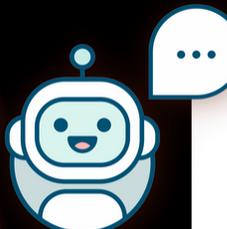




HIRO.FM

**WITH
PROMPTS**

P**PT**
PUBLISH
PROFIT
WORKBOOK

CARLA WHITE

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INTRODUCTION

Welcome to the "Prompt Publish Profit" workbook! You're officially part of the Hiro family, and we're so excited for you to start seeing results.

This workbook is the perfect companion to the book, giving you an at-a-glance guide to take action on the strategies you'll learn. As you make your way through the book, make sure to take small steps, even if they seem insignificant. Because trust me, it all adds up and before you know it, you'll be seeing real results. And remember, we're here to support you along the way.

If you ever feel stuck or have any questions, don't hesitate to reach out for help. That's what we're here for! You're smart for ditching the old, expensive methods of growing your business and embracing future technology. Let's get started on making your wildest dreams a reality!

MESSAGE FROM CARLA WHITE

Are you ready to level up your game? 'Cause I know I am. The old ways of publishing a book and becoming an authority figure have been a real snooze-fest. But I'm here to shake things up and give you the tools you need to get your solution out there to the people who need it. Because let's be real, someone out there is just dying for your knowledge and expertise. And I'll be damned if we let outdated and expensive methods stop you from getting it to them. Let's do this, together.



**I bet that there's
someone dying for
your knowledge and
expertise right now.**

GET THE TOOLS

Let's start with the right tools. Because, to automate all this so it's one-tap simple, you're going to need the tools that will build the foundation of your business.

"But I don't want another subscription!" I hear ya! The good news is the average Hiro customer SAVES over \$500 a month because of all the other services and subscriptions that they can now cancel.



01 — Hiro.fm

In order to take you out the picture, we need to automate and still give you control over who is listening. That's where Hiro comes in. It's the only interactive audiobook platform on the planet and you keep 100% of the revenues. Go to [Hiro.fm](https://hiro.fm)



02 — ChatGPT

ChatGPT is a cutting-edge artificial intelligence that will be your own personal writing assistant and can help you create your entire book and audiobook. Go to openai.com



03 — Google Docs

Format your book in Google docs using Amazon's free manuscript template. You can [download the free Amazon template here](#).

IMAGES FROM THE BOOK

These illustrations are to designed to help you understand the key concepts from the book.

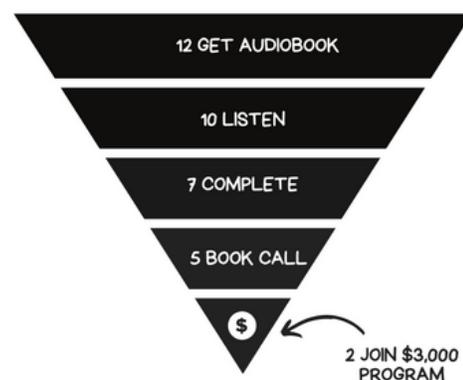
Chapter 1: How Some Crappy MP3s Made Me \$103,000

TYPICAL CHALLENGE STATS



THE \$312K A YEAR FORMULA

With just 12 people getting your book a week



AUDIO SALES MACHINE INSTANT SAVINGS

- Ad budget \$0
 - Funnel budget \$0
 - Copywriter budget \$0
 - Tech pro budgets \$0
 - Video budgets \$0
- 
- Time creating sites: 0 seconds
 - Time writing emails: 0 seconds
 - Time creating videos: 0 seconds
 - Time spent creating slides: 0 seconds



I listened to your talks on a five hour drive and they're absolutely off the charts. I'm going to be implementing these lessons immediately. You are so gifted my friend.



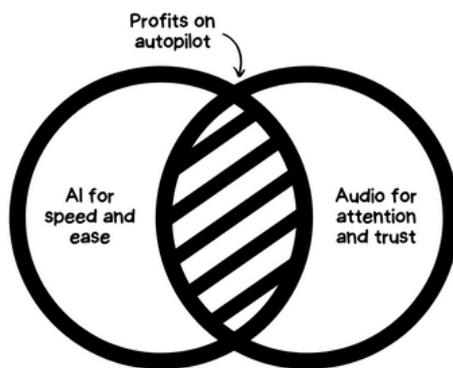
JOHN WARNER

IMAGES FROM THE BOOK

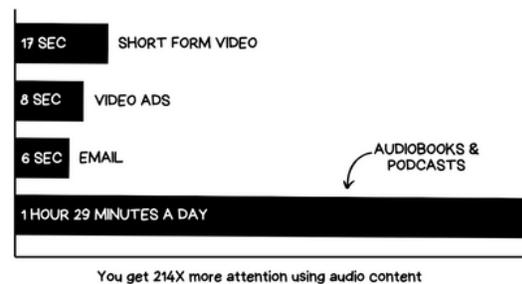
These illustrations are to designed to help you understand the key concepts from the book.

Chapter 2: Trends Every Business Needs To Pay Attention To Right Now

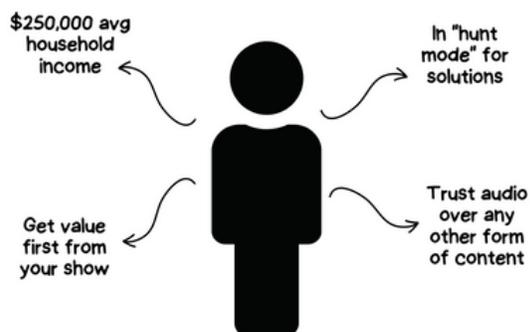
HOW TO OUTSELL THE COMPETITION EVEN IF THEY'RE INDUSTRY GIANTS



HOW MUCH ATTENTION ARE YOU REALLY GETTING?



TYPICAL AUDIO LISTENER



“
Fame is your most important business model.
”

SHARRAN SRIVATSAA

IMAGES FROM THE BOOK

These illustrations are to designed to help you understand the key concepts from the book.

Chapter 3: Your Automated Selling Machine™

YOUR AUTOMATED SELLING MACHINE

People text to opt-in to your show, listen and become customers



IMAGES FROM THE BOOK

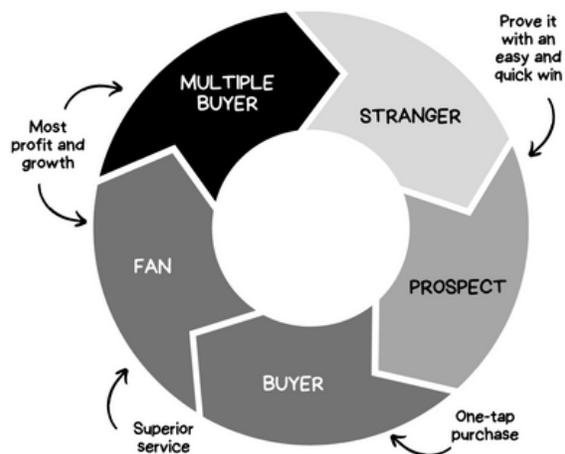
These illustrations are to designed to help you understand the key concepts from the book.

Chapter 3: Your Automated Selling Machine™

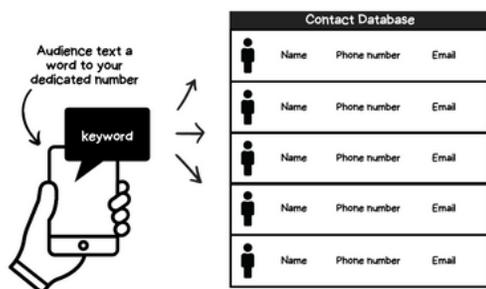
THE UNICORN



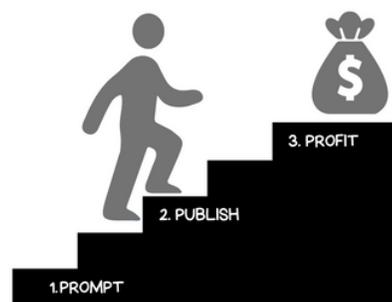
CUSTOMER LIFE CYCLE



EASIEST LIST BUILDER ON THE PLANET



THE PROFIT PATH™

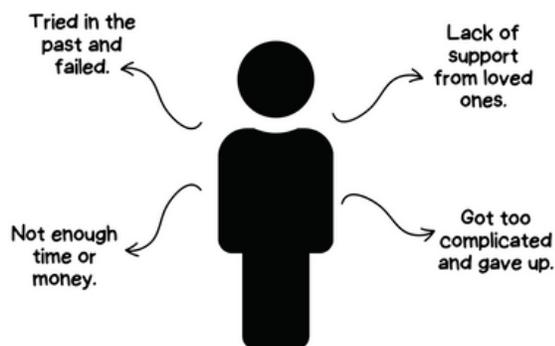


IMAGES FROM THE BOOK

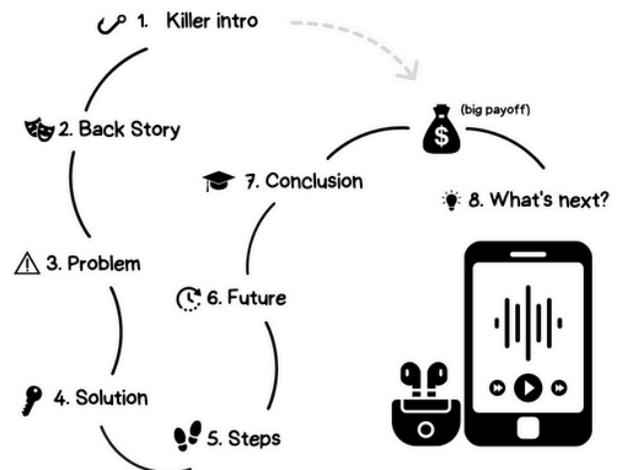
These illustrations are to designed to help you understand the key concepts from the book.

Chapter 4: Prompt

WHAT STOPS YOUR DREAM CUSTOMER FROM TAKING ACTION?



ANATOMY OF A HIGH CONVERTING AUDIOBOOK



IMAGES FROM THE BOOK

These illustrations are to designed to help you understand the key concepts from the book.

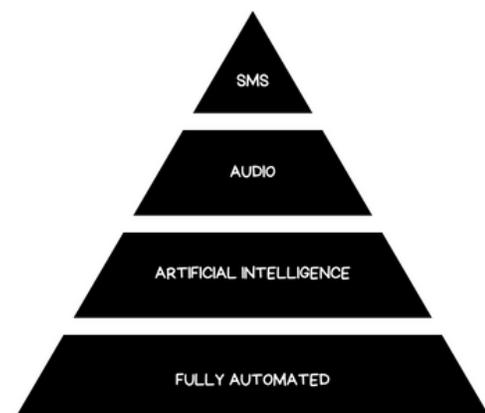
Chapter 5: Publish

THE HIDDEN COSTS OF OUTDATED SYSTEMS



*over \$23,000 without counting ads

HIRO'S ALL-IN-ONE SOLUTION



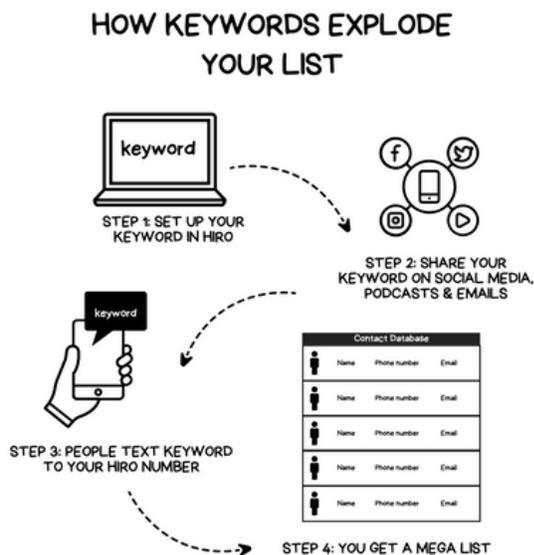
“ I don't know how many times I tried to create a course of my own with all the steps. This was by far the quickest and most simple way to create a digital product. It literally took me minutes to set it up. ”

ANGIE MINUCCI, COURSE CREATOR

IMAGES FROM THE BOOK

These illustrations are to designed to help you understand the key concepts from the book.

Chapter 5: Publish



IMAGES FROM THE BOOK

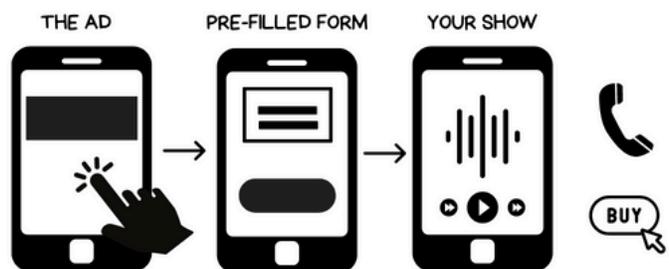
These illustrations are to designed to help you understand the key concepts from the book.

Chapter 6: Profit

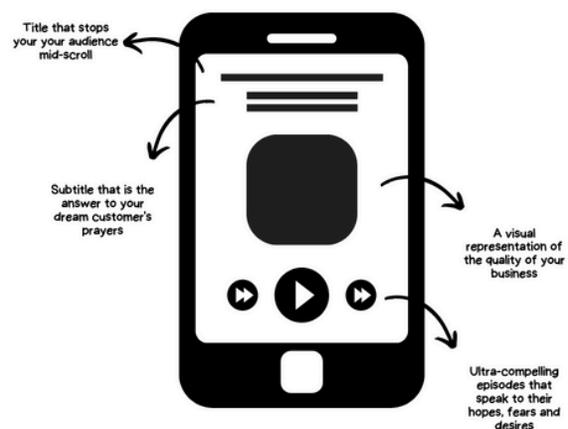
THE HAND RAISER POST



THE \$5 LIST BUILDER



EVERYTHING YOU NEED TO CREATE A HIGH CONVERTING AUDIOBOOK



"I just explained in an audiobook, the fastest way [big result] in [time period] without [things they don't want or have]. Do you want access?"

HIRO CHECKLIST

CREATE PROFILE CHECKLIST

Prepare:

- Get a profile picture (this will be shown in the app) Get your logo (square is best)
- Have a Stripe account
- Get your Hiro affiliate account (Sign up at <https://hiro.fm/partner>)
- In Hiro, click on the square with your initial in the upper right corner of the screen

Setup Profile:

- Click on Profile Page Settings
- Upload your photo and logo - SAVE CHANGES
- Update your social media links - SAVE CHANGES
- Update your bio (with give you samples to make it fast) - SAVE CHANGES

Test & Promote:

- Scroll to the top and click "View Profile Page" and see if you like everything
- Copy profile page link and add it to your bios, email signatures and web pages

If your listeners join Hiro, we pay you:

- Click on "Partnership" tab in your profile settings
- Add your affiliate id so you make money from anyone who joins Hiro from your shows

Connect Stripe:

- Click on "Integrations" (bottom of the left sidebar)
- Click connect button and follow the steps

HIRO CHECKLIST

CREATE SHOW CHECKLIST

Steps to setting up your show in Hiro

Prepare:

- Get Hiro account & login (<https://app.hiro.fm>)
- Put audios / videos in a "Hiro" folder
- Create doc with episode titles and descriptions
- Create your show cover art ([Canva](#) is great)

Create:

- In Hiro, hover over "Shows", click the + and "New Show" Select "Start from scratch"
- Enter your show details & cover art Set feed release & expiration
- Bulk upload audios / videos
- Click on each episode to update the title and description (copy and paste from your doc)
- Make show and episodes "LIVE"

Test:

- Add yourself as a listener
- Click Listeners, click + and "single listener"
- Add your name, phone number and email
- Install show on the Hiro app and play it
- Take a screenshot of your show and send it to your computer for mockups
- Congrats! You set up your show!

HIRO CHECKLIST

SETUP SALES PAGE

Prepare:

- Testimonial copy and images
- Two paragraphs about your show (we give you examples on your sales page settings)
- FAQ's

Setup:

- In Hiro, click on your show title in the side bar. This opens the show settings.
- Click the "Money" tab at the top (Next to Overview and Settings)
- Update the domain URL if you want it different that what is defaulted - SAVE
- Enter some description about your show. Use the examples to help you get started - SAVE
- Add your reviews - SAVE
- Update the FAQ's - SAVE
- Scroll to top of page and click "Overview" tab

Make live, test and share:

- Make Sales Page Live - Turn on
- Click "Sales Page" button to view it
- Click Share and "Copy sales page URL" to paste the URL on your emails, webpages and social media profiles

SETUP KEYWORD

Setup:

- In Hiro, click on Keyword and New Keyword Set the status of published or scheduled
- If scheduled, then set the go live date
- Enter your keyword. (Tip: make it easy to spell and memorable)
- Select the show or shows you want to send in the text message. You can send them access to as many shows as you like.
- Update the "Collect Email" and "Collect Name" messages if you want to
- Save Keyword

Test:

- Text the keyword to the dedicated number to test

HIRO CHECKLIST

AUTOMATIONS CHECKLIST

Steps to setting up your automations

Create:

- Click on "Automations" and "New"
- Select the show you want the automations to happen (you only select one show)
- Select your trigger event
- Select what to trigger (message, email, etc) Enter in the details and CONFIRM
- Create another automation for the same trigger or create another trigger
- Save and test your automations

HIRO CHECKLIST

SETUP SALES PAGE

Steps to setting up your no-code sales page

Prepare:

- Testimonial copy and images
- Two paragraphs about your show (we give you examples on your sales page settings)
- FAQ's

Setup:

- In Hiro, click on your show title in the side bar. This opens the show settings.
- Click the "Money" tab at the top (Next to Overview and Settings)
- Update the domain URL if you want it different that what is defaulted - SAVE
- Enter some description about your show. Use the examples to help you get started - SAVE
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- Make Sales Page Live - Turn on
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BOOK PROMPTS

Book Title:

> Write a list of book titles based on [concept/topic] for [target audience]

Subtitle:

> Write a list of book subtitles based on [concept/topic] for [target audience]

Book Description:

> Write a summary of a book about [concept/topic] for [target audience]

Call to action:

> Write a call to action to buy this book

Introduction

Hook:

> Write a compelling personal story based on [concept/topic] for [target audience]

> Write the big outcome the reader will get from the book.

> Write a shocking fact based on [concept/topic] for [target audience]

> Write an uncommon belief based on [concept/topic] for [target audience]

> Write an amazing discovery that the reader will learn at the end.

> Write a shocking statement about why people/institutions/organizations don't want you to know about [concept/topic]

Value

> What value is this? Monetary value? Time value? Freedom value? Other values?

Pro Tip: Personal stories, shocking facts, and options contradictory to popular belief are great ways to hook a reader

This Book Is For You...

> Write a paragraph about who this book is for

> Write a paragraph about who this book is not for

Pro Tip: Call out internal desires and remove present pain, then expand. Example:

- Are you tired of ...
- Do you want more ...
- Are you ready for ...
- Have you already tried...

BOOK PROMPTS

Skeptics Read This...

- > What would a skeptical person say about this concept, topic, or idea
- > If you are concerned X - the answer is Y (repeat for all objections the reader may have)

Pro Tip: This is for objection handling. Call it out here and address the concept, topic, or idea you want to relate to the skeptics

- > This book is still for you even if X, Y, Z

How This Book Is Different

- > What are 3 ways this book is different?

How To Read This Book

- > How should someone read this book based on the concept, topic, or idea?
- > How should the reader commit to the actions outlined in this book?

Pro Tip: help your audience with overwhelm and Give them direction

Open Loop

- > What captivating hook for what is coming next in the book?

YOUR STORY

- > Sell the reader on the opportunity by sharing my "before and after" story. Give yourself a "before" identity and an "after" identity.
- > Why should they believe in me, belief in themselves, have full confidence and clarity they are on the right path
- > Build authority by sharing your results, positioning, celebrity connections, testimonials
- > Conclude by building hope for a future that is much better than the present
- > Get the reader to commit to taking action so that they can have that better future
- > Get the reader to commit to the new identity.

Pro Tip: Sell them on 3 things:

- Right opportunity? (book)
- Right person? (author)
- Right time? (them)
- New identity (old you vs new you)

"If not this, then what? If not you, then who? If not now, then when?"

BOOK PROMPTS

Creating Your Outline:

Use this section for brainstorming, then come back, organize, and insert in a logical order based on the flow of the book.

Outline:

> write a book outline about [concept/topic] for [target audience]

Chapter 1: Problem you are solving.

Ask yourself: Why is it important to solve this problem?

> Write a problem we are solving based on the concept, topic, or idea you want to relate to the readers

> Write an introductory paragraph about the biggest problem relating to the concept, topic, or idea you want to relate to the readers

> Write a chapter outline based on the concept, topic, or idea above

> Write a chapter conclusion paragraph with action steps based on the concept, topic, or idea above

Chapter 2: History of the problem

Ask yourself: Where did it all start? Where are we now?

> What's the history of the problem we are solving based on the concept, topic, or idea you want to relate to the readers

> Write an introductory paragraph about the problem history relating to the concept, topic, or idea you want to relate to the readers

> Write a chapter outline based on the concept, topic, or idea above

> Write a chapter conclusion with action steps based on the concept, topic, or idea above

Chapter 3: Introduce Your Unique Method for Creating this Change

> Write about the unique method for solving the problem based on the concept, topic, or idea in the content brief

> Write a chapter outline based on the concept, topic, or idea above

> Write about the pain without your method for creating this change

> Describe the future with this method. Get them to take action in their mind using a story.

> Share a story about the future outcome

> Write a chapter conclusion paragraph with action steps based on the concept, topic, or idea above

BOOK PROMPTS

Chapters 4–9: Your Steps For Creating Change

What do we need to do first?

Second?

Third?

- > Write a story based on the concept, topic, or idea you want to relate to the readers
- > Introduce the topic of this chapter
- > Write a chapter outline based on the topic of this chapter
- > Write why this is important
- > Write about the “hell” without this step
- > Write about the “heaven” with this step
- > Write about the “how to”
- > Sell them on the possibilities of implementing this step
- > Write action steps to get a quick win from this step
- > Write a chapter conclusion paragraph with action steps based on the concept, topic, or idea above

Pro Tip: Rinse and repeat for each chapter, modify the commands based on the concept, topic, or idea based on the content brief

Chapter 10: What the Future Holds

- > What is coming in the future for based on the concept, topic, or idea in the content brief
- > Write a story based on the concept, topic, or idea you want to relate to the readers
- > Introduce the topic of this chapter
- > Write a chapter outline based on the topic of this chapter
- > Write a chapter conclusion paragraph with action steps based on the concept, topic, or idea above

Conclusion

5–7 answers you covered in the book

- > Summarize the concepts covered in each chapter based on the content brief
- > Write six “yes” questions

Next Steps:

- > Thank the reader
 - > Write a call to action for the next steps
-

SUMMARY

Listen, I know publishing a book sounds like a lot of work. But let me tell you, the benefits are worth it. Imagine having a tangible piece of work that showcases your expertise and positions you as an authority in your industry. Picture the instant credibility and trust it brings to your business. Imagine the influx of leads and clients that come your way because they see you as the go-to expert in your field. And, let's not forget about the increased speaking opportunities and media attention.

And trust me, the work it takes to publish a book today is nothing compared to what it used to be. In fact, I can't believe I went from dreading writing books to being addicted to writing them. All because it's so much easier, the opportunities it brings and the people I met who discovered me because of my book.

STEP	ACTION	RESULT
Write your first draft with the help of this book and ChatGPT	Create your ChatGPT account and the prompts to start writing.	You have a first draft done and ready to refine.
Clean up your first draft.	Remove parts that don't fit and rewrite other parts.	Version one of your manuscript done!
Record your manuscript for your audiobook	Read it knowing many will listen and you will find all the flaws you missed before.	Audiobook ready to upload to Hiro and put on autopilot to bring in leads and customers.

NEXT STEPS

Listen, self-publishing a book isn't just about putting words on a page and calling it a day. It's about creating a way for you to make money, gain authority and change lives. But don't just take my word for it. AuthorEarnings conducted a survey and found that on average, self-published authors make around \$8,000 a year just from book sales. Can you imagine what could happen if you use your book to open doors to speaking engagements, consulting and more? Here's three ways you can make it happen faster.



01 — Join Hiro.fm

Hiro is the worlds only interactive private platform.

for a limited time only, unlock lifetime access for just \$67. Pay once, use forever. Normally \$570/year!

LEARN MORE: hiro.fm/sp/lifetime-deal



02 — Hire our team to build your system

If you want us to create your Automated Selling Machine that catapults your authority and sales, we sure can. All you have to do is show up for a couple of interviews and our team does the rest. Email hello@hiro.fm with "Build It" in the subject line.



03 — Have Carla teach or speak at your event

If you are interested in having myself, Carla White, speak at your event, send an email to hello@hiro.fm with "Speaking" in the subject line.

CONCLUSION

As an entrepreneur, you shouldn't just think about writing a book, you need to sprint right now. This rocket ship is leaving the station and you don't want to miss your chance to blast off to success.



PUBLISHING MAKES YOU FAMOUS

Publishing a book is the ultimate way to position yourself as an expert and establish credibility in your field.



USE TOOLS LIKE CHATGPT & HIRO.FM

These cutting-edge technologies make the publishing process a breeze, allowing you to focus on what you do best.



ENDLESS OPPORTUNITIES THAT COME WITH BEING A PUBLISHED AUTHOR

Increased visibility, speaking engagements, and media attention all lead to skyrocketing business growth and revenue.

So, what are you waiting for? It's time to jump on the publishing rocket ship and take your career to new heights.

WORD ON THE STREET

What people are saying about "Prompt Publish Profit" and Hiro.fm



Kyrin Dunston
Hiro.fm private podcast feed from [Carla White](#)! Amazing product. I struggled to find someone to create audio book which ended up being 3.2 GB. Then discovered [Hiro.fm](#) and it is amazing. The attendees LOVE the private podcast feed and so economical. I can't recommend it enough.

OMG!! I don't know how many times I have tried to create a course of my own. All of the stops setting up all the pages, funnels, hosting the videos let alone figuring out how to sell it.... This was by far the quickest and most simple way to create a digital product that I could sell using content I already have it literally took me minutes to set up!!!



Kimberly Caggiano
I recently published a book and [Tony](#) and I used [Hiro.fm](#) for my audiobook. It's been amazing! 😊



Raphy Feolino
Yessss! It's only been day 1 of 3 for my summit and made 11 SALES as a private podcast order bump! Our customers love it. This almost pays for a WHOLE YEAR of my subscription to Hiro. And it's only the beginning 👍 Thanks Carla and the Hiro team for creating this epic product; my wife and I are huge fans.



Vamsi Pannala
[Hiro.fm](#) is a lifechanging product for course creators and for coaches who are worried about privacy and piracy of their content. Thanks for coming up with game changing product like this, [Carla White](#)



Alex Johnson
[Carla White](#) you and I have discussed this before, but I've read mannny books in this space prior to finding yours. But it wasn't until I started reading your book that I actually felt like I, too, could do it! And your book shows the way...literally step by step. Changed my life.

2h Like Reply



1h Love Reply



Emily Stopper 12:19 PM
[@Carla White](#) Quick win from yesterday! I repurposed event recordings from a live event that I did last year and in one day I brought in >\$2000. 😊 Thank you for all your great ideas and keeping me motivated to make this happen!

👍 4 🗨️



Tamika Charles 12:10 PM

Such a great call today [@Carla White](#) Thanks!!Gave me more clarity and awesome tips that I am going to start implementing in preparation for Black Friday 🎉🎉🎉😊



See More Reviews On Our Website

WORD OF THANKS

None of this would be possible without the brilliant team behind Hiro.fm. They work tirelessly to try to make Hiro easier and more powerful for your every day. So you can focus on your message, business and life.

I'm honored to lead such an amazing team. I also thank my students and clients who have helped shape this book and Prompt Publish Profit Sprint into the powerhouse that is today, helping thousands publish in record time.

Thank you for getting "Prompt Publish Profit". We wish you tons of success!

Contact

Carla White

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hello@hiro.fm

