

7 ADVANCED

INCOME SECRETS

OF

A-LEVEL AUTHORS

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7 ADVANCED INCOME SECRETS OF A-LEVEL AUTHORS

I'm glad you downloaded this free e-book, *7 Advanced Income Secrets of A-Level Authors*. The material you're about to read is designed to help you:

- *Identify at least 3 - 5 new ways to generate additional revenue.*
- *Spot income-earning opportunities you never thought about before.*
- *Wring extra cash out of the material you've already written.*
- *Stop worrying over your finances and renew your passion for writing.*
- *Gain a deeper sense of confidence and freedom over your author career.*



Why should you follow my advice? I'm the author of multiple books, and I've walked in your shoes. I know what it feels like to sit through sleepless nights wondering how I was going to make ends meet. But, I've also experienced the joy of turning my books and marketing knowledge into a business consistently making six-figures. As a consultant, I've had the privilege to work with over 400 authors and help my clients dramatically boost their income. I know what works and what doesn't. Nothing would make me happier than to help you, too!

Do you wonder what the secret is to maximizing your income? Here's a hint: The SECRET is to use your book as a starting point to create higher levels of revenue. Your book is not the finish line. Instead, your book is the foundation to build a bigger business.

For example, my first book sold over 40,000 copies. That's a decent number, but not enough to make a living by itself. So, I took my book's material and turned it into lucrative speaking events, audio products, and a video study for small groups. In a short time, the majority of my income derived from ancillary products and services that I spun off from my book. The book was the starting point that led to other income opportunities at higher-price points.

What's the difference between A-Level and B-Level authors? It's not the bestseller lists. You can hit the bestseller lists and still wind up broke. Here's the difference: B-Level authors tend to focus solely on writing more books, pray for those books to sell, and scrape by financially. All the while, they're wondering why being a writer seems so hard.

A-Level authors know that it's crucial to write the best book possible. However, A-Level authors understand the importance of using their books as a catalyst to generate larger streams of revenue. The seven secrets I'm about to share will literally spell out how the process works.

If you're a first-time author or aspiring writer, let me be honest. You may feel frustrated reading the advanced principles in this e-book. You can certainly apply my secrets to your situation, but there may be a longer learning curve to reap the results. There's plenty of helpful material out there for new authors. But, this e-book is different. My goal is to help A-Level authors learn from their peers and empower B-Level authors ready to make the leap. If you're ready, let's get started!

SECRET #1:

A-Level Authors Build an Income Ladder – And You Need One, Too

Let's talk about ladders. You probably own one that's used to reach tall places around your house or yard. What's the purpose of a ladder? Helping people safely climb to a higher level. Climbing is achieved by using a set of steps, or rungs, which are placed at a comfortable and consistent distance from each other. When someone steps onto the first rung of the ladder, it doesn't take much effort to step up to the next rung and ascend higher. However, problems can occur when a ladder is missing rungs or the rungs are spaced too far apart. In some cases, an old ladder might miss so many rungs that the entire structure is wobbly and unsafe to use.

Making money as an author is similar to helping people safely climb a ladder. You want to provide enough "rungs" for people to comfortably step up to higher-priced options to buy from you. A rung represents a product or service beyond your book that someone would be interested to purchase. (I'll give specific examples shortly.)

However, imagine trying to climb a ladder that doesn't have enough rungs to reach the top. If you attempt to scale the ladder, the lack of rungs creates a "hole" that can cause you to fall. This scenario represents a problem that many authors present to their customers. If you don't offer enough product rungs for people to use, they will fall off your revenue ladder or climb down and sit skeptically at the bottom.

For instance, if your primary focus is just selling books, your income will be limited because you're not offering people options to spend more money. You're not offering more rungs to climb up your ladder. Happy customers who buy your books are usually willing to reach for a higher-priced product if it's available. But, if you don't offer the next step up, your customers will sit still on your ladder or move back down to the bottom.

In addition, if your product rungs are priced too far apart, then you create gaps that make people feel uncomfortable to reach for the next higher price point. So, they stop climbing altogether. For instance, if your book costs \$15 but your next price point is \$500, that gap is too large for most people to comfortably jump. Instead, you want to offer ascending price points that feel comfortable to consumers, such as \$15, \$50, \$100, \$500, etc. When someone takes the next step on your revenue ladder, it should feel like a natural step, rather than a risky leap.

Building an Income Ladder helps you identify new products and higher-priced opportunities that you may not have considered. Also, you're able to recognize where the gaps and holes need to be filled. Almost every author has the ability to sell higher-tiered options. But, you can't sell them if don't make them available. Creating an Income Ladder will help you visually identify where you're missing those important opportunities.



If your primary focus is just selling books, your income will be limited because you're not offering people options to spend more money. You're not offering more rungs to climb up your ladder.

SECRET #2:

How to Build an Income Ladder

As we just discussed, a ladder is a series of rungs spaced consistently to help you climb higher. Building an Income Ladder means creating product offerings at consistently higher price points. Maximizing your income occurs by examining where you have gaps on your ladder and filling those vacant spots with new products and services.



When I'm consulting with author clients, they usually break their Income Ladders into 8 - 10 price levels. You don't have to follow these levels exactly. Use them as a guide to recognize options that you may not have considered. For example, your lowest price product may start at \$10.00 and your highest-price offering may be \$10,000. Based on your genre and writing experience, a different pricing structure may be more suitable for you. However, make sure your rungs are close and consistent enough to avoid big gaps so customers won't fall off your ladder. For example, your Income Ladder's price points might look like the following:

Rung #10: \$10,000 or more

Rung #9: \$5,000 - \$10,000

Rung #8: \$1000 - \$5,000

Rung #7: \$500 - \$1,000

Rung #6: \$250 - \$500

Rung #5: \$100 - \$250

Rung #4: \$50 - \$100

Rung #3: \$10 - \$50

Rung #2: \$.99 - \$10

Rung #1: Free



As your prices go up, fewer people will tend to purchase the more expensive items or services. That's expected. You don't need as many customers to make more money when the price is higher.

The higher price points, such as \$5,000 or \$10,000, may seem unrealistic to you at the moment. But, if you're an established author with a growing audience, offering these top-tier options is easier than you might think. Don't avoid creating them, or you'll miss out on the most profitable revenue opportunities.

As your prices go up, fewer people will tend to purchase the more expensive items or services. That's expected. You don't need as many customers to make more money when the price is higher. One happy person who pays you \$5,000 for a premium service is much better than trying to get 500 people to buy a \$10 book.

SECRET #3:

Use Free as a Fast Way to Attract a Bigger Audience

One of the fastest ways to make more money is to offer an attractive product or service for free. I know that idea may sound counterintuitive, but it's a proven business truth. Why? Most people are hesitant to buy from someone who is unfamiliar to them. When you give something free that people appreciate, they feel less risk to take the next step towards making a purchase.

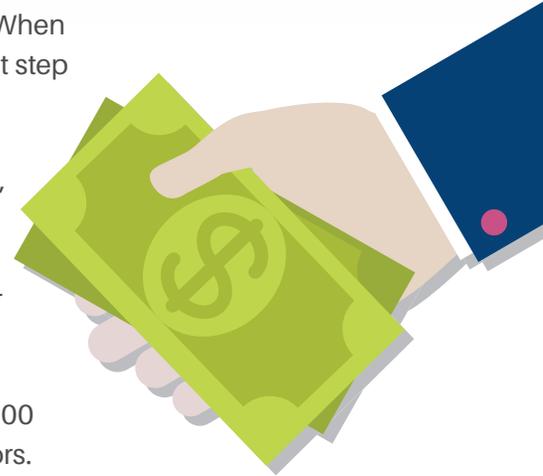
Examples of effective free products can include how-to articles, sample chapters, short stories, mini e-books, podcasts, and videos. Use them to build the trust necessary to convince someone to buy from you. An effective Income Ladder always starts with numerous free items that encourage people to climb onto your ladder in the first place.

If you're an A-Level author, you should already have a big following, such as 10,000 newsletter subscribers, 15,000 Facebook Likes, or 25,000 monthly website visitors. The larger your audience, the more people who can climb your Income Ladder. So, another secret to growing your income is to grow your audience as consistently as possible. Free is your best friend.

Likewise, the more you offer for free, the more you open the door to paid sales. Don't skimp on this important rung of your ladder. Offer a genuinely attractive freebie on your website that provides genuine help, inspiration, or entertainment to the reader. Free is the first step to increasing your income.

For example, New York Times bestselling author, Lysa TerKeurst, who runs an organization called [Proverbs 31](#), built an email list with over 500,000 subscribers. How did she develop such a massive following? For over 10 years, she and her team sent out a daily inspirational message for free via email packed with encouragement. The emails are so well-written that women began telling friends and spreading word of mouth. Today, when Lysa launches a new book, an online course, or announces her speaking schedule, she has vast audience ready to purchase.

In many cases, your Income Ladder is only as strong as your FREE offer. It must be great! If you're struggling to increase your income, go back and examine the quality of content that you offer for free. Making improvements in this area alone could make a huge difference.



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SECRET #4:

Build Buying Momentum with Inexpensive Products

We just discussed how free content is the best way to attract people and build your audience. But, you need more than just an audience who likes to read free stuff. You need customers who want to buy stuff. This leads us to the next secret: The best way to build buying momentum among skeptical people is to offer several low-priced products.

Most people aren't keen to spend a lot of money on something they don't trust. In contrast, most people feel comfortable spending less than \$25 to test the waters on something new. Likewise, your Income Ladder needs a firm foundation of inexpensive options that allow people to purchase and create momentum up the rungs.

You may not think there's much money to be made selling products at price points less than \$25. However, I've found the converse to be true. For instance, one of my clients created a short e-book on the topic of housecleaning and sold over 20,000 copies at a price of \$4.99. Do the math and that yields \$100,000!

The e-book was easy to create in Word and save as a PDF file. The author promoted her product using her personal website, social media network, and listing with online retailers like Amazon. Not only did she make a lot of extra money. Her e-book success caught the attention of publishers that led to new book contracts with a big advance.

Fill up the lower rungs on your Income Ladder with inexpensive products, such as concise e-books, short stories, printed booklets, special reports, study guides, audio teaching downloads, etc. Keep the content length brief and focused, such as 5,000 - 20,000 words total.

Inexpensive products can easily bounce customers higher up your Income Ladder. For example, if someone buys your book at \$15 and loves reading it, they might gladly buy a ticket to hear you speak in public (\$25), register for an online course (\$250), or seek personal coaching (\$1,500). The momentum usually starts with an inexpensive item that creates trust and appreciation.

As an aside, I'm not a fan of authors selling trinkets, such as cheap t-shirts, jewelry, mugs, and other stuff unrelated to their books. Those items can tie up your money in wasted inventory. Worse, selling trinkets can make you look like a sleazy huckster. Instead, only sell products directly related to your books and expertise.



Fill up the lower rungs on your Income Ladder with inexpensive products, such as concise e-books, short stories, printed booklets, special reports, study guides, audio teaching downloads, etc.

SECRET #5:

Move People Up and Down Your Ladder

No one steps onto the bottom of a ladder without intending to climb higher. Likewise, the purpose of an Income Ladder is comfortably encourage people to consider buying products at higher price points. Therefore, the next secret is to offer customers another product they can purchase at the reasonable next higher price.

For instance, when someone purchases a product priced at \$50, you could send them a follow-up email with an incentive to buy your next logical product at \$100 or \$250. If a group of people complete an online course priced at \$250, offer them a chance to join a mastermind group or a personal coaching program priced at \$500 - \$1,500.

Offering products and services above the typical price point for your book is the key to significantly raising your revenue. Load up your Income Ladder with instructional options, such as teleconferences, webinars, and video classes based on your field of expertise. Non-fiction authors can teach on specific topics and discuss current events. Fiction authors can share how they craft their stories or conduct research for their novels. For example, James Patterson partnered with [MasterClass](#) to offer the “James Patterson Teaches Writing” online video course for \$90.

There are multiple benefits to creating instructional events and products. First, you can charge people to attend the live event and participate during the session. Second, you can record the event and sell it afterwards as a separate audio or video product. Third, you expand your customer base by offering content at a higher price point to people who may not be avid book readers. Most Americans don't like to read books. Their learning preference involves audio, video, or one-to-one instruction. Meet your customers at their point of preference.

Another popular offering for A-Level authors is a subscription program or continuity plan. This type of product lets people pay a monthly fee to receive exclusive content and get closer access via special articles, bonus material, group phone calls, and recorded videos.

For example, I helped one of my clients start a monthly subscription program called the [Momentum Club](#) priced at \$19 per person. Her program started with 75 subscribers. Multiply the monthly fees over a year ($\$19 \times 75 \text{ people} \times 12 \text{ months}$) and she made an additional \$17,000. That's a nice revenue boost for only a few extra hours of work each month.

Even better, people who purchase your subscription-based services usually become prime candidates for your premium services, which I'll discuss next.



Offering products and services above the typical price point for your book is the key to significantly raising your revenue. Load up your Income Ladder with instructional options, such as teleconferences, webinars, and video classes based on your field of expertise.

SECRET #6:

Bigger Income Requires Bigger Thinking

If you want to earn income at the advanced level, you cannot let yourself get psyched out by the idea of offering higher-priced products. You must believe in the value that you can provide to your biggest fans. Keep in mind that you're not trying to please everyone. You're trying to please people who already love what you do. In their eyes, paying you \$1,000 or more is no problem. Embrace a person's desire to move up your Income Ladder by offering products and services that appeal to them.

For example, fans love to get to know their favorite authors. Many have the means and desire to pay for exclusive access with you. For instance, I know several non-fiction authors who offer "inner circle programs" and "mastermind groups" at a premium fee to answer questions, offer inspiration, or provide solutions to a problem. Fees routinely range from \$2,500 - \$10,000. People love getting personal access, and the author loves generating revenue without much labor intensity. It's a win-win for both parties.

Some of my A-Level author clients make \$5,000 - \$10,000 per speaking event. Others use their expertise to become consultants who earn \$25,000 - \$100,000 per project. I also have fiction clients who have sold the movie and theatrical rights from their novels to filming studios and theater companies. Selling rights can lead to payments of \$50,000 for little-known books up to over \$1,000,000 if your book is a major bestseller. One of my clients makes extra income as a paid spokesperson for a Fortune 500 consumer products company. As you reach the top rungs of the Income Ladder, the opportunities are dizzying.

For instance, I offer a [Master-Level Consulting service](#) where I work with top-tier authors throughout the entire creation and release of their new book. I help brainstorm ideas for the manuscript, develop an attractive title, create a comprehensive book launch campaign, and prepare the author for public speaking and media interviews. Pricing is in the five-figures for this premium service and I've had dozens of clients at this level. I'm so glad that I didn't let small thinking ruin the growth of my Income Ladder.

How about you? In what ways do you need to think bigger and offer premium services in the \$10,000 - 25,000 range? Have you given yourself the freedom and confidence to pursue these opportunities? If you're frustrated with your level of income, the biggest issue holding you back may be your mindset. Pick one or two premium options and pursue them today.



If you want to earn income at the advanced level, you cannot let yourself get psyched out by the idea of offering higher-priced products. You must believe in the value that you can provide to your biggest fans.

SECRET #7

Speed Is Your Ally – Be the Hare, Not the Tortoise

You're probably familiar with Aesop's fable, "The Tortoise and The Hare," which concerns a Hare who ridicules a slow-moving Tortoise. Tired of the Hare's boastful bragging, the Tortoise challenges him to a race. The Hare soon leaves the Tortoise behind, and confident of winning, takes a nap midway through the race. When the Hare awakes, however, he finds that his competitor, crawling slowly but steadily, has arrived before him.

Aesop's fable sounds nice, but it doesn't apply to the modern business world. Instead, speed is your best ally. The sooner you apply the secrets I've discussed, the sooner you'll experience results.

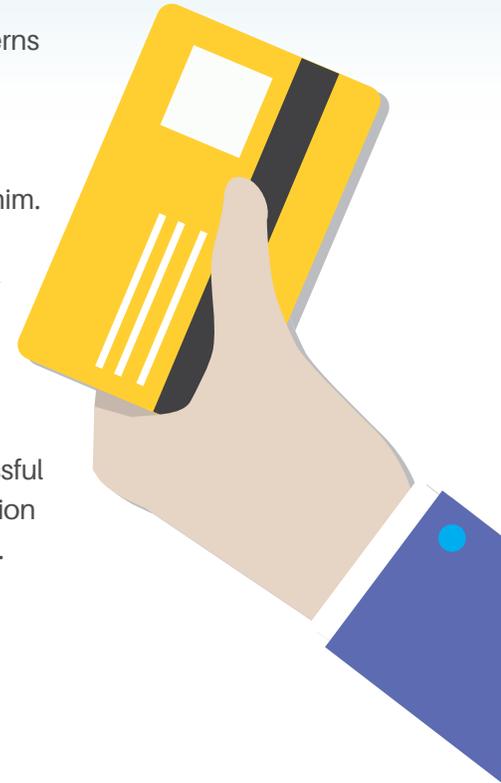
I've personally trained over 400 authors and people often ask me, "What's the key to becoming an A-Level author?" My answer is always the same: speed. My most successful clients are the ones who take decisive action quickly. Once they realize a course of action is beneficial, they immediately go to work and stay focused until the task is completed.

Management consultant, Alan Weiss, says, "When you are 80% ready, then move forward. The final 20% is dysfunctional." Too many authors impede their own income by overanalyzing, obsessively self-editing, or worrying over other people's potential reactions. Their own self-analysis creates promotional paralysis. Nothing gets accomplished.

In contrast, some authors think about creating a video course, a subscription program, or a mastermind group, but they never finish because they're scared it's not perfect. The pursuit of success is admirable, but the pursuit of perfection is impossible and will only drive you mad.

If you want to increase your income, start today. Don't ponder these ideas for a month and try to come back later. Write out your own Income Ladder and examine where you have large gaps or too few options. Maybe you don't have a compelling freebie to offer. Maybe you don't have any products or services priced over \$500. Take a moment to create ideas for something you can offer at \$1,000 or \$2,500 within the next 60 days. If you're an A-Level author, your income is limited or propelled by your level of action.

In Aesop's fable, the Hare lost because he stopped to take a nap while the Tortoise passed him. In the real world, you can create an Income Ladder, fill it with products and services, and make money **even while you sleep!** Be the speedy Hare, not the slow-moving Tortoise.



My most successful clients are the ones who take decisive action quickly. Once they realize a course of action is beneficial, they immediately go to work and stay focused until the task is completed.

TAKE THE NEXT STEP!

I trust the seven secrets in this e-book have opened your eyes to the numerous ways you can dramatically boost your author income. People will pay to read the words you write. But, they will pay even more to hear you, meet you, and engage with you in-person. The more you take your intellectual property and offer it in different formats, the wider an audience you'll be able to attract. The wider an audience you attract, the more money you can make. The more money you make, the more flexibility you have to continue writing, touching people's lives with your words, and living out the dream of being a successful writer. That's a happy ending everyone can enjoy!

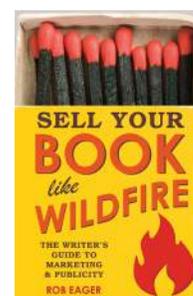
Are You Ready To Build Your Income Ladder?

This e-book is just the tip of the iceberg! Get more expert advice in my book or request personalized consulting tailored to your specific needs:

Sell Your Book Like Wildfire - \$15

The bible of book marketing! Get the resource that covers everything top-tier authors need to know about attracting more readers and selling more books. Packed with best practices and specific examples that Rob developed with his A-level clients.

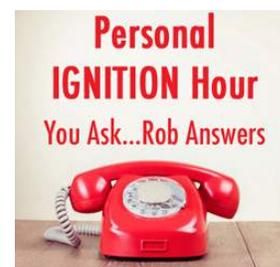
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Personal Ignition Hour - \$350

You ask...Rob answers! Schedule a private one-hour phone session with Rob to ignite specific ways to improve your Income Ladder. Walk away with several ideas you can immediately apply to boost your revenue. Includes one-hour of consulting plus a week of follow-up email access.

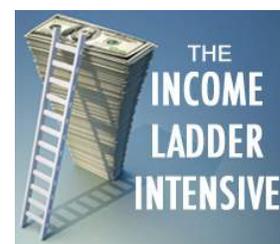
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Income Ladder Intensive - \$2,500

Reserve an entire day with Rob to build out a complete Income Ladder and dramatically your boost revenue. He will personally walk you through each rung of the ladder and explain how to create lucrative new products and services at all price points. This intensive includes an entire day of consulting plus 30 days of follow-up access.

[Click for Details](#)



Master-Level Consulting

Rob offers expert consulting for established authors based on your specific needs and goals. He's helped numerous top-tier authors develop new book ideas, remake personal brands, attract larger readership, launch new products, expand overall income, and much more. Pricing is customized to the scope and length of the consulting you desire.

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PRAISE FROM A-LEVEL AUTHORS

"I recommend Rob Eagar to any author looking to take their book campaign to a higher level."

Dr. Gary Chapman - #1 *New York Times* bestselling author of *The Five Love Languages*

"I give Rob Eagar my highest recommendation. If you want to increase book sales, make him the first person you hire."

Lysa TerKeurst - *New York Times* bestselling author of *Made to Crave*, *Unglued*, and *The Best Yes*

"Rob Eagar's expertise helped me develop a new brand. I also appreciate the effort Rob put into creating an exciting, new website for me. It was beyond my expectations and included everything I asked for and more."

Wanda Brunstetter - *New York Times* bestselling novelist with over 8 million copies sold

ABOUT ROB EAGAR

Rob Eagar is the founder of WildFire Marketing – a consulting practice that helps authors, publishers, and non-profit organizations spread their message like wildfire.

Rob is one of the rare marketing consultants who has helped clients create three different types of *New York Times* bestsellers, including frontlist fiction, frontlist non-fiction, and 23-year-old backlist non-fiction.

He has also trained over 400 authors and consulted with numerous publishers, including divisions of HarperCollins and Simon & Schuster.

His book, *Sell Your Book Like Wildfire* (Writer's Digest), is considered the bible of book marketing.

Visit Rob online at: startwildfire.com

