



Business Brain Trust – Michael Levin

Here is a manuscript of when Jay Abraham met Michael Levin

MICHAEL LEVIN: There is something new in the land. It's called "print on demand." Has anybody ever heard of print on demand publishing? Wow, a lot of you. So I'm going to have to start from scratch I'll lay it out very simply.

It's cheap. It's fast. It's on Amazon. Let's slow down...

You can get your book published, and published beautifully... and I mean, the interior design, the exterior design, the ISBN number, and all the Library of Congress -- all the nasty little stuff that you used to have to do if you were your own publisher. You can get it done for \$600 and be on Amazon, the same as Stephen Covey's book. Here's Stephen Covey's book. Somebody clicks on Amazon to your name because they saw you speak, or they heard you on the radio or on TV, and your book looks exactly, it's presented in exactly the same fashion. They'll never know it was self published.

I'll tell you something else: People don't care if a book was done from print on demand, or done by Random House. People don't care. Ask yourself the last time you bought a book in a bookstore, was the name of the publisher part of your buying decision? Rarely. Look, I'm in the business, so I like to go to... When I pick up a book in the bookstore, I like to guess who published it. That's my weird idea of fun. You're on Amazon...





What does print on demand mean? What it means is you upload your manuscript to them. You e-mail them your manuscript. They lay it out. They design a cover in accordance with your specifications and your preferences. If you don't like it, you say, "I don't like it" and they do it again. That takes about 6–8 weeks. And once you go over it and it's done, about six weeks later the books arrive at your house. That's fast. And then you can order --- yeah. And then you can order more at a discount depending on how much, how many copies you need. This means that you don't have a box of books. You don't have boxes of books in the garage. You don't have to pay for more than you want.

If you wanted to hire a printer and book designers and the rest of it, figure about \$6– to \$8,000 for your first 1,000, or 2,000 copies, then after that figure about \$3 a book. I'm talking about a nice paperback, OK? Don't think about hardcover. Too complicated, too much time, too much of a mess. People don't care. A nice paperback... They're going to read your book on the plane. "I could take this hardcover, or I could take this lightweight paperback. Oh, I'll take this one."

"While you sleep" means that people can be ordering the book on Amazon while you sleep, or on Barnes and Noble.com, or on Gritters.com, because they all hook up to those places. And the print on demand company will print a copy of the book, ship it to the person, charge their credit card, and credit your royalty account, all while you are doing whatever you do to make money. So you do not have to waste your valuable time, and your time is --- the time is the most valuable possession of an entrepreneur. You don't have to waste your time. No trips to the post office, either. You're not processing credit cards. You're not going after people who send you bad checks.

And then every quarter the print on demand company sends you a check for however





much is in your royalty account. You don't care how much is in your royalty account, because you're not going into the business of creating royalties. If that happens, great. What you're really trying to do is use the book to drive your business, and this is the cheapest, easiest, most effective, fabulous proven way to do that.

There's a company called iUniverse.com. Most of my private clients go through iUniverse.com. I have a very nice relationship with them. If you use them, tell them you're a Michael Levin person, and they'll take very special care of you. Not that they wouldn't otherwise, but they'll take better care of you, so please use my name. Copyright asked me to pimp.

So that talks about... we talked about why you want to do a book, or you might want to do a book. We've talked about how physically it can happen, the production side. Now let's talk about the organizing, and writing, and rewriting phase.

And the thing is that most people hate writing. Most people hate it, which is how I'm able to make a living, because people don't want to. They don't have the time to.

You don't have to write, but you do have to think a little bit, and there are just a few simple questions that you want to ask yourself, and that's this: First, who should your audience be? Who should my audience be? Who am I trying to attract to my business? Who do I want? Maybe it's more of the current client base that you have right now. Maybe you like your client base.

Or right now you're working with people who are at a million dollars, and you want to be working with people who are at \$5 million. So you're writing the book for people, to solve the problems of people at \$5 million. A book is a brilliant way to break out of the niche that you serve and you don't want to serve anymore. You want to get away from these people. You want to go after a different group, because you can make





more money doing it... or you can have more pleasure doing it... or you can offer better service to them... or you can broaden yourself professionally by serving them instead of what you have been doing. Either way, you want more of the people you've got now, or you want new people at a different level. Either way, who are you writing to?

So you're not writing a book to every man, woman and dog in America. You're writing a book --- this is a conversation between you and the prospects you want to have. You want people who are not your prospects to read themselves out of the book. You want them not to call you. At the end of your book you can put in a call to action that says, "Are we right for each other? Should we continue the conversation?" Continuing the conversation, and then you describe what your ideal client is, and then you give your 800 number, or your e-mail address, or your website. Let them call you. Let everybody else go to somebody else, because you know who you want.

So the process of writing a book actually forces you to think a little bit about, "Where is my business going?" These are questions that we need to be asking anyway. I speak as an entrepreneur who understands the type of thing he's talking about --- that sense of urgency, and that sense of not knowing what you're doing, and not knowing what you should do next, and the distinction between working for your business and working on your business. I live with that every day.

