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for
Driving Success
with Books

2ND EDITION

Success Stories of Corporate and
Author Thought Leadership

MITCHELL LEVY




SECOND
EDITION

“42 Rules for Driving Success with Books (2nd Edition)” Book Excerpt

Success Stories of Corporate and
Author Thought Leadership

By Mitchell Levy

SUPERSTAR
press

E-mail: info@superstarpress.com
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

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Preface by Laura Lowell

The 42 Rules™ book series is based on the belief that most subjects can be summarized into 42 distinct areas that capture the essence of a topic. 42 Rules books can be written, and read, quickly.

For Authors, the 42 Rules structure condenses years of experience and expertise into bite-sized nuggets of information. A 42 Rules title establishes them as experts in their field and gives them a platform on which to grow a business.

For Readers, 42 Rules books quickly introduce a topic and contain tools needed to be successful.

By reinventing educational topic-based books, the 42 Rules method encourages Authors and Readers to take control, break the rules, and find strategies that work in their own lives. Since 42 Rules books are written by professionals in the field, they provide readers with insightful information that is easy to relate to and to put into practice.

I wrote my first book, '*42 Rules of Marketing*', in 2007. It was during this process that I realized that there had to be an easier way. The book had a huge impact on my consulting business—tripling revenue and increasing average project fees by almost 25%. I was amazed at how much value I got out of my book.

Mitchell Levy, CEO of the independent publishing house Happy About®, and I joined forces to provide a publication platform for the 42 Rules series, SuperStar Press. Together we help independent professionals and businesses write books that establish them as experts in the field. They use the books as platforms to grow their businesses, and create additional revenue streams and lines of business. Today, the 42 Rules series makes book publishing approachable and possible for modern day working professionals.

Laura Lowell,
Executive Editor,
42 Rules Series
<http://42rules.com>

Having a book as one of your creative assets must be given serious consideration in your next marketing planning meeting.

Introduction

As a marketer in today's turbulent times, you must be wondering what you can do to demonstrate your effectiveness. The key question you must be asking yourself when you wake up each morning is, "What am I going to do today to bring in more business?"

What if prospects came to you asking:

- How do I buy your product?
- Can you please speak in front of my group (e.g. your prospects)?
- Can I please get some of your brochures to share with decision makers at my company?
- I love the brochure you sent in the mail, can I please get some more?
- In a book I picked up at Amazon or Barnes & Noble, I read about your product/service. Can you tell me more?

A dream? Science fiction? No! You get all this and more with a book. You're reading this and you're excited until you think about what it takes to write a book. Then you ignore the idea because you're thinking you don't have 1,000 hours and can't wait 1–2 years to create a book. Myth!

Yes, a book published by a commercial printer will take 1,000 hours to write and 12–18 months to publish (once you secure the publisher).

But, a book published by Super Star Press or Happy About will take 60–150 hours to write and 2–4 months to publish. For a 42 Rules book (see Your Rules at the back of the book), you can have folks collaborate to help you create a book in as little as 60 hours. So the question arises, "Is a 100-page book that took 60–150 hours to create going to be effective?" The answer is a resounding "Yes!" Please read on, as many of the authors featured in this book created books that achieved amazing results. Those results are within your reach too, with a 42 Rules title to your credit!

Let me talk about the benefits of writing this book. From the time the concept was originated to the day when the book came back from content layout was 3 months. During that time, I spent 50 hours of time. Yes, just 50 hours. With the writing and other odds and ends before having a book in my hand 3 weeks from now, I would expect to have spent 60 hours. Even before publishing (see Rule 17) the benefits are amazing.

- We have 4 new authors (contracts signed) and 18 others that have expressed interest.
- We have 1 new executive editor (contract signed) who is searching for authors to write books in his series and 8 others that have expressed interest.
- We have 8 marketing firms that have put us on their radar and we've hired one of them for 2 of our authors.

Let me repeat, amazing results for 50 hours of work. Absolutely the best bizdev tool I've ever deployed!

1

Rules Are Meant to Be Broken

The 42 Rules book series is fundamentally different from other types of non-fiction business books. The writing, publishing, distribution and marketing approaches have all broken rules in order to build something unique, flexible and fast. 42 Rules books help independent professionals and business with immediate credibility and additional revenue streams. We are proud to offer Authors a unique combination of flexibility and time-to-market.

Technology has made it possible for the publishing industry to evolve. Some publishers have embraced this opportunity, and others, like the traditional "houses," have not. Traditional publishing houses still follow old processes and use expensive methods to develop, produce, distribute and market books. It takes a long time to get into the "old boys" club to locate an agent, have a manuscript be accepted, and then get published. Once you are published, it is still very much up to the Author to drive market awareness for their book.

On the other hand, online "vanity presses" have made it possible for anyone to publish a book. Typically, vanity presses have you pay for the cost of producing your book (design, production, printing, etc.) The Author is solely responsible for marketing and distribution. Typically there is no help and little support. If you have always wanted to be a publisher, and an Author, then this may be an attractive option for you.

The 42 Rules book series, and publisher Super Star Press, make it easy to write, publish, distribute and market your book. We have a 31-step book publishing process (a typical vanity press follows 10 of those steps). We can get your book to market faster, offer higher royalties and ensure that you, the Author, retain copyright to your work.

We do a number of things to help you succeed with writing, publishing and marketing your book. We focus on creating a good quality book, handling sales, logistics, and distribution. You drive content creation (except in the case of ghostwritten books) and market awareness. On the marketing side, we have created a marketing infrastructure to help you successfully marketing your book. We provide author coaching via bi-weekly Teleworkshops focused on different aspects of writing and marketing your book. We also provide extensive online marketing tools including optimized book webpages, integrated blogs, customer registration, and automated email marketing. We also have the capability to hold webcasts, create video book trailers, and develop and manage pay-per-click ad campaigns.

The truth is, Authors sell books, and we're here to help you every step of the way.

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From Nobody to Somebody...BIG

Rather than being one in a thousand, I'm now sought out (by people who have seen the reviews, heard the podcasts, etc.) as a recognized authority. And guess who gets the job...

Mike Brookes is the author of 'The Real Secrets of the Top 20%—How To Double Your Income Selling Over the Phone.' Visit him at <http://MrInsideSales.com>.

There are a lot of sales trainers out there, and even more motivational speakers. Trying to differentiate myself and my company by defining my niche (Inside Sales), offering great content and information with a weekly e-zine, and creating an outstanding website all had an impact and helped me attract some business, but most days it was a struggle to get noticed. That all changed when I was approached to write a book sharing my expertise and techniques.

Having never published a book before, I was skeptical and had a lot of questions. Would I have enough information to write a book? Could I even write? How would I be able to afford the marketing? What kind of marketing would I do? What if nobody even bought the book? How would it help me and my business? These were just some of the questions I had in the beginning, and I found that I had many more as I got into the process.

The good news, and the biggest piece of advice I can offer someone thinking of publishing a book, is that if you find the right publisher (someone you can talk to and work with; someone with experience who knows the process well; someone who has your combined interest in mind; and someone who is passionate

about your book) then everything will fall into place and in no time you will have a finished and valuable product that can catapult you and your business. Here are some of the immediate benefits a published book has provided me:

1. **Great networking.** While putting my book together, my publisher urged me to reach out to other professionals in my business to get testimonials. At first, I didn't think competitors would want to help me, but this turned out to be a great way to network and to develop relationships that have already helped me run my business more effectively.
2. **Amazing exposure!** Since my book has come out, I have been contacted to do interviews, podcasts, articles, and it has opened up other marketing opportunities I never would have had access to otherwise.
3. **Increased business.** Having a published book has suddenly made me an authority in my niche market (and in sales in general). Rather than being one in a thousand, I'm now sought out (by people who have seen the reviews, heard the podcasts, etc.) as a recognized authority. And guess who gets the job when I'm bidding on something someone who quotes books, or someone who wrote the book?
4. **Incoming calls.** Just while I was writing this (all true, I'm NOT making this up!), I had a call from someone who just bought and read my book. He is opening a company and needs help with scripting, training, etc., and last week I received a call from a business owner who ordered two copies of my book a month ago, and they have now hired me to do an in-house all day training event.

Bottom line? Having a published book has completely changed my business because it has driven business to me. And once those inquiries come, I no longer have to convince or sell myself; my book does it for me. If you're thinking of writing a book to help your company get noticed and get more business, then start today. Believe me, it's the best thing I've ever done to promote and grow my business, and it will be for yours, too.

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Create a New Business From Writing a Book

The exposure from publishing these books has led to further professional and personal rewards. Our initial project has grown into our own business and website.

Paula Jablon and Ellen Vacco are workplace educational consultants who have written two books. Visit them at <http://eslworksolutions.com>.

We didn't set out to write a book. We were educational consultants and taught English as a Second Language for twenty-five years. As the demand for workplace programs increased, we were asked to design curricula and develop programs for a number of different work sites. Frustrated by the lack of substantive material and in order to meet the needs of our students, we created exercises, stories and dialogues related to their specific jobs and the American workplace in general. After many years our colleagues finally persuaded us that others in the field would benefit from our knowledge and expertise. So we decided to write our first book, '*At Work in the U.S.*'

From the beginning, writing the book was a collaborative effort which was personally rewarding for both of us. We were equally committed to the project and our different personalities and writing styles enhanced the task at hand. Furthermore, the knowledge each of us had gained from working with different students, supervisors and management provided us with a broad understanding of the workplace and limitless ideas and material for our book.

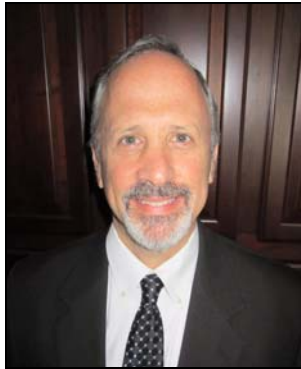
The professional rewards from writing have been numerous. Publishing '*At Work in the U.S.*' gave us the recognition we needed to advance in our

careers. Soon after its release, we were asked to give a presentation about the book and workplace education to the national organization for ESL teachers (TESOL). We had additional requests for similar presentations at Chambers of Commerce, various work sites and educational programs, as well as regional and state organizations; and the demand for our work tripled. Also, as a result of the success of '*At Work in the U.S.*,' we were asked to write another book, '*Conversations for Work.*' To date, thousands of copies of our books have been sold worldwide.

There are some other less direct but significant rewards as well. Workplaces with ESL programs using our materials have reported significant gains in worker morale, teamwork and adherence to rules and policies as well as successful completion of training or retraining programs. Our programs have received several achievement awards, and work has increased by 30%. Also, as a result of these successes, we have further expanded our programs to include workshops for management. They are designed to help supervisors and managers accommodate and better understand the needs of their immigrant workers, with a long-term goal of greater productivity.

Finally, publishing these books has led to establishing our own business and website, <http://eslworksolutions.com>. As our business grows, we hope that our books will continue to help workers develop the language and cultural awareness they need to be successful.

About the Author



Mitchell Levy, CEO of Happy About® and Chief Evangelist of Gurus4Media, has started and run fifteen firms and partnerships since 1997. He and his team's focus are to help experts turn into gurus. He is a physical and eBook publisher (200+ titles), author of sixteen business books, business consultant, strategist, connector, educator, and prognosticator helping companies succeed by putting tools in the hands of corporations and individuals to allow them to create their own successes. He has an extensive network in which he taps into to drive success for those around him. Mr. Levy is a frequent media guest and a popular speaker, lecturing on business and management issues throughout the U.S. and around the world. In addition to the companies/joint ventures he's started, Mr. Levy has provided strategic consulting to over 100 companies, and, through CEO networking groups, has advised over 500 CEOs on critical business issues.

After earning his MBA from the College of William and Mary, he spent thirteen years working for corporations in IT, Finance, and Operations. He then spent fifteen years as an entrepreneur creating fifteen companies and strategic partnerships, including Happy About in 2005 and THiNKaha® in 2007. Mr. Levy is also a partner of the physical networking firm CXOnetworking, co-director of College Open Textbooks, and is chairman of the board of directors of Rainmaker Systems (NASDAQ: RMKR). He lives with his wife and son in Silicon Valley.

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(<http://happyabout.com/42rules/books-drive-success.php>)

42 Rules for Driving Success with Books (2nd Edition) can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at:
<http://happyabout.com/42rules/books-drive-success.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

"In today's era of marketing turbulence, this book is incredibly relevant for anyone looking to market themselves or their brand. A must read."

Rich Goldman, VP, Corp Marketing & Strategic Alliances, Synopsys

"Having helped connect tens of thousands of experts with the media, I can say one thing for certain, authors have the advantage hands-down. Read this book to see for yourself. If you're a professional service provider or a corporation trying to demonstrate thought leadership, this is a must read!"

Dan Janal, CEO, PR Leads

"Nothing can accelerate your success curve faster than becoming an author. Mitchell has brought together all the secrets of 40 bestselling authors, providing the best single source for both inspiration and do-it today advice."

Gerald Sindell, CEO thoughtleadersintl.com and Author 'The Genius Machine' (New World Library, May 2009)

"It pays to take a page out of this book on the value of thought leadership publishing. Authors become authorities overnight, so why not use the pen which could just become mightier than the sword (e.g. more marketing spend)!"

Donovan Neale-May, Executive Director, Chief Marketing Officer (CMO) Council

"Simply put, this book is an essential read for anyone wishing to attain a higher degree of success."

Ivan Misner, NY Times Bestselling author and Founder of BNI



MITCHELL LEVY

CEO of Happy About® and Chairman of the Board at Rainmaker Systems (NASDAQ: RMKR), has created 15 companies/Joint ventures since 1997, has written 16 books and has touched hundreds of thousands of professionals with his tools and techniques. He helps corporations and professional service providers drive success.

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