

3 Step Content ATM

(not using Ads/Sponsorships)

Mani Vaya

Founder, 2000 Books

Founder, MillionDollarBookClub.com

Caveat: I am not a
Professional Speaker

(I just love to teach and share)

Caveat: I am not a Creator

(I am an Entrepreneur & I want **you** to be one)

2000 Books

World's Greatest Business & self help
books summarized into
15 Minute Video Lessons

Million Dollar Book Club

Book Club for Entrepreneurs with
Million \$+ Annual Revenue

Who am I?

- Former Physicist & Computer Engineer
- 12+ Years in High Tech Industry
- Used to Manage Billion \$+ Cellphone Projects



Left a very lucrative **High 6 Figure
Engineering Career** to start “**2000
Books**” in 2015

1st Full Year in Business (2015-2016)

- Built audience using Youtube/Podcast
- Monetization model: Youtube Ads, Podcast Sponsorships
- Revenue: **\$49K** (After leaving a **High 6 Figure** career)
- **The Creator dream was shattered :(**.... This is not real!!

Realization: I have to be an Entrepreneur. Not a Creator

Creator

Social Media Channel is a Business

I am a

- **Podcaster**
- **Youtuber**
- **Instagram Celeb etc**

Entrepreneur

Social Media is just a Marketing Channel

I use Marketing Channels to grow my Business

- **Podcast**
- **Youtube**
- **Instagram etc**

Marketing Channels we use for 2000 Books:

- Youtube
- Podcast
- Blog + SEO
- Email Marketing
- Facebook Ads
- Instagram Ads
- Joint Venture/Affiliate Partnerships



2000 Books

29,877 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

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Uploads ▾

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Email Marketing 101 - How to do Email Marketing

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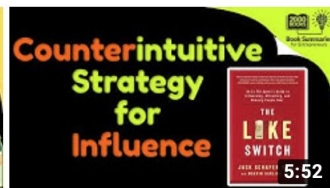
The Fastest Way to Upgrade your Belief Systems

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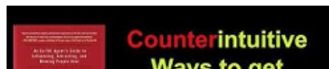
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2000 Books for Ambitious Entrepreneurs – Author Interviews and Book Summaries

By Mani Vaya

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Category: [Management & Marketing](#)

Language: English

Customer Ratings

★★★★★ 114 Ratings

Description

On 2000 Books podcast, we interview today's top Business and self help authors and get the the most important actionable ideas from the world's greatest books for ambitious entrepreneurs. We also summarize classic business books and self help books for entrepreneurs such as Napoleon Hill – Think and Grow Rich, Dale Carnegie – How to Win Friends and Influence people, Good to Great, Lean Startup, Zero to One, Never Eat Alone, Elon Musk, Jeff Bezos. Some of the authors interviewed include David Allen, Dan Pink, Nir Eyal, Jay Samit, Chris Brogan, Mike Michalowicz. Our goal is to provide you the best, most actionable ideas from these great books so that you as entrepreneurs, startup founders and CEOs can get to the next level in business and in life using the ideas from these great books

	Name	Description	Released	Price	
1	195[Self help] Fastest Wa...	This is by far the faste... i	3/3/2019	Free	View in iTunes ▶
2	194[Social Skills] 4 Step P...	4 Step Process to bec... i	2/7/2019	Free	View in iTunes ▶
3	193[Social Skills] The Lik...	Counterintuitive Strat... i	2/6/2019	Free	View in iTunes ▶
4	192[Productivity] 7 Best T...	If you want to live a G... i	2/4/2019	Free	View in iTunes ▶
5	191[Entrepreneurship]Le...	The 5 steps involved i... i	2/4/2019	Free	View in iTunes ▶
6	190[Billionaire Biography]...	How has Warren Buffe... i	1/21/2019	Free	View in iTunes ▶

**Why am I concerned
about Creators?**

**Ads &
Sponsorships**



Media Platform



Creator Life



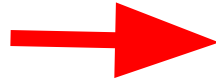


The Truth

Creator Mindset

Borrow Land to build a Sand Castle

**Create content on
Media Platforms**



**Get paid through Ads
& Sponsorships**

myspace

Search

DISCOVER

Featured

Music

Videos

People

Sign up

Sign in

Help • Site Info
Privacy • Terms
Ad Opt-Out

A part of the
People /
Entertainment
Weekly Network.

NEWS

Kevin Smith shares set photo as filming begins on 'Jay & Silent Bob' reboot



NEWS

ARTIST OF THE DAY

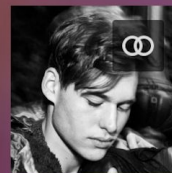
Q&A

EVERYBODY LOVES A LIST!

TOP 8

PORTRAITS

MORE ▾



Patrick McCloud
Member

Connect with People

Enter a Name or Artist...

or

Profile Type ▾

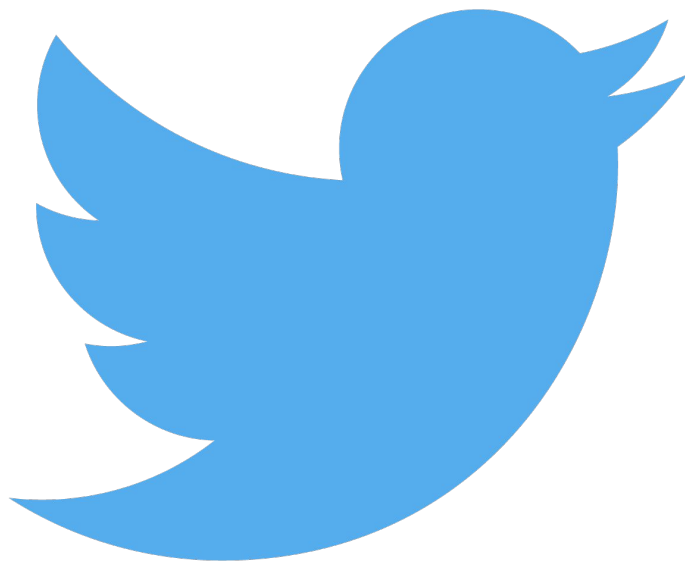
All Genres ▾

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Entertainment
Weekly Network.

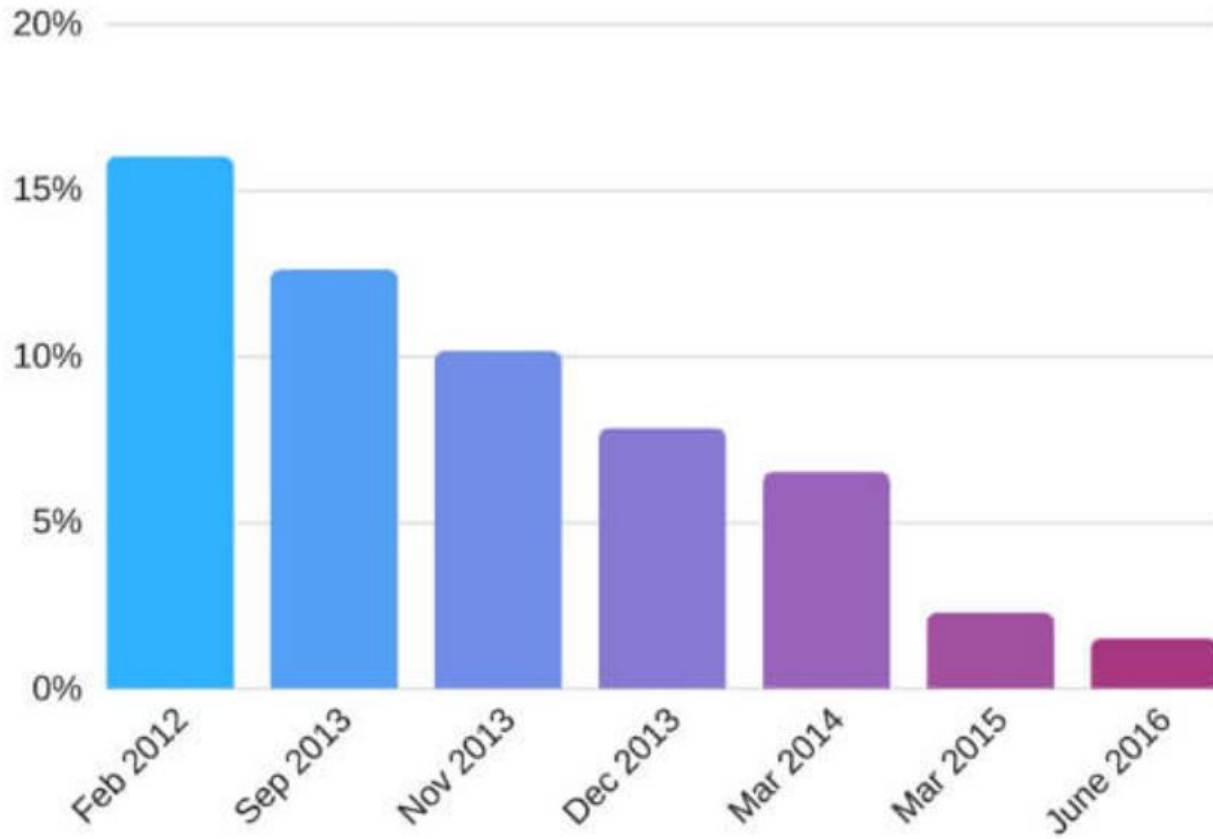


You **don't** own any Social
Media Channels

You can **build** an audience on
Social Media

But you don't **own** the
audience

Facebook Page Organic Reach



Details



2000 Books ✎

ID: 581881005332244



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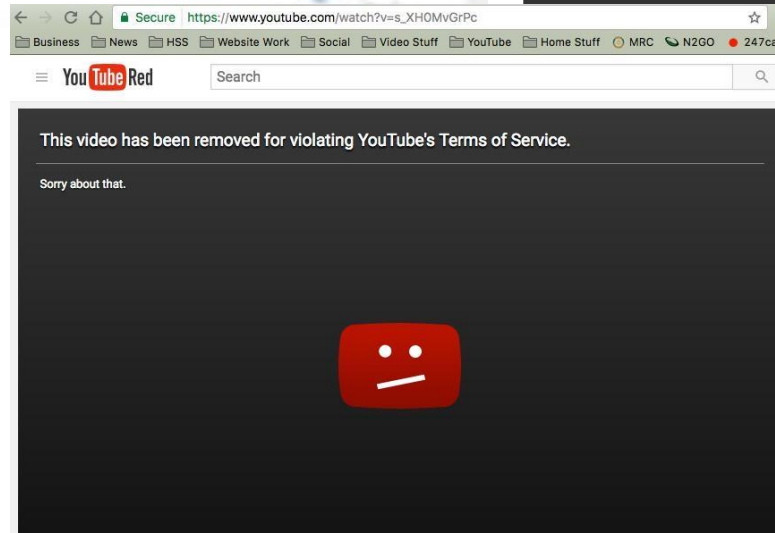
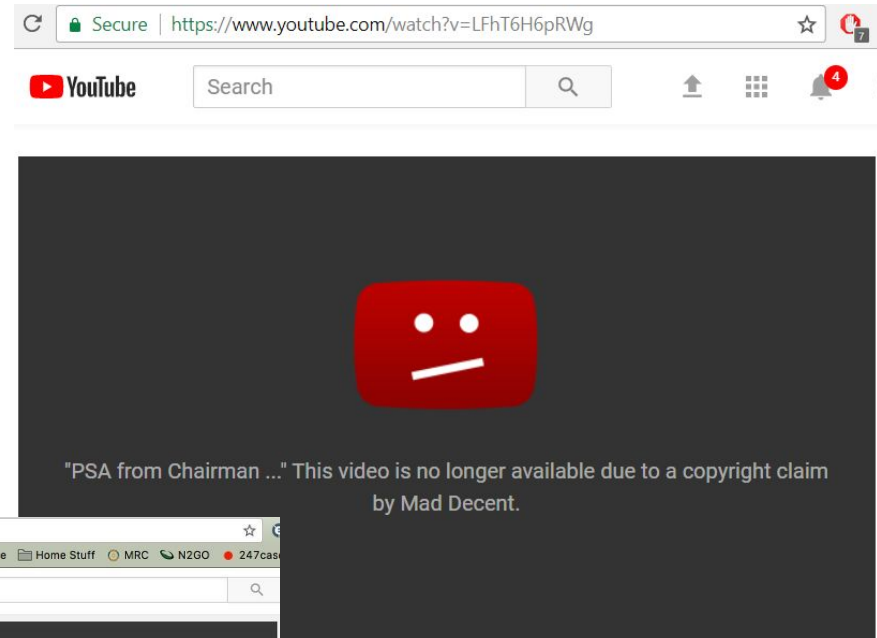
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Apple removes Alex Jones podcasts from iTunes for hate speech

62

Apple, Facebook, and Spotify have all removed content made by Jones in the last fortnight

By [James Vincent](#) | Aug 6, 2018, 7:18am EDT



SHARE



Here to help
projectile gnomes
go right.

So what should you do?

Entrepreneur Mindset

Own the Real Estate & Build a Stone Castle

**Create &
Market Content
Across
Channels**

**Acquire
Audience**

**Create
Products &
Services**

**Create
Marketing &
Sales Systems**

Which of these do you really own?

- FB Page/Group
- FB Pixel/Ad Account
- Instagram Followers
- Youtube Channel/Subscribers
- Twitter Followers
- Pinterest Followers
- Podcast / Podcast Listeners
- Website
- Email List

How to build Stone Castle on Your Own Land

Land You Own

Website

Email List

Stone Castles

Your Content

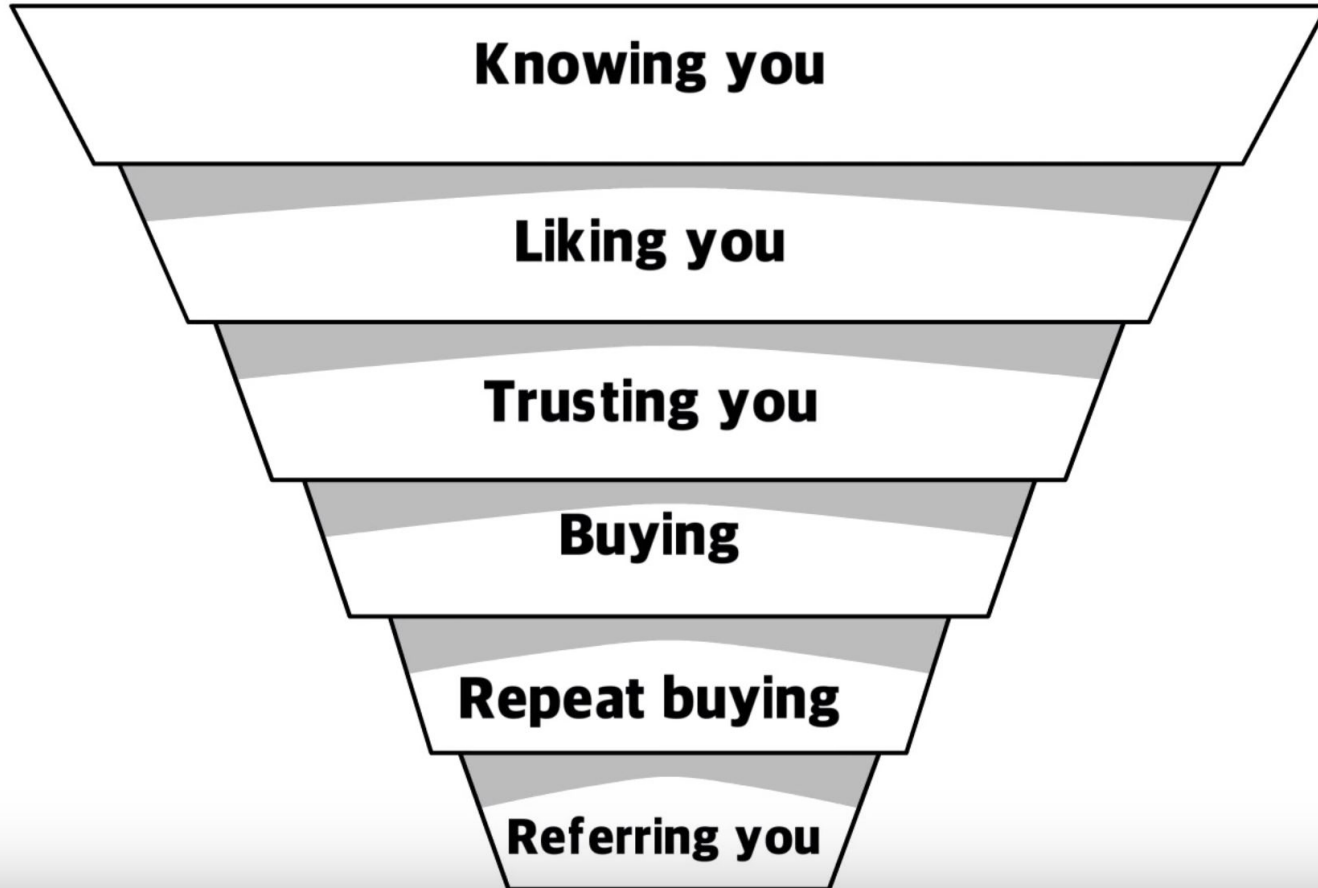
Your Marketing Funnels

Your Products/Services

3 Step Content ATM

1. Create Strategic Content & Repurpose It

Marketing Funnel



What is Strategic Content?

Content for Different Stages of your Prospect's Journey

Know	Like	Trust	Product Awareness	Buy
SEO worthy	Level 1 Stories	Vulnerability Stories	Sell the Lead Magnet	Offer
Viral Worthy	Educate	People in your life	Seed the Product or Service	Launch Awareness
Serves Existing Audience	Inspire them	Testimonials, Case Studies	Pains, Challenges, Frustrations	Why they need the product
Authority Content	Omnipresent	Pre-Framing		Sales Pitch
	Personal Values, Beliefs	Showcase Expertise		

Example: Email Marketing 101 Video



Book Summaries
for Entrepreneurs

Email Marketing 101

Education + SEO Worthy

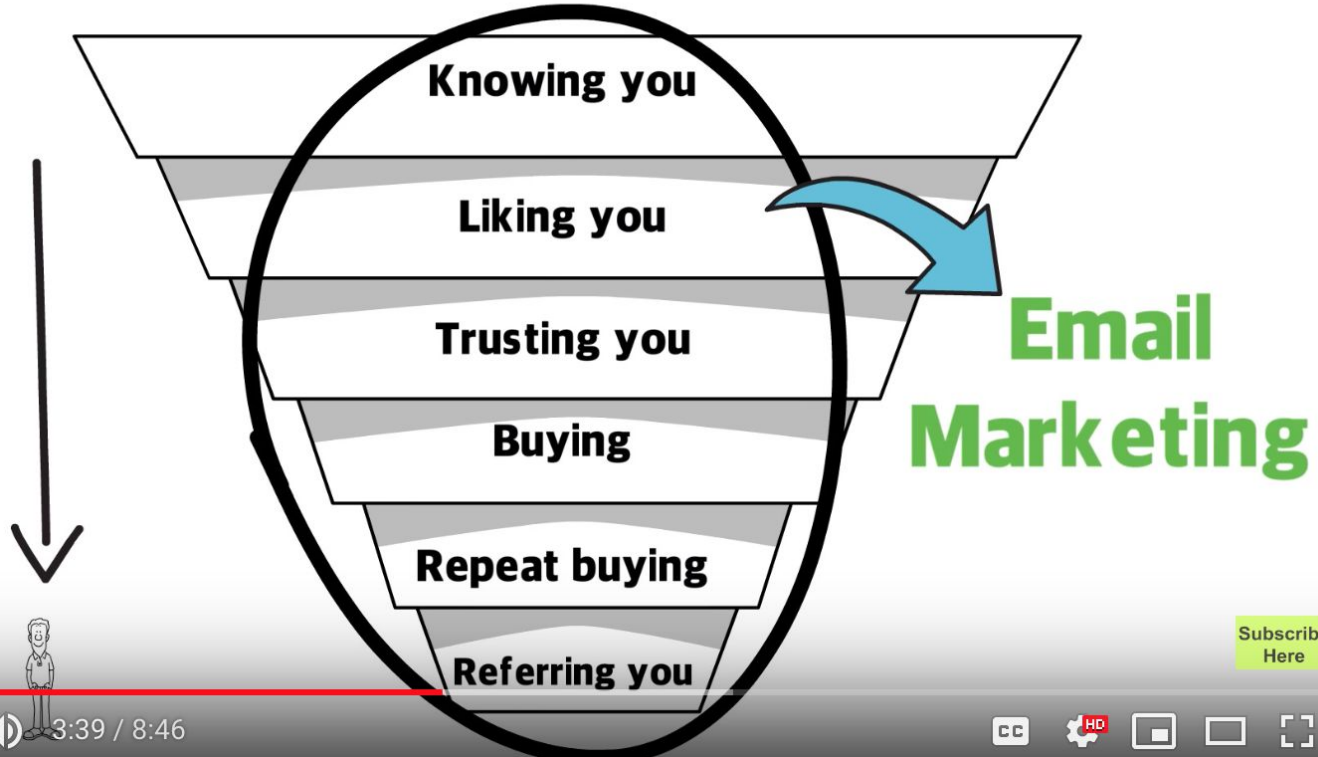
Marketing Funnel

2.60

Duct Tape Marketing
Revised and Updated



The World's Most Practical
Small Business Marketing Guide
John Jantsch
Entrepreneurial Speaker



Subscribe
Here



3:39 / 8:46



Case Studies + Pre-Framing + Seed the Offer

2.60

\$98,456 in sales



Satya Mallick

Founder, www.learnopencv.com

Before working with Mani I had a very successful consulting business.

However, I hadn't made even 1 \$ from my blog. I was planning to do a giant, time consuming kickstarter campaign to launch my course. I was dreading that whole effort.

Mani showed me that there was no need for a giant kick starter campaign. He showed me how to structure a launch using Email Marketing. With Mani's help, I made \$98,456 in course sales within 6 months using the power of email marketing.

6 months



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Here



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Establish Authority

2.60

Automated Email Campaigns



**Using the power of
Email Automation Tools**

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Offer for Affiliate Product

1.00

Email Marketing Tool



One of the most advanced
yet one of the simplest to use
email marketing platforms



FREE
14 day trial

2000books.com/convert



Subscribe
Here

Showcasing Expertise

1.00

4 Rules for Good Emails

1. Tell Stories

"Facts Tell, Stories Sell"



2. Fire off Specific Psychological Triggers

Triggers Like:

- Trust
- Likability
- Authority
- Credibility



3. Email should lead to a specific Call to Action



Always have one very clear purpose in your email



4. Create Open loops for Future communications



- a product
- a new launch
- what will you be sending them in the future emails
- a story that is yet to be finished

Subscribe Here



8:20 / 8:46



Make the Offer

1.00



2000books.com/apply



Subscribe
Here



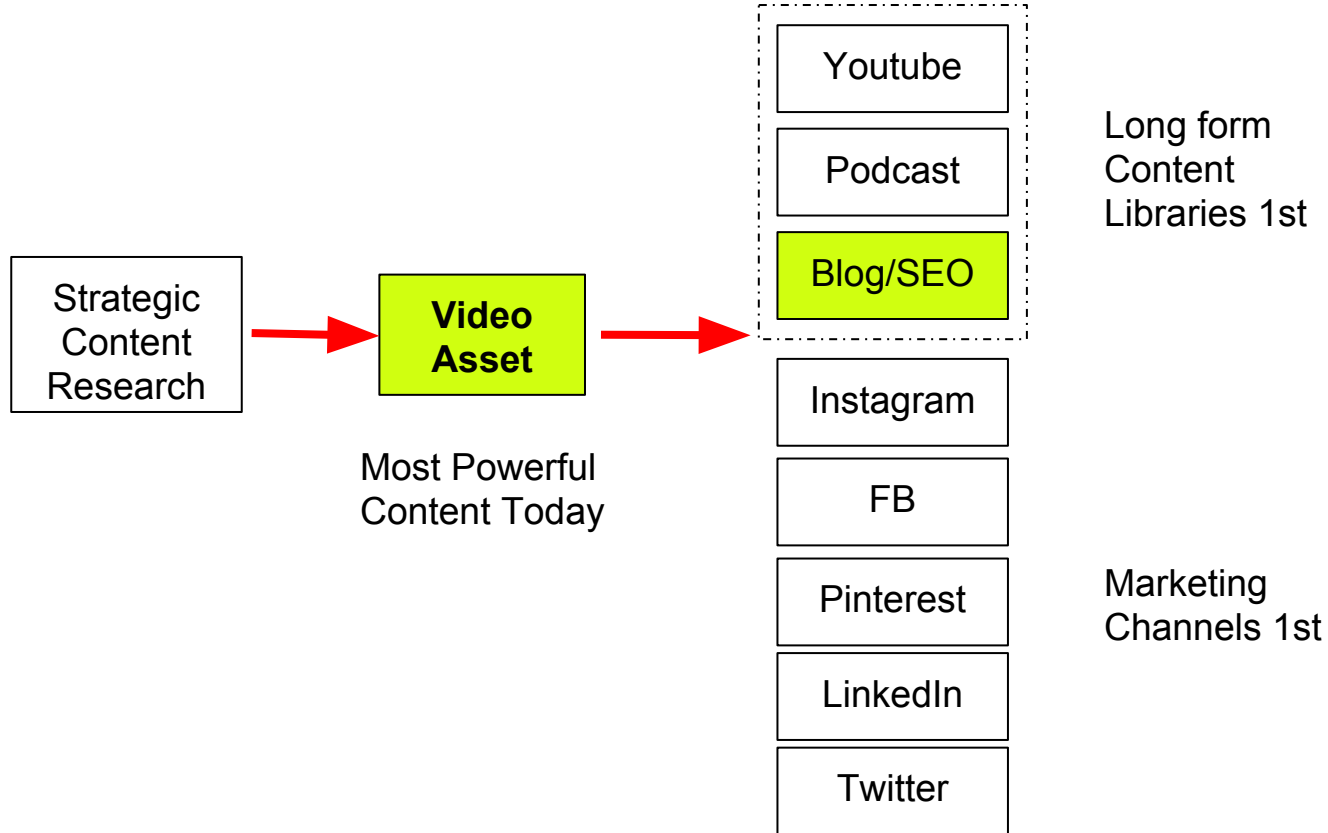
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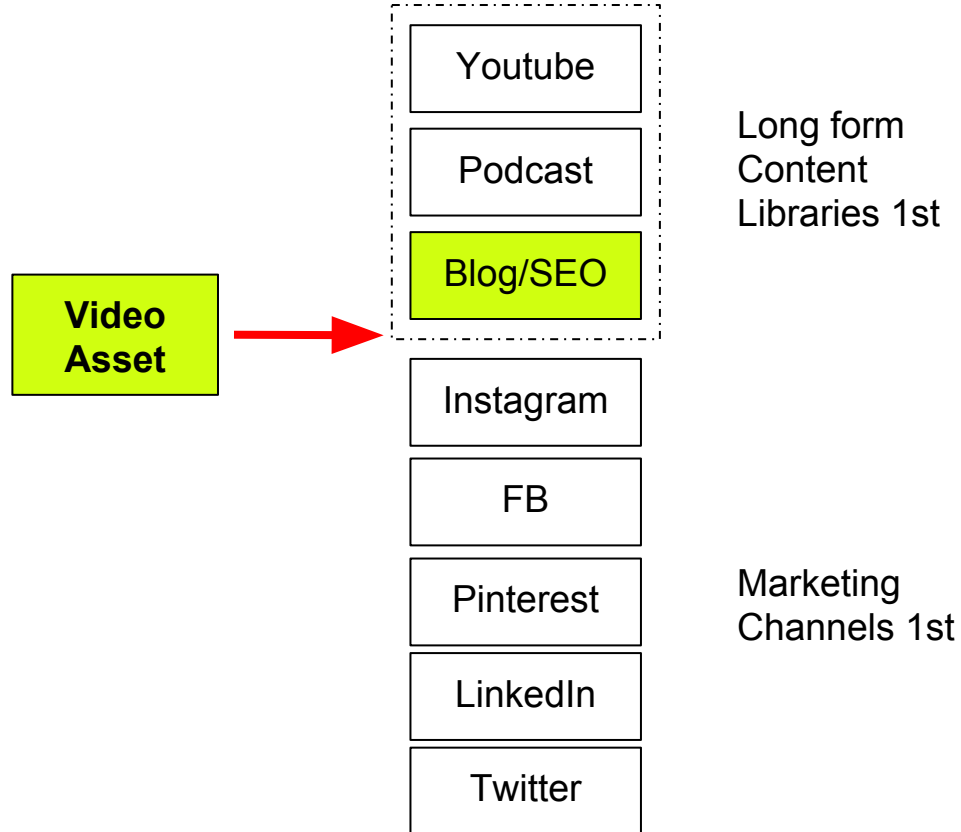
Strategic Content - Email Marketing 101

Know	Like	Trust	Product Awareness	Buy	Refer/Repeat
SEO worthy	Level 1 Stories	Vulnerability Stories	Sell the Lead Magnet	Offer	
Viral Worthy	Educate	People in your life	Seed the Product	Launch Awareness	
Serves Existing Audience	Inspire	Testimonials, Case Studies	Pains, Challenges, Frustrations	Why they need the product	
Authority Content	Omnipresent	Pre-Framing		Sales Pitch	
		Showcase Expertise			

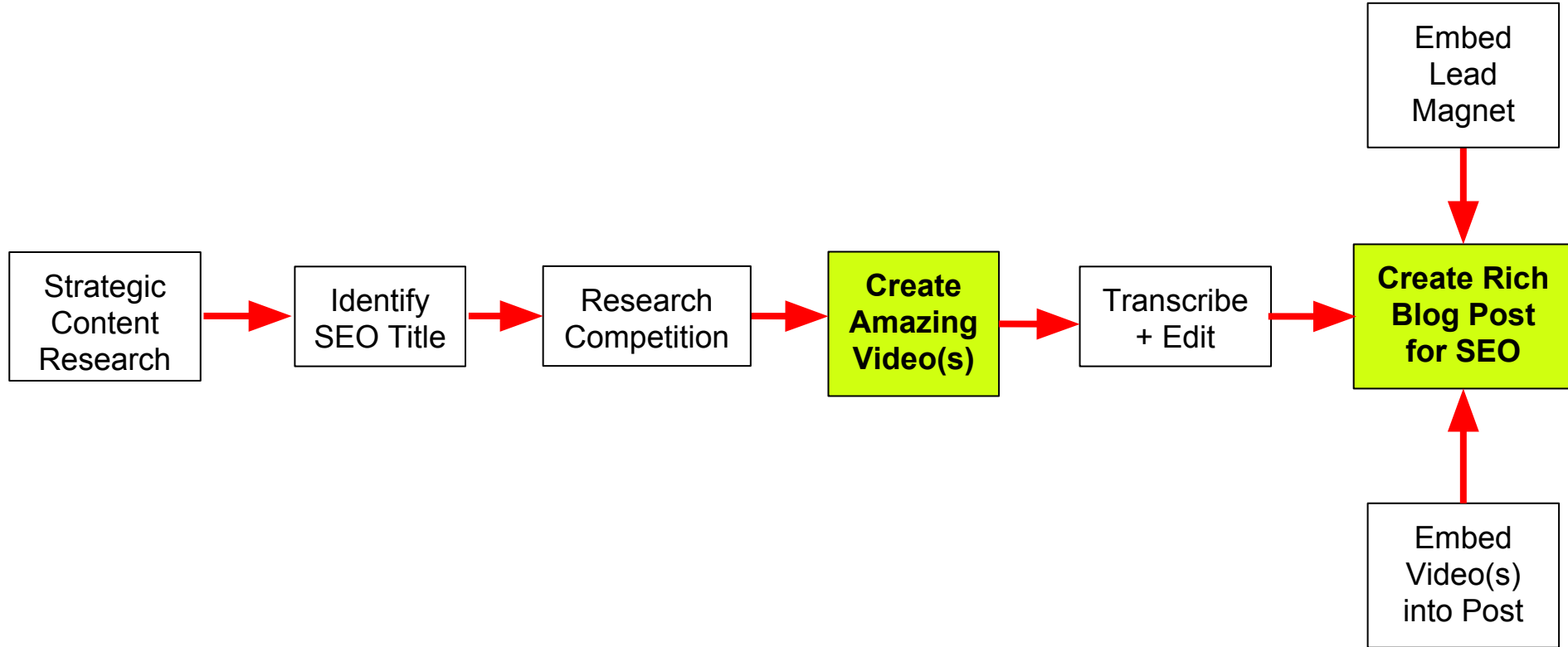
Content Repurposing Framework



Biggest Repurposing Key: Start with Video



Dominate SEO



Download the Slides at
MillionDollarBookClub.com/bonus

2. Build Your Email List using Strategic Content

The Bridge

**Content on
Social Media
Channels**

Email Marketing

```
graph LR; A[Content on Social Media Channels] --- B[Email Marketing]; B --- C[Your Products and Services]
```

**Your Products
and Services**

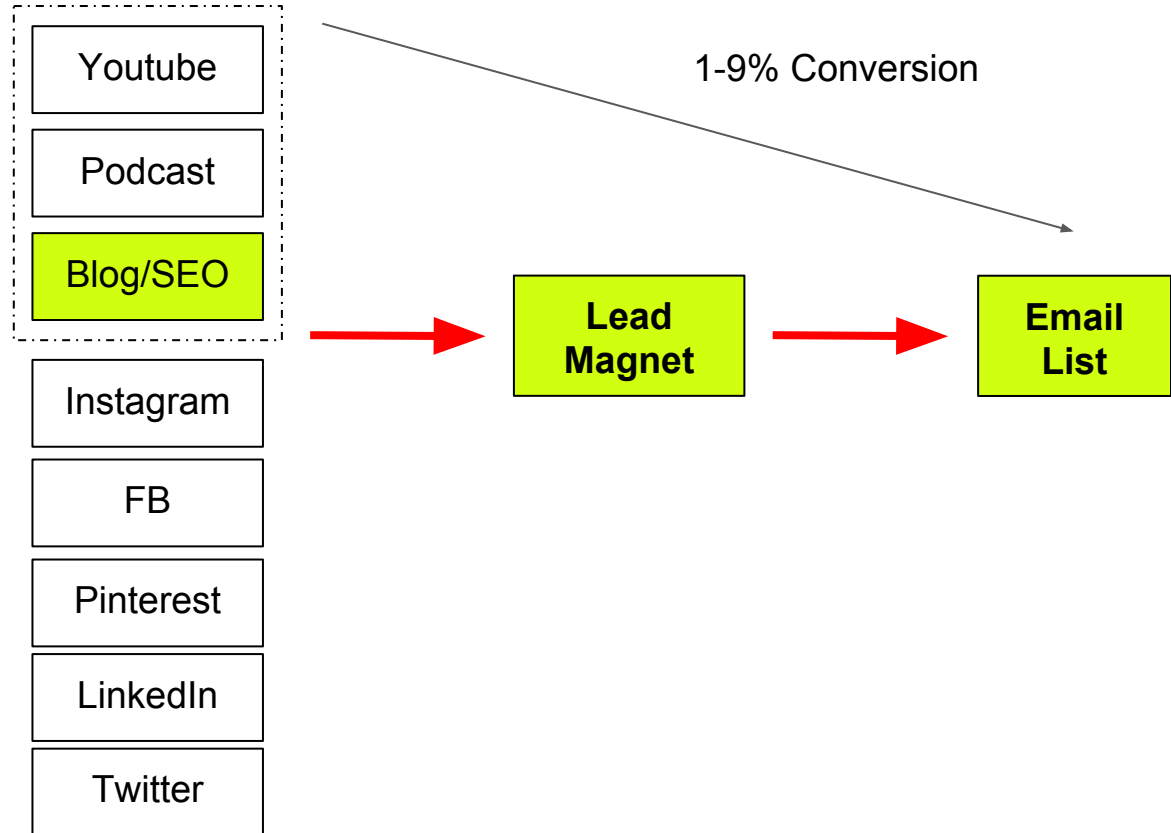
Email Marketing is the most
Potent Follow Up Tool

Marketing is a game of
Repetition

You don't own Social Media
Audience

But you always own your
Email List

Use Strategic Content to Build Your Email List



Strategic Lead Magnet

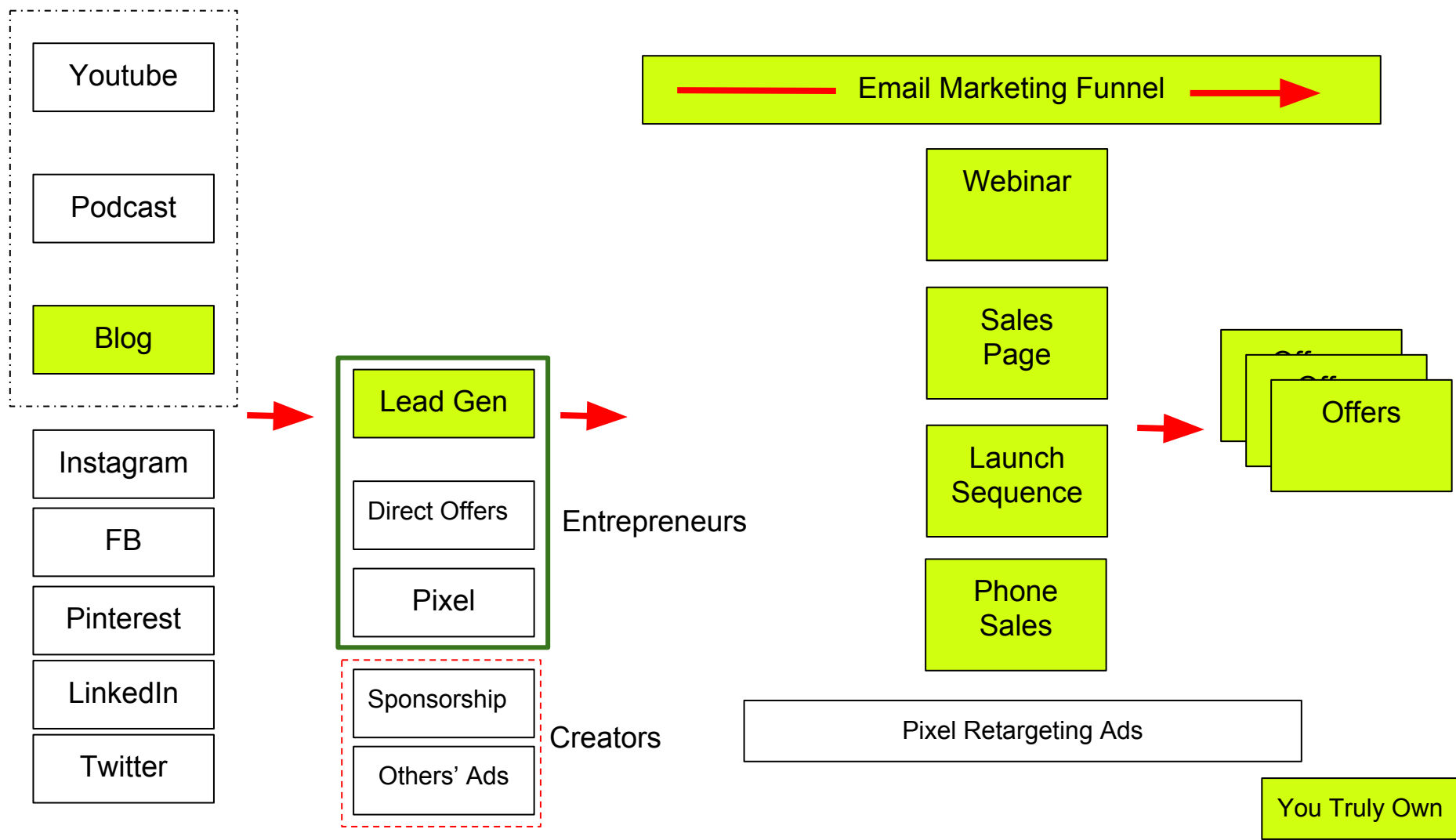
**Delivers a
Quick Win**

FREE!

**Something that
audience
craves**

**Leads to Your
Product or
Service**


3. Create Marketing Funnels using Strategic Content



Content for Different Stages of your Prospect's Journey

Know	Like	Trust	Product Awareness	Buy
SEO worthy	Level 1 Stories	Vulnerability Stories	Sell the Lead Magnet	Offer
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Authority Content	Omnipresent	Pre-Framing		Sales Pitch
	Personal Values, Beliefs	Showcase Expertise		

Email Marketing Funnel



Know-> Like Sequences

Your Principles,
Values, Beliefs

Your business
story

Educate (Your
Best Content)

Like -> Trust Sequences

Establish
Authority

More personal
stories

Social Proof

Trust -> Buy Sequences

Educate about
the Problem

Educate them
about Solution

Testimonials/
Case Studies

Limited Time
Offers

Repeat Buying Sequences

Educate about
the Problem

Educate them
about Solution

Testimonials/
Case Studies

Limited Time
Offers

Need Help making the leap
from Creator -> Entrepreneur?

Email: mani@2000books.com

Text: 858-205-2135 (Personal)

Slides: MillionDollarBookClub.com/bonus