



rockpaperstar



*Cathy Paper, MA*

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*Bestseller or Bust*  
rockpaperstar

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# WHAT'S IN THIS WORKBOOK

The Ten Steps To The Spotlight To Become A ROCKSTAR

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Big Picture Success



What's In Your Brand



Assess Your Brand Presence



Bestselling Book Launch



Speaker Build Out



Package Your Content Into Products



Super Sales — Top 25



Media Builds Buzz



Start a Conversation with Your Audience



Monetize The Message



*Bonus:* A Self-Reflection Workbook



*Bonus:* 91-Day RockStar Tour Plan™



About the Author and RockPaperStar

# INTRODUCTION

Why I assembled all these ideas and actions on PAPER for you

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## DEAR ROCK STAR,

When I did my first book launch more than five years ago with Harvey Mackay, #1 *New York Times* bestselling author of *Swim With The Sharks Without Being Eaten Alive*, I recall wondering how we were going to get it all done. There were late nights, lists of people to call, galleys to track, and speeches to book, not to mention PR, radio, etc. I started to take notes and jot down ideas, shortcuts and tips. As much as I was tired and worn out, when we landed on the *New York Times* bestseller list, I was thrilled. We had spread the word about a great book on job search, *Use Your Head to Get Your Foot in the Door*, and helped many people connect to his message. The result, more people found the inspiration and guidance they were looking for.

Then, less than two months later, I was doing a book launch again with Steven Schussler, Founder of the Rainforest Café and author of *It's A Jungle In There*. He wanted to do more speaking and possibly products. Again, under heavy activities I coped by making lists, taking notes, and sharing tips.

Business owners and people with great stories came to me to talk about speaking because they knew that according to Toastmasters International, Harvey Mackay is one of the Top 5 speakers in the world (I can't take credit for his success, but I have watched what he does to stay at the top of his game).

And so it goes, that you've got the **91 Day RockStar Tour Plan™** and the 10 Steps to the Spotlight workbook with insights, checklists, ideas, tips, and nuggets to help you build your buzz and take your message to more people. I hope you find a few shortcuts, a few ideas, and that you take inspired action to reach your results. Even if it doesn't happen right away, keep plugging, sometimes it takes a little longer than you thought to reach your goals.

## Rock On,

Cathy Paper

**P.S.** I welcome your ideas, feedback, and success stories at [cathy@rockpaperstar.com](mailto:cathy@rockpaperstar.com)





# WHAT'S YOUR BIG PICTURE GOAL?

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Be clear about what you really want. What does success look like?

Defining success will help guide your efforts, your resources and ensure you reach your desired results. Are you being realistic?



## WHAT'S YOUR BRAND?

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What makes you different than all the experts out there? Know who you are and why you are unique and different from the competition.

What is the most powerful message or idea in your experience?

What do you want other people to feel after hearing you speak or reading your book?

What is another brand or person that you admire? Why?

*Nearly 60% of books & speakers are discovered online.*

through blogs, LinkedIn, online articles, or their websites. Ensure that your brand is well represented in key areas. If you don't like Twitter, don't tweet. **Pick what you can maintain.**

RANK EACH CATEGORY FROM 1 TO 10.

\_\_\_ 1. **OVERALL WEBSITE**

- ☐ Look
- ☐ Headers, Contact Info

\_\_\_ 2. **SPEAKER TAB**

- ☐ Topics
- ☐ Video, Endorsements  
(Company and Quotes)


\_\_\_ 3. **BOOK TAB**

- ☐ Cover Image, Bio,  
Endorsements
- ☐ Order Page  
(Barnes and Noble, CEO Read)


\_\_\_ 4. **BLOG**

- ☐ Regular Posts

\_\_\_ 5. **LINKEDIN**

- ☐ Is Speaker/Author in Title
  - ☐ Include Video,  
Recommendations 
- See quiz online or via Facebook  
RockPaperStar Green Room*

\_\_\_ 6. **AMAZON**

- ☐ Author page 
- ☐ Reviews
- ☐ Link to Social Media

\_\_\_ 7. **EMAIL LIST**

- ☐ Well branded, Memorable  
Content, Consistent Delivery
- ☐ Clear Sign Up
- ☐ Forward to A Friend

\_\_\_ 8. **TWITTER/FACEBOOK/ETC**

- ☐ Strategy and Active



\_\_\_ 9. **PRINTED MATERIALS**

- ☐ Handout, Business Card

\_\_\_ 10. **STRATEGIC BRAND  
MESSAGE**

- ☐ What will others say about  
you at first glance?

## ACTION

What's your total score? What 2 things can you do  
to make it better or sustain?

/100



# BESTSELLING BOOK LAUNCH

Strategically market your book and grow sales to build your base, business, and buzz

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## MEETING 1: STRATEGY

1. Set Goals & Timeline (more than 100 books, shoot for 1000)  
**80% of books sell less than 1,000 books.**
2. Book Cover

## MEETING 2: BREAKING DOWN KEY ACTIONS

3. Sales, Marketing, PR, Website/Online, Social Media

## MEETING 3: SALES STRATEGY

4. List your Top 25 Sales Partners / Companies / Associations, Book Clubs, Bundles, Affiliates, Your List, and Your Network

## MEETING 4: MARKETING MESSAGE & OUTREACH

5. FAQ's
6. Press List

## MEETING 5: ONLINE, SOCIAL MEDIA

7. Amazon author page & reviews
8. 3D Book and use of images

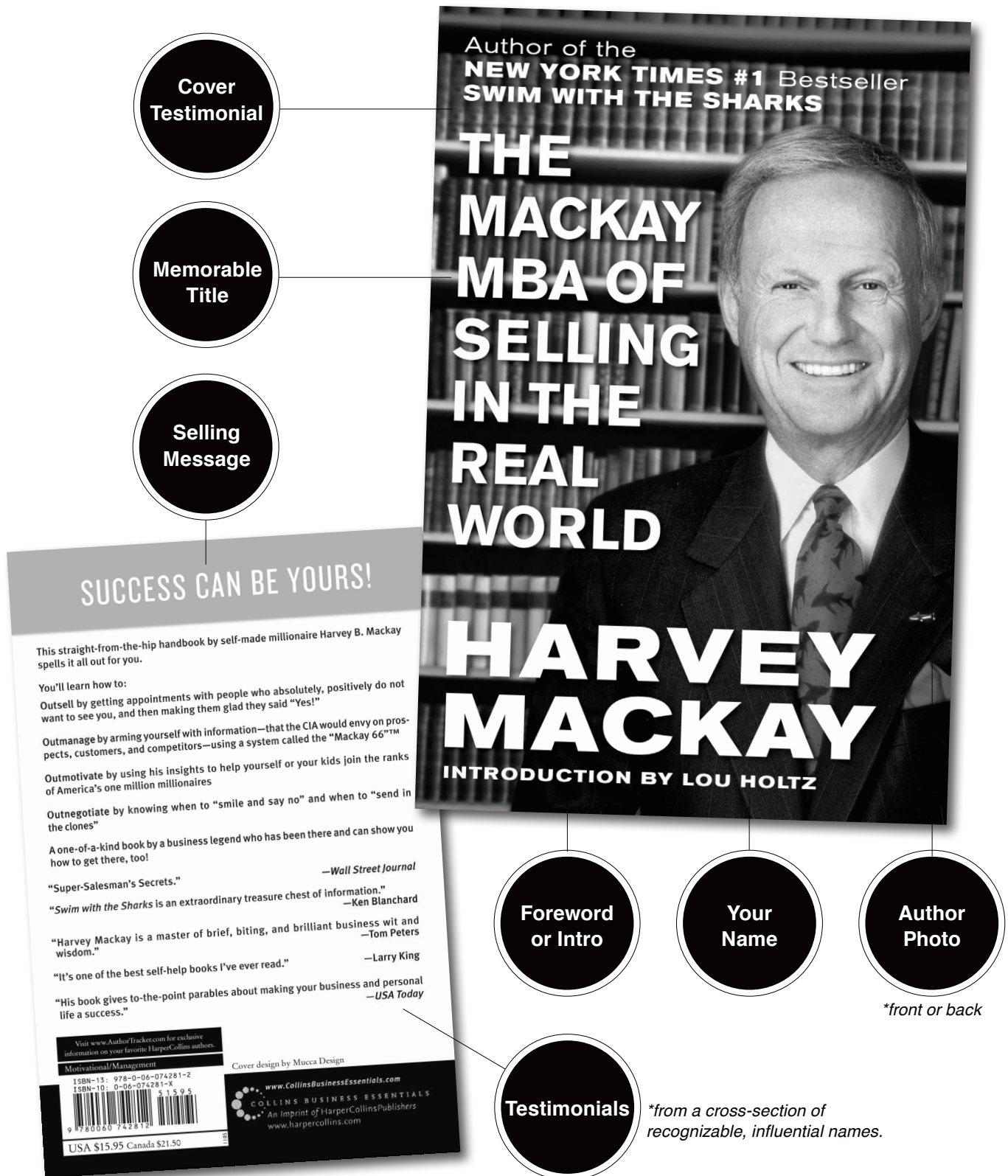
## MEETING 6: LAUNCH & BEYOND

9. Big or Little Launch, Role of The Book to Drive Business



# BESTSELLING BOOK LAUNCH

The Book Cover, the biggest tool you have



# BESTSELLING BOOK LAUNCH

Know what else is going on

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## COMPETITION

Who else is in your topic area? Learn from at least three others.



## ONLINE ASSESSMENT

Review again if you didn't complete in previous section (page 7). Always make your presence stronger. Evaluate and improve every 91 days and Rock On!

# BESTSELLING BOOK LAUNCH

Grow the buzz for the book and invite friends, family, and contacts to celebrate, purchase, and talk about the new book

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BOOK TITLE/AUTHOR:

DATE:

LOCATION:

## PRIOR TO LAUNCH

Owner/Due Date

1. Budget:
2. Contact Sheet with names and cell phone numbers
3. Catering: food and beverage, ballpark quantity, plan on 10% fall-off
4. Print Ad
5. Invitation — invite the media
6. Update website to reflect event
7. Approval for Champagne from Corporate (everyone likes a party feel!)
8. How many books needed? (have extras in your trunk!)
9. Social Media Plan — blog post, e-vite of some sort, Facebook post, tweet, LinkedIn event
10. Email Invite and Reminder and Follow Up Calls to ensure attendance
11. Press Release

## AT LAUNCH EVENT

12. Pens & Post It's
13. Flowers
14. High Top Tables (sign your books eyeball to eyeball!)
15. Photographer & AV, Microphone
16. Personally Thank Press Guests
17. Window Display Banner & Poster Board of Photos/book cover
18. Give-away item: bookmark, sticker, pin, pencil, postcard, photo.
19. Sign all the books at the end of the night. **"A signed book is a sold book!"**

## POST LAUNCH EVENT

20. Post pictures on Facebook and LinkedIn.
21. Thank Guests for attending, phone call or note (Appreciate your network.)
22. Buy books from other authors and support their launch.

# BESTSELLING BOOK LAUNCH

BONUS: In case you need more ideas, here's a 3 month breakout of your to-do's

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## 3 MONTHS OUT

- ☐ Endorsements: cover – 4 to 6 diverse and industry specific; inside – 24 inside pages and website
- ☐ Line up Amazon page and reviewers (video and print reviews)
- ☐ Connect to social media links – Twitter, Facebook, LinkedIn and establish/reignite relationships
- ☐ Find other books to review so your name is out there
- ☐ Head shot and bio (current, professional headshot)
- ☐ Start collecting media list
- ☐ Mail out galleys to media and other influencers
- ☐ Send out to your list, invite them to be a part of launch
- ☐ Make vision board
- ☐ Request testimonials by sending cover, outline, and chapter or entire book

## 2 MONTHS OUT

- ☐ Press kit and targeted media list
- ☐ FAQ's and cliff notes about book
- ☐ Video clips or YouTube
- ☐ Logos for website
- ☐ Connect to bloggers
- ☐ Connect to affiliate partners to mail to promote book – call and follow up on mailings
- ☐ Write copy, cover artwork, affiliate links
- ☐ Call people to help promote book
- ☐ Invite people to book launch with a postcard, call, and invites
- ☐ Radio is huge – get on shows – buy a few slots or spend more if you want a tour
- ☐ Podcasts are good too
- ☐ Website updates

## 1 MONTH OUT

- ☐ Call people to buy books, email, blog, etc.
- ☐ Use social media
- ☐ List of facebook quotes and blog posts from book (pictures rock)
- ☐ Reach out and schedule PR – TV, print, etc.
- ☐ Gain footage
- ☐ Take pictures and post weekly
- ☐ Arrange book launch party
- ☐ Local PR and national outreach
- ☐ Think about giveaways or bonus – start email campaign
- ☐ Website updates

## WEEK OF

- ☐ Reinforce all the hard work
- ☐ Call people and ask again for 48 hours before, during, and after, or longer

## AFTERMARKET

- ☐ Keep selling book
- ☐ Post reviews and PR on website, email to network three to six times

What is your message?

Who are you speaking to?

How are they connecting to you?

What makes you different?

## ACTION

Review your notes from competitive review (page 10), big picture of success and what's your brand (page 6). Look at others who speak on your topic and write down what makes you unique.

# SPEAKER BUILD OUT

Speaker One Sheet Intake

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**Establish the creative brief.**

**DATE:**

**SIZE OF HANDOUT:**

## HEADLINE

What gets attention and puts a stake in the ground. What can you be known for?

## MAIN COPY

Three sentences about why you are a powerful speaker, credible, have personality, and what an audience might leave with.

## SPEAKING TOPICS

Pick 2-3 and have them be memorable without nonsense.

## BIO

4 sentences: awards or accolades, language, and personality.

# SPEAKER BUILD OUT

Speaker One Sheet Intake – continued

## POWERFUL TESTIMONIALS

3-8 statements. Ideally national or recognizable and a nonprofit and association.  
Have words reinforce what you want the audience to learn, feel, or experience.

## CLIENT LOGOS

At least three, ideally corporate, nonprofit, and association.

## IDEAL AUDIENCES

Only name the ones you really want.

## CONTACT INFO

Who do you want to handle calls, social media connections, etc.

# SPEAKER BUILD OUT

Speaker One Sheet Intake – continued

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## STRATEGIC DIFFERENCE

## WHAT DO YOU WANT PEOPLE TO REMEMBER?

## WORDS THAT YOU LIKE

## FONTS & IMAGES

## PRODUCTS & SERVICES

Other things that you offer to your customers to make your message more powerful.



## PURPOSE

1. Systemize and make consistent speaker efforts to increase brand power.
2. Make it easy and look good!

## APPROACH

1. Define all the speaker touchpoints including website, calls, handouts, sell sheets, and follow up notes.
2. Capture and connect in all key places for maximum impact with a consistent brand.
3. 60% of business, speaking, or book sales comes from referrals and contacts you or your network knows!

## PRE-BOOK LAUNCH SALES STRATEGY

1. 200 books for \$4,000, speaker fee waived
2. Add on teleseminar or conference call as follow up 30 days after event

## KEY STEPS

### Online & Print

- |  |   |
|--|---|
| <input type="checkbox"/> Speaker Tab on Website  | <input type="checkbox"/> Postcard/Business Card |
| <input type="checkbox"/> Press Release   | <input type="checkbox"/> Online Bureaus         |
| <input type="checkbox"/> Top 25 Sales Plan   | <input type="checkbox"/> Corporate Logos        |
| <input type="checkbox"/> Make Your Website   | <input type="checkbox"/> Blog                   |
| <input type="checkbox"/> Video: 2 minute and 15 minute clip, crowd shots, laughing, as full a room as possible – corporate Logos to showcase where you have spoken                 |   |
| <input type="checkbox"/> Testimonials that reference how engaging you are as a speaker – 3 to 5 is enough – make it easy to contact you and sign up for newsletter on your website |   |

### Before Event

- ☐ Group Prep Sheet
- ☐ Speaker One Sheet online and hard copy
- ☐ Speaker Contract with terms, names, and testimonial request
- ☐ Sales planning meeting and review – pre-orders, bulk, and online sales
- ☐ Talk to 2 to 3 people in audience

### During Event

- |  |   |
|--|---|
| <input type="checkbox"/> Thank hosts and helpers                   | <input type="checkbox"/> Get names of people running AV, event, and hosting |
| <input type="checkbox"/> Take photos with people for social media  | <input type="checkbox"/> Kick Butt  |
| <input type="checkbox"/> End on a good story – Q & A ahead of time | <input type="checkbox"/> Testimonials                                       |

### After Event

- ☐ Ask for specific feedback. What was memorable? What would you change?
- ☐ Send a thank you note and ask for a testimonial or future business within 48 hours.

**ACTION** Sign up on Espeaker, Speakermatch, and Google+

# SPEAKER BUILD OUT

## Build Out Checklist

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### *Top 15 Products every Speaker needs.*

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1. Speaker Contract (includes all details, AV requirements, etc.)
2. Speaker Sales Sheet: Electronic and Print
3. Sales Postcard: everyone likes mail and you stand out (Business card works too!)
4. Head Shot: at least two, casual and formal
5. Bio: short (100 words) and long (400 or more words), double spaced for intros
6. Video: short (2 minute clips) and long (12 minutes)
7. Testimonials/References
8. List of Companies and Associations
9. Speaking Topics: 2-3, what will audience learn?
10. Desired Industry Targets
11. What Makes You Unique in the Customer's words
12. Press Release or Press where someone else writes about you
13. Handout for Event: Something they can write on or take notes that is branded for the follow up connection
14. Method to collect names at speech: the offer
15. Thank you note template and request for testimonial process

#### **ACTION**

Watch 3 other speaker videos

*Products are for sharing your message.*

and are another way to increase learning and growth.

How do you like to deliver your ideas?

- ☐ 1-1 coaching
- ☐ A game
- ☐ A journal/notebook/notecard
- ☐ Audio/Teleseminars
- ☐ Group Coaching

(see *Monetize your Message* for more ideas, page 25)

How long do people need to learn your ideas? 5 minutes, 7 days, 3 weeks, 48 weeks?

What do they need to keep improving upon to be successful with your content?

## ACTION

Buy someone else's product. Why do you like it? What would you improve?



## SUPER SALES: TOP 25

Plans, Sponsors, and Affiliates, oh my!

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*Without sales you have nothing.*

**Spend time here.** You have to make calls and reach out for sales to begin to multiply.

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Have a plan. How many? Who? When? What are you offering? What are your numerical goals?

### SPONSORS

Maybe there is a company that wants your content. Get creative.

### AFFILIATES

Other people may have access to lists to help you sell your book or gain speaking. Join forces. Reciprocate.

# SUPER SALES: TOP 25

Plans, Sponsors, and Affiliates, oh my!

---

## COMPANIES

What size? What industry?

## ASSOCIATIONS

## SCHOOLS/UNIVERSITIES

## BLOGGERS / LINKEDIN / FANS / FRIENDS

# SUPER SALES: TOP 25

Plans, Sponsors, and Affiliates, oh my!

## ACTION

List your Top 25 here or somewhere you can keep top of mind.

1.	14.
2.	15.
3.	16.
4.	17.
5.	18.
6.	19.
7.	20.
8.	21.
9.	22.
10.	23.
11.	24.
12.	25.
13.	

**Media builds your buzz by having other experts talk about you.** Make a press list and give great reasons why your message is compelling. Why does your message benefit others?

## KEY AREAS INCLUDE

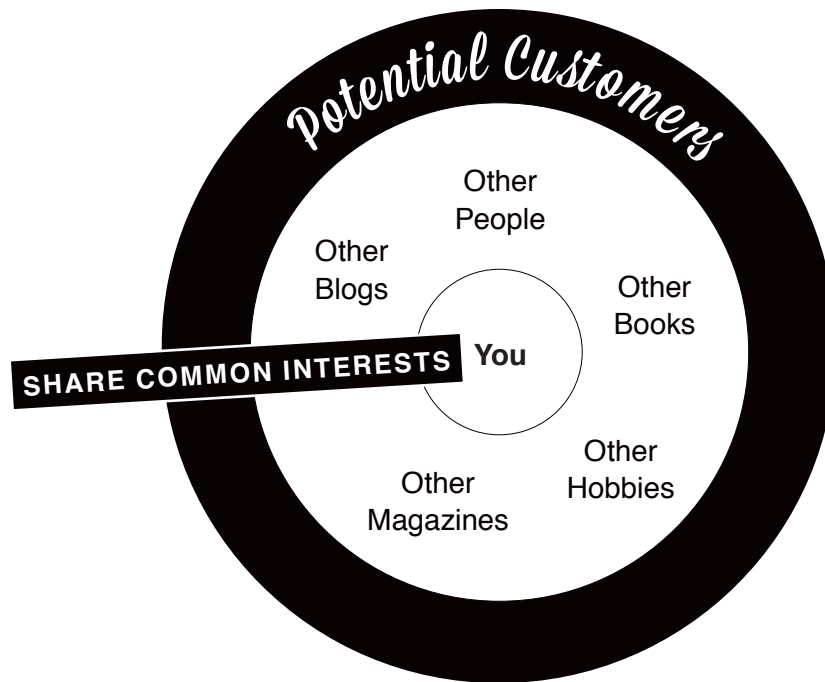
TV	<input type="text"/>
Print	<input type="text"/>
Radio	<input type="text"/>
Online	<input type="text"/>
Your Network	<input type="text"/>
Word Of Mouth	<input type="text"/>
Social Media	<input type="text"/>
Bloggers	<input type="text"/>

## ACTION

Read a book on PR or hire a firm with strong relationships. Use your network to grow your reach. Politely ask for introductions.

## *Talk to other people.*

Become a connection point as you share your point of view and your learnings. Become an influencer as your book or speech is marketed. This is the way to build the buzz.



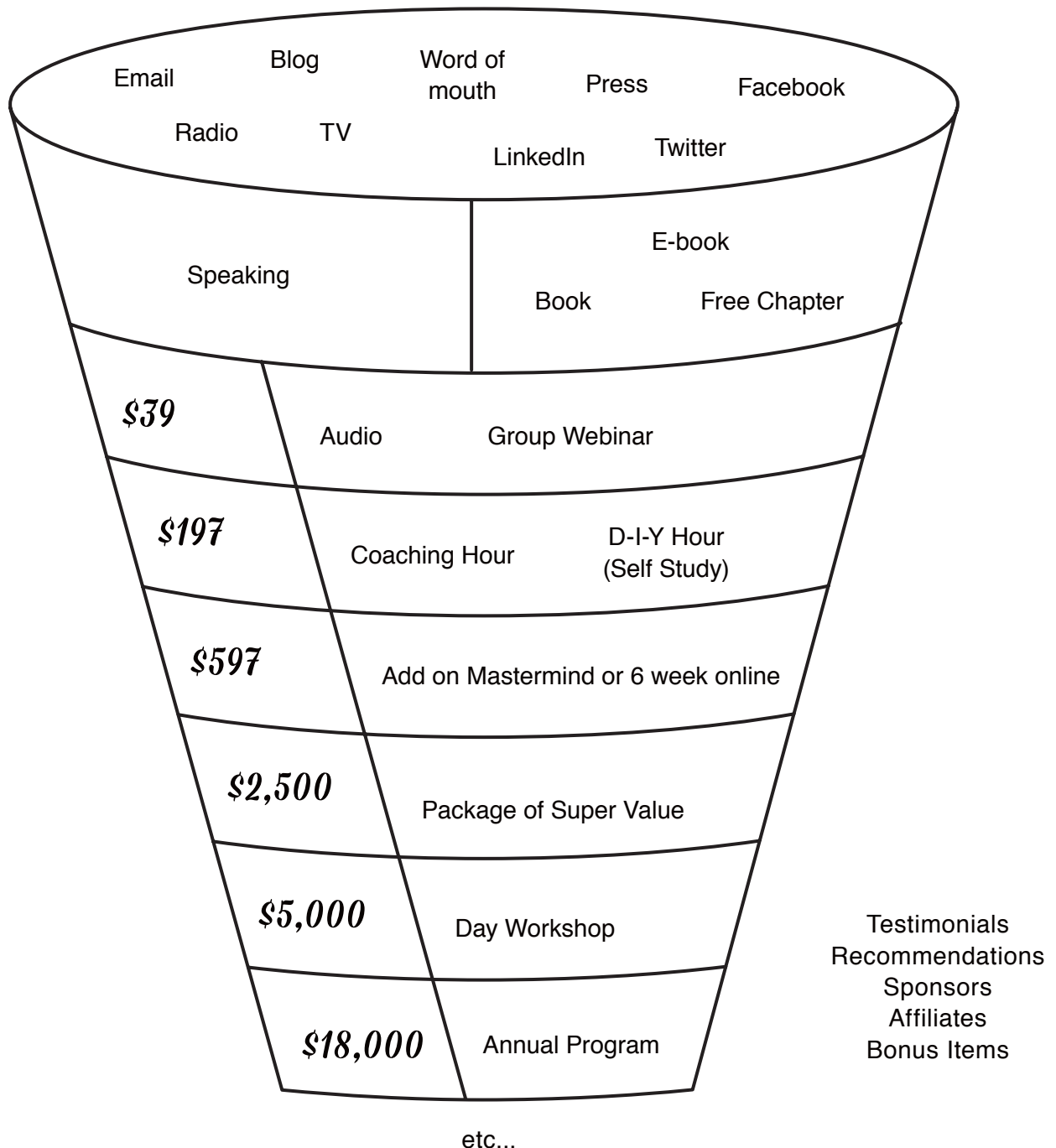
### **ACTION**

What do you read? Who do you talk to? What are you interested in? Get curious and get in a conversation.



## *Make your message long lasting.*

by offering the tools and experiences for other people to really learn from your content.  
Some call this building a funnel, we prefer Message PhD!



# MONETIZE THE MESSAGE

The Big Checklist of Activities

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**More than 100 things you can do to build your buzz.** Go crazy. These ideas may repeat, but if you've heard them twice they must be really important.

## *Building the Buzz requires a strategic blitz.*

The following is a list of high impact services, actions and ideas to implement a book launch or build a speaking business from an experience, product, or company. This is meant to encompass many but not all of the creative marketing ideas to spread your message and reach your desired results.

**P.S.** Add your own ideas!

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### KEY MEASURES (TARGET TO BE ESTABLISHED AT START UP)

- ☐ Email list of names (This builds your audience.)
- ☐ Interactive media activity target (Why do you want to connect?)
- ☐ Book sales targets for the first month and first year (Why are you writing a book and how big do you want to be?)
- ☐ Paid speaking engagements (Start with free, but value your time and your message as soon as possible—always donate at least three speeches a year no matter your fee.)
- ☐ Consulting projects (People want more of you. Build a plan to implement your ideas and messages.)
- ☐ Product sales (Again, a book is only one way to help people learn and change from your experience. A product takes them to a whole new level and everyone wins.)

### DEFINING YOUR GOALS

- ☐ Set 3-5 goals attached to the purpose of your book marketing or speaking program, ideally 30 days, 60 days, 91 days, and 12 months.
- ☐ Own your unique message. Brand a book and your business with style, pizzazz, and authenticity. The buzz must be customized to you.

### BUILDING THE BUZZ TARGET AREAS

- |  |  |
|--|--|
| <input type="checkbox"/> Business Plan                       | <input type="checkbox"/> Relationship Network & Affiliate Strategy |
| <input type="checkbox"/> Strategic Brand Review              | <input type="checkbox"/> Speaking Plan and Development             |
| <input type="checkbox"/> Sales Goals & Plan                  | <input type="checkbox"/> Book Launch Strategy & Implementation     |
| <input type="checkbox"/> Marketing Plan and Schedule         | <input type="checkbox"/> Product Development Plan                  |
| <input type="checkbox"/> Interactive Media & Online Schedule | <input type="checkbox"/> Public Relations Plan                     |

# MONETIZE THE MESSAGE

The Big Checklist of Activities – continued

## BUSINESS PLAN

- ☐ Competitive Review. Who else does what you want to do? What do you know about them? Pick 5. Look at emails, webpages, materials, etc.
- ☐ Financials. What do you want to make, charge, spend, etc? Think about this as part of the beginning stages. Like a home remodel, it takes longer and costs more than you think. Invest in yourself and your materials. Cheap shows.
- ☐ General Key Message Topics: Write down on one page what makes you different, who you want to talk to and impact, what you might say, and what the benefits are to the person.
- ☐ Define your platform. A platform is who you email, who you speak to, and who connects with your message. Define at least two and think pilot. What kinds of questions do people ask you about your message? What do they find helpful about your ideas?
- ☐ Get your house in order. Who are your current customers? Do you have systems in place to email them, mail to them?
- ☐ Testimonials. Who do you have that will endorse you and take your image to the next level? Who can you reach out to in order to expand your influence? Have diversity, by gender, nationality, rank, etc. (It may seem early to be doing this but it takes a while and you want to make new relationships.)
- ☐ Organization and processes.

## SALES

- ☐ Set a goal. Establish at least three revenue areas: speaking, book sales, coaching, and consulting. You may not do it all at once, but it's good to have a business plan.
- ☐ Define and reach out to your best three industries or associations to ask for business or to test your message as you build up your reputation.
- ☐ Prepare your materials. Do you have a quality speaker package or PowerPoint? Does it show your photo, your bio, and your brands that you've impacted or companies you've spoken for?
- ☐ Develop scripts. Sales is often the most challenging so prepare your message so you know what you are talking about and what you have to offer that makes you an asset for a company. Training and speaking are often not top of mind for companies, but the impact can be huge if you position it right.
- ☐ Use old-school materials. Don't just be an emailer to get your message out. Use a postcard or a mailer to stand out. It costs more, but it means more and it sits on their desk longer than in their email box.
- ☐ Develop your pricing. Set your rates fairly but be flexible if you're talking to a nonprofit or a small business. Do you offer discounts if they want to buy materials? Plan all this out before you make your first call.
- ☐ Prepare contracts. Get a signed document as soon as you build the relationship and secure a date. Clarify expenses, usage of materials, dates, room size, AV, etc. Invest in a lawyer to review your contract. Have insurance too.

# MONETIZE THE MESSAGE

The Big Checklist of Activities – continued

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## MARKETING PLAN AND SCHEDULE

- ☐ Have a schedule. What are you going to do when? Make a 30 day grid, a 91 day grid, and an annual grid. That way you know who you are talking to and when you are going to complete all these tasks that could potentially overwhelm you. It's a lot to do, but you can tackle it and enlist others to show you how. You can delegate, or outsource to RockPaperStar to handle for you.
- ☐ Check in with your established audiences. What do they read? What do they pay attention to in order to get their speakers? You may not have uncovered all of this in the competitive review, but if you are reading all papers, industry press, and have an ear to the ground, you'll know who you want to reach.
- ☐ It takes 3-6 times to get noticed. What are you going to do to use your marketing dollars wisely? There is so much available with social media, free press releases, sponsorship, and more—but be strategic with your time.
- ☐ Give your buzz time to take root. While most successful experts make it look easy, most have put in plenty of time.
- ☐ Look at how other brands or small businesses market themselves. Pay attention to things that grab you and where else you see them. Learn from them and adapt them to your audience.
- ☐ If you're building a book or a speaking program, join National Speakers Association or Amazon.com and research what other people are doing to make their business grow.

## INTERACTIVE MEDIA MARKETING & ONLINE STRATEGY

- ☐ Invest in a good website. Be thoughtful about what you want before you begin. Call upon your business plan to know what makes the most sense for your upper navigation. Sounds too detailed? It's not. This is your window to your customers. If anyone says they don't know what you do or what your message is, get immediate help.
- ☐ Sell on your website. People want things immediately, especially if you're in the personal improvement category. Make the website clear and actionable of what you have to offer and how people can connect with you through email or sign up for free items, newsletters, or social media. There are so many good shopping cart/email systems.
- ☐ Use the social media channels. Again, hire an expert or read a good book on how to use social media. Have a strategy and have good content to post, but also give out more information than you post. This is not a one way radio medium.
- ☐ Build a YouTube channel. Make 3-5 of your own or testimonials talking about the book. Then add your own press videos as soon as you have them. You'll soon find out how quickly others research you.
- ☐ Blog Much? (preferable 6 months prior to launch) Write about topics that are relevant to target audience and their advisors. Befriend others who are in your area of expertise and might help you build stronger online partnerships.
- ☐ Amazon really is the world's biggest bookstore, so use it to build an author page and create a book review strategy as part of your marketing strategy.

# MONETIZE THE MESSAGE

The Big Checklist of Activities – continued

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## INTERACTIVE MEDIA MARKETING & ONLINE STRATEGY (CONT.)

- ☐ Twitter is a great way to learn new information. Create a specific account with your name and/or your book title. Make friends in various cities, get on lists, and add more than you take.
- ☐ Find new friends on Facebook, one of the most powerful tools around. But have a plan so you don't get lost in this world. Create a campaign and have a consistent effort to promote, invite, and give away content to drive traffic. What do you have that is special? What can you share? Take pictures with people and use this as a way to expand your network.
- ☐ LinkedIn is not just for job seekers anymore. It must be right for your brand and is not right for everyone. But it's a great tool and you can learn a lot about speaking and authors. Gain recommendations and post on groups. Get active.
- ☐ Google Alerts and Analytics. Find someone who can show you how to use these tools for customer research and to see how your website is doing. These tools provide a lot of information and are an analytical person's dream.
- ☐ Try Pinterest or whatever is new and might reach your audience.

## RELATIONSHIP NETWORK AND AFFILIATE STRATEGY

- ☐ Relationships are key to your success. Who do you work with? Who else knows what you are speaking about? Who will promote you? You'll use your friends to help you move forward, especially if you're just getting started as a speaker. Make a list of 25 people that believe in what you have to say and offer. Network to build them up and your success will come. See Joe Sweeney's *New York Times* bestseller *Networking Is A Contact Sport* for more ideas.
- ☐ Do you email regularly? Have an email campaign: weekly, monthly, or as part of your strategy for getting your message out.
- ☐ Build relationships and place your articles in association newsletters. They always want content and people are more likely to read those newsletters before they'll stumble on your message on their own.
- ☐ Oh captain, my captain. Create a list of affiliates or marketing captains to help mail, purchase, and promote your book or speech. The best marketing is your name on someone else's lips.
- ☐ Testimonials. Use photos and pick names that resonate in the industry. More than 5, men and women, all ages.
- ☐ Send a postcard and/or thank you to key people along the way after book launch and speeches.

# MONETIZE THE MESSAGE

The Big Checklist of Activities – continued

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## **SPEAKING PLAN**

- ☐ Practice, practice, practice.
- ☐ Do a few free or \$150 stipend at Chambers or Rotary or BNI. They always want speakers and they are great crowds.
- ☐ Develop 2-3 creative titles that communicate your message, audience, and take away. Read your local paper's event schedule for ideas.
- ☐ Make nice PowerPoint slides and speak loudly with energy and practice. Dress nicely. Bring a thank you gift for your host. It takes a lot of work to pull off a speech!
- ☐ Pick a few cities and clump speeches together.
- ☐ Make sure the room feels cozy. Block the back rows with masking tape if you need to. Always check a room ahead of time.
- ☐ Ask for a testimonial shortly after speaking.

## **BOOK LAUNCH STRATEGY & IMPLEMENTATION**

- ☐ Pick a record store, health club, or coffee shop.
- ☐ Make one big push in your key markets and invite celebrities to party to build the local buzz. Do it top shelf. High top tables, photographer.
- ☐ Sign books with a book beneath you and a sharpie marker. Have post-its with the name on it and 3-5 key slogans to write. No date. Time is everything.
- ☐ Serve food and champagne if possible. Approved on a local level.
- ☐ Build an Amazon.com date to push towards and have an up-to-date author page. Set up an amazon.com affiliate page.
- ☐ Set up Barnes & Noble and Borders too.
- ☐ Leverage 1-800-CEO Read if you're a business or self-improvement book.
- ☐ Local print, articles, or an ad.

## **PRODUCT DEVELOPMENT PLAN**

- ☐ Create a product that offers a price point that is meaningful to Groupon.com or an affiliate that will market to their list. (Ideally more than \$99 and 10 or more lists)
- ☐ Audio, Video, and Handouts. What's free with purchase? Be a class act brand.
- ☐ Make some kind of a nice give-away. A bookmark, magnet, sticker, tie, etc. It's about price, not creativity.
- ☐ Try a product and see why people find it helpful to their learning. Maybe even a mastermind group on your subject of expertise.

# MONETIZE THE MESSAGE

The Big Checklist of Activities – continued

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## PUBLIC RELATIONS

- ☐ Hire an expert to secure articles and exposure and to build relationships. Radio sells books. So does the internet and bloggers. TV is great but not every budget can afford this.
- ☐ Build a press kit that has style. Visuals and a gift that makes you different from all the others. Send this to 50-100 people. An ebook works with a follow up mailer or postcard.
- ☐ Do your research on your host. They'll like you so much they will have you back!
- ☐ Target 3-10 reviewers to read your book. If they can't write an article have them blog, tweet, or post on facebook.
- ☐ Be creative in your quest for publicity. Send to your local paper, reconnect with your college magazine, offer a trade magazine an article and an audio interview for their website.
- ☐ Always take a call or an email from the press immediately.

## SPEAKING

- ☐ Hire a speaking coach.
- ☐ Do some.
- ☐ Set your goals for speaking.
- ☐ Develop a new topic every 3-5 years. Keep your content fresh.
- ☐ Learn how to tell a joke. People want to be entertained!

## PROJECT MANAGEMENT

- ☐ Set up a schedule for each week and the months prior to launch with as much time as you have.
- ☐ People will mail for you but they need as little as 3 weeks notice and a call each day or email to commit. Remember, there has to be something in it for them to want to help you sell your book.
- ☐ Delegate and outsource anything that you're not an expert in or that you can make more money having someone else do.



WHAT'S NEXT FOR YOU?

Are you inspired enough to take action? Have you already been taking action? (Yeah—big applause, crowd goes wild!)

Are you buzzing? Use the **91 Day Rock Star Tour Plan™**. Put actions down on paper and get going. Put the poster on your office wall!!!

Your process may not be perfect, but the action you take will set the buzz machine in motion. You can achieve your desired goals if you play your game and take inspired action.

I cheer you on from St. Paul, Minnesota. Now imagine your big spotlight, an engaged audience, and great success.

*Rock On,*

Cathy Paper





**WHAT GAME ARE YOU PLAYING? WHAT DO YOU WANT TO ACCOMPLISH?**

The Approach.

**BIG PICTURE**

Start by generating ideas, select what really interests you.

**DEFINE YOUR GOALS**

The MIDAS touch.

**PLOT YOUR GOALS**

Where are you now? Where do you want to be?

**LIFEGRAPH™**

Take stock of the past

**RELATIONSHIP MAP™**

What do you want or need to play your game better?

Who else can you guide along the way?

**PLAY UP™**

Be coachable. Surround yourself with people who will stretch you!

**TRACTION PLAN™**

What will you take action on today? What about next month?

**MAKE POWERFUL SHIFTS**

Actions, thoughts and feelings.

**HARNESS YOUR POWER™**

Define and align your effort and faith.

**YOUR FAN CLUB**

Who will cheer you on? Who will you cheer on?

**CELEBRATE**

You are a ROCKSTAR!

**BUILD YOUR BUZZ**

Sales, Systems, and Sizzle & RockStar Capabilities.

**BUILDING THE BOOK AND BEYOND**

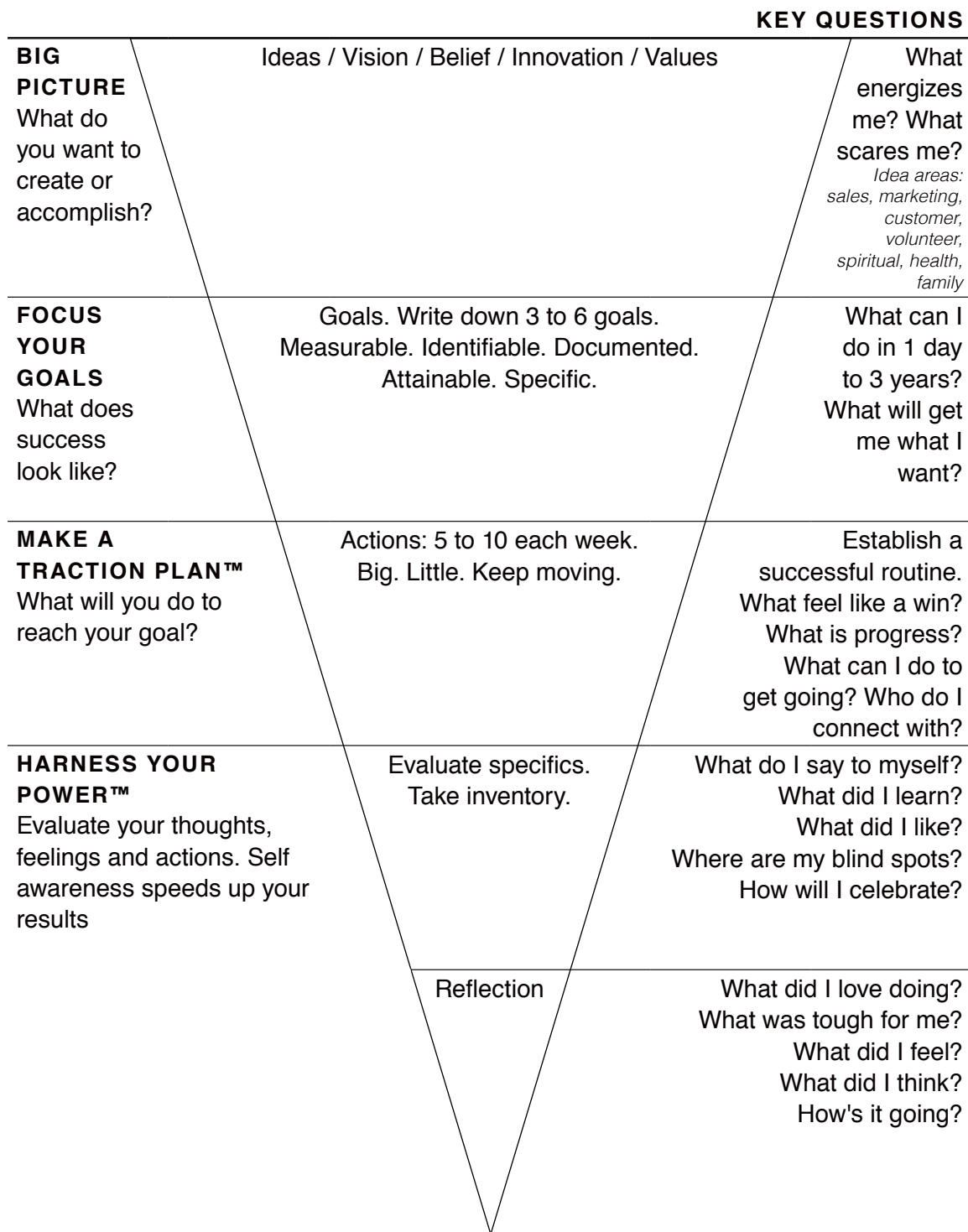
Build your book from development to marketing.

**91 DAY ROCKSTAR TOUR PLAN**

Map your moves and take 10 Steps to the Spotlight.

# WHAT GAME ARE YOU PLAYING?

Slow down enough to think and feel the power of your actions. What do you really want to create or accomplish? Who do you want to play with?



*"The unexamined life is not worth living."*

—Socrates



# BIG PICTURE

Start by Generating Ideas. WHAT REALLY INTERESTS YOU?

Start by generating ideas and putting them down on paper. What are you doing now, what would you like to do? What energizes you, what drains you? There is no need for order—just get some ideas out to get started. Think about what you want personally or professionally. What do you want to create or accomplish? How are you different than your competitors? What really excites you?

**WRITE DOWN AT LEAST 25 IDEAS. SAMPLE BELOW:**

- |  |  |
|--|--|
| <input type="checkbox"/> growing business                                | <input type="checkbox"/> volunteer                                     |
| <input type="checkbox"/> making a career change                          | <input type="checkbox"/> find a great job                              |
| <input type="checkbox"/> promoting my business/<br>increasing my network | <input type="checkbox"/> develop a new product or service              |
| <input type="checkbox"/> getting healthier                               | <input type="checkbox"/> sell 500 books                                |
| <input type="checkbox"/> get an article in a magazine                    | <input type="checkbox"/> write 3 blogs                                 |
| <input type="checkbox"/> attend a book launch                            | <input type="checkbox"/> post on Facebook every week                   |
| <input type="checkbox"/> create 10 SEO words                             | <input type="checkbox"/> review a book on Amazon                       |
| <input type="checkbox"/> have lunch with 3 authors                       | <input type="checkbox"/> speak at Rotary                               |
| <input type="checkbox"/> send out a monthly email                        | <input type="checkbox"/> run a 5k                                      |
| <input type="checkbox"/> order thank you notes                           | <input type="checkbox"/> order business cards with<br>my photo on them |
| <input type="checkbox"/> join a nonprofit board                          | <input type="checkbox"/> guest lecture at my alma mater                |
| <input type="checkbox"/> be a guest on a podcast                         | <input type="checkbox"/> make a one-page business plan                 |
| <input type="checkbox"/> get an endorsement from a<br>well-known person  | <input type="checkbox"/> ask 3 people what makes me unique             |
| <input type="checkbox"/> learn to dance                                  | <input type="checkbox"/> become an industry expert                     |

Now that the ideas are written down, go back and circle the top 5 to 10 that interest you. What do you WANT to do? What excites you? What will you actually do?

*"All achievements, all earned riches, have their beginning in an idea."*

—Napoleon Hill

# BIG PICTURE

Start by Generating Ideas. WHAT REALLY INTERESTS YOU?

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## NOW IT'S YOUR TURN.

Start by generating ideas and putting them down on paper. What are you doing now, what would you like to do? What energizes you, what drains you? There is no need for order—just get some ideas out to get started. Think about what you want personally or professionally. What do you want to create or accomplish? How are you different than your competitors? What really excites you?

## WRITE DOWN AT LEAST 25 IDEAS.

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—Napoleon Hill



# DEFINE YOUR GOALS

Moving ideas into a well crafted goal starts to define your path to completion. Trust the process, it works!

## WHAT DOES SUCCESS LOOK LIKE?

**MIDAS:** Measurable, Identifiable, Documented, Attainable, Specific

List three to six ideas and shape them into goals. Include at least one personal and one professional. Goals can be short term (1 day to 7 days) or long term (3 months to 3 years).

Find a job	USE MIDAS →	I am going on 4 job interviews by September 15
Get Healthier	USE MIDAS →	I am running a 5K race on July 31
	USE MIDAS →	
	USE MIDAS →	
	USE MIDAS →	
	USE MIDAS →	
	USE MIDAS →	

*"Dream as if you'll live forever, live as if you'll die today."*

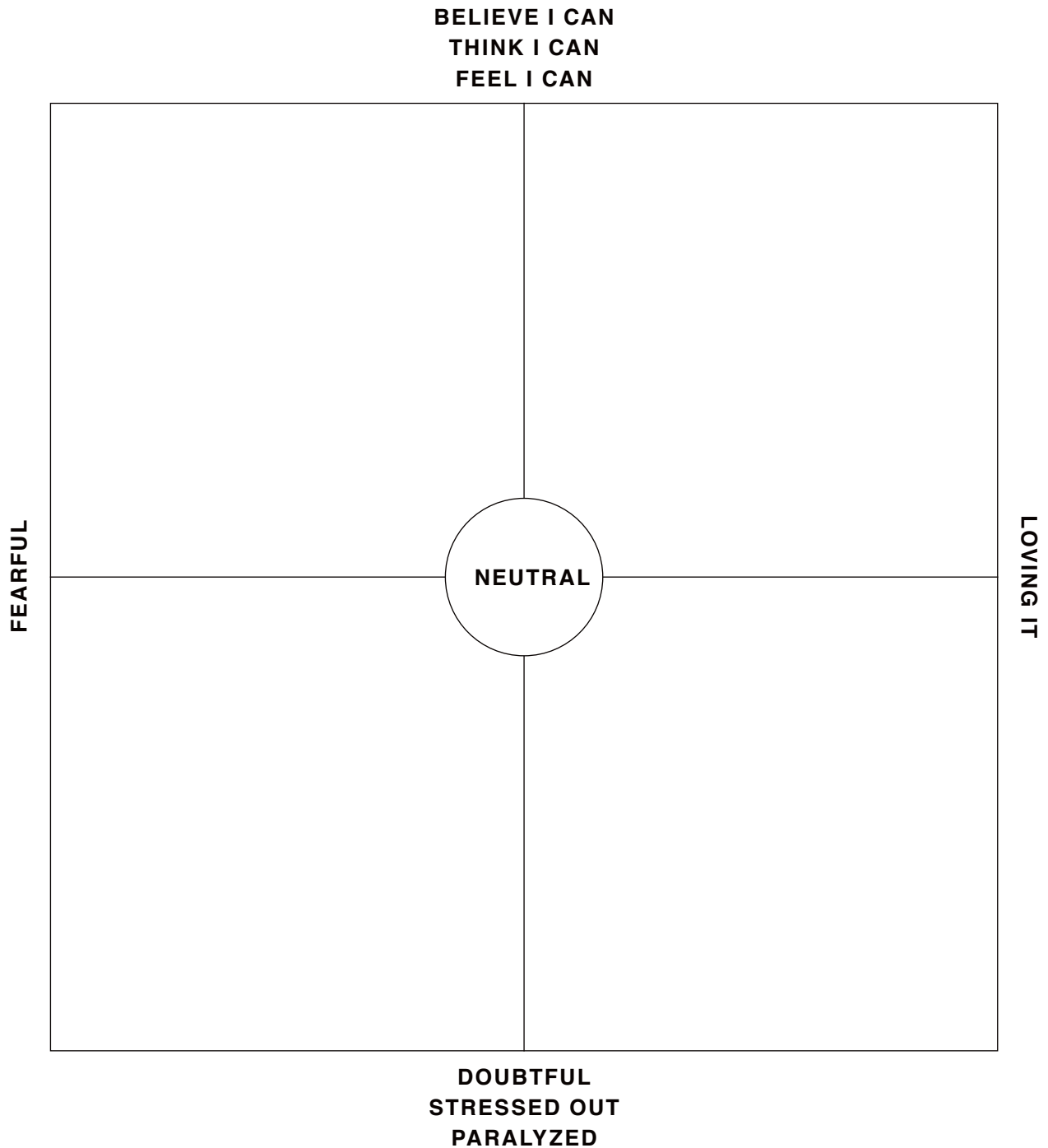
—James Dean



# PLOT YOUR GOALS

Map your goals: (A) Where are you now? (B) Where do you want to be?  
Are you moving towards what you want?

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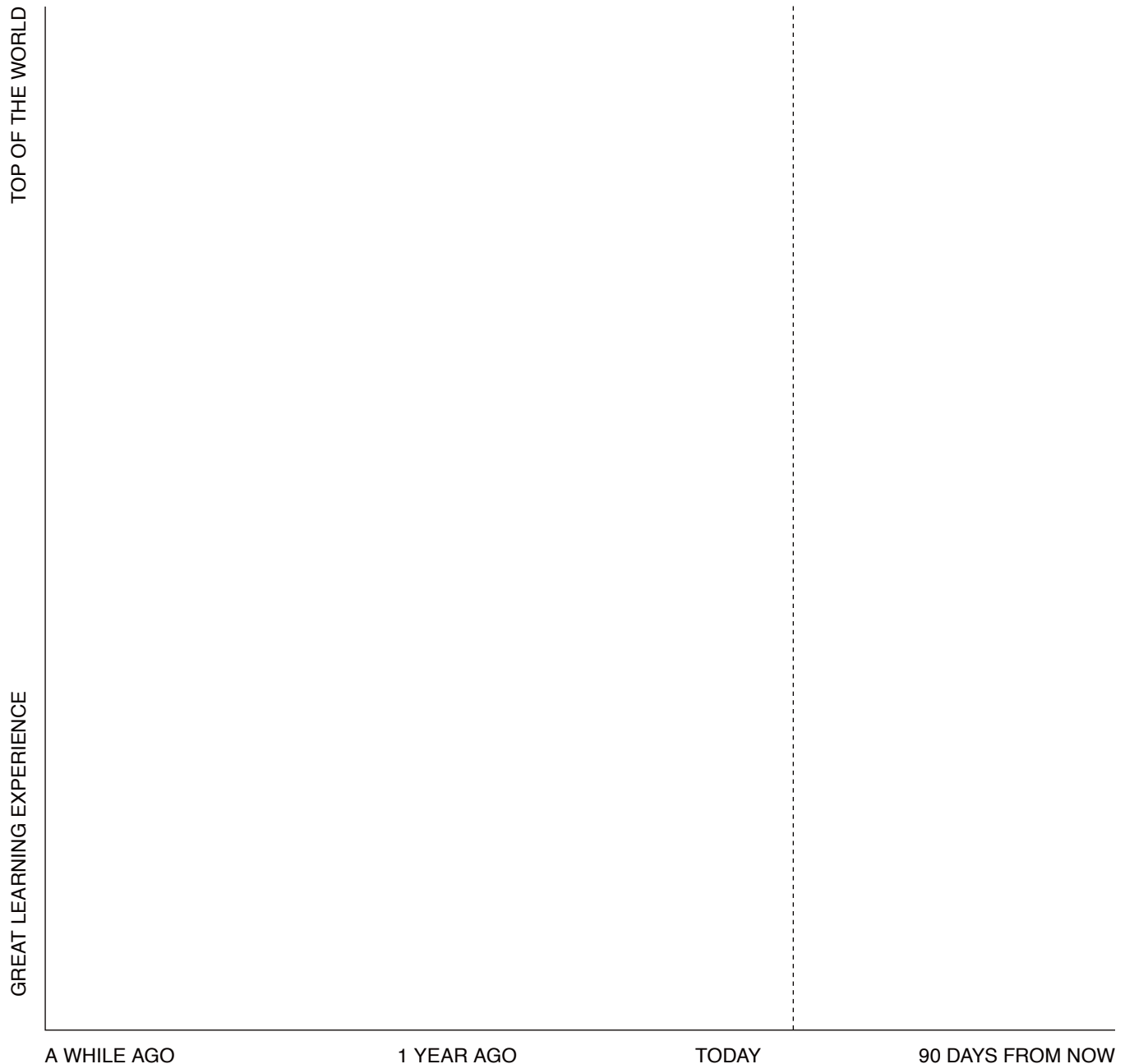


*"We all have the same amount of time each day,  
it's how we use it that matters."* —Harvey B. Mackay



# LIFEGRAPH™

Taking stock of your past provides revealing insights to the future you want to create. Learn what you want to repeat and what you want to avoid. What qualities did you use along the way?



- Graph your life chronologically.
- Note highs and lows — what you learned, what was energizing, what was repeatable, how you felt, what you think about it.
- Add the specific skills you used and the people who were influential along the way.

*"If the career you have chosen has some unexpected inconvenience, console yourself by reflecting that no career is without them."* —Jane Fonda





# RELATIONSHIP MAP™

Strong relationships are key to your achieving your goals. People do business with people they like and respect. Identifying and evaluating your relationships starts the conversation. Rank what you think you have and then make sure it's true. Please, give more than you take. Everyone wins!

NAME	TYPE OF RELATIONSHIP (acquaintance, friend, co-worker, customer, family, vendor, teacher)	CURRENT RELATIONSHIP STRENGTH (weak) 1 – 5 (strong)	DESIRED RELATIONSHIP STRENGTH (weak) 1 – 5 (strong)	ONE ACTION TO RECONNECT OR IMPROVE THE RELATIONSHIP

*"It seems essential, in relationships and all tasks, that we concentrate only on what is most significant and important."* —Soren Kierkegaard



# PLAY UP™

Get coaching. Get mentors. Get going. Surround yourself with people who have accomplished, achieved, or reached to a level you'd like to attain. Be gracious. Be honored. Be schooled. Be better.

NAME	WHAT IS ATTRACTIVE?	WHAT DO I WANT TO LEARN?	ONE ACTION TO BUILD THE RELATIONSHIP

*"If things seem under control, you are just not going fast enough"*  
 —Mario Andretti





# TRACTION PLAN™

Commit • MIDAS • Inspired Action • Evaluate • Connect • Reflect

	WEEK/MONTH:	WEEK/MONTH:	WEEK/MONTH:	CELEBRATE
<b>GOAL:</b>				
<b>ACTION</b> What will I do?				
<b>BUDDY</b> Who can stretch me?				
<b>REFLECT</b> How's it going?				
<b>GOAL:</b>				
<b>ACTION</b> What will I do?				
<b>BUDDY</b> Who can stretch me?				
<b>REFLECT</b> How's it going?				
<b>GOAL:</b>				
<b>ACTION</b> What will I do?				
<b>BUDDY</b> Who can stretch me?				
<b>REFLECT</b> How's it going?				
<b>GOAL:</b>				
<b>ACTION</b> What will I do?				
<b>BUDDY</b> Who can stretch me?				
<b>REFLECT</b> How's it going?				
<b>GOAL:</b>				
<b>ACTION</b> What will I do?				
<b>BUDDY</b> Who can stretch me?				
<b>REFLECT</b> How's it going?				

**COMMIT**

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Date)

*"It takes courage to grow up and become who you really are."*




—E. E. Cummings

# MAKE POWERFUL SHIFTS

Retrain your thoughts and respect your feelings and your actions will shift.

The information on the relationship between the mind and human behavior is vast. Cognitive research breaks behavior into a simple formula: thoughts + feelings = actions, results, or behaviors.

With your goals in mind, start by writing down three actions you want to take or have recently taken. Then write down your thoughts and feelings about those actions.

 <b>THOUGHTS</b> What are you thinking?	 <b>FEELINGS</b> How do you feel? Do you believe you can do it?	 <b>ACTIONS</b> What do you want? What are your results?
<p>I am learning to run faster.</p> <p>I hate new business calls.</p>	<p>I can do this and make it look easy.</p> <p>I am going to get fired.</p> <p>I feel scared.</p>	<p>I want to run more regularly.</p> <p>I want more business.</p>

Take inspired action and things start to shift. It doesn't matter which comes first — mind, body, or spirit. Just do what works for you. Play your game.

*"Do what you can, with what you have, where you are."*

—Theodore Roosevelt

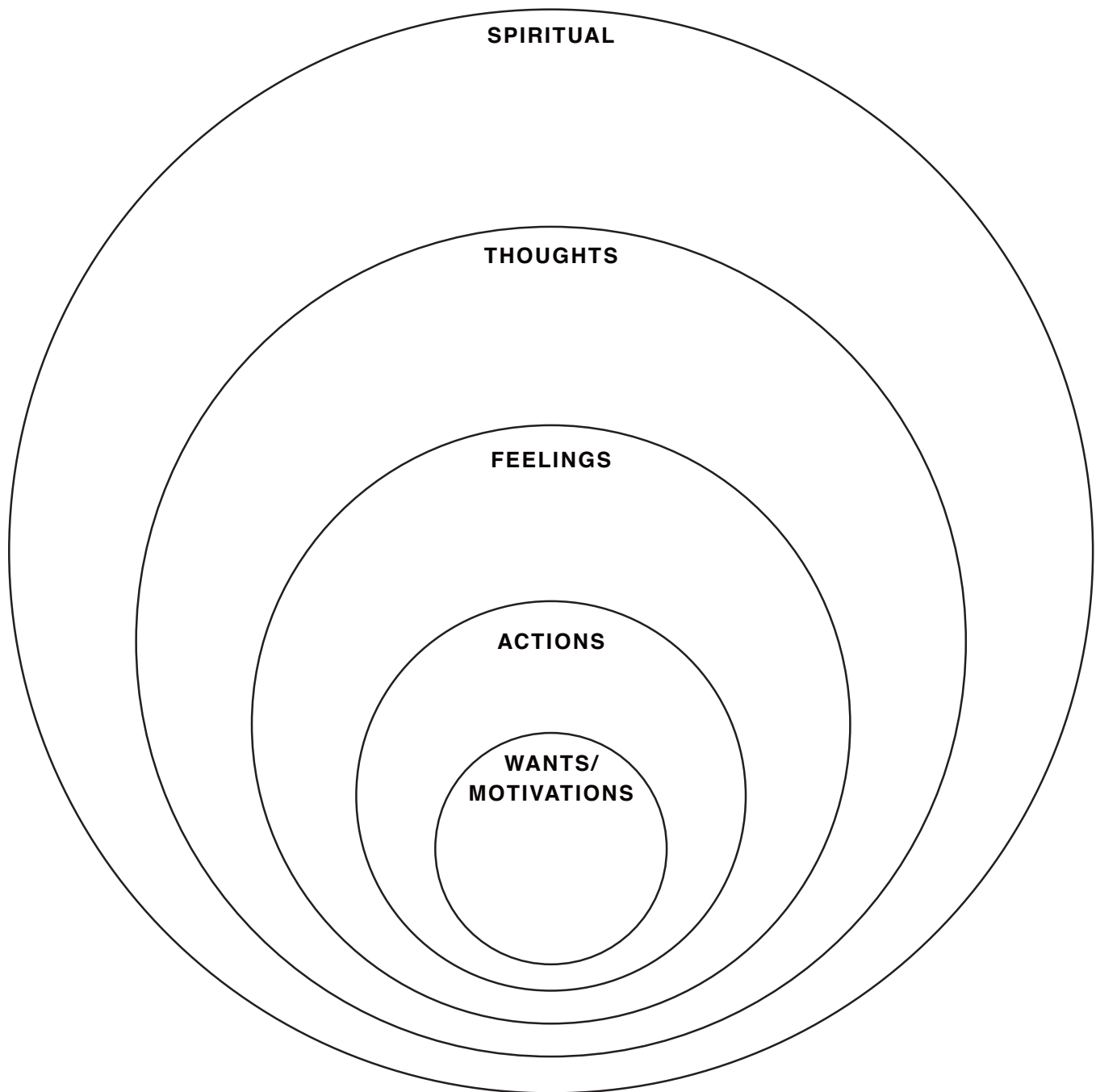
# HARNESS YOUR POWER™

We all have blind spots and amazing assets.

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As you strive towards your goal, define and align your whole self. Rank your current power 1 (weak) to 5 (strong) in each circle. Note your starting point and add a ranking for where you want to be more impactful. Jot a few notes to spark ideas.

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*"If you can dream it, you can do it."* —Walt Disney

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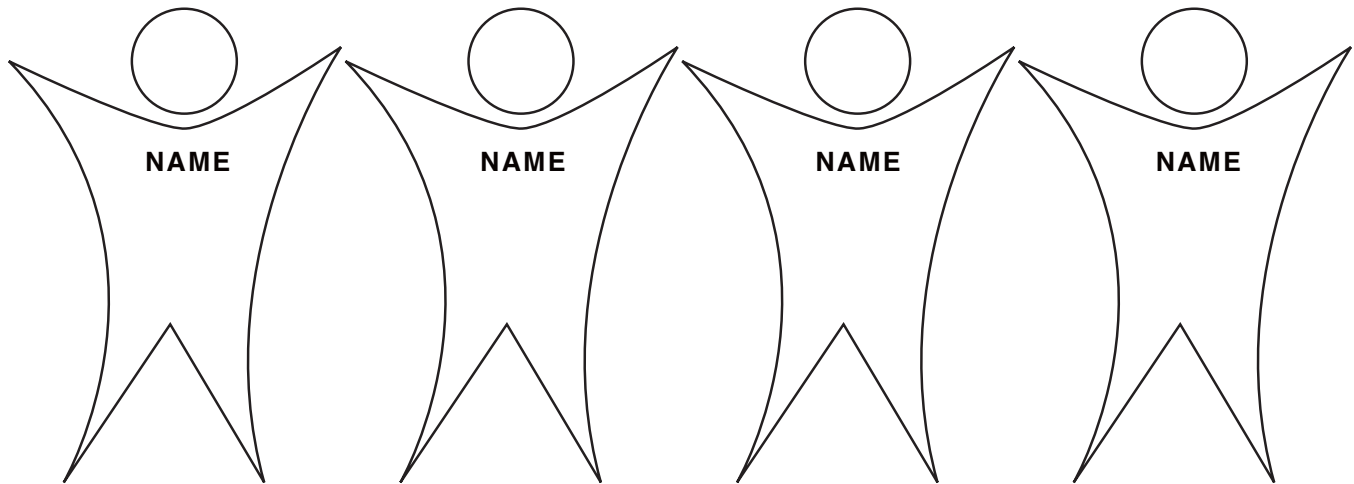


# YOUR FAN CLUB

Think about your relationships

During a job change you are most successful if you have a buddy to call before an interview, after a rejection letter, and when you celebrate success. The same is true for an exercise program or sales goals.

## MAKE A LIST OF PEOPLE FOR YOUR FAN CLUB



**BUDDY** —————→ **MASTERMIND GROUP**

Who do you trust? Who is honest with you? Whose feedback do you respect to keep moving forward? Pick one person or several and meet regularly. Make guidelines and commit to each other. More information is on the web — check out "Mastermind Groups." Read Napoleon Hill's classic *Think and Grow Rich* or create your own rules for your fan club.

### HERE ARE A FEW IDEAS

What's our purpose for meeting?

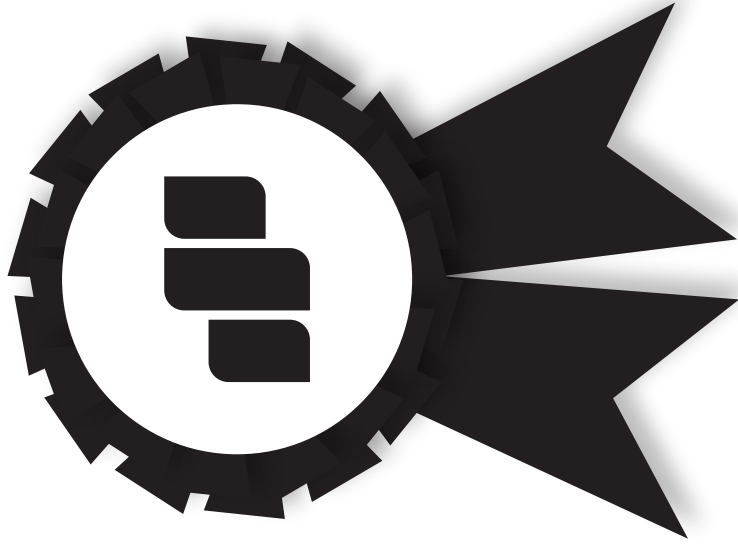
When and where will we meet?

How often? For how many hours? For how many months?

How will we hold each other accountable?

*"Separate reeds are weak and easily broken; but bound together they are strong and hard to tear apart."* —The Midrash

**KIND OF A  
BIG DEAL  
CERTIFICATE**



I, \_\_\_\_\_, name

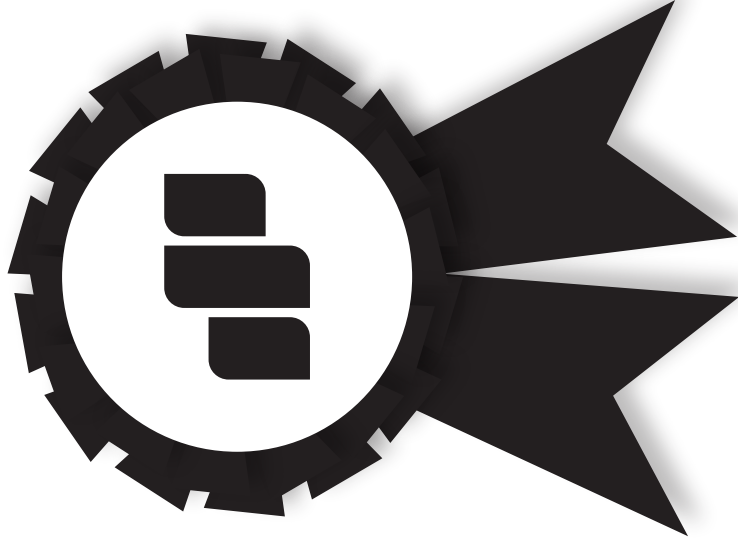
**won this award for**

\_\_\_\_\_ accomplished goal

on \_\_\_\_\_, date

**I AM A ROCKSTAR!**

**KIND OF A  
BIG DEAL  
CERTIFICATE**



I, \_\_\_\_\_, name

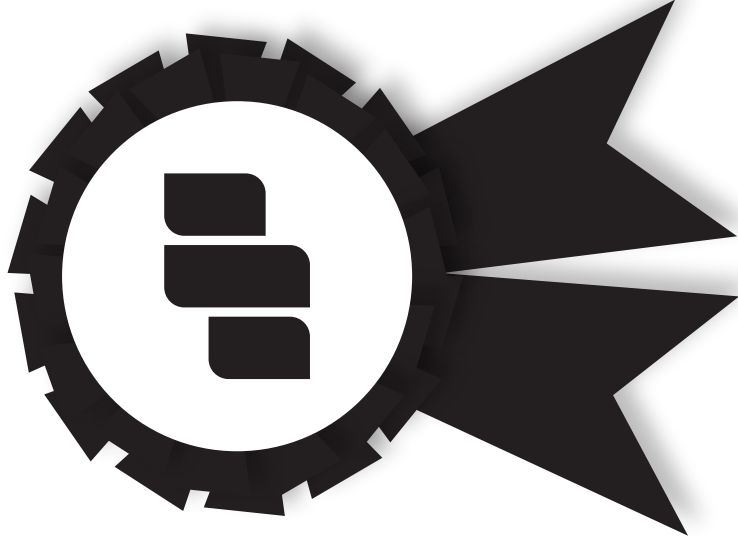
**won this award for**

\_\_\_\_\_ accomplished goal

on \_\_\_\_\_, date

**I AM A ROCKSTAR!**

**KIND OF A  
BIG DEAL  
CERTIFICATE**



I, \_\_\_\_\_, name

**won this award for**

\_\_\_\_\_ accomplished goal

on \_\_\_\_\_, date

**I AM A ROCKSTAR!**

# A FEW BONUS TIPS

As a leader, which you clearly are if you are taking inspired action, people are drawn to you.

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Be real. Give your opinion and guidance with positive intent to help another person thrive and grow. Here are a few tips:

## FEEDBACK

Most people don't seek out feedback, but the more feedback you get the faster you improve and the better your results. Give feedback in a ratio of at least two positive comments to one suggestion for improvement. Criticism is heard much louder than praise. Watch body language to know when to pause. Build trust along the way. Keep your sense of humor.

## STRENGTHS

Play to your best assets. It's easier and it's where peak performance comes naturally. Read the book *StrengthsFinder 2.0* by Tom Rath, take the online assessment and start talking about your strengths. Toot your own horn — but quietly.

## COMMUNICATION

Talk. People need to know where they stand. Especially when they are going through change. As people get busy, communication usually drops. Call a quick daily huddle. Words and actions calm people down and give them a chance to ask questions and clarify goals. Be caring but firm. Be honest from the start and stay honest.

## RECOGNIZE & CELEBRATE

Success and praise feel great. When you've worked hard, celebrate. Stop and give yourself or the other person a compliment. It's a marker for progress. People remember what they did wrong. They often overlook their good accomplishments. You and the people around you accomplish more if you keep those successes at the top of your mind. Plus, it's fun to celebrate.

*"I am not afraid of storms for I am learning how to sail my ship"*

—Louisa May Alcott



# BUILD YOUR BUZZ

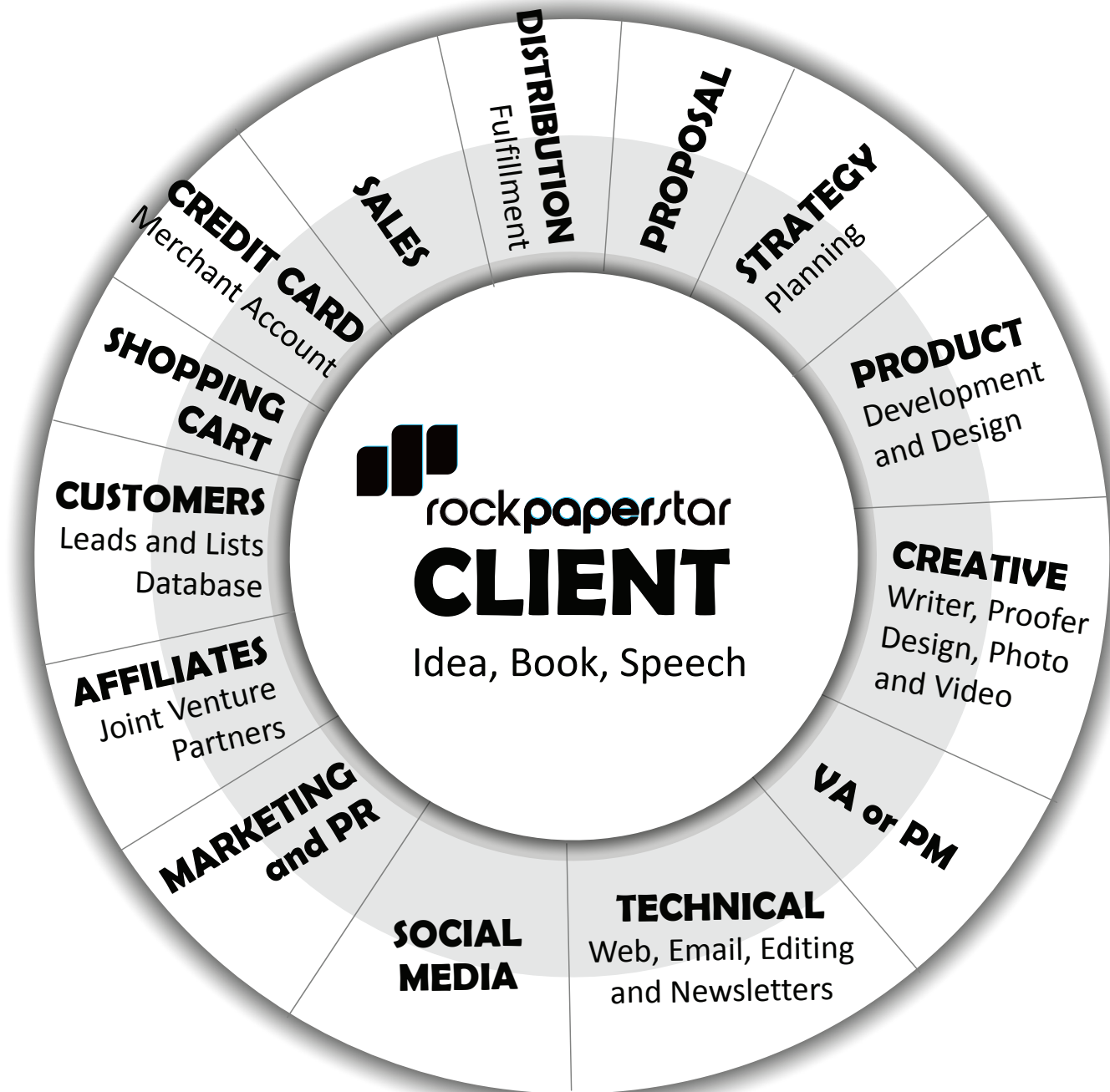
Sales, Systems and SIZZLE TO BE A ROCKSTAR.





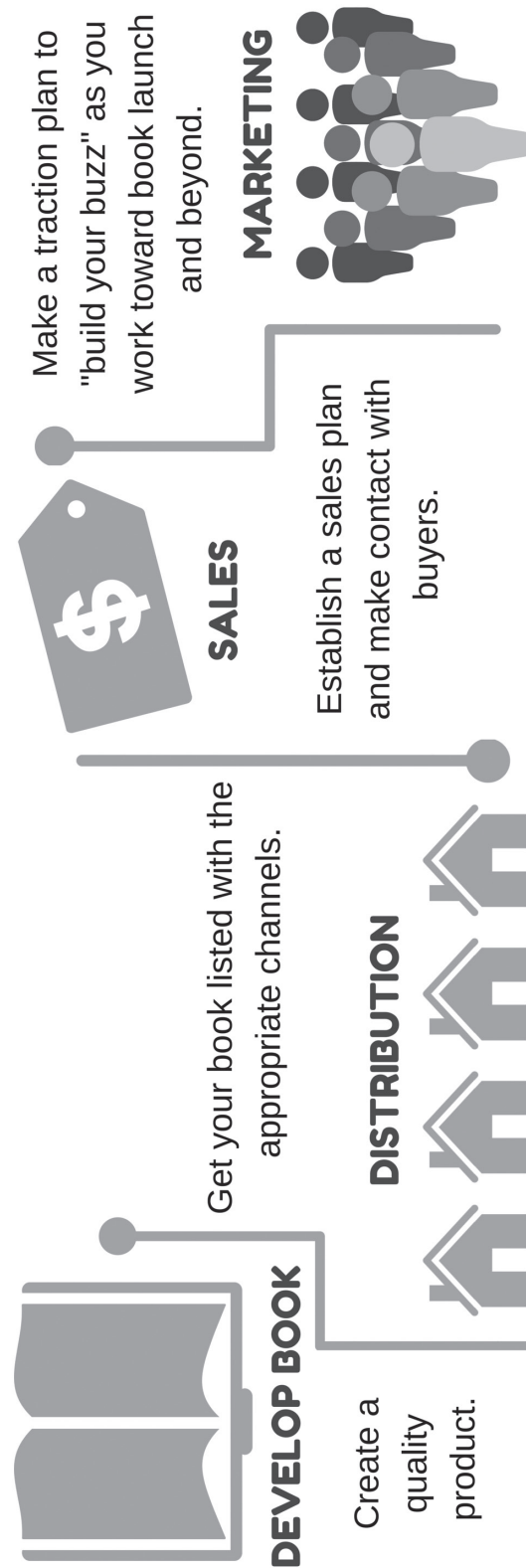
# BUILD THE BUZZ

RockStar Capabilities



# BUILDING THE BOOK

And Beyond



*"Excellence is a continuous process and not an accident."*

—A.P.J. Abdul Kalam

Map your moves and take 10 STEPS TO THE SPOTLIGHT.

Strategic Planning Framework									
Strategic Pillars		Vision & Mission		Core Values		Business Objectives		Key Performance Indicators (KPIs)	
Define Goals	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term
Plan Actions	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term
Monitor Progress	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term
Evaluate Results	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term	Short-term	Medium-term	Long-term



Map your moves and take 10 STEPS TO THE SPOTLIGHT.

[illegible]

Map your moves and take 10 STEPS TO THE SPOTLIGHT.

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# 91-DAY ROCKSTAR TOUR™

Map your moves and take 10 STEPS TO THE SPOTLIGHT.

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## BESTSELLING BOOK LAUNCH

- ☐ Finish book with a great editor or writer.
- ☐ Explore self-publishing versus agent route.
- ☐ Set a launch date and book sales goals to anchor your efforts.
- ☐ Make a vision board to turn up the volume on success.
- ☐ Clean up email list and continue to grow list.
- ☐ Build webpage or an entire site to sell books and promote.
- ☐ Develop Amazon author page.
- ☐ Grow list by giving away a chapter as a promotion.
- ☐ Request GREAT testimonials from industry.
- ☐ Create social media strategy, presence, and weekly rhythm.
- ☐ Find 10 partners or friends to promote your book to their contacts.
- ☐ Sell the book—very few giveaways. You've worked hard.
- ☐ Host one book launch with an invite and make it a party!
- ☐ Build book packages including keynote bundled with speaking or audio.
- ☐ Write a press release with 3 key messages and 3-D image of cover.
- ☐ Develop a media list of TV, magazine, radio, blogs. (*think local, national, and industry*)
- ☐ Request at least 10 book reviews online. Enter book awards.
- ☐ Celebrate results.



# 91-DAY ROCKSTAR TOUR™

Map your moves and take 10 STEPS TO THE SPOTLIGHT.

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## **SPEAKER BUILD OUT & MANAGEMENT**

- ☐ Define your unique message. Who is your audience and why do they benefit from your message?
- ☐ Create two speaking descriptions that explain your talk in 200 words. Be memorable.
- ☐ Practice and improve your speech. Deliver at least 3 free or reduced rate speeches.
- ☐ Produce a quality speaking video and speaker sheet.
- ☐ Make a vision board of your speaking goal.
- ☐ Showcase testimonials and logos of companies you've spoken to.
- ☐ Join online speaker bureaus and build relationships with bureaus.
- ☐ Create a "Top 25 Sales Plan" and start making calls.
- ☐ Print your bio (double-spaced) for a great intro.
- ☐ Develop a quality website and social media presence.
- ☐ Watch 3-5 other speakers and look at their websites. Learn and grow.
- ☐ Request professional coaching to improve your presentation.



# 91-DAY ROCKSTAR TOUR™

Map your moves and take 10 STEPS TO THE SPOTLIGHT.

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## CREATING A TRAINING PRODUCT

- ☐ Create a sales funnel and pricing model. What types of products do you want to offer? (*Audio, 6 week training, teleseminar, mastermind group, community, workbook, etc.*)
- ☐ Grow your email list with quality content and handouts.
- ☐ Add your product to your shopping cart.
- ☐ Make a giveaway or quiz that keeps you top of mind.
- ☐ Pilot and test your product and price points.
- ☐ Get real life testimonials of your product success.
- ☐ Improve your product. Ask for feedback.
- ☐ Continue to sell and market.





# ABOUT THE AUTHOR

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## **CATHY PAPER, M.A.**

helps you unleash your inner RockStar.

She markets and coaches authors and promotes unique speakers to National status. She guides individuals to create better results through inspiration, reflection, and action. Think dynamic growth catalyst!

With seventeen years of experience in leadership development and marketing and nearly 10,000 coaching hours and successful guidance of companies and leaders through strategy, creative development, and implementation, she knows how to improve people and increase results. She has founded, launched, and sold three companies, PaperPlus Recycling, JumpStartResults and Live Dynamite, and launched dozens of products and National bestsellers. RockPaperStar has a National reputation as an elite business manager for bestselling book launches, speaker build out, product development, and networking. Cathy is available for occasional speeches on goal setting and "Building the Buzz" branding. She recently trademarked the proven 91-Day RockStar Tour Plan™.

Her quick wit and competitive spirit makes her a trusted advisor and repeat creative force for companies, individuals, and associations such as Best Buy, Paramount Studios, Ameriprise, Harvey Mackay #1 New York Times Best Selling Author of *Swim With The Sharks*, National Association of Women Business Owners, The University of Minnesota Carlson School of Business, and Schwan's. Cathy serves on the board of Data360 and Quest for College. Cathy is 2013 winner of National Association of Women Business Owners Vision award and a recent winner of Minnesota Business Magazine Real Power 50 award.

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RockPaperStar      
Cathy Paper  



# NOTES

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# NOTES

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