

Special Memo for Potential Book Co-Authors

Date: February 10, 2009

To: All Potential Co-Authors

From: Ernest O'Dell

Regarding: Opportunity to be a Book Co-Author

I have been studying various marketing strategies for the real estate industry over the last few years, and how to apply them in this current market. This study led me to see an incredible marketing opportunity available to book authors. As an author of a book, you are automatically seen as an expert in the market place. The positioning, as well as, the exposure obtained through the book can become extremely valuable for your business.

As some of you might know, I have written and published a book on marketing strategies and how they can be applied to the real estate industry. I would like to write a new book over the next few weeks and invite you to become a co-author in my new book.

The book will be focused around the idea of buying or selling a home in your specific geographic area. Each chapter in the new book will focus on one area in the process of buying or selling a home. A sample list of chapters and potential authors sought for this new book is attached in the appendix of this memo.

Each chapter needs to be **at least** 500 words (approximately 1 page on an 8-1/2" x 11" format), but no more than 10 pages, or approximately 5,000 words. A certain percentage of copy over the 10 page maximum will be allowed, as long as it doesn't detract from the message of the chapter.

Keep in mind, that as long as copy for each chapter is held within the above stated boundaries, I will publish your chapter "as is." Minor modifications for spell-checking, grammar and syntax will be made without taking away from the original content. I want your work to be in "your words," not mine.

If, however, I find something that needs to be edited, I will contact you first to assure the integrity of your content, but in the end, I will reserve the right to make necessary edits to maintain continuity and flow.

The purpose for this book is to provide expert and accurate information to the buyers and sellers of properties, at the same time serving as advertisement for each author and their respective business.

I plan to advertise this book through targeted markets in your area and also on Amazon.com. Home buyers and sellers in your area will be looking for specific information in their markets and will find this book pertinent to their needs.

I will also seek to have a writer for one or more of our local newspapers write a chapter on advertising in the paper. This addition to the book, alone, will help us obtain some free publicity!

An opportunity also exists to develop a promotional website for this book. The website can offer additional articles written by the co-authors, email courses to opt-in subscribers, and more.

As noted above, individual chapter authorship is now available. The book will be published on Amazon.com in PDF format and will be copyrighted material with its own ISBN and LOC numbers. It will be downloadable as soon as a customer's method of payment is processed, thereby reducing the need to wait for shipping of a printed version. However, having said that, there will also be a "hard copy" printed version made available for the same price.

I plan to publish this book through the "Guerrilla Real Estate Marketing" series, which is published by DMS Group Publications. Its goal is not to be a "best seller" but to be a lead generator for your business.

Printed copies of the book, in hardcover or paperback, will also be distributed to local bookstores for sale, and extra copies will be made available for book signings and distribution by co-authors.

Each author will have his/her own chapter, with full freedom and permission to promote their business in the content and with promotional announcement at the end of the chapter.

If you have an affiliate business that is related to your real estate business that provides you ancillary commission revenue, you may also promote that business within your chapter—as long as it is related to 1.) real estate, or 2.) your subject chapter.

Should you choose, you may also write more than one chapter. Each author will be listed as author of his/her chapter and listed as book co-author. When we launch a promotional website (which would be listed in all ads), the website will include expanded promotion of each author, and you will be sent the link(s) to all pertinent URLs for the web promotion.

Authors will be able to purchase books at cost. **Minimum orders may be required.**

Participation fees are \$2,500 per author, per chapter, to help cover the cost of self-publishing, typesetting and printing. The participation fees will also be used for advertising and promotion upon book completion.

For example, if you only choose to select one chapter subject, the participation fee will only be \$2,500. If you, as a single author, choose two, or three chapter subjects, then the participation fee would be \$5,000 or \$7,500 respectively.

These fees have been reduced from \$34,950 per chapter because distribution channels have been expanded due to electronic publishing, in addition to hard copy, thereby making it more affordable to participate in a viable marketing and advertising venue.

If you would like to elect to have a promotional website tied to the book, with a lead capture and sales page, there will also be an additional fee of \$1,500 to have the site designed and launched.

The tentative timetable for release of this book is mid-summer 2009, or no later than August 31, 2009.

WORK TIMETABLE

Manuscripts need to be completed no later than June 30, 2009. Material from co-authors by June 1, 2009.

Promotional website if elected: development work July 31, 2009.

If you would like to participate in co-authoring a book with me, please complete the participation form and return to me by certified or registered mail with appropriate fees at the following address:

Ernest O'Dell
DMS Group Publications
3305 Sagebrush Rd

Levelland, TX 79336-9707

If you decide not to participate as a co-author in this book, alternate authors will be sought for your topic from the pool of real estate agents, brokers, lenders and professionals in your area.

Later in the year, we can schedule a meeting to discuss the entire promotion plan, discuss how you can help AND how you can benefit and profit from the promotion. A meeting can be set up either as a conference call, or through a private forum via email.

Anticipated meeting time – to be determined.

Potential Chapter & Author List

(Number of Chapters, Topics and Authors Subject to Change)

Chapter 1.: How to Find & Buy the Home of Your Dreams

Author: Your Name

Chapter 2.: How to Sell Your Home Fast & For Top Dollar

Author: Your Name

Chapter 3.: How to Get the Best Mortgage at The Lowest Possible Cost

Potential Author: Lender, Banker, Mortgage company

Chapter 4.: How to Protect Your Family with the Proper Insurance

Potential Author: Insurance Agent

Chapter 5.: How to Spot Costly Problems BEFORE You Buy Your Dream Home

Potential Author: Home Inspector

Chapter 6.: Use Your Home to Save Money on Taxes

Potential Author: Accountant, Financial Planner

Chapter 7.: How to Stage a Home for Showings

Potential Author: Interior Decorator

Chapter 8.: How to Avoid Costly Title Problems

Potential Author: Title Agent

Chapter 9.: How to Renovate and Update Your Home to Create More Demand and a Higher Selling Price

Potential Author: Home Improvement Contractor

Chapter 10.: How to Affordably Advertise Your Properties

Potential Author(s): Editor of the Business Section for your local newspaper(s)
[This section could potentially have two or three contributors, depending on your geographic area, and the number of newspapers in your locale.]

Chapter 11.: How to Protect Your Home and Other Valuable Assets (Asset Protection)

Potential Author: Attorney

Chapter 12.: How to Sell Your For Top Dollar In Tough Economic Times

Author: Your Name

Chapter 13.: How to Profit From Foreclosed Properties Without Feeling Like a Crook

Author: Your Name

Chapter 14.: Where To Find Foreclosed Properties In Your Area For Little To No Cost

Author: Your Name

Chapter 15.: How to Use Web 2.0 Social Networking To Find Your Next Home

Author: Ernest O'Dell

Chapter 16.: How to Use Web 2.0 Social Networking To Sell Your Home In Tough Economic Times

Author: Ernest O'Dell

Chapter 17.: Want To Sell Your Own Home – FSBO (For Sale By Owner)? Or Should You Have an Agent?

Author: Your Name

Chapter 18.: Speed Up The Sales Process By Getting Pre-Qualified... FIRST!

Author: Your Name

Chapter 19.: Trust Your Real Estate Professional – They Know What They're Doing

Author: Your Name

Chapter 20.: The Pros and Cons of Seller Funded Down Payment Assistance Programs (DPA's)

Author: Your Name

Chapter 21.: If a Picture Is Worth a Thousand Words, a Video of Your Home Is Priceless

Author: Your Name

Chapter 22.: Moving and Relocation – Tips and Advice, Relocation Services, Military Relocation

Author: Your Name

Chapter 23.: First Time Home Buyers – Tips and Advice, Things You Should Know

Author: Your Name *(I know this chapter should be at the beginning, but there's a reason for my "madness" by putting it here. It breaks any "monotony" that might have set in with the reader.)*

Chapter 24.: Home Improvement - Going Green, Energy Efficiency, Home Maintenance, and "Sprucing Up"

Author: Your Name

Chapter 25.: Open House? Yes or No? (Security Issues)

Author: Your Name

Chapter 26.: Real Estate Secrets The Agent May Not Tell You – What a Real Estate Professional May Not Tell You Can Be Hazardous To Your Home Buying Health

Author: Your Name

Chapter 27.: [National Real Estate Pages](#) – Your Online Source For All Your Local Real Estate Needs

Author: Ernest O'Dell

Chapter 28.: [Real Estate Professionals National Association](#) – Find Associated Real Estate Professionals In Your Local Area

Author: Ernest O'Dell

Chapter 29.: Buyer's (and Seller's) Remorse – The Dark Side of Regret

Author: Your Name

Chapter 30.: Final Words

Author: Your Name

Co-Author Participation Form

Name: _____

Contact Information – if different from what we have on file

Address: _____

City – State – Zip: _____

Phone: _____ Fax _____

Email: _____

Fee/Payment

_____ Check enclosed for fee amount _____ payable to **Ernest O'Dell**.

Memo your check: Co-author participation fee.

Additional Payments

_____ Yes, I want a promotional website for advertising. I understand that I can tie this promotional website to my existing website. Fee to be invoiced separately per terms in letter.

Send to:

Ernest O'Dell
DMS Group Publications
3305 Sagebrush Rd
Levelland, TX 79336-9707

Participation Form Needed by April 30, 2009.

Signed: _____

Your Name (printed): _____

(Make copies of all pages for your records.)