincerely,

But Box Bi

BART BAGGETT

CEO e-onlinepublishing.com Internet Marketing Consultant

P.S. Although it is not a pre-requisite to participate, it will help you tremendously if you already own and have reviewed my two Internet courses: Nichemarketingsecrets.com and Internetbookpublishingsecrets.com.

Here is some comments from recent (or current) clients.

"Bart Baggett was instrumental in getting my website ready to produce income and draw in clients. There is so much BAD ADVICE out there, I always know Bart is tells it to me straight and it is accurate." — Raliegh Pinskey www.promoteyourself.com

"Hi Bart! I just wanted to say "Thanks" for all you've done for us. You have really "over θ delivered" on the things you promised. Your responsiveness and attention to detail have made this easy and fun. It's exciting to see the orders starting to come in [from the website]. Please let me know how I may assist you by recommending your services."

Your friend, Keith Keith Hafner www.rocksolidkids.com khafner@provide.netv