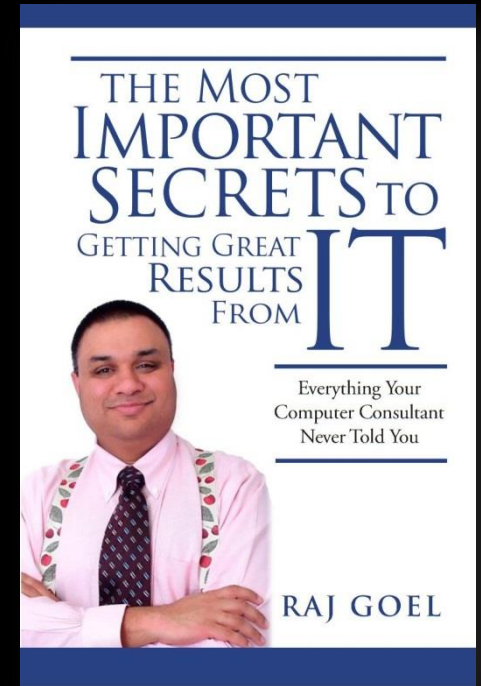


How To Write Your \$1,000,000 book!

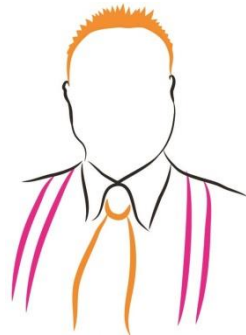
Raj Goel, CISSP



Why should you write your book?

- Greater Credibility
- Market Differentiator
- Pre-qualify customers
- Communicate Your Vision
- HIGHLY Profitable

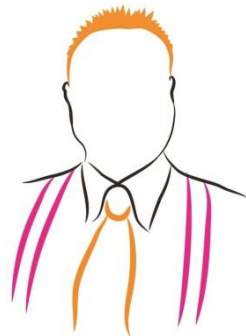
Your book is the BEST business card you can create.



Answer the 5 W's

- Why should you write your book
- Who is your audience?
- What is your message?
- When/Where will they read it?

- How do you pull it all together?



Writing

■ Writing Time: 30-40 hours

- 4 hours/day for 2 weeks
- OR 4 hours/week for 10 weeks
- OR 2 x 18-hour marathons

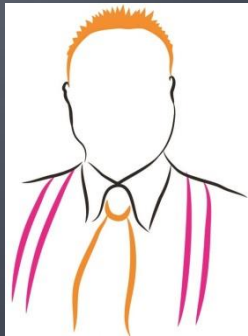
- Tailor your book to your market!
- **Here's why I wrote my book**
www.youtube.com/watch?v=CWE5Lz9SrrU

■ Tools:

- MS Word
- Dragon Dictate
- Smartphone and transcribers from Fiverr, eLance, etc.

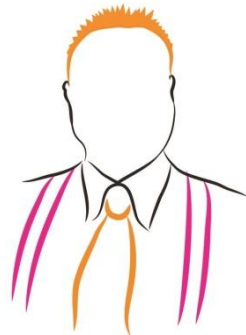


HOW: Breakdown of Raj's Approach



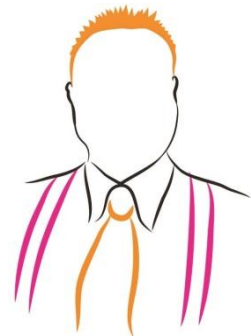
Who Is Your Reader?

- Look at your last 5 new clients
 - What do they have in common?
 - Age? Education? Gender? Profession?
 - Hobbies or interests
- Build your psychograph / ideal demographic profile



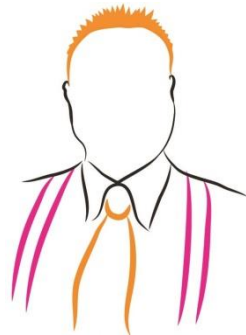
Brainlink's Audience

- Aged 45-55
- Married, possibly divorced
- Must have kids
- Has Post-Graduate degree (JD, MBA, PhD, CPA, Architect, etc)
- Earns mid-six-figures
- Philanthropic
- Likes to Travel
- Has owned the firm for 10+ years or worked at the firm for 5+ years
- Does NOT like to be sold to.
- Careful, analytical buyer



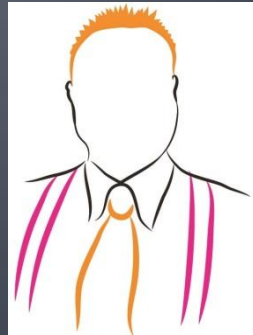
What is YOUR vision?

- What are the most common problems you solve for clients?
- What are the top 7 things you wish they knew before hiring you?
- What are the top 3 mistakes your competition makes?
- Why should they TRUST you?
- What PROMISES are you making?



WHAT: Our Message / Vision

The productivity of work is not
the responsibility of the worker,
but of the manager.
—Peter Drucker



Top Problems we solve

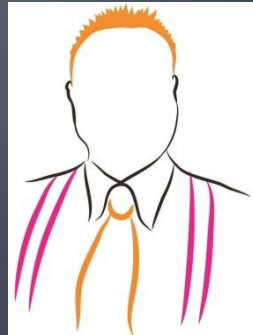
- Clients' don't calculate the cost of **PRODUCTIVITY LOSS**, so I do.
- We **INCREASE** productivity by eliminating downtime
- We **REDUCE** errors with **STANDARD PROCESSES**
- We **HELP** clients **AVOID** making costly legal mistakes
- We share in the **RISK** – flat fee billing with **NO** surprises. **GUARANTEED.**



WHAT: Things I Wish They Knew

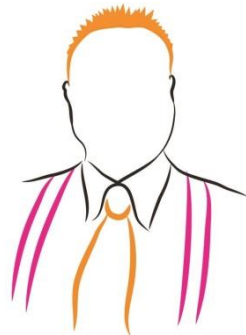
“A computer lets you make more mistakes faster than any invention in human history—with the possible exceptions of handguns and tequila.”

—Mitch Radcliffe



Things I Wish Clients Knew

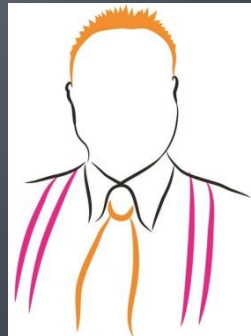
- Computers will crash.
- They WILL get infected, at some point.
- No system or security is 100% perfect
- If they are unhappy with the current provider or solution, 99% of the time, the agreement is inappropriate for them
- They may have OUTGROWN their current solution
- It's no one's fault. Forget the blame, fix the process.



WHY Should they hire Brainlink

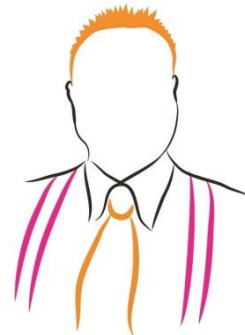
“If you think it’s expensive to hire a professional to do the job, wait until you hire an amateur.”

—Red Adair



Top Mistakes Incumbents Make

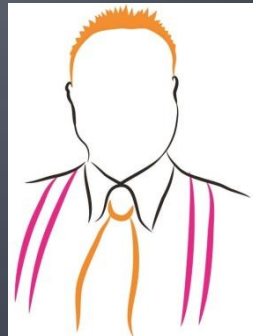
- Incomplete or missing documentation
- No process or standards
- Insufficient budget
- Using inappropriate tools
- Lack of transparency
- Opaque billing
- Taxi meter or “not my fault” mentality



Our Promise

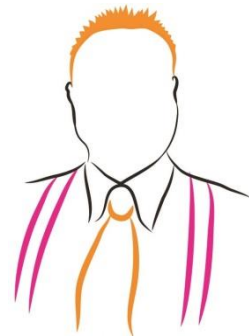
“How you do ANYTHING is how you do EVERYTHING.”

—Harv Eckert



Our Promise

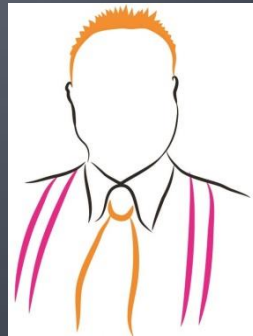
- We don't keep clients in the dark
 - clients are updated via tickets, emails, calls, meetings
- We don't hold clients hostage
 - all your data belongs to you – passwords, configs, SOPs, etc
- We will take responsibility for our mistakes
 - You don't have to tell me we screwed up. I'll tell you where we dropped the ball.
- We make it easy for you to FIRE us
- **(Discussed in Chapters 3,4,6,7!)**



HOW: Design, Production, Marketing

“How you do ANYTHING is how you
do EVERYTHING.”

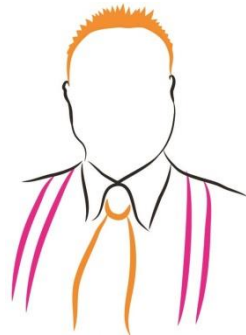
—Harv Eckert



Design & Production

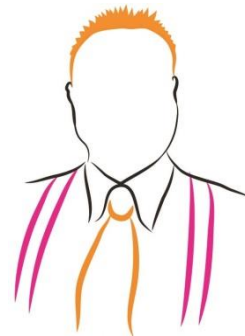
Use a professional firm

- Vervante
- Amazon/CreateSpace



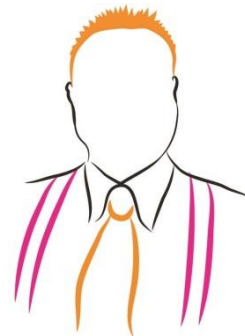
Marketing – Soft Launch

- Print 5-10 copies
- Have your family, friends, selected clients proof-read the book
- Make changes, re-print.
- Confirm the new edition has the changes embedded.
- Proof-read again
- Hire a professional proof-reader



Marketing – Hard Launch

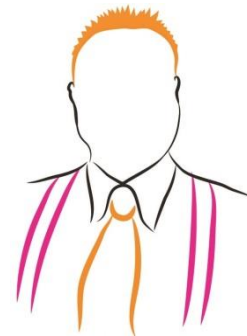
- Select a place appeals to you
 - Country Club
 - Exclusive restaurant or club
- Invite EVERYONE – friends, family, clients, press, elected officials, prospects, etc.
- Hire a videographer to tape the event and interview selected attendees
- Hire a photographer



Raj gets roasted at The Friars Club

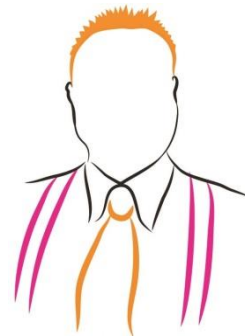
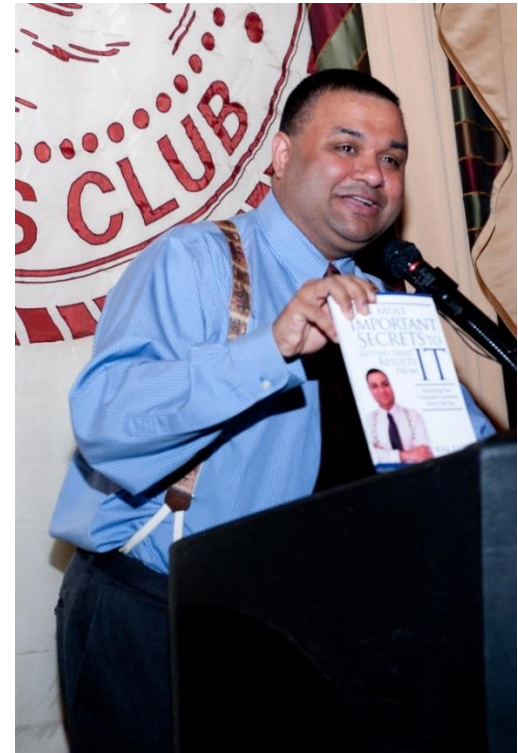


www.youtube.com/watch?v=nGszdp2INTg



“The Most Important Secrets to Getting Great Results From IT”

- **Spring 2012** - Completed the book.
- **May 2012** - Launch party at the Friars Club
- **June 2012** - The book was given away to 150 business owners & networkers at the Gotham Golf outing
- **Nov 2012** - The book was "sold" to raise funds for American Red Cross / SANDY Fund in conjunction with the LIACFE (Long Island Association Of Certified Fraud Examiners), for whom I was keynoting
- **May 2012-Present** - the book is included in our Shock & Awe



Priceless Testimonials from Our Clients

Why should Property Managers, Real Estate Professionals and Office Business Centers hire



Paul Carter
Real Estate Professional

Why should lawyers hire Brainlink?



Andrew Weltchek
Attorney

Why should other IT firms hire Raj Goel, CISSP for Security Compliance services?



Charles Rawls, Owner
IT Expert, Rogue Chef

Renee Lobo interviews Raj Goel for The Renee Lobo Report



Renee Lobo, President
Reenbow Media

Why should VC and database intensive firms hire Brainlink?



Benjamin Kallos
Venture Capitalist, Attorney

As an IT business owner, why do you refer Raj Goel?



Tom Lacalamita
IT Consultant

Why should architects trust Raj Goel and Brainlink?



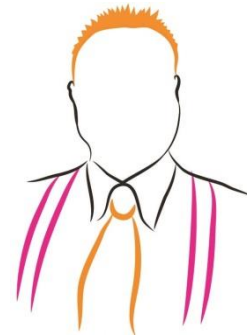
Mark Ellis, Partner
Cornerstone Architects

Why should Architects hire Raj Goel and Brainlink?



Mark Ellis, Partner
Cornerstone Architects

<http://www.brainlink.com/our-clients/>



Awesome Book Reviews -

<http://www.brainlink.com/book/>

Why should business owners read Raj
Goel's book?



Mark Bernstein, Owner
TransWorld Business Advisors of Manhattan

Why should business owners read
Raj Goel's book?



Charles Rawls, Owner
IT Expert, Rogue Chef

Why should Financial Planners read
Raj's Book?



Kelly Welles
Financial Planner

Why should attorneys read Raj Goel's
book?



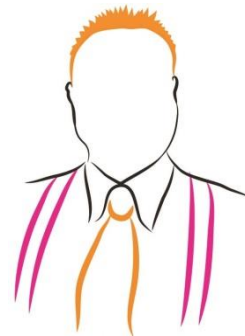
Andrew Weltchek
Attorney

Why should C-Level executives read Raj
Goel's book?



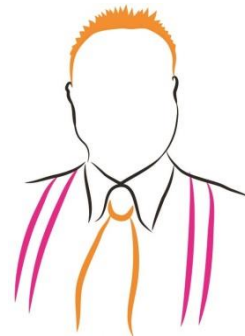
Benjamin Kallos
Venture Capitalist, Attorney

Renee Lobo's review of Raj Goel's
book



Marketing – Post Launch

- Golf sponsorships
- Raffles & Giveaways
- Book signings
- Prospect Meetings
- Media Intros
- Opening & Closing slides

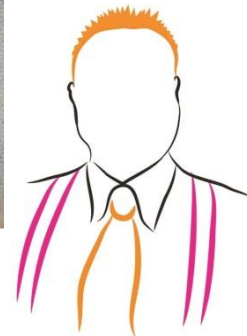
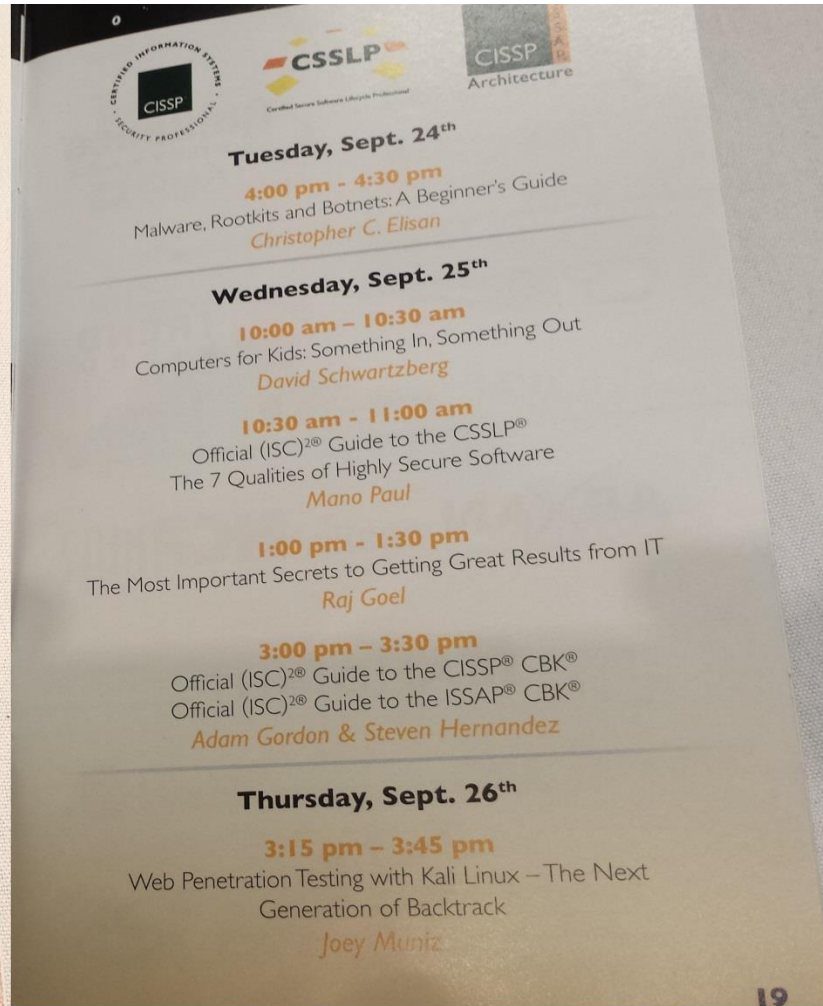


Results: Higher Profile

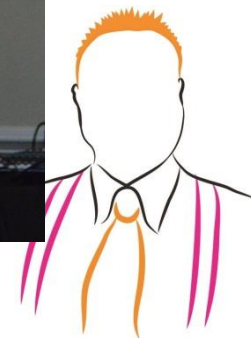
- Being the author got me a higher marketing profile at
 - ✓ 2012 & 2013 NYS CyberSecurity conference
 - ✓ 2013 Hague conference
 - ✓ 2013 GBATA Conference, Helsinki
 - ✓ Media & TV appearances



Result: ASIS59 Book Signing



Result: ICT Curacao Keynote



Result: TV Interviews

Will the NYPD's expanded surveillance system invade your privacy?



PIX11 interviews Raj on DOD breach



RFID Car Hacking



Renee Lobo's review of Raj Goel's book

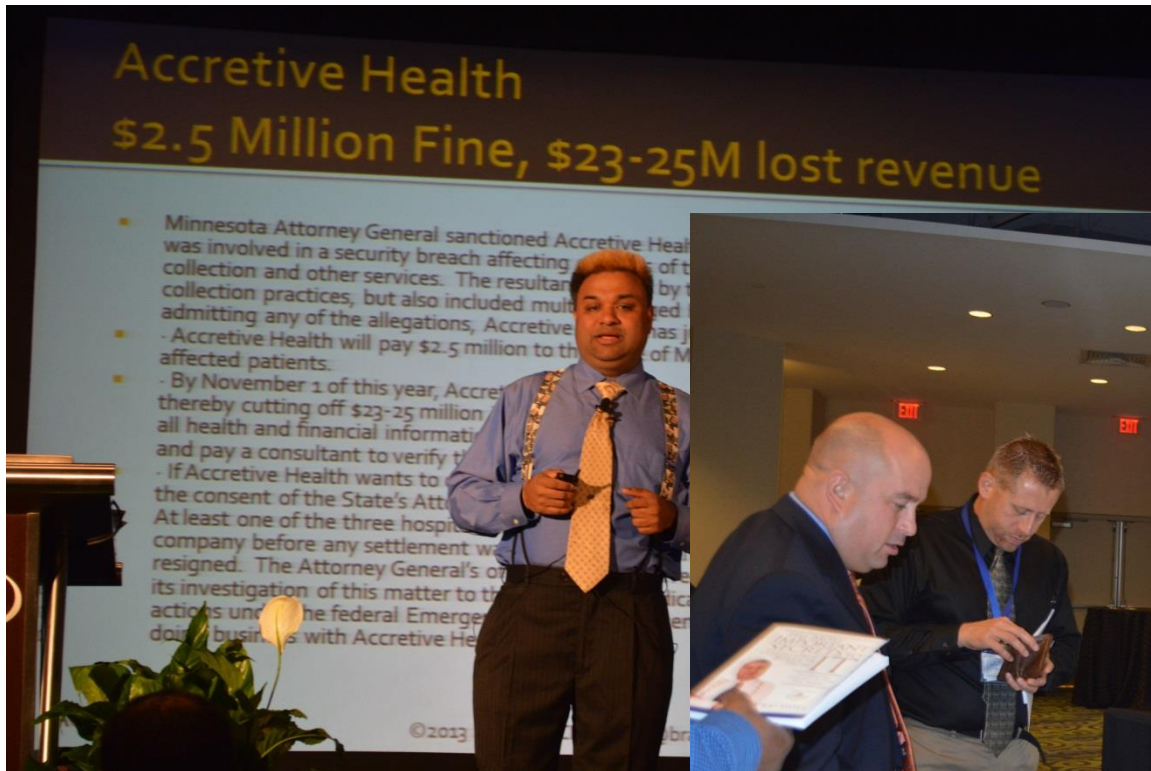
The Age Of Personal Surveillance Is Here



- Watch the media reel at <http://www.rajgoel.com/speaking/>

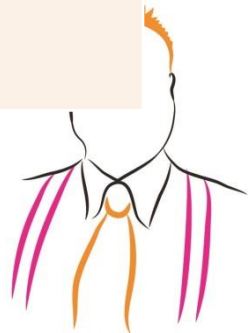


Result: Datto Keynote & Book Signing



Bottom Line

Book production costs (editor, designer, photographer)	\$3,500
Book Launch Party at The Friars Club	\$8,500
3,500 Books printed	7,500
TOTAL COST	\$19,500
Current Contracted Revenues	\$ 1,060,000
Book ROI	5435%
Revenue Per Hour Invested (100 hours total)	\$ 10,600



How we leverage the book

Educate prospects -

- Read CHAPTER 2 on how much PRODUCTIVITY LOSS is costing you
- or CHAPTER 10 on increasing productivity
- or Chapter 11 & 12 to improve your networking
- or Chapters 14/15 for HIPAA compliance
- or Chapter 19 on Why Cloud Computing may be DANGEROUS for YOUR business



Who Do We Give The Book To?

Our Peers in the IT industry

Every prospect

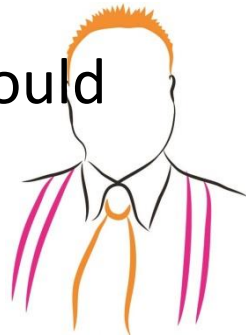
Key staff at clients

Media

Conference Organizers

All of our clients CFOs/COOs or Operations Managers have read the book.

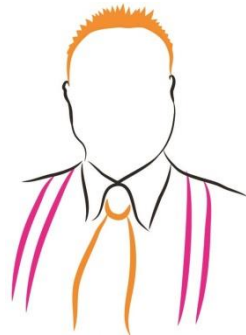
If our vision for IT operations doesn't align, then why would we work together?



Resources

Whitepaper: Robin Robin's named me as her
Feb 2014 "Genius Of The Month"

Bootcamp Bonus: Signed copies of Raj's Book
(you must signup by May 5th)



Contact Information

Raj Goel, CISSP

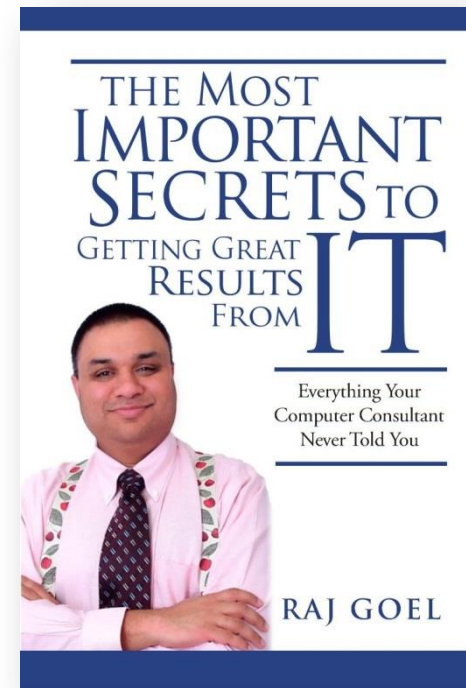
Chief Technology Officer
Brainlink International, Inc.

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raj@brainlink.com

www.RajGoel.com

www.linkedin.com/in/rajgoel



Author of "The Most Important Secrets To Getting Great Results From IT"
<http://www.amazon.com/gp/product/0984424814>

