

# HOT PROSPECTS COOL PUBLISHING

*4 Simple Steps to Creating Your  
Greatest Lead Generation Tool*



**Stuart Bell**  
**Nadine Haupt**

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Printed by:  
90-Minute Books  
302 Martinique Drive  
Winter Haven, FL 33884  
[www.90minutebooks.com](http://www.90minutebooks.com)

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Published in the United States of America

160413-389 0.1

ISBN-13: 978-0692698174  
ISBN-10: 0692698175

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In April we recorded a strategy session for the Hot Prospects, Cold Cash seminar called Hot Prospects, Cool Publishing. The 4 simple steps to creating your greatest lead generation tool.

It was a great session with many valuable steps so we decided to take the recording and demonstrate how easy it can be to create a book by turning that recording into the book you're reading now.

Most people think it takes months of hard work to write a book for their business but what we show here, is that by sharing valuable content, addressing a single target market you create the constraints to make it achievable, and the freedom to get something out there that will help your potential customers achieve more.

Remember:

**It doesn't have to be perfect.**

This book I'm sure has typos, I know there are better ways I could have written some of the sentences, I'm sure people will point out the parts that are repetitive and I could have taken the time to make it narrative rather than share it in a conversation format, but at the end of the day, that book would never have got written.

This is your chance to listen in on our conversation. It's your seat at the table as we share some of the secrets. It's an easy to read resource for anyone looking to quickly and easily write an effective lead generation book.

We discuss the 4 main lessons we've uncovered helping over 200 entrepreneurs and business owners write their book. Most importantly though, I hope it will encourage you to take action and get your first version out there.

Over the next 7–10 days you should be able to read this, identify your single target market and have an idea of the Minimum Viable Commitment you want the readers to take. When you get to that point, let me know how you're doing at [stuart@90minutebooks.com](mailto:stuart@90minutebooks.com) or @MrStuartBell on Twitter.

If you're ready to go but think you need some help, then check out our Author Readiness Scorecard at [www.authorscorecard.com](http://www.authorscorecard.com)

I can't wait to hear what you create.

To your lead generating success!

*Stuart*

p.s If you just have the print version of this book visit [hpcpbook.com](http://hpcpbook.com) for the other bonus items and [hotperspectsvip.com](http://hotperspectsvip.com) for the audio (along with 19 other lead generating experts)

## Introduction

**Nadine:** Welcome to Hot Prospects, Cold Cash. I have assembled 20 men and women who are enjoying more freedom, flexibility and financial independence. They are using our proven strategies and techniques in lead generation and sales conversion to build and grow their business revenue stream.

This is Nadine Haupt, the breakthrough strategist and your host for this amazing learning event. Get ready to discover how you can build a steady stream of qualified leads.

I'm pleased to bring you Stuart Bell. Stuart Bell and Dean Jackson started 90-Minute Books in 2013 and have since helped over 200 entrepreneurs and business owners create and publish their businesses greatest lead generation tools. Stuart's 15 years of experience in IT projects and five years of experience in marketing are the keys to looking after the day to day running of the company and helping many clients realize the full potential of their book to drive their business. I'm excited to have him here with us today so please welcome, Stuart Bell.

**Stuart:** Nadine, thanks. It's great to be here and share some of our insights. We have a lot to get through today, and we're going to share some great ideas to easily create a fantastic lead generation tool.

**Nadine:** Absolutely. We have lots of great content to cover. Before we dive into that, could you tell us a little about the background of 90-Minute Books?

**Stuart:** Dean and I have worked together for a number of years, and using a book as lead generation tool was something we had done internally a number of times. Many of you will be familiar with the “I Love Marketing” podcast and would recognize some of the topics that over the years have become books.

Back in late 2013 Dean was in London hosting one of our events and Dan Sullivan from Strategic Coach also happened to be in town; they were talking over coffee and Dan, talking about his 80% concept, described how being able to write a book efficiently and quickly was becoming a significant business multiplier. This led Dean to talk about the process we used internally and over the next few weeks our framework creating compelling lead generation books came together as the tool we use today.

The first few books were for friends like Steve Sims of Bluefish, Shawn Phillips the strength coach and the great copywriter Kevin Rogers, who had been looking for a similar service, and we’ve since helped over 200 entrepreneurs write and publish a great lead generation book.

It is exciting to see how people are taking the idea and running with it to create tools in their own businesses.



## Why a Book

**Nadine:** It is fascinating because there are so many different ways to generate leads. Many people create free reports, but why write a book for lead generation?

**Stuart:** That's a great question. As you said, there are so many different options and the real power comes from realizing the same core piece of content or information can be used to create several different forms of lead generation.

The benefit of a book over other delivery options comes from a somewhat dated, but deeply held belief that a book has something inherently authoritative about it because it's a physical 'thing'. Building something, creating something that physically exists, for whatever reason has a lot more perceived credibility than something that just exists online. There is a credibility around having a book published because everyone is still in the dated mindset that publishing is a big, challenging nut to crack, regardless of the actual content.

People believe it takes years to write a book; you need editors to review and approve it, months of solitude to write it. They believe it is something to be labored over and made perfect before releasing it into the world, but the truth is, with advances in technology and even more so with the context in which we talk about a 90-Minute Book as opposed to a more

traditional 'heavy' book, it can be a very simple, straightforward process for you to create a book that generates leads.

**Nadine:** I think you bring up a good point to clarify here. You are talking about a physical book, not just an e-book.

**Stuart:** Exactly. The physical part has value and authority as we discussed. In addition to the authority, it gives a presence to your optin pages where the offer of a 'real' book (even if it's delivered digitally) has a greater perceived value.

It gives you more follow up options too. Whether that's physically delivering it to people (something very few of your competitors are doing) or having something of value to use at a live event or seminar. We also have people who give their printed books to friendly organizations. Those that are complimentary rather than competing, the organization has valuable information to share with their clients and our clients have the opportunity to collect more leads by offering a compelling next step as we'll discuss later.

When we talk about a physical book in terms of lead generation though, it's important to remember the difference between that and an electronic book as it's generally easier to collect leads in an e-book context but it is certainly possible with a physical book.

Many people focus on getting the physical copies in their hands, but forget the job of work was to create lead capture tools so we can offer something of value and follow up with people afterwards.

Doing that with an e-book, a digital delivery, is very straightforward as I'm sure everyone is familiar with landing page and optin pages.

Doing it in a physical sense is also possible, but you need to consider how and where people are going to pick up a copy of your book and what opportunity you have then to engage with them.

We'll talk a lot later about how you can compel people to raise their hand as interested. The key thing to remember with a physical book is that the next step is often the only point you have to capture the lead. The good news is it can be straight forward and all revolves around a more intelligent, more strategic, next step.

As you're thinking about creating your book for lead generation, it is important to think about two things: Who you're trying to target and in what context are they engaging with your book.

## 90-Minute Book Vs a Traditional Book

**Nadine:** You touched on more of the traditional publishing route, too. Why would someone consider doing a 90-Minute Book versus a traditional authority type of book?

**Stuart:** Either could be the right answer depending on what you're trying to achieve. There was a recent "I Love Marketing" episode where Dean & Joe were talking to the 'Book in a Box' guys. Their product is a more traditional authority positioning book because the job of work they are trying to achieve is to position the person as an authority. Nick Nanton, another friend of ours from Florida has a big organization around creating authority, and along with creating award winning films and documentaries, they use books to help achieve that goal.

These approaches, getting on a best seller list, co-authoring with a famous author, having a large book that makes a 'thud' on a desk, help tick the authority box, they might even tick the ego box, but the focus isn't usually on the direct marketing approach of collecting leads.

It might be part of a larger strategy, which is fine, but a 90-Minute Book's main focus is lead generation. It's part of a very specific funnel to achieve a very specific outcome with a tool that is simple and easy to create.

There is not a big overhead of six months of writing and six months of editing, finding a

publisher, investing tens of thousands of dollars. This is a very direct response tool. Create, test, refine or test again all in the time it would take you to write just the first draft of a traditional book.

Think about your best target market. That group of prospects you would willingly pay to get the contact details for. In our Real Estate coaching business, Dean talks about flying over your town with x-ray glasses and having each house where the owners are thinking about listing their house light up. As a Realtor, how much would you pay for those glasses?

Your book can do the same job. It can turn invisible prospects visible by offering something of value. A book that answers a specific question, that is foremost in their mind as they look to solve a problem you can help with.

A book like this in addition to helping them answer the question they are looking to solve, also building reciprocity and rapport with them as you become their helpful, trusted advisor through the steps we'll discuss here.

A targeted book is quicker and easier to create than a larger, wide ranging, traditional printed book and the whole funnel, the whole context in which we use these books is targeted at lead generation but the fantastic side benefit of having any published book, is that you also get

some of the authority because no matter it's size, the reader still sees it as 'published'.

As I said, the easiest way to think about a lead generation book is that it should have a single priority to turn invisible prospects into visible prospects by offering something a potential customer can identify with and raise their hand to request.

**Nadine:** That makes sense if you are starting with the end in mind. The outcome or goal of the process in this context is lead generation, so I can see where a 90-Minute Book is much more applicable to capturing leads in a very specific market, rather than having a book that is an authority or reference book. You might have a reference type book on the bookshelf but that is not going to directly provide you with a lead. However, it could show you in a different light.

**Stuart:** Absolutely. There are without a doubt different jobs of work, different outcomes that a book may be trying to achieve. For what we are looking at, lead generation, identifying invisible prospects, a book is a great way to achieve it if you are able to quickly execute a book and get it out there.

You don't need to spend 6-12 months creating a masterpiece. You can create a funnel in 6-8 weeks which is far more effective.

Velocity is important today and being able to quickly react in terms of both products and

marketing assets is a significant competitive advantage. Being able to quickly create valuable conversation starters gets you off to a great start with a potential client.

Gary Vaynerchuk talks about it in *Jab, Jab, Jab, Right Hook* as the organization that can give, give, give before asking will win the battle for hearts and business. A book like this is a great way to do that in an efficient, effective way.

**Nadine:** Interesting. The same process is unfolding with our interview here today. We are walking through a process that you would use with a client, right?

**Stuart:** That's right, in fact we are going to take this recording and turn it in to a 90-Minute Book people can request. This is a great example of the content repurposing we'll talk about later. Turning this conversation into a book adds value because we're moving fast in today's call and it can be difficult for people to process everything. Having it in a book will allow you to skip to the section most relevant to you.

This book is a little different from the exact process we would use though because we are reusing this content, this talk rather than recording something specifically for the purpose of the book. That means it will need more editing because what I want to do here today is give value to the listeners. The context

in which I'm talking is slightly different to that which we need for a book so we'll need to take time to correct that later. The fastest way, the way we recommend is for people to record content specifically for the book. Again. It's all about the job of work.

As you read this, if you have listened to the audio you will recognize the changes, but still, looking at efficient uses of our time, it is better for us to do it this way (as we have some really great content here and I have domain expertise in editing it into shape) than to record something separate for the book as the context is we're demonstrating the process.

My hope is that people will see how simple the process can be, and just choose to take action.

Even with repurposing the content of our call, we are able to focus on the single target market of people listening to this call, who are interested in generating more leads using a book. We know we have a secondary market of people seeing the book title on Amazon, but again because the subheading is specific we have a good expectation of what they are looking for and we'll include a great call to action at the end offering something of value to capture those physical leads as we mentioned earlier.



## The Importance of a Single Target Market

**Nadine:** That is what I find fascinating with this whole process. It's having a narrow focus on the outcome and having a single target market in mind. Why is it so important to have that single market when you're creating something like this?

**Stuart:** A single target market is one of the most important ideas for people to understand. Often, people think, "Here is a strategy I should do something about, Facebook ads, or Instagram, or Snapchat, or PPC or even writing a book" but they don't start with the end in mind. Without a very clear idea of where you are trying to get to, it's both inefficient and difficult to narrow down what the content of a campaign should be, what context makes sense and when do I need to draw a line under it and stop.

A single target market identifies who are we trying to engage with this activity, with this asset. By narrowing to a single target market you can make sure the whole funnel ties together for that purpose.

When you know what the outcome is, when you narrow it to a single target market, then the scope and content questions become easy. You have a defined a campaign goal to validate your efforts against.

This is not saying you should exclude other people or prospects you happen to attract, but it focuses your effort. Select one target and go deep as necessary to achieve your goal.

It makes implementation a lot easier. It prevents you from trying to be everything to everyone and giving yourself a headache trying to create enough content for a comprehensive funnel when the subject is too broad.

It also helps the reader stay focused because you're not trying to cover too much. Remember the aim is to start a relationship and give them the very best answer to one question with the opportunity to discover more.

Compare it to writing a 'traditional' book; that takes six to twelve-months to write, and another six months to edit it. For this type of book, it makes sense to be as comprehensive as possible because it's a one shot deal. A huge investment of time, money and effort.

A 90-Miunte Book is the exact opposite. The major advantage is speed to market because you are limiting the scope of work. You have to do to just enough to achieve your specific goal. With the scope fixed and understood, you have a better idea of when you are doing too much and slowing the process. You don't have an external editor to keep you on track and accountable, so a single target market helps provide that discipline, keeps you focused and more likely to complete.

## Creating a Reader Avatar

**Nadine:** That's a great point because after all, this is a lead generation tool and we're trying to narrow in on the ideal client we would want to work with. So when you have your target market defined, I feel like you have to take it a little deeper. How would you define the reader to better understand who they are?

**Stuart:** Great question. Once you have decided on a single target market, once you know the outcome you are trying to achieve, everything else falls into place because you have the parameters set.

One of the great ways to then tune in the content is to put yourself in the position of that specific reader you are trying to engage.

Dean describes his process for writing copy as sitting in the 'Evil Scheme Hatchery' we have at the office, taking a 50-minute focus finder session and imagining the perfect prospect, the ideal person you are looking to attract has just walked through the door. If they were there in front of you asking the question you are trying to answer, how would that conversation go. What are their concerns, what is their physical demeanor?

Dialing in the avatar, the representation of the perfect prospect will give context to all of the content you go on to write. As we mentioned earlier, it is another 'trick' to helping you constrain the book to something valuable and

manageable without having an editor cutting all the unnecessary words you write.

An easy way to start to think of your avatar is to ask the traditional questions of who, what, where, when and why.

## **Who**

Who is it you're writing for? Be specific, think about the person themselves, their age, their characteristics, what is it about them that makes them interested in your book, is the question they are trying to answer a personal or professional one, how might that influence their mood or actions?

As much as you can, be disciplined to keep the avatar to one person. If your answer could help people in both a work and personal situation, then they are two avatars and a second target market. It may seem frustrating or exclusionary at first, but how that individual responds to your book and the best next step for them will be different. If both the professional and personal clients are important to you and have value, then create two funnels. But pick one first and understand that person.

## **What**

What questions are good for filling in the blanks. They are usually quick and easy answers that provide pointers or triggers for further discussion.

Ask yourself questions like:

- What does this person believe?
- What do they already know?
- What is it they probably should know?
- What experience do they have?
- What myths might they believe?

If the job of work of the book is to encourage people to raise their hand, then 'what' questions can often reveal the language they use when looking for an answer.

## **Where**

Where is an interesting question because it's probably the least often considered. For us, we think of 'where' in two contexts:

Where are they in their journey (in finding an answer, and with you). Are you targeting novices, or those with experience as this will set the tone? Do these people have a relationship with you already? Knowing the primary purpose of the book, where are they likely to be in the funnel.

Where are they physically when they read your book? Is your target market people who have the most time driving to work? Are they likely to be in front of a computer? Are they Moms with no time to themselves? Is this a hobby question where people will make time because it's enjoyable? Are most of the readers going to get an electronic or physical version?

This 'where' question helps you keep their reading context in mind. Don't include lots of long URL links if they are mainly reading the print version. Don't include complex financial math you need people to follow if they are driving and listening to an audio version. Don't rely too much on prior knowledge if you think this is the first interaction someone has with you.

These things aren't individually showstoppers, but contribute to reader's experience.

## **When**

Probably the best 'when' questions are to consider when you expect the reader to read the book and take action. This is less about what you include in the book and more about your expectations and the tone in which you frame the next steps.

How long do prospectst typically take to convert?

A short journey should have a faster follow up. Moving people to the next piece of information might be quicker if they have less to digest. The number of additional pieces of information might be fewer before you make an offer.

A longer conversion, products and services with a higher commitment or require more research/understanding tend to take longer so it may not be a problem if you don't get an

immediate response but rather keep offering valuable information to stay top of mind.

This is more about your expectations and when to decide if a campaign is successful.

## **Why**

Why is the more obvious question:

- Why would someone be interested in this?
- Why would they want to engage?
- Why would they want to raise their hand?
- Why would they take the next step?

All of these are questions you should ask before you ever start writing because it gives context and structure to all your effort. If it means your book is even 5% more relevant and effective, then it is worth the 50 minutes to do the work.

There are a lot of additional resources on avatar creation out there. Two that immediately spring to mind are HubSpot and DigitalMarketer. Both organizations have some great avatar creation tools.

If you're really struggling to get started, reach out to me. We've been considering doing a book on avatar creation and feedback might encourage us to do it.

## Content Last: What to Write

**Nadine:** That certainly helps give focus and clarity around the content piece which is probably the scary part for many people.

When people start thinking, "I'm going to write a book", what constitutes compelling content and how do I get it out of my head?

**Stuart:** Another great question, but let me start by saying the content, actually answering the question is easy because you know your subject, you have given yourself the constraints to work within but there are two things missing. Where you're starting, the title, and where you are going, the next step or call to action.

*(Just a quick note in editing here. I love mind maps for outlining content. I used a mind map to create the content for this talk which became this book and very quickly ended up with way more content than we could cover in 60 minutes. The great news is, that's not wasted effort, we turned that into a bonus part of the funnel and we'll use it as an optin magnet in a later funnel.*

*If after working through these steps, you have your target market and next step, but are still struggling to write the content, try going from a mind map to an outline and then fill in the words. Shoot me a message on Twitter @MrStuartBell, and I can share the tools I use.*



*Ok, back to the book...)*

So in the old publishing days content was the driver because in a traditional book, the content is the product. If you're trying to sell a book, then content is the product and it should be the most important element. When we think back to the job of work of a lead generation book it's to generate leads. For us, the promise of the book is more important than the content (as long as the content meets a minimum standard obviously).

For a lead generation book, the two most important elements are the title and cover because those are the things that will get someone to raise their hand. To optin.

The title, much like a headline in an AdWords ad is the eye-catching phrase that grabs someone's attention and suggests your book is the answer to the question they have. Again we go back to the single target market. If you have a title that attracts that specific reader and you put it in a place the reader is likely to see it, then there is a 'message match' that will catch their attention.

Not understanding your audience, trying to be too broad or putting the title in front of the wrong people is less effective.

Continuing the analogy, the sub heading and cover are then compelling additional elements to move someone to take action and request a

copy of your book. That's its sole job. To compel someone to request a copy.

Because you are unlikely to compel everyone with the same title or even the same cover, we come back to our single target market. Having that defined will help us to create titles and covers that match the audience as closely as possible, creating the most effective funnel.

If there are similar but different markets, create a second funnel.

It's not difficult to imagine *A Man's Guide to Meeting Room Conflict* looking and feeling different to *A Woman's Guide to Meeting Room Conflict*. Being aware of those differences can improve your optin rate. The content may be almost identical based on your experience, but achieving the goal of lead generation means we need to be a little more strategic balanced against the additional effort.

The real key to the 90-Minute Book approach is that each of these assets is far quicker and far easier to create than if you went the traditional route.

One last tip on covers. Your cover is the eye candy. It's the visually compelling element that draws the eye.

Design is far more important than it used to be both in an offline and online sense. Good design has become far more accessible to people and that has naturally raised the bar.

Internally, we have our own designers that create the book covers, but for a lot of the quicker to execute design elements we use a tool called Canva.

It's fantastic and they have amazing built-in designs. You can easily create a canvas the size you need, and it is drag and drop simplicity to create something that looks far far better than some of the 'off the shelf' cover design tools that are out there.

**Nadine:** That's fascinating; so we're not focusing or getting hung up on the content necessarily. You still want to have compelling content they are going to read, but for a lead generation tool, people are going to be drawn most by the title and your cover. It's a way you could split test and really understand what is happening by simply changing those two things.

**Stuart:** Absolutely. The whole purpose of this is to create something that's easy for you to create and over time, test and refine.

Mr. Wonderful (Kevin O'Leary) from *Shark Tank* often talks about his money being like a soldier with each dollar being sent out to 'do their part'. Well each of your books should be the same in their campaign. Each should be a soldier, a scout out collecting intel.

Split testing, having each focus on a single target market is the best use of your resources.

Once the intelligence is gathered, then you can send in the troops of content and follow up.

Whether you use our service or do it by yourself, I want more people to test this idea because it the most effective strategy we've seen.

If you're like me, I have ordered so many books from Amazon with the intention of reading every word and then despite my best intentions they sit on the shelf. All that content that people labored over, going to waste. Having said that, what do I read is every single cover, because that is why I choose the book in the first place, and I have probably read around 99% of the back covers.

So from a lead generation point of view, the back cover is the second most important part of the book. It's the call to action, the next step. Usually, when people think in terms of a traditional book they see the back cover as just the place for a synopsis of the book, but we have the opportunity to to be better marketers and realize as most people read the back cover we can use it to promote out next step.

We'll talk more about our MVC, our Minimum Viable Commitment later, but for now think of the back cover as the place to present your compelling next step as it's the page that will be read by the majority of people.

Now on to the content...

Not that I'm suggesting this, but from what you've read already and knowing the job of work is lead generation, you could have an engaging title, beautiful cover, compelling call to action and 50 blank pages in the middle because at that point, you have collected the lead. Your book has done its primary job.

Of course, you immediately run into a problem because there is a huge credibility issue with that approach, however, the point is, the content needs to be compelling enough to back up the promise of the title and lead to the next step, but **it doesn't need to be perfect**.

I've made that bold because it is by far the biggest barrier to more people getting a book out and taking names!

You need to give enough value to start a relationship and support the next step you're suggesting at the close of the book. To achieve this in the easiest way, the key is to go deep instead of wide.

Going deep not only helps by giving you a scope constraint, but also gives greater value to the reader by being thorough.

We often have people come to us with a broad range of topics they want to cover. They are in the mindset of needing to convince the reader they are an expert. Big book thinking!

The problem is this all too often results in a book that is broad but not deep. It fails to

deliver the promise of the title, it is too wide ranging and just lightly touched on each subject or most often, it just never gets finished. (Remember this is lead generation we're going for not literary awards

Running a business, any business you simply don't have time to get into the depth you would need for a wide ranging book. People end up in a writing/editing nightmare where six months later they still don't have anything printed.

When you focus on answering one subject as deep as you can, be the authority on that one topic and say at the end of the book, "Obviously, this is one subject. There are five other things it's important you know and here is the easy way you can find out more...", you are far more likely to complete a useful valuable asset people will want.

Going deep, is easy to write because it's more specific, you have the natural constraints helping you stay on subject; you give value immediately because you answer that one question as thoroughly as you can. You start building a relationship because people say, "Okay, I asked for a book that answers one particular question, this book answered that question. Yes, I know there are other subjects but I don't expect this book to answer those because that is not what was sold to me on the title."

Whereas, if you sell someone on the title of answering one particular topic but go broad and only lightly touch on the one question before going onto other subjects, you often fail to deliver and open yourself up to 'bait and switch' accusations.

It's simply less valuable to someone; you build less of a relationship, it is less likely you will get out in the first place and, leading on to the next steps, it does not give you the opportunity to then help them 'sift and sort' themselves, to identify as being a hotter prospect by requesting further information.

The concept of 'sifting and sorting' is an important additional benefit to the single target market approach as it leverages our efforts. When we talk about lead generation, capturing leads in the first place is great but if you also have a mechanism where people can raise their hand as interested in a follow on subject, those people identify themselves as more interested, more engaged. For the same amount of content, you may have considered including in an initial (larger) book, you now have a way to identify the hottest leads.

If you can structure your funnel to identify these prospects without any additional effort from yourself, you can begin to leverage your time and effort. Start with the most compelling information for the specific funnel you are targeting, follow that with a second, third, fourth offer of related content and you are building a

machine that not only collects leads but also sifts and sorts them so the most engaged appear at the bottom.

You can imagine starting with 500 people at the top of the funnel, 200 people in the middle, and ending up with 50 people who are fully engaged with the information you're sharing.

You can spend time and effort, even get on the phone and call those people individually, because you know that they have self-selected themselves as very hot leads. Rather than just looking at the 500 people and not taking action because you're unclear on where to start.

You have done this by starting with a single target market, understanding your reader, writing content that goes deep in answering that one question and giving them the opportunity to move to the next step in the funnel by adding value. Ending up identifying 50 fully engaging hottest prospects. You're ignoring the others but it's probably a better use of your time to concentrate first on the ones that are most likely to be interested.

The aim is to try and keep it as simple as possible but, in order to get to that simplicity, there is a little more work that's needed to dial in what you're trying to achieve rather than just thinking, "I should do something, this is something, therefore, I should do this."

A little bit more up front work means that everything else is then easier to create.



## Creating Compelling Next Steps

**Nadine:** I like the strategic approach. It is not just that you're trying to get out the content that is within you, but also get the follow up pieces out in some kind of medium you can engage people with. There is a strategic process behind how, who and what you're trying to put together so you can create the right outcome and results, which in this case is lead generation.

You can let the audience self-identify themselves so you're spending your energy on the ones that are truly interested in what you have to offer.

**Stuart:** Absolutely. It's easy, especially when something seems overwhelming, to procrastinate and not take action because it falls into the too-difficult camp.

That's often the response when people think about writing a book. You'll hear people say "I would love to get my message out there but there's just too much to do. I don't have time," whereas, addressing a single target market with a targeted message is achievable and constraints really are the magic.

Once you've taken the time to strategically narrow down the focus and outcome, it helps the rest of the process tremendously.

People think of a book as the end product, but the job of work, particularly as we are talking

here about lead generation, is not to sell your book. The job of work is not really authority either, although you do get an extra benefit from the authority associated with publishing. The job of work is lead generation so, at its core, you could do that by having a picture of your book cover and an opt-in page and you will collect leads.

The other pieces you need provide credibility by making sure people get what they opt in for, get value from the content and more importantly, are led toward the next step. They help make the funnel more effective and you more effective by creating a tool that identifies hot prospects for you.

Imagine creating three books in the time it takes someone else to create one traditional book. Have three funnels collecting leads, three machines sifting and sorting hot prospects, three groups of people building a relationship with you because you have given them specific, valuable information that helps them achieve the goal they want to achieve.

So let's look at what those next steps could be.

We spend a lot of time talking to people about this stage because, as we have said, people don't tend to think of this in a strategic way. They say, "Okay, I want to write a book" but they haven't mapped out where that book sits in a funnel or what action they want the reader to take. The usual answer when we ask 'What

do you want the reader to do next is "I want someone to come into the office for a meeting." That is quite a big commitment to expect from just the book.

When I talk to people about the most effective next step and how to turn the funnel into a Hot Prospects detector, I use the term MVC or Minimum Viable Commitment, the smallest step someone can take to move toward making a decision.

People spend so much energy thinking about the content and actually writing their book that they run out of steam before considering the next step, but the good news is it can be simple to create because you know your single target market and ideal customer avatar. You know what they are looking for and the question you're answer for them.

Imagine you have completed the exercises we've talked about previously. You've defined the one question most relevant to your audience, there are now a few options to create a next step for them.

You should have the journey in mind you expect them to take. The journey from where they are today to doing business with you. So first option is to create the next step along that path. Your book answers the first question (the one sold in the title), you can close by making the offer of coming to the website and requesting the next answer.

In that context, you are giving people more information on a different but related subject, building their understanding. With this book we're offering the Author Scorecard. It's an additional piece of related content.

The next option is to reuse the same content. This option is perhaps the easiest because you already have your book and you could use that to create an audio book, a Keynote or PowerPoint presentations, Prezzi slides, animations or infographics. All these options add another dynamic to the content you have already created.

In addition, there are whole communities out there interested in assets created in these mediums. Slide Share is a great example. It's a huge community that is potentially another traffic source not to mention YouTube, Instagram, Facebook that can all drive new traffic from snippets taken from these visual sources.

So in this example you have re-purposed existing content in another context. With this tactic it's so easy to reuse the same content but present in a different way, I can't believe more people don't do it.

The last option is to create additional material and this can really add value. Let's say you have answered the initial question in the book, but without drifting too far into a second subject there is more useful information to share.

Just like the situation we are in with this talk. There is a lot more we could discuss that would be useful without going too wide.

The mind map I'm using to talk from here has about another 50 points we're just not going to get to today, so rather than just not mention them we'll provide it to people as an additional resource.

The great thing is we're not suggesting that document will comprehensively answer a question by itself, but it's a great additional resource.

You could create a Q&A session on the subject either written or as an audio Q&A session or infographics, or check lists, or lists of tools, or process documents, or templates.

The list is really only limited by your imagination and budget. From one seed idea, these additional, related pieces don't need to be huge, but the added perceived (and real) value is significant.

The effect of sharing these additional pieces rather than just making the book as big as possible is both in making your book much easier to create and multiplying your relationship capital with people by delivering more.

It really is Match.com rather than Tinder. It's building to a long term, mutually beneficial relationship rather than trying to convince

someone to jump into bed with you on the first date. (Though that is another strategy that could work, it's just not our goal here)

People struggle to think of the next step because they are always trying to close. They want to get to the sale as quickly as possible rather than thinking about it as an easy to create series of Minimum Viable Commitment steps allowing people in a no pressure way to raise their hand and self-identify.

These are simple, easy to create that next step assets. This shouldn't be a barrier to people thinking about how to better use a funnel with multiple steps rather than simply trying to get people to convert off the back of the book itself.

It takes the pressure off your book because it's job becomes getting people to the next small commitment rather than trying to get people to convert. That makes the book easier to write because again, **it doesn't need to be perfect!**

**Nadine:** I like that concept of the Minimum Viable Commitment. We can get caught up, when it needs to be the perfect product. As long as you stay focused on the next small step, it's easier to put the right elements in place and create the right follow up process when somebody does raise their hand.

**Stuart:** Absolutely. You can imagine the pressure it creates for you when your mind set is "Okay, I want to write this book but it's going to take so long and cost so much it better be

perfect." You fall into an analysis paralysis trap trying to make it perfect or worse still, trying to make it all things to all people.

If instead you think "This a small lead generation piece that is part of a funnel, it does not have to be perfect. It just has to be specific enough to collect the lead and then compelling enough to get the reader to take the next small step." It is going to be far more manageable, far more likely you will even make a start.

From the point of view of the reader, not only have they received the book that answers their one specific question to begin with, but you've given them the opportunity to find more, building on their understanding.

You're offering more before asking for anything. It's easy as business owners, for us to undervalue our knowledge. We forget that customers are often desperate for information, especially when it is presented in an accessible way and written for their benefit not ours.

Because we're in the business every day it's easy to forget how useful even the most basic of facts are for someone early in their journey.

I am always reminded of a friend in school. Every year he would return after summer break, an expert in a different subject. One year it was skateboards, the next year mountain bikes and the next year it was pens of all things. The reason he was able to get such a mastery of the subject was because he

would get bored over the summer (this was pre-Internet remember) and go deep, consuming every single last piece of information he could get his hands on, returning as the absolute expert (at least in our little group).

We're able to engage people, start a conversation with them, lead them, compel them towards doing business with us, because we can add more value to them. We can give them some of our knowledge because we know it's building our relationship capital. We know the most engaged potential customers are desperate for the information we have.

Many business owners are selfish; they hoard information because they think of information in an old world paradigm where information was expensive or hard to gather. Today information is almost universally available, but experience and expertise in using that information is difficult to replicate. That's your competitive advantage so why not establish yourself as the expert authority, a trusted advisor in the minds of your potential customers by giving away as much of the information as you can with just enough experience to add value.

Within the context of the single target market content and a funnel, it's easy to create and gather the names of the people most likely to want to do business with you.



From one seed idea, you could quite easily create 10 different assets, 10 different offers: The book, the audio recording, the infographic, the check list, the process documents, the templates, the Slide Share.

You can easily create a 'Shock and Awe' funnel from one seed idea that creates an overwhelming amount of value with each Minimum Viable Commitment step bringing them closer and closer towards an outcome.

You can build a marketing machine that when you pour traffic from any sources in the top, it sifts and sorts people so the hottest prospects appear at the bottom.

These leads are those most engaged, have the most relationship equity with you, have identified themselves as the most aligned to your business and are the most likely to be paying customers. You can then spend 10 times what your competition is paying to nurture these people.

Each of these funnels, each of these 'soldiers' is out there campaigning for you, helping you identify where your next lead is coming from.

**Nadine:** That's fascinating. By taking the content and creating it in multiple different mediums, essentially, you are going to attract different people in the manner in which they consume information. You may end up with a client that does not necessarily like to read books but they like to see the Slide Share.

Since you're using the same content, you're not recreating the wheel but are attracting different people who still resonate with your message.

**Stuart:** Absolutely and this is where it gets exciting. You have just pulled the curtain back for people so I hope they are paying attention.

Imagine a diagram in front of you with your funnel for your first campaign. You know the single target market you're targeting; you know how to frame the question you want to answer from their avatar. You create the first seed piece of content that answers their one specific question as comprehensively as possible. It's the world's authority answer on this tiny little subject. Finally, you create the supporting assets from your one seed piece. For this campaign you have one asset, which is the book, one asset, which is the infographic, another one, which is the checklist and so on.

The book is the cookie at the top of the funnel, the first lead piece encouraging people to raise their hand with the others used in the follow up. It's then very easy to have the next funnel where you simply rotate the order attracting a different audience. And the one next to that with a third order and a fourth... From the same core set of assets, you have multiple tailored, 100% aligned funnels.

I'm sure some people have already made this connection, but this is just one single target

market. Most people work in one business where the funnels are related, so you can imagine a pool company creating the first funnel on pool design, then a second on cleaning and a third on maintenance contracts or pool toys or safety. Over time you'll create a pool of assets (excuse the pun) that can be interchanged to create many, many tailored funnels. You can build an army of campaigns that you give specific jobs of work to achieve.

Once you get into the habit of quickly and easily creating these, you can see how it escalates and compounds to give you a significant competitive advantage. The traffic sources and the leads you can generate will multiply when you start using different funnels.

You might have to create five before you find the one that really blows the others out of the water but, because we are talking about a quick and easy way to create them in the first place, you are much more likely to discover the one knock out funnel.

If the alternative is needing to spend \$10K, \$20K, \$30K to write a book that's going to take 18 months to finish then you better make damn sure that one is a best seller because in that time we've written 10.

**Nadine:** Right. This is a strategic process that if you attack it with that result in mind, it does make it so much quicker and easier to see what resonates and what does not.

Well, Stuart you have shared so much great information I want to make sure the audience knows where they can learn more about you and 90-Minute Books.

**Stuart:** Thank you. It's been great to share and I really hope people see how easy it can be to create their greatest lead generation tool using 90-Minute Books or doing it themselves.

We covered a lot today and there was more we couldn't get to, so to demonstrate how simple it can be to create a book we are going to take this recording and edit it into a 90-Minute Book of our own that people can get.

It's going to be an interesting exercise. We are on April 13th as we record, and we're going live in just a couple of weeks, so hopefully this will demonstrate how quick and easy it can be to get something valuable created and available to people. Obviously we do this quite often so we'll be able to execute quicker, but imagine being able to have your first funnel in place for the summer.

I'm going to include another couple of things I think it's important people have.

We mentioned the huge mind map I'm working from. We'll include a copy of that. There is a whole grab bag section with lots of individual considerations people will find valuable.

We have a copy of the *90-Minute Book*, which is our first example, the book that started it all.

Lastly I have talked a lot about defining your single target market. That is part of the 8 Profit Activator framework we use in all our coaching business. It's an essential read for anyone wanting to think strategically about their business so I will also include a copy of the *Breakthrough DNA* book.

So I definitely encourage everyone listening to go to **hpcpbook.com** and grab a copy.

If anyone wants to ask me a question, you can tell I love talking about this, I'm @MrStuartBell on Twitter. Ask away!

**Nadine:** Stuart, that is so generous of you. We are also going to have a direct link on the event page to grab all of these amazing tools.

Don't forget the VIP Upgrade Package that includes all the recordings of the 20 experts featured during Hot prospects, Cold Cash.

Head on over to **HotProspectsVIP.com** and grab that VIP Upgrade Package today because, after the event is over, the price is going to double. With the content we covered here today, you are not going to want to miss out on adding this to your business library.

Again, I want to thank Stuart Bell of 90-Minute Books for such great information, insight, and a terrific tool to provide lead generation for your business so you can grow your revenue stream. Thanks again.

## What Next

As we end this book I want to leave you with the thought we started with. You can do this over the next few weeks. It doesn't need to be perfect just compelling.

There are a number of other practical steps to the process of publishing and you may be tempted to gather all the information before starting. Resist that, start with the 4 simple steps you have here:

- Select a single target market
- Take some time to create your perfect prospect avatar
- Think about a cover that gets a reaction and a title that compels action before writing any content
- Decide on a next step that makes it easy for people to self select as interested

All of the other stages are technical parts that can be solved.

If you're ready to go, check out the Author Readiness Scorecard at  
**[www.authorscorecard.com](http://www.authorscorecard.com)**

If you want to short cut the process and have us do it for you, head on over to  
**[www.90minutebooks.com/get-started](http://www.90minutebooks.com/get-started)**

Either way, decide today to make a start creating the greatest lead generation tool you'll ever own.

To your lead generating success

*Stuart*

p.s If you just have the print version of this book visit **hpcpbook.com** for the other bonuses and **hotprospectsvip.com** for the audio (along with 19 other lead generating experts)

p.p.s Don't forget to keep me posted:  
stuart@90minutebooks.com or @MrStuartBell

# Most people think it takes months of writing and editing or thousands of dollars to pay someone to create a book that eventually just sits on a shelf.

Inside you'll discover the 4 simple steps to quickly create the greatest lead generation tool you'll ever own.

Join Nadine Haupt and Stuart Bell as they discuss the pitfalls most business owners fall into writing a book, the 4 simple steps to quickly collect leads and the secret funnel strategy to leverage your effort and have the hottest prospects knocking on your door.

## 3 Action Steps for Success

- 1) If you have a physical copy of this book, visit **HPCPbook.com** to get all the bonuses.
- 2) If you haven't listened to our interview (and 19 other lead generation strategies) visit **hotprospectsvip.com** for free access.
- 3) Ready to write your greatest lead generation book? Visit **authorscorecard.com** for a 'ready to write' checklist.

**Nadine Haupt** Known by many as the "Breakthrough Strategist," Nadine Haupt helps motivated and results driven entrepreneurs break through barriers, accelerate their impact and income substantially to fall in love with Monday mornings again.

**Stuart Bell** Co-founder of 90-Minute Books, Stuart Bell is the operational driver behind a team that has helped over 200 entrepreneurs and business owners create their greatest lead generation tool. With a passion to help people craft their message questions are always welcome  **@MrStuartBell**

