

The Book Strategy

As we're in Bookkeeper Lab and we're talking about inbound marketing, I want to show you one thing that I have right here, and this is a book that I wrote probably six, seven years ago called Practice Profits. And this was the number one way in which I would go about and get business for dentists. Now, I know that with you, you might think, oh my gosh, I can't write a book. Well let me assure you, this thing is 81 pages, including an afterward, and you can see there's nice double spacing and all that. The real thing is that there's a lot of content in here. There's a lot of actionable information that my clients, in this case, my niche dentistry that they could use this. And here is exactly what I would do. I would take this book ...

Now, I'll talk about how you form this book here in just a second, kind of a quick way to do that. But here's what I would do. I would take this book and I also went online and I bought a bunch of duct tape. Now, that's weird, right? I bought a bunch of duct tape with the school that they went to. I would creep a little bit on this client, a prospective client, and I would say, "Where did they go to dental school?" Because there's only 30, 40 dental schools in the U.S. and so I tried to get the ones that I knew that most people went to, and so I would get duct tape for that school. Weird? Yeah. But here's why. What I would do is that I would write a handwritten note, okay? Just on a note card, thank you note type of thing.

I would write a note to the doctor, to the dentist, in this case. You're not a doctor, you're just a dentist. What movie is that from? Anyway, I would write a note to them and I would put in this FedEx envelope, of the note, I would put it on top, I would put this book in there, okay? And I would tape the note to the front of the book and then I would put the duct tape in there. Now, why duct tape? Well that's because it creates what we call lumpy mail. Think about it. A big piece of duct tape or a big spool of duct tape inside of a FedEx envelope, that stands out. What would I do with that? Well, I would take that and, at first, I was sending these off FedEx overnight to their practices. I soon learned that I got better results if I sent them to their home.

If I could get their home address, further creeping, then I would send this to them there, because guess what would happen? Their spouse or a child or somebody might be at home and say, "You got a FedEx envelope here." And so, it was almost guaranteed to get open. And the response that I received from this was overwhelming. Yeah, I had a couple of people that bitched me out and said, "Why are you showing me stuff," and stuff like that, but that was the exception and not the rule. We can't worry about those types of people. But here was my philosophy, I am giving you a book for free, right? This may cost, I think I have \$19.95 on here. It's just a made-up number, but there was a lot of information in here, stuff that they could use even if they never used me. And I can almost guarantee you that about 0% of all the dentists that I sent this to never used it, okay?

They mostly just looked at it goes, "Oh my gosh. This guy actually wrote a book on how to manage your dental practice, on how to get better results with your finance." And it got me a lot of calls. Now, I didn't wait on them to pick up the phone and ring me. What I did is that I would get a note back from FedEx, or an email alert that says, "Hey, this package was signed for," so that I know that they received it. And then I would create a tickler, just as item that

probably two days later or even one day later, I would follow up with a phone call and I wouldn't call them during the middle of the day. I would call early in the morning and I would call late in the evening, because I know something, the dentist is probably the first one there and probably the last one to leave.

That doesn't ... That's not fail safe, right? But I knew that I was most likely to get them before they started practice or after they started seeing ... When they got done seeing patients, I should say. And I learned all this the hard way, through trial and error. And the real reason that I bring all this up and show it to you is creative marketing. Creative ways of getting yourself in front of your client. But notice that all of this started with the fact that I think that I know something about my offer, I know something about my clients, I know something about what they want, the gains that they desire, the pains that they want to avoid, and the jobs that they no longer want to do. I want you to start thinking this way, and you might say to me, "Hey Ben, there's no way that I can write a book." And I want to say BS.

There is a way that you can write a book and I want to show you, just give you a real quick formula right here, of how you go about doing that. I did this one all on my own and I can tell you I'm right now in the process of doing this again, but it's a more of a real book, if you will. Not just a piece that I'm going to use for marketing, but I want to give you a simple formula. First thing I would tell you to do, when you start constructing your book is think, what are the three major things that I want to give to my audience? A key element in that is who is your audience? Who is your market? What are the things that they want? What are the gains that they desire? What are the pains they want to avoid?

What are the jobs that they don't like doing in their business? Think through that. That's the first and foremost thing. And if you work with a niche, which I strongly suggest that you do, then you should already know this. If not, then you need to get crystal clear on what those are. What is that my client wants? What is it they want to avoid? And what are the tasks that they want to stop doing? Once you know that, I want you to think of three things that you want to be able to convey, a message that you want to be able to convey in your book. Now, so for my dentists, it would want to be number one, how do I speed up my receivables? How do I make sure that I am getting paid as fast as possible? I thought through that process and I thought, well how do I help other clients with this?

And I just went and showed them the exact formula that is there. They could actually take the information that was inside of this book, hand it to their office manager, hand it to their accountant, hand it to anybody who had a capable set of hands, and they could actually do that, okay? Don't worry about giving away too much information. Give away everything in terms of information. What they're going to do, if some people take that and use it on their own, great. You've helped them. You've put value into the marketplace and maybe you didn't get paid directly that time or maybe you did. We can't think that way, but what are the three valuable pieces of information that you want to convey to your clients, or your prospective clients in this case? Write those down. Now, what we want to do is we want to create three chapters on how to do that, how to do those major things.

We might say, "Hey, step one, step two, step three," anything that we can do in threes is best. Okay, so three major things, three major sub points. What you've given yourself there is basically nine chapters. Okay, so you have the major overarching theme here, so maybe part one, how to get ahold of your receivables? Number two, get your expenses in line. And then, I'm just noodling here, get your taxes in order. And then I would have three chapters on each of those topics. I would have an introduction, right? And then I would also have a prologue. I think that's the thing. Epilogue, what's it called? Thing at the end of the book, whatever it's called, with a call to action that says how that they can get further information from you. Now I'm not one to sit down with a blank sheet of paper and just write and I don't suggest that you do that.

What I suggested that you do is that you take those nine topics or the three major topics that you've broken down and that you put those on slides. And the way that I did them is that I recorded me speaking them, okay? I basically took it one chapter at a time and I broke it down into further sub chapters and topics and all that sort of thing. I didn't do very well in English in high school. I am a good writer, but I don't know all the formal terms and all that, no big deal, right? But for me it was easier just to speak it, to speak from the heart to speak from experience. And I took all of those transcripts and I sent them to rev.com. And rev.com is a transcription service and what they'll do is for a dollar a minute, they will transcribe your voice into words and they will give you back a Microsoft Word document, and you can take that and then edit it.

You can actually get an editor to do that, if you want to. I suggest that you do this at first blush and it's not as intimidating as you think. Now, there's a whole lot of other things that you could do with a book. Right now, what we want to do is just to take the action to get it structured, to get it transcribed, to get it edited. You can take that and you can keep it in a word document and you could send it like that to a client. Is it better to go with a real book? Absolutely. You can go onto book publishing, I'll do a later video where we go more into the nitty gritty of it, but I'll ... What I want you to do right now is that I want you to work through that exercise. What are those three major topics?

What are the three subtopics underneath each of them? Then go through and further outline those, record them, all right? Send them over to rev. Now, all of this sounds like a lot, and it is, okay? Let's don't discount it. Anything that we want, anything that's going to get us results, it's going to take time, it's going to take effort on our part, but the great thing about it is that now, with this content, you can chop it up. I always hear people saying, "I don't know what to write about. I don't have enough content." This is going to give you so much content, you could use it for years and years before you ever even create a book. Go and take action on this. This is one of keys to inbound marketing, because we have to have some hook. All right?

We have to have some differentiating factor. We have to have some way to get in front of our prospective clients that's going to make them take notice. Don't be boring in your marketing. Don't be stingy in the information that you give away, or in the implementation or in the action items. Give away every single thing that you know. The worst thing that's going to happen is that somebody's going to take action on it and they're going to get results and you help them.

So, what that you didn't get paid? But I'll tell you this approach right here, I won't tell you it yielded me more than seven figures worth of clients doing this, going through this time and it can do the same thing for you. That's the first action item. We will do a follow-up with more of the nitty gritty, like, "Hey, how do I take this and put it into a book form?"

How do I get one of these barcode things on there? How do I get my picture? How do I put it on," all that sort of thing? But you can't do any of that until you take action on this. Again, it doesn't have to be a book. This could be something that could ... You could do for a web class. The possibilities are limitless with this, but it all starts with you really thinking and diving deep. What is it that they want? What is it that they want to avoid? And what are the jobs that they no longer want to do? So again, you're a part of Bookkeeper Lab, I know that you're an action-oriented type of person. Go take action on this right now and I'll see you in the next lesson.