

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. And here's your host and author, marketing veteran Jonny Andrews.

Jonny Andrews: What is up author folks? I am that Jonny Andrews fellow and I would like to welcome you to the show. Today what we're gonna talk about is one of the three pillars to your success and to your platform building. And so if you've been on Facebook, I've been talking a lot about these things in very short videos. My goal with these is to deliver some pretty solid information for you so that you can, and I'll give you the three Cs right now, capture, connect, and through that convert more readers into buyers, or page readers, or however it is that you choose to run the little author business of yours.

And what's interesting about this is there has been almost, in terms of an industry-wide focus, almost 100% of all information out there is centered around the capture part. Build a big list, build a platform, all that kind of stuff. I think that if you're listening to this right now you're already very familiar of that

reality. Well the pieces that have been neglected, actually the single most important piece, is the connection piece. Let me explain why this is so important and why it's so unfortunate that it has been missed, so poorly and sorely missed, is that once you capture without understanding there is this middle section where what you do is you expose this potential, and I say potential reader because if you have captured them they are not yet your biggest fan. A capture moment is simply that they have raised their hand and said, I am interested in knowing more, or I am interested in this thing that you're giving for free so I can read, and that kind of thing.

So there's a process between capture and them become a paying customer, and that is the connection part. And there's a lot of different steps that are possible in here. Before I dive into this too deeply, let me just say something, this can happen very quickly. The connection part doesn't have to happen over the course of years. You don't have to have gone to grade school with them or something. It's not that big of a deal, and there's techniques that you can use that are going to help you get there faster with a more authentic and deep connection, because that's what readers are really looking for.

Now here's why this is so important. First of all, if you've been watching some of those videos, and I will make sure that they're linked to in the show notes if you're listening to this through iTunes or Stitch or something like that, you can then go to [Facebook.com/authorplatformrocket](https://www.facebook.com/authorplatformrocket) and check out videos in there. And you'll start seeing exactly what I'm talking about, where I'm breaking down each segment of this and showing the entire machine and all of that fun stuff.

And so the reason this is so important is because over the past couple of years self-publishing, or just the publishing industry in general, has become flooded with books in every genre. There's over a million self-published titles hitting every single year, and that number is only increasing. And so what that means is, it means that readers are going to have a very difficult time through the sheer noise of options to differentiate. And so what that means for you as an author is that readers probably are not going to discover you. What that means is you need to go and discover readers. And this is why marketing is so vital in every single way.

But also the landscape of marketing is changing, so not only is the world of publishing changing but the landscape of marketing itself is changing. And the ads that say, hey I am an author, I exist, give me money, are become less and less effective. And it's become more and more expensive to do all of this because what's happening, as I just said, there are so many authors pouring into the market and so many different books being poured into the market, that the competition is fierce. It is very, very fierce. And to get those eyeballs, and to get those clicks, and to get those people to read your book over the 50 thousand other books that might literally look just like yours. Now I say look, because obviously that visual component is the most important first step.

Because what I want to shatter is the belief that a good book is its own best marketing. A good book is only its own best marketing if someone knows about it, if someone has taken the time to actually read it and goes, wow that was a really good book, I'm gonna tell my friend about it. But what is it? It takes a process to even get to that. And so a good book back in the day, back when the publishers sort of ran the show, it was possible because there were so few books being put out. There's was definitely a control on volume. Now that the floodgates are open, your good book matters, absolutely it does, but it's not the first thing that matters.

The first thing is the connection with them. In order to be able to get the connection, you have to be able to capture them in such a way. And the reason you have to capture them, and this is where we're talking about platforms so this is going to be like an email, where someone joins your news letter to get a free book that you're giving away to give a sample to the series or something. And then also follows you on social media. The reason this is so important is because it is extremely difficult to build the connection if you are completely unable to follow up with this person. A single exposure, meaning someone who joins your news letter and maybe doesn't have the time to read your book right away, it's going to be very hard for you to build that connection and get them to maybe purchase the next book in the series, if they haven't read the first one yet.

And now sometimes, in fact most times, it's not because they don't want to. It's because the reality right now for authors is that you're not just in competition with these millions of books that are flooding the shelves every year, and sitting on the shelves because nothing ever goes away because the internet is endless, you are literally competing with the fabric of life itself. Let me explain what that means. I want you to just think about your day for a minute. You wake up, you have a million things on your brain, especially if you have kids or a spouse or something like that, significant other, whatever your life is. There's all sorts of medical things that people have to think about. People watch sports, they may have to get the kids fed, get them off to school. And there's all of these tiny little moments that are happening.

And one of my private clients calls this, getting distracted by disaster. I think it's genius, I love that. In fact, he put out a short recently for it in order to help do the capture process of his ecosystem. I'm like, you gotta call it that man, that is so good. It's distracted by disaster. Now we're not talking about hurricanes, and floods, and typhoons. But think about that, social media and all the drama that's going on politically, religiously, in all different aspects of the world, that is disaster. That is a distraction that has the ability to suck us all in. And so you're in competition with that, because as an author your goal is to stay front of mind with them.

And I know this might sound kind of strange, because out of the thousands of authors we've been able to work with the number one thing that we hear is,

well I don't want to email too much, I don't want to be too annoying, I don't want to do this, I don't want to do that. I get that, I absolutely get that. And there's a lot of psychology inside of what I'm talking about. And obviously we have a short amount of time together on these podcasts, but I just want to kind of drill into your mind why this is so vital to have this connection piece and to use your autoresponder. So after you capture them, let's say you're doing one of our perpetual giveaways or something, well now you have the email, and then on the thank you page they get bonus things, and they're incentivized to share it with their friends, yay that's awesome, and then follow you on different places in social media and on Amazon.

And why would you do that? Because the more places you are the more opportunity you have to connect with them. It's all about frequency of exposure. I'm not talking about every single stinking day, that's a bit much. But staying in front of them on a consistent basis is really going to help you a lot. Stay front of mind so that when that soccer game happens, or when someone's mean to their kid on the bus, or when they go to a concert, or when they go to a movie, they come home and they see you again or they hear from you again in some kind of way. They're like, oh yeah that book, that author, I want to read that. And when they lay down that night, they flip open their Kindle and start going through your book. And that is one of the many missing pieces in what I like to call the platform machine.

And remember, the three steps again are capture, and the reason that is so important is because you really need to be able to follow up with them. It's all about the follow up. It's like that in every aspect of our lives. And it is not different in your business as an author. So once again, we have capture, we have connect, how do you do this? First of all, you're gonna use some email. You're gonna set up your auto-responder sequence to check in with them. Hey, I wanted to make sure you got that free book that I sent you. Maybe you send that two or three days afterwards.

And then, and I recommend it, you don't have to do this but it is the easiest thing in the world to do and I can tell you this because I am literally doing virtually the same thing right now, and that is you could do some video and upload it to Facebook and YouTube and just read a chapter of your book to them. Like Masterpiece Theater, was the example I gave in the one of the videos. And if you start doing that, guess what, 1% of authors are even going to attempt this. There's a lot of folks who listen to this show who like what I'm talking and are like, wow that's really helpful and periodically inspiring, and wow you're weird. But not everybody actually does this.

In fact, when somebody puts forth a piece of advice, really less than 1% of people typically take action on it. So consider, maybe it's a good idea. Because we've done a ton of Facebook Lives with authors over the years, and virtually every single one of them, I am not kidding, without fail has said before they started, this is terrifying, I am super scared, I have no idea what to do. And then they do

it, and they come back off it, and they're like that was so much freaking fun. Because it's great, it truly, truly is. It is a wonderful way to be able to connect with your audience.

And what ends up happening through this connection, and this is one of the authors' biggest fears, is that they don't want to come off as a smarmy car salesman. And here's what's cool about this, is that you don't have to. It's actually a choice to suck at sales. I really suck at sales. When I try to sell something it's usually very awkward. But when I connect, and through the act of connection what ends up happening is that the conversions happen almost automatically. And over time, you start to see that the cumulative effect of staying front of mind, and being cool, and just being yourself, you are going to naturally begin attracting more people to you who like your stuff.

Because let's talk about why people buy. People buy, again this is in most cases, from those they know, like, and trust. And what does know, like, and trust really mean? It means they feel a connection. Is this making sense? So when they feel a connection, the likelihood that they're going to become a convert, meaning a buyer or a paid reader, go up extremely high. And what's awesome is you can automate a lot of this stuff and it frees you up to have a Facebook Group or do whatever. You could do all sorts of things. I recommend posting to a page that you could boost those videos and stuff to your fans and things. And it really goes a long way to developing engagement, I can completely attest to this because I'm literally doing it as I record this show for you right now.

It's been phenomenal, it really has been with the feedback, and the engagement, and really getting out there and getting in front of folks. And just with the authentic desire to help them, that's what this whole thing has been about is how to help you build what I like to call that platform machine. And so the last video I did I literally broke it down start to finish and then came back around and I showed the Facebook ads, which we're not gonna ... I mean, obviously I can't talk about that today in the show because I want to focus on the capture, the connect, and the convert process of this.

So this is one of the big problems selling exclusively on Amazon has caused, is that it eliminates your ability to capture and connect. So yes, you have a conversion, but can you ever follow up with that reader again? And the answer is unfortunately, no. Now Amazon does a little bit of that, but it's not in any sort of meaningful, attentional way. It's just, hey this person has a new book out. You bought this book, maybe you'll like this book. It's not you as an author, it's not them as a reader. There's no bond being created, there was simply the conversion element of this.

Ans so hopefully that's making sense as to why this is so important for you to be taking action. You to take this and you take control of this, and go out there and do that. Set up your 24/7, 365 platform development machine, because that's gonna be the thing that helps you stand out, is to build that platform, have

access to those assets. That's is so vital that you have access to those assets so that you can capture, you can connect, and then you can convert. Because that's the way you grow your author business now, is you carve out your little corner of the world and you got out and you find the people who like your stuff.

And then the one element that I touch on before I sign off here is between the capture and during the connect, what you're gonna have is the act of prospecting. And so in another belief that needs to be shattered is a lot of authors are very scared of people, they send a message or something and people unsubscribe from your list. Guess what, that is part of the process of connection. You are not going to connect with everybody. The capture moment, they're not the fans. I said this earlier in the show, they have just raised their hand and say I am interested on some level. And then through the connection piece, you're going to weed out.

And the analogy I gave in one of the videos was the California Gold Rush. What were those people called who dunked the little sieve, the trays with the holes in them, into the river bed in the silt, and then shook it and shook it and shook and all the muck drained out and it just left rocks and it left ... and periodically they'd flex of gold and things like that. So, I was sort of breaking this down for everybody. It was like, right now what authors are doing is they're keeping the rocks and the gold. There's usually more rocks than gold, so if you can imagine trying to find value in that by hiking this 300 pound bag of, they do the 80 to 90 percent rocks down the mountain into the saloon to try to get money for it, the guy weighing your gold is gonna laugh you out of there.

But what you do is you get rid of the rocks, get rid of the people who are not serving you and aren't really interested. Those are the people who are not opening, they're not engaging, they're not ... they're this dead weight. You don't need that kind of big list. What you need are ... you want the gold. You want the people that you're connecting with. Now not all of them are even going to become buyers, some of them might become part of your street team, some of them might become part of your advanced reader group and whatnot. There's lots of opportunities there, that when you have built that connection, when you've really stayed in front of these folks, you can over time obviously build a very powerful and effective platform.

And so that's the message that I want you to understand to day, is that the three parts to focus on are the capture, first name and email and also get them following you in multiple locations so that you can follow up. But then set up some form of automation, set up some sort of monthly plan where you engage with your readers on a person level. Obviously not everybody wants to do that, and that's fine, don't worry about it right now. But what I'm seeing right now in the marketplace is it's become homogenized. The connection part is being done where everybody, all of the author news letters, look exactly the same and they all suck. And there's like 11 million things going on, readers don't have any idea, they don't want to read through that.

Connect on a meaningful level. Before you write up your next one pause for a second and ask yourself, is this the kind of thing that would get me interested if I was being exposed to a new author? I'm guessing, if you're doing the same thing that everybody else is doing, probably not. And so what I want you to do is take a few minutes and think about how can you stand apart. How can you authentically show up. You don't need to be a slimy car salesman, just show up and do something fun. Read them the book or something like that, I don't know. You don't have to give people free novels constantly, because obviously you're running a business and I think most people understand that and they're cook with it.

But make sure that you're working that prospecting thing. Make sure that you're getting rid of the rocks through your connection process. Because then what you're gonna find is that more and more and more and more people are gonna start converting.

All right, so hopefully you found that helpful. If you did, please share it with some folks out there that might need to hear this. And once again, I'm Jonny Andrews, thank you for listening to Author Platform Rocket. Hae a delightful day, I'll see you in 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 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. And 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 important, 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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