



RICK FRISHMAN

THE PUBLISHER



Rick Frishman, the founder of Planned Television Arts, has been one of the leading book publicists in America for over 30 years. Working with many of the top book editors, literary agents and publishers in America, including Simon and Schuster, Random House, Wiley, Harper Collins, Pocket Books, Penguin Putnam, and Hyperion Books, he has worked with best-selling authors including Mitch Albom, Bill Moyers, Stephen King, Caroline Kennedy, Howard Stern, President Jimmy Carter, Mark Victor Hansen, Nelson DeMille, John Grisham, Hugh Downs, Henry Kissinger, Jack Canfield, Alan Deshowitz, Arnold Palmer, and Harvey Mackay.

Rick is Publisher at Morgan James Publishing in New York. Morgan James published over 180 books in 2009. Morgan James publishes fiction and non fiction books and looks for authors with a platform who believe in giving back. Morgan James gives a portion of every book sold to Habitat for Humanity.

Rick has appeared on hundreds of radio shows and more than a dozen TV shows nationwide including *OPRAH* and *Bloomberg TV*. He has also been featured in the *New York Times*, *Wall Street Journal*, *Associated Press*, *Selling Power Magazine*, *New York Post* and scores of publications.

He is the co-author of 11 books, including national best-sellers "*GUERRILLA PUBLICITY*" and "*NETWORKING MAGIC*". Rick's 11th book "*Guerrilla Marketing for Writers*"

We awarded him with the nick-name "**The Publisher**" because of his 30+ years in the publishing, publicity, marketing, and speaking business.

RickFrishman.com
Bio, Articles, products

Author101.com
Resources for authors

Author101University.com
Popular conference for authors trying to write and sell more books.

PlannedTelevisionArts.com
Rick's publicity company

MorganJamesPublishing.com
Rick's innovative publishing company for entrepreneurs.

YOUR BENEFITS

Rick believes that when you publish a book, you receive many benefits. These include, negotiating less, asking for more, and people looking at you in a different way. When he finally published his book people looked at him as a leading authority on the subject. A book will change peoples perception.

The media will also look at you in a different way. If you try and get media coverage as a speaker alone, you will have a hard time. However, media outlets LOVE authors. This allows them to position you as an expert.

When you have a book, you can charge higher fees. Also, you can sell it at the back of the room for additional cash flow. Or better yet, you can pre-sell the book to the event as a bulk order. Include additional curriculum along with the purchase, and a school can more easily find money through a curriculum budget.

Writing a book is not hard! If you can talk, you can record your conversation

“If you are a speaker and you don’t have a book, you are crazy.” Rick Frishman

THINK: What are the excuses that you have used in the past to not write a book? Are you willing to overcome those restraining forces?

WRITE

YOUR WRITING METHOD

If you can speak you can easily write a book. Rick considers himself more of a speaker than a writer, yet he has personally published 11 books. Often times speakers hire a ghost writer to turn a speech or interview into a book. This is a very effective way to work and will take the pressure off of you if you feel anxiety about sitting down and writing.

The bottom line is that you CAN'T use the excuse that you are "not a writer". The fact that you speak gives you permission to get a book published.

Here are a few suggestions on how to speak your book:

Record it yourself. Buy an audio recording device that creates digital files (under \$100) and talk into it. You could also get someone to interview you if you work better that way. Create mp3 files. Put an ad on [http:// www.elance.com](http://www.elance.com) and get bids for someone to transcribe it for you. Then get an editor to craft it into a finished product.

Do the proofreading yourself and it's done. Many speakers use a basic recorder for interviews that then get transcribed professionally and returned over the internet. It's cheap and fast.

Record over the internet. Use a service like www.IDictate.com where you can do the recording direct over the internet.

Use Speech to text software. Use software like Dragons Naturally Speaking <http://www.nuance.com> where the software recognizes your voice and writes it on the screen for you or use www.EasyBookRecording.com.

All of these will give you a written file that you can then edit and shape into a book, but the bulk of the writing is now done, and you can begin the edit/re-arranging process! It's pretty great to get a massive jumpstart in the book writing process by having your speech dictated for you.

YOUR PUBLISHING OPTIONS

Steps to get published with a TRADITIONAL publisher

Step 1. Write a great book proposal

Books about this subject:

- Micheal Lawson wrote a great book called "How to write a book proposal."
- Rick Frishman wrote "Author 101 Book Proposals" and Tim Ferris, author of the 4 Hour Work Week, sold millions of books as a result of using this resource!

Step 2. Get a literary agent.

A good agent will want to see this information in your book proposal:

- Who are you?
- What's your subject?
- What's your title and subtitle
- Table of Contents
- 1 or 2 chapters
- Names and bio's of any writers working with you.
- What is your platform?
- How many addresses do you have for direct/email marketing?
- What media appearances have you been a part of?
- Who is willing to do testimonials for you?
- Is your google search clean?
- What will you do to market your book when it comes out?

Step 3. Negotiate a deal with a traditional Publisher

Here is what you get:

- They may give you an advance of \$1,500.
- They will take your intellectual property rights- they will own it.
- The finished book will come out in about 18 months.
- It will be advertised for 3 months.
- If you don't sell the books in three months, they will destroy the rest of the inventory.

Major challenge in trying to get a traditional publisher to buy your book:

- There are about 565,000 books published each year.
- 200,000 of them are Print On Demand (POD)
- That leaves 365,000 or so real books that get into bookstores each year. That is 1,000 a day are published.
- In Barnes&Noble super stores, there are about 100,000 books in their inventory. 80,000 of them are "Back-list-books." (The Bible, Shakespeare, To Kill A Mockingbird, etc)
- That leaves 20,000 slots that are open to traditionally published books.
- Consider that there are only 20,000 slots on the BN bookshelf and there are 365,000+ books a year fighting for that spot... the odds of you getting on the bookshelves are close to impossible.

Print On Demand (fastest, easiest, cheapest way to get a book done)

There are many companies offering POD services. XLibris, Iuniverse, Xulon, AuthorHouse, Persona, etc.

Good news: It's a great way to get started and you can easily get on Amazon.

Bad news, it will never get on a bookstore shelf.

- The media knows it is a POD book.
- Most POD books sell only 100 copies.

Consider a 3rd Option: Rick Frishman's publishing house- Morgan-James Publishing. (see next page)

Compare

How does the Morgan James Entrepreneurial Publishing Model Compare?

Here is a quick overview of how the Morgan James Entrepreneurial Publishing Model compares with other publishing models. Items listed are in no particular order. If we left anything out, let us know.

Features	Morgan James Publishing	Traditional Publishing	Self or Vanity Publishing
Author Rights	Author Maintains ownership of Intellectual Property rights	Publisher Maintains the Intellectual Property rights	Author Maintains the Intellectual Property rights
Time to Market	Books are brought to market usually in 3-6 months or sooner if logical	Books are brought to market usually in 18-24 months	Books are made available to the author usually in 3-6 months
Royalties and Advances	20% Royalty across the board of Net sales, Paid Monthly (\$20 Retail - \$10 Average Net Sale = \$2 royalty) and No advances paid	Average of 4% to 15% Royalty, depending on mode of sale and is typically based on Net sales, paid twice a year, with an average advance of \$1,500	20% to 100% of net sales depending on whether you do it yourself or use a publishing service company with no advances paid, but typically a \$10,000-\$15,000 cost
Design, Editing, Printing	Books are given a custom designed interior and cover and all printing costs are covered. Authors provide a fully edited, proofread manuscript that we then perform an Editorial Analysis on to ensure quality	Books are given a custom designed interior and cover and all printing costs are covered. Publisher typically takes over editing and final manuscript content and quality	Authors assume all cost associated with design and printing. An author services company may offer template driven designs or custom design services to purchase
Bookstore Distribution	Full Bookstore Distribution both online and off via Ingram Publisher Services	Full Bookstore Distribution both online and off via Ingram Publisher Services or other reputable distribution solutions	No Bookstore distribution or limited online availability unless author hires distribution company directly
Continuing Education	Enrollment into The Entrepreneurial Author University at no cost to the authors	No Continuing Education	Typically no or expensive continuing education
Mastermind	Authors become part of our trademarked Entrepreneurial Vision Mastermind to establish the best future for title	Publisher takes over and makes all decisions	Author makes all decisions or hires own professionals to guide them
Publishing Fee	No Publishing Fee charged hidden or otherwise	No Publishing Fee charged	Publishing Fee charged and can vary from extremely expensive to relatively affordable
Author Book Discounts	Author may purchase books at print cost plus a percentage with volume and quantity discounts	Typically 50% of retail price and typically limited to a certain amount	20%-65% off retail price depending on format and quantities purchased
Book Purchase Requirement	Author is asked to commit to purchasing, during the life of the agreement, twenty-five hundred copies at cost plus a percentage	Many major houses require authors purchase copies of the book upon its release, usually at cost plus a percentage or a discount off retail	Typically Author is expected to purchase however many copies required to sell to the general public
Group Health Coverage	Availability of Employee Group Health and Associated Benefits depending on author residence	Not offered	Not offered
Return Rate	Average of less than 25% bookstore return rates which are then restocked for resale, offered to the authors, or donated to Habitat for Humanity	Average of 45+% bookstore return rates which are usually shredded for the tax benefit	Books are typically sold on a non-returnable basis and are not available in bookstores
PR Support	Publicity Manager writes and sends out Press Releases and special pricing at Planned TV Arts	Unless author is one of the top 6%, no PR Support is offered	No PR support is provided
Marketing Budget	Co-operative marketing monies made available to the authors on every book published	Unless author is one of the top 6%, no Marketing Budget is offered	No Marketing Budget is offered
Partner Status	Authors are treated as valuable partners in the process and are the most important member of the mastermind group created for each project accepted	Authors are sometimes treated as a partner	Authors are treated as a customer
Giving Back to the Community	1% of all sales across the board is donated to Habitat for Humanity and speaking opportunities available as well as international recognition for charitable works	No cause related marketing is typically associated at the publisher level	No cause related marketing is typically associated at the publisher level

YOUR INTERNET STRATEGY

Rick suggests that you secure a ton of URL's that relate to your speaking business. You MUST have your name, misspellings of your name, the title of your book, all reserved WAY before your book comes out. In Fact- If you are thinking for writing a book- Rick wants you to write down TEN potential titles for your book NOW and reserve them today. How much does it cost to reserve a URL? \$50? \$30? \$20? Nope \$8.95. He has a special web site getter for authors that is VERY CHEAP.

Go to <http://www.rickscheapdomains.com>

Rick suggests that you reserve all of these URL's today. URL'S are real estate. If you can't get your name- (it is taken) Here is what you do. Lets say your name is John Smith - and you can't get it. Try to get TheJohnSmith.com or TheOriginalJohnSmith.com or JohnSmithAuthor.com or JohnSmithSpeaker.com. Got it?

*If you **can't** get the URL for the title of your book- better start thinking of another title.* Rick Frishman

Also... ALWAYS get .COM! Not .NET or .BIZ .

So do it today- it is only \$8.95 at <http://www.rickscheapdomains.com>

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Domain Names Web Hosting SSL Certificates Email Accounts Marketing Tools Build a Website

Manage Renew Upgrade

Domain Names
Domain Pricing Per Year
All prices are listed in United States dollars (\$).

	1 yr	2 yrs	5 yrs	10 yrs
COM*	8.95	8.95	8.95	8.95
INFO*	9.99	9.99	9.99	9.99
NET*	9.99	9.99	9.99	9.99
ME	19.99	19.99	19.99	19.99
ORG*	9.99	9.99	9.99	9.99
BIZ*	9.99	9.99	9.99	9.99

* Plus ICANN fee of 18 cents per domain name year. Certain TLD's only.
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- Domain Name Appraisal --Get an expert evaluation of what a domain name is worth [from just \\$4.99!](#)

YOUR PUBLICITY PLAN

Rick Frisher practices what he preaches. If you start to follow his work online, you will see that he is super active as a speaker, writer, and publisher. He has multiple businesses that all have to do with the idea of communicating your message to the masses.

Rick pitched a BRILLIANT idea to us in this interview, he suggested that when you have a speaking engagement lined up, plan on doing a publicity campaign around that community. You want people to be talking about you before and after the event. This will increase your credibility amongst the event planners, and will allow you to UP your fee next time they desire to book you.

Rick does this using the 4 legs of publicity.

1. The Internet

As overwhelming as it might sound, you need to engage your customers through social media: You must have a Facebook, twitter, linkedin, and youtube account. If you are an author, sign up for a Filedby.com account. Oh, and don't forget to keep up a regular blog. Before you speak, make sure you are connecting with the people at the event. Get any website related to the event to write something up about you. When you speak, make sure you plug your websites for the people to interact with you afterwards.

2. Radio

You should do TONS of radio before the event from the comfort of your own home. Look for morning drive radio programs in the area and pitch to them your name and interview ideas. Alex Carroll a radio publicity genius has a program that will give you a database of the top radio shows in America. <http://www.PublicityVault.com>

3. TV

You can contact the local television stations in the area and let them know about the event. Make special arrangements to be available for on-camera interviews on the day of the event. Television stations love to cover local happenings.

4. Print

The most hungry segment of the press article writers of newspapers. Approach the local paper with your story and event. Remember to always put yourself in the shoes of a media professional. Ask yourself, "what do you have to say that would be interesting to the readers/viewers? Is what you are doing/saying noteworthy?"

You can do all of this yourself, or hire a publicist to do this for you. What matters is that you start doing this. Raise your celebrity status and credibility with publicity! What is your next step?

WRITE

YOUR AGENT

The Agenting Process Explained

By Rick Frishman

Every literary agent and agency operates somewhat differently; they may have a different emphasis, style or approach, but all follow a basically similar pattern. Some agencies may specialize in building and managing their clients' careers, while others concentrate on making individual books into giant, blockbuster hits. However, when it comes to selling books, agencies take similar paths.

Contacting An Agent: Most writers initially contact agents via e-mail. Agents like e-mail inquiries because they're easy to answer. Responding by e-mail saves them time, which is critical because most of the queries they receive are about books that the agents don't handle or are not interested in handling. A declining number of holdouts prefer to receive query letters sent via postal mail, but they're in the minority. So check each agent's Web site to see if it states how the agent prefers to be queried. Potential clients can also initially contact agents at conferences and other events. For information on writers' conferences, see *Writer's Digest* (www.writersdigest.com) and *ShawGuides* (<http://writing.shawguides.com>).

Many agents won't accept unsolicited telephone queries, and if you call, their screeners generally won't put you through. So, again, before you contact agents, check their Web sites to see how they wish to be approached. If, however, you do get through, most agents will ask you to submit something in writing: a query letter, a book proposal or your entire manuscript, if it's written. Agents want written submissions so they can get a sense of the writers' ability to express themselves clearly. Written submissions also let agents see how well writers are organized and their skill in presenting themselves and their ideas. Agents get a lot of their new clients through referrals from their existing clients and their publishing contacts.

Think Like an Agent: So you're looking for an agent. Where are you going to find one? First of all, ask yourself this simple question: Where do agents go? To be more specific: What conferences do they attend? Where do they speak? What organizations do they belong to? Although we certainly aren't suggesting that you follow them around, we do want you to start thinking like agents think. If you do, it will improve your chances of being at the right place at the right time. Research the literary and publishing scene in your local area. See if, when, and where any writers' associations, publishers' groups, and literary clubs meet. Are any nearby bookstores, libraries or cafes conducting interesting programs or hosting book signings? Are local colleges or universities offering lecture series featuring writers, agents, and/or publishers? Since many writers teach, investigate whether any well-known authors are teaching courses that you could attend in your area, even if it's just to sit in. Go where book people congregate and make contacts.

YOUR MEDIA LIST

Build A Killer Media List: By Rick Frisher

Media lists are databases containing the names and information about people and organizations that can help promote your business, product or service. They're your Rolodex, Palm Pilot and address book. They're the roster listing who is in your network.

When it comes to media lists, collect as many names as possible. The more names included on your media list, the greater your chances of getting your story told. It's simple mathematics: if you send a press release to 200 equivalent media contacts, it's more likely that your story will be picked up than if it just goes to 20 contacts. It's the old theory of throwing lots of mud on the wall and hoping that some of it sticks... plus, you never know just where it will stick and which contact will be interested in your story.

Start compiling a media list by including the names of all contacts who might conceivably publicize, or help promote, your business, product or service. Don't be overly selective. The most remote, seemingly unlikely, contacts in totally unrelated fields may fall in love with your story and move mountains to promote it. Or they may refer you to others who can help.

Your media list should contain the contact's

- Name
- Employer
- Street address
- E-mail address
- Telephone
- Back up telephone numbers
- Specialty area
- Source information such as how you got his/her name, how and where you met and friends or associates in common.
- Miscellaneous information such projects pitched, projects bought, dates you last spoke and the results.

Start now

It's never too soon to start a media list. A media list is always a work in progress and is never a finished product. Your media list is something you'll always be adding to, updating and revising.

- Begin creating a media list now, even though you may not even have the idea for a business. Jot down the names of members of the media and interesting people. Write down why they're of interest and how they might help.
- Form the habit of making notes and collecting names. Carry a small notebook or a PDA at all times and keep notebooks in your car, briefcase and purse. Always carry a pen... even if you're out jogging.
- List the names of whomever who might remotely help: writers, reporters, editors, radio and TV producers and publicists. Study the media to discover who's covering your field and add them to your list.
- Ask your friends, family and business associates for names to add to your list. Get introductions or permission to use their names when you call.
- Call local newspapers and magazines; radio and TV stations and e-mail online publications for the names of editors, reporters and producers who cover areas that could help you.
- Ask everyone you meet for their business cards.
- Toss all your notebook entries and business cards into a bowl, a shoe box or a file drawer. Set aside a specific time each week (for example, every Monday at 9 AM) to organize, add new entries and revise your list. Insert comments on how you met, mutual friends or contacts and any other information that might break the ice when you contact them.

Update constantly

Update your media list on an ongoing basis. Every three months, at the least, review the entire list from top to bottom. In most media jobs, the pay stinks so the turn over is huge. Unless you keep your list current, you'll end up wasting time and energy trying contacting people who have long gone.

YOUR INTERVIEW

8 Tips For Preparing for a Media Interview

"Being interviewed by the media is a performance. The very thought may make you nervous. Before you're interviewed, know exactly what you want to say," says Rick Frishman, co-author of "Guerrilla Publicity" (Adams Media).

Frishman insists that all his clients at Planned TV Arts, a New York public relations firm, undergo preparation and training before they're interviewed. "No director," he says, "would send an untrained, unrehearsed actor on stage. In PR, we're the directors and our clients are the actors. Our clients must know their lines and how to deliver them, or the audience will get up and leave."

Here, Frishman and his co-authors, Jill Lublin and Jay Conrad Levinson, share their best advice on how to prepare for a media interview:

- Write down the five main points you want to cover.
- List anecdotes, facts, or jokes that help you make each point effectively.
- Anticipate the questions interviewers are likely to ask and prepare answers that include your main points. It helps to study the host's prior interviews to find his/her favorite questions and approaches so you'll know what to expect and how to respond.
- Keep answers and explanations simple. Complex information tends to lose or bore interviewers and audiences.
- Never try to steal the limelight from the host or interviewer. Your job is to make him or her look good while getting your main points across.
- Practice by having friends and family pretend they're the interviewer and question you.
- When you practice, videotape yourself or stand in front of a mirror to observe your performance. Be conscious of your posture, facial expressions and gestures. Ask your interviewer to honestly appraise your performance.
- When friends and family aren't available to help, interview yourself out loud.

RICKS ADVICE TO YOU

After handling publicity for thousands of authors, from the very famous like John Grisham and Mitch Albom, to mid-level non-fiction writers and even some self-published authors, Rick Frishman, president of Planned Television Arts, thought he had a pretty good idea of what's going on inside an author's head. That is, until he became an author himself and went through the process he's coached thousands of others through — from writing to publishing to promotion. Along this journey, Frishman realized five things about being an author that every other author should know. Here's what writing and promoting Networking Magic made him realize.

- **Be prepared for the "calm before the calm."**

Every new author probably has the same expectation for what's going to happen the day their book is actually published and ushered out into the world. Throngs of eager buyers will line up at their local bookstore, Internet surfers will jam Amazon.com, and glowing reviews will start appearing in newspapers all across the country. Second-time authors rarely have those expectations. "[First-time authors] expect that their book will be published, the New York Times will do a story on it, Oprah will call and there will be book signings and parades and all this excitement," says Frishman. "But in reality, it's just another day. And a made-up day at that." This isn't to say that you shouldn't be excited about your book finally being published. But what it does mean, and what Frishman is quick to point out, is that nothing is going to happen unless you make it happen. It's exceptionally rare for a book to simply "take off" without an amazing amount of effort on the part of both the author and the publisher. "Even though I'm ahead of the game because I work with the media everyday, it's still sort of a letdown," says Frishman. "You're not going to see a huge hoopla right away. The day comes and it's not all that exciting, people don't line up around the block for a book signing. You have to drive it."

- **Marketing your book is a non-stop job.**

How big would you have to be before you stopped doing callin interviews on small-town radio stations? Before you answer that, consider this: Wayne Dyer, who's sold well over a million books, still considers any day that goes by without doing a radio interview to be wasted. Even authors like Mark Victor Hansen and Jack Canfield, of Chicken Soup for the Soul fame, still do radio interviews nearly every day. No matter how successful you become, marketing never stops. Even though Frishman owns one of the most successful PR firms in the country, he still advertised in Radio-TV Interview Report to help generate radio interviews. All told, Frishman has appeared on over 200 radio shows because he made it happen. He kept pushing. "No matter how big you are, the minute you think you've made it and stop pushing, it goes downhill," he says.

- **Make sure bookstores know you're there.**

Jack Canfield has sold 82 million books. Yet he still goes into bookstores no matter where he is and offers to autograph copies of his books (he even carries his own "Autographed Copy" stickers with him). The point here is that you're one of hundreds of thousands of authors who have books in bookstores. What are you going to do today to help those stores sell your books? If you do nothing, what makes you think you won't get lost in the shuffle? "You have to find other ways to get people to know about your book," says Frishman.

- **Do everything you can, no matter how small.**

A lot of authors will balk at "wasting their time" talking to reporters from small-town newspapers or radio stations. Those are usually the authors who also complain that they can't get enough media exposure. Truly successful authors know that everything counts—and it can sometimes count more than you expect. Here are a couple examples. Frishman recently got a call from a reporter at "a tiny radio station in Iowa" who was working on a story about advertising during traffic reports. Little did he know that soon after he did the interview the story would be broadcast on NPR stations nationwide. The same kind of thing Rick Frishman happened when he got a call from a newspaper reporter from the Wilmington News-Journal, a small paper in Delaware. As it turns out, the paper was owned by the Gannett News Service, and that story is now starting to appear in other Gannett papers all across the country. "You never know how something really small could take off," says Frishman. "Do anything and everything you can, even if it's from the tiniest newspaper. You must call the reporter back immediately and give them as much as they want. And give them lots of information, don't tease."

- **The most important thing — don't take yourself too seriously.**

"Every author that's ever come to me has said these three things: 'I want my book to be a New York Times bestseller'; 'I want to sell a million books'; 'I want to be on Oprah.' But the reality is, most authors won't get any of those three things," says Frishman. And that can be a problem... if you let it be. "The most important thing I've learned is that you can't take yourself too seriously," he says. "A book is a tool, a tool to open up doors in everything else that you do. Once you're an author, no one can take that away from you. It's credibility. People will look at you a different way." So assume you won't make a million dollars with your book. Not many people do. But that doesn't mean your career or business as a whole won't benefit. The average author doesn't make that much money as an author. But what a book can do for your Web site, your consulting business or your speaking career can make you a lot of money. "Enjoy the ride and realize it's fun," says Frishman. "You probably won't be #1 on the Times bestseller list. But that fact doesn't mean you're a failure."

YOUR HERD

Build Your Herd

A report from one of Ricks Conferences

Rick Frishman had these words for attendees at his summit session on the magic of the network: Build your herd because that's the easy route to business success. Mr. Frishman, president of New York-based public relations agency Planned Television Arts and co-author of "Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars," elaborated: "A herd is the people who feel a connection to you, who know you because you have touched their lives. They trust you, so they are in your herd."

Celebrities have herds, as do professional athletes and politicians, of course, but what does this have to do with a small-business owner? Mr. Frishman's message is that herding is central to small-business success: "It's every bit as important to the Kingston, N.Y. dry cleaner or the Teaneck, N.J. lawyer," he said.

Where exactly does herd creation start? It begins with getting known, Mr. Frishman advised. "Publicity can change your life," he said. "It can make you rich and famous." Rule One of winning publicity is: don't be shy about talking to reporters and television producers. Just about any event offers the opportunity for publicity. A heavy rainfall hit your community? A roofer, for instance, could call up the local newspaper and offer tips on dealing with leaks. Get known as a quotable resource that gets you in reporters' databases, says Mr. Frishman.

Another part of Mr. Frishman's formula for success is old-fashioned networking. "Networking will also change your life. Go to meetings and introduce yourself to people." Mr. Frishman says networking sometimes seems "esoteric," but it is as easy as swapping business cards. The power of the network multiplies because "we like to do business with those we know."

A last step in herd building, said Mr. Frishman, is finding out exactly who is in your herd. "Offer something free to people who provide you with their e-mail address and a telephone number at your Web site." What kind of freebies? A real estate lawyer might offer a report on "Ten Closing Mistakes to Avoid," while a landscape contractor could offer a white paper on "Autumn Garden To-Do's -- Steps for a Greener Spring." Mr. Frishman takes his own advice. Visitors to www.rickfrishman.com are offered a free download of his "Million-Dollar Rolodex," which he describes as 45 pages of contacts and information that will jump-start any publicity campaign. "Give people something of value," said Mr. Frishman. "As word spreads, more will want to join your herd."