

Media Release

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Automate Your Marketing By Publishing A Book As The New And Improved Business Card!

These three things used to be mutually exclusive but these days this couldn't be any further from the truth!

Australia's *Publishing and Marketing Queen*, Kylee Ellis says if you want to become a best-selling author and bring in a 6 figure income per annum then marketing, publishing and business cards need to be 3 pieces of the same puzzle.

"You can now you can use the second (the printed book), as a substitute for the third (the business card), to negate the need of the first (by automating your marketing)", Mrs Ellis said.

"There is much more space in even the shortest book than there is on the largest business card for your calls to action after the initial meeting with your prospective customer", she continued.

"Not only that but you pay to produce a business card whereas someone pays you to purchase your book".

"Even if you give your book away for free it is building a relationship with your prospective customer on your behalf in a way that doesn't utilise any of your time."

Kylee says you can get someone from first meeting to first purchase without utilising any of your time and/or finances by automating the following three things:

- **Marketing:** choose marketing methods that you can setup once but convert for you an infinite number of times
- **Sales:** your fully automated webstore will ensure you no longer lose time or money on this process
- **Fulfilment:** automate the delivery of all your products/services so the only manual task you do for example is turn up for pre-booked, pre-paid coaching appointments

"Every manual task that either yourself or one of your team members are currently doing once automated gives you either you time or money back", The Publishing and Marketing Queen said.

"Every marketing task you automate however means marketing your business not only no longer utilises any of your time but it also no longer costs you anything", she said.

"If your book is your business card, your lead magnet to start this whole process rolling then it gets even better again".

"Now you are actually turning marketing from a traditional business expense to a profit generating exercise".

The Publishing and Marketing Queen is excited to announce the global launch of the second editions of her 4 most popular titles, "How to Publish a Book for Pleasure, Profit or Publicity", "How to Write a Book in less than 7 Days", "Automated Marketing: Monetise Your Sales Funnel" and "Virtual Business: Escape 9 to 5" in their new and improved, easy to access formats on Mon 11th Jan 2016.

Pre-release copies can be secured from the following address:

<http://www.thepublishingandmarketingqueen.com/books>

Kylee Ellis also known as The Publishing and Marketing Queen loves helping entrepreneurs publish and market their books in the easiest, most efficient, most economical and most effective ways possible.

She specialises in turning marketing from a traditional business expense to a profit generating exercise by publishing a book as the new and improved business card.

To experience Kylee at her next live event go to: <http://www.virtualmarketing.biz/webinars>

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High resolution images and interviews are available on request.

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