

Free Warrior Report

Build Explosive Traffic To Your Own eBook Site

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This little underground report is a very condensed version of a chapter in one of my ebooks related to writing and selling books.

I am offering this as a free gift for one reason only. Over the past few months I have been kind of active in the WF and I have made some good friends here. It's hard to find like-minded individuals in my home town, but this forum makes me feel like YES, there are people out there who have an interest in things that I too enjoy.

This report may not be for everyone. It will be most helpful to those who have their own ebook they are selling from their own site(s). If your book is in the IM niche you probably won't be able to use this, because the average person out there in America doesn't know a damn thing about Internet marketing.

But if you have a nonfiction ebook related to making money in general, gardening, fitness, weight loss, personal development, relationships, home improvement--stuff like that, well--this may be of interest to you.

Important Note--Please Read!

I do care about all of you, and I am not saying this because I want to pawn off a shoddy product on you--but remember, this is a free report. It cost you nothing, but it could make you tons of money if your ebook has an appeal to the general population out there.

So I must tell you this. I have about 40 minutes to invest in this thingie tonight. I will pour my guts out and give you my very best ideas here, but I simply don't have the time to go through and proof read this thing and fancy it up with graphics and stuff. I'm sure there will be a ton of mistakes here, but get over it.

I'm giving you the best I can in a very short period of time. I'm not looking for a Pulitzer prize for this thing--I'm trying to give back to people with which I share a common interest. With that, let's begin.

Using The Media To Promote Your eBook

You've all seen Oprah interview authors on her show--she loves books! And if you spend any time at all listening to radio, you know that tons of authors are interviewed on radio stations across the country every day.

There is a reason for that. There are about 10,000 radio stations across the U.S. Some play music. They have to pay money every time they play a song. They make their money by selling advertising.

But when a program host interviews an author, there is no cost to the station. The author provides free entertainment, and the radio station provides a forum through which the author can promote their book. It is a win-win situation.

Now sure, the big name authors will get interviewed on the big stations, but there is room for you too! For this example let's say that you've written an ebook about organic gardening. Okay, it's springtime here in Michigan and the grass is just beginning to turn green. We don't generally plant seeds in the garden until mid-May here, but people are beginning to think about that kind of stuff.

If you were to contact a local radio station and offer to do an interview with a program host, and if you were to do this the right way, you could make some money. This process is scaleable and people have made millions of dollars starting out this way.

I first want to tell you about a friend of mine. I used to do live writing and self publishing seminars around the country. I'd charge people \$59 to register ahead of time and set up something at a local hotel or meeting center. I also had a book and CD pack I sold for an additional \$79 and I could pull in anywhere from \$800 to maybe \$1,500 a night. But that's a lot of work and a lot of travel. Now I sell my stuff on-line.

Okay, so I meet this guy out in Santa Barbara named Alex Carroll. He's only written one book in his life and it is titled, "Beat The Cops". Here's the skinny on Alex . . .

He used to be a courier, a delivery kid who delivered legal papers and stuff like that around town in a car. But he began building up a serious string of traffic citations for a wide range of moving infractions. At one point I think he had something like 14 tickets under his belt. He got to the point where he was going to lose his job if he didn't get out of some of these tickets.

Now, Alex is a sharp kid. He studied the laws at length and finally came up with a system which he used to get out of, I think it was all but one of the tickets.

In fact, his techniques worked so well that he wrote a little 100-page book about it and got a few copies printed at a POD printer. Here is what Alex did. He called around to a few local radio stations and started doing some little 5-10 minute interviews. No big deal, but he sold some books from every interview he did. No web site, no books in book stores--the people would call an 800 number and order his book and he had a company ship them out for him.

Sound like a good idea? Well, in the past few years Alex has sold about 150,000 copies of his little book. (Maybe more than that now.) And, at \$14 a whack he has taken in some serious money.

You see after he did a few local shows, he contacted other larger radio stations and got booked on them. Eventually he was doing 4-5 interviews a day, from his home over the phone, and things got rolling. He has done interviews on quite a few major network TV programs as well.

Anyway, back 5-6 years ago I thought I would give this a whack and see what happened. I started calling a few local stations and then I branched out. Key point: Every time you do an interview, make sure to record it. Then you can take bits and pieces and put them up as mp3 files or whatever so program directors can listen to a 2 minute blurb you have and hear how you sounded on other stations.

I have done this for books as well as ebooks. It is actually much easier for ebooks because you can direct people to your web site and they can order while you are still doing your interview if they wish.

Keep in mind that the big boomers, the big stations with Arbitron ratings above 15, can send you tons and tons of traffic which is all free just for doing a little 5-10 minute call-in interview.

So I did this for about a year or two and I had well over 100 interviews under my belt. Then one day I get an email from some babe claiming to be from ABC World News in Manhattan. I junked it thinking it was spam. A few days later I get another email from here and I opened it. I still thought it was junk but I thought I would check it out.

This girl claimed she was a producer for ABC news so I called ABC in NY and asked. Dang, it turned out she was! She heard me on a NY radio program a week earlier and asked if I would be willing to come to Manhattan and do a little interview related to how people can self publish their own books for about 5-6 minutes with Alison Stewart (gads she was a babe and a half!) Alison is now with MSNBC I think.

So I fly out to New York and come in to LaGuardia and go into the terminal and I see this guy in a chauffeur outfit with a big sign saying ABC News--McMillan. Shit, that's me! So I get in the limo and off we go. I have a daughter in NYC and I asked ABC ahead of time I I could bring her with me just for kicks. They kindly obliged. So we swing by and pick up my daughter and off we go down, hmmm--I think it was 77th Street to the ABC News Word Headquarters in Manhattan. What a gig!

So they fed us and show us around. I kept thinking, this can't be ABC News! The place was filled with kids running around in jeans and tee shirts looking like they were skipping high school that day. I guess I'm getting old.

ANYway, they take me in and do my hair. Then this babe slaps this freezing cold towel around my face. I think it was in an alcohol-ice mix or something and she said it would close my pores and keep me from sweating. Dang, I thought I was going into hypothermia. Then she did some make up and rushed me off to my seat next to Alison's desk. I was by myself. in about 30 seconds about a dozen people started scurrying around and Alision comes out and introduces herself and we talk for about 10 seconds and I ask how long before we do the interview. I was thinking maybe I had 20 minutes or so to hype myself up.

She looks up at the clock and says, "Oh, about 17 seconds."

W -- H -- A -- T????????????????????????????????

Dang girl, 17 seconds? I checked to make sure my pants were zipped up and I sucked my gut in and bang--all of these lights come I and I hear the ABC song in the background. Holy shit! I'm not ready!

Alison was so, so very nice and she made the entire thing so easy for me. She really was a class act! It was a ton of fun and the best part was that they showed the cover of my book and the toll free number where people could order it. It was \$37 and within 45 minutes when I got back to my daughter's home I had already sold about 150 of them.. the sales continued for the next 48 hours.



That's me getting my 15 minutes of fame--and what a gas. It was a terrific thing and my daughter had a great time as well.

So, the big question is, "How the heck could I do this?"

It's really pretty easy--let's take a look.

METHOD 1

Throw up a web site or blog and pitch yourself. have an image of your ebook cover. Give some bio info. Have a list of possible questions a radio show host could ask you if they decide to interview you. If you've done other interviews, list the stations where you did them. If you have audio files of interviews, put up a composite of about 1 minute for producers to listen to. Have your contact info posted.

Then you need to contact some radio stations. You can do this by phone or by mail. If you do it by phone here is exactly how to do this. Go to your public library and find a copy of Bacon's Directory of Broadcast Media. Ask at the resource desk. The book will have a listing of over 10,000 radio stations. They will give all kinds of info on each station. Arbitron ratings are the main measure of how many listeners a station has. The biggies like WFAN in NYC will have Arbitron ratings over 20. Many smaller stations will have no rating. You won't get any big ones starting out, but you can get some with ratings of 3-10 if you work at it.

Find stations that do call in interviews. Get the program host's name as well as the name of the producer. Forget about the host. The person you need to talk to is the producer. Call the station and ask to verify the producer's name. Ask if you can speak to them. The best time to call is maybe 10 minutes after their program ends--they will be there at that time. Before the show things can get hectic and they may not talk to you.

Get a big sheet of card board or paper and tape it about your desk. You need to give a powerful reason why you should get booked. Outline it all in front of you. You must do this within 30 seconds!!! Sound perky!!! SOUNd happy!!! Use good grammar!!! Tell them to visit your web site for info about you and your book.

If you sound slow, stupid, or just plain and simple like a complete idiot--you won't get booked. If you sound good and present your case well, there is a good chance the producer will visit your site and give you a call back.

The alternative is to send out postcards you have printed up to the producers with info on you and your book and your site so they can then

check you out.

The big guys will send out media kits to stations. I can't go in to the whole thing here, I'm running out of time. But essentially they will send a package containing a copy of their book, a photo, a business card, a page of questions the host could ask them, a bio page, etc. The advantage of doing this is that it gives the producer something concrete they can put on their desk and get back with you if they wish. But this costs money and I would recommend you first try calling.

METHOD 2

This method will cost you some money, probably from \$500 to \$1,000 so you may not want to start out with this. But I will guarantee that it will get you booked on potentially a lot of stations. When I did this I would get about 15-30 interviews booked each time.

What you do is go to www.rtir.com

That's the site for the Radio & TV Interview Report. They put out a magazine every two weeks and it is filled with pages authors have bought promoting themselves and their books.

This goes out to thousands of top radio and television producers who scan through it looking for people to interview on their programs. Steven Harrison runs the joint and he too is a class act. If you sign up for their newsletter Steven will send you an email every week or so offering you to get in on one of his authors who have used his service and made it big time. Top name authors use his service as do small home town newbies trying to sell their books. Listing yourself in his magazine will get you booked on radio and/or TV stations. That is a fact!

But like I said, this will cost you some money and you may not be willing to lay out that kind of cash starting out. Still, you can go to his site and he will send you a free examination copy of his Radio & TV Interview report to check out for yourself.

When you get booked, the producer will call you and arrange to call you about 5-10 minutes before the show to establish a link. The main thing

to remember is that you must be entertaining. Don't give some kind of dry lecture about the topic of your book. Be perky--and I hate that word, but yes--you must be perky! Be happy. Use good grammar and pronounce your words clearly. Vary your tone. Call the host by name every once in a while to sound personal. I would recommend that you give away one or two copies of your book to callers. It's a good will gesture and stations like that. The host will give you a chance to give your web address or 800 number if you are selling print and ink type books. That's how you make your money.



This can be a huge thing if you practice and get the techniques down pat. people have built million dollar businesses from doing exactly what I have shared with you. it's fun. it's easy. And it can be done from the comfort of your own home.

That's it, I am 7 minutes over my time limit--I am out of here.
PM me any time if you have questions or need more info.

My Very Best - - Mike McMillan

Again, sorry about the quality of this thing. It is chock filled with errors I'm sure. I'm too embarrassed to even go back and read the thing. I gave you as much as I could as fast as I could. Don't ask for a refund--this didn't cost you anything!

And if you find any of my ebooks I sell online, don't think they their quality is like the quality of this thing. They are polished, this is not!