

Author Platform Rocket
-Podcast Transcription-



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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 is your host and author, marketing veteran Johnny Andrews.

Johnny Andrews: Hello, party people. What is going on. Today I want to talk about something that I see a lot of people running into. It's a level of confusion. It absolutely is. There's a level of confusion, especially when you're entering into a new movement. Let's call it like you're going to put something out that's new, that may be different from what you've done before, and that causes a lot of hesitation, and that causes a lot of stress and whatnot.

So, today what we're going to talk about is how you can kind of get over that. It's my personal favorite. I call it, Brute Force. All right? Here we go. Welcome. So, today this is something that has been coming down the pipe since I opened up the training webinar for the people I like to call author/entrepreneurs, meaning folks who are in the non-fiction realm, people who are writing books for personal growth, fitness,

entrepreneurialism ... all those different kinds of things. In fact, I have a call coming up this evening for after you've watched that webinar.

It's with a woman in Australia, who works with special needs kids, folks who have ADHD, or Autism and things. I'm really excited to talk about this because first of all, that is awesome, to find people that are working to help people in those kinds of situations, and whatever I can do to help, that's how I look at the situation. But, she's in a situation like a lot of other people.

In fact, one of the folks who has joined us in the consulting program in an airline pilot, who has a book, and I've mentioned him before, he has a book out, or he's working on getting his book out, and it's about enlightenment and how you can use these various techniques to completely eliminate things like fear and confusion, all sorts of stuff, bad stuff that goes on in your life.

He has a really cool technique around that. So, the process is helping him first of all, obviously communicate: who does he communicate to, and then what is the business structure behind all of that. So, all of these situations, and with the various strategy sessions that I've been doing now with these author/entrepreneurial folk, I've really seen a lot of this problem, which is confusion.

It's ... okay, I know I want to have this book, or have this business, and I want to get it out, and I kind of know what it sort of looks like, because I've seen it. I've seen other people doing what I want to be doing, but I don't know what that means for me. There's not a lot of clarity right there. That's almost a universal problem, especially going into this where it could be very confusing, because there are moving parts. There's technology involved in this. What systems do you use?

There's also psychology, like what [inaudible 00:02:58] do you say? Are you doing marketing? Are you doing content? So, that's a huge problem for a lot of people. I want to give some breakdowns and some advice, just based off of the folks that I have already worked with because it's a very pervasive problem. Here's what you should do, and this could very much help you.

Number one, figure out what you want to do. Do you want to ... because here's the thing. You don't want to put out just a book, because that book is not going to set you up for financial goals. Now, I know there is an element to the folks who listen to the show that are like, "I'm not in it for the money." That's fine. You don't need to be in it for the money, but I'm going to tell you something. If you don't pay attention to the money, you're going to be out of business really quick because that's how this stuff works.

If you run out of money in your life, you'll go live in a borrowed van down by the river. Okay, so it's not that you need to be greedy. It's not that you need to think that you're going to be some slimy dirtball, who's like, "I'm going to get one over on these people." No. You don't need to do that at all, but you do need to pay attention to cash flow, okay? What my point is, is that it doesn't matter if you want to do this to get rich, or if you just want to do this so that you can quit your job, or whatever.

If you aren't paying attention to your numbers, you're going to lose every time. This is a huge reason why so many businesses fail. So, what you first have to decide is do you want to be an author, or do you want to be sort of the author/entrepreneur kind of person that I've been speaking to now for a couple of months. An author/entrepreneur is someone who uses a book as a piece of their marketing.

The book is not the entire business, and that is the first huge mistake. That's the mindset error, and usually just born out of ignorance. And that's fine. That's okay, because we could fix ignorance with knowledge. Look at that, and I just fixed it because I told you, the book will not become your business. What you need to do is establish your business first.

Where will the money come from? And here is why, because ... and remember, I'm not talking to fiction authors here, but the cost to acquire a buyer of your book is going to be more than what you earn selling that book most of the time, especially if you're going into a market where there's a lot of competition, which is pretty much every market worth getting into.

What you have to decide is, do you want to do live events? Do you want to have an information product, like a downloadable "how to" course? Do you want to do coaching and consulting? What is it you actually want to do? Because then the book becomes a piece of your marketing arsenal. It could be the first piece. That is completely fine. Then you could make the option, and this is what I talk about on the webinar. If you go to AuthorPlatformRocket.com/RegisterNow you'll be able to sign up for this. There's nothing for sale on this. It's literally pure training behind a process that I call "conversational conversion."

What that process is, is a way to create a selling situation where you don't need to actually sell stuff. It's really cool. It works like a super champ. I've been using it for years. I started talking about it way back ... and there's like a 45 second video of me doing a live presentation for a pretty big group of social media people back in 2009. That's how long I've been talking about this technique. In fact, I invented it, or I developed it, or kind of whatever might have happened to me. I don't even know at this point. But, it was in 2008 when I first came up with this multi-touch conversational process, and the end result was it generated over \$100,000.00 in 24 hours just with my own list of stuff.

It was extremely fun, extremely cool, and it works extremely well. I would recommend signing up for that webinar because you're going to learn a lot, especially if you're in this confused situation, where you're like, "I don't know where to go or what to do next." Because, when you get into that thing, you're going to try running in all sorts of different directions. The other thing I see people doing is trying to ... it's almost like poking into the dark, a spelunking thing, but this time it's for knowledge and execution.

What ends up happening is you don't know in most cases, if you're not familiar with this, or if you haven't been doing it for a while, or more specifically, if you don't have someone helping you make these decisions, it gets overwhelming very quickly and the failures start stacking up, meaning the things that you try that don't work. Then eventually, you just get so frustrated, most people quit.

Here's how to fix this. Number one, and the best way to do this, and I'm not just saying this because I do it, but I'm saying it because it's true. That is, get someone who's been there before to help you. Get someone who's been down that road. It doesn't have to be me, but just get some help, because if you're serious about getting into this part of your business in your life and that kind of thing, it will be behoove you to do what I call "shrink time."

The only way to do that is to literally learn from someone who has been there, and learn from them directly. The concept of shrinking time happens a lot when people go out and buy books, and they go out and buy information marketing courses. But, the problem with those things is it's not customized to you. That's why I've sort of hesitated putting out another information course, because while I love doing it, and they can be very helpful for a lot of people, the thing that really works is to have a solution that is tailor-made to you.

For example, the woman I'm going to be speaking to tonight was very specific about saying, "Listen, I'm really kind of an introvert, so I don't want to do a lot of extroverted things." Even though she does live trainings and stuff with parents and educators, I get that because I'm kind of the same way and I sort of force myself into this weird ... everyone is like, "Oh, you're a total extrovert." I'm like, "No, I'm not." Most of the time I'm like curled up in a ball going, "Ugh." It's just weird. But, I've trained myself, literally my entire life, by being a professional musician when I was from fourth grade until I spent the majority of my life on stage.

Even though it terrified me every single time I went out there, I still did it and consequently, here I am at almost 41 years old. Can you freaking believe that? I'm getting old. I'm 41 and I can do this stuff. But, that's because I've practiced it, and I had teachers, and I had mentors and coaches who helped me through these things. It's the same way with

business. So, that's the first way. If you could do that, I recommend doing it. Please do that.

The second thing that you can do is just do something. Literally. Do the best you can, draw out an action plan that has steps ... like maybe a 12 step program or something like that, and then just get it done. Here's why this can also work. Sure, you can go buy a book on it that has some diagrams of what these businesses can look like, and things like that, and then when you go and you do this, execute to the best of your ability, in a vacuum, or whatever it is. Maybe you know how to start up money, or whatever that is.

By the way, never let that stop you. The whole "I don't have money" thing, don't ever let that stop you, because it's complete crap. You can go and earn extra money doing stuff on the weekends or something like that, or do freelance gigs, or something, in order to earn that money. Or, just get a job. I don't know. Maybe you don't have a job? Who knows? Just get one. And then you'll have money, and you could use that money to build a business, because you don't need a ton. What you need is a comprehension of how these things work together so that you can get them working. That's what it is, and that comes through experience.

Experience, you'll love this part, comes through screwing it up horrifically. I'll tell you this, I have a lot of experience with this because I spent the beginning part of my online marketing career, my publishing ... when I was publishing my own stuff, messing it all up, completely wiping it out. I didn't know how to do a website, I didn't know how to do ad copy, I didn't know how to do any of those things, and I taught myself for the first bunch of years, and that's why it took so freaking long.

I love to use this, guys, as an example, because he's a good dude, and we've gotten to hang out a couple of times, and he never ceases to make me chuckle. But, John Lee Dumas of Entrepreneur on Fire, that guy is the perfect case study for why you just go out and get a coach or a mentor, because that's what he did. He got out of the military, and he's like, "I want to do this," and he jumped in and he just hired someone to say, "Listen, help me with this." Now, he's systematized. He's literally ... he has military-grade training behind how he does his systems and his process, and how he runs his life. Dude, you can learn a lot from that guy. It's awesome. Especially if you want to do a podcast.

That guy is excellent for that. It's funny because he had his course out, Podcasting Paradise, I think it was ... I don't know if it's still around anymore, but he did that for a while, and it was super funny because all of these podcasts that looked just like his were popping up all over the place, and I was like, "Okay, John. There we go. Everybody is cloning you now." But, his processes are second to none, and he was able to do what he did

within a year because he condensed time by getting somebody who had been there before to help him with it.

So, I personally do this because I think it's some of the most valuable money I can spend. Typically, what I'll do is research a couple of people. In fact, I have a ... I probably should mention this. What I do is, every year I come up with three different areas of my life and my business that I would like to enhance. What I do is, I then go out and I either read books by these people ... for example, one of the things that I'd like to become better at is public speaking. I would like to craft my presentations for webinars and public speaking and all that kind of stuff, and just really get that dialed in. That is something that I'm going to do this year.

But what I'm not going to do is go out and buy some huge course. What I am going to do is go find somebody that I enjoy learning from, and just hire them to help me. Pat Flynn did the exact same thing, and his speaking capabilities completely blew up. It's amazing. If you listened to him before, he was fine. It was great. His presentation skills were cool. Now, holy crap. I watched him on YouTube the other day talking about Facebook groups, and how to boost engagement, and he was like spot on. It's because he hired someone to coach him through how to do that.

You could just watch these day and night transformations in people's lives and businesses, because they get the right people. When I wanted to lose weight, I would hire a personal trainer. I'd obviously researched them first and go, "What do you do? Do you want to ..." that's one of those things where you go into say, LA Fitness or ... nothing wrong with LA Fitness, but sometimes you get these trainers that are fresh out of school and they have no clue what they're doing.

You definitely want to get one whose good. I would recommend that. That's what I'm doing right now, to improve where I want to be. Like I said, if you are just absolutely, completely at a point where there is nothing, you absolutely can't do it, then just start executing. You're going to have to learn from the School of Hard Knocks it's going to take longer, but here's the secret: Don't Quit.

You keep going, and here is the secret part two: You need to develop the intelligence to know when you're doing it wrong so that you can modify your behavior. This is huge. This is actually a bunch of Ted Talks on it, so that you can shift your thinking, and be like, "Okay, I did that. It didn't work." For example, I posted a video today in ... there's a group, I'm teaching some authors how to sell books on their own website. We won't get into that in this particular cause to why, but it's actually very important.

I'm teaching them to do that right now, and what I'm showing them is the results in my own business with a couple of different sites that I'm using,

and a couple of different webinars that I'm using, and what is happening is I'm looking at the data, and the data is telling me where I need to make adjustments. Is it perfect? No. It's not even kind of perfect. But, it's good enough.

I talked about my show with Brian Meeks on AMS [Sets 00:13:39]. Of course, the data is not great. But, even bad data that's delivered consistently eventually points in a direction that you can follow. That's what you're looking for. Find out what the data points are that you're looking for. If you're trying to build a big audience, what are you doing? What are you saying? Test different messages until you get it right. That's been a huge, huge ... that could be a massive struggle remover for you.

I'll give you some quick steps on this one, and this is what I do with my consulting clients and stuff like that, especially if they're brand new at all of this. Number one, we have to identify who are you talking to. We'll look at that message and figure out man, woman, whatever. Who is it? Who are you talking to? What age? What income? What is their life like? What are their pains? What are their hopes and dreams? You create that customer avatar. You can Google this. It's like all over the Internet. I'm not the only person talking about this. So, you create that customer avatar.

Then what you do is you go and make at least 10 pain points that you specifically know how to help with. Then, you create tiny little content. I like video. Maybe you don't like video. That's okay. You can do audio, you could do whatever ... it doesn't really matter. And then you put it out and you literally do, "Here's what I got. Here's what it's going to do for you. Here's how to fix your problem. Here's what to do next." I would say, drive them a squeeze page or something, so you can capture emails. But, just start putting this stuff out there and these boost these posts in Facebook or something like that so that it can get out there in front of the people, boost of the people that are in your market that you're trying to get into.

What that is going to do is ... the human race is going to tell you what direction to go in. You just follow what they say, because that's going to shorten your time, too. That's one way to get out from underneath this confusion that causes that paralysis, that causes that kind of mental anguish and all those different kinds of things, okay? Just get out there and execute. If you're looking for some help with like anything like this, we do have a webinar out for it now. If you go to AuthorPlatformRocket.com/RegisterNow, what you'll be able to sign up for this, and I highly recommend it.

It's about an hour and seven minutes, complete start to finish, and what you're going to learn is this process called "Conversational Conversion." It's how you can build your business or grow your business. So, the title is, How to Use a Book to Increase Your Earnings By Six Figures in 90 Days or Less, even if you haven't written it yet. That's exactly what this thing

shows you, is how to actually do that. I go through very specific numbers, what you want to look for, and even if your book isn't done, or if you haven't started it, it's actually amusingly irrelevant.

So, get out there, go register for that. Like I said, there's nothing to buy at all on the webinar, and I think you'll get a lot out of it, because I've been seeing a lot of people who are coming to us now that we are reaching into this market, who are confused. It very much centers around, "I don't know what to do next." Here you go. [AuthorPlatformRocket.com/RegisterNow](https://www.AuthorPlatformRocket.com/RegisterNow). That's all I have for you today. I will talk to you next week. Have a delightful time, and be nice to people.

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