



# YOUR BOOK IS YOUR TICKET TO FREEDOM

## 22 Case Studies

*of People  
Just Like You*





# YOUR TICKET TO FREEDOM IS CLOSER THAN YOU THINK.

My name is Kary Oberbrunner, and I want to thank you for expressing interest in this brief e-book.

You're about to meet 22 people who are similar to you in many ways. Like you, they wanted to write a book. And also like you, they wanted people around the world to read their book and be better for doing so.

A short while ago, I didn't know any of these 22 people. Today, each of them is incredibly special to me. Keep reading, and you'll soon understand why. Read a little further, and I may be able to help you just as I helped them.

I mean it when I say that your ticket to freedom is closer than you think—much closer.

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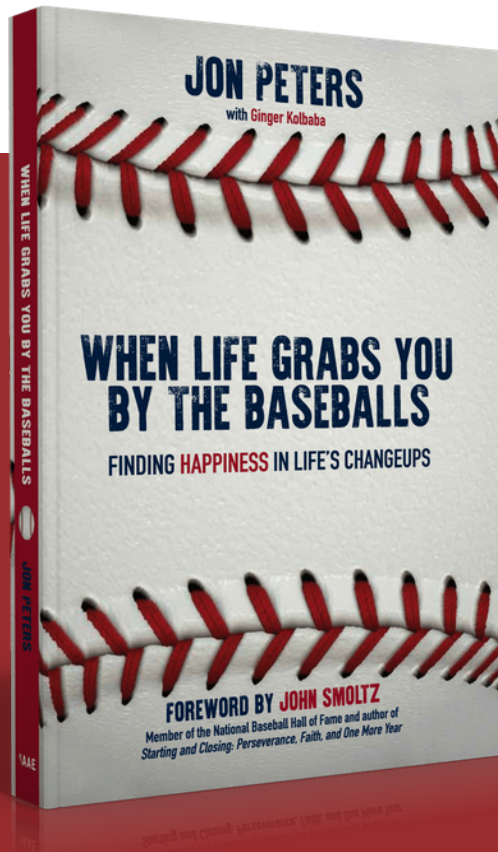


# FREEDOM TO CONQUER PAST DEMONS

*Jon was the first-ever high school athlete to appear on the cover of Sports Illustrated. He nearly destroyed his life with alcohol, but then discovered a path to recovery.*

**JON PETERS**

*Texas, USA*



*Because of my book, I . . .*

- **Made a difference** in other people's lives.
- Gained more **opportunities to speak** to various audiences.
- **Spread my message** to more people across the country.
- **Appeared on all major television networks** (ABC, CBS, NBC, Fox) in Houston.
- **Have increased my speaking fees.**

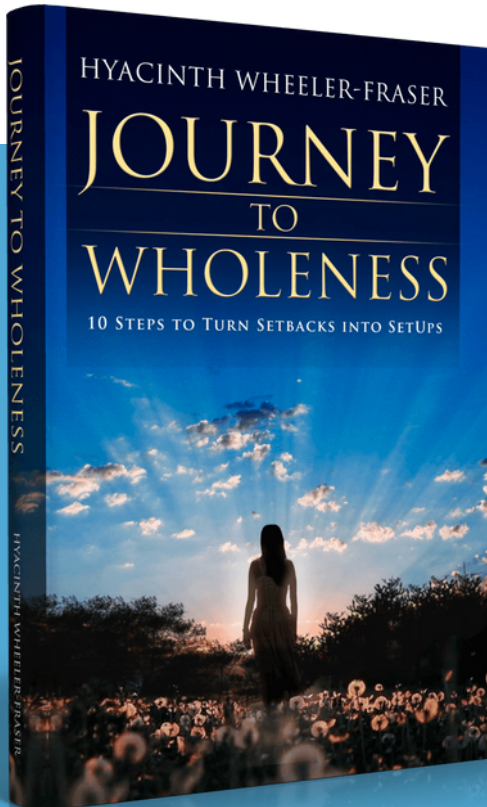
# FREEDOM TO TURN SETBACKS INTO SETUPS



**HYACINTH FRASER**

*Nottinghamshire, UK*

*Hyacinth is one of our many international authors who benefits from distribution to over 39,000 channels worldwide.*



*Because of my book, I . . .*

- Gained confidence to step out of my comfort zone by using **podcasts, livestreaming, and blogs** to further my message of hope that you can turn setbacks into setups.
- Was featured on local and national **radio interviews**.
- Created **2 online courses** that integrate with my book.
- Gained more **speaking opportunities around the UK** at local and national women's events, a national summit, and regional convocations.
- Closed the gaps on my way to **living my dream**.





# FREEDOM TO HELP CHILDREN

*Jennifer has sold  
over 10,000 copies  
of her books.*

**JENNIFER DIZMANG**

*Colorado, USA*

*Because of my books, I . . .*

- Created an **international speaking business** where I speak to students and teachers in schools and orphanages in Germany, Mexico, Vietnam, Cambodia, and Laos.
- Partnered with non-profits, like United Way, to do **large keynote presentations** at their teacher conferences on social, emotional, and behavioral topics.
- Stepped out of my comfort zone and **learned how to create a business**.
- Teamed up with many fire departments that bought my books in bulk. They put one of my books in every elementary classroom in their city, and I taught presentations on fire safety. Based on statistics of how many children die by fires and carbon monoxide poisoning, I feel grateful I played a role in **saving lives**.
- Met thousands of amazing people and **sold over 10,000 copies of my books**.



# FREEDOM TO ADDRESS CHRONIC ILLNESS



**ERIC EATON**

*Colorado, USA*

*Eric just completed  
his second book,  
The Thrival Guide.*



*Because of my books, I . . .*

- Shared the **locked-up** story inside me with the world.
- Accepted **speaking opportunities** that never would have been available to me in the past.
- Broke through self-limiting beliefs that prevented me from thinking I could be an author.
- **Consult, coach, and counsel** individuals who live in chronic pain.
- Received numerous stories from individuals **thanking me** for giving them a resource to help them.



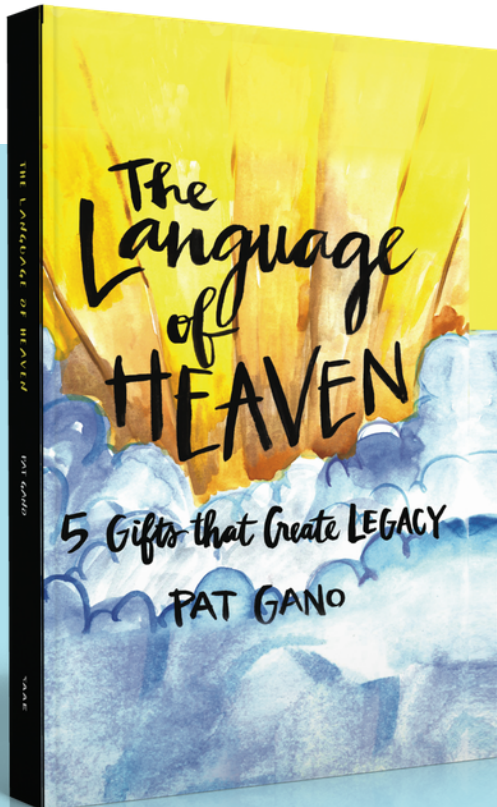


# FREEDOM TO OVERCOME STEREOTYPES

*Pat published her book  
at the age of 83,  
making her our oldest  
author thus far.*

**PAT GANO**

*Ohio, USA*



*Because of my book, I . . .*

- Demonstrated that **people of any age** can impact others.
- **Fulfilled the dream God gave me** by publishing a book, even at the age of 83.
- **Launched my book with a livestream** watched by people around the world.
- **Encouraged others** that they can say yes to their dream too.
- Leveraged my book and created content for my **speaking, coaching, and training business.**

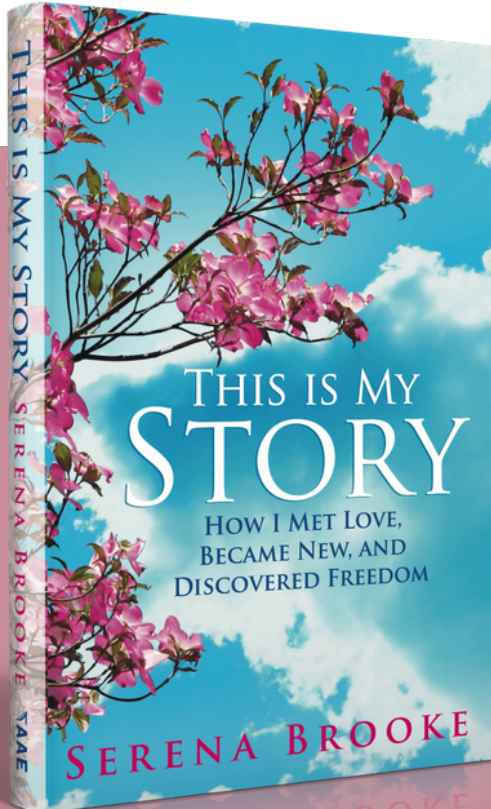


# FREEDOM TO HELP HER PEERS

*Serena published  
her book at the age  
of 18, making her  
our youngest author  
thus far.*

**SERENA BROOKE**

*Ohio, USA*



*Because of my book, I . . .*

- Fulfilled the dream God gave me of **publishing a book at the age of 18.**
- Communicated on issues touching **my generation.**
- Turned my pain into a **platform.**
- Heard from readers that my book **helped them open up** about their own struggles.
- Was surprised that most of my books have been purchased by adults **for their kids.**



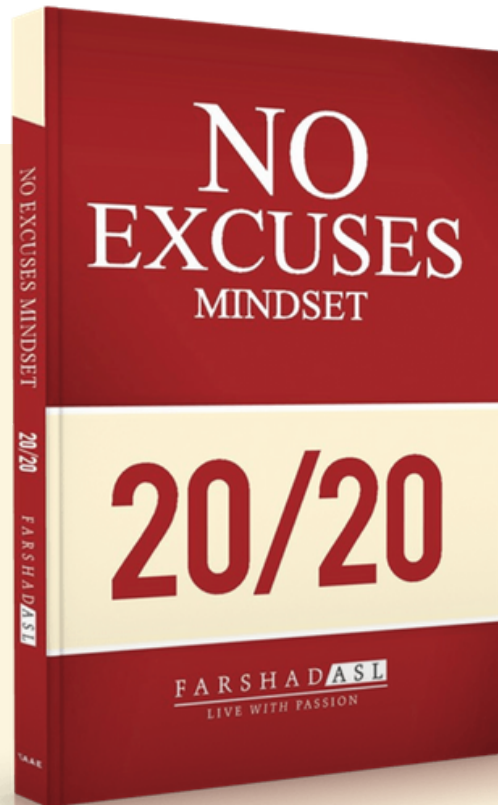
# FREEDOM TO SPEAK TO PRISONERS



*Farshad's book has gained international bestseller status and has been translated into Vietnamese and Spanish.*

**FARSHAD ASL**

*California, USA*



*Because of my book, I . . .*

- Launched a volunteer coaching series in the Northern California prison system. Approximately **350 inmates participated** in an intensive eight-week training course to develop a "No Excuses" Mindset. They've all committed to living their lives without excuses.
- **Secured international bestseller status** and released versions in Vietnamese and Spanish.
- **Increased brand recognition.** People now know me as the author of *No Excuses Mindset*.
- **Was featured by Forbes Coaches Council** and headlined in over 40 different media channels across the United States.
- Was invited to be a **GAMA International speaker**. This organization has a platform of 3,000 members.



# FREEDOM TO REACH THE NEXT GENERATION

*Michele's book has  
allowed her to provide  
extra resources for  
busy educators.*

**MICHELE EICH**

*Illinois, USA*



*Because of my book, I . . .*

- Increased my platform to **reach students all over the world** and secure more speaking opportunities.
- Helped busy educators by creating **companion materials** that complement my book.
- Created **an online store**, Transformation Station, on a website called *Teachers Pay Teachers*.
- Discovered the freedom and resources to **do what I love**.
- **Spread the message** of standing up to bullies and following your dream.



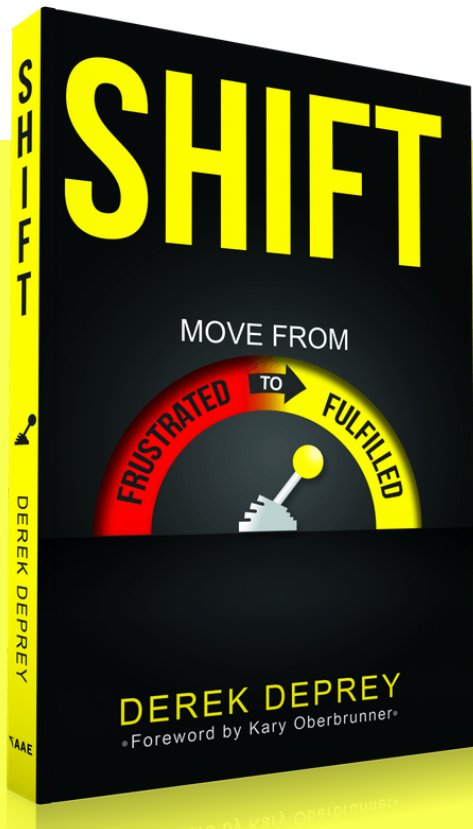


# FREEDOM TO SECURE KEYNOTE SPEAKING GIGS

*Derek's book  
received over 50  
five-star Amazon  
reviews.*

**DEREK DEPREY**

*Wisconsin, USA*



*Because of my book, I . . .*

- **Conquered my fear of public speaking**, once and for all, after freezing on-stage at a major banquet. I was also selected as a commencement speaker at my alma mater.
- **Boosted my social media** following over 50%.
- Secured **big business clients**, such as Kohler Company, MillerCoors, Goodwill, and Johnson Controls.
- **Overcame a major self-limiting belief** from high-school (an ACT score of 19, including an 11 in reading/writing).
- Increased my speaking fee **by 60%**.

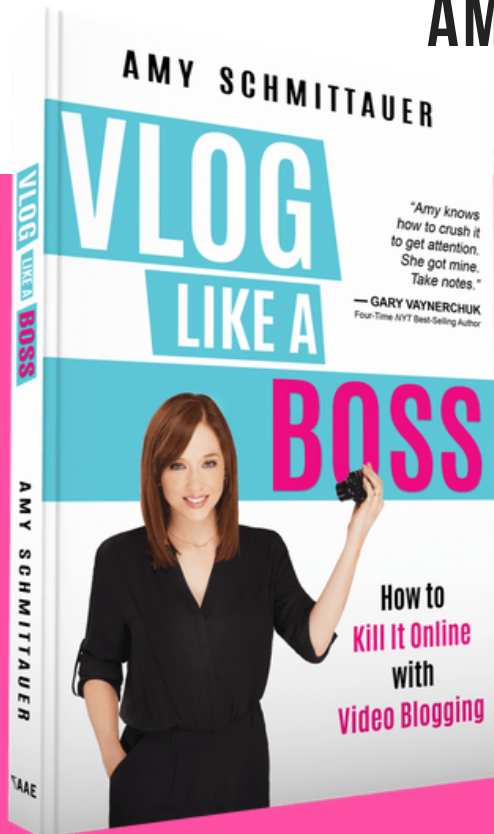


# FREEDOM TO RAISE SPEAKING FEES

*Amy has received invitations to speak at conferences all over the world. Her book allows the attendees to take her expertise home with them.*

**AMY SCHMITTAUER LANDINO**

*Ohio, USA*



*Because of my book, I . . .*

- Was **featured in Inc. magazine**. The article highlighted my book and business.
- Received and accepted **foreign translation** offers from Slovenia and Turkey.
- Was **contacted by Tony Robbins** to teach his Business Mastery clients.
- Remained on the **bestseller list** for over a year.
- Can now **qualify clients** effectively, helping me discern who are the best ones to work with.



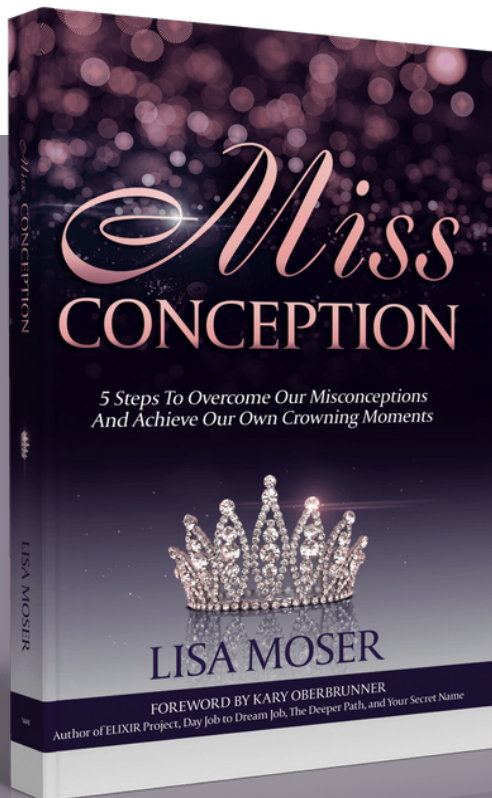


# FREEDOM TO CREATE A MOVEMENT FOR WOMEN

**LISA MOSER**

*Ohio, USA*

*As a former Miss Ohio and Mrs. International winner, Lisa wrote a book to help other women achieve their own crowning moments.*



*Because of my book, I . . .*

- Expanded my **coaching business** and created a companion online course and workbook.
- Gained more speaking opportunities and **increased my speaking fees**.
- Increased brand awareness through **television, radio, and podcast interviews**.
- Wrote articles featured in **national publications**.
- Participated in **book signings** at Barnes & Noble.

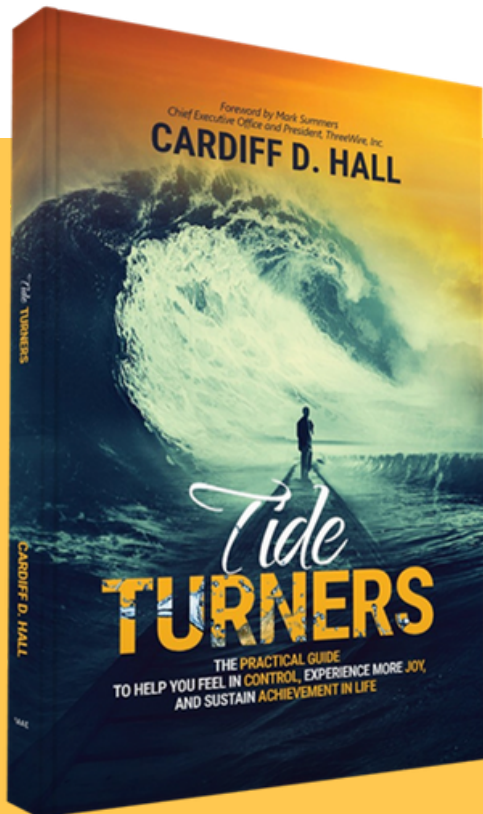


# FREEDOM TO GET BOOKED ON DOZENS OF PODCASTS

*Cardiff published his book and then shared about it as a featured guest on 26 podcasts.*

**CARDIFF HALL**

*Minnesota, USA*



*Because of my book, I . . .*

- Was a **featured guest on 26 podcasts to date**, including Best of iTunes: *Entrepreneur on Fire*.
- Expanded my **coaching business**.
- Secured my **first paid speaking opportunity**.
- Am now seen as a **thought leader**.
- **Expanded my message** to reach people from around the world, even as far as Africa.





# FREEDOM TO START A YOUNG ADULT BOOK SERIES

**NANETTE O'NEAL**

*Pennsylvania, USA*

*Nanette implemented our model for how to turn a fiction book into an online business with multiple streams of income.*



*Because of my books, I . . .*

- **Overcame self-limiting beliefs** about being a novelist and entrepreneur.
- Discovered how to leverage my novel to **create an online business** with coaching, speaking engagements, and educational materials.
- Received numerous **speaking and teaching opportunities** to promote my book and business, both online and in group settings.
- Expanded my business to include **editing services and story structure analysis**.
- Published **two novels** in my seven-book novel series.

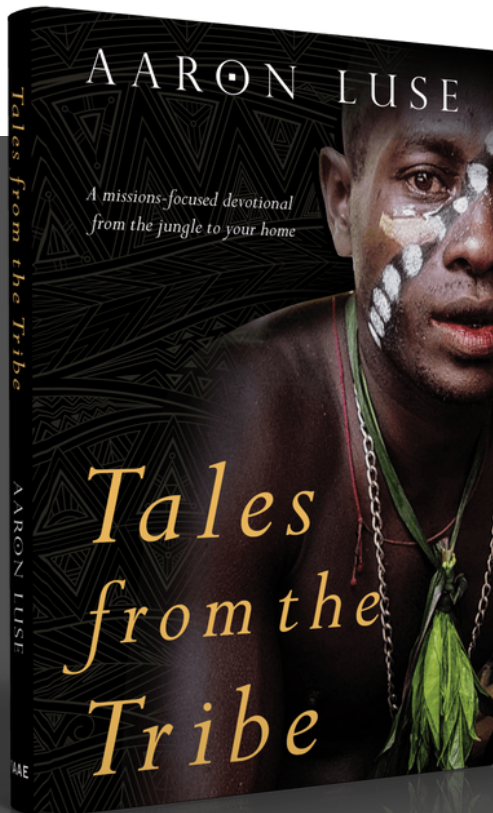
# FREEDOM TO SPREAD THE GOOD NEWS



**AARON LUSE**

*Papua New Guinea*

*Aaron wrote his  
book in the jungles  
of Papua New  
Guinea.*



## *Because of my book, I . . .*

- Opened the door for **speaking opportunities** at corporations and universities.
- **Sold over 1,000 copies** of the book within the first 2 months.
- **Made additional contacts** on four different continents to expand our message.
- Created **follow-up products**, including an app and online course.
- **Increased awareness** for global missions in the lives of individuals and churches.



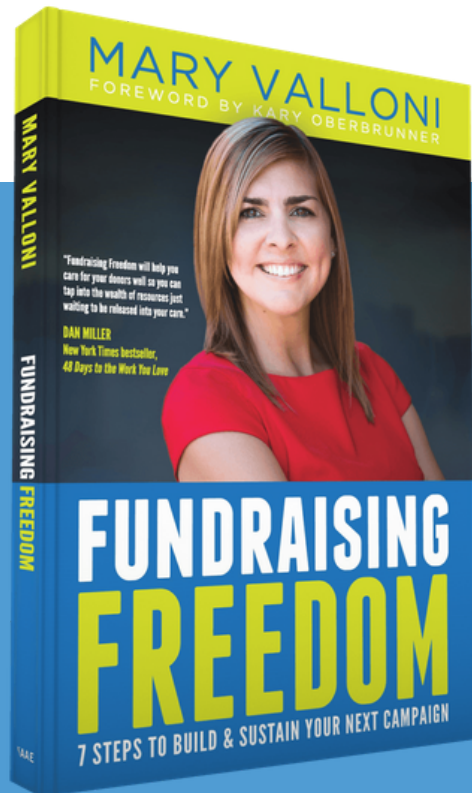


# FREEDOM TO HELP MORE NONPROFITS RAISE MONEY

*Mary's book 10xed her  
coaching business and  
increased her income  
streams.*

MARY VALLONI

*Missouri, USA*



*Because of my book, I . . .*

- Made a **business partnership** with a successful thought leader that allowed me to impact thousands of missionaries' lives.
- Launched a **podcast, membership site, and coaching program** and hosted a 3-day training, all based on the book.
- **Impacted people around the world** and have received messages from global nonprofit leaders.
- Was invited to teach at nonprofit **conferences** and lead **training programs** across the country.
- **Stepped out of the shadows and into my calling.** I've been able to clearly share and live out the vision God gave me.

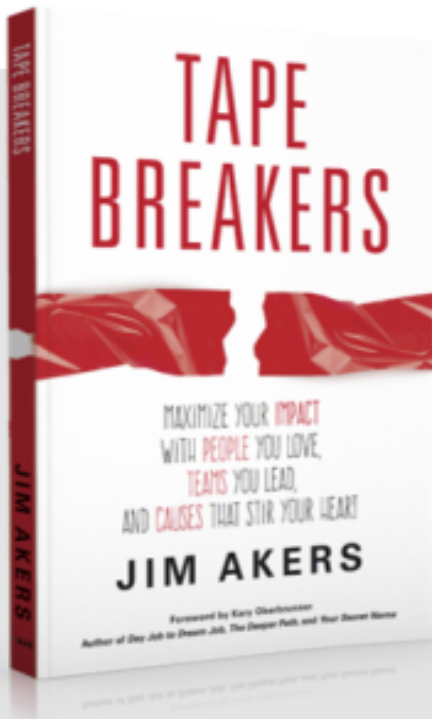


# FREEDOM TO INCREASE IMPACT

*Jim accepted an offer  
for his book to be  
translated into  
Vietnamese.*

**JIM AKERS**

*California, USA*



*Because of my book, I . . .*

- Broadened my **coaching and speaking platform**.
- **Expanded my mission** to help people win at what matters most.
- **Improved my writing skills**, which has helped me become a better speaker and communicator.
- **Created connections** that have led to speaking, coaching, and event opportunities.
- Made a positive **transition from corporate leadership**.



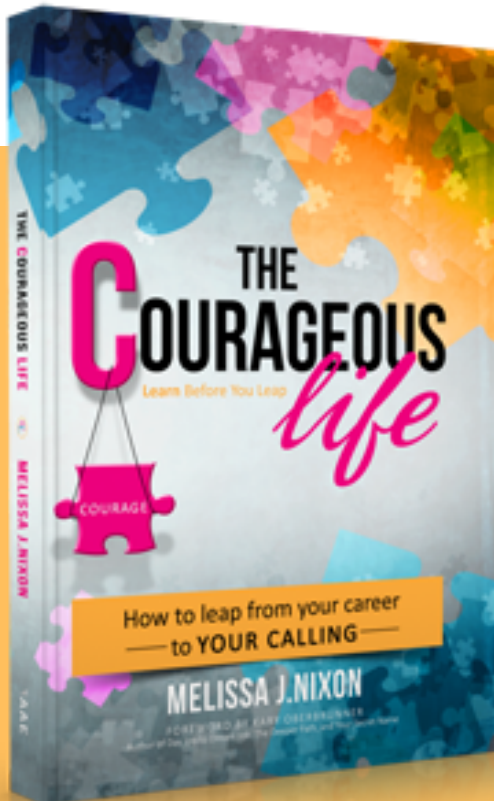
# FREEDOM TO START A COACHING COURSE



**MELISSA NIXON**

*North Carolina, USA*

*Melissa signed a high-end VIP coaching client as a result of her book launch.*



*Because of my book, I . . .*

- Secured more speaking engagements that **expanded my audience and demographics.**
- **Increased product sales** at events.
- **Grew revenue** in multiple areas of my business, including my coaching programs.
- **Attracted my ideal high-end VIP coaching client** from Facebook during the launch process.
- Have been **featured multiple times** on television.

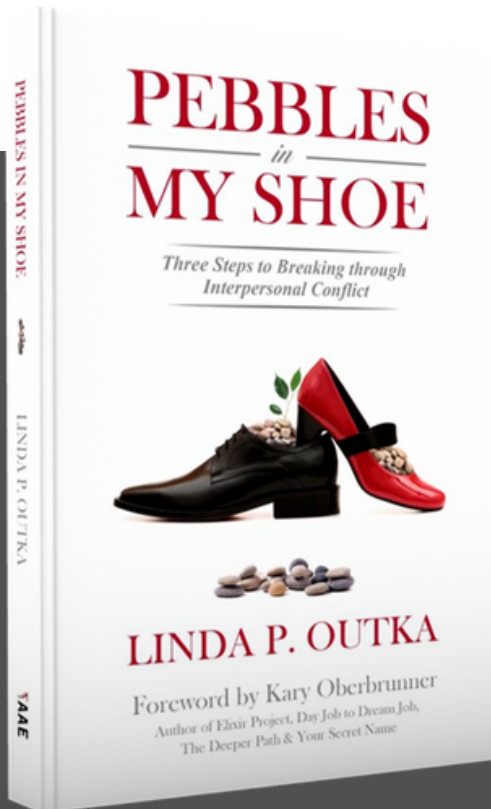


# FREEDOM TO GAIN MORE COACHING CLIENTS

*Linda has grown her business to six figures since publishing her book.*

**LINDA OUTKA**

*South Dakota, USA*



*Because of my book, I . . .*

- **Grew my coaching and speaking business** and gained the confidence to increase my fees for both services.
- **Designed a conflict resolution package** that is relevant for business, ministry, and individuals.
- Was interviewed on **podcasts and radio shows** with audiences around the world.
- Have raised my annual gross income to **six figures**.
- Gained clarity to **say no** to business opportunities that aren't in the center of my strength zone and **say yes** to those that fit my passion.

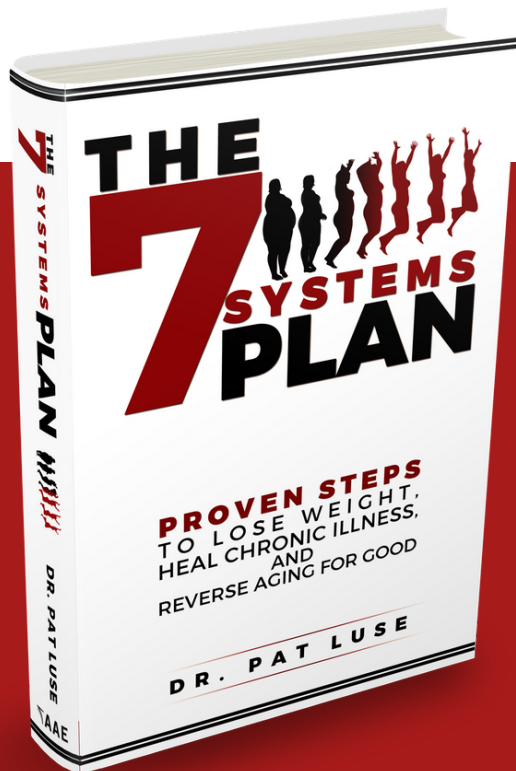
# FREEDOM TO GROW AN ONLINE BUSINESS



**PAT LUSE**

*Iowa, USA*

*Pat created a companion course and sold nearly 2,000 books in the first 3 months.*



*Because of my book, I . . .*

- Secured **additional speaking opportunities** in previously closed markets.
- **Increased global impact.** My book is now selling across the US and in Europe and approaching 2,000 sales in the first 3 months.
- Created a **global online course**.
- **Spread my message.** On a monthly basis, I help hundreds of people lose weight, reverse diabetes, get off medications and feel young again. By live-streaming the class based on my book, I now have people coast to coast regaining their health with The 7 Systems Plan.
- **Expanded my coaching business.** Doctors from all over are now utilizing my book and course in their office and getting amazing results from their patients.



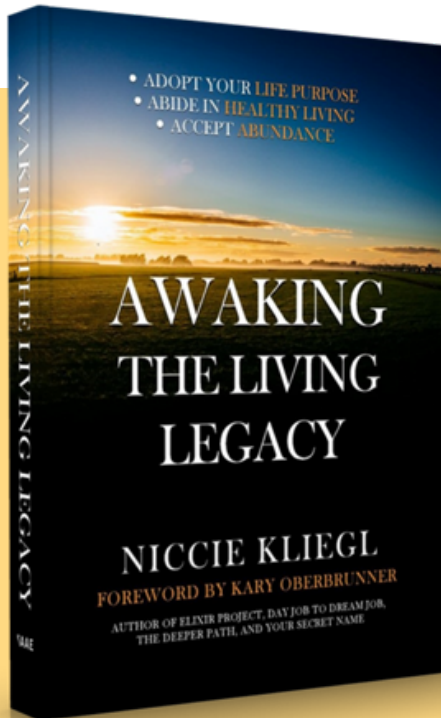


# FREEDOM TO START A RADIO SHOW

*Niccie now has a regular spot on the largest talk radio show on the internet with 108 million listeners.*

**NICCIE KIEGL**

*Iowa, USA*



*Because of my book, I . . .*

- Repurposed my book content to create **multiple streams of income**.
- Hosted a women's retreat that became so successful that we received requests to do something similar in over **20 other cities**.
- Launched my online course based on my book one month after the release. It has generated more **passive income** than I ever dreamed.
- Increased my speaking fees by **hundreds of dollars** and my coaching fees by **thousands of dollars** all within the first year of my book release.
- Accepted an offer as a regular on **the largest talk radio show on the internet** with 108 million listeners.

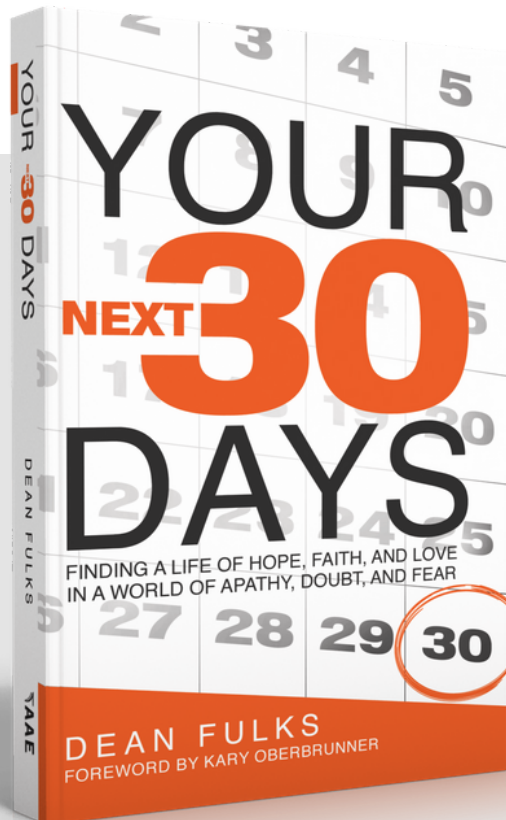
# FREEDOM TO BUILD THE KINGDOM



**DEAN FULKS**

*Ohio, USA*

*Dean sold nearly  
6,000 books in the  
first 3 months,  
allowing him to help  
more people.*



*Because of my book, I . . .*

- Increased my **Kingdom influence** with new believers.
- **Collaborated with people** I never thought possible.
- Opened my eyes to **new possibilities** of ministry.
- **Solidified my purpose** in what I'm currently doing.
- Discovered a **creative outlet to dream** more than ever.



# FREEDOM TO CREATE A MOVEMENT FOR FATHERS

**MARK LAMASTER**

*Minnesota, USA*

*Mark has done multiple book signings and talks at Barnes & Noble stores. He also created several online courses integrated with his book.*

*Because of my books, I . . .*

- **Spread the message** that God put on my heart to help dads develop deeper and more meaningful relationships with their kids.
- **Have been able to speak** at men's ministry events, business events, and parenting groups.
- **Built an online video coaching course and coaching business.**
- **Increased my confidence to set goals beyond my wildest dreams.**
- **Created income to transition from my day job to my dream job.**

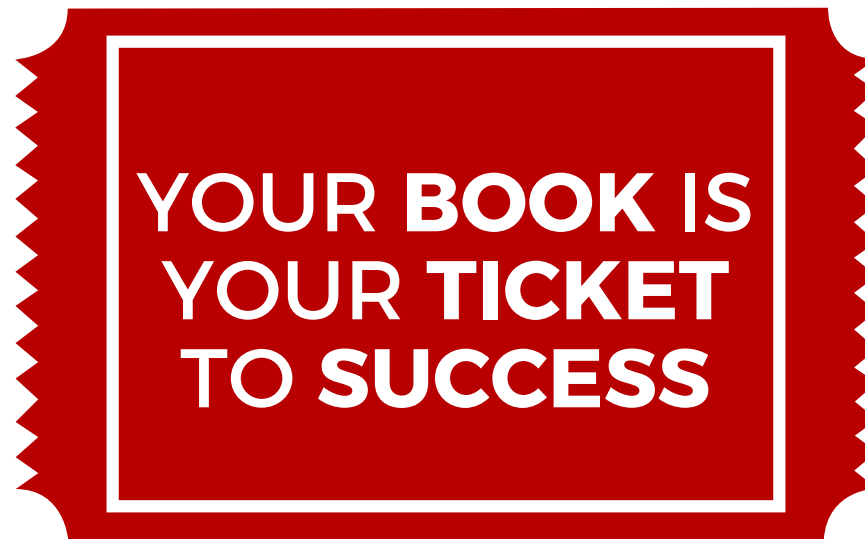




# ARE YOU READY FOR FREEDOM?

Do you have a message to share with the world?

Publishing a book the right way can bring freedom, finances, and fulfillment.



Join me on this FREE webinar where I share insider tips and tools on how to write, market, and publish your book successfully.

**YES! I WANT THIS!**