



Publishing Marketing Maverick

Janet Switzer



CHRIS ATTWOOD: So, Ric, are you with us?

RIC THOMPSON: I'm right here.

CHRIS ATTWOOD: Okay. May I turn it over to you for this next incredible hour we have with Janet Switzer. I'll leave it to you then, okay?

RIC THOMPSON: That would be fantastic. I want to welcome everybody here to the second call. It is going to be just as great as the first one was. Thanks again to Greg and Stuart. It was a fantastic, fun call. We are going to change tact here. Janet Switzer, as Chris already mentioned, is a phenomenally successful woman. More to the point, she has a lot of real specific how-to information to share with you guys tonight.

I have had the pleasure of interviewing her in the past and the feedback has always been phenomenal. She is really, really going to give you guys some great, specific information. If you haven't already, grab some paper and a pen or a pencil and strap in. You are in for a good ride here. Janet, are you here with us?

JANET SWITZER: Absolutely. Hi, Ric. How are you?

RIC THOMPSON: I am doing fantastic. I'm looking forward to this call.

JANET SWITZER: I am ready to go.

RIC THOMPSON: All right. Then let me set this up for everybody on the line here. We're going to cover a lot of information and I will just kind of set the stage for it. Let me do that by starting off the evening's excitement here by asking you a question. Have you ever wondered why some people quickly become recognized as a leading expert in their field with all the goodies that go with that, the fame, the fortune, the opportunity, while others in the same exact industry struggle just to get by?

What is the difference here? Why do some experts, authors, business people or just people with an inspirational message, why do some people get book deals and licensing deals and speaking tours and spokesperson contracts, the list goes on and on, while others wait and wait and wait, perhaps years, to get invited somewhere, anywhere or find a publisher for their book or whatever it is? Well,



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Janet Switzer is going to be giving you the answers to those questions tonight.

She is a woman whose work I'm sure you already know. She is the secret business advisor behind many of the biggest named experts you have already heard of, Jack Canfield, Marc Victor Hansen, the *Chicken Soup for the Soul* series itself, Jay Abraham, as you heard Chris mention will be the co-host on the call two weeks from now, Les Brown, Yanik Silver, Laurie Beth Jones.

All of these stars have been her high profile clients. In fact, they have paid her a fortune to create new profit centers for their businesses. She has never revealed her system for building entire publishing and media empires until now. We are getting her to reveal how these empires are built tonight on this call, exclusive to *Healthy, Wealthy nWise*.

I want to welcome you to this call. Let me give you a little more background on Janet because she is also the *New York Times* and *USA Today*'s best selling co-author of *The Success Principle – How to Get From Where You Are to Where You Want to Be*. It has been published in 17 languages around the world. The co-author is none other than Jack Canfield from *Chicken Soup for the Soul* fame.

She is also the creator of the *Instant Income* series of small business books, multi-media training courses, public seminars, coaching and distance learning products. All of this stuff is designed to help small business owners enjoy immediate cash flow for their business and to develop long term revenue streams. Obviously, if you are a small business person right now or you're thinking about it very seriously, we're going to be getting some great stuff.

She has her own book coming out in March 2007 from McGraw Hill Publishers called *Instant Income*, a strategy to bring in cash. What is really cool is that she is also the narrator and feature income expert in the upcoming motion picture documentary, *You Are Pre-Approved*, documenting personal finance and debt crisis in America. It will be released in theatres in January, 2007.

The reason we have her here tonight is that she is literally one of America's most respected authorities in the knowledge products industry. She helps people who are experts in their field attain worldwide status and million dollar incomes by building media companies and publishing empires around their expertise or their inspirational message. Guys, I have heard her talk, let me be blunt.. If you have



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any expertise or any inspirational message, you are about to get a whole notepad full of great stuff from this call tonight.

So Janet, if you are ready, I want to just jump right in and get this going. Most people, when they think of this kind of broad category of just being published, they think about authoring a book, which may or may not be a good fit for people. You have a much different philosophy, though, on this. What does it mean to be published and how do people eventually become these celebrity authors?

JANET SWITZER: Well, Ric, there are actually 52 different income streams available to anyone with an expertise or with an inspirational message or with information that they want to share. One of those profit streams are books, but also ebooks and subscription audio series, multi-media programs, keynote speaking, speaking internationally, hourly consulting, licensing, spokesperson contracts.

There are huge, staggering revenues to be made from a lot of these profit centers that are available, again, to any one who has some expertise to share with the world, but also anybody who wants to use information products, or what we call knowledge products also, as marketing tools to help their business.

If you have a bricks and mortar business and you need some extra marketing assistance, one of the easiest things you can do is start producing some of these intellectual properties that will help market you and your services and your expertise. There are 52 different income streams of what I call beyond the book revenue.

Not only that, I mentioned bricks and mortar businesses. A lot of those businesses' profit margins are not that great. Maybe they are well under 20 or maybe well under 10% profit margins in some industries, but information products by contrast, carry profit margins of about 85 to 95%. You think about the idea of producing an audio CD of your material, maybe a workshop that you taught, a one hour teleseminar like this one, where it cost just a few dollars to produce a CD.

You record it, produce it, package it, mail it out and yet you can charge maybe \$29.00 or \$39.00 even for that CD because it has specific expertise that is very useful by the people buying it. Again, 85 to 95% profit margins. It's a great



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industry to be in, a great business. But we know that celebrity authors, specifically, we talked about just being published versus building an entire information empire and entire media company.

This is really what celebrity authors do. They build media companies around their expertise and around their market presence. They are really smart. They turn their expertise into these long term profit streams, some of them I talked about licensing, spokesperson contracts, joint ventures, co-branding deals, and other very, very smart business strategies.

A lot of times, the book figures in maybe a couple of years down the road or maybe it is just incidental to the rest of their empire. In other words, their book is not their business. It's not their entire business. Too many authors out there approach the publishing industry or their publishing career by just writing a book. That is actually one of the worse things you can do because, again, the most successful and wealthiest authors out there treat their book publishing deal, not just as a book, but as a business.

They create these tremendous additional streams of revenue beyond the book revenue, in addition to, maybe, their radio show, their TV show, other kinds of things. The other thing that celebrity authors do in building a media empire, very, very important, is they actually retain a lot of rights in their publishing deals. When you go back to New York for these pitch meetings and you finally get a deal, your agent negotiates for you and you have a dollar figure, an advance on royalties that you like that you're willing to take.

The first thing the publisher is going to do is send over a contract. They are going to send over their standard contract and that locks up virtually every single right you have, not just around your book, but also around all of the other elements of your career that we're talking about tonight. Also, in some cases, it locks up your content, the rights to your content.

You have to be very, very careful. Celebrity authors are smart and they actually negotiate. They take months sometimes to negotiate these agreements to make sure that they retain rights so that they can go do radio and television, they can create workbooks, they can create audio series, they can create multi-media packages, they can do co-venture deals on coaching because again they haven't given up all of those rights to a publisher, which by and large is not going to use



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those rights anyway.

They don't need the rights to your content which may be actually the underlying basis for your entire professional career. You need to be very, very careful and be smart like a lot of these celebrity authors are. What we find, though, is when we approach it this way it's a lot easier to see the vision for these kinds of businesses versus, again, just approaching it like a book, because we know that the book is not your business.

Too many authors, again just to reiterate, they approach their publishing career just from the standpoint of a book when really they could be building something much greater than that.

RIC THOMPSON: Let's kind of bring this down to everybody because there are at least hundreds of people listening, possibly up to a thousand people listening, and they all have one thing in common. They're all good at something. They have some sort of expertise. Let's bring it down to them. How does someone develop these beyond the book income streams?

JANET SWITZER: One of the things that you need to do is that you need to start with a business topic that has, what I call, legs to it. That is something that we say in the business world. That business really has legs to it. That means it's going somewhere. There are other profit streams beyond just that one activity that you're focusing on.

In the publishing industry, it works the same way. There are certain topics and subject matter, certain niche markets that have legs to them. For example, a lot of the business categories, the niche categories, how to be successful in the XYZ business. That is a topic, a subject matter, and also a market that has some legs to it.

One of the things that I always look at is what does the market need? What is the market looking for? What problems does the market have? How can you become the guru that they want to spend money with because you have the solution to their problems? So many authors out there, they just say, "I'm just going to package up what I know and then I am going to try to figure out how to market it to the market place."



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When in reality what you ought to do is go out to the market place, do the research on what problems they have, what solutions they're looking for, what kind of things they are willing to spend money on, is it coaching, is it training, is it a book, is it one-on-one advice, what are they willing to spend money on? Then become the guru.

Actually turn your expertise, put a certain spin on your expertise, so that you're selling the market what they already want to buy. This is a very, very logical approach, but it's an approach that a lot of authors don't take, unfortunately. Again, package up your material so that you are the guru, you're the business genius that the market already wants to spend money with.

If you have a personal growth or self-help topic, a lot of people on the phone tonight have that. Maybe it is inspirational or motivational, it helps people see the vision for their lives, gives them actual tools for making changes in their habits, their attitudes, their approaches to life, you can certainly turn your expertise into an empire the same way.

Of course, we know that the personal growth category is a huge category. There are tons of seminars going on all of the time. Thousands and thousands of books written in the personal growth, self-help category and it's just as easy to identify a niche market and start developing your material into the kind of solutions that the market is already looking for.

Now, one of the things that we know is that most authors, unfortunately, they really never develop their brand, their topic, their material, their content in a way that lets the market access them in a lot of different ways. A perfect example is a restaurant consultant that I was advising just a couple of months ago. He had expertise in helping restaurants market themselves better so that they developed a very loyal clientele on a localized basis.

He worked with small chain restaurants that maybe would have five or six different restaurants in a geographic area. He was really, really great at developing these marketing strategies, these customer loyalty strategies. But guess what? You know, restaurants need a lot of other help. They need a lot of other information, a lot of other assistance.

They need help with inventory control and buying techniques and hiring wait



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staff and kitchen staff and cost containment. All of these kinds of things that the business owner, the restaurateur himself or herself, needs personal coaching, maybe life coaching, or business coaching to make sure that they achieve the leadership skills to run the restaurant properly.

He didn't necessarily have all those skills, but he could, in time, create actual information products or knowledge products, either by acquiring that skill himself or by going out and joint venturing with other experts to maybe co-author publications or products with them or co-produce seminars with them. In other words, that business, his business of being a restaurant consultant definitely had legs.

Not only is it a huge market, the market is sizable because there is everything from fast food restaurants all up to the very high end super-expensive restaurants. Not only was the market very broad, but there was also a lot of legs to his business in that there was a lot of different kind of information products that he could produce.

That is a model that we really look for in building these information empires based on someone's expertise. Again, it is not just your own expertise; it's other peoples' expertise that you can bring in. Once you start creating clients who like what you have to say, customers who, again, are spending money with you because you've produced materials that they need.

That is something that we do to build these empires. Again, the number one best selling kind of information is actually this business of how-to information that I was talking about. Not only in terms of units that can be sold, but also the dollar amount that can be charged for individual products and services. In some of these niche markets, by the way, we can charge as much as \$5,000, \$10,000, even \$20,000, \$25,000 for seminar programs, coaching programs.

Of course, when you get into corporate consulting or consulting contracts, the number goes well beyond \$25,000. But, again, the best selling information out there is how to be successful at the XYZ business, you fill in the blank. A very, very important distinction for authors who are considering taking their expertise and building it into an empire is where do I start?

The place to start is to put this spin on it, research what the market already wants



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to buy, the solution they're already looking for, and become that solution for them. That is the easiest way to get going.

RIC THOMPSON: Fantastic. So, basically, what we're talking about here is kind of a simple process if people take their passions and turn them into profits. They take their passions, they take their strengths, they take their expertise and they find some way to help somebody else out. They find a way to solve somebody else's problem.

JANET SWITZER: Absolutely. Whenever I take on a new consulting client, I always ask, without using the word "everyone", who is the market for your expertise? Sometimes those questions really shock the client into silence. Usually, they try to convince me that their information can really help everyone, but I never buy that.

The information might be helpful to everyone, but everyone is not the most logical buyer for the information. When I ask who the market is, what I am really asking is who the buyers will be. Which groups of people have the problems that you can solve and who has the money to spend on your solutions? Are there a number of other people out there who are selling similar type of information, who could be joint venture partners for you that are already operating in that field, people that you could create future alliances with.

The other question to ask is, "Are the buyers easy to find?" A lot of times, particularly in the personal growth category, the success category, inspirational self help, those buyers are everywhere and nowhere at the same time. They are everywhere, they are in the mass market, what we call the mass market, but they are difficult to pin down.

In some of these niche markets, which I really like dealing in, you can identify these people either through their buying habits, their industry affiliations, their professional certifications, maybe their career choices, the magazines and the newsletters that they subscribe to and read, and other kinds of relationships that they already have in place.

That's, really, the approach to finding the market and really the ease of contact with your potential buyer is what constitutes a viable market. Remember I said earlier that some markets just have legs where other markets don't. This was one



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of the distinctions of a market that has legs. That ease of contact constitutes a viable market.

By the way, these buyers, and the points of contact where you can find them, really should be defined very, very early on in your empire building process, because once you do define them, then you can begin to devise the marketing programming, but also the products that will reach them and convince them to buy. That is really the most important distinction of getting out to the market place.

RIC THOMPSON: Thank you for sharing that. I want to go ahead and mention real quick to everyone that Janet has an absolutely wonderful free report that she is offering for everybody here on the call that is listening. It is called *The Book Publishing Protocol* and it is going to help really detail for you what these beyond the book income streams look like.

There are 52 different ways that you can take your passion and turn it into profit, basically. This is going to be for everybody. It is absolutely mind-blowing. Again it is called *The Book Publishing Protocol* and you can find it at, you will want to write this down because it is kind of a long URL, www.HealthyWealthynWise.com/empires.

That is a free report for anybody who wants it, just go ahead and fill out the short form there and get it. I have it here on my desktop. I've had it now for probably a good month and a half and I keep referring to it over and over again. It is really, really phenomenal. Seriously, whatever your passion is, you will find the way the start turning it into a profit with these beyond the book ideas.

Janet, in this report, it also talks about one of the things that you're doing with your own brand, *Instant Income*, which is a registered trademark of yours. That is that you are building a media company around the brand. Can you explain what that means and how our listeners can do the same thing?

JANET SWITZER: Absolutely. If you were going to look very closely at all of the famous authors, I mean the really big names out there, you would discover that, almost without exception, they have two things in common. They have numerous types of products, these knowledge products that we've been talking about, distributed through various market channels. And they usually have a



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mass media component such as a radio show, a TV show, a newspaper column, film career.

What you don't always see are all of the different types of profit centers that they developed as part of their business. Rest assured, they do have these multiple streams of income that form what I think of as a media company. They package their knowledge, they package their intellectual properties into different, what we call media, properties. Just like the Fortune 500 media companies, they own newspapers, they own magazines, they own television shows, radio networks, cable networks.

Those are the big media companies, the Fortune 500 companies that you hear about in the news. It is just like they have all of those different entities and assets that they own; you can also build a media company of properties around your expertise such as properties like books and newsletters and audio courses and speaking tours and infomercials, digital products, corporate training, seminars, different kinds of things that are these media properties.

That is what we think of when we think of a media company. I think when you think of it from that standpoint, it gets a lot more exciting than just publishing a book. Plus, I think it also helps you as an author, as an expert, be a lot more focused on what projects you will become involved with. When I think of building a new media company, which is what I'm doing with the *Instant Income* brand, I think of it in terms of creating different business units.

In the model that I use, there are actually five different business units, which I will get to in a second. You want to think through where is all of the money going to be made and where am I going to focus my energy and, also, which opportunities do I need to seek out rather than just reacting to all of the opportunities that come in, all the people that call you on the phone that want to do business with you, different things.

Of course, you might do business with people that just call you out of the blue because it fits within your plan, but you don't have to necessarily be reactive. You could be just very, very proactive. I think that that is the way to really approach your writing and speaking or consulting career. You could do that in the same way.



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In the report that you mentioned earlier, Ric, there is a chart that gives you an idea of the types of profit centers and business activities that you can pursue in these five different business units of your media company. Of course, these are my five business units, but the first one is publishing. That, of course, takes in not only books and ebooks, but also other kinds of things like publishing multi-media products and little samplers.

These are little mini books or samplers, premiums what we call. Also foreign and subsidiary rights which a lot of times if you get a New York publishing deal, your publisher, of course, will sell foreign rights or subsidiary rights for you, if you include that as a right in the deal. But there are other kinds of things, like a \$29.00 CD of the Month program, that's a continuity program. This all comes under the publishing category, the publishing business unit.

The next business unit is training, the training business unit. That is things like keynote speaking, national one day workshops, a workshop tour, and three day boot camps. Also dealer support programs. For example, if you are really good at marketing, and you can assist dealers and distributors with their small business and help them earn more money.

Guess what? A parent company could hire you to train all of their dealers and distributors in how to make more money. When they make more money, the parent company makes more money. That is the training category. You could be a headliner for major expos; you can do a business building program. Again, if you're in one of those how to make money in the XZY business, one of those niches, you can actually create business building programs that train people in specifically how to be successful at that business. That is the training business unit.

The third business unit is licensing. These are things like spokesperson contracts and co-branded products, manufactured goods, consumer product lines where they put your label or your logo or your name or your brand on a manufactured item. There are also things like train the trainer programs. I'll talk about that in just a second.

You can actually license your material to junior versions of yourself, like Junior Rics or Junior Janets, people who can go out and do workshops and work with individuals and companies because maybe your schedule is too booked up, you



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can't get to every small group that wants to work with you. You can license out that information via other trainers. That is an example of a licensing product.

The fourth business unit is media and PR. Just things, of course, like the typical media properties, a television show, radio show, syndicated column. Maybe you are a resident expert; you have a segment on a morning or a daily show, maybe a regional show or maybe a segment on a shopping network show, a TV infomercial.

These are media properties or income streams that not only bring in revenue they also have a media, a marketing, a PR component to them. They keep your name, your face, your brand, your image out there in the mass market. That's a very, very important category, a very important business unit, the media and PR business unit.

Then in the fifth business unit is the ancillary business unit. These are things like doing joint ventures and paid endorsements and agenting, maybe a philanthropic foundation, launching your own trade association and making yourself the executive director of that. There are also things like for business consultants or management consultants; an ancillary income stream might be actually taking an equity position in some of the companies that you work on. That is the fifth business unit, the ancillary.

Again those five are publishing, training, licensing, media and PR, and ancillary revenues. Those are the five business units. Obviously, I have mentioned a number of the different 52 profit centers under each one of these five business units and when you get the report, you will be able to take a look at that. I'm not saying that you need to replicate that and that is not even everything that is on my list, it is just sort of a sample roadmap, a sample of a business unit map.

You shouldn't necessarily replicate that because the profit centers that you decide to pursue might be based on your own expertise or maybe they're based on your own niche market, maybe your own level of comfort with working under these kinds of deals, your level of comfort working with the media. Some people are very, very nervous about being in front of audiences.

They don't like speaking. So guess what? Speaking comes right off the list. Maybe you don't want to go on the radio or be on the TV. Guess what? You don't have to



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have that on your list. There is a map in there of the five different business units that make up these media companies and a big part of a media company, I think, is building a brand.

Ric, you mentioned earlier that the *Instant Income* brand, which is a brand that I'm building, it's a registered trademark that I own, I'm actually starting the process now of building that into a mass market brand in the small business category. I am expecting, fully expecting to have that brand on branded retail products and branded merchandise with the name and logo on it.

One of the things that you should be very, very careful about is to make sure that you're building either a brand or yourself as the brand, your name as the brand, one or the other. It gets a little confusing in the marketplace. You know, Ric, there are a lot of books out there that, if you said the name of the book, everybody would know what it is, but if you say the name of the author and they don't necessarily know who that author is.

You kind of have to put your energy behind building yourself up, your own name or building up your brand. It is kind of an important distinction in the beginning. One of the things that I really want to drive home tonight during tonight's call is the idea that if you can create a media company first, that will actually end up getting you a bigger book deal later when you eventually go to New York to sell a book.

I mean, think about it, if there are 25 business authors or self help authors, personal growth authors, women's authors that go to a single publisher in a week, they are going to choose the author that has the strongest and the largest platform out there in the marketplace. They are going to choose the author that has a 25 city national speaking tour.

They are going to choose the author that has a radio show or television show with millions of listeners or viewers. They are going to choose the author that has a huge presence on the internet. They are going to choose the author that maybe has an international market or an international presence because they have done international distributions of some of their products or they have done speaking internationally.

So, again, if you can build your media company first, approach it from that



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standpoint, build yourself, build the brand, then you will be able to get a much better deal when you do eventually go back to New York. The thing is, too, with the *Instant Income* book, the truth of the matter is that I have actually been working on building the brand for over a year and a half, and you notice the book doesn't even come out until March of 2007.

It just so happens that when I found out that I was going to be narrating and being the primary featured expert in this motion picture documentary that is coming out, I thought, "You know what? Well, I am really going to need to have a book in bookstores." That structured the reason that I went ahead and did the book at this time rather than much later. The really smart authors, the business oriented experts that want to be published, they often times get published later rather than sooner.

There are some authors that build the whole thing from a book initially. That's okay, too. But in my mind, you are going to get a much bigger deal, better deal, back in New York. You're going to command a lot more respect when you go to negotiate that contract if you have a platform and maybe a media company already in place.

This can only happen if you take the time to create a brand, register it as a trademark, which is exactly what I did with *Instant Income*, and start going after that third business unit that I mentioned, that licensing business unit. Licensing is very, very important. There is a great strategy for getting into the licensing field. In fact, hopefully I am not speaking out of school, but I was chatting with Jack Canfield about the *Chicken Soup* licensing program that they did and he said, "You know, Janet, if I had it to do over again, I would have started licensing a lot earlier in the process."

RIC THOMPSON: That's great advice because a lot of people are already very clear on what their passions are and they have a message that they want to get out, they have some experience, some skills, that they can rely upon and, frequently, a lot of people turn to books as the most obvious way to really have a big impact, really get their message out there. Yet, what you're saying here is that there are better ways to get started, more profitable ways to get started, and ways that will eventually benefit the book when you do get it out there.

JANET SWITZER: Absolutely. If you think about it just from a sheer revenue



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standpoint, let's be a little mercenary here, the royalty on an average book is about \$3.00, maybe a little more, maybe a little less if you are in hard cover or soft cover. If you think about doing a book deal and getting paid about \$3.00 per book, think about the other kinds of profit centers, the other kinds of products that you can be producing.

Let's say that through this platform that you created out there in the market place, you're able to raise your speaking fees to \$7,000, \$8,000, \$10,000, maybe even \$12,000, do you know how many books you would have to sell, how much marketing you would have to do to move that many books into the channel and into the market place to equal that \$12,000 speaking engagement?

It just almost doesn't make sense, although books, granted, do help you raise your speaking fees. It's important at some point to bring out a book so you can raise your speaking fees, but it is kind of like the lowest rung on the ladder, in my view, of an information empire are books.

RIC THOMPSON: Let's get back to licensing here, because that is obviously a real power house for *Chicken Soup for the Soul* and a lot of other folks, but it sounds like really big business. A lot of folks, of course, are just starting out and how does someone like that, who is just getting started, how do they get involved in licensing?

JANET SWITZER: It is actually easier than you think. The first thing is to create this platform for your message that I talked about. You create a platform for your message and also start building a mass market brand. For example, *Instant Income* is a mass market brand. It is out in the small business category, a huge category.

There are literally tens of millions of small businesses, solo entrepreneurs, work-at-home types here, just in the United States and worldwide, when you add those folks, it is probably closer to 100 million. The idea is to really create a platform for your message and create a mass market brand. Again, whether that is you or a trademarked brand, almost doesn't matter.

The next thing you need to do is go learn about the licensing industry. Go to the licensing show that is put on by an organization, trade association, called LIMA. I think that stands for Licensing Industry Manufacturer's Association. It is at the



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Javits Convention Center there in New York City every year. It is coming up the end of June. I think that it is the 19th through the 21st of June, 2007.

Go to the licensing show. On the very first day of the show, they actually hold a Licensing University and it's a few hundred dollars to attend and you learn everything there is to learn about licensing. You learn what manufacturers are looking for and you look at different kinds of licensing models. The legal repercussions of licensing, what you have to do as the brand owner, how to make sure you get paid, how to do the deals, all of these kinds of things is what they discuss at the licensing university. It is a real bargain, I have to say.

I went through it, actually two years ago, and it was a fabulous experience. After the licensing university the first day, then it goes the second, third, fourth days – that is the days where the exhibit halls are open. It is a big trade show. There are a few different kinds of businesses at the licensing show that you should know about. I would say about 40% of the show are the really big media companies.

The VIACOMs, the Disneys, they are there selling or licensing their cartoon brands, their television properties or their brands rather, for everything from logo merchandise to kids lunch boxes and pajamas, I mean everything. That is about 40% of the show. Another 40% of the show is agencies that are representing big corporate brands.

They are there to meet with manufacturers who are attending to look for brands to put on their various manufactured goods. Remember, part of licensing is the relationship between the manufacturer, the license owner or the brand owner, and the actual product itself because a manufacturer is really wanting to sell as much of his product or her product as possible. They're looking for brands to put on that product that will make that product sell better out there on the market place. That is really the relationship that is going on at the licensing show.

Another 40% of the trade show booths that are there, these are big licensing firms, licensing agencies, that are already representing some of the big corporate brands and they are going to put them on everything from soft goods, clothing, to manufactured goods, equipment, all kinds of things and you would really be surprised at some of the major, major brands, the automobile brands that are now being put on manufactured consumer goods. It is just amazing. It is a real learning experience.



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The last 20% of the booths there are really the people that, I think that most of our listeners will be there to see and talk to. Those are some of the smaller agencies that are looking for the next big thing. They're looking for the next brand; they're looking for the next hot commodity out there on the marketplace. They want to represent you if you can prove to them that you have created a platform for the brand, a platform for your message. You've created a buzz in the marketplace, very, very important.

My experience the first time that I went is that I literally went to the Licensing University, part of it, the very last session of the day, was a great segment on how to walk the floor and talk to people. Of course, ahead of time, I had created a one sheet flyer with information about my brand, who I was, the fact that *Instant Income* was a lifestyle brand in the small business category.

I talked a little bit about the marketing plans for the brand, how I was going to support the brand out there on the marketplace to make sure that it had a lot of buzz for these manufacturers who might want to put it on different products and things. I created a one sheet and I also created a 30 second pitch, what I think of as an "elevator speech."

I, literally, the very first night after Licensing University, I went through the exhibitors directory and I marked off 65, 66 different booths that I knew that I wanted to visit and, literally, I went up to individual booths, asked for a specific person, whoever was the person in charge of bringing on new brands, gave them my 30 second pitch, gave them my one sheet and then asked, "Can we have a further discussion? Do you take on brands like mine?"

As it happened, out of those 66, there were four companies that were interested in signing the *Instant Income* brand for licensing. I eventually did sign with one of them. Again, the *Instant Income* book isn't even out yet, but I'm doing a lot of other things to support the brand in the marketplace and they are out there negotiating deals for me right now.

It is very, very important to get your feet wet because you know, often times, what happens is you go and learn about a thing. You start putting that in your mind and say, "Oh wow, I could do that." You know what, opportunities just start showing up. It is a pretty amazing phenomenon. We've all seen that in business,



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right?

Going to a licensing show and going around to those different booths is very, very important. But, again, I can't stress enough that creating a presence in the marketplace is very, very important. Those manufacturers, they want to know that you are supporting the brand, because they're hoping that your brand's mass market reputation is going to help them move their manufactured goods.

There are also packaged knowledge products that you can brand and sell to maybe another training company or another provider, via licensing. I talked earlier about the train the trainer program. This is actually one of the simplest forms of licensing available to authors and experts, something that you don't have to go to New York for, go to licensing show for.

You can actually start advertising, emailing, put up a website, start putting out special reports, articles to the training community offering your system, your workshop, your evening workshop, maybe your coaching system, whatever you have that you have developed around your expertise, your training concept and offer it to them on a licensed basis where they would then go to their individual workshop groups or the companies that they work with.

Maybe they don't train that particular topic or subject matter, or maybe that is not in their training repertoire right now, but they could get all of the materials from you and add that specific dimension to their business. So, that is the train the trainer program, a very simple licensing program.

The best part about it, Ric, is that these train the trainer programs, you want to make sure that you package in a workbook, a CD, a new client kit, a workshop participant kit, maybe a copy of your book that goes along with that, because as those trainers are conducting workshops or conducting work with various groups, they're going to include those materials as part of their fees for those workshops or consulting.

When those kits are used up, they are going to have to buy more from you on a regular basis. So it's a great continuity program or continual income stream for you as an expert doing a train the trainer program. It's a very, very simple licensing program. By the way, that's one of the 52 profit centers that are discussed in the report.



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RIC THOMPSON: I was just going to get to that. All that time is just on one of the methods in the book there, in the report. Literally, guys, like I said, there are 51 other ways that somehow, someday will light a fire for you, When you have passions, you have your strengths, you have your experiences. I promise you that there is a way that will connect with you out of this report. It is totally free and, again, you go to www.HealthyWealthynWise.com/empires.

Let's talk about this because, obviously, every business has to make money. No matter how powerful or how helpful your message is, you're not going to get it out there unless you can support yourself and the business supports itself, it turns a profit because the more profit you have to work with, the more the message can go out there and the more success you have. Even if it's for a non-profit type of attempt, it is still all about bringing in the revenue because that is what supports getting the message out there.

JANET SWITZER: Absolutely. Another thing is that all truism goes right out the window when you can't pay your bills every month. The other thing is, like you mentioned, Ric, you are going to need revenue, cash flow, in order to support all of these activities because, guess what? I want everyone out there to play as big a game as they can out there in their marketplace.

Whether your marketplace is business oriented or self-help or, like Ric said, maybe non profit, money, sort of, drives the activity. I hope that you are out there, those of you who are listening tonight, that you are out there reaching millions of people and making millions of dollars because if you're making that kind of money, that means that you're reaching a lot of people.

RIC THOMPSON: Let's talk about this. In the report, you talk about the fact that different buyers, different consumers, they buy different ranges of products at different prices. What do we need to do about that to move forward?

JANET SWITZER: As you're thinking through which products and services that you're going to be selling, you should also be prepared to offer a mix of different formats and price points. One of the things that you are going to read about in the report is what I call my "product pricing curve". That means that certain kinds of buyers will only buy a limited range of products and prices. Book buyers, for example, they're not going to pay you \$15,000 for a keynote speech.



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They have no reason to buy that product, nor do they have that kind of money generally. Now large corporations, on the other hand, they typically will pay \$15,000 for a keynote speech, but on the other hand they won't buy a \$495.00 multi-media package or an \$89.00 infomercial product because they are looking to place substantial training contracts or hire speakers or hire consultants.

They don't think an \$89.00 infomercial product is going to solve their problems. This is just common sense. So when you read the report, you're going to see that product pricing curve and you're going to be able to determine where your buyer's fall on the product pricing curve. If you can think of an "L" shaped curve here and on the upright axis, it goes from book buyers are the bottom, they are the lowest, not their character, but from the standpoint of the kinds of products that they buy.

They buy at the lowest price points. Those are book buyers. At the top are corporations and in between are things like direct sellers, start-ups, non-profits, independent agents, small business, trade associations, individual investors, these are all various points on that upright axis. As you go up the axis, those folks are going to pay more and more and more for other types of information,

If you can visualize the horizontal axis along the bottom, on the left hand side, is going to be the least expensive information product, maybe an ezine that's free, a free report, something like that. Then it moves on to a special report, maybe that's something that you charge \$19.00 or \$29.00 for. Then there is subscription audio and a multi-media system which might be a \$500.00 multi-media system, maybe a weekend workshop for \$600 or \$700.

You can see how the price points are going up and at the very end of that axis are corporate contracts which might be in as high as the \$100,000.00 range. So as you move up the vertical axis from book buyers to corporations, typically those people are going to buy at higher price points and they're going to buy products that cost more. They are going to buy products that are sold at higher price points.

So that is really the idea behind the product pricing curve, but it really is a great tool to help you identify where your buyers fall on the curve and determine what are they buying right now. For example, could you repurpose your material to sell



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it at higher prices to more sophisticated buyers? Let's say that you are a very expensive consultant and you need to down sell or down grade your material so that it could be sold to a buyer who doesn't spend so much money or buys some of these different products that don't cost as much.

One of the easiest ways, by the way, to move up the product pricing curve, if you have a personal growth or self-help topic, is to turn your knowledge and expertise into products and training that would be useful and sellable to businesses. Now, let me explain what I mean by that. You can actually glean from your self-help material, those lessons or those strategies that employees and managers and executives can use in their career or in their personal life.

Then package them as a business training program, an executive training program, a business solutions tool, maybe get the employees to be a little happier with their job or a little more motivated on the job. You know, bring in some of these self-help and success strategies, but put a business spin on it. That's the easiest way for self-help gurus and personal growth experts to move up the product pricing curve.

One thing that we know about business is that if you can show that your information is going to be an investment in the business or an investment in its personnel, businesses will typically buy with less marketing effort and also at much higher prices. If you think about it, businesses are writing big checks all day long, they are writing checks for raw materials, staff benefits, and rent and equipment leases, what have you, and your information can easily be just one more expense or investment in their business.

That is one way to move up the product pricing curve. It also helps you, again, like I said, it is a tool, a planning tool, for how you are going to build your media company. We started out with the five business units, those five categories, the different kinds of income streams and profit centers and different knowledge products in those five categories.

Now we're moving on to pricing, determining who is buying what, what kinds of products you should actually produce. Again, like I said, a lot of authors and experts produce one item and then try to figure out how to market it to the market place or market that knowledge. Equally, they write a book or they produce a product without really identifying what their market is interested in



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buying, depending on what level they are at or what level of sophistication or disposable income they are at. Very, very, important, that's the product pricing curve.

That also brings up a different thing that we like to look at with these media companies, like I said, Ric, you mentioned, cash flow is very, very important. We know that there are four different types of cash flow for a business. I always like to ask the question, it is actually a three part question, "Where is the money in this? Where is the money in this? And where is the money in this?"

Like I said, that sounds very mercenary, but cash flow is what really keeps it all going. It keeps it fun, too. It's really hard to be out there as an expert and struggling. We know that there are four different categories of cash flow. There is long term cash flow. There is immediate cash flow, there is continuity cash flow and there is also outside money coming in.

This is something that is discussed in the report. I'll go through it in just a few minutes that we have left here. Essentially, immediate money is money that you make from things that you can sell immediately, maybe, doing a one hour consultation offer to your house list or to someone else's house list on a joint venture basis, something that brings in the money very, very quickly.

Long term money, those are some of these corporate contracts, things that take a little more time to negotiate a book deal, things like that. Long term money is typically bigger money, but it takes longer to bring it in.

Continuity money, that is like a CD of the Month program where you have hundreds or thousands of people who are paying you \$29.00 a month for a CD of the month, every single month. Continuity is a new vocabulary term for a lot of you, but that means that you're charging someone's card every single month until they say stop. You're charging their card and sending out material to them every single month. That is continuity money.

Outside money is other people who can help bring you money or people who can actually pay your company money for your different products and services. These are things like joint ventures and licensing, anyone else who is out there doing the heavy lifting for you, creating the cash flow for your business.



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Those are the four types of cash flow for a business. They are very, very important to keep track of that.

RIC THOMPSON: Definitely. The whole product pricing curve on page 20 of her report is just alone million dollar advice. Combine that with the “identify where the money is” is well, well worth going and grabbing that report right away. Again, that’s at www.HealthyWealthynWise.com/empires. Anybody listening to this call, obviously, it is just totally apparent that Janet Switzer is just a master at what she does.

I want to kind of spend a couple of minutes here as we wrap this call up and let Janet have the opportunity to talk about a very limited window, where she is going to be working with clients under a very unique client program. Janet, would you mind taking a couple of minutes and sharing a little bit about that?

JANET SWITZER: Yes, absolutely. About 18 months ago, I conducted a very unique program in the information products industry because at the time I was writing the book with Jack Canfield. I had to do the marketing on *The Success Principles*, write that book and go out and be the co-author on that book. I was going to have to step away from my consulting for a little while.

I wanted to leave behind a group of people who could market and monetize with the best of them. People who could execute a lot of these strategies, either for themselves, or maybe even be an information marketing consultant that could help other people, people that I was not available to at that time. I called it *The Publishing Mavericks Program*.

It literally taught the business of the information products business. This is a business like I have been talking about all night. This was a six month program. It started out with a four day live training in Los Angeles, where I taught, literally, from the very beginning, the legal aspects of starting your media company, trade marking the brands, and securing the intellectual property rights.

Then we moved on into the different kinds of products to produce, based on what the market is buying. The third day was all about marketing, marketing and lead generating in different formats. Lead generating at trade shows and on the Internet, via teleseminars or other kinds of things, marketing was all day three.



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Then, on day four, I turned the tables on everybody and I said, “You know what, I have taught you what I know over the last three days, now it is your turn.” I actually got five companies on the speaker phone at the seminar there and I had participants, these publishing mavericks, come up from the audience and actually do the interview with that potential client with that company.

I actually had them identify where the money was hiding in that information business. We had people who had millions of people coming into their website and yet never sold them anything. We had someone, who I won’t tell who it is, but you’ll find out when you read more about *The Publishing Mavericks Program*. Somebody who is one of the best selling authors and international speakers of all time was doing ABC and I taught people how to find XYZ in his business.

So that was day four. We recorded all of that and then the program continued for another six months. Every single week, I was on the phone with a fixed curriculum. I didn’t just wake up every day and say, “What am I going to talk about tonight?” There was a fixed curriculum to teach and download all of this information.

Then I tapped my rolodex and I brought in some of the real movers and shakers of the industry to tell what they know about their specific niche or their specific area of expertise. You wouldn’t believe some of the folks that we had. They were either the stars of their businesses, these celebrity stars, or they were the people running that show in the background.

We recorded and packaged all of that into a beautiful, private study version. It has 65 CDs and 15 DVDs, a copywriting course, that four day live training, and tons, and tons, and tons of material, everything that I know about the information products industry. So many people asked me to re-release that private study program that I decided to do something even better.

I am re-releasing the packaged course, plus I decided to add 90 days of strategy sessions for all of you who want to work with me to build your empire. We’re going to be starting on October 19th, that’s next Thursday, with a planning tool that I use everyday in my business to actually plan the media company that you are going to be building.

Then, for the next 12 weeks, I’m not going to replicate anything in *The Publishing*



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Mavericks Program, that private study program that you will be receiving. I am actually talking about the real heavy hitter stuff: the licensing, the spokesperson contracts, media, how to get on television and radio, all of that that is really going to catapult you and your career to the big time.

That is something that I am doing. Again, it starts October 19th. You can go to the website and look at that. I am also offering three other bonuses. One of which is my actual book proposal for *Instant Income*. If you wanted to see what a book proposal looks like that earns a multiple six figure advance on a book that is a bonus that I am giving away along with *The Publishing Mavericks Program*. Ric, do you want to give out the website again, so people can take a look.

RIC THOMPSON: Definitely. Once again, everybody, you want to go to www.HealthyWealthynWise.com/empires. What you're going to see on that first page is to download the free report. That is totally free. Just pop your name and email in there and get that. It is super, super powerful. Then, after that, you will see more information about *The Publishing Mavericks Program*.

I just want everyone to know that there are a handful of people that I work with personally, you're right there at the top of the list for just an absolute master at doing this type of marketing business. The book publishing protocol, the report here is, but 52 ways, guys, that you can profit from your passion, quite literally. She will help you walk through them.

Janet, I want to thank you so much for spending an hour on the call here.

JANET SWITZER: You are very welcome.

RIC THOMPSON: I know that it is hard to take all that you know and cram it down to 60 minutes.

JANET SWITZER: This is what I am passionate about, you can tell.

RIC THOMPSON: Yes. It comes through. Alright, well those little annoying beeps are letting us know that we are running out of time. So, once again, I just want to thank you so much for all of your wonderful time tonight, all the good information, and, of course, this very, very powerful free report. There are going to be a lot of light bulbs that go on when people check this out. I wouldn't be



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surprised if a number of people call and complain that they didn't get to sleep at all tonight because of this report.

JANET SWITZER: It will give you much bigger vision for what you are trying to do with your expertise. I promise you.

RIC THOMPSON: Huge, absolutely huge. Thank you so much for your time tonight. It was a fantastic call, Janet. Love you lots and we will talk with everybody real, real soon.

JANET SWITZER: Okay, Ric. Thank you, everyone. Good night.