

Awakened, LLC

Media Release

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For Immediate Release

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Internet Wealth Building Attorney Drew Miles Leveraged a Complete Authoring and Business Development System to Grow His Coaching Practice

Glenn Dietzel, author and infopreneur guru, demonstrates to fast write a money-making book in less than 12 hours and build a business focused on multiple streams of income.

FOR IMMEDIATE RELEASE

According to the Association of American Publishers, 83 per cent of Americans want to write a book, but for those who follow through, the publishing industry has grim news. Publisher's Weekly reported that in 2004 Nielsen Bookscan tracked sales of 1.2 million books. Unfortunately, the vast majority did not even sell a hundred copies.

The number of books that sell over one hundred copies is minimal, with 950 thousand selling fewer than 99 books. What this indicates is that just over two per cent of the total number of books published break into triple digit sales.

Taking a look at the cream of the crop, 200 thousand titles sold fewer than a thousand copies. Only 25 thousand books sold more than 5 thousand copies. Fewer than 500 sold more than 100 thousand copies. Only ten books sold more than a million copies each, demonstrating that one thousandth of one per cent of books printed make it to seven-digit sales.

Robert Kiyosaki, creator of the Cashflow Game and the Rich Dad, Poor Dad series, said that his book is his best business card. Mark Victor Hansen, co-creator of the popular *Chicken Soup for the Soul* series, stated that the best lead generator is a book. These two examples demonstrate a profound principle.

The most successful authors do much more than sell books. The money earned in royalties is incidental income as compared with what they generate from income streams such as speaker fees, workshops, home study programs, coaching programs, consulting fees, and other high end products and services.

Drew Miles, The Wealth Building Attorney, is an example of this principle in action. He had his book manuscript sitting in a drawer for a couple of years. He had the idea and the basic structure, but did not have the time or the know-how to complete and market his book, so he came to Glenn Dietzel. His book, *Zero to Success: 10 Keys to Creating a Very Profitable Business by Legally Keeping More of What You Make* launched in fall of 2006. Being a published author has boosted his credibility. He launched a coaching program and his speaking business around this book. See his book at <http://zero2success.com/>

Miles invested in a proven system that teaches would-be authors how to write a money-making book in 12 hours of actual writing time and use it as a lead generator for a thriving

business. Glenn Dietzel of AwakenTheAuthorWithin.com has dozens of video testimonials of successful clients on his website and blog.

Miles tapped into a system that provides a complete authoring and business development system with guaranteed acceptance by a books in bookstores New York Publisher. David Hancock of Morgan James Publishing offers the advantages of a New York Publisher without the drawbacks. His entrepreneurial publishing model gives authors control over their own books, influence over cover design, and most importantly, his authors retain full rights to their books and earn a 20 per cent commission on each sale.

Dietzel's Entrepreneurial Authoring Program and individual business mentoring teach clients how to create a book that is an entrepreneurially sound lead generator for a well-structured business. A book that is entrepreneurially sound naturally leads readers to interact with the author and continue to do business again and again. The book is specifically designed as an invitation to take part in the author's other services. Special offers and free gifts of value to the reader are tucked into the pages of the book.

The authoring program exemplifies two little known laws. The first is called Zipf's Law, which states that people will follow an industry leader. The second is Milgram's Law, which states that people will follow an expert almost blindly.

Dietzel offers his case study-driven Basic Authoring for Business Profits e-class, a \$700 value, at no cost on his website <http://www.PublishUniversity.com>.

Glenn Dietzel, a former Vice Principal with Two Post-Graduate Degrees, replaced his income and his wife's income with a proven, breakthrough system he created. He now teaches his clients how to replicate his proprietary program. Glenn is founder and President of Awakened, LLC (<http://www.AwakenTheAuthorWithin.com>). Glenn also provides keynotes, seminars, workshops, teleseminars, and bookcamps™, as well as being known as an international speaker. In addition helping entrepreneurs with business authoring, he also teaches entrepreneurs and business owners how to successfully create a digital product and then build an online business that produces consistent, multiple streams of income.

For any additional questions, please email glenn@AwakenTheAuthorWithin.com or call # 519-542-3043. You can also contact Glenn's Project Manager Karen at karen@awakentheauthorwithin.com or #519-542-3043

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