



Frequently Asked Questions

Q. How many cover options do I get to choose?

A. Approximately 15-30 with various changes upon your request

Q. Can I review book before it is done?

A. Yes, of course! You can edit it twice before the world sees it.

Q. Will I make money from my book?

A. You might, but I tell everyone to not expect to make money. A book is a tool. It is not a way to make money directly. You make money INDIRECTLY (speaking gigs, more attention, more clients).

Q. How do I figure out title, direction, content?

A. Mike Fallat explains all of that during interview session. All of our books have certain flow that we want because IT WORKS for you and your audience.

Q. What do I have to do?

A. We need 2 recorded interviews (each 1.5 hours long) and we will do the rest!

Q. Do I get paperback copies?

A. Yes, you can buy as many as you want from Amazon. They are approximately \$4 per book.

