




# Ron Douglas Underground 7

**[www.RonDouglas.com](http://www.RonDouglas.com)**




“How I went from ebook publisher to New York Times Best Seller by scoring \$5.8 million in free advertising from the media...”

# Fox Business News



# All about family





# Ron Douglas, MBA, CFA

- Founder of RecipeSecrets.net, the largest restaurant recipe community
- NY Times Best Selling Author of the “America’s Most Wanted Recipes” cookbook series
- In B&N, Walmart, Target, Costco, on HSN, etc
- Featured on GMA, Fox News, ABC News, Today Show, in People Magazine, etc.
- Turned a niche Internet business into a mainstream success

# 1.1M Books in Print (+52k self published)

From: Branham, Sarah [redacted]@Simonandschuster.com]  
To: ron@rondouglas.com  
Cc:  
Subject: RE: Cookbook #3

AMERICA'S MOST WANTED RECIPES, July 2009

Gross: 730,701

Net: 699,822

810,000 copies in print

MORE OF AMERICA'S MOST WANTED RECIPES, July 2010

Gross: 245,985

Net: 220,343

291,000 copies in print

Have a great weekend!

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**From:** ron@rondouglas.com [mailto:ron@rondouglas.com]

**Sent:** Thursday, February 24, 2011 9:26 AM

**To:** Branham, Sarah

**Subject:** RE: Cookbook #3

Hi Sarah,

Can you please give me the latest total for books sold and in print for both titles.

Thanks,

Ron



# My passionate motivation



# Home Shopping Network





# Fox Studio B with Shep Smith



# Wendy Williams Show



“Thanks a lot Wendy...”



<< Tyra Banks

# ABC News Now



# People tell me I have courage...





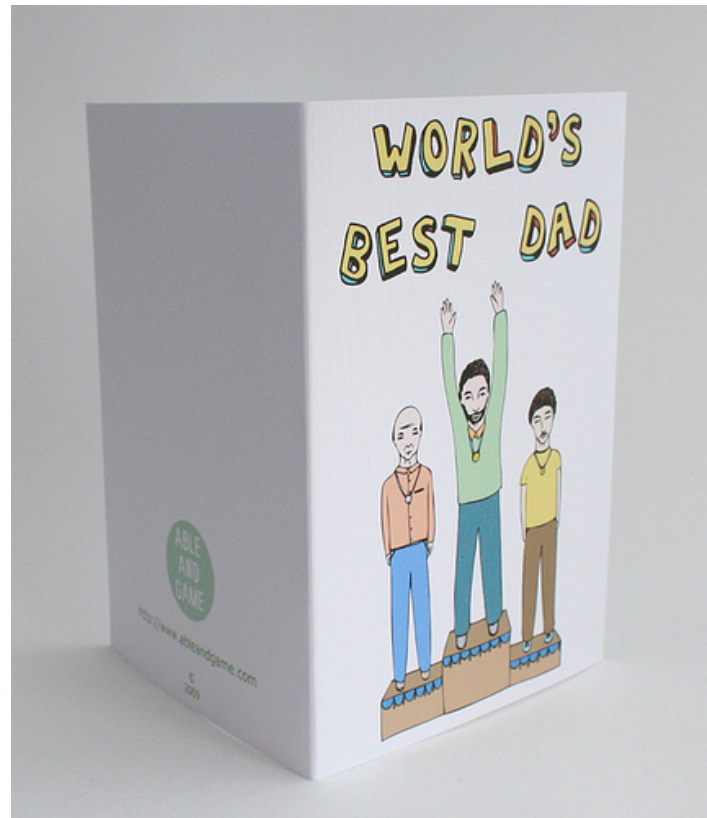
# This is real courage...





My shining moment - it's  
official!


# My shining moment - it's official!





# What we' ll discuss


- My journey (short version)
- My sales process
- Marketing & publicity lessons learned
- Publishing lessons learned



# My journey (short version)


- Introduced to MMO in 2000 by grad school buddy
- Started off doing list building and affiliate marketing on CB and CJ 2001
- Dabbled in IM niche in 2002
- Refocused on less competitive markets
- Found out “recipe” gets searched for 93 mill / mo






# My journey (short version)

- Discovered copycat recipe niche in 2003
- Created AMWR ebook to sell on Clickbank
- Sold it to my list and recruited affiliates
- Ranked #1 in CB cooking cat since 2004
- Built a list of 220k from giving free recipes
- Branded “The Recipe Secrets Newsletter”




# My journey (short version)

- Created “The Secret Recipe Forum”
- User generated content brought more traffic
- Began self-publishing physical cookbooks using POD service
- Created AMWR Volume 2 in 2007
- By 2008 had sold over 50,000 cookbooks & ebooks



# My journey (short version)

- Aug 2008 – appeared on FBN
- Sep 2008 – hired a literary agent to shop book deal
- Oct 2008 – signed with Simon & Schuster, 2 book deal, \$100k advance, retained self publishing rights
- Jul 2009 – first book released in stores
- Jul 2009 – KFC story, top media story



# My journey (short version)

- Aug 2009 – NY Times Best Seller
- Apr 2010 – signed with S&S for 2 more books, \$200k advance
- July 2010 – released AMWR 2
- Additional media appearances
- As of Feb 2011 – 1.1 million books in print



# Unique Selling Proposition – Your Big Claim

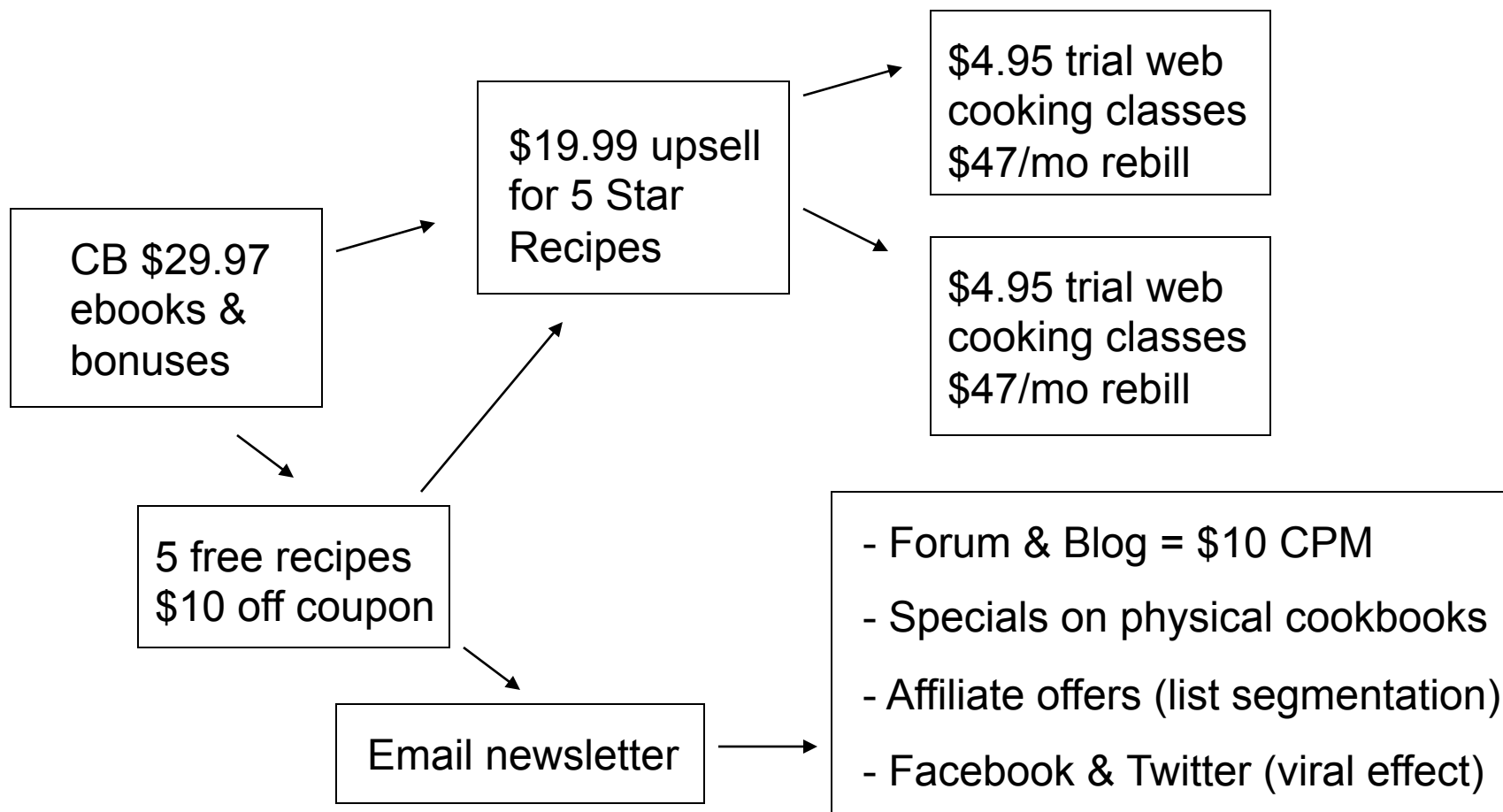
“Discover The Secret Recipes For Your Favorite Restaurant Dishes And Learn How to Easily Make Them at Home”

- Cook like a chef and WOW your guests
- Save money and time
- Eat healthier by making it your way



# My sales process

(high volume, low price point niche)



# Content loop coupon strategy

Sample Recipes from the "America's Secret Recipes" Cookbooks

**Click Each Recipe Title to View The Recipe:**

[<<back](#) [next>>](#)

[Olive Garden™ Chicken Marsala](#)

[The Cheesecake™ Factory Chicken Madeira](#)

[T.G.I. Friday's™ Spicy Cajun Chicken Pasta](#)

[P.F. Chang's™ Orange Peel Chicken](#)

[Wendy's™ Chili](#)

[<<back](#) [next>>](#)

Get Over 300 Additional Secret Restaurant Recipes  
**Order TODAY And Get \$10 Off** The *America's Secret Recipes* Collection

CODE: ASR10 **Online Coupon - Retail Special!**

**\$10 OFF** with coupon

**COUPON CODE: ASR10**  
Order the America's Secret Recipes collection today and get \$10 off the regular price. Offer includes instant access to America's Secret Recipes Vol 1 and 2 plus free bonus titles in digital .PDF format.  
Limit one coupon per customer. Not valid in combination with any other offer, rebate or discounts. Offer not valid on existing commercial and fleet accounts.

**Expires Soon**



Coupon Code:

**Add to Cart**

# Content loop coupon strategy

[<<back](#) [next>>](#)

**Olive Garden™ Chicken Marsala**

**Description:** Lightly coated chicken breasts skillet fried with sauteed mushrooms in a Marsala sauce.

**Ingredients**

- 1/4 cup cake flour (Wondra)
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 teaspoon oregano
- 4 tablespoons oil
- 4 tablespoons butter
- 4 chicken half breasts - boneless, skinless
- 1 cup fresh mushrooms, sliced
- 1/2 cup Marsala wine



**Directions**

1. In shallow dish, combine flour, salt, pepper and oregano; stir to blend.
2. In heavy skillet, heat oil and butter until butter melts and mixture bubbles lightly.
3. Dredge chicken in seasoned flour; shake off excess; saute in pan 2 minutes for the first side or until lightly browned; as you turn chicken, add mushrooms around the chicken pieces. Cook about 2 more minutes, until lightly browned on the second side; stir mushrooms. Once the second side is lightly browned, add wine around the pieces; cover and simmer for 10 minutes.
4. Transfer to plates and serve.

Serves 4

Get Over 300 Additional Secret Restaurant Recipes  
Order TODAY And Get \$10 Off The America's Secret Recipes Collection

CODE: ASR10 Online Coupon - Retail Special!

**\$10 OFF**

with coupon

**COUPON CODE: ASR10**

Order the America's Secret Recipes collection today and get \$10 off the regular price. Offer includes instant access to America's Secret Recipes Vol 1 and 2 plus free bonus files in digital PDF format.

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**Expires Soon**



Coupon Code:


**Add to Cart**

# Coupon marketing example




## Host Gator

ERROR 404 PAGE NOT FOUND



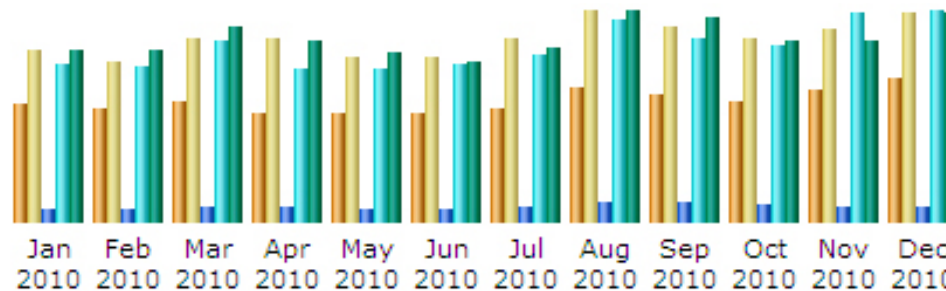
### ERROR 404 - PAGE NOT FOUND

Oops! Looks like the page you're looking for was moved or never existed.  
Make sure you typed the correct URL or followed a valid link.



***This site is hosted by HostGator!***  
***Build your website today for 1 cent! Coupon code: "404PAGE"***  
**[CLICK HERE TO GET STARTED](#)**

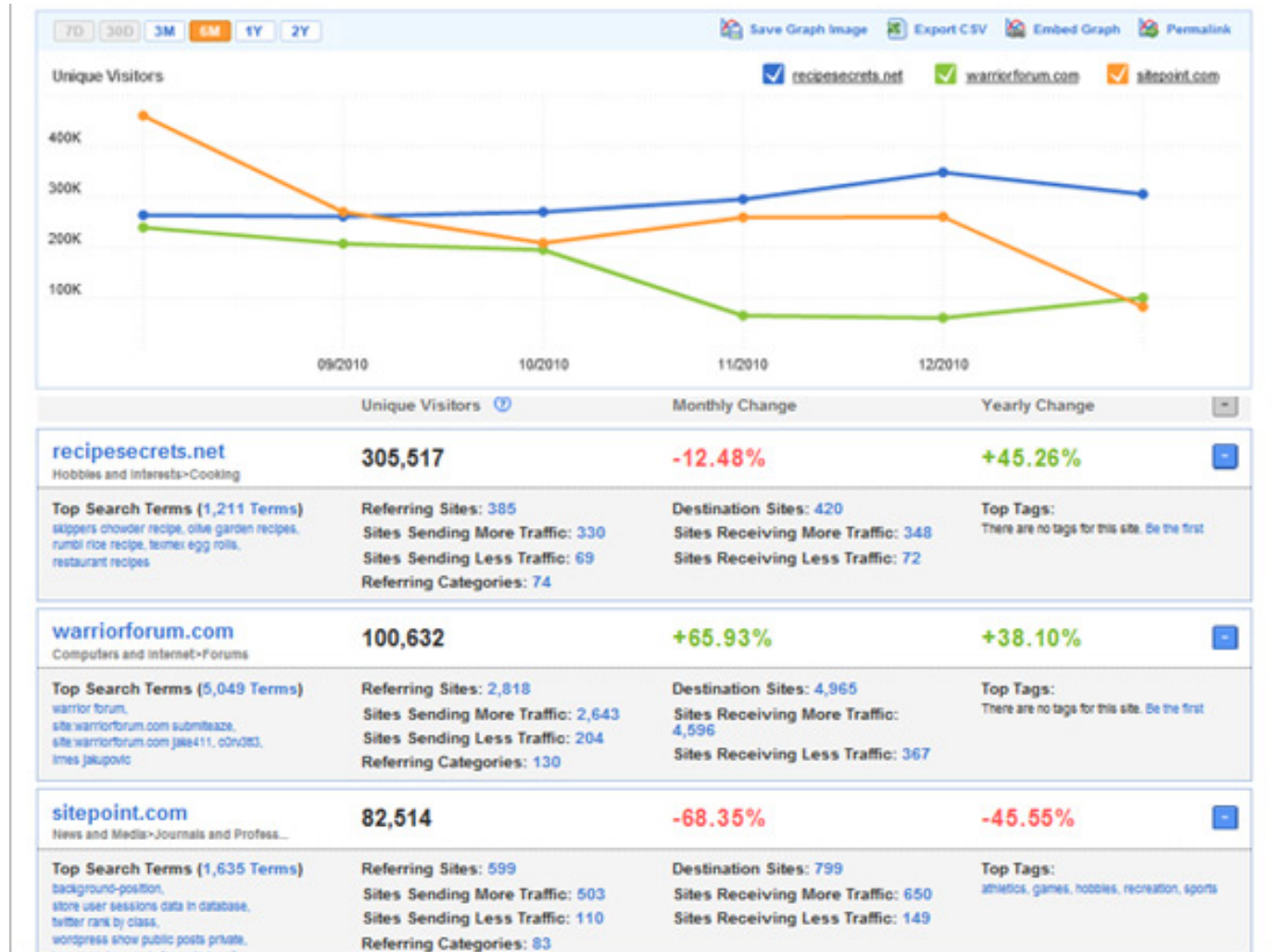
# 2010 Traffic Stats



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	387575	564036	1751186	19850861	199.97 GB
Feb 2010	369740	524580	1727197	19510300	201.06 GB
Mar 2010	393666	604072	2023081	22679618	227.44 GB
Apr 2010	357389	603821	1986217	19396241	212.33 GB
May 2010	353597	543079	1752368	19324887	198.49 GB
Jun 2010	354108	542023	1713698	19777377	188.86 GB
Jul 2010	374752	598621	1954323	20918747	204.09 GB
Aug 2010	438189	688819	2521645	25325744	246.47 GB
Sep 2010	418422	637401	2414315	23048617	240.06 GB
Oct 2010	395425	600075	2109999	22288485	211.49 GB
Nov 2010	436008	628928	2003019	26221532	212.88 GB
Dec 2010	474091	683044	1848529	26501126	244.53 GB
Total	4752962	7218499	23805577	264843535	2587.68 GB



# Compete.com (RSN vs WF and SP)



# Traffic sources

- Affiliates – earn 75% on front end and 50% on upsell
- Search engines (user generated content)
- Publicity
- Ads and media buys
- Social networks – VA posts 3 times daily
- Email newsletter – auto updates FB & Twitter featuring content on the forum & blog



# Marketing & publicity lessons learned

- Power of the media – 52k books self published in 5 years vs 5 weeks
- Good product ideas Online often make good potential media stories
- Media is like a powerful super-affiliate who just needs a good reason to promote you
- Power of media “endorsement” vs Paid advertising



# Publicity tips

- Make contacts with local media or hire a publicity who has contacts
- Build up publicity resume - use local appearances to get bigger ones
- Establish yourself as an expert & offer your expertise for related stories
- Easiest way to get credibility is to publish a book



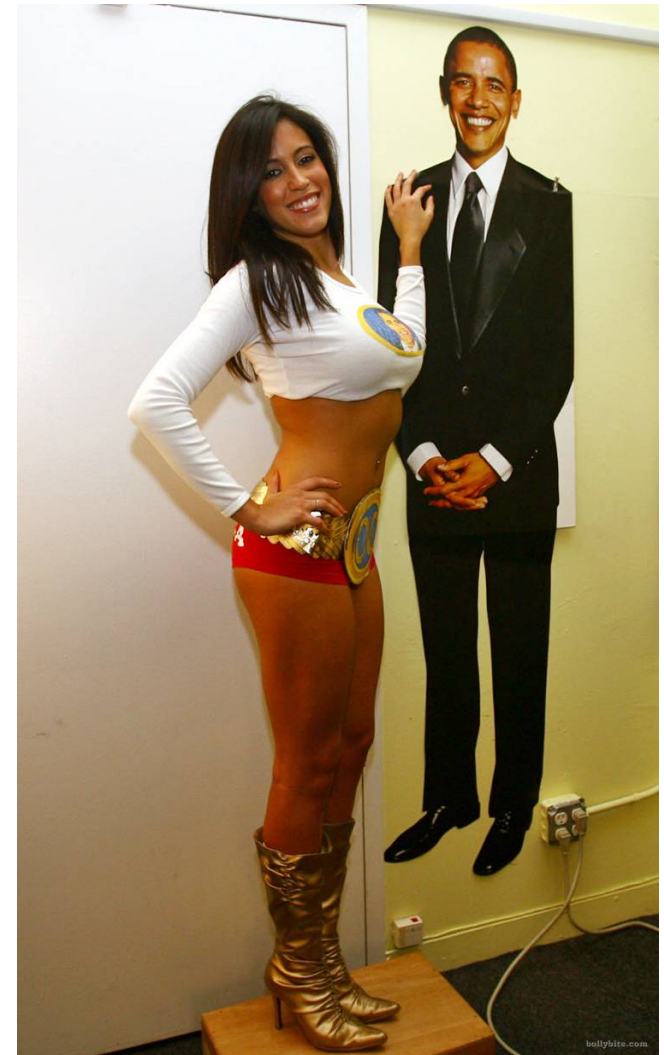
# 3 ways to get publicity

1. Leverage a current story that's hot
2. Associate your story with something famous
3. Do something extreme or outrageous

# Leverage what's hot - Obama Girl



- “I gotta crush on Obama” - influential in the 2008 election
- Over 100 million YouTube views
- On NBC, MTV, Fox, SNL, CNN, etc





# IM vs. Bank Robbery

**AMERICAN GREED**

HOME | SEASON 1 | SEASON 2 | SEASON 3 | SEASON 4 | EPISODE GUIDE | VIDEO GALLERY

In the premiere episode of American Greed...

## Case File: Bank Robbing Broker

 Like 

275



Stephen Trantel  
The Bank Robber



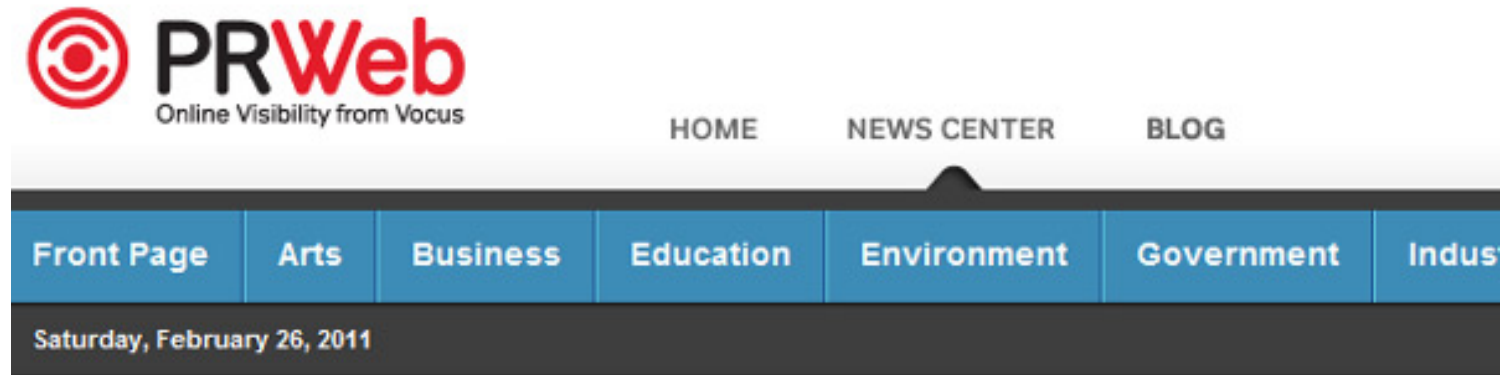
THIS is A  
Stick-up  
I HAVE A GUN  
Give me the money  
AND DON'T DO ANYTH  
Stupid

The Demand  
Trantel's Stickup Note



The Bank  
Scene of the Crime

# Associate your story with something famous



## **American Greed 2011 Debut Features The Story of Stephen Trantel, Bank Robbing Broker**

American Greed 2011 new season features the story of Stephen Trantel, the Bank Robbing Broker. Steve Wyrstek (Mayfield) is authoring a book about the crimes (with Stephen's permission and support). He is seeking a literary agent and/or publisher.

Chicago, IL (PRWEB) January 12, 2011

[ShareThis](#) [Email](#) [PDF](#) [Print](#)



# Do something outrageous

## James Wilson - “Husband On Strike”

- Self appointed President of the “Nat. Assoc of Desperate Husbands.
- Stayed on roof in protest of wife not having sex
- Media sensation for 2 weeks, featured on Good Morning America






# Easiest way to publish a book

- Pick out 15 subtopics and have 10 pages written on each
- Interview and transcription
- Find a ghostwriter – freelance sites, Craig's List, ArborBooks.com
- Self publish on CreateSpace.com
- Publishers like to deal with literary agents



# JV Giveaway Event Book Launch

- JV partners each contribute a freebie to build their “customer” list
- Customers buy book and submit receipt to get free giveaways
- Customers opt-in to the freebies they want
- JV partner’ s free offers listed on page in order of visitors sent



*Feb 2008*