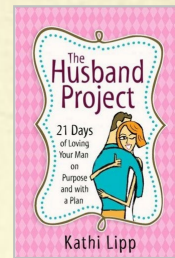




Author Empowerment Program Results Produced for Kathi Lipp First-time Non-fiction Author



January, 2009
Harvest House

Kathi Lipp was a first-time author launching her new book, *The Husband Project*. Rob Eagar coached Kathi for four months leading up to her book's publication date. All results listed below occurred during the program and within **60 days** after the book's release:

1. Sold over 1,000 books via speaking and author website in the first 2 months!
2. Broke the Amazon 10,000 level in only 51 days with a sales ranking of 9,020.
3. Scheduled 30 new author speaking events for 2009.
4. Landed 7 radio and 2 TV interviews with her own press release.
5. Secured a monthly columnist feature on the CBN.com (700 Club) website.
6. Built new relationships with over 650 MOPS leaders across America.
7. Obtained book reviews on over 30 targeted blogs.
8. Sent first e-newsletter to over 2,000 subscribers.
9. Doubled author's monthly newsletter subscriber rate.
10. Raised author speaking fees by over 30%.
11. Tripled monthly visitor traffic by redesigning author website.

“Before-and-After” Author Website Pictures:



Testimonial:

“Before meeting Rob Eagar, I had an unproductive website, ineffective newsletters, and felt unprepared to promote my new book. But, working with Rob paid off big time! In the first 60 days, I personally sold over 1,000 copies of my new book, landed more speaking engagements at higher fees, doubled my newsletter signup rate, tripled my website traffic, and captured nine media interviews on my own. The transformation has been amazing!”

Kathi Lipp
Author of *The Husband Project*

Spread Your Message Like Wildfire