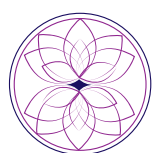
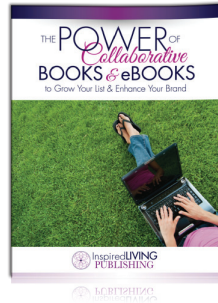


THE POWER OF
Collaborative
BOOKS & eBOOKS
to Grow Your List & Enhance Your Brand



InspiredLIVING
PUBLISHING

THANK YOU for downloading my Special Report:



THE **POWER** OF
Collaborative
BOOKS & eBooks
to Grow Your List & Enhance Your Brand

If after reading this Special Report, you find the information valuable and know someone who might benefit from the contents, please send them an email including this link, so they can get their own copy and learn more about the projects we offer at Inspired Living Publishing, LLC.

www.InspiredLivingPublishing.com

**The Power of Collaborative Books & eBooks
to Grow Your List and Enhance Your Brand**

Author: Linda Joy
Copyright © 2014 by Linda Joy

Published by Linda Joy and Inspired Living Publishing, LLC.
P. O. Box 1149, Lakeville, Massachusetts 02347

All Rights Reserved. No part of this publication may be reproduced in any form or by any means, electronically or mechanically, including photocopying or recording, without written permission from the author, except for the inclusion of brief quotes in a review.

The purchase of this product, individually or as part of a strategic retreat or workshop, entitles the purchaser the right to print and use the information for personal use only.

Publisher, Authentic Marketing & List-Building Catalyst, Linda Joy brings select heart-centered visionary female entrepreneurs and authors in front of her global audience with her high-visibility marketing offerings and results-oriented list-building packages.

Learn more about Linda's high-profile Annual Marketing Packages for
Heart-centered Female Entrepreneurs and her Visionary Author Promotional Packages at:
www.Linda-Joy.com

THE POWER OF
Collaborative
BOOKS & eBOOKS
to Grow Your List & Enhance Your Brand

ABOUT LINDA JOY

Linda Joy is a Bestselling Publisher and Authentic Marketing & List-Building Catalyst. She passionately supports heart-centered, visionary female authors, coaches and new thought leaders to bring their message of love, wisdom and self-empowerment to an international female audience while growing their lists.

Linda's collaborative, results-oriented and authentic marketing & list-building projects are based on the 5 Feminine Success Principles. Powerful principles intuitively birthed after her struggle to fit into the masculine marketing paradigm. An experience that left her feeling disconnected from her authentic voice.

In the first 100 days of entering the virtual world in 2009, and with the 5 Feminine Success Principles as the foundation of her marketing message, Linda attracted over 10,000 women to the Aspire Magazine family. Today, she passionately serves over 42,000 women along with more than 15,000 in her social media circles. Linda's multi-media brands are at the forefront of the women's inspiration and empowerment genres.

Linda knows first-hand how important it is to create a tribe of loyal female readers. As Publisher of Aspire Magazine she's created a thriving and responsive community. As the founder of Inspired Living Publishing, she already has two bestselling books written by women for women on her resume.

Fueled by the powerful energy of the 5 Feminine Success Principles, Linda successfully launched four additional inspirational brands. Each offering is dedicated to bringing women around the world the best in supportive inspirational and, empowering content including: *Inspired Living Secrets* tele-series, the *Inspired Living Giveaway*, *Inspired Living University*, and *Authentic Conversations with Extraordinary Women*

Linda works with select heart-centered, visionary female authors, coaches and new thought leaders to grow their lists, enhance their brand and bring their message of love, wisdom and self-empowerment to a global audience. She orchestrates her collaborative magic with authentic marketing and publishing packages and heart-centered collaborative list-building projects.



LINDA JOY

BESTSELLING PUBLISHER,
AUTHENTIC MARKETING
& LIST-BUILDING CATALYST

Aspire
MAGAZINE

 InspiredLIVING
SECRETS

 InspiredLIVING
Giveaway

 InspiredLIVING
PUBLISHING

 InspiredLIVING
UNIVERSITY

LET'S CONNECT:



Copyright © 2014, Linda Joy

INTRODUCTION

For many years I had the vision of creating a heart-centered publication that spoke to the essence of who I was as a woman. A publication dedicated to illuminating the path for women on the journey of self-discovery, honoring where they were on the path. In late 2005, following the calling of my soul, I launched Aspire Magazine (as a print publication) and soon discovered that thousands of women were yearning for the same type of publication.

From the moment the first issue hit the racks, 'she' took on a magic and momentum all her own. In the five years before going to an online platform in late 2009, Aspire quickly became the leading women's inspirational magazine in the region, and was dubbed "Inspiration for a Woman's Soul™" and became the go-to, heart-centered, inspirational resource for women.

The momentum continued...

Along with publishing a beautiful, full color issue six times a year, I hosted and produced several high-profile events featuring inspiring female speakers with an empowering message to share in front of our audience. The annual Love, Light and Laughter events attracted hundreds of women who embraced Aspire's heart-centered message and my authentic style of connecting. The monthly Inspiring Women Series brought extraordinary women and their powerful messages to women in the region. The energy and love at these events was palpable. We learned that women want intimacy, truth, authenticity and connection.

I now see that the five years I spent being able to intimately connect with and listen to the needs and desires of thousands of women (and truly hear them), is what empowered me to stay connected to my original mission – creating a heart-centered, mission driven publication that speaks to the essence of a woman. An uplifting publication that speaks TO her and not AT her and is dedicated to inspiring women to live deeper, more authentic and inspired lives.

When I chose to take Aspire to a global Online platform to reach even more women with our inspirational, empowering message – it was a true leap of faith. At the time, I had no marketing experience, no list and no Online presence. What I did have was an unwavering commitment to 'my powerful message'. Long-story-short, within the first 100 days of launching Aspire on a virtual platform 'she' attracted over 10,000 loyal engaged subscribers

Copyright © 2014, Linda Joy

from all around the world.

Aspire's mission and momentum continue today.

Today, almost nine years later, my original intent and mission to serve women is woven through all of my multi-media brands which now serve over 42,000 women (and 15,000 social media fans). My brand offerings have become the go-to media resource for visionary business women, authors and experts who are aligned with our authentic marketing style and intimate way of connecting with our audience.

From the bestselling books released by Inspired Living Publishing (ILP) to the inspiring visionary interviews of the Inspired Living Secrets teleseminar series (now entering its fourth season), women around the world embrace our intimate and transparent style of connecting and can feel the authenticity, intent and love we pour into every project. That energy and commitment to serve flows through all of our sister brands including the Inspired Living Giveaway and Authentic Conversations with Extraordinary Women and coming in 2015 Inspired Living University.

Truth be told... I never set out to create all of this.

This journey has been more of an unfolding as I followed the calling of my soul and creative energies manifesting projects and offerings that hold the intention of my original vision to create and birth projects that speak to the essence of a woman. Every project I've designed serves, supports and inspires women on the path of self-discovery. As I've shared on numerous interviews and radio shows, every brand I create and project or correspondence that I release are infused with this prayer of intent:

"May one word, sentence or paragraph within this love-filled project speak to even one woman, and inspire her to hold on to hope, believe in the power of possibility, and in her worth as a woman, as the words of many have done for me. And so it is!"

I'm tickled that Aspire and her sister brands are the go-to media resources for major publishing houses, publicists, authors and visionary new thought leaders who are attracted to our feminine heart-centered style of marketing and powerful list-building results.

A little over two years ago I realized that there were many heart-centered visionary business owners, authors and coaches who were struggling to 'be seen & heard' in the Online world. Women who had powerful, transformational messages to share but were almost invisible Online. At this time I began working with select heart-centered women to

Copyright © 2014, Linda Joy

bring their brand and message in front of my audience using the same list-building model that was the catalyst of my online growth.

“May one word, sentence or paragraph within this love-filled project speak to even one woman, and inspire her to hold on to hope, believe in the power of possibility, and in her worth as a woman, as the words of many have done for me. And so it is!”

I’m tickled that Aspire and her sister brands are the go-to media resources for major publishing houses, publicists, authors and visionary new thought leaders who are attracted to our feminine heart-centered style of marketing and powerful list-building results.

A little over two years ago I realized that there were many heart-centered visionary business owners, authors and coaches who were struggling to ‘be seen & heard’ in the Online world. Women who had powerful, transformational messages to share but were almost invisible Online. At this time I began working with select heart-centered women to bring their brand and message in front of my audience using the same list-building model that was the catalyst of my online growth.

The results were immediate!

My client’s lists grew exponentially. Collaborative invitations poured in and they were invited to share their wisdom at global tele-summits and through several media outlets. I knew right away that I was being called to use my global media platform to support and collaborate with heart-centered business women who have a transformational message to share and who are in alignment with feminine business principles.

What a combination! Inspired Living Publishing’s marketing and publishing packages combine my authentic, list-building model with a proven bestselling publishing model. This integrated approach provides visionary women with high-visibility, cost-effective, results-driven print and digital publishing opportunities that support them to grow their online platform.

Copyright © 2014, Linda Joy

Five feminine success principles are woven throughout all of my inspirational multi-media brands, including Inspired Living Publishing. These powerful principles have fueled my business (and personal) growth since entering the Online world.

I began attracting the audience and partners that were in alignment with my mission when I embraced five foundational life, success and business principles, as my guideposts for how I want to work, play, create and live my life.

These principles are the energetic foundation I've used to grow my massive sacred family of subscribers in just over four years. They have empowered me to successfully implement my **online marketing strategy, create dynamic and powerful heart-centered joint ventures, serve my clients** and **build a business and legacy** I've always envisioned.

The five feminine success principles are **Authenticity, Collaboration, Service, Intention and Relationships**. You'll discover the essence of these principles as the foundation of all of my brands, projects and collaborative relationships. If these energetic principles resonate with you, I invite you to learn more at www.Linda-Joy.com.

I look forward to bringing your story and brand to a women all around the world.

Live an Inspired Life,

A handwritten signature in cursive script that reads "Linda". The letter "i" in "Linda" has a small heart shape above it.

Linda

Bestselling Publisher

Authentic Marketing & List-Building Catalyst for Visionary Women

Copyright © 2014, Linda Joy

HEART-CENTERED *Collaboration* TO GROW YOUR LIST AND *Enhance* YOUR BRAND

As many of you have already learned, an Online mission-driven business can't exist within a vacuum. In order to succeed in the digital and Online markets, we need to consistently keep our messages in front of our ideal audience in a way that is authentic and service-based.

The new feminine paradigm is all about collaborative energy. It's about aligned visionary business owners coming together to create and collaborate on sacred projects that serve the whole. There is a very different energy in heart-centered collaborations when compared to the former masculine model of 'joint ventures opportunities' that were once so popular.

WHAT'S THE DIFFERENCE BETWEEN A

Joint Venture AND *Heart-Centered Collaboration*?

A heart-centered collaborative project has three key elements that the old model was missing: Integrity, Alignment and Service. Many have been part of events and projects that were called "collaborative" or "joint ventures" and put our heart, soul and energy into promoting the event or project to discover that many of the other partners did not. This is out of integrity – especially when the collaborative parameters were agreed to in advance. (This is an example of the fear-based competitive model in action.) In the feminine model, a partner understands that if she breaks the sacred circle, the energy of the circle is broken – and so is the trust and standing in their peer community. Here's my personal definition of a 'heart-centered collaborative project' which as you'll 'feel' is very different from the energy and intent behind the common 'joint venture' opportunity.

Copyright © 2014, Linda Joy

“ A heart-centered collaborative project serves both the AUDIENCE that it will be connecting with as well as the INDIVIDUAL PARTNERS that are part of the sacred circle. It’s about heart-centered women coming together to support the intention of the project and calls for all partners to serve the project with integrity. It is a collective understanding that the power contained within the ‘whole’ is much more powerful than any one individual. ”

For the last four years, I’ve been creating, hosting and producing events and projects using the feminine collaborative marketing model. I’ve had the honor to partner with some of today’s leading visionaries and up-and-coming movers and shakers in the field of personal development, health & wellness and spirituality who made the choice to enhance their visibility and grow their lists with ease and grace.

The collaborative model works - with powerful, proven results!

STEP OUT OF THE *Shadows* AND ONTO A *Global Platform*

Some of the biggest struggles I’ve heard from clients as well as peers are related to ‘being seen’, ‘growing their list’ and the frustration at not being able to partner and play with the ‘big names’ because of their list size. They are passionate about what they do, have a powerful message to share, but their current level of exposure is not growing their business or their list so they can serve those they are called to serve.

Many mission-driven female entrepreneurs, authors and service-providers that I’ve spoken with have shared that they have everything for list-building in place – strong website, great content, and a high-quality opt-in gift that supports women on their journey.

What’s missing is their brand visibility in front of their ideal audience and the list-building traffic to their opt-in page.

Yes, it can be frustrating – but it doesn’t have to be.

When you combine the powerful benefits of authentic marketing and list-building with a high-visibility, well-marketed publishing project - it creates magic and momentum.

Copyright © 2014, Linda Joy

The new publishing projects we offer at Inspired Living Publishing combine my highly-successful collaborative list-building model with my experience creating two bestselling books to create a powerful publishing model that serves YOU by growing your list, enhancing your visibility and serving your clients.

When you share YOUR story in one of our publishing projects, like the **Choosing Happiness** print book or the **Inspired Living Kindle series** of ebooks, you will be stepping out of the shadows and get in front of a global audience of women who are a match for your message and mission.

Copyright © 2014, Linda Joy

BRAND-ENHANCING, LIST-BUILDING *Benefits* OF COLLABORATIVE *Publishing Projects*

1) INTIMATELY CONNECT WITH YOUR IDEAL AUDIENCE.

Intimately connecting with your ideal audience allows them to see beyond your offering and into the essence of who you are as a woman. At ILP all our print and digital publishing projects embrace our 'authentic storytelling' editorial model that speaks to the essence of a woman. Women yearn to support businesses and brands that resonate with her core values. Our books create an intimate connection between the reader and writer. We know this is why our first two inspirational books became bestseller within hours of their release.

2) ENHANCE YOUR EXPERT STATUS.

When you are part of a heart-centered collaborative project with high-level visionary experts and brands, you immediately enhance YOUR status as an expert in your field. By elevating your brand exposure you are also elevating your go-to expert status.

3) INCREASE YOUR SPEAKING, MEDIA & COLLABORATIVE INVITES.

When you step out as a business woman that embraces the feminine collaborative model, doors magically open to invitations for more exposure via teleseminars, radio shows, blogging opportunities and more. I've witnessed this magic happen time and time again with my private clients.

4) EXPONENTIALLY INCREASE YOUR VISIBILITY.

As part of a collaborative book project your exposure is multiplied by the number of energetically aligned peers in the project. Imagine this: Your current list is 1,000 and each of your 30 co-authors have lists of 1,000. Together, you have just exponentially increased your visibility and reach by 3,000% all while being part of a project that has the power to transform women's lives.

Copyright © 2014, Linda Joy

When you choose to publish with Inspired Living Publishing, your marketing package* includes exposure across all of 'her' sister brands with a reach of over 42,000 loyal and engaged readers & another 15,000 in our social media family.

5) TRAFFIC-DRIVING, LIST-BUILDING EXPOSURE:

What sets ILP publishing projects apart from others in the field is our collaborative feminine marketing model. Every print book and Kindle book includes an opportunity for readers to download YOUR free gift. Each individual project includes a gift landing page highlighting your free gift and creates consistent exposure and will drive traffic to your website. As your publisher, ILP promises to consistently keep our print and digital projects in front of your ideal audience well after the initial launch.

Copyright © 2014, Linda Joy

IF YOU...

ARE TIRED OF STRUGGLING TO *grow your list* IN A WAY THAT
RESONATES WITH *who you are* AS A HEART-CENTERED BUSINESS
OWNER...

ARE A *female business owner* WITH A BRAND AND MESSAGE DEDICATED
TO *servicing, empowering and inspiring women* – PERSONALLY OR
PROFESSIONALLY...

Dream of publishing WITH A RESPECTED 2X BESTSELLING PUBLISHER...

ARE SEARCHING FOR THE *opportunity* TO BRING YOUR BRAND IN FRONT
OF A *global audience of women eager for your message* AT A COST
THAT YOU CAN AFFORD...

ARE LOOKING FOR AN *opportunity to partner* WITH SOME OF TODAY'S
LEADING *visionaries and brands* BUT HAVE BEEN TOLD 'YOUR LIST ISN'T
BIG ENOUGH'...

HAVE AN *empowering message* THAT CAN *transform* THE LIVES OF
WOMEN AND ARE READY TO STEP OUT OF THE SHADOWS...

HAVE A DEEP DESIRE TO PARTNER AND PLAY WITH A *sacred circle of*
women WHO ARE PART OF THE *new paradigm* OF DOING BUSINESS...

Embrace the feminine principle OF COLLABORATION AND WISH
TO SUPPORT THE SACRED ENERGY OF *inspirational collaborative*
projects...

Copyright © 2014, Linda Joy

I INVITE YOU TO LEARN MORE ABOUT INSPIRED LIVING PUBLISHING'S PRINT AND DIGITAL PUBLISHING, MARKETING AND LIST-BUILDING PROJECTS:

Share Your Story – Enhance Your Brand - Transform Lives



Inspiration for a Woman's Soul:
CHOOSING HAPPINESS



InspiredLIVING PUBLISHING
Transforming Women's Lives One Story at a Time

YES, I WANT TO SHARE MY STORY!

Share Your Story – Enhance Your Brand - Transform Lives

as an author in our Inspired Living Kindle Series

Life Lessons:
CULTIVATING Gratitude



InspiredLIVING Kindle Series
Transforming Women's Lives One Story at a Time

YES, I WANT TO SHARE MY STORY!

Share Your Story – Enhance Your Brand - Transform Lives

as an author in our Inspired Living Kindle Series

UNLEASH
Your Inner Magnificence



InspiredLIVING Kindle Series
Transforming Women's Lives One Story at a Time

YES, I WANT TO SHARE MY STORY!

www.InspiredLivingPublishing.com

Copyright © 2014, Linda Joy