



ESSENCE WRITING

Since 1996

Editing | Proofreading | Ghostwriting

The Power of FREE E-Books For Your Business

**How to use free e-books
to attract new clients,
position you as an expert,
and grow your business**

**By
Lynn Guilhaus**

You own the reprint rights

I believe that this report contains important information for any business. So I'm giving it away for free.

This means that you can give it away to your friends or colleagues, add it to your website, send it to your mailing list (no spam please), use it as a free bonus or a thank you - whatever you like.

The only restriction is that you must not change it in any way. To distribute it in its entirety, simply distribute it in its original PDF format.

Contents

Introduction	3
What is an e-book?	4
E-books can be written about any topic	4
OK, what's so great about e-books?	4
How to make business come to you – Education-Based Marketing	6
Building strong relationships with prospects - The 7-step Sales and Marketing Model	7
How to use your e-book within your marketing plan	8
Step 1 – Plan your marketing strategy	8
Step 2 – Get people's attention	8
Step 3 – Educate your potential client	10
Steps 4, 5 & 6 – Communicate with your prospect, Negotiate a Win-win and Customer Service	11
Step 7 – Spread the word – referrals	11
Conclusion	11

Introduction



There are many e-books now available on the internet. They have become a popular vehicle for sharing knowledge and earning passive income.

The concept of e-books is great. I can download a whole book from the comfort of my chair and I don't have to wait for it to be physically delivered. But when I receive my free e-books, I can't help but think of the wasted marketing opportunity for the business that has created it, probably with quite an effort.

In this e-book I'm going to talk about how you can turn e-books into a powerful marketing tool (and I mean 'really' powerful).

A free e-book about what you do, why you do it, and how it benefits your customers, gives you the opportunity to position yourself as an expert in your field. However, you don't want to give away your intellectual property for free because that's your currency. So how do you strike a balance between offering your knowledge without surrendering your 'gems'?

Let me guess – your biggest problem is getting clients, right?

Essence Writing is my fifth start-up business and every single time, the most difficult step is deciding on a cost-effective, time-efficient medium to attract clients that is in-line with the size and expectations of my business. Without clients you don't have a business, regardless of how good you are at what you do.

There are many marketing options to choose from: letterbox drops, seminars, cold-calling, paid advertising, employing a PR agency, writing articles, creating a website, networking, writing a book, direct marketing – overwhelm, overwhelm.

Frustrated about which marketing tools to use?

Some methods, such as letterbox drops, are cheap but offer nil or low response and little return. Some require long-term planning and implementation – no good for your cash flow. Getting yourself in the media is great, if only you knew how to hook the journalists and editors and have them commit to printing an article about you.

Others are simply unaffordable for small to medium businesses. And don't forget to factor in the mental and emotional energy that you've invested in researching and dealing with these decisions.

As a business owner you obviously want the best Return on Investment (ROI). Now, I know that you've read the title of this e-book and that you can guess what I'm going to say next. Yes, that's right, e-books are great for bringing you a high ROI and they don't cost an arm and a leg to produce and distribute. I get very excited about them.

What is an e-book?

The word 'e-book' is short for 'electronic book' but it has many more benefits than a printed book. If you think of it just as a 'book' then you will miss out on the huge potential that it has for your business.

Here are some of the differences:

- Unlike a typical book it can be as short as 10-20 pages
- You can update it quickly when new information becomes available
- You can publish it quickly, minutes after you have produced it
- You can give it away free and as a result, multiply your marketing efforts
- You can customise it to target different markets – in an instant
- It doesn't cost anything to distribute
- It can contain links to your website which increases traffic and improves search engine ranking
- You can include graphics, audio and video clips, links to other websites – practically anything you like.

E-books can be written about any topic

You can write e-books about any topic that is relevant to your business. Here are a few examples:

- Great ways to keep your pets active and healthy (Pet shop)
- How to discipline your little monsters, especially during 'arsenic hour' (Mothers services)
- Turning dreams into reality – 7 ways to create the life that you want (Life Coaching)
- How to create your own advertorial advertisement (Magazine)
- 27 tips to drive up the sale price of your home (Real estate agent)

So just how does this little jewel boost your business and profits?

OK, what's so great about e-books?

No matter what type of business you operate, having one or more e-books **should** be part of it. Most of us are familiar with the term and probably

have seen many e-books, but you may not have realised how beneficial they could be for your business.

Before we continue, here's a very important point: **You're not just doing your reader a favour; you're also taking the opportunity to promote yourself.** Otherwise, you lose some of the value of writing the e-book in the first place.

Some of the benefits of using e-books to market your services or products include...

1. You become a **credible authority** because prospects see you as reliable and informed.
2. You reach prospects during the **decision-making process**, often before they call your competitors.
3. You give prospects **what they really want**, which is information and advice and remove what they don't want, a sales pitch.
4. You don't search for new clients - **they seek you!**
5. You maintain your **dignity** because you never try to sell.
6. You gain a **competitive advantage** because few, if any of your competitors are using this type of marketing in their marketing efforts.
7. You **identify lukewarm prospects** that may be afraid to call you.
8. You gain **compound exposure** because your information is passed on by your prospects.
9. You can **multiply your marketing efforts** by presenting your best and most powerful marketing messages, even when you're asleep.
10. Your **marketing costs decrease** because you don't waste precious marketing dollars marketing to those who will never become your clients.
11. You **feel good about yourself** because people will appreciate your help and advice.

With all the benefits you receive by using this type of marketing approach, why would you not include it in your marketing plans?

How to make business come to you - Education-Based Marketing

Before I go further into the many benefits of e-books I would firstly like to introduce you to a marketing concept that is different to what we normally see. This marketing method is bringing huge successes to businesses that 'sell' information such as coaching and consulting. You may have already heard about it – it's called 'Education-based marketing'.

What is 'Education-Based Marketing'?

No matter how much knowledge you have or how effective your coaching or consulting skills are, your business will wither away and die if you can't convince people to buy your services.

You see, there is a misconception in the professional services industry that you have to 'sell yourself' by telling people what you do and how great you are.

Nothing could be further from the truth.

You have two choices when selecting your marketing message:

1. You can choose 'selling-based marketing', where you become the salesperson; or
2. You can choose 'education-based marketing', which puts you in the role of an educator.

Education-Based Marketing was invented by marketing expert Trey Ryder and he has been using this same marketing method to help lawyers achieve stunning growth in their law firms.

Education-Based Marketing – The process used to attract and land highly-qualified clients by giving them what they want – information and advice – and removing what they don't want, a sales pitch.

Education-Based Marketing is the exact opposite of selling-based marketing. Examples of selling-based marketing are telephone calling, unsolicited direct mail, and blatant advertising.

With Education-Based Marketing, your message is built around sharing valuable information. Your educational message replaces your selling message.

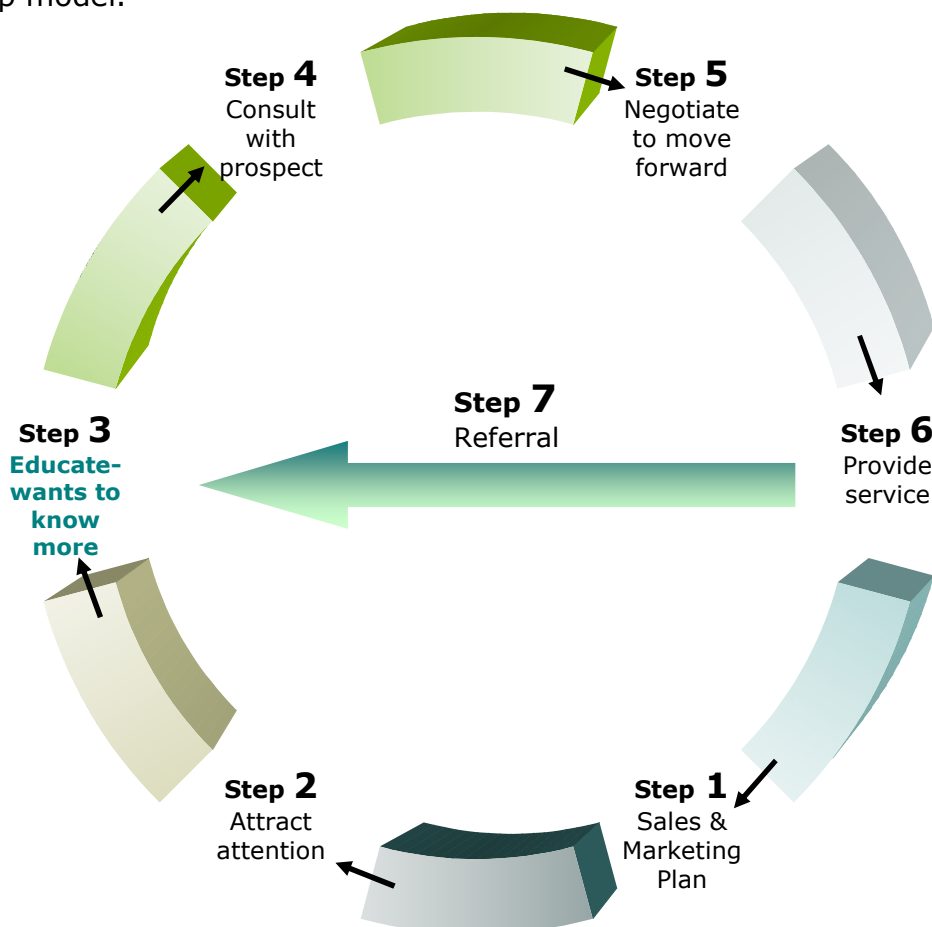
With education-based marketing, you look for and create opportunities to 'give away' your valuable information. This positions you as the 'logical' and 'only' coach or consultant for your prospect.

The best way to understand the power of e-books is to put it into context. So let's look at a marketing model in which providing free information can turn prospects into clients.

Building strong relationships with prospects - Sales and Marketing Model

The objective of the marketing model is to move from step to step without missing any of them out. Most consultants and businesses go straight from Step 2 (getting attention) to Step 6 (providing service) – that's called the 'hard sell' and nobody wants to be sold to.

An e-book can successfully be slotted into this marketing model in 4 of the 7 steps (Steps 1 to 3 and step 7). The most important step, and the one that nearly always gets overlooked, is Step 3 – **education**. Here's the 7 step model.



Sales and marketing model for service providers

How to use your e-book within your marketing plan

Step 1 – Plan your marketing strategy

Planning is an important process but I won't elaborate on it here. This is the time when you identify your niche, gain clarity around your unique selling point (USP), set goals, and create a marketing and advertising budget.

Now that you know all about the power of e-books (I hope I've got you excited), include it in your strategy and start mapping out an e-book NOW. The process itself is empowering and gives clarity around your message and services. It makes you think about:

- Who your target market is
- What is unique to your business
- The problems your potential customers experience
- The consequences of their problems
- The solutions you can offer them
- How you can help them

Jot down your ideas with a view of using the e-book as one of your marketing tools.

Step 2 – Get people's attention

Business owners are a creative bunch – they often spend months, even years dreaming about starting a business and living their passion. But there is no point having a great idea that nobody knows about.

Free e-books are great for this. Here are some of the ways that e-books can get your name out there.

- List it in directories of free e-books on the Internet
- Write it on your card at networking events
- Offer it to other businesses to put on their website
- Offer it as an incentive for people to sign up for your e-newsletter and grow your marketing database
- Have people refer potential clients to your website so they can download the e-book
- You can change the focus without much effort to appeal to a wider audience. For example, if you sell coaching services, you could create e-books on how to live a balanced lifestyle, living your dream, overcoming fear... the list goes on.
- Promote it in newspaper articles or advertisements
- Mention it on radio or TV interviews
- Refer to it in your articles

- Use it as a thank you gift
- Add it to your product catalogue
- It can lead lots of people to your site from all over the world
- You can use the e-books as prizes and incentives through affiliate programs, contests, and more.

Why give it away?

As I said earlier, Education-based Marketing establishes you as a credible authority on your subject and helps you promote your services with dignity by removing the 'sales pitch'. The whole philosophy around Education-based Marketing sums up why you should give it away. Here are some more reasons:

- Accelerate your search engine ranking by having more people come to your site (Search Engine Optimisation SEO)
- You don't have to get bogged down with e-commerce which is time consuming and adds to you costs
- When you put your ideas and advice in book form, you are selling yourself as a trustworthy expert. When people trust you, they are more likely to buy from you.
- Give away reprint rights and tell readers that they can copy it as freely as they like. This is your sales letter so it makes sense to allow other people to give it away for you.
- Your content and writing style gives the customer a feel for your business and style before investing any money in your services.
- Use it as leverage for your business.
- If they get your e-book for free, they'll wonder how much more they will receive when they pay for your service or product.
- Use it instead of discounting – it adds value whilst maintaining your profits.
- Send to loyal customers as a gift.
- Use it as a 'clients only' special offer.
- You can offer a cut-down free version of the full product and charge for the complete version.
- Transform your e-book into audio cassettes or other multimedia information products that you can sell and increase your profits. Don't overlook the marketing power of your voice.

As you can see, e-books are truly packed with benefits. I could have written many more pages on all the benefits. They are an asset to any type of business whether they are used to increase revenue or bring in more business.

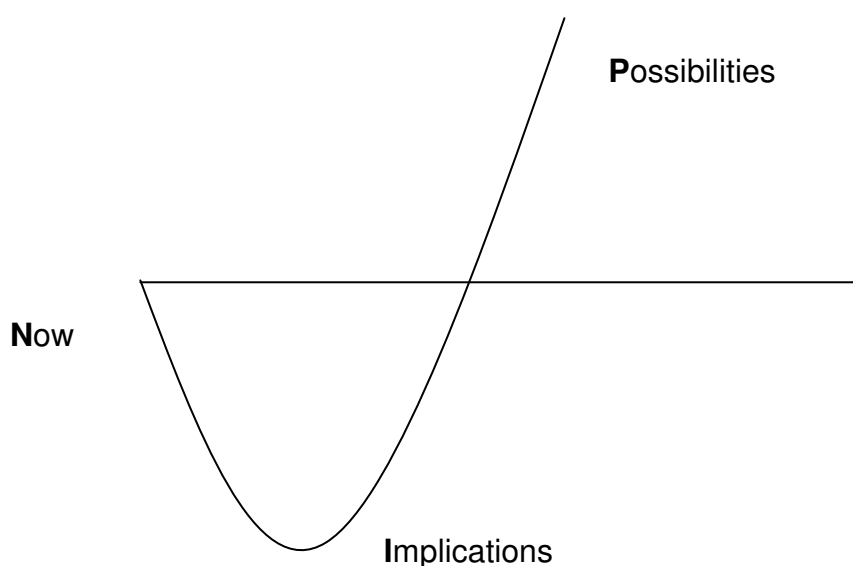
Step 3 – Educate your potential client

At this stage your prospect wants to know more about you and what you offer. They want to know how you can solve their problem.

Most coaches and consultants skip this vital step and miss out on that all-important process of building trust and confidence which is essential in securing business.

1. Firstly you need to show that you understand their problem, their needs and wants. What is causing their 'pain'? This creates an instant connection and sends messages that you are caring and totally understand their issues.
2. Create distance between where they are now and where they could be – this creates the 'need' and helps them to imagine where they could be. Having a burning need is the driving force of any decision to act. For example, you only go to the doctor when you're sick, you join a gym only when you're fed up with your weight or fitness level, you buy a new evening dress when you're going out and **MUST** have a new dress etc.
3. Then tell them about where they could be if they buy your product or service – the possibilities. This creates a big gap between where they could be if they don't take action and where they could be if they do. Try to create an image in their mind. Everyone wants to improve and grow, that's all part of being human.

This concept is best demonstrated by the following diagram. I call it the NIP principle. See the gap difference? Remember, people will only act when their need is great enough.



Steps 4, 5 and 6 – Communicate with your prospect, Negotiate a Win-win and Customer service

During these three stages, your aim is to have face-to-face contact. If that is not possible then use email, telephone or Skype. Many of my customers I have never met. We do everything remotely and with today's technology that's easy. Have your e-book handy – you never know when you could use it.

Step 7 – Spread the word - referrals

What a great time to distribute your e-book. Your prospects have gone through the entire marketing cycle and by this stage they have become loyal raving fans. They'll not only mention your services, they will promote you with gusto. By nature people want to help. Give them a tool that makes it easy for them – give them your e-book.

- Send a copy to loyal customers as a gift (if they haven't already seen it)
- Write it on the back of business cards that you give to clients to distribute
- Include a link to it from their website
- Include it in relevant articles that your clients have posted on their website or written for their newsletters.

Conclusion

I hope the information in this e-book has been of value to you and that it has inspired you to use Education-based Marketing. It's such a fascinating concept and you can use it in all your written correspondence from articles and emails to websites and books.

Business writing presents countless opportunities to build business RELATIONSHIPS – it's not just about writing words. Businesses are all about people having relationships with other people, whether they are customers, suppliers or other businesses.

So, if you have any questions around writing an e-book for your business, I'd be happy to answer your emails or have a chat over the phone. Simply call me on 0400 404044 or send an email to lynn@essencewriting.com.au

Lynn Guilhaus
Principal Writer and Designer
www.essencewriting.com.au

