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www.RonKnightEntertainment.biz

Part 1

Forget About Marketing…I'll Sell Your Books, Art and Products!

"I'm not offering a way for you to improve. I'm offering an opportunity." ~ *Ron Knight*

Just to be clear…

If you read this entire book, it will take less than an hour and you'll be motivated like never before. Let's start with a question…

What do you want the most? The answer is simple, "A store to sell my books so I can focus on writing."

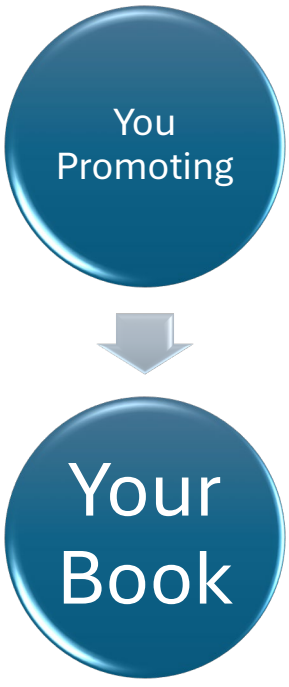
- When the word "book" is mentioned, it includes books, art and all products from small businesses. (Example of "small business" is you're selling products on Shopify.)
- No one is going to ask you for money. I'm here to help you sell books, not take your money.
- This book discusses a new store called *Middle Room Haunted Store* and how your books will be sold in this store. (If your book isn't anywhere close to a haunted/scary theme, no worries, we will sell in our Safe Room category.)
- Only Indie Creators will be accepted. (Sorry Stephen King, we aren't accepting submissions.)
- There will be two main streams of income for you: Royalties from your books and your own personalized 10% Discount Coupon. (Both will be explained. It's a way to earn double income.)
- Your earnings will be paid every month via the direct payment method.
- A Middle Room Member is an author (artist, small business owner) that signs up and their book is being sold in the store. How much to sign up? Still free.
- Anything submitted by Indie Creators should be their best. It's your name going on the book, and we're giving it national attention. Even the Middle Room can't sell a bad book, so make sure you're sending in your best.
- The Middle Room Haunted Store is the key to high book sales and is only attainable by becoming a member of the Middle Room.

Quick overview of royalties and sales.

- When you become a *Middle Room Member* (no membership fees required), your books will be bundled with other books/products. When you promote the Middle Room, you're helping other Members and they are helping you!
- Why is this important? Instead of doing all the promoting yourself, 1,000 or more Members are promoting together, reaching hundreds of thousands of customers.
- Every book we sell of yours, whether it's in a bundle or by itself, you'll receive the cost of printing the book plus 15% royalty.
- 10% Discount Coupon is in addition to book sales. You can offer family, friends and fans a 10% discount and you'll receive 10% of the total sale! It doesn't matter if a customer buys your book or not.
- Is it a requirement for you to promote your 10% discount? Absolutely not! This is only offered as a way to earn extra money. If you have plenty of money, then no worries!
- Here's an added benefit. If a customer doesn't have a Discount Code when making a purchase, we will use one from our Middle Room Member's! That means you could receive 10% of a sale without having to do a thing!

Why it's better to "Bundle" your book with other books and products.

When you sell your book on its own, you're doing the promoting.



When you're in the Middle Room Haunted Store, your book(s) are being promoted by using several different channels, especially when your book is in a bundle!

What if your book is bundled with two other products along with another author and promoted using the Middle Room system? Here's what the advertising now looks like!



Benefits of Bundling

- Several different people who have products in the bundle will promote the bundle, which increases sales.
- You make the same amount of money as if you sold your book on its own.

Middle Room Members

- Now imagine 100 authors and small businesses promoting bundles in the same store. There would be cross-traffic for your books and products to be purchased.
- Next, imagine 1,000 authors and small businesses sending traffic to the store.
- How about 10,000 authors and small businesses.
- The system is set up in such a way that the more members, the more sales will increase. (As opposed to Amazon, where the more authors and small businesses, the more competition you must compete against.)

How does all this work?

- The Middle Room Haunted Store will guide you every step of the way.
- When you become a Middle Room Member, you'll receive an ID number and coupon code number for your extra 10% in earnings.
- You'll receive a sku number for each book that's accepted by the Middle Room Haunted Store. (If you add books later, you'll receive the sku numbers for those as well.)

- When your book is sold, you'll receive money to cover the cost of printing your book along with your royalty.
- Middle Room Haunted Store is offering $6.00 to cover the cost of printing the book and $1.35 royalty. (If your book only costs $4.00 to print, you get to keep the extra $2.00! **Tip**: Order your books in bulk so your print cost is lower and you earn more from the Middle Room Haunted Store.)
- $1.35 doesn't sound like a lot, but remember your book isn't being sold by itself. Instead, your book is bundled in a variety of ways to increase sales. For example, you can start with 10 books, then once they are sold the Middle Room will order more, increasing the number of books needed in each order.
- Each month, your cost for printing, royalties and 10% Discount Coupon earnings will be transferred to your account.
- To keep the store always stocked without delay, your books will be on consignment. (As stated, your money will be transferred to you each month so you can use the profits for ordering more books.)
- Without consignment, the store would have to choose a few authors to purchase books rather than stocking the store with as many authors that want their books sold in the Middle Room.
- The more books that are sold, the more books Middle Room will want from you! If your books sell in a day, Middle Room Haunted Store will make another order, but larger this time.

Part 2

Why am I doing this?

One day I snapped.

Since the late 1980s, reading books has dropped significantly. There are many reasons for this including a record amount of distractions in the world, reading in schools has declined, and cost of books has become a luxury for only the wealthy.

Also, the top 2% of authors like James Patterson, Sandra Brown and Stephen King control 98% of readers.

Of the 2% of readers available, a million Indie Authors are attempting to market and sell to that group. To make things worse, that same group has already been reading less, so it's basically just scraps for Indie Authors.

Now AI is being used to write books, making Indie Authors more obsolete. (Also, AI is being used to create art, music, etc…)

When it comes to any independent creative industry, no one takes us seriously! We are shoved to the side, become depressed and eventually talented Indie Creators will quit.

The only people paying attention to Indie Authors are people that want our money for publishing, marketing and creating a website.

THIS HAS TO STOP!

When I worked at McGraw Hill Publishing back in 1989, our team of twenty were replaced by a computer. That was in 1989! Can you imagine how easily publishing books can be corrupted in the near future?

What if one million Indie Authors, Artists, Actors, Musicians, Filmmakers and Entrepreneurs decided, "We're going to work together, become powerful and wealthy, while changing the rules of how things will be done in the future."

That's why I'm doing this…

One hundred Indie Authors working together could significantly make changes in the system. One thousand Indie Authors is enough to develop life changing opportunities for authors, artists, musicians, filmmakers and small business owners!

The riches are in the niches and we're certainly in the niche group.

We're not doing this to fix the publishing industry or fix any other creative industry. What we're doing is ***replacing*** those industries with a ***better system!***

"I'm Ron Knight, founder of the Middle Room Haunted Store. I lead a massive group of underground authors, artists, and business owners. We have taken a stand and together are fighting not to change the system but to create a new system while making a ton of money."

Increasing your status!

The Middle Room Haunted Store will do most the of the work, especially with marketing and sales, but you'll learn to think differently.

Additionally, you'll improve your:

- Intelligence
- Power
- Wealth
- Style
- Physical Appearance
- Happiness.

How? Success transforms people.

Success gives authors a deep sense of accomplishment.

Success boosts artists' self-esteem and confidence.

Success makes small business owners believe in their abilities.

Success motivates filmmakers to keep going, despite the odds.

Success allows musicians to really impact this competitive world.

Most of all, success is when an Indie Creator achieves an expected outcome.

What do you *expect* from your journey in the Middle Room? Whatever you write down, will be obsolete by the end of this book.

You'll expect so much more…

Our Goals for You!

This section was originally written to be much later in the book, but I think it's important to have these numbers.

It's simply a goal for all of us to reach. These are incentives, not something you have to complete.

Total Earnings Goals

Being a New Middle Room Member: You'll submit books for the Middle Room Haunted Store to sell. All that's asked of you is to promote yourself and the Middle Room. Sales will follow!

This business model is successful because of "Activity." The more active you and the other Members are, the more Levels you can achieve.

The Middle Room will reward those who are doing well, so when you reach a Level, you'll receive added benefits.

Once again, this is just an incentive. You don't have to do anything if that's your choice. Levels were created to keep track of your success and add some extra benefits for those who work hard on their writing career.

Level 1 Total Sales: $100 (This is the total amount of sales you earned from royalties and 10% Discount Coupon, which for this level is $100.)

After reaching Level 1, you receive a bonus.

Bonus: For one day, Middle Room will use your 10% Discount Coupon for all customers that don't have one. (You'll receive 10% of all purchases from customers that don't have a referral for that day. It's a way to give you extra money and move you up to the next Level as quickly as possible.)

Level 2 Total Sales: $500

Bonus: For one day, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books

pages, so customers can see you first. (As other Middle Room Members reach another level, your book will slowly move down on the page, giving others a chance to be seen by customers.)

Level 3: $1,000

Bonus: For one day, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Level 4: $2,500

Bonus: For two days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Level 5: $5,000

Bonus: Middle Room will promote your 10% Discount Coupon to customers in the Middle Room Newsletter. In addition, for two days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Level 6: $10,000

Bonus: Special Middle Room blog will be written about you and shared on Facebook. For two days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Level 7: $20,000

Bonus: For three days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Level 8: $35,000

Bonus: For three days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Level 9: $50,000

Bonus: Special Middle Room blog will be written about you and shared on Facebook. For four days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Elite Status

Bronze Level: $100,000

Bonus: Video interview with you and founder Ron Knight, posted on YouTube along with the Middle Room blog, Newsletter and Social Media. For five days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Silver Level: $250,000

Bonus: Video interview, posted on YouTube, Middle Room blog, Newsletter and Social Media. For six days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. A press release will be sent to the media. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Gold Level: $500,000

Bonus: Video interview, posted on YouTube, Middle Room blog, Newsletter and Social Media. For seven days, Middle Room will use your 10% Discount Coupon for all customers that don't have one. A press release will be sent to the media. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Platinum Level: $1,000,000

Bonus: Video interview, posted on YouTube, Middle Room blog, Newsletter and Social Media. For a MONTH, Middle Room will use your 10% Discount Coupon for all customers that don't have one. A press release will be sent to the media. Your book will be placed in the top 5 of the Underground Books pages, so customers can see you first.

Middle Room Store Explained

Middle Room will have a "Haunted" theme, which is the other way to attract massive amounts of customers at any time of the year. (Not just Halloween.)

Question: "What if my book doesn't have a haunted theme?"

Middle Room will have a "Safe Room" area for any books/products that aren't anywhere close to the haunted theme. Also, books will be bundled with other products in a creative way. The Middle Room will put your book in the best position to succeed!

Our Movement!

We aren't finding a target audience to sell your books and products. Instead, we're ***creating a new target audience*** that has more ***value*** for you.

Working on your own is just about impossible. However, if you're working together with thousands of others with a collective goal to market and sell, then you have a *Middle Room Movement*!

All those who join as a Middle Room Member aren't competing against each other. In fact, the more that join this movement, the more sales you'll have!

This is the opposite business model of Amazon. The more authors on Amazon, the less chance of making a sale.

When you think about your Target Audience, consider independent authors, artists and entrepreneurs. There are millions of them, including you. Most importantly, this audience is loyal!

Example: Every indie author is obsessed with reading. For indie authors, this is your Target Audience! Not the two percent of scraps you're attempting to sell books.

Can you imagine the Middle Room with 100,000 indie professionals, all working together for a common goal?

More importantly, can you imagine how much money you'll make! (*See Elite Status, Bronz, Silver and Gold Levels*.)

Bundling to sell more!

What is "bundling?" It's a technique in which several products are grouped together and sold as a single unit for one price. This strategy is used to encourage customers to buy more products.

Your books will be sold with art pieces, products from small businesses, collectibles and so on. It's how Middle Room can sell your books in bulk.

Remember that by promoting the Middle Room, you're also promoting several products at the same time.

If your book is on the shelf with 1,000 other books, that limits sales and leads to competition between Indie Creators.

By bundling, it removes competition. All Indie Creators will work together for a common cause…The *Middle Room Movement*!

Bottom line, posting about the Middle Room on Facebook promotes your books and others at the same time!

Here's some examples of how the Middle Room Haunted Store will bundle products.

<u>Gift Box – Non-Haunted</u>

Middle room will bundle books and products in a gift box, then sell in the Middle Room "Safe Place." These gift boxes will be themed. For example, if you have faith and Christian books/products, those will go together.

If there's romance books/products, those will go into a gift box and sold in the Safe Place as well.

Gift Box – Haunted

Anything related to horror, Halloween, paranormal, monsters, witches, etc… will be grouped together and sold in gift boxes.

This means that more than one vampire book could be in a gift box from different authors, selling to multiple authors at the same time!

Pairing

Sometimes Middle Room will sell your book with one other product. For example, they would sell a western book with a western wood sign.

Or sell an Irish romance book with an Irish wood magnet.

Haunted Mystery Box

In this box will be a book paired with other products. Every Haunted Mystery Box is different. A customer can order two boxes today and three boxes tomorrow, and they will receive five different Haunted Mystery Boxes!

If you ever played Murder Mystery games, this is similar, but with a few twists.

The player must figure out which item in the box has a haunted past. There will be clues mixed in with the products to make this a unique gift box.

Events

Your books will be bundled with other products at events outside of the Middle Room Haunted Store. This also doubles as marketing and a great way to promote your books.

What's the cost to be a Middle Room Member?

Still costs nothing.

- If you want to promote your 10% discount along with promoting your books, it's up to you.
- Middle Room will do everything possible to sell your books.

The more you do, the more you make.

1. **Submitting books**. The more books you submit to the Middle Room Haunted Store, the more can be sold and the more money you'll make!
2. **Referring Members**. The more Middle Room Members you encourage to join, the more people will be promoting products in the store and the more money you'll make!
3. **10% Discount Code**. The more customers that use your 10% Discount Code, the more money you'll make!

4. **Promoting**. The more you promote the Middle Room Haunted Store, the more money you'll make!

Part 3

Example of how to make money in the Middle Room.

To keep the store always stocked without delays, your books will be purchased on consignment. Each month, your sale earnings will be sent to you.

To make things easier, Middle Room Haunted Store agrees to pay authors the wholesale price of $6.00 for each book on consignment. If it only costs you $5.00 to print your book, then after it's sold, you're already making extra money!

Note: For artwork, music, filmmakers, and small business products, an agreement will be made on wholesale pricing.

All royalties are 15%.

Middle Room sells all Members books at a consistent price of $8.99. This way customers will become familiar with the cost. Also, we don't want to sell your book for $8.99 and someone else's book for $6.99, giving another author an advantage.

Note: If a customer uses your 10% discount code to buy your book, Middle Room Haunted Store will still give you the 15% royalty based on the $8.99 price, rather than the $8.09 price after the discount.

You will see discounts, sales, promotions, and our *81 Minute Books* program selling for a lower cost, but at no direct conflict with your book.

Let's dive deeper into making money.

For this example, we'll use one of the Middle Room Members named Jordan Rowe.

The cost for Jordan to print her books is $5.25 each. Middle Room Haunted Store will reimburse the cost after the book is sold with a wholesale price of $6.00. This will give Jordan an extra $0.75 per book sold.

Note: Do everything you can to keep your print cost as low as possible. This means saving up to buy your books in bulk and have them ready to submit. You'll make more money that way!

When one of Jordan's books are sold, she'll receive $6.00 for the cost of printing the book and 15% royalty for the sale of the book which is $1.35.

For one book sold, Jordan would receive $7.35. This covers the $5.25 cost to make her book and an extra 75 cents plus $1.35 royalty, resulting in a $2.10 profit per book sold.

If Jordan is active and promoting Middle Room, along with other Members promoting, Jordan could sell 500 books a month. That's $1,050 profit per month.

As you can see, a little effort can produce higher profits.

None of this includes earning 10% of sales with her 10% Discount Coupons.

Here's Jordan's first month as a Middle Room Member.

Week 1:

Jordan sends out a 10% Discount Coupon to 300 people, announcing that her book is being sold in the Middle Room Haunted Store. She discusses the bundles with several products included.

40 people make a purchase at the Middle Room Haunted Store using Jordan's 10% discount. The total amount of purchases came to $1,400 in sales. Jordan receives 10% of the sales which comes to $140.

With Jordan being active in promoting along with other Middle Room Members and marketing implemented by the Middle Room Haunted Store, all 50 books Jordan submitted in the first week are sold for a profit of $105.

Middle Room Haunted Store makes an order from Jordan for 100 books. She doesn't have them on hand, so Jordan will have to order more and have them shipped directly to the Middle Room Haunted Store.

Total earnings for Week 1: $245

Time spent by Jordan promoting: 20 minutes. (Leaving her more time to write!)

BONUS: Jordan bypassed Level 1! For one day, Jordan's 10% Discount Coupons will be used for all customers that make a purchase at the Middle Room Haunted Store that don't have a 10% discount. Also, Jordan's book is placed in the top 5 of the Underground Books pages.

Week 2:

Jordan's 10% Discount Coupons resulted in 25 people purchasing from the Middle Room for a total of $875. She receives 10% which is $88.

Also, Jordan earned an extra $346 from her Level 1 bonus from customers using her 10% Discount Coupon and purchasing her book, which Middle Room informed the customer that it's on backorder.

Unfortunately, Jordan's books were sold out in week one and it's going to take a few weeks to get 100 more.

Total for Week 2: $434

Time spent by Jordan: 10 minutes promoting.

$434 + $245 = $679, which puts Jordan at Level 2 and another one-day bonus of having Middle Room use her 10% Discount Coupon for customers that don't have one. Her book will remain in the top 5 of the Underground Books pages, giving her even more promotion.

Week 3:

Jordan's Level 2 bonus resulted in $277 from customers using her 10% Discount Coupon.

This week Jordan stepped up promoting her coupon resulting in 55 people purchasing from the Middle Room for a total of $1,925. 10% Profit = $193.

Good news! Jordan's books are being processed and mailed in a few days to the Middle Room Haunted Store.

Jordan is also finishing up writing her second book, so that will help with double book sales each month. Nevertheless, she wants to make sure the book is perfect before publishing.

Jordan is also designing a wood magnet with a quote from her book so she can sell the magnet in the Middle Room and promote her book some more.

Total for Week 3: $470.

Time spent by Jordan promoting: 20 minutes.

With a total of $1,149, Jordan reached Level 3 in just three weeks! So once again, Middle Room will use her 10% Discount Coupon for one day for all customers that don't have a 10% discount referral. Also, her book stays up front of the Underground Books pages for the third week in a row!

Week 4:

Jordan's Level 3 bonus resulted in $181 from customers using her 10% Discount Coupon.

Jordan didn't feel like promoting this week. Despite that, 15 people who purchased in week 1, once again made a purchase this week using her coupon for a total of $525. 10% = $53.

Time spent by Jordan: 0 minutes. (Jordan had a lot going on this week and it slipped her mind to promote her 10% Discount Coupon. Despite that she was fortunate to have some carryover from previous referrals along with her Level 3 bonus helping, not to mention other Middle Room Members promoting the store.)

Total for Week 3: $53 + $181 = $234.

Total for the Month: $1,383

Total time spent promoting for the month: 30 minutes. (That's like earning $46 per minute!)

Recap:

- Jordan admitted she could have done more promoting. However, she was thrilled that she moved up quickly to Level 3 and earned $1,300 in her first month, well on her way to Level 4.
- On her own, Jordan knows she wouldn't be able to sell 50 books in one week. The Middle Room Members promoting the store helped Jordan sellout, along with her own efforts and extra marketing by the store.
- There's no guarantee how much money each bonus will help her earn, but Jordan was pleased because it was extra money.
- Jordan decided she would work harder in the second month on promoting.
- Also, Jordan is going to invest part of her income into purchasing more books in bulk so the price is lower and she's ready to go when the order from Middle Room Haunted Store comes in, along with making more on each sale of her books.

Reaching Your Level Goals

When choosing a Level you want to reach, don't automatically think, "Well, I want to be in the Platinum Level and earn a million dollars!"

The Middle Room Haunted Store will do everything possible for you to reach that Level, just remember it would take a significant commitment on your part to achieve.

You know yourself better than anyone. Decide your goal before moving on:

- "I want to use the Middle Room as a hobby and earn a little extra money."
- "I want to use the Middle Room as a part-time job."
- "I want to use the Middle Room as a career and replace my fulltime job."
- "I will reach the Platinum Level, because I have the talent, passion and willingness to make sacrifices to arrive at greatness. They'll have to make a new level because of me!"

Here's some ways to get started!

Weekly To-do's:

- Share your 10% Discount Coupon on social media and tell family/friends. (*Use Post 2*)
- Middle Room will post once a day on Facebook. Make sure to share that post.

Example of Posts

Post 1: Announcement that your book is selling in the Middle Room Haunted Store:
"I'm excited to announce that my book(s) are now being sold in the Middle Room Store! Visit the store by going to www.RonKnightEntertainment.biz and click on the Middle

Room Haunted Store. Receive a 10% discount by using my coupon code (Your assigned coupon code)!"

Post 2: Promoting the Middle Room Haunted Store: "If you're a fan of scary things, check out the Middle Room Haunted Store! Go to www.RonKnightEntertainment.biz, click on the Middle Room Haunted Store and use my 10% discount code: (Your assigned coupon code)!"

Post 3: Promoting Middle Room Haunted Store to attract more authors: "AUTHORS: Middle Room Haunted Store is selling only Indie Authors in their store! My book (title) is in their store as well! Visit www.RonKnightEntertainment.biz and check out the Middle Room Members page."

Post 4: Promoting to fans of horror: "If you're a fan of horror, you'll love the Middle Room Haunted Store! They have products you can't find anywhere else! Visit www.RonKnightEntertainment.biz, click on the Middle Room Haunted Store and use my 10% discount code: (Your assigned coupon code)!"

Post 5: Promoting to a small business: "If you have your own products to sell and aren't having any luck, visit www.RonKnightEntertainment.biz and check out the Middle Room Members page. Then submit your products to the Middle Room Haunted Store! They only accept Indie Creators!"

Post 6: Promoting the Haunted Mystery Box: "Middle Room has Haunted Mystery Boxes that's terrifying and fun! You must figure out which item in the box has a haunted past. Check out www.RonKnightEntertainment.biz, click on the Middle Room Haunted Store and use my 10% discount code: (Your assigned coupon code)!"

Post 7: Promoting a bundle that includes your book: Example: "My book is bundled in a Haunted Mystery Box with the sku number is PMB0000. Check out www.RonKnightEntertainment.biz, click on the Middle Room Haunted Store and use my 10% discount code: (Your assigned coupon code)!"

Post 8: Another Promotion for the Middle Room Haunted Store: "Do you love unique, haunted items? Check out the Middle Room Haunted Store! Visit www.RonKnightEntertainment.biz, click on the Middle Room Haunted Store and use my 10% discount code: (Your assigned coupon code)!"

Post 9: Encouraging more authors to join Part II: "Authors that become a Middle Room Member make more money and spend more time writing books! Visit www.RonKnightEntertainment.biz and check out the Middle Room Members page!"

Other examples of promotional ideas for the week.

- Post a video on social media how you earned $500 so far by being a Middle Room Member and your next goal is $1,000. (Do this every time you reach a new level.)

- If you're not in an author networking group, join one. These groups never provide you with direct sales, but now they have value because they have authors that can become Middle Room Members, which brings in more sales! (*Use Post 3*)
- Create a post that focuses on a niche audience like fans of horror. (*Use Post 4*)
- Send a text message to five people, mentioning how your book is in the Middle Room Haunted Store. Tell them to check out the store and give them the website along with your discount code.
- Whenever you receive an email from Middle Room about your book added to a bundle, make sure to share that with everyone, especially your fans. (*See Post 7*)
- Post a survey, "How many of you are a fan of horror?" Look at all the people that responded with a *yes* and send them a private message, "You should check out the Middle Room Haunted Store. My books are there as well!" (Add link to website and your discount code.)
- Join an online horror community. Even if your book isn't horror, your book is still selling in the Middle Room Haunted Store. (*Use Post 2*)
- Join a group that says, New Authors/Writers. (*Use Post 9*)
- If you have a website, write a blog about your book being in the Middle Room Haunted Store. You can explain what made you decide to become a Middle Room Member and how you're doing so far.
- (Your Option) Purchase products in the Middle Room Haunted Store. It helps others and it's good Karma. (Make sure to use your 10% Discount Coupon discount!)
- Partner with 5 Indie Creators that aren't Middle Room Members and become their mentor. Give them hints on what to do and share your expertise. Promote each other, share each other's posts and encourage each other. Great things will come from this Dream Team!
- Spend one week doing a flood of social media posts, 5 times each day. (*Include Post 8.*)
- When you become an expert as a Middle Room Member, post weekly one-minute videos as an influencer, explaining tips on how to succeed.
- Reach a new market for the Middle Room. (More members, more money!) Find a vampire group, paranormal group, Halloween group, etc…
- Write a 10,000-word eBook about your journey and post it for the world to read. Explain how valuable becoming a Middle Room Member has been for you and other Indie Creators.
- Find more authors, artists, and small business owners. Join groups. Send personal messages. You can reach the next Level faster if there's a surge of new Members.
- Send messages to small business owners about the Middle Room Haunted Store.

- (Your Option) Purchase a Haunted Mystery Box from the Middle Room Haunted Store and hold a contest. “If you’re not on my email list, sign up to have a chance to win this amazing Haunted Mystery Box!”
- Host a webinar that benefits current members and future members. Promote your book(s) that’s being sold as well along with your discount code.
- Create a brand of products that you can sell in the Middle Room Haunted Store in addition to your books. The more you have, the faster you’ll rise.

Recap:

Remember your key objectives:

1. Remind people you have a book in the Middle Room Haunted Store.
2. Encourage new Indie Creators to become a Middle Room Member.
3. Promote the Middle Room Haunted Store, helping yourself and others.

All three of these objectives will increase your earnings.

Final Thoughts

As you can see, the Middle Room Haunted Store was created to help you sell books, art, and your products. The more effort you put in, the more money you’ll make.

The business model is set up so that by helping others in the Middle Room, you’re helping yourself. For the first time in history, Indie Creators are working together for a common cause, changing how books, art, music, films and products are sold…

WELCOME TO THE MIDDLE ROOM!

M.A.P.S.

Every day, do something to improve **MENTALLY**.

Every day, do something to **ACHIEVE** your dreams.

Every day, do something to improve **PHYSICALLY**.

Every day, do something to improve **SPIRITUALLY**.