



BESTSELLER
BIG BUSINESS

COPY THIS: CASE STUDY

How A Speaker Became 7-Figure-Earner Using The Bestseller Big Business Method

Prepared by Trevor Crane

CASE STUDY: How A Speaker Became 7-Figure-Earner Using The Bestseller Big Business Method

Featured herein is one of our awesome Bestseller Big Business Mentoring clients.

Please pay close attention to what you find in this document.

You can copy it for your own success.

One of the things that I love the most about running my business is being able to test out new things quickly.

The fact that you can use a “book” to pour rocket-fuel on your marketing campaigns, makes it just about the most powerful marketing tool in your tool-box.

In today’s case-study I want to give you an extremely detailed inside look at a promotion that we just completed for a client of mine, Steven Napolitan.

My focus for the last few years has been almost exclusively on building our Bestseller Academy and our supporting Bestseller Publishing Team.

This admittedly “obsessive” focus, was to setup:

- A way that *every-single-client* can win... get their book done, published, make it a #1, and build a big business behind it... (almost “in-spite” of themselves, because we have all the work done for them already) but, was also a way to:
- Build our company’s recurring income

WHAT’S BETTER THAN A WIN / WIN?

Steve’s promotion did just that ***for him***.

Not for me to meet, “MY” goals. But, for Steve to build the business that ***he wanted***.

How cool is that?!?

One of the hardest parts about Writing A Book, is the “perception” that in order to grow a solid “recurring-revenue” business, you usually have to sacrifice a ton of time, and the instant “now income” that you could have made, if you hadn’t been focusing on your book.

What most people don’t know, is that you don’t have to only have one-or-the-other.

In fact, done correctly, the creation of your book (the entire process) should FUEL your business growth. “There is no better time for you to write your book, than in the middle of your CURRENT busy, daily life.”

The benefits of leveraging YOUR NEW BOOK, and using it to help you grow your personal brand will help your: “speaking” business, and your “on-line automatic monthly income” business.

Will it take a little work?

Of course. However, it's not nearly as much as you might think, and the benefits are totally worth the trade off.

But... What if you could have both?

In this case study, I'll show you how Steve did it with his book, and his promotion, and how you can do the same.

Today I want to tell you the story of *The Bestseller Big Business Method* or, what we call "BBB" with our internal team – and how I fell in love with this style of branding and marketing.

Here's What We're Going to Cover in This Case Study:

- Where Steve Started
- His goals with his book
- How he got his book written – FAST
- How he made sure he wrote the RIGHT book
- What his Sales Funnels & Promotions look like
- The results he's gotten since he started writing his book
- What we learned and the next steps

LET'S DIVE IN AND GET STARTED!

Where Steve Started:

I met Steve through my wife years ago.

Before we got married, she was participating (or speaking... I can't remember) at an event in the Bay area in California.

Steve and I hit it off immediately. He was at the event to learn how to improve as a professional speaker and how to grow his training and coaching business.

In the years that followed we stayed in touch and I got to see Steve win...and sometimes lose...in his business. About 5 years ago, he and I started talking about how he should have a book, and how powerful it could be to grow his business. About 2 1/2 years ago he finally "started" his book.

But, one thing or another, always got in the way of Steve following through and getting it done.

Sometimes, it was because he was too busy being successful, and didn't think he had time to put his book together.

Other times, it was because he was too busy struggling, and didn't have time to put his book together.

Finally, after seeing the successes we were having using our newly published books to grow our business (that's me, my wife, my clients, and even my 7 year old daughter), Steve called me up and said enough-was-enough, and he hired me.

Maybe he didn't ask for my help before because he wasn't ready. Or, maybe it's because we were friends, and he didn't want to ask for my help... but either way, he was sick of seeing how cool it was to have a book. According to him he was, "extremely frustrated" that he'd not yet gotten it done, even though he'd been thinking about it, and talking about it for years.

His Goals with his Book:

His goals were simple. Having recently gone through a particularly difficult business transformation...

(That's sideways-talk for – he had his ass-handed to him, and had to virtually start-over from scratch).

...More talks. More money. More marketing.

He wanted better branding and marketing so he could book more talks, and he wanted to make more sales on the back-end of his presentations.

He wasn't really sure how a book could help him do all of that.

That's why he asked for my help.

But then the first thing he told me was how busy he was, and how he didn't have the extra time it would take to write a book.

I assured him, that when he followed my system step-by-step, that he'd most likely get his book done in less than 24 hours.

He said, "24 hours?"

"You've got to be kidding me... HOW is that possible?"

I replied, "Trust me".

How he Got His Book Written – FAST:

At one point in the process, Steve called me up, concerned that we weren't going to meet our dead lines.

Here's a little cut-and-paste from a texting-chat I just now had with Steve, about this very part of the story...

He said, "Brother, for me the biggest part was that you made it step-by-step to get my book done. Paint by numbers. Remember, I even called you and said, "Bro, I don't feel I'm doing enough." You said, "Did you do your homework this week?" I said "yes" and you said "Okay, great. You're done for the week." I'm still blown-away that we finished on time, and most importantly, the process didn't take away from my business, or my family time."

Here's how we did it:

We created a crystal-clear STRATEGY first. (I'm going to include a little diagram inside this report that outlines the simple steps we took).

Once we got clear about WHO he was actually writing this book for, WHAT he wanted it to be about, (and more importantly) what THEY wanted the book to teach them...

...The rest became easy.

The next thing we did was STRUCTURE the content of the book, as if Steve was going to teach a class, and help someone step-by-step through the process.

We also decided that the fastest and most efficient way for Steve to get the content of his book out, was to teach it. (Big surprise, he is a speaker...)

We decided he'd give-away a FREE Tele-class, and invite everyone from his list...and his social media... to attend LIVE. Steve knew that he'd be more in-the-zone in front of a live audience.

So he ripped it!

It was a six-part series, he planned to give away as a "bonus" for anyone who bought the book.

(Once it was done, however, he thought it was so good, that he now sells it for \$297!)

But better than that...he got the content done for his book!

The next steps were to get it transcribed, and have a few editors help him review and improve the content. Add a few stories, give it a flow and that was a wrap.

Here's What Most People Think...

That if you're going to write a book, that you need to do it yourself.

NOTHING IS FURTHER FROM THE TRUTH.

Think of building a house. How would you do it?

Would you go down to the Home Depot, and buy some wood, and some nails, and swinging a hammer? (Maybe if it was a fort in the back yard, or a dog-house, or a bird house).... But YOUR house? I doubt it.

Think of how many people are involved in building a house.

There's an architect, who designs it and makes sure it's up to code – which varies, depending on where you build. A general contractor -who is brought in to oversee the entire job. Then he(she) brings in... how many others?

Let's see... a concrete guy. An electrician. A plumber. A roofer. A painter. Someone to put in the carpet, or tile. Someone to hang the granite counter tops. A landscape artist. Someone to lay the sod. And how many countless others?

I know when I hired a roofer recently, they brought a whole team of about 8-10 guys.

Why people think they should have to learn, and master all of the parts of PLANNING and WRITING and MARKETING and EDITING and FORMATTING and MONETIZING their book is ridiculous.

Is it “possible” for you to build a house on your own?

Sure.

But who the hell has the time for that?

When Steve chose to create his book, OUT-LOUD, and publicly talk about his book DURING it's creation, he was building BUZZ and excitement, and he got attention from people who started to want and crave not just Steve's book, but they wanted to get themselves some STEVE!!!

Here's another little cut-and-paste from our text-chat tonight:

“Trevor, I'd already started getting some traction in my business. What the book gave me was more credentials for speaking. Remember, I even had that client send me \$5k

just to hold a space for 2 months later, because they were worried I wouldn't have time for them, after they heard I became a best selling author. Crazy! Brother, I can't thank you enough, and for being my book-mentor, and helping me leverage this into my 100K+/month business.

Awe shucks... I'm blushing.

How Steve Made-Sure he wrote the RIGHT book:

This is going to sound to simple...

...He asked.

Steve has an award-winning marketer, and one of his secrets-to-success is something he calls his survey-to-success.

Steve doesn't "guess" what his market wants.

He "knows." Because he asks them. And you should too.

(I'm not going to over complicate this, by going into more details here, but Steve double and triple checked with his audience to find out not just what they "wanted" but what they "didn't want."

It's powerful stuff.

What did his Sales Funnels & Promotions Look Like?

Well, good for you, we captured some screenshots of the Pre-Launch of his book, when it became a #1 bestseller. (see below)

And by the way, I'm going to fit this little nugget in here, even though this is not this Case Study is about... but if you came this far, and you're reading these words, then

you deserve to know this:

A “Pre-Launch” means you “sell” your book before it’s published. You can, and often times should do this before you even write your book.

Now maybe you’re thinking something like, “Say.... WHAT.... Trevor? How can I do that?”

My friend, you may or may not be aware of this marketing method.

How about we look at some pretty big and awesome companies out there and see if we find any patterns.

Let’s take Apple for example.

Do they regularly announce the next big thing, before it’s even made? How about the iWatch? Or the new iPhone 800 – or whatever number they are on by the time you read this0

.Apple calls it a “leak.”

There is an entire strategy of “leaking” their next new technology, often times YEARS before it’s available.

Then, there’s usually a big buzz about the release-date, and people can pre-order and buy the newest gadget... like a solid-gold-iWatch. And people LINE-UP-AROUND-THE-BLOCK to get there first.

Hallelujah!

Look ladies and gentlemen... model what we know already works.

Let's look at one more, Tesla.

At the time I'm writing this, approximately 400,000 thousand people have pre-ordered their new Tesla. To the tune of a \$1,000 deposit each. Due to be delivered approximately 18 to 24 months later.

(Do a little math on that one.)

Not bad for a pre-launch.

So the short answer is "YES". You can Pre-Launch your book. You can even "Partner" with another multi-billion-dollar little company called, Amazon, and they'll even help you sell it. They will do FREE-MARKETING-FOR-YOU. They will collect the \$, pay you your royalty, and deliver your book when the time comes

Thank you, Jesus.

The Results Steve Got Since He Started Writing His Book?

Well, we've done a pretty good job covering his results in here so far, but not too long ago, Mr. Steven Napolitan had to start-over-from-nothing.

Today, his book helps feed his speaking business – and his speaking business feeds his coaching and training company – which delivers live and virtual products and services to his clients around the globe.

He's broken the \$100K/month club. He gets to hand-pick the best speaking gigs, the best partners, and the best clients.

Plus, he's a full-time father and husband, and was bragging to me the other day, that he's making more money than he's ever made, and he's spending less time working,

and more time with his family, and doing things he loves.

Now that's sexy.

What We Learned and The Next Steps:

Look... if Steve can do it, you can do it. We've had HUNDREDS of people follow the step-by-step process of: WRITING their book. MARKETING their book and learning to MONETIZE it so you can leave a legacy, or make a difference, or fill up your bank account, or take care of your family, or your grandma, or your neighbor's cats... whatever you are in to.

And, let's face it... I'm not that special. Nobody accuses me of being the brightest crayon in the box. I'm the son of a horseshoer. I grew up so broke, the public school-system had to pay for my school lunch. In my adult life, while I've had my successes, I've also lost everything. Twice.

If I can do it, you can teach a cat to do it.

In 2015 alone, my wife, my 7 year old daughter, and I published 7 #1 International Bestselling books. We more than tripled our income. We take more vacations. We help more people.

We are making a bigger and better impact in the world, and in our communities.

My daughter is now 9 years old. She's a 3-time #1 bestselling author, and has 4 books on the way.

What did we learn?

If we can do it—you can do it.

What should you do next?

Reach out, and ask for our help.

Right now, we have a program that will work for pretty-much anyone.

My goal is to help as many people as I can to LIVE their legacy...

The best time for you to write your book is NOW, in the middle of your busy life.

If you're ready to finally get your book done, and use it to add an extra 6-7 figures behind it, then I'll give you a link to schedule a complimentary 15 minute call with me personally: [CLICK HERE - SCHEDULE A CALL](#)

But one way or another, get your damned book done.

Don't go it alone. It's too hard.

And it takes too long.

Life is short.

Time is precious.

Let us help you, and you can make the most of the time you have left.

Thanks so much for reading this case study about Steve Napolitan. We hope you enjoyed it, we hope that you learned something and mostly we hope that you were inspired to **take action**.

Be Great!

-Trevor

PS – If you're ready to finally get your book done, here's a link to schedule a complimentary 15 minute call with me personally: [CLICK HERE - SCHEDULE A CALL](#)

PPS – At the bottom of this document are some Facebook posts that Steve used to promote his book and create excitement when it went to #1 in only 24hours.

Notice how simple each of these posts are.

Notice the language and the strategy behind each post. Notice that they seem positive and celebratory, and that they make the reader feel-good about Steve and what he's up to.

We took screenshots of a series of Steve's Facebook posts from the moment this book became a #1 bestseller, to the time we made this document.

Please use what you find here as a guide.

Model them. Copy them. Create something even better!

Use these examples to help you make similar posts to share your BOOK, and the things that are MOST important to you.



But above all, take action!

I look forward to meeting you personally.


I REALLY have to go now though....ENJOY!

– Trevor

Trevor posting and promoting Steve during his launch:

**Trevor Crane** ▶ **Steven Napolitan**
January 26 · Rochelle Park, NJ · 

Who is a #1 Bestseller in AUSTRALIA? WHO? WHO???

Kindle StoreQFr

Shop by Department · Your Amazon.com.au · Help

Kindle Books · Bestsellers · Kindle Daily Deal · Kindle Monthly Deals · Kindle Select · Free Kindle Reading Apps · Buy A Kindle · Manage Your Content

Amazon Best Sellers


Our most popular products based on sales. Updated hourly.

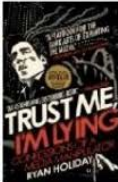
Any Department


- Kindle Store
 - Kindle eBooks
 - Business & Investing
 - Marketing & Sales
 - Advertising
 - Consumerism
 - Marketing
 - Public Relations**
 - Sales & Selling




Best Sellers in Public Relations


Top 100 Paid · Top 100 Free


1. 
Capture Clients, Close Deals: A simpl...
by Steve Napolitan
Release Date: 19 April 2016
Kindle Edition
\$1.44

2. 
Trust Me, I'm Lying: Confessions of a...
by Ryan Holiday
★★★★☆ (2)
Kindle Edition
\$12.18


3. 
From Unknown to Expert: How to Use Cl...
by Catriona Pollard
★★★★★ (5)
Kindle Edition
\$7.99


 Like ·  Comment ·  Share


 Steven Napolitan, Adam Napolitan and 7 others

**Steven Napolitan** Thank you for all your guidance brother. This is so exciting. 😊


Like · Reply · January 26 at 5:01pm



**Steven Napolitan** Now we need USA.

Like · Reply ·  1 · January 26 at 5:07pm

**Da Ni El** · Friends with Brandon Hintz and 1 other
You are outranking Elon Musk...

Like · Reply · January 27 at 3:48pm



Write a comment...  

Steve's Promotional Partners posting about his book during his launch:

**Mike Bailey**
January 26 · Rocklin, CA · 🌐

http://www.amazon.com/.../B01AT.../ref=pe_385040_112047530_TE_DP

Friends and Colleagues...
If you are in business and deal with clients or customers then you will want to read this book from my good friend, [Steven Napolitan](#). Common sense way to simplify your marketing and give your clients what they want, when they want and how they want it! This is a must for all my realtor friends... I highly recommend this book.
Order today while it is only 99 cents! You can't afford not to have it.
Thanks,
Mike



Capture Clients, Close Deals: A simple way to gain clients without convincing or chasing
Turn marketing into business growth. Get the proven 3-step process to attract more leads, gain more clients and, most importantly, increase REVENUE. Truly Capture...
AMAZON.COM

 Like  Comment  Share

 **Steven Napolitan** and 11 others

 **Steven Napolitan** Thank you Mike Bailey. I appreciate it. 😊
Like · Reply ·  2 · January 26 at 7:52pm

 **James Wade Brooks** Adding to the A-List Thanks Mike
Like · Reply · February 23 at 5:20am

 Write a comment...  

Steve posting “Celebration Videos” and thanking people during his launch. (A copy of these videos are in your BBB Bestseller Academy membership site, so you can model them.)

 **Steven Napolitan** added a new video.
January 26 · 🌐

I have so much gratitude for those who have bought my book today. It's exciting to hit #1 best selling author on Amazon in Australia, #6 in the UK and #14 in Canada. Now do me a favor to hit #1 in America. Please help me, and I'll help you.

Step 1: Buy my book on Amazon today for 99¢ (price goes up to \$20 tomorrow): <http://amzn.to/1PrzK82>

Step 2: Then get my \$300 online course for FREE. Register here: <http://app.webinarjam.net/register/13741/9e767ab340>



👍 Like 💬 Comment ➦ Share

👍 Marco Robert, Adam Napolitan and 133 others

6 shares

View 43 more comments

 **John Klycinski** Well done !!
Like · Reply · 👍 1 · January 27 at 2:56pm
➦  Steven Napolitan replied · 1 Reply

 **Sheri Ragusa Negri** Pre-ordered on Amazon for my iPad.
Like · Reply · 👍 1 · January 27 at 9:34pm
➦  Steven Napolitan replied · 1 Reply

 **Troy Conant** I'd have you autograph it... but then I'd have your signature across the screen of my phone.. LOL
Like · Reply · 👍 1 · January 27 at 9:47pm
➦  Steven Napolitan replied · 1 Reply

 **Kelley James Wilson** Wow Steven I remember when you were making movies at X Sycamore Village apartments... And I was a key grip hahaha!
Now you're a published author!? That's awesome. I'll totally get a copy! Congrats!
Like · Reply · 👍 1 · January 28 at 4:58am
➦  Steven Napolitan replied · 1 Reply





Steven Napolitan added a new video.

January 26 · 🧑🏻

Thank you for all the love and support. Here are the stats:
#1 in Australia, #3 in USA, #4 in Canada & #6 in UK.

Let's hit #1 in America. Less than 6hrs left at the 99¢ price:
<http://amzn.to/1PrzK82...> See More



👍 Like

💬 Comment

➦ Share



Victor Irving Jenkins, Matt T Anices and 38 others

1 share

View 6 more comments



James Irby Awesome bro, looking forward to reading it

Like · Reply · 👍 1 · January 27 at 8:38am



Steven Napolitan replied · 1 Reply



Carmel Javier I ordered your book yesterday! Congrats on meeting your goal to finish writing and publishing the book!

Like · Reply · 👍 1 · January 28 at 12:56am · Edited



Steven Napolitan replied · 1 Reply




Sandra Ortiz Looking forward to reading it!

Like · Reply · 👍 1 · January 28 at 2:22am

More new friends and Promotional partners:

More Celebration Posts & Screenshots “Following” his bestseller

campaign: (NOTE: It’s even MORE important to say THANK YOU and CELEBRATE your achievement, after you hit #1.)


 **Steven Napolitan** added a new video.
January 28 · 🌐

Thank you, Thank you, Thank you. I am so grateful to have all of you as my friends and followers here. Without your support the success of my book launch would not have been made possible.

The book made #1 best seller in 4 countries, in 14 categories. 😊

To celebrate we have decided not to raise all the way to the full price of the book. For a limited time, you can still pre-order for \$2.99. Click here:
<http://amzn.to/1PrzK82>



I would also like to give a huge thanks to [Trevor Crane](#), my book coach. Thank you Trevor, for make this process so easy, keeping me on task and always alert to the next step. Love you brother.






Like · Comment · Share



👍 Ashley Peterson, Jayson Schlesinger and 33 others


View 3 more comments

 **Kunal Jain** Congratulations Steven Napolitan! Really glad to see your book making it to Best seller in 4 countries. I'm sure that its going to travel a long way to become a best seller in many other countries. Best wishes.
Like · Reply · 👍 1 · January 29 at 2:01am
👉  Steven Napolitan replied · 1 Reply

 **Carl Piesch** There's going to come a day when I say "I knew him before he was on Oprah's reading list!" lol!! 😊
Like · Reply · 👍 1 · January 29 at 10:51am
👉  Steven Napolitan replied · 1 Reply

 **Matt T Anices** Amazing Steven I cant wait for mine too!!
Like · Reply · 👍 1 · January 29 at 10:55am

 **Luke Thornton** Purchased!
Like · Reply · 👍 1 · January 29 at 8:00pm
👉  Steven Napolitan replied · 1 Reply

 Write a comment... 📷 😊



Steven Napolitan added 3 new photos.

January 28 · 1

Here are a few of the categories. I was not expecting to be #1 for Etiquette in the UK. I'll take it. The process I cover in the book teaches how to sell with the most respect for your buyers. I believe it is the best Etiquette when it comes to the human experience of marketing and sales. Much love and gratitude.



Like Comment Share

Matt T Anices and 27 others

View 5 more comments



Carri Chamberlain Congrats Steve!

Like · Reply · 1 · January 28 at 11:33pm



Kunal Jain Congrats Steve!

Like · Reply · 1 · January 29 at 2:03am



Gene Schreck Congratulations!!!

Like · Reply · 1 · January 29 at 7:54am

21



Write a comment...



The Marketing & Monetization Doesn't Stop... Steve continues to offer new products and programs to help his clients.



Virtual Online Course

Learn from award winning marketer, Mr. Steve Napolitan, who typically works with business owners who are spending time and money on their marketing and having a problem of not gaining consistent results. He's helped his clients reach millions more, literally, in traffic, impressions and most important revenue. He's an international speaker and has worked with Fortune 500 companies, such as Apple, Intel, Charles Schwab and Nestle.


Now only \$97

ENROLL NOW


Virtual Online Courses!

Followup Posts:

New “Media” and Steve as being featured in an online magazine:

**Steven Napolitan**
March 24 · Roseville, CA · 🧑🏻




I was featured in Inspiration Unlimited eMag. Thank you to [IJ Kavyashree](#), for asking me to share my story. Much love. Much gratitude. You can view the whole article here:





How a Single Decision turned 10 years of Failures into a Journey of Successes - Steve Napolitan

To learn from those who have taken the journey that we wish to take, is the biggest ever gift we could ever...





IUEMAG.COM



 Like  Comment  Share



  You, Madlen Mirzaian-Saddik, Heather Hughes Santos and 87 others


1 share




View 8 more comments

**IJ Kavyashree** Glad to have covered your story Steve!! The world surely needs people like you 😊 keep inspiring.
Like · Reply ·  2 · March 26 at 10:47am
  Steven Napolitan replied · 1 Reply

**IJ Kavyashree** Here's a bit more our i3 counsellor shares.
Abhinav Chethan, Subramanya Tilak, Nishchitha MH, Swati Shasi, Girijashree Abhimatt, Gowtham, Vinay Shovin - look forward to read your learnings!!
Like · Reply ·  3 · March 26 at 11:22am

**Swati Shasi** Yes ma'am 😊
Like · Reply ·  1 · March 26 at 11:24am

**Girijashree Abhimatt** sure ma'am:-)
Like · Reply · March 26 at 12:07pm

 Write a comment...  

Other people posting on FB about Steve's talk:

**Jovanni Casaus** 😎 feeling like taking action with Steven Napolitan at 📍 Embassy Suites by Hilton San Rafael Marin County.
March 26 · San Rafael, CA · 🌐

This guy kills it every time. My friends if there is one thing you will ever take away from my posts it needs to be this. GET A MENTOR!!! Find someone who is successful in something you would to also like to be successful in. Your world will change and you'll do it in faster time?



 Like  Comment  Share

 Steven Napolitan, Brandon Hintz and 13 others

**Steven Napolitan** Thank you Jovanni. 😊❤️🎉
Like · Reply · March 26 at 9:35pm

 Write a comment...  



Mark Cooper added 2 new photos — with Mike Macedonio and 2 others at [Embassy Suites by Hilton San Rafael Marin County](#).

March 26 · San Rafael, CA · 🌐

Bni leadership training in San Rafael with [Steven Napolitan](#)



👍 Like 💬 Comment ➦ Share

👍 [Steven Napolitan](#), [Madlen Mirzaian-Saddik](#) and 6 others



Steven Napolitan Great group. Lots of fun. I look forward to further serving you.



Like · Reply · 👍 1 · March 26 at 9:36pm



Carlyn Montes De Oca Great presentation Steve! I'm looking forward to connecting at your conference next weekend!

Like · Reply · 👍 1 · March 27 at 1:43pm



[Steven Napolitan](#) replied · 1 Reply



Write a comment...





Mike Macedonio with Steven Napolitan and 6 others at Embassy Suites by Hilton San Rafael Marin County.

March 26 · San Rafael, CA ·

Steve Napolitan leading BNI members to their WOW clients



Like

Comment

Share

Steven Napolitan, Victor Irving Jenkins and 23 others

1 share



Leslie Biagini-Salazar You mean "Target Market"!!!

Like · Reply · 2 · March 26 at 2:28pm



Steven Napolitan replied · 1 Reply



Write a comment...





Jovanni Casaus added 2 new photos — 😊 feeling motivated at
📍 Crowne Plaza Concord / Walnut Creek with Steven Napolitan.

March 29 · Concord, CA · 🌐

I think this is the 7th time listening to **Steven Napolitan** give his key note. I love it every time. I'm just about ready to give the talk next round.



👍 Like 💬 Comment ➦ Share

👍 Steven Napolitan, Marco Robert and 10 others



Steven Napolitan Yes, Jovanni. You're on Thursday. 😊

Like · Reply · 👍 1 · March 29 at 8:35pm



Write a comment...





Matt Aitchison

May 10 · Roseville, CA · 🌐

NEW PODCAST EPISODE: For many business owners and entrepreneurs, finding clients to utilize your service or buy your product can be tough. Finding the perfect client, can be even tougher.

Steven Napolitan, an international speaker/author and award winning marketer, shares his insight on how you can simply do just that; find your perfect client, deliver a unique value, and build raving fans for life.

Check out his interview here: [apple.co/1OeCP11...](https://apple.co/1OeCP11) [See More](#)

MILLIONAIRE MINDCAST

features



**STEVE
NAPOLITAN**

**FIND YOUR PERFECT
CLIENT**



28

👍 Like

💬 Comment

➦ Share

Use your **new #1 bestseller status** in all of your marketing. (This example is a video that “someone else” is using to promote the event.)

**Cyndee Paulson-Heer**
April 25 · 🌐

Steven Napolitan is just one of the amazing experts who will be presenting at The Enchanted's, Chic & Unique Summit and Fashion Show.

Learn how to GAIN Clients Without Convincing or Chasing . . . and more with Carrie LaShell, Diana Concoff Morgan, Maile Collmer, Katie Macks, Mary O'Connor, and Hope Desroches.

Check out more at: <http://www.theenchantedwoman.com/chicunique2016/>



248 Views

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 Steven Napolitan and 5 others

2 shares

**Diana Concoff Morgan** Looking forward to hearing you Steven Napolitan! Every time I hear you I get great info!
Like · Reply · 👍 3 · April 25 at 5:23pm
➦  Steven Napolitan replied · 1 Reply

**Cyndee Paulson-Heer** Thanks for sharing, Diana. I know your talk will be, Chic & Unique, too!
Like · Reply · 👍 2 · April 25 at 5:49pm
➦  Diana Concoff Morgan replied · 1 Reply

**Katie Macks** 🇺🇸 I am so excited to be a part of this event!!
Like · Reply · 👍 2 · April 26 at 11:17am

**Cyndee Paulson-Heer** I love what you bring to the table, Katie Macks. ❤️
Like · Reply · 👍 1 · April 26 at 8:15pm



Here's an example of how you can design a course behind your book. (Take from Steve's course: www.clientcapturecourse.com)

CLIENT CAPTURE COURSE



Free Gift
Client Capture Process Workbook

We are so serious about helping as many people as possible capture clients; we are giving away our process! This workbook will take you through the system step-by-step to design your business in a way that captures clients easier and quicker!

GET YOUR FREE GIFT!



Stop guessing...and start knowing what works.

Turn marketing into business growth. Get the proven 3-step process to attract more leads, gain more clients and...most important...Increase REVENUE.

Learn to Truly Capture your Clients

Do you feel that you are guessing when it comes to your marketing? ...or worse yet, spending time and money on your marketing without great results? Learn how to stop guessing and start knowing. Gain exponential growth by attracting and keeping clients...better yet...capture YOUR clients!

ENROLL NOW



Virtual Online Course

Learn from award winning marketer, Mr. Steve Napolitan, who typically works with business owners who are spending time and money on their marketing and having a problem of not gaining consistent results. He's helped his clients reach millions more,...

See the **love** that Steve gets from his clients posting on his FB Page:

Steven Napolitan

Trevor
Home
20+

Steven Napolitan

Friends
Following
Message

Timeline
About
Friends 36 Mutual
Photos
More

Intro

Speaker, Teacher, Coach, Consultant at Steve Napolitan
Married

Post
Photo / Video

Post

Melissa Donald
June 27 at 6:21am

What a weekend! Lots of information. Lots of pushing against personal boundaries. Lots of "stuff" to process.

A big thank you to Steven Napolitan and his team at The NOW Academy. Great workshop.

Now it is time to implement some of the little things to make way for the BIG things!

Like
Comment
Share

Steven Napolitan and 14 others

Steven Napolitan
Melissa, I'm so glad you gained the value you did this weekend and I was so excited you ended up in the front row by the third day. Well done. I'm also excited to see what happens in your business and life. Please share as you implement. Much love and gratitude.

Like
Reply
2
June 27 at 10:00am

Post

Photos

We hope you got value from this case study.

Remember, Steve's success is not unique.

But it did take action.

Also, here is the necessary, Earnings Disclaimer:

Every effort has been made to accurately represent the skills, concepts, ideas, techniques and know-how offered by Trevor Crane and Step Up Strategies. There is no guarantee that you will earn any money using the techniques and ideas in these materials. In fact, I can guarantee that most people won't make any money with the information we share in this document, because most people won't do anything with it.

Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a get rich scheme. If you work hard, and never quit... you'll probably be a lot better off than where you are. Or not, as the case may be.

Here's one last chance, if you're serious about taking action now.

But if you're not ready -please don't call. It will be a waste of your time, and mine. If you're ready to "get jiggy with it" as Mr. Will Smith might say...

[CLICK HERE - SCHEDULE A CALL](#)

Talk soon,

-Trevor

