

Radical Book-Promotion

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Contact me: paul@bookpumper.com

Starbucks:

We have THREE ways to promote your books in Starbucks and in Barnes & Noble. And almost anywhere we wish. I will go over all three ways in this report.

But I suggest you read all SEVEN methods in this report. Why? Because all seven methods work together and make your promotional efforts much stronger and much more effective.

Our Challenge:

We are Independent Authors. We don't have giant corporations promoting us. We don't have million-dollar advertising budgets at our disposal. BUT we do have our CREATIVITY. And that's more than enough. Here's a quote that I'll never forget:

"Movies aren't made of money, they're made of creativity."

A film director named Robert Rodriguez said that. He said those words when he had absolutely no money at all. Before he had made his first full-length movie. He then scraped up just enough money to make a film, but he shot it in Mexico. Because he couldn't afford to make it in USA.

There is so much power in his way of thinking. We need to approach the marketing of our books the same way we approach our writing... with creativity!

Marketing is not dirty or evil. Marketing is simply a way to connect with people and introduce them to your books. And to you, the Author.

We need to think outside of the box. We need to adapt and get things done. We need to get a little bit RADICAL. We must get our books into people's hands no matter what it takes.

1) Conversation Cards

Conversation Cards are business cards for your book. The purpose of Conversation Cards is to start a conversation about your book. You simply leave them strategically in high-traffic areas and they will get people talking about your book, visiting your website, and purchasing your books.

Conversation Cards are very similar to business cards, except that they have a catchphrase on the front to hook people in. This catchphrase needs to be short, and it needs to be in a large font. We need people to see these words. We need to make people curious.

No Image: I highly recommend that you don't use any image at all on your Conversation Cards. Just the text. That way your Conversation Card becomes something unique and strange. It will get more attention this way. It will seem to people that you are passing a mysterious message to them.

When it comes to writing a catchphrase, questions are your friend. Questions are short, to the point, and they automatically grab attention. Questions leave people hanging because they want the question to be answered. You now have them hooked.

Similar to your book description, or an elevator pitch for your book, a catchphrase will boil things down and compress things even more. What is the absolute core of your book? What is your book's reason for existence? Why do we need your book?

So delve into your book. Brainstorm it. Why must we beg, borrow, or steal your book? How will it change our lives? How will it save us? How will it rescue us? Here are some example catchphrases to get you started:

Have you ever been in deadly love?

Is anxiety killing your life?

Your daughter or your wife. Save one.

We need to be extreme. We need to grab attention. We need to hook people quick. Find the core of your book, and turn it into an extreme phrase. Turn it into a life or death decision. It doesn't always have to be a question. But putting it into the form of a question, you can add even more power to your catchphrase.

Your Link: Make sure you push people to your website so that they can sign up for your free ebook. We want fans. We want to make connections with readers. So let's add something to the end of our catchphrase, like this:

*Have you ever been in deadly love? Get my romance book FREE:
deadlyromance.com/free*

Starbucks: Now let's find some target-rich environments for your Conversation Cards. This is actually pretty easy. You simply need places where many people gather: Starbucks, McDonald's, train stations, bus stations, airports, bars, restaurants.

Carry your Conversation Cards wherever you go, and deposit them liberally. You are putting out a little signal into the world. These little things work! You will gain fans. You will sell books. They are like little magic hooks.

You create your Conversation Cards just like you create your business cards. Here are a few printing options for you. The first is a discount option from Vistaprint:

<https://www.vistaprint.com/business-cards/standard>

The second option is for free business cards and free shipping. Yes, you heard that right. The only catch is that the printing company includes their logo on your card, and you can only get the free deal one time.

This is a perfect opportunity for you to try out Conversation Cards absolutely free:

FREE CARDS
BUT WITH OUR LOGO

40% OFF
FULLY CUSTOM CARDS

OR

Free by 4OVER4.COM

REBECCA ADAMI

Yum! BAKERY & Confectionery

Mr. Sweety

Hotline: +1(555)-5665887

Want **Completely Custom Cards** Front to Back for as Low as \$9.60?

YES, I DO!

VIN up to 50% OFF

<https://www.4over4.com/printing/free-business-cards>

2) DeviantArt

People love seeing your book come to life. Both for fiction and nonfiction. They want to see your characters. They want to visualize your ideas. It brings them closer to your characters, your ideas, and you.

Images get attention. That's a fact. Especially custom images that no one has ever seen before. And that's where Deviant Art comes in. You can have custom, original artwork created for very little money.

You can also simply license an image. That means you are paying for non-exclusive use. Other people can also use the same image you are using. That's what makes licensing so cheap.

How about getting the images for free? Yes, you can also do exactly that. You can give the artist credit on the front cover of your book. You can also credit him/her as the illustrator when you upload the book to Amazon. This is a big deal for artists just starting out because they need all the exposure they can get.

You can go further than this: You can write a blog post that's all about the artist. Interview them. Ask them about their art, their life, their ideas. And then feature them on your site. Also feature them in a broadcast to your list. Tell your fans to visit the artist's site. Tell your fans to support his work.

The more you build the artist up, the more you build you and your books up. This is a mutually beneficial relationship. You are both creative people, and you both want to succeed. AND you are getting a bunch of artwork for free.

I recommend you use all three of these methods. You can commission original art, then license some art, and then do a trade to get some free art. You will build up a good little collection of beautiful images this way.

You can now use these powerful images all over social media. These images are absolutely conversation starters. You will get likes, you will get comments, you will get shares. And you will definitely draw in New fans.

Why is this? It's because it's very easy to stop in our busy day and look at an image. Even if we know nothing about your books. Even if we know nothing about you. If we see a drawing of a dramatic character, we will pause and take a look.

But what about nonfiction? Images work the same way for nonfiction. Let me give you an example. Let's say you have written a book about stress. There are no characters in your book? Your book doesn't sound dramatic and exciting? Well, take a look at this image:

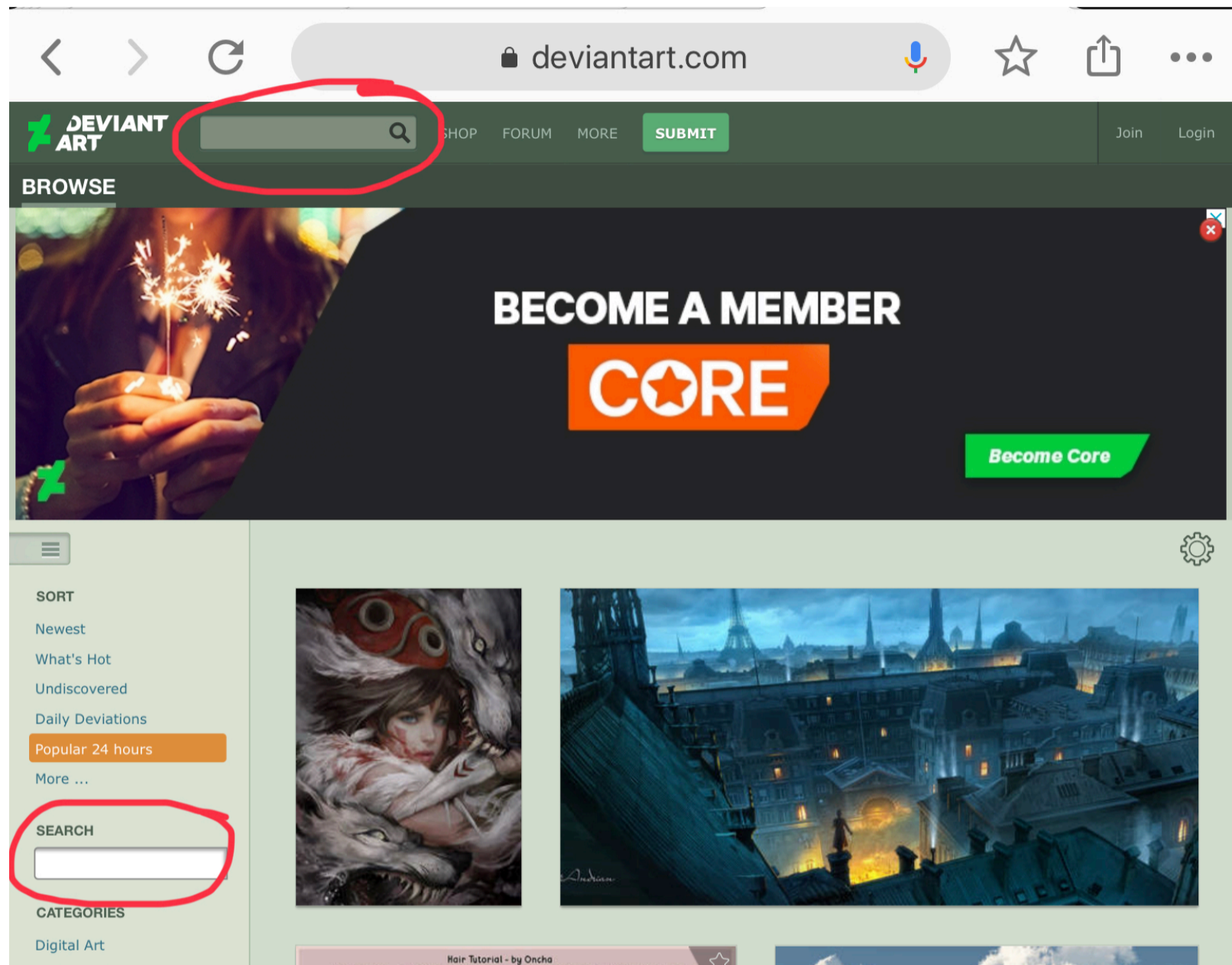


<https://www.deviantart.com/skytteole/art/Stress-508627648>

Does that get your attention? Does that illustrate stress? Would that drawing cause you to stop and take a look? That's exactly what it does. People get captured by the image and then they find out about your book.

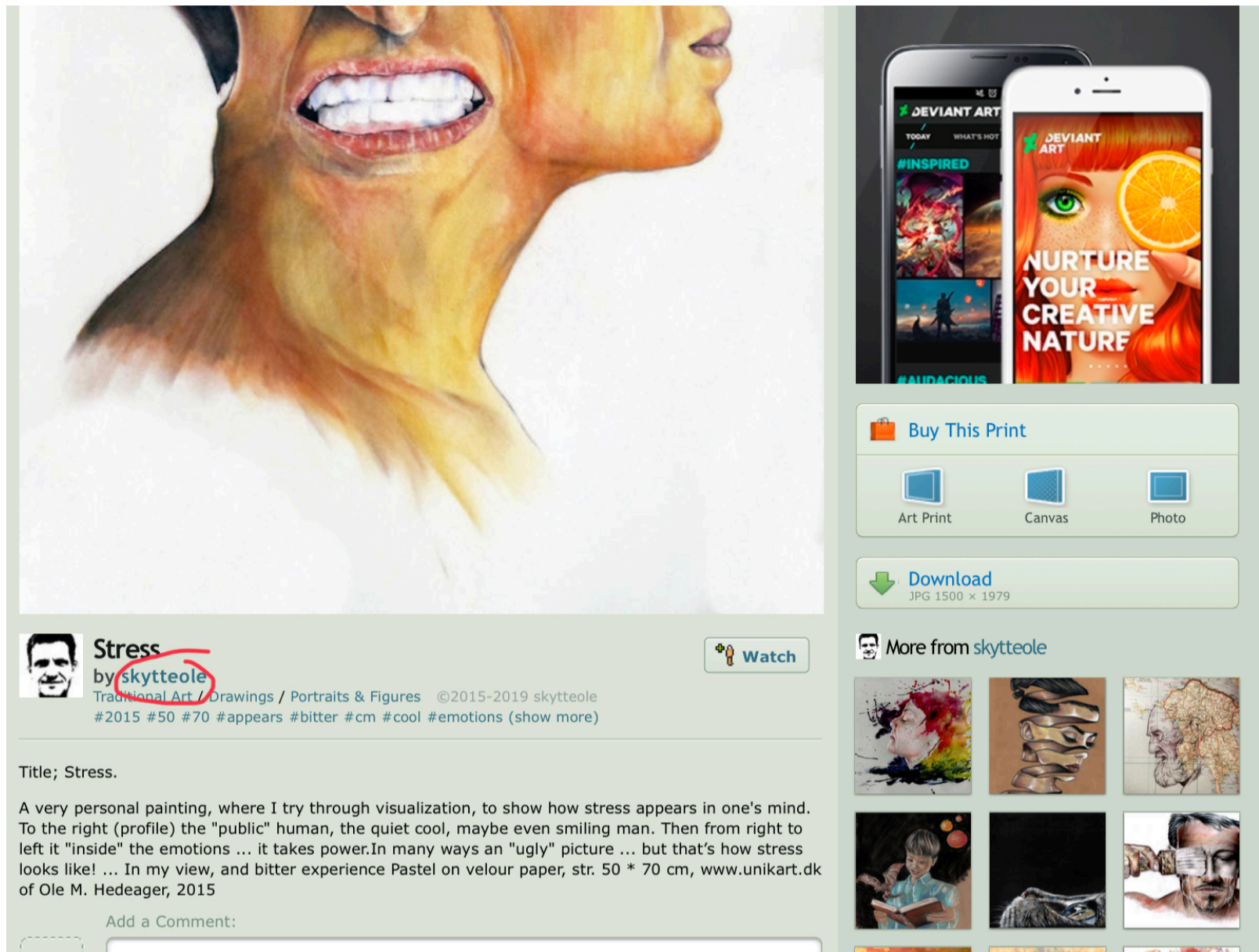
The easiest way to get the art you want is to simply search on Deviant Art. Use search terms that relate to your book. Scroll through the art and find something dramatic that catches your eye. The search box is at

the upper left of the page, at the very top. There is also a second search box on the left side of the page, about halfway down the page:

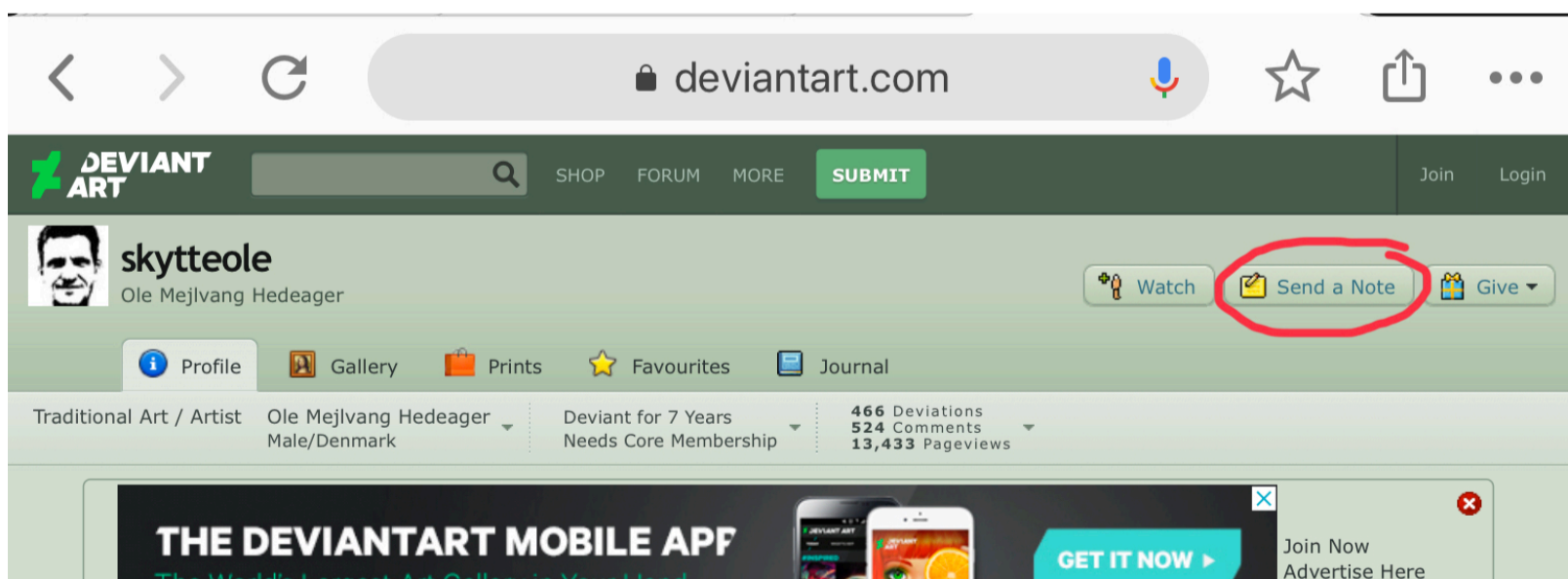


<https://www.deviantart.com/>

When you see an image you like, click on it. You will be taken to the artist's page. Look directly below the image and you will see the artist's name:



Click on their name. This will take you to a page that is filled with their art. Now look to the top right of the page, and you will see a little yellow note icon with the words 'Send a Note' next to it:



Click on that to contact the artist. Of course, you must sign up to DeviantArt to do this. If you are not signed up already, you will be prompted to sign up when you click on 'Send a Note'.

Use these images everywhere you possibly can: Use them for your book covers, use them on merchandise you sell like t-shirts and coffee mugs, use them in videos, use them in presentations, use them on bookmarks, use them on flyers, use them on the freebie ebooks you give away.

Of course, you should use them extensively on social media: Facebook, Twitter, LinkedIn. These drawings are a ton of fun. They will be discussed. They will be shared. We want to have an impact. We want to be memorable. We want to break through the ice. We want to get noticed.

Whenever you post these images, always include a link to the sign-up page for your email list. That's where new fans can sign up to receive your free ebook. We want to collect fans and turn them into superfans.

Don't underestimate the power of images. We live in a very busy world. We don't get much of a chance to capture people. But images will capture people in less than a second. It's truly magic.

When you commissions an image, you can use a Work For Hire Agreement. You can find a sample here:

<https://www.patentek.com/artist-work-for-hire-agreement/>

When you are licensing images, you can use a Licensing Agreement. You can find a sample here:

<https://alj.artpreneur.com/download-artists-licensing-agreement-free/>

If you are trading the use of artwork for exposure, you can simply adjust the contract and license the work for \$1 dollar. That tiny payment is used to make sure there are no legal complications later. You can also spell out in the agreement the exact credit the artist will receive on the cover of the book, and on Amazon.

By the way, many of these artists have a bunch of fans. You can simply ask them to send their fans to check out your book on Amazon. Or to go to the sign-up page on your website for your free book. It can be very beneficial working with these artists.

3) Public Library Bookmarks

This is a fun one that will get your motivation fired up. There's something very real about having bookmarks printed up. It feels substantial, it feels like something important is going to happen. And we can use bookmarks strategically all over town.

There are only two things we want our bookmarks to do:

a) Get attention

b) Get sign-ups

That's it. It really is very simple. We must grab attention or we are dead in the water. Once we do get attention, we give people only one choice: Go to our website and sign up for a free book. That's it. We'll talk more about that in a moment, but first we need to talk about getting attention.

Your Image: The first thing we are going to use to get attention is an image. We need to make this image as extreme as we can. And it must relate to the core of our book. Why did you write your book? What can your book do for people? What is the heart and soul of your book?

Let's go back to our example book about stress. You've written a book about how stress was destroying your life. But you found a way to deal with that stress so that you can live again.

Remember the image of the man being torn apart by stress? The one we found on DeviantArt? That is a perfect image to get attention. And it

definitely illustrates a core problem that the reader is facing: He is in agony because stress is destroying his life.

Now that we have an image, we need a few words to steer people in the right direction. These words will be right near the image in a large font size. We must make absolutely sure that people see these words.

Your Elevator Pitch: We are now going to come up with the absolute minimum number of words that have the most impact humanly possible. We need to get right to the point and be extreme. How about:

Stress tried to kill my life, but I killed stress.

Now, how about the link you are going to send people to? Of course, we want to make the link as simple as pie. People will have to type this link into their phone or laptop. So let's keep it simple. Here's your URL:

killstress.com/cure

We don't want to give people a whole bunch of different choices. We don't include our Facebook, our Twitter, our YouTube, etc. If they are interested in your book, they **MUST** follow the link to your website and sign up for your free ebook. They have no other option.

So here's your complete elevator pitch:

Stress tried to kill my life, but I killed stress. Get my free checklist:

killstress.com/cure

Not bad at all. We are keeping things simple and dramatic. Did you notice that we used the word *checklist* in the elevator pitch? We used that word because most people think that a checklist will be short and right to the point. They want to solve their stress problem, they don't want to wade through a thousand words to get to the cure.

Getting Them Printed: I recommend you get 1,000 bookmarks printed so that you can spread them far and wide. I also recommend that you

get only one side printed. This lowers the cost for you, and makes sure that our fans don't get overloaded with information.

Overnight Prints does a decent job for the price. You can currently get 1,000 bookmarks printed for about \$37 bucks:

<https://www.overnightprints.com/bookmarks>

You can also go with Vistaprint, but the cost will be considerably more:

<https://www.vistaprint.com/marketing-materials/bookmarks>

Your Library: Definitely give a bunch of these to your local library. Tell them that you are a local author. Ask the librarian if they feature local authors. Libraries love local authors and are very willing to help you. Network with the library staff to see what opportunities are available.

You can leave your bookmarks at any store or restaurant that has even a small selection of books available. You can put a stack of your bookmarks in your local cafes. Many cafes and restaurants have a selection of used books for their clients to look through. You can definitely add your bookmarks to those books.

How about Barnes & Noble? A friend of mine loves going to B&N and strategically placing her bookmarks all over the store. She puts them inside books that are related to her genre. She leaves them on the tables in the Starbucks that is inside B&N.

That's the exact spirit of RADICAL book promotion. She's thinking outside the box. She's taking a little risk. She's going outside of her comfort zone. She's getting her blood flowing again. She's reminding herself that she's an author. She's taking action and having an effect on her book sales and her author business.

4) Leave Your Book

This technique is highly effective because it's so shocking. Yes, you are going to strategically leave your book somewhere. And then you are going to walk away. Like a message in a bottle, you are going to release your book into the wild.

This is the type of shocking tactic that gets noticed. This catches attention because it's so crazy, so generous. This is the type of thing people will talk about and share. I will also show you how to amplify this tactic with social media in a moment. But first, let's set things up so that your book gets maximum attention.

Post-it Notes: We are going to write a simple message on a note, and then stick it to the front cover of your book. We want to have the biggest impact possible in the fewest words possible. We want to hook people. But we don't want to come across as a salesman.

The most straightforward message is this:

*If you read this book, let me know. I'm the author:
paul@nostress.com*

Here's another variation:

*This book is my gift. Let me know your thoughts:
paul@nostress.com*

You can take this further, and write a message that relates directly to your genre. Let's say you've written a novel about vampires. Your message could be:

If you love vampires, join us: vampirelove.com/join

We want to connect to the reader and make him/her a fan. We want to make it easy for them to reach out to us. We want to hear the story of

how they found the book, their reaction, their thoughts. We want them to become one more of our superfans.

Photos and Video: Now let's amplify the tactic with photos and video. We want to show people where you left your book. We want to show people your book on a table in Starbucks. We want to see a photo of you standing in Starbucks holding your book and smiling.

For even more impact, you can make a quick video with your phone. Tell us why you wrote the book. What's the heart and the soul of your book? How do you think it will affect people?

Now tell us why you are releasing your book into the wild. What type of reader do you want to find your book? What reaction are you hoping for? And make sure to mention the little note you left on the front of your book.

Share these photos and videos all over social media. Giving books away gets reader's attention! They are instantly interested when they hear about this. It's the type of generous gesture that people love. You will get comments on Facebook, on Twitter, on YouTube. You will get shares. And you will get new fans.

Follow Up: When you get a response from the person who found your book, ask them to take a photo of themselves. Ask them what their reaction was. What were their thoughts? Take the photo and their reaction and post this on social media as a follow-up.

You can also interview this person via Skype. Ask them about the moment they found your book. What were their thoughts? Was this the type of book they usually read? Or were they taking a chance on a new genre. Why did they decide to reach out to you?

Did you notice that we are gaining a bunch of attention, but we are not being perceived as salesmen at all? This is exactly where we want to be. We get attention, we get people talking about our book. All while having fun. And there's no hard sell in sight.

You can now see that even leaving one book in a Starbucks can turn into sort of a big event. That's the type of impact we are looking for.

That's the way to get attention, make connections, and gain new fans. All while having some fun!

5) Local Book Clubs

Local Book Clubs are very influential and can definitely sell a bunch of books. These clubs are usually friendly groups of people who love helping authors. It's a very good thing to have these people on your side. Let me list all that these clubs can do for you and your books:

- a) Book clubs contain superfans
- b) Great source for book reviews
- c) Great source for book sales
- d) Great source for social media shares of your book
- e) Starts the momentum for your book
- f) Build your Street Team from members
- g) Book club members will talk to people outside of the group about your book. This can have a massive effect, and we shouldn't overlook this.

Local Book Clubs can be very powerful. They can be the initial push that your book needs. And you can find life-long fans and supporters of you and your books.

Our first step is to find local book clubs. There is a great resource for this. Right on the front page of Readers Circle, there's a search engine devoted to finding Book Clubs for you:

<http://www.readerscircle.org/>

It directs you to enter your Zip code, but you can also enter the name of your town, city, or state. This search engine is very good, but you can supplement it with a Google search if necessary.

In the listings, the organizer of the Book Club will include contact information. If they don't, you can click on the link that says 'Contact group!'.

This contact link is a service provided by Readers Circle, and there is a 50 cent charge per contact. The small fee is designed to combat spammers, but in most cases you won't need to use this link.

Another great way to find local Book Clubs is by simply asking your librarian. Your librarian will probably be a member of a few local Book Clubs, and she will have the contact information you need need.

Before we contact these Book Clubs, there's one thing you can do to really make your life easier. Create a page on your website devoted to Book Clubs.

This way you have one simple link to send to people, and one simple page that tells them everything they need to know about you and your book.

You can have a link to a PDF copy of your book on that page. And you should also include 'Study Questions' about your book. These are questions that help the Book Club members discuss and debate your book when they meet.

Study Questions are a big deal. The point of a Book Club is lively debate. Having Study Questions prepared in advance can help get the discussion started, and keep it going.

I recommend you come up with your own Study Questions that are tailored to your book. This will also help imprint your book on members' minds. For general Study Questions that you can use as a starting point, go here:

13 General Book Club Questions For Any Kind Of Discussion

<https://www.bustle.com/articles/167822-13-general-book-club-questions-for-any-kind-of-discussion>

Also, have a little sign-up form for your list on this page. We are on a mission to collect superfans!

When you contact the organizer of the Book Club, let him/her know that you are an author. Tell him what type of books you write. And then immediately mention the page on your website devoted to Book Clubs.

The next step is to let the organizer know what you can do for his group. You want to start this relationship right and let him know that you will be a fun asset to his Book Club.

Let him know that you have a free PDF version of your book for every one of his members. Tell him the link to the PDF is right on your Book Club page.

Next tell him that you'd love to bring a couple bottles of wine and some cheese for his members to enjoy. Or maybe you'd rather bring a bunch of potato chips and Doritos. How about chocolate? We want this to be fun for everyone. We want people to look forward to seeing you.

Wine: The first step is to break out the wine. Make sure you bring a bottle opener with you! You don't need wine glasses, but I recommend you at least bring plastic cups with you. Pouring the wine into their glasses is a great ice breaker.

About You: Now, talk about your life as an author. When did you first start writing? Why did you become an author? What's the best thing about being an author? What are some of the challenges?

Study Questions: Now read out the study questions and let each group member give their answer. Listen to them. Engage with them. Their feedback can be pure gold and can really help you.

Group Photo: This is always fun. And it can really bring people together. Make sure you tell the group that you are going to feature the group photos on your website. This gives them another chance to visit your site.

Sell Your Book: Mention that you have a stack of books for sale, and that you will sign copies for them. This is another way to make a connection with people.

Ask For Reviews: Yes, directly ask for reviews. Tell the group you would love for them to review your book on Amazon. Of course, you are only asking for honest reviews.

Great opportunities for authors:

<http://www.readerscircle.org/promote.php>

6) Local Cross-Promotion

Local businesses get plenty of traffic, and they are all around you. Business owners are some of the best people I've ever met, and they are more than willing to help a local author out.

First, what type of book did you write? Who is your ideal reader? Are they young? Are they old? What do they love? Where do they hang out? What do they buy?

A book on cooking? Cross-promote with local restaurants and cooking supply stores. A thriller? Cross-promote with local gyms and sports equipment stores. A romance? Cross-promote with travel agencies and wedding planners.

Go ahead and brainstorm your ideal reader and see which local businesses you can cross-promote with. Get creative with it. The key is that you are a local author: People want to see you succeed. They want to be proud of you. And they want to be proud of their local community.

The simplest form of cross-promotion is for you to ask for a little counter space right near the cash register. You will be selling your books on consignment. That simply means that you will split the profit with the store.

You can also ask to put a poster or a flyer of your book cover in the store window. This attracts attention, gets people interested, and gets people talking. Many people will see your poster, even if they don't enter the store. It's also pretty darn great to see the cover of your book displayed like that.

Now take a photo of the storefront with your poster in the window, and you posing next to it. Post that photo on all your social media accounts, and send it out in your email newsletter. We want to get as much mileage as possible out of every promotion we do.

Important: Would you like to make your local promotions much more powerful? All you need to do is ask the store owner or the manager a simple question: Does the store have an email list of their customers? Do they send out an email newsletter regularly?

If the store has a newsletter, you can now ask if they will include you and your book in an email. Since your book directly relates to what their customers love, that email will get a lot of attention. Ask them to put a link in their email that goes to a sign-up page on your website for your list. Offer them a free ebook in exchange for their email address.

You can also do this for paper books. From the store's email newsletter, customers will follow a link to your website. But this time they sign up to your email list to receive a coupon code. You email them the coupon code, they visit the store, and buy a discounted copy of your paperback.

With this method, the store gets more visits from their customers, and you get to sell some books. You also get to make a direct connection with fans. This method is a win for both you and the store, and it will be easier to pitch to the manager.

You can also host events, like a book signing. Have the store announce the book signing in their email newsletter. Make sure they include a link to your website so that people can sign up to your list and receive the discount code.

You can turn the book signing into a little party with chips, soda, cake, etc. Plan it for a Saturday so that you can hang out all day and greet fans. This is an amazing way to find your superfans and connect with them.

Remember, the core idea is to get those email addresses. When you have the emails addresses, those fans are your fans, not just fans of the local store. You want to bring them into your orbit. You want them to be part of your team, part of your family.

7) Your Share Team

A Share Team is a group of superfans who love your book and want the world to know about your book. A Share Team can also be referred to as a Street Team, or a Fan Club. I like calling it a Share Team because it lets us all know exactly what our mission is: To share your book with the entire planet!

Your Share Team will come from your email list, your Facebook fans, and your Twitter fans. Create a page on your site specifically for your Share Team. This is where people sign up for the team. Create a separate email list just for the Share Team.

Also list the exact goals of the Share Team, what you expect of people, what the mission is. And make sure you list all the rewards of being a Share Team member. It's a good idea to include photos of the rewards and incentives.

Now send an email to your list announcing your Share Team. Include a link to your Share Team sign-up page. Also let your fans on Facebook and Twitter know.

The secret to building a Share Team: You must offer real rewards! You must incentivize your team with real gifts: Shirts, hats, mugs, a framed poster of your book cover, Amazon gift certificates, Starbucks gift certificates, restaurant gift certificates. Yes, buy your superfans dinner!

Real gifts will give your Share Team the initial boost to bring it to life. It will let people know that you are very serious about this. You don't have to constantly hand out great gifts. You can be measured about that. But at the beginning you definitely do.

Create a Facebook group specifically for your Share Team. This is where you will strategize with your team and motivate them. Remember, these are your superfans. It's a lot of fun interacting with people who love you and love your books.

What can your Share Team do for you? A whole lot! Many of the strategies in this guide can be greatly amplified by your Share Team. They can leave your bookmarks in multiple libraries, they can leave Conversation Cards all over town for you, they can strategically leave copies of your paper books exactly where you wish.

But there's even more: They can tell friends and family about your book, they can tell strangers about your book, they can all gather on a specific app for you and greatly boost your book. They can retweet and share until the cows come home.

Remember, almost everyone has a smart phone. And that means they also have instant access to a camera and a video camera. Anything they do to promote your book can become a video. Then they can help you share that video far and wide.

Your Share Team gives you global reach. That may sound like an overstatement, but it isn't. Your team members will be in multiple countries, multiple cities. If you have a team member in Paris, why not have them do something to promote your book near the Eiffel Tower? And make sure they put it on video. That's a video that people want to see. That's a video that will get views and bring you and your book traffic.

So I highly recommend you build a Share Team. You will motivate them, but they will also very much motivate you. That's why you need to treat them right. That's why you need to give them real rewards. Your Share Team is pure gold!

Training I Highly Recommend

When authors ask me for advice on how to sell books, these are the greats that I always refer them to. These are the proven winners: Effective, tested, and easy to implement.

Geoff Shaw

Pretty much anything by Geoff is great. He has a way of making everything very clear and simple. Plus, he's a great motivator. After listening to Geoff, you will get your butt in gear and your Butt In Chair (BIC)!

<https://www.udemy.com/user/geoffshaw4/>

One Page Publishing Profits

This is great stuff because it shows you that it's not about how much content you create, it's about creating the exact right content. This training proves that tiny content can be quite profitable:

<https://amyharrop.com/pages/1ppp-wp/>

Breadcrumb Book Promotion

This is a brilliant free method by Bill Platt. It shows you that you don't need money to promote your book, you just need a little bit of hustle. Elbow grease still hasn't gone out of style:

<http://professionalbookmarketing.com/breadcrumbs-method/>

Get Further Help

We are Independent Authors. That means we must think outside of the box. We don't have giant corporations backing us up. We don't have million-dollar advertising budgets.

But we do have our creativity. And we can adapt and find ways to reach a larger audience. Even if that means doing an end run around these giant corporations. That's the independent spirit. And that's the exact attitude we need to succeed.

People love genuineness. People love real people. They love the humble side of things. They don't like corporate polish, they don't like plastic coatings, they don't like all the fake smiles.

We are real people. We are genuine. We are creative artists with a message. We are not drones. We are not robots. We don't create by committee. We create from the heart and soul.

This gives us a big edge. And we can have the same edge when we promote our books. All we need to do is see the creative side of promoting our books. And realize that Promotion is just connecting with people.

Godspeed to you! If you need any guidance or help, you can always contact me:

paul@bookpumper.com

Paul J Coleman

Paul J. Coleman
bookpumper.com

Disclaimer:

(1) Introduction

This disclaimer governs the use of this report. [By using this report, you accept this disclaimer in full.]

(2) Credit

This disclaimer was created using an seq legal template.

(3) No advice

The report contains information about book-promotion applications. The information is not advice, and should not be treated as such.

[You must not rely on the information in the report as an alternative to [legal / medical / financial / taxation / accountancy /] advice from an appropriately qualified professional. If you have any specific questions about any [legal / medical / financial / taxation / accountancy /] matter you should consult an appropriately qualified professional.]

[You should never delay seeking legal advice, disregard legal advice, or commence or discontinue any legal action because of information in the report.]

(4) No representations or warranties

To the maximum extent permitted by applicable law and subject to section 6 below, we exclude all representations, warranties, undertakings and guarantees relating to the report.

Without prejudice to the generality of the foregoing paragraph, we do not represent, warrant, undertake or guarantee:

A) That the information in the report is correct, accurate, complete or non-misleading;

B) That the use of guidance in the report will lead to any particular outcome or result; or

C) In particular, that by using the guidance in the report you will make money, sell books, or get sign-ups to your email subscription list.

(5) Limitations and exclusions of liability

The limitations and exclusions of liability set out in this section and elsewhere in this disclaimer: are subject to section 6 below; and govern all liabilities arising under the disclaimer or in relation to the report, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty.

We will not be liable to you in respect of any losses arising out of any event or events beyond our reasonable control.

We will not be liable to you in respect of any business losses, including without limitation loss of or damage to profits, income, revenue, use, production, anticipated savings, business, contracts, commercial opportunities or goodwill.

We will not be liable to you in respect of any loss or corruption of any data, database or software.

We will not be liable to you in respect of any special, indirect or consequential loss or damage.

(6) Exceptions

Nothing in this disclaimer shall: limit or exclude our liability for death or personal injury resulting from negligence; limit or exclude our liability for fraud or fraudulent misrepresentation; limit any of our liabilities in any way that is not permitted under applicable law; or exclude any of our liabilities that may not be excluded under applicable law.

(7) Severability

If a section of this disclaimer is determined by any court or other competent authority to be unlawful and/or unenforceable, the other sections of this disclaimer continue in effect.

If any unlawful and/or unenforceable section would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the section will continue in effect.

(8) Law and jurisdiction

This disclaimer will be governed by and construed in accordance with United States law, and any disputes relating to this disclaimer will be subject to the exclusive jurisdiction of the courts of Texas, USA.

(9) Our details

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman trading as Bookpumper.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

PS: I love life! :-)