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Speaker 1: Welcome to Author Platform Rocket. A highly acclaimed source for actionable business, marketing, mindset strategy for authors, delivered in 20 minutes or less, most of time. In other words, this is how you sell more books, while building a bigger fan base, the right way. Here's your host and author, marketing veteran, Johnny Andrews.

Jonny Andrews: Good Day and howdy. It's that Author Platform Rocket show with that Jonny guy again. Today's topic is something that I am currently playing with. I like talking about the stuff that I'm doing, because I'm hoping I give you value, give you some value. Let you learn from my successes, my failures, and also from my ... I don't even know what happened right here. That was crazy. Look at this pile of goo. Maybe can turn it into snowman or something.

Well, luckily today is actually a huge success. I'm gonna talk to you about it, why it's a good idea to be doing it. It's something you're probably seeing a ton of already. There's a lot of reason behind it. All right? It is Facebook Live. Why authors is ... Now, if you're one of those authors, who's like super, super introverted, sweat this not, but listen. Definitely listen to this, because you can use it. I'm actually working with a nice sample set of authors who, I'm allowing them to use this on pages that I own, that have a lot of reach and engagement already, and the results already, we just gotten start with this, have been ridiculous.

Let's talk about Facebook Live for authors, and how this could really help you reach more readers. Cool? Here we go. Let me give you the parameters of the situation. Facebook Live has been sitting there for quite a while. It's been there, about what, a year or two, or something like that? I don't

even know when it started. Everybody's pushing this live video. I'm like, I'm not a huge fan of always jumping on something in the first 14 seconds that it comes out. It's not that I'm not an early adopter. I absolutely am, but in this particular case, I wanted to see, how is this going to play with the audience that I'm working with? And, here's the answer. Beautifully. It's freaking great.

First of all, why Facebook Live? Why would this work? Well, obviously video. Facebook wants to compete with Google. Google owns YouTube. This began, very much as Facebook kind of fighting with YouTube and saying, "Hey. We're gonna give videos way more reach than we do anything else." This was obviously after ... I believe it was in 2014, where they pretty much turned off the free traffic spicket, and said, "Uh uh. All right kids. Everybody out of the pool. You gotta pay to play." And so, if you've noticed this, that your posts, your photo's, your, you know, whatever you're doing. It just really doesn't reach. We're talking from a business page perspective. Your normal thing, that's a completely different algorithm. I'm talking about going live business pages and stuff like that.

The first thing that they did was they're like, "Okay. Well, we want video. We want to compete with YouTube, so we're gonna allow video way more reach." Guess what? It happened. If you can keep a video ... I'm not talking a live video, but just a video in general ... If you put one out, and it's engaging, interesting, and short, that thing can rock forever. I did a couple of top 10 lists, kind of things. In fact, we're currently doing them in a lot of our ecosystems. We just put out a couple of these a week, and oh my god. These things will be seen by tens of thousands of people. In some of the more engaged ecosystems. There's one video that's been seen by almost half a million people, maybe 350,000 people already. I boosted it with a dollar a day. I'm just, "We'll slow cook this and see what happens."

What was interesting about that is, the organic traffic from people commenting, liking, sharing it, is surpassing the traffic that I'm getting from it being a paid video. And so, video is huge. Now, the next evolution in that, is then live video. For whatever reason, Facebook. Everybody has it. Instagram has it. Facebook has it. YouTube has it. Everybody's got some live video thing. In Facebook especially, they wanna kind of compete with everybody. They have put so much weight on live video.

If you go live, what ends up happening, is that your fans, and the people who are following your page, get a notification. If they're on the computer, and maybe this has happened to you. You'll see down in the lower left hand corner, a little video pops up. It says so and so is live, right now. And then, if that goes away fairly quickly. And then, in your notifications, under that little world thing, you see, "Hey. This person's live." Also, it tends to jump up in your newsfeed. On top of that, it ends up living for a long, long time when you save it to your page. It has been absolutely phenomenal.

What we did ... I love vampire novels. For Halloween, we did the 13 days of Halloween with 28 authors. We reached out to a couple of fairly large name folks that we got on the [inaudible 00:04:43] side, who, pretty epic New York Times bestseller, to come on, do a page takeover. It was awesome. She had a phenomenal engagement, gave away some really cool stuff. She didn't do it as a video. What I noticed was, even though, here's this massive name that every single person who likes our page would love to know about, the reach wasn't there. She probably only reached, throughout all of her posts, maybe 25,000 people or something like that.

Well then, the following day, we had another solid, big name author come on. This time she did video. It took a little coaching. Took a little time to get her there, but we got her there. It was awesome. This video has already been seen by over 10,000 people. It was crazy in just a few minutes. And so, what we're doing now, we're trying to sway more and more people into doing the live video thing, because we have tens of thousands of people, and sometimes hundreds of thousands of people on these pages.

Over the years, I have a team that, they're on these pages, actively engaging on a daily basis. We have managed to keep that engagement level very, very high. If you don't have normal, daily interaction with your fans at a high level, your page could kind of die off. That actually affects your entire ecosystem.

What's happening now, is, we're seeing that, when we have authors go live through our page, it just blows up. People get totally into it. It's an amazing way to connect with these people, and with readers, and with the people that wanna hear what you have to say. It's one of those things where Facebook even recommended that I do this on Facebook Live, which I'm going to be doing here in a couple of weeks. I'm going to be taking this podcast and doing it live for you, just probably taking a walk around the neighborhood or something like that, then strip out the audio and toss it up on the blog, but definitely putting in the Facebook Live thing. We'll see how it goes. I definitely think that it's going to be a big deal.

Now, what's cool about this is, you have to think about this as not like a one and done kind of thing, but it's accumulative effort. It is a awesome situation when you're live, and then it continues to live on for you, where people are gonna watch what you're doing. Now, how do you engage? What is it you talk about? It's especially for folks who might be a little bit introverted. I'm working with a lot of people that fall into that category right now. It's like, "Ah. I'm kind of scared to do video." Guess what? Don't worry about it.

You can see these people, who have huge followings right now. They give, not a single crap about what they're doing. Look at Gary Vaynerchuk. I love that guy's example. Same with Nicole Arbor. You've probably heard of her. She's that comedian. Really funny lady. There's tons of people that just go live, like Jesse Elder. I don't know if you know about him. He's a personal development dude. Great guy. Huge beard. Wake up warrior. There's another good one. People just do this, and they just go live, just because they wanna share some thought's. There's a couple of different ways that you can go about doing this. I'll drop a few tips.

The first thing is, if you're in the sort of, how to self help, or entrepreneur kind of thing, a great idea would be to drop small, little chunks of information at scheduled times. That way you could probably get people to ... You wanna train your audience to know when you're gonna go live, so that they could be there and interact with it. Maybe like, do a fast, five to 10 minute kind of, "Here's what it is. Here's what it'll do for you. Here's how to get it, content up. I'm not talking about selling anything. And then, maybe take people's questions afterwards. And then those questions could lead you to the next one. If you do that just, just a little blip of that every single day, that could be very cool.

The next thing you could do ... This is especially with fiction authors. Tell the story behind the story. What's it about? Who are these characters? Where are they? How did you come about this? Alesia Day did a great one, where she was actually telling stories about her dog. People loved it. In fact, of the photo's she posted, while she was doing this, that one was definitely the most popular. I think that was seen, almost 15,000 times. It was really, really, really good stuff. Just tell stories, engage with them, answer their questions. Another fun thing is ... I call this the Oprah move. It's, "You win a car, and you win a car, and you win a car." Get people to interact with you, and then maybe give away a free digital copy of your book. Have 'em direct message your page, and say, "Yeah. You know what? Tommy Lee. Thank you for being here. Glad to see a lot of drummers in the house, and you win a car. Direct message me. I'll give you a copy, whatever this book is." That works for everybody.

You could have these sort of little fun, impromptu audience engagement, sort of things going on. What this does for your page is number one, it just gets you out there. It's gonna go way past your

existing fan base, because the people who are engaging with it, they're friends are gonna see it. It just puts it into everybody's time line. Video gets 10 to 20 times the reach than any normal post. If you drop a link to your blog, I mean, even on the pages with the most engagement, we're lucky if 2,000 people see it. Whereas some of the things we're doing are gonna be 10, to anywhere from five to 20,000 people. Sometimes it's even a few hundred people. Facebook is just throttle that stuff back, unless you're gonna pay for it.

With video on the other hand, they've sort of opened up the flood gates. Now, I'm not gonna say it's gonna be everywhere all the time, but it is 10 to 20 times. It is so massive, so massive. And so that is something that you're really going to work into, especially after having done this now, now that we're bringing authors onto the pages, and saying, "Hey. As a promotional strategy, you can use our audience." Obviously, a lot of authors don't have 20,000, or in our case hundreds of thousands of fans that are legitimately actively there and engage with the pages. I mean, we've growing a lot of these pages for years now.

Some of the authors are ... It doesn't make sense for them. It does make sense for you to do it on your own thing, even if you have a few thousand, or a few hundred fans. To get the reach, that's why we're opening up our pages, to allow authors to do this video thing. It'll be super cool. Obviously, the benefit to everybody is that, that's gonna push lots of content, lots of video content out there that a lot of people want to see.

This is just what I have run into, in my own experimentation, with this group of authors, where we're doing these promos, and it's Facebook Live video. I cannot tell you how effective it is for engaging a very specific audience. Make sure that you are doing this. I would even recommend do it once a week. Just hang out with your people. Don't worry ... If you don't have anything to say, go Google it.

Better yet, ask your fans what they want you to talk about. Do they wanna hear about the latest, upcoming release that you're doing? Do they wanna hear about how to fix this, that, or the other thing? Do they wanna hear stories about your pug in a raincoat? I don't know. Ask them. They'll tell you. That's the beautiful thing about all this stuff is that, if you ask these folks, they'll let you know. They'll literally tell you. You can run off that ... Like I said, for this podcast, I asked the authors. I'm like, "Hey. What do you want me to talk about?" I have a huge freaking list of topics that everybody wants me to talk about. I've just been sort of going down the list, pulling it, one thing to the next, one thing to the next, one thing to the next.

There you go. Get involved in this Facebook Live thing. Maybe even play around if you have a following on YouTube. You can do stuff like that there, but definitely Facebook. With any size of an audience, it is really going to help you get engaged, especially if you're about to launch a new book. That is a wonderful thing to do, absolutely wonderful thing, to talk about it, to get people hopping on the thing, to really get people asking questions, and possibly even pre-orders, if that's your gig. Make sure you're doing this all right? Once again, if you have any questions, or if you have any thoughts, or you wanna have a special guest on the show, whatever it is that you want, hit me up. Show@authorplatformrocket.com. I'm Jonny Andrews. I'll see you in the next episode.

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