

# Build a Lifestyle Business: How To **T.H.R.I.V.E** With Publishing and Direct Marketing

By Charles George

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I've been in the direct response industry for more than 16 years. (I have a Bachelor of Science in Business Administration with a concentration in direct marketing.)

I'm a contributing author to the #1 direct marketing college textbook in the USA, *Direct, Digital and Data-Driven Marketing* by Dr. Lisa Spiller.

Today, I focus on working with writers and authors on list building, how to create products and make offers, and monetize the list with newsletters and promotional/dedicated emails.



Charles George



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## The T.H.R.I.V.E Principles

The T.H.R.I.V.E. Principles are six steps that will help you create a lifestyle publishing business, so you can control your time, and live the life you desire.



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## The T.H.R.I.V.E Principles

### T – Targeting the Right Audience

Understanding who your ideal customers are and why is critical to the success of your business.

The most important part of any marketing campaign, and it is vital to your success.



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### T – Targeting the Right Audience

- **Targeting the Right Type of Person**- can be interest or behavioral based.
- **Knowing Who You Want to Attract and Why**
- **Working With Your Ideal Clients**- The people you enjoy working with the most.



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## The T.H.R.I.V.E Principles

### H. – Have an Offer

Making offers takes creativity, but you can learn how to create multiple revenue streams for your business. (These can be based on a book and your author persona.)



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### H- Have an Offer

What is an offer?

- Offers can be practically anything that provides value to a specific target audience.
- Offers Can Be: Free or Paid

Products	Services:
Lead Magnets	Writing
Books	List Building
Online Courses	Email Copy
Events	Email Marketing
Newsletters	Long Form Sales Letters
Memberships	Ghost Writing
Physical Products	




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### The T.H.R.I.V.E Principles

#### R. – Results

- Often what we track improves.
- Being result-driven is focusing on what is important in our lives and understanding why it is important.
- It is taking action to achieve what we want in life.
- Day-to-day tasks that we complete that moves us towards achieving our goals.




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### R. – Results

What is measured is improved.

Personal Goals	Business Goals
• Personal Achievement Goals	• Marketing Campaigns
• Weight Goals	• Revenue Goals
• Enjoying Life Goals	• Responses From Each Audience
• Travel Goals	• Measuring Response Of Individual Ads
• Bucket List Goals	• # of Total Responses
• Financial Goals	• Number of New Leads
	• Value of Each Email Subscriber
	• # of New Customers
	• Average Customer Value




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### T.H.R.I.V.E Principles

#### I. – Invest in Marketing

“The person who stops advertising to save money is like the person who stops the clock to save time.”  
- Thomas Jefferson



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#### I. – Invest in Marketing

- Reaching the right audience
- Writing persuasively
- Creating offers
- Planning promotions to build your email list



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### The T.H.R.I.V.E Principles

#### V – Victory in Knowing Your Numbers

Knowing the important numbers are critical to growing your business.



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12

## V – Victory in Knowing Your Numbers

### Valuable Metrics to Track

- **Cost to acquire a lead**
- Cost to acquire a customer
- **The lifetime value of each customer**
- Knowing your numbers allows you to scale your business to whatever level you desire.
- **Tracking the right numbers can correlate to your marketing campaigns being more successful.**
- Tracking your marketing, should earn more revenue and profit for your business.




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## The T.H.R.I.V.E Principles

### E – Enjoy Success!

The most important part of owning a lifestyle business.




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### E – Enjoy Success!

Often, we get so caught up in the day to day activities that we forget to enjoy each day of our lives.

Most of us decided to start our business, so we can have more freedom and more time to do the things we want.

**Remember, your success is defined by you!**




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### The T.H.R.I.V.E Principles

- T- Target the Right Audience
- H- Have an Offer
- R- Measure Results
- I- Invest in Marketing
- V- Victory in Knowing Your Numbers
- E- Enjoy Life!



16

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If I can help you implement the  
T.H.R.I.V.E. Principles  
here is how you can get in touch with me.



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17

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