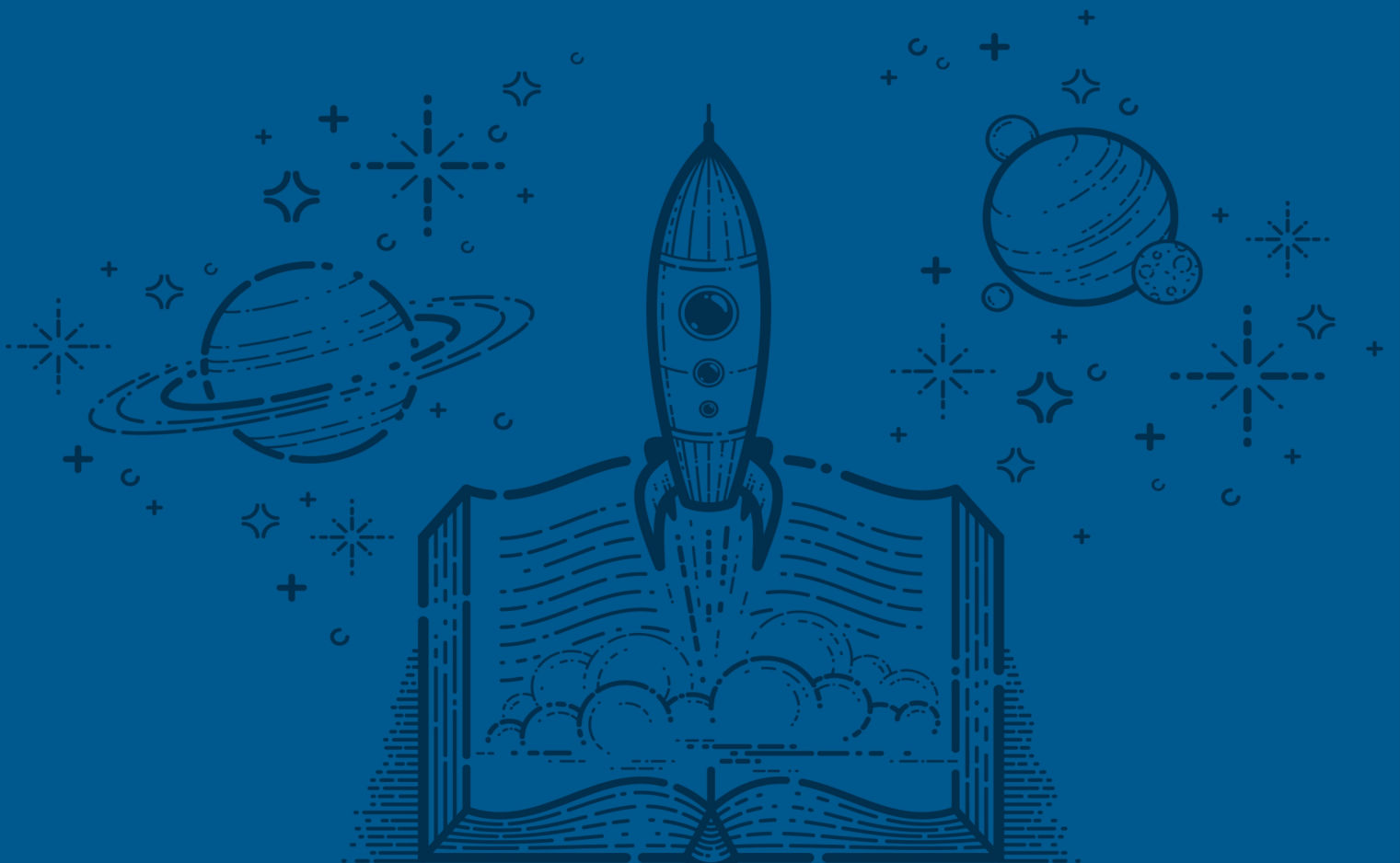




7 Ways to GROW Your Publishing Business

*Don't Just Survive
Actually Grow—in Any Economy*



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Don't Just Survive, Actually Grow—in Any Economy

We've been helping publishers grow their business for over a dozen years, primarily through our book design services (cover, print interior, and ebook) and project management services.

We've worked with many publishers and have designed books for thousands of authors. We paid close attention to which publishers survived—and why!

We especially paid attention to publishers who survived the last recession and what they did to, not only survive, but actually *grow* their business during good and bad times.

Below are seven of the most powerful methods we've seen publishing companies use to grow their business in any economy.

If you'd like to hop on the phone for a quick introduction and talk to Chris O'Byrne, President of JETLAUNCH, you can schedule a call here:

jetlaunch.link/pubintro

You can also email Chris directly at chris@jetlaunch.net



7 Ways to Grow Your Publishing Business

1. Have a Powerful and Congruent Message

The most successful publishers have a powerful and congruent message. Let's look at each part of this.

First, a powerful message. Do your potential customers know exactly how you can help them? A powerful message is clear and concise. Your potential customers don't have to guess what it is you do. Recently, I saw the logo for a hearing aid company. Their "message" is People First. What does that even mean? Don't be like them.

Our message is:

JETLAUNCH book design and project management services give you back the hours you need to grow your publishing business.

Is there any doubt as to what we offer our ideal customers?

Second, you need to be congruent. This means your message should match what you provide. We have seen our services help many publishers grow their business, so we know our message is congruent.

Also, your message should be the same wherever people might find you. Our message is the same on our website, LinkedIn, and Facebook, the main places we interact with our potential customers. Yours should do the same.

My favorite book about messaging is [Made Over: How To Create A Powerful Brand That Will Transform Your Business and Save Your Life](#) by Mike Young.

2. Have Truly Amazing Customer Service

Everybody thinks they have amazing customer service—but how do you know?

Do your customers tell you almost every day how great you are?

Do the testimonials you receive compliment you on your customer service?

Here's one of our hundreds of testimonials:

Chris and his company, JETLAUNCH, were absolutely instrumental in the success of my first self-published book. Partnering with them allowed me to focus on what I should be working on. They were very responsive, thorough, and made me feel like my project was their project. I was so enamored with their work that I have since referred them to many clients. Each and every client comes back with the same report: the JETLAUNCH team provides superior client care and results, are very quick and responsive, and are an utter joy to work with.

Charlie Gilkey, Productive Flourishing

My first suggestion is to reply to everyone as quickly as you can. And by “quickly,” I mean within minutes if possible. As soon as a new email, message, or call comes in, stop what you’re doing and answer it. It’s amazing what a huge difference this makes to people. They feel respected and honored.

Second, get the book [*Never Lose a Customer Again*](#) by Joey Coleman. It’s an excellent book about this topic and following even a tiny bit of his advice will help you grow your business with amazing customer service. His eight phases of the customer journey will help you stand far above the crowd.

3. Document All Processes

Most businesses, when they first start out, are focused on doing the best work they can, and getting it done as quickly as possible so they can move on to the next job or task.

At some point, however, this becomes cumbersome. You try to remember everything you do for each job, but since it's all in your head, you inevitably forget something. This makes you look sloppy and affects your reputation.

Or, you might get to the place where you need to hire someone, even another contractor, to help you get the work done so you can work *on* your business instead of *in* your business.

If you want to grow, you need to have all of your systems and processes documented. And then follow them!

This documentation can come in many forms, such as checklists, templates, canned emails, videos, or even a set of text files that you (or someone else on your team) can follow every time.

At JETLAUNCH, we use primarily use Basecamp for project management, and we have several templates we use, each with a few hundred tasks and checklists. Once we made the switch to documenting everything (and using that documentation), our business took off, partly because the quality of our work became consistently great.

A book I recommend for a deeper understanding of systems and their vital importance is [Work the System](#) by Sam Carpenter.



4. Go Lean

Most people think of lean *manufacturing*, started by Toyota in the 1930s, but lean methodology can apply to any service business, also.

One of the principles of lean is incremental and continuous improvement. By taking these small steps in the right direction, you soon become massively better.

If you improve by only 1% per day, you will have improved by 3,700% after only one year!

We've seen big growth, even when we've done nothing more than improve our systems incrementally.

You may have trouble seeing how you can make that much improvement. You might think you've improved your business as much as you can. You haven't.

Lean thinking is first and foremost a mental shift, a mindset. When you start looking for tiny ways you can improve each system or make your customer service better or improve your final product or service, you'll start seeing opportunities everywhere.

You can even apply lean thinking to your sales and marketing. No one has the perfect marketing system.

My favorite book about the lean process is [2 Second Lean](#) by Paul Akers.

5. Use Offers Everywhere

Offers are what drive sales. However, your product is not your offer. Your service is not your offer.

The definition of an offer is your core product plus the value you add. That offer could be more products (including ISBNs, for example), but there are many other ways to add value without adding product, services, or even time.

For example, adding a guarantee is one way to increase value. People value a guarantee, as you can see when your sales increase as a result of having one.

Adding a payment plan is another way to add value. Even though they can use their credit card, which technically is a payment plan, it makes a big difference when you offer that service directly.

Amazing customer service is another great way to add value. When we send a price quote to a potential customer, we also mention how fast and friendly our communication is, often answering emails within minutes. This blows them away, especially after they experience it.

You can also include free resources, like courses or other training, to help them take the next step or better utilize what you provide.

One technique to help you think of ways to add value is to put yourself in your customer's mind. What would be important to *you* if you were looking for someone to help you publish your book?

My favorite book about offers is not released yet, but you can sign up to hear as soon as it's released at yourcoreoffer.com. *Your Core Offer* is a book coming out soon by Steve Larsen, the Offer King. You can learn more about offers by watching or listening to his podcast at salesfunnelradio.tv or by searching for "Sales Funnel Radio" on iTunes, YouTube, etc.



6. Have a Valuable Lead Magnet (with an offer)

Everybody loves to get something for free. Many tests have shown just how powerful the word “free” is. Your lead magnet uses that power to attract new leads, just like a strong magnet attracts iron.

Your lead magnet is usually the first step in your entire marketing and sales system. Most of us are familiar with how it works because we’ve been through the process many times.

We see an offer for a free checklist, white paper, course, or book that appears valuable enough to us that we give our email in exchange. This kickstarts a series of emails designed to create a relationship of trust with the seller. A certain percentage of those people who received the lead magnet end up as customers.

The reason I included having a lead magnet is because it’s often that first step in your customer’s journey. Marketing can be very complicated, but it can also be very simple. But even the simplest of marketing systems start with a lead magnet.

The fun part is deciding what your lead magnet will be. First, think like your ideal customer. What would be considered valuable to them. Keep it simple, like a checklist, but it should be something valuable.

For example, what you’re reading right now is my lead magnet. Publishers like you are my ideal customer, and most publishers want to grow their business. Our core product definitely helps publishers grow, which makes our lead magnet a great fit.

I don’t have a book to recommend, but I do have an article that goes much more in-depth about lead magnets. It’s by Neil Patel, a master marketer who spends millions of dollars testing. If he uses a lead magnet, you probably should also. neilpatel.com/blog/creating-irresistible-lead-magnet.



7. Use a Sales Funnel

Chances are, you already have some form of sales funnel, even if it's just responding to a potential customer's inquiry about your service. But in this case, I'm referring to something much more deliberate.

Here are a few examples of sales funnels:

Facebook post > Conversation on Facebook Messenger > Phone call > Sale

Facebook ad > Lead magnet > Email > Phone call > Sale

Referral > Email > Sale

There are thousands of combinations, strategies, and techniques, but they all start with attracting a customer and making a sale.

You want to automate this process as much as possible, especially in the early stages where there might be hundreds of downloads of your lead magnet. But don't try to automate too much. When someone contacts you with questions about your service, that's when you want to spend the time to get personal.

You can also have multiple sales funnels, but I recommend starting with one and making sure that one works great before building your next one.

My recommended book for sales funnels is [*Dotcom Secrets: The Underground Playbook for Growing Your Company Online with Sales Funnels*](#) by Russell Brunson.



JETLAUNCH

JETLAUNCH IS COMMITTED TO HELPING PUBLISHERS GROW

We help dozens of publishers grow their business by providing fast, professional-quality book design services, including interior layout, ebook design, and cover design.

Our work is all custom designed by our in-house team, and we have unlimited rounds of design, so you're never stuck with a design that you or your authors are not happy with.

In fact, that's *our* guarantee. We don't stop until your 100% satisfied.

READY TO LEARN MORE?

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jetlaunch.link/pubintro