

YOUR BOOK IS YOUR HOOK!

BEYOND HITTING THE BEST SELLER LIST: Get On It and Stay On It

*What's better than getting on the Best Seller List?
Getting there and staying there!
That's where true success lies.*

Your Book Is Your Hook! consulting services includes:

- Create and implement marketing platform strategic plan
- Identify month by month marketing activities to set up and sustain sales stream beyond the release date and hitting the NY Times Best Seller List
- Drive sales through sites that count towards the NY Times Best Seller List
- Assemble and Lead the Winning Team towards reaching our goal of hitting the NY Times best-seller list. This may include either tapping into James Ray's existing team members or bringing on additional vendors to make it happen (note: all other vendor fees not included in this consulting service fee).
- Raise visibility in the marketplace of James Ray's new book and his overall business as "the Rock Star of Personal Transformation"

Cost

\$50,000 pre-book release fee (paid out \$10,000 monthly beginning August 1, 2009)
Money Back Guarantee*

\$5,000 bonus per week for every week you stay on the list.

Deliverables

- Marketing Platform Strategy Plan Document
- Weekly status report of implementation activities
- Hit the New York Times Best Seller List Week 1 of the Book Release**
- Sustain position on NY Times Best Seller List**
- Grow visibility for book and author

* Money Back Guarantee: If upon release, book does not hit the best seller list, Your Book Is Your Hook! will refund 50% of pre-book release fee.

** If client does not follow consulting guidance and as a result does not hit the NY Times Best Seller List, Consultant is not held responsible and full fee is in effect. For example, Consultant will provide specific instructions each step of the way for the necessary winning formula to hit the list. If client deviates from these instructions, Consultant is not liable for the outcome of the deliverable of hitting the NY Times Best Seller List.