Grow your platform with Social Giveaways

Voiceover:	Welcome to Author Platform Rocket, the 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:	Hello, hello. Welcome back to the Author Platform Rocket Show. I'm that Jonny Andrews guy like the nice people at the beginning say all the time. Today, we're going to touch on a topic that's ... into everyone's lives a little of it will fall, and that is how to deal with trolls, haters, and negative reviews. It's one of those things where lots of people ... there's a huge fear, huge. I remember this when I was back in the forums and stuff like that. People were almost afraid to publish. I recall many moons ago when Goodreads ... people wouldn't even use the service or go on the site because there were so many haters out there. There were groups of people that would ban together to try to tank an author's career. Man, it's nuts! Yes. It's a very real thing. So, let's talk about that, shall we? Let's get into this.

Okay then. Trolls, negative reviews, and haters. Now, obviously ... and I'm not gonna sway political on this, but we've come through some pretty interesting times here in the good old America, and whatever country you're in you obviously have watched it happen. Whatever side of the spectrum you're on politically or from whatever kind of thing ... it just seems like everyone hates everyone. It's crazy. And the bigger problem, it's not so much that people get mad about stuff, and this isn't gonna be about political debates or anything like that. This is gonna be just about human communication in general. And what has been happening as of late is that there's been more and more of this. It almost doesn't matter what you say, somebody is going to have a completely contrarian view point on it, and it's going to feel like they hate you because of it -- like even if you write a book on something and somebody reads it and they get offended.

Well, here's the reality. You can't help that. You can't stop that. If you put anything out there, you just have to understand that into your life a little bit of this stuff is gonna fall, and you have two options. You can either push as hard as you can to make your career as awesome as you can make it, or you can pull your punches and end up sort of like floating at the bottom of the barrel. So, you can let the fear of this reality ... Let's say this a different way: you can let the fear of this reality dominate you, or you can just be like, "Yeah, okay. I'll deal with this when I get to it." Now, I'm a big fan of that second piece, and let me tell you why, because I'm not ... people are gonna have their opinions and that's gonna be fine. I'm gonna tell you how I deal with this, so that maybe you can get some value from this and maybe take this into your own life.

So, there's an interesting way, and I've talked about this before, about how you look at problems and how you frame things is going to determine pretty much the outcome of your entire life. What I mean by that is if you focus on the problem ... Let's say, for example, you need to make $5,000 this month or something like that, and if you don't you're gonna be late on your mortgage payment or something like that. Okay. Now, that's clearly a problem, right, and it's a very real problem for a lot of people. And you can focus on that, and you'd be like, "Oh, man. I need to make this money. I need to make this money," or you can reframe. But what's gonna happen is if you focus on that, it's going to eat you up, that negativity, that fear -- all of that stuff is gonna eat you alive. The better way to do this, and this is awesome because I have a consulting client who is creating an entire ecosystem based around very much this concept, and I absolutely love it.

He says it very eloquently. He's a phenomenal, phenomenal writer who's now building this awesome business. It's just been a pure joy to watch him work and to help and guide him in all this kind of stuff. But he's very much on this piece of like you acknowledge the problem. Be like, "Yes. This is an issue," but then what you start doing is you start asking different questions like, "What can I do to be able to generate $5,000? Who do I

know? Can I beg, borrow, steal?" Whatever you need to do to get ... You start looking at the solutions. You start asking solution questions, and when it comes to the haters and trolls, there's really no difference. Here's an interesting perspective on this: you have to realize that they exist and that they're going to say things that you probably don't like. Now, at this point in time, it's not about feelings, it's about facts quite honestly. Is what they're saying true? If it is, should you look at what you're doing and make an adjustment, because ... if it's correct? Or is it just their opinion?

I'll give you kind of an example from our own business kind of thing. So, we do these live giveaways and things like that where we'll have a group of authors get together, and we incorporate those giveaways with Facebook Live or a takeover. Now, communicating with authors, especially in fiction, is oftentimes very difficult because they're so busy, they don't always look at their emails, so we could be desperately trying to reach out to folks to be like, "Hey. Your live time, your live time. We got to get you on calendar," and not hearing anything, so we created a Facebook group for that, and now we're talking in the Facebook group and whatnot. But, still, there's a communication gap, and so sometimes we'll get somebody on the ... 'cause you have to make them an admin of the page, and Facebook sends this notification, but then sometimes they don't, and it's just like, "Ah!"

A lot of authors ... not a lot I should say, but every now and then somebody doesn't see it and they miss their spot, and they get mad and they say something in the group. Now, is that trolling? Not so much, but it is negative criticism. Are they right? Yeah, typically they are. And you know what? We look at this like, "Okay, we have to get better at communicating." So, what we do in most cases, we acknowledge that, like, "You know what? There's probably something happen here. Let's see what we did." We'll look on the page, and if it says "pending" next to them as an admin ... what that means is we sent it, and either they didn't see it or Facebook didn't actually send them the notification, and that could happen. That's actually a very common issue.

So, we acknowledge. We say, "This is what happened. Let's get you a new spot," and we sort of move on from there with a positive resolution. Now, that's in a situation where it's live and it's about our stuff. Now, let's say it happens on your book and you get like a one star review. Well, first of all, are they right? Did you get an editor? If you didn't hire an editor, you might want to look into that. That is something that can happen, you know? But here's what you don't do, especially on reviews and especially in forums and in groups that you don't own or control, never, ever, ever engage. Don't do it, because sometimes ... nothing is perfect all the time and you can't make everybody happy all the time.

And sometimes some people say bad stuff, you have to maybe look at the situation and go, "Huh. I see they're angry. I'm not gonna jump in there,"

because then what that does is it just fuels the fire typically, especially if they're being really troll-y and just saying a bunch of junk and maybe other people are coming in there and saying other stuff too. You have to be careful with that. You don't want to get part of the dog pile, and you never want to ... And if you absolutely have to step in, and I honestly can't even think of a situation where that might be the case, you want to be very careful how you handle it and never go negative. Never go negative, always be positive. Always be positive about that stuff. It's so, so, so important to stay above. You have to look at how some of the great communicators have done it. I would say even Oprah would probably be a wonderful, wonderful example of people who handle criticism.

I mean, you can't get to the level she's at without having some detractors. If those things come to a head, she handles it very well. Look at how ... even Obama did a great job with that regardless of how you feel about him. He was a very, very good communicator when it came to addressing criticisms. You go back, maybe watch some stuff on YouTube about how he did that. Never go negative, 'cause if you go negative what you do is you bring yourself to their level, and you don't want to do that. What you want to do is if you have to engage, if you have to acknowledge, you want to bring them up to your level, and best case scenario is you never respond at all because then what happens is ... and especially if it's like a super troll 'cause a super troll is just gonna be mad for a few minutes, and then if they don't get the traction they want, like if they can't fire up that argument, meaning if you don't engage, you don't add the fuel to their fire.

What happens is it just burns out quicker that way, and it just drops into obscurity and everybody forgets about it, and it's like okay, whatever. So, it's one of those things where you can watch this in celebrity news and things like that where something will happen or there'll be like a scandal, and you could just think like, "Oh, man. That's got to suck for whoever that person is. Like, wow, here comes the sex tape or whatever it is." What's funny about it is it's probably the worst thing ever for like a period of two weeks, where it's embarrassing, they don't want to go outside, blah, blah, blah. But then slowly over time it just fades into obscurity, nobody cares anymore, and everybody forgets about it.

So, don't worry about it because it's going to happen in your life, especially if you're putting stuff out there in public. You're gonna write something, somebody's not gonna like it. Who cares, you know? But learn from this. You definitely want to learn from the experience, and I like to use it as sort of a "skin toughener" because I'm out there quite a bit now. I've made some pretty radical pivots in the business, where I'm even doing Facebook Live's and things like that, and what's awesome is there's a lot of people out there that are like, "Thank you so much." People write in all the time about the podcast. They're like, "Thank you so much." I actually keep them, so every now and then if I'm having an off day I'll actually read

that and remember every time I'm doing this, I'm really trying to help people and try to get this message out there that, you know, "Hey. You're not alone. It's hard work. It's gonna take a long time, but you got to keep putting one foot in front of the other."

And this is something that can really just ruin your damn day because as human beings we are wired to focus on negativity. We're wired to do that, and it takes training, like you have to recognize when you're focused on the problem or you're focused on the troll and remember it's not forever. It's just for right now, and that person, as long as you don't engage, will drift into obscurity. One thing that I do is I'll jump on the treadmill. We're got this little gym here right next to my office, and I will jump on that thing and go for a few minutes and just maybe listen to some music or do something else. I mean, obviously I live in Chicago and right now it's like ... seriously it's so freakishly cold it's annoying, so I'm not gonna go walk outside. Even better is, if you can and it won't freeze your [inaudible 00:10:19] off, go walk out in nature or something like that. Get your mind off it. Do anything to get your mind off of the negative and start focusing on what's going right.

Is your business working? Are your books kicking butt? What's happening? Did you just finish something that was awesome? Did you just write an amazing paragraph or whatever it is? Focus on that and get that other thing out of there, and make sure you clear whatever that is off your computer so you don't come right back to it. So, anyway, that's really how to deal with it because it's going to happen in your life, and as long as you understand people are very, very, very, very, very wired to focus on the negative. It's actually a survival mechanism. It's like back when we were hunting and gathering and stuff like that and wearing loin cloths with spears, focusing on that was the tiger creeping through the bushes that's about to eat us and our children. That's a good thing to focus on. That keeps you alive. But today that translates into being hyper-focused on stuff that will not kill us, but it could spiritually almost. So, hopefully this is making sense to you because these things pop up, like I said just with Author Platform Rocket and all the websites, it happens a lot.

I'm just gonna tell you. There are ... When you get to the point where you're reaching hundreds of thousands of people every week, not all of them are going to like what you do. This is just a fact. So, don't let that deter you from reaching hundreds of thousands of people a week to growing to the point where you can do that. This happens daily in my world, and I usually just don't care, but it's taken years to get to that point. It's even a little bit aggravating. I mean, I still get a little bit aggravated, especially if somebody's like complaining about a mistake that we made. I'm like, "Yeah, we made a mistake, but we always do something to fix it. No need to go trolling." I'm not gonna get involved, and then I shift my focus or I get a little exercise and I get my to-do list out, I'm like, "What

are the big things I'm gonna do today to move the needle?" And I focus on that, and I get those things done.

If somebody has a good point, you know what? I'll acknowledge that too. I'll take it right on the chin and be like, "Thank you for that. We're going to actually update our standard operating procedures because that's something we can fix. Thank you for bringing it to our attention." What's interesting is ... That's the difference between trolling and constructive criticism. You can have somebody give you constructive criticism in a negative way, but it's still good value, and what I will do in those cases, I'll actually acknowledge that person and go, "You know what? You are totally right. Thank you for that. In fact, because of this I'm going to do X, Y, and Z," and then I usually give them some sort of ... something for coming up with the idea in the first place. What can sometimes is you could turn a potentially negative situation, you can flip it around. Next thing you know you have somebody who's like, "Whoa. The dude actually acknowledged it, said thank you, changed business practices and gave me a cookie," or whatever it is, you know? You can totally do things like that. It's completely fine.

But just remember: pick your battles. You have to kind of know the difference between someone who's just sort of being a hater to be a hater versus someone who might have some legit concerns, and in those situations definitely step up to the plate and always come in with a positive ... always elevate them. Bring them up. That's the best way to do it. And the first way to do that is good communication, to acknowledge them and that sort of thing. But remember, if it's a troll, just leave it alone and let it die out. It'll be gone. It's the internet. It'll be gone in minutes probably. Typically, stuff like that does not last very long at all. And if it's a negative review on your book, eh, whatever. What's interesting is you could get some of those removed by the way if you report it, and if it's not about the book they'll take it off because a lot of those places, they realize, they're like, "Oh. Well, this person is just being a hater to be a hater, and it has literally nothing to do with the actual content of the book."

For example, I once upon a time had a review on that "How to Live Debt Free and Wealthy" book that is no longer out there for the public anymore. But I had a negative review on that book, and I just hit the "report" button. I'm like, "This person doesn't like the author, has nothing to do with the actual book," and the next day it was gone. So, you could do those things. You can definitely take quiet little actions in the background and that sort of stuff, so there you go. That's what I've got for you today. Stay tuned. We've got more of this cool stuff coming up. By the way, if you have not yet and you have been looking for a way to improve your sales, to do better, I've put together a webinar that I host quite often now about something called ... it's a process I developed in 2008 called "conversational conversion". It's a way of selling without selling.

So, if you'd like to see that -- there's nothing to buy on this webinar, it's literally just training -- you can go to authorplatformrocket.com/webinar, and that'll drop you right on the page there and you can read about it, you can register for the thing, and like I said there's literally nothing to buy on the webinar. I'm just gonna take you through a huge process of that, so you should go check it out. It might help you in your business, and I'd love to hear your feedback on it, all right? I am Jonny Andrews. This is Author Platform Rocket. You have yourself a good day. Go do good things.

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