

**Author Platform Rocket
-Podcast Transcription-**



[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. Here is your host and author, marketing veteran, Johnny Andrews.

Johnny Andrews: What is up? Welcome to Author Platform Rocket. I am that Johnny Andrews fellow. Today, I want to touch on something that is very near and dear to my heart, and I think it will be to yours, too. That is how to generate income faster. On the heels of that comment, the revelation of how to prove out a product or a service idea that you have by selling it before you create it.

If you listened to the last show, you would see that I did that exact same concept, and I learned a whole heaping heck of a lot over that process by first of all, discovering that there was a conversation in the market about this, that people were very interested in the idea but didn't really want to take a ton of action because of all sorts of false beliefs and negative stories that were wrapped around the idea.

If you haven't heard that yet, don't worry about it. You can go to the site: Podcast.AuthorPlatformRocket.com, and just listen to the previous episode. All

good. Or, if you're on iTunes or Stitch, or wherever the heck you're listening to me, you could just hit the previous episode and that will totally take you there. It's a good one. I want you to listen to it. You'll get a lot of information there that can probably help you move forward a lot faster.

All right, so to the point at hand, guess what? I'm doing it again. I know, it's crazy. But, instead of something that's completely new, it's something that has been requested and wanted and asked for by a ton of authors. The reason why there's not some big, huge pomp and circumstance around this is because we are creating an initial level of automation that's going to help automate the manufacturing of each one of these little ... Let's call them, author hubs, if you will.

Every person who comes in at this point is helping to do that, by okay, now we can get our developers looking at ... The intake form comes in like this, okay so we need to take this and put it here, and this and put it here. Then they connect everything through lines of majestic code. But that's what we're doing right now.

How did this all go about, and what is the theme of today? Well, the theme is that success favors speed, and it does not favor perfection. I have touched on these themes in previous shows and I want to kind of dive into it a little bit more today, because it's first and foremost on my mind. I only talk about my process behind how I do this, and hopefully this is something that could translate to how you provide good services and all those other kinds of things online, especially if you have an idea for it.

All right, so let me explain what this thing is. Author Platform Rocket got its humble beginnings back in 2015 when at least 100 different authors had asked, "Hey, you grew all these book discovery sites to be this big. Can you help us, too?" I was like, "No, no, no," and then finally, I was like, "Fine." The reality is when the market is asking you repeatedly ... Literally people are reaching out going, "Will you please sell us this?" You'd kind of be remiss in your ... Well, let's call it sanity if you said no.

I mean, if you're in business, you need to go where the market is, all right? That's exactly what happened. Over the course of time, this program has evolved and changed, evolved and changed, and evolved and changed, and overcome lots of hurdles and obstacles. Lots and lots of them, until we reached today. Now, what does it do?

Well, the initial version of Author Platform Rocket was something of a unified partnership between our in-house ecosystems, meaning these book discovery sites, and the authors. If we wanted to go into a marketplace where we needed to build a reader base, and then develop these book discovery newsletters for the authors, we would then go to the authors and say, "Hey listen, we will grow your subscription base at the same time as we do ours."

And, it was a cool program, and it actually worked very, very well for everybody. Well, that came to a time where it's like, "Okay, we need to modify this again," and we did. Welcome to Author Platform Rocket 2.0, where it was more of an automated software-based system that allocated subscribers every day. That was cool, too, but we wanted to make it even better.

So now we've rolled out the concept, and literally this came to me as I was sitting down reading some articles that had nothing to do with platform building. It was actually kind of funny. I believe I was reading a grilling blog: How to BBQ right, if I'm not mistaken.

All of a sudden I had this light bulb go off, because I was thinking about grilling ribs and I was like, "Wait a minute. What if with this new software that we have, we could set up individual perpetual giveaways for authors to grow their email subscriber base, and then the people who come through can get way more points by simply following them on social media, or, more importantly, following them on Amazon?"

That's actually a pretty good way to get the word out about your books, because you know Amazon's emails, they're always going to get delivered. I should say, they don't always end up in the inbox, but they might end up in the promotions tab if you're in Gmail. But, they always get delivered. You're not going to see them going into spam or anything like that.

That's a wonderful way. What's cool is if you have a lot of Amazon followers, when you release a new book, they're going to tell all your followers about your new book. It's not the best email in the world. I think they could probably do a little bit more with it, but that's me as a marketer. That's cool.

But, that would be a huge asset to an author's platform, is to have a consistent flow of eyeballs going, "Yeah, I would like some extra points in this contest, and I will follow you on Amazon." Same thing with BookBub. Let's go grow your BookBub subscribers. Let's grow Facebook, let's grow Twitter, let's grow Pinterest if you've got it. Maybe LinkedIn. Do all these things. Super, super cool. Not a problem at all to do these things.

So we've set up now this awesome software where it's completely individualized to the author, and then the one hurdle that we had in the previous versions of Author Platform Rocket was that there was always this export/import of new subscribers. In the first version of it, even though it was super effective, you still had to wait 30 to 40 days to be able to get a spreadsheet of the people that signed up for your program. We had to export that.

Well, not anymore. Now what we do is we integrate directly with your auto-responder, and the subscribers just flow right in to every single thing you're doing. In that case, when that happens, if it's very easy, it's very easy for them

to subscribe and then to follow you all over social media. They don't have to. It's not a requirement. It's just, "Hey, if you'd like some extra points, go get 'em tiger." And, they're given the opportunity for that.

In that regard, there's a lot of viral components and all this for it, and it made sense to do this as an individualized thing. I wrote all this stuff down while I was surfing this grilling blog, and it just started to make more sense because this really is the ultimate of what authors are looking for. But, we didn't have any of these systems set up yet, because we had already dismantled APR 1.0 and we had APR 2.0 in full swing.

But this was way, way better on every single level possible. So, in the nature of what I typically do, I jotted down what's in it for the authors, sort an outline of how this would be sold, and then I got my project manager, and I got my developer on the call and said, "Okay, here is what we want to do. How can we create an automation sequence that will automate a lot of the manufacturing of the initial piece of this?"

Because the problem with this particular program, the reason it can never be, 100% software-based, is because it requires a lot of editing. It requires a lot of working directly one on one with the authors in a lot of ways to kind of help clarify, "Okay, you don't want to do it like this. Let's do it like this, because you'll get a better, more long-term effect."

So, we talked about it. We ironed out the standard operating procedures based on what we already know. Keep in mind, we've already done hundreds of these programs that are 80% what this is. Now, it is just adding on to that extra 20% and individualizing it for the authors. Now, the point of all of this, I'm not trying to sell you anything, I'm trying to explain to you where we went with this and the level of thinking that had to go into this in order to execute.

Once everybody had it pretty much down, now comes the part where a lot of folks get hung up. I don't. If you've ever seen a new thing that I've rolled out, you'll notice that I have trained myself. I was not always this way, but I have trained myself to not get hung up here, because this is the moment. This is that moment where 98% of people are going to pause and say, "No, we need to develop it further."

The reality is this is when you need to release it, and you need to be honest about where it is. This is going to be a pardon my dust kind of moment. You need to tell people, "Hey, give us a little bit of ... When you come in here, give us some time," so you set expectations correctly. What I typically do with this is I give a financial incentive to do this.

What I did when I released this was I offered a lifetime discount for everybody that joins this in this sort of moment of pardon our dust, because every single person who joins helps us build that automation to be able to manufacture

these things so that we can focus on not the technical building of all of these individualized sites, but we could focus on the service of being able to go to the author and help them develop what they need to develop, which is going to be the communication sequence, we need advice on that.

We could then run the Facebook ads and all of those awesome things for them. That's what we did. How did I launch this? Well, there's no website for it. There's not even an explaining video. There will be both of these things, and there will be those things very quickly, but the way that executed was I wrote an email and I sent it to the author subscribers and I said, "Hey folks, guess what's back only way cooler?" And I broke it down for them.

A big old FAQ at the bottom explaining the ins and outs in extremely plain English about this is, who it's for, how you can do it, if they're interested in getting in early, you can have a lifetime discount on this particular thing. Now, why is this important? The reason it's important is because ... I wouldn't even call it published. I would say execution is better than perfection 100 million percent of the time.

We're going to get it perfect, absolutely. But in a way, what we're doing is we're bribing those people who come in early ... Remember, you need to be honest and upfront in your marketing about this. There was a piece of the email that said, "Why are we giving you this amazing discount? Well, because you're going to help us build this," to be perfectly honest. This is a pardon my dust kind of minute, and your 30 day set up kind of thing, probably do it a lot faster, but let's just say 30 days for now.

All of these different pieces, so we're learning. The reality about business is that you can have an idea, and it could be a good idea, it really can. But what happens is at some point you need to do this early on before you build the product, before you do all of the leg work and invest time and money in developing something. You need to first test the marketing and test the communication, and test the idea of it and make sure that it is exactly what people are looking for, that they're deliverable, that the thing that can change their lives is exactly what it can be.

Now, with software this is a little bit different. It's called a Minimum Viable Product, and yes you do need to build it and have it there, or at least a piece of it, or be so ridiculously open with folks that they're like, "Oh yeah, I'll pay you money now for software you haven't built." Now, I haven't done that. We actually have the capabilities and we're building everything, but right now it's very much by hand.

As we do this, every single intake form that comes through, our development team sees that and is able to create better and better and better systems to then automate that manufacturing process so we can streamline it and get to what really matters. So, when we're running those Facebook ads for these authors, they're able to get rock star level service that we're able to optimize

those ads as quickly as possible, and get the lead cost to a really spectacular place as soon as possible, I guess you can say.

That's what it is. In everything you do, you cannot fear that moment of, "Well, it's not perfect yet. I can't release it." Now, with a book, that's different. You probably should make sure that it's pretty stinking good, but with a service, with a product, and all that kind of stuff, as long as you are being open with everyone, you're being very up front about this, and you can give them an incentive to join sooner, this is going to allow you to build it faster because when you can monetize something, and you can do it rapidly, what that does it is incentivizes you to push harder to make it better, and to do more.

When you do those things, you end up actually building a better product and service. Why is that? Well, because you're going to learn from the process. You're going to learn from the people, and you as the business owner, you need to be there at the forefront of this, listening to their questions, hearing their concerns, fielding all of those things, and taking a bunch of notes.

I talk about this very specifically in the last episode, because it helped me take something that was almost a complete flop and turn it into a raging success. So, this is where you want to be in your mind when you're launching new things, new products, new services, anything, into the marketplace that requires a little bit of time, effort, energy and building.

All right? Success favors speed. Now, back in the day I was a professional musician for about 21 years. I played bass, all sorts of different things, especially in jazz they always said, "Eh, we'll fix it in the mix." You kind of have to do that because if you spend all of your time, effort, energy and money creating something, and you don't know how the market's going to respond to it, nine times out of 10, you're going to be really frustrated, and you're going to feel like you've failed, and it's going to look like the business tanked before you even get off the ground.

That's why skipping this process, even though it might sound insane to you, it works, because it's going to ... And it forces you because now, hey people just bought stuff from you. You can't just be like, "Thanks for the money. I'm going to Barbados." Whoa. While you have a ridiculously high level obligation to serve them, to really work hard, to serve them and to make sure that every single human being that enters this thing is happy as they could possibly be with it.

So, there you go. That's what I want you to think about. Anytime you're having a moment, "I have an idea. I want to get this out," figure out the baseline logistics of it. What is the minimum viable product that needs to exist in order for this to work? Get your team together, if you have a team. If not, get yourself together. Write it out, create a rudimentary standard operating procedure for how this is going to work.

If you're doing an information product, what you want to do is create the outline. What is this? How is it going to help them? And then what you want to do is reach out to your marketplace, and give them a huge incentive to join early while you're in this development stage because when you do that, people can get a great deal and they can get a great transformational outcome from the stuff that you're doing.

All right? So, I hope this helps, and I hope if you are in this position where you're maybe in the middle of developing something, or you're on the cusp of an idea or something like that, I hope this helps push you over that line. I'm telling you, the line of hesitation, or the line of perfectionism ... Those lines are murderous. They're just murderous to entrepreneurs of any level: Authors, entrepreneurs, anybody.

Like I said, this is not for a fiction novel or something like that. Yes, you need to get it really good. I don't believe in perfect. I don't even attempt, but then again, I'm not a fiction author. But perfection ... Actually, I am. Now that I'm thinking about it, I am a fiction author. I have many works that I've done. I keep forgetting about that stuff.

Anyway, I digress. You execute rapidly. Figure out the minimum viable product, map the logistics of it, come up with a standard operating procedure, and then reach out to your marketplace and start getting people in. All right? That's how it works. It's working beautifully right now. I'm super excited.

Once again, I'm Johnny Andrews. Thank you so much for listening to Author Platform Rocket. I will see you in the next show.

All right, that does it for another round of AuthorPlatformRocket.com. Remember, we're here to help you with your business marketing and mindset. 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](mailto>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 the 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 AuthorPlatformRocket.com, always affordable, effective, done for you author marketing, so you can get back to writing your books. I am Johnny Andrews, and that's it for today. I'll see you on the next show.

- <https://www.AuthorPlatformRocket.com>
- [Grow your platform with Social Giveaways](#)