

**Author Platform Rocket
-Podcast Transcription-**



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

Jonny Andrews: All right. All right, so I am Jonny Andrews, and you are who you are, and this is Author Platform Rocket. Today, we're going to be diving into another non-fiction topic. That's not to say that the fiction folks shouldn't listen in, but in this particular case, what I am doing is, I'm going to be circling back, and I'm going to be digging a little bit deeper into what I would really call almost a systemic problem, a systemic problem that I have been seeing consistently, because so many people have been reaching out now through the page, which is awesome. I guess when you put up a Contact Us page, people are going to freaking contact you, and I love it. I love the questions, and it gives me the opportunity to really address this stuff. In fact, I'm not sure if this episode is going to go live

before this happens, but I've hooked up with the good people at Ready, and I'm going to be doing a Facebook Live episode on this. I believe it's the 29th, but if you're listening to this later, no problem. I'm sure the replay's going to be out there.

What I'm going to be talking about in that, and the reason is because I reached out to one of their founders after fielding a ton of questions from folks to say, "Hey, listen. We need to get everybody's brain in the right place before we have to get into like 19-hour conversations about stuff," because so many folks are struggling, like really badly, right now. They, you either have a book, or you are thinking of writing a book, but not really understanding the business model that you're getting into, especially ... Let me clarify very quickly what I mean by non-fiction. I'm not talking about memoirs or historical accounts of things. What I'm talking about in this are like the how-to books, books that you've created to help enrich people's lives, or help them with business, or help them with raising children. Even cooking.

Actually, all of this stuff I'm going to be talking about even works with like cookbooks and things like that, and various what-have-yous, because the business model, and the skeletal infrastructure behind all of it, is very, very similar. What I'm going to talk about in this particular episode is really how to start, how to grow systematically, and then where your profits really live. That's sort of the overall framework of what we're going to get into today, and then I'm just going to touch on a couple of topics that I think are the most important for you to understand if you're getting into this wacky world of non-fiction. All right? Here we go.

Okay, so partly to give myself a dry run on presenting this information through you, of course, and also partly because this is, actually mostly, because this is super, super, super vital to understand before you even get into these things, because a lot of people, I would say, at this point, hundreds, have reached out asking for marketing help. What's interesting is, that's not what most of them need right now. The first point I want to cover here is the, "Where are you on the," and I'm making the quotes in the air, "I'm ready scale?" There's two people that I've been seeing a lot of. The first one, and we'll start at the bottom ... Not really the bottom, just the beginning, let's call it.

"The bottom" sounds bad, but no, everyone has a beginning, but at the beginning you have someone in one of two stages, either thinking about writing a book or have already written a book. Maybe there's a website. Maybe there is some rudimentary concept of something after the book, or maybe you're even doing a little bit of speaking, or selling something, or whatever it is. That's sort of at the bottom level. Now, the other person that I've seen a lot of, and a lot of these folks are friends of mine from back in the day who have reached out, and those are folks who have an existing business, and they're looking for another traffic channel, and that

kind of hints at what the book actually is in this particular situation. What they're looking for is guidance.

In fact, I had this conversation with a very, very good friend of mine who I've known for a large number of years, going on almost a decade now, and he was putting out a book that was supposed to help entrepreneurs, and the very first thing that I asked him was like, "Who are you, and who do you serve?" You've heard me talk about that before in the show, and it's very important, and his answer, and even though he's a seasoned veteran, this is why you want to have a second set of eyes on everything, is because he gave me two diametrically opposed answers. I'm like, "Son, you cannot put that in the same book, because those are two completely different groups of people. If you're not speaking to one, that means you're speaking to none." He got that, and I'm like, "Okay, what is your outcome?"

That is the thing. When you look at where you are on the "I am ready" scale, where are you in that continuum? Do you have an idea for a book? Have you written the book, or do you have a backend business, and you want to do a book, or you have done a book, that is going to be a traffic channel for this? Because at the point where you have either written a book and you don't, and your business is maybe not doing 10,000 a month plus ... I like to use that number because, I'll explain that number, because it's a good number. I know. That's really, that's all there is. There's no scientific backing to this whatsoever, but when I look at an entrepreneur, my question is always, "Have you hit that \$10,000 a month?" I say the same thing in fiction, because when you get there, you're earning six figures.

That is usually the dollar amount where someone can look back and say, "Wow. I made it. I have begun to make it. I have gotten into that place where my earnings are possibly outstripping whatever I am doing in a job, and that's super cool, and that's awesome." If you have not yet gotten to that point, that's fine, but if you are at that point, and you're probably at a point where you need a lot of systemization, maybe hire some more people, get some standard operating procedures, but above all, you need to be doing lead gen constantly, and that's what this book is. The book is not necessarily a profit center for you. In fact, in 99.9% of the times, the book will make you zero money. In fact, it'll probably lose you money, because you're using it to acquire customers, and you're using it to frame their experience, and so that is the point of the book across all of these levels.

Now, if you are saying, like my friend who reached out, "Do you need marketing?" Actually, no. Not in that particular sense, and especially if you are at a place where you're a little bit wobbly on what you need to be doing, maybe you don't know who the audience is or how you're supposed to present it, this is not a moment for you to hire a marketing

company. The reason why is because a smart marketing company won't take you as a client for marketing purposes. A smart marketing company that actually knows what they're doing, not to toot my own horn here, is going to be like, "You know what? You're not ready for this yet. What you need is business development coaching." Completely different. That is a completely different situation, because without the vision, without knowing the conversation, and knowing the audience, and knowing what they're going to do, and maybe doing even a little bit of testing, like I've talked about in other shows, it doesn't matter how much money you put into something. It won't do well. What I'm talking about here is the book. Is it going to sell? Who knows?

If you haven't tested a lot of this stuff yet, and if you're just coming up with the idea, or you've written it and you're not really sure how to get it out in front of people, you need business development coaching. I am running into this specific situation almost 100% of the time, especially of this non-fiction kind of thing. You need somebody to come in and work with you to do an ecosystem audit. That's what I like to call this. What the heck is your ecosystem? What is the point of this stuff, and then possibly, over the months to come, act as the bumpers in the bowling alley as you start doing these things, and you start implementing. This is really where you are. You're not ready for a marketing company yet. You need someone to help develop the vision and keep it on track, and make sure that it's hitting that target market. That is where you are. Don't hire a marketing company. You reach out for business development coaching. I'm going to say that multiple times.

The next question is, what business are you in? Really, what business are you in? I mean, sure, you can be an author. That's fine, but in this particular environment, you usually don't make a lot of money off of the books, because in most kind of how-to situations, even if it's loaded with story, the books tend to be shorter, meaning you're not going to capitalize on an epic level with these page reads, the Kindle Unlimited, dedicate yourself to Amazon thing that a lot of the fiction authors do, because they have longer works, and they can make a lot of money playing the page read game. In non-fiction, and I'm not saying it makes the best sense to go wide either, that's sort of a, "It depends on your situation," kind of situation, but because the books aren't that long, you're probably not going to get a ton of money.

I've seen authors try to ... They say, "Okay, well, if my book is more expensive, there's a higher perceived value to it." That is also, that can be worth it. Like if you're in business-to-business at a high level, say you're doing, you're working with larger companies, they're going to feel a little bit funny, maybe, about buying a 2.99 book, and so pricing it in the \$20 range, even though you're only getting 35%, kind of makes sense. But this isn't, this still isn't the business you're in. The business you're in is selling the backend stuff, the products and services that your book leads people

to, so it's very important that you understand that. Your book is what we call a pre-frame, meaning you're setting up the world. You're setting up the conversation to then have that deeper conversation with someone whose problem you can probably solve. Don't think of the book as a revenue-generating thing. Think of it as, people are paying you to become leads. Can you make money with this? Of course you can.

There's lots of situations where it happens, but don't expect it, because what you want is to have your book lead people from that all the way to something bigger. Is it a coaching client? Is it a speaking engagement? Is it digital backend product sales? Is it physical backend product sales? Who knows? But that's what you're going to be using, and that is the last point that I'd like to cover on, is where you see the return on the investment. You do not typically see it within the books, unless you're someone like Steve Scott, who is awesome. If you check out his ecosystem, he has an amazing publish-only ecosystem that I continuously marvel at, because he has a wonderful writing ritual. If you're looking to be an author like that and just rock that stuff without doing any of the backend stuff, that man has the absolute ... Just check him out, mirror what he's doing, and that's ... Don't rip him off, because that's his place. You go make your place. It's amazing.

You will learn so much just from looking at what he's doing and is brilliant. S.J. Scott and Steve Scott. Same dude. Wonderful man. I've spoken to him quite a bit, and he's just excellent at that. But your real ROI, for the most part, for the rest of us, is going to come from selling that backend stuff. The purpose of your book is to identify a singular audience, because if you're not speaking to one, you're speaking to none. I like saying that. That kind of has a rhyme to it and a little bit of a rhythm. You want to make sure that you have perfectly identified that audience. Who are you targeting? Who is it? Don't talk to people who are at ... Let's say you're doing an entrepreneur book. Don't speak to people who are just getting started and people that have been in the business a bunch of years, and are kind of frustrated because they haven't systematized right, or hired correctly, and they're ready to make a pivot, or something like that. Those are two ...

Now, even though they both kind of sort of have the same problems, the conversations in their head are completely different, and you're not going to be able to market to both of them correctly, because they're going to probably read the intro or the preview of your book and go, "Nah," and then you lose them both. Target one. You can write a second book later to target the second group. It's not a problem, but just in one book, one target audience. Understand that if you're at that point, you're not looking for marketing yet. You're looking for business development consulting. You need that kind of situation. You need someone to come in to have that conversation with them so that they can go through, look at your

ecosystem, and give you assistance and guidance with the direction so that you don't get off course, because that's what I'm seeing a lot.

I would say the vast majority of people are at that point where they're just now setting up their business. It's like zygote level. Yes, a lot of them have a book, but it's not yet time to hire the marketers. It's time to hire the development consulting so that you can have that coherent marketing message delivered to a singular individual, speak just to them. Then how do you make money? Sometimes these people have, sometimes these authors have, yes, they have the book, but their backend isn't really set up. Maybe they have a vision for it, but not quite sure how to implement that. Are you going to do a membership thing? What's the revenue model? I've had that conversation plenty. Are you going to be doing speaking? "Well, no, I don't really like doing speaking." Okay. Are you going to do coaching? "Yeah, I really want to stay away from that."

Okay, then. Are you going to do info products, digital downloadables, the kind of stuff that you'll find at like teachable.com or, what the heck are those places ... It's funny, because I use a couple of them, and I can't remember them off hand. Or are you going to run your own thing? There's lots of WordPress templates, because I, with the personal development ecosystem we're building, I'm in the process of setting up those products now. I've got the team on that where we're getting them built, and I found you can do your own version of Teachable through a WordPress plugin and theme. I'm like, "Great. That's awesome," so that way you get to keep all your data, so if you're going to do that, that's awesome. But what's the business model? Do you want recurring revenue? What would that look like? Where is it?

I like to call this minimum movement, maximum impact. How can you streamline this process, this flow, this traffic flow, this customer flow? How can you push the book, have the book positioned properly so that you really do end up with the people that you want to talk to? This is one of the main reasons why I disclose pricing in the videos on Author Platform Rocket, is because if you've watched the video, and you're filling out this long form to become an agency client, you actually know what you're going to be paying us and why you're paying it. That way, you can screen out these people that aren't maybe ready for that yet, or they can't afford that, because what you don't want to do is take a lot of time and have hours, and hours, and hours, and hours, and hours of conversations with people that does not benefit your bottom line.

Maybe that sounds a bit conceited, but I would like you, if that's the case, that's good, become conceited, because you want ... This is the pre-frame. Do you understand that? This is how you pre-frame that conversation with these folks. When you're asking them, when you're asking whoever you're going to be working with, or you're selling something to, you want to weed out the people that aren't going to be able to take that final step

with you, and you're going to address those objections that they have. You see how this works? It's a conversation from the beginning to the end, and in a lot of cases, it will begin with the book, but you have to set it up correctly, and then you have to have the right mechanics.

You have to have the right psychology in place to move them from point A, to point B, to point C, to point buy, and if you don't have that, it doesn't matter what you've done, because a marketing agency is going to look at you and say, "This isn't ready yet." That's why, normally, I would say, almost 100% of the time, in almost 100% of the conversations I've had on the, "Where are you in space and time 'am I ready' scale," virtually everyone is at business development consultant stage, not marketing stage. Even folks who have done millions of dollars of business who are epically successful, when they get into this thing where maybe it's their first book, or maybe it's their second book, even then, normally business development consulting, not yet ready for the marketing.

More than likely, in your situation, if you're still with me on this, this is probably resonating with you a little bit, and so if you'd like help with that, you can hit the Author Platform Rocket page at podcast.authorplatformrocket.com. You download the transcript to the show, and you can also go to authorplatformrocket.com/help, and you can see a video there about the business development package that we're rolling out for this. That's the big call to action, is that this has become so prevalent in the world, in the Author Platform Rocket ecosystem, that I had to get out there and talk about what this is, how it works, and we do have a package to solve this problem. All right? Looking forward to that.

That's authorplatformrocket.com/help, and watch that video. Make sure you watch the whole thing, because I break down the ins and outs of everything, and then there's a form that you'll get to fill out right after that if this is something that you need. All right, then, so I'm Jonny Andrews. Thank you so much for tuning in. Hopefully, this was helpful. Make sure, hey, review us on iTunes as well, and yeah, I'll be seeing you next week on the next episode.

All right. That does it for another round of authorplatformrocket.com. Remember, we're here to help you with your business, marketing, and mindset, so if you have a question, want us to cover a topic, or interview a special guest, just shoot over an email to show@authorplatformrocket.com. As always, we need your reviews and support. If you like what you're hearing, please leave us a glowing review on iTunes and forward this show to an author friend who might need the love and assistance, but most importantly, if you're an author who needs help with marketing, why not let us do it for you? Check us out at authorplatformrocket.com. Always affordable, effective, done-for-you author marketing, so you can get back to writing your books. I'm Jonny Andrews, and that's it for today. I'll see you on the next show.

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