

**GENERAL
BESTSELLER
PROPOSAL**

Dear [NAME],

It was a pleasure to talk to you recently.

My team and I would like to thank you for considering our proposal for making your book a national bestseller.

Attached you'll find the proposal for our bestseller services.

Once you've reviewed the proposal, these will be our next steps:

- Setting up a call to discuss the proposal, to answer questions and to finalize an agreement.
- Signing a bestseller services agreement and a non-disclosure agreement, and paying an upfront fee.
- Meeting in person at your offices for a day-and-a-half strategic marketing session to develop a personalized strategy to turn your book into a bestseller.
- Working with you and your team to oversee the implementation and execution of your personal bestseller campaign.
- Working with your publisher to utilize our bestseller campaign to maximize the publisher's retail distribution of your book.
- Taking orders for pre-sold books for your future bestseller.
- Celebrating your bestseller status!
- Working with your PR firm and your publisher to capitalize on your bestseller success to further spread your message.

We look forward to working with you to make your book a New York Times bestseller.

Best Regards,



Michael R. Drew

THIS OVERVIEW CONTAINS HIGH LEVEL AND DETAILED INFORMATION REGARDING OUR BESTSELLER SERVICE.

For quick reference, here's where you can quickly find more information on each of these services:

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Want More Information?

If, after reading this, you'd like more information, we are happy to provide that to you. Simply email Michael Drew at Michael@Profluent.com and she'll be delighted to help you.

MICHAEL DREW'S BIOGRAPHY

Getting books noticed is in Michael Drew's blood. Making books the essential reads that everyone needs to buy and talk about is in his genes. With a string of national best sellers (many of them number-one titles) that reads like an all-star team of today's most popular business writers, Michael loves books. He's launched 92 consecutive books onto national best seller lists, and has over 1,000 number-one Amazon titles. Michael has been marketing books for his entire career, perfecting his skills at such respected publishers as Bard Press, Entrepreneur Magazine, Longstreet Press and Thomas Nelson Publishers, among many others. He has mastered the intricacies of publishing, and has adapted to today's fast-evolving industry.

Beyond merely helping their books to sell well, Marshall Goldsmith Publishing also works with authors on an essential component of their continuing success: building a platform that will expand their audience. Through his speaking engagements, career coaching, and the use of personas to intensify the effectiveness of copy, Michael has created a new generation of thought leaders. He has helped them to become even more effective business women and men who nourish today's idea-hungry marketplace.



PROFLUENT'S BESTSELLER SERVICE

WHAT IS IT?

The Profluent Bestseller service is the gold standard of bestseller campaigns. It leverages Michael Drew's experience in the industry, the relationships he has built along the way and the technology his team has perfected to ensure that sales of your book are counted. Our primary goal is to propel your book to bestseller status.

To better understand why Michael's method works so well, you need to understand the barriers that most people need to overcome in trying to get on a List.

WHY PROFLUENT?

Quite simply, Michael has figured all this out. He knows the retailers' systems inside and out, and has cracked the "codes" used by The New York Times, The Wall Street Journal, USA Today as well as the online method that applies to Amazon. He has used his knowledge to create bestsellers 98 consecutive times and to make every single one of his clients a bestselling author.

profluent

BARRIERS TO THE BESTSELLER LISTS



BARRIER 1: RETAILER REPORTING

Book retailers such as Barnes & Noble, Books A Million, Amazon and Hudson's have no widely accepted procedure to report the numbers of books they sell. What makes a bestseller, and how sales are recorded, are open to interpretation. Each company has its own set of reporting rules.

For example, let's say one book retailer in Seattle sells 500 copies of your book. And one in Portland sells 200 copies. Now, the head office (for reasons we may never know) may report that only 200 copies were sold total! That means you are missing out on the reporting of 500 sales, reducing your total sales to less than a third.

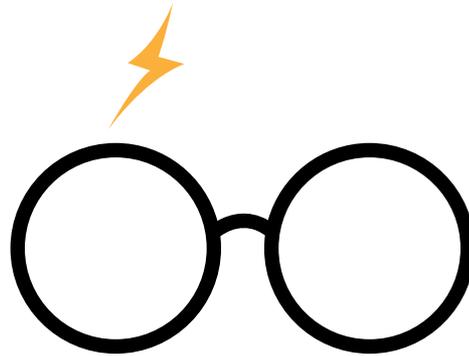
Why does this matter to you? Because of the second barrier.



BARRIER 2: BESTSELLER LIST ALGORITHMS

The reports created by the retailers are what dictate bestseller status on national lists, such as those in The New York Times, The Wall Street Journal and USA Today. The way in which individual retailers report sales of your book could make or break your campaign. Without knowing the precise algorithm that links each of these retailers, including in what areas to distribute books, at what times, and in what volume per region, you could miss out on a substantial amount of reported sales.

THE HARRY POTTER TREATMENT



In addition to removing these barriers for you, Profluent makes the publication of each title an event. That means that each book gets what we refer to as the Harry Potter treatment.

You may recall that J.K. Rowling's Harry Potter books grew increasingly popular with each successive title, with retailers (and the publisher) creating something special out of each release. You may remember reading reports and seeing television news segments about the all-night parties with readers dressed as their favorite Harry Potter characters, camping out at bookstores in eager anticipation of the midnight release.

What you may not have known is how orchestrated the sales of each Potter title were. There is a method behind fanatical madness. When each Harry Potter title was announced, up to two years before its actual release, people would go to stores and pre-order the book, or do the same online. The publisher, and retailers, would agree to embargo the book sales so that all data for those sold copies would be released on the very same day (often beginning at midnight).

On that official opening day, those accumulated, pent-up sales would be dumped into the retailers' reporting systems and the book would launch at number one, often breaking daily and weekly sales records.

Publishers and retailers work together to create this kind of marketing and sales approach for only one or two books a year, and not the other 99.9% of books that are published. Profluent does this with every title it works with, with every author it represents.

We “embargo” the book, in effect, asking retailers to hold sales until the publisher’s prescribed sales date (at other times books are often sold before their official release). We do exactly what a publisher would do with a book, only we work with the retailers directly. This is where Michael’s relationship capital comes in.

We take orders, sell the book to the consumer, and hold those sales until the release of the book. It’s a controlled release that’s entirely above-board and ethical. And just as with the phenomenally successful Harry Potter books, your book becomes a bestseller, thanks to actual sales from actual individual consumers who have bought actual books from an actual retailer.

Our clients don’t warehouse books: their books are sold to readers, and those books become bestsellers.



The most valuable part of the Complete Service happens right from the start: a day-and-a-half meeting with Michael and your team, where he identifies what your goals are, determines your assets and resources, and develops a strategy. We then work with you to oversee the implementation and execution of this strategy. Finally, we do the back-end coordination to ensure that the sales are being counted correctly and reported by the retailers and bestseller lists.



GETTING A BESTSELLER

You guarantee 20,000 books pre-sold for your bestseller campaign, and we will do all within our power to get your book onto the major bestseller lists.

HOW DOES PROFLUENT WORK FOR YOU?



WITH THE COMPLETE SELLER SERVICE, PROFLUENT...

- Identifies your goals, resources and assets in a private one-and-a-half-day meeting.
- Develops a strategy from this meeting.
- Oversees the implementation and execution of this strategy.
- Coordinates with the publisher to help impact retail distribution.
- Works with the retailers to bring in books for the best-seller campaign.
- Splits the 15,000 sales between the different retailers to ensure proper reporting and counting of your sales.
- Places orders with retailers.
- Ensures retailers report sales to best-seller lists.
- Follows up with best-seller lists to ensure they received the sales.
- Your book makes the best-seller lists.
- We all celebrate!



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PRICING

Upfront Service fee: \$35,000

List Bonus: \$20,000 per bestseller list, up to three lists, to a maximum of \$60,000



THE BOTTOM LINE

This service really covers all of the bases in bestseller marketing. With our experience and the relationships that we've developed within the industry, you will have the assurance that the highest percentage of your book sales are being reported and counted. Your message will be spread to a growing audience and you will begin to forge new relationships. As 98 out of 98 other cases would attest, you're very likely to become a best-selling author.

HOW A TYPICAL 4-WEEK BESTSELLER CAMPAIGN WORKS

Pre-Campaign

- Meet with Michael to discuss goals and set the bestseller strategy.
- Michael works with your publisher to ensure proper retail distribution, as well as to coordinate marketing efforts.
- Profluent provides you with direction regarding the order information that will be needed, as well as the format in which that information needs to be given.
- Presales:
 - You generate a minimum number of pre-sales.
 - You provide Profluent with properly formatted sales order data.
- Profluent devises appropriate plan to allocate orders with various retailers.
- Profluent coordinates orders with retailers and sends them their orders and plans.



Campaign Officially Begins

Week1

- o Retailers place Week1 orders per Profluent instructions.
- o Profluent follows up with each retailer to make sure orders have been processed and properly reported.

Weeks 2-4

- o Retailers place Weeks 2/3/4 orders per Profluent instructions.
- o Profluent follows up with each retailer to make sure orders have been processed and properly reported.

Receive and save receipts from the previous week's sales.

- Throughout campaign, Profluent will act as liaison between Client and retailers as needed to resolve any client order or shipping questions.

Official Campaign Ends

- Profluent continues to process any additional sales that have been received from you.
- Profluent continues to receive and track receipts from retailers.
- Profluent provides you with appropriate reports documenting sales & expenses associated with sales (such as shipping and applicable taxes), as well as electronic copies of all receipts received from retailers.



YOUR OUTCOME

The obvious outcome here is that your book becomes a multiple-list bestseller, and you earn the title of bestselling author. More than that, let's take a look at what your investment in your book will produce.

Your Investment:

New York Times listand

USA Today list

Your return

\$20,000

\$20,000

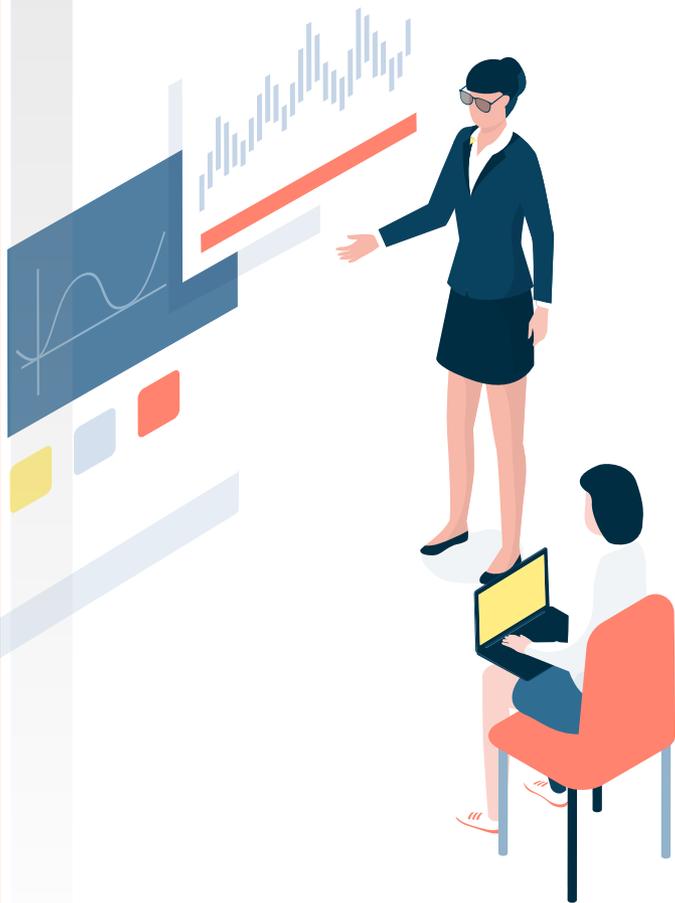
\$20,000

Complete Service Fee

Wall Street Journal List Total: \$95,000

Without knowing the route that you want to take with your bestseller before the strategy meeting, it is difficult to give you exact numbers in terms of potential revenue. Consider the bestseller campaign the foundation for other activities - it increases exposure and drives sales to other areas of your business.

NEXT STEPS



[NAME]

Thank you, for taking the time to review this proposal. We hope it has provided you with the additional information you need to decide about working with us.

We understand how daunting a task running this type of marketing campaign can be, and we'll be with you every step of the way, guiding you in the decision making, creating a marketing strategy, and will execute the campaign on your behalf. It's what we've done successfully 84 other times, and would consider it a privilege to work with you to make your book a bestseller as well.

Additionally, we're able to help you take full advantage of the energy put into the campaign to leverage the opportunities the book will bring your company, as we know you are, of course, looking at the book as a tool to grow your business.

If you have further questions, we would enjoy the opportunity to chat with you again to provide greater clarification and address any questions or concerns you may have.

If you're ready to go, then let's get the necessary paperwork handled and get your Strategy meeting scheduled.

Please contact me to set up our next steps.

Warmly,

Michael R. Drew

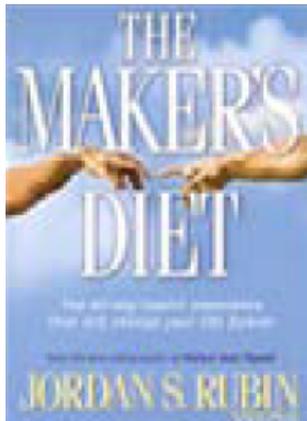
CASE STUDY #1: JORDAN RUBIN – THE MAKER'S DIET



BEFORE THE CAMPAIGN

Jordan Rubin is the founder and former owner of Garden of Life, a nutraceutical company in West Palm Beach, Florida. Garden of Life products can be found in most health and supplement stores like GNC, Whole Foods etc., covering categories that include Digestive Health, Foundational Nutrition, Immunity Support, Living Nutrients, and many others.

More than 70% of Garden of Life's annual \$19 million revenue in 2003-2004 came from online sales, based on an average purchase of \$50. The company wanted to expand its market exposure and increase the average amount clients spent on monthly product purchases to \$100.



THE BESTSELLER CAMPAIGN

Our strategy was to create a diet book around Jordan Rubin's personal philosophy and to tie the nutraceutical products into this diet, and then to use this book to add credibility to Jordan Rubin and to expand his company's audience. The result was The Maker's Diet.

We devised a three-pronged marketing approach:

- **Book:** Make The Maker's Diet a New York Times bestselling book.
- **Advertising:** Use print and radio advertising to create the "ground" support.
- **Public Relations:** Use both a traditional PR firm and a Christian PR firm.

Garden of Life came up with a new-and-improved product offering, which current clients would find irresistible but that only cost \$100 and included a copy of *The Maker's Diet*. In order to leverage Garden of Life's existing customer base, we approached each of its online retailers with a special offer. We would help these online retailers increase their customers' average monthly reorder purchase to \$100, but we would pay commission only on the first \$75 for the following few months. The remaining \$25 would go to the purchase of the book from a book retailer (including shipping and handling).

THE RESULTS

This promotion helped generate sales of more than 20,000 copies of the book, which launched *The Maker's Diet* to number-one onto the USA Today bestseller list, and onto the New York Times and Wall Street Journal bestseller lists.

We then leveraged the best-selling success of the book through \$1 million in health and diet-related magazines and radio advertising on Christian radio stations.

On top of the expansive advertising campaign that targeted Christians as well as those invested in living healthier lives, two PR campaigns added more punch in the first year following the book's release by generating thousands of reviews and interviews.

The complete marketing, PR and advertising campaign helped increase Garden of Life's gross revenue to over \$70 million in one year. Between 2004 and 2010, *The Maker's Diet* sold more than 800,000 copies.



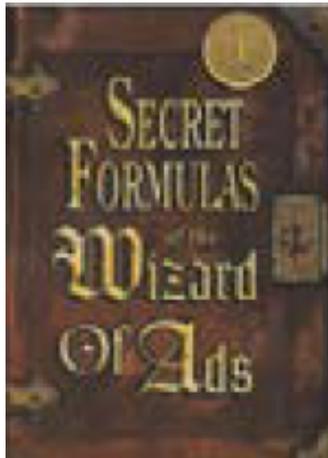
CASE STUDY #2

ROY H. WILLIAMS, AKA THE WIZARD OF ADS



BEFORE THE CAMPAIGN

Roy Williams already had a successful book launch before Michael Drew and Profluent took on Roy's follow-up. Roy's first book, *The Wizard of Ads*, sold well, and established him as a name, as someone who was both insightful and unconventional in his outlook toward communication. At the time, Roy's agency, Williams Marketing, was the 8th-largest buyer of radio advertising in North America. Roy himself had become the highest-paid speaker in his industry. Between September 1998 and 1999, he gave 50 keynote presentations, earning \$5,000 for each.



THE BESTSELLER CAMPAIGN

When Bard Press readied Roy Williams's follow-up book, *Secret Formulas of the Wizard of Ads*, Michael Drew devised a plan to draw more attention to Roy and his book. Michael decided that he could leverage Roy's name and reputation in the radio industry even more than Roy himself had done through his speaking and his growing reputation.

So just before the book was published, Michael and his staff mailed an advance copy of *Secret Formulas of the Wizard of Ads* to the general managers at more than 10,000 stations in North America. Michael included with each book a proposal that outlined the business that Roy's ad agency could offer these stations. The proposal also reminded these general managers of the training they'd all received from Roy when he'd spoken at their state or province's yearly radio convention (which every radio station general manager must attend). The proposal went on to argue that the medium of radio was the best form of advertising for a small or medium-sized retail business.

The proposal asked that the general managers at these radio stations buy 20 books (at the retail price of the book) and run 200 radio ads promoting the book. As a bonus, we would give them Roy's 12-Course Video Training series that the managers could use to train their sales teams. Once the sales reps had completed their training, they would utilize their newly acquired skills and leave behind with a potential client on a sales call one copy of *Secret Formulas of the Wizard of Ads* (out of the 20 that the stations had purchased). The client was that much more likely to buy radio time as a result of the gift of that book. Six sales people worked under the direction of Michael Drew for three months, and more than 850 radio stations participated in the promotion.

THE RESULTS

Secret Formulas of the Wizard of Ads sold more than 17,000 books in its first week of publication, and it was promoted with more than 170,000 radio ads. This successful bestseller campaign pushed *Secret Formulas of the Wizard of Ads* to the number-one spot on The Wall Street Journal business list and to number-three on The New York Times business list.

In the year following Roy's best-selling success, Williams Marketing became the 4th-largest buyer of radio advertising, Roy's speaking fees jumped to \$20,000 per keynote, and he gave 67 keynote speeches, earning more than \$1 million. Subsequently, Roy launched Wizard Academy and opened its private facilities, including student housing, in the countryside outside Austin, Texas.

To date, *Secret Formulas of the Wizard of Ads* has sold more than 100,000 copies.



CASE STUDY #3: IVAN MISNER – MASTERS OF NETWORKING

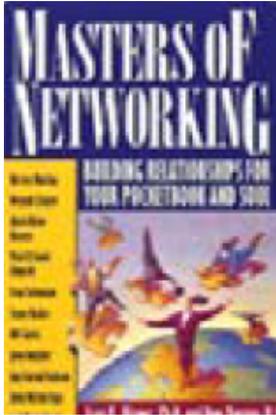


BEFORE THE CAMPAIGN

Ivan Misner, the founder of BNI (Business Network International), the world's largest business-referral organization, wanted to incentivize BNI's 30,000 members and franchisees worldwide to increase the organization's numbers. BNI is a franchised organization. Because of its structure, BNI members are incentivized, by leads, to grow their respective chapters. There is no competition in chapters, as there are no members from duplicate or competing companies.

Each chapter of BNI runs a weekly and highly organized networking meeting. The yearly membership fee for BNI is \$500, and only one person per industry is allowed per chapter – thus, one doctor, one lawyer, one insurance salesperson, one car salesman, one plumber, one accountant. Each BNI chapter meeting is the same no matter where it is held, whether that meeting is in New York City or Johannesburg, South Africa.

Each week, the members choose two other members of the chapter to receive warm-hot leads (which are defined by the immediate need for a product or service). This means that 20 to 100 chapter members will be doing the "sales" work for those two members, generating sales in a non-replaceable way. If a member misses more than three weekly chapter meetings in a year, or fails to bring in warm leads for the weekly selected members at least three times in one calendar year, that member loses his or her membership.



THE BESTSELLER CAMPAIGN

To grow the BNI business, Michael Drew worked with Ivan Misner and publisher Ray Bard to create what became Masters of Networking. The concept was to create a book for which franchise owners throughout North America would each write a chapter. The goal was to set up the franchise owners as the experts in business net- working in their local markets.

The book marketing was simple: each franchise owner/contributor set up a one-week, local author tour culminating in a one-day event, that would be held in 56 different cities across North America all on the same day and at the same time. The event was called Masters Day.

In the week leading up to Master's Day, each franchisee – under Michael Drew's direction– set up local media promoting the day and a special book-signing event at a local bookstore. BNI members in each local market were to bring guests with them to the local book signing as part of a membership drive.

THE RESULTS

The campaign was a smash. The book sold more than 15,000 books on Masters Day, launching the book onto The New York Times, Wall Street Journal, and USA Today bestseller lists. Masters Day broke a world record for the most book signings on one day in different cities (56 book signings).

BNI more than doubled in size to more than 75,000 members within the year after Masters Day (and Ivan credits this growth to the successful promotion of Masters of Networking and Masters Day).

Masters Day won Ivan and Michael the highly coveted book marketing award: The Benjamin Franklin Award for Innovation and Excellence in Marketing: For Campaigns that Cost Under \$10,000.

WHAT OTHER AUTHORS HAVE SAID ABOUT MICHAEL & PROFLUENT

Here are just a few of the authors Michael and Profluent have worked with:



“You can dream all you’d like about seeing your book and your name at the top of a bestseller list. You can write a fantastic book. You can scramble, bleed and beat yourself up marketing that book. None of that guarantees you’ll make any bestseller list. Neither does hiring Michael Drew. But *Secrets of the Millionaire Mind* made it because of his help, as have dozens of his other authors. No amount of hard work or literary brilliance can replace Michael’s insider’s knowledge, connections and simple blood and sweat commitment. There seems to be a way to make a book successful, and evidently Michael Drew is one of the few who knows the secret. Thank you, Michael.”

-T. HarvEker

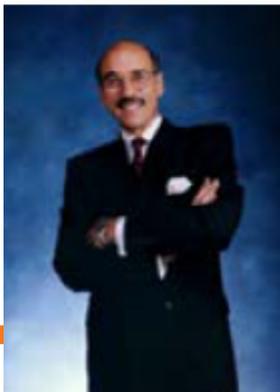
New York Times #1 Best-selling Author, *Secrets of the Millionaire Mind*



“How do you make the New York Times, USA Today, Wall Street Journal and Amazon.com bestseller lists without advertising, national bookstore distribution, a major publishing house, radio interviews, television interviews, or print interviews? Listen to Mike Drew. We’re thrilled we did.”

- Bryan & Jeffrey Eisenberg

- Call To Action: Secret Formulas to Improve Online Results Waiting
For Your Cat to Bark: Persuading Customers When They Ignore Marketing



“If you’ve authored a great book that deserves to be a bestseller, put Michael Drew on your team! What makes me so sure? My most recent book, *Secrets of VITO: Think and Sell Like a CEO*, was promoted to bestseller status with the help of his ideas, system and work!”

-Anthony Parinello

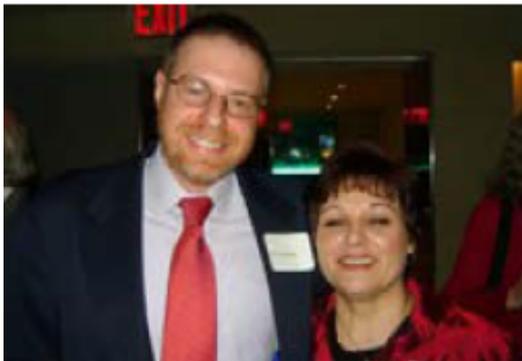
Secrets of VITO: Think and Sell Like a CEO

WHAT INDUSTRY PROFESSIONALS SAY



“Michael Drew shows aspiring authors how to develop and build the marketing platform they need to become successful.”

-Larry Kirshbaum
Founder LJK Literary Management and Former CEO Time-Warner
Publishing



“Michael Drew is an insider’s insider when it comes to publishing.”

-Will Weisser
VP and Associate Publisher, Portfolio / Penguin



“As a media and public relations expert, there is one question that I get asked more than any other and that is, “how do I become a published author and get everyone in the world to read it?” For me, answering that very complicated question just got a whole lot easier. Quite frankly there are a few ways to accomplish this goal but those game plans all encompass one name: publishing savant Michael Drew. Michael is setting the bar even higher to a new standard in publishing.”

-Erin Saxton
President, Media Strategist, The Idea Network

FREQUENTLY ASKED QUESTIONS

Q How long is the typical campaign, and what is the minimum guaranteed number of books that should be pre-sold for the campaign?

A To ensure the greatest opportunity to make the best known Lists, a 3-4-week campaign with 15,000 presold copies is recommended (at a minimum).

Q What price will the books be processed at during the campaign?

A Profluent has an excellent relationship with each of the retailers used during the campaign, and is usually able to negotiate a discount of 10-30% off of retail price. (The exception to this is with Amazon.com, which sets its own price.)

Q Will all orders be charged shipping or taxes?

A This is determined, in part, by the retailer (and in some cases, local and state government). Amazon.com always charges shipping and tax, based on the state the book is being shipped to. We have negotiated with several of the larger retailers to waive the shipping fees because of the quantity of books being purchased. In the event that either or both of these fees are charged, the Client will be responsible for this.

Q How many orders are typically processed through Amazon.com?

A In a typical campaign, 4,000-5,000 individual orders (with unique addresses) are processed through Amazon.com.

Q How long does it take to reconcile the receipts and reports at the end of the campaign?

A Receipts and reports are typically provided back to the client within 4 weeks of the end of the campaign. (This is partly dependent upon the speed with which the retailers send receipts to us.)

Q Can we purchase books and warehouse them for A future events or sales?

A Per the rules of the bestseller lists, books must end up in the hands of the recipients within 30 days of the end of the campaign, so long-term warehousing is not permitted for campaign purposes.

Q Can orders be shipped outside of the US?

A Not directly. We recommend that all of your non-US orders be shipped to a fulfillment warehouse where they can be properly packaged with the appropriate Customs forms and shipped.

