

**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's your host and author marketing veteran, Johnny Andrews.

Johnny Andrews: All right ladies and gents. We have a very good one for you today, with the author and the platform and don't forget the rocket and what we're going to be talking about is we're actually interviewing a very successful author and we're going to talk about what it takes to become a six figure author in today's marketplace. And if you are familiar with the marketplace of this publishing world, you all ready know where I'm getting at is that it is super overcrowded, super noisy, and you have to do things to stand out, meaning the stuff that works even two years ago, lots of authors are finding out it's not working now, so if you've watched them in those videos that I put out Facebook or if you've been listening to the show, you probably all ready know where a lot of this is going, but if you are new to this, what we're going to be doing is breaking this stuff down.

Now, a quick caveat before we get into the content, because it's going to be a lovely interview because I'm a big fan of this particular individual. We are going

to call this person Mr. X and there is a very good reason for this and that is because there are and unfortunately it is a minority but it's a very vocal minority of indie authors who like when they hear about an author becoming successful, they chew on them and pull them down and I just don't think it will be fair to this particular individual, who is putting so much work for that to happen. So this is Mr. X from Boston, one of that is true. Are you ready? So how you doing?

Mr. X: I'm good. How are you?

Johnny Andrews: I just love that old thing. I'm absolutely lovely now. I've been looking forward to doing this with you for quite some time, and it was funny because we had to key in a schedule. Lunacy kept coming up but yeah. Why don't you, without going into a ton of personal details because obviously we want to, of keep you safe out there. Give everybody a quick backstory. Who you are, what you do.

Mr. X: I started writing about five years ago, was never ever going to be an author. Yes, I love to read since a little kid, everybody read in my family, it's just a thing and loved books. My girls love books, everybody does [inaudible 00:02:15]. World got crazy, I ended up without a job and started reading books for, God forbid I love vampire novels, and through that, one of the people there, Emma Edwards who is just a doll said, "Hey, you know your reviews kind of sounds like you're writing a story. Have you ever thought about that?" And one thing led to another, five years ago I published my first book.

Johnny Andrews: I absolutely love it, yeah. First of all, Emma is a wonderful human being. She's sitting with other Vampire novels for, I mean, it's awesome. And I get, we've been chatting for years and years and years as well and so it's kinda nice to finally be able to do this, have this little combo formally. So what I wanted to kind of focus on was first of all, the changes in the marketplace and how you've adapted to that and also you were talking about the earnings between the sales and the reads have gone from something in the neighborhood of 9,000 to 12 to 13,000. This was during the time that the majority of other authors out there were complaining about summer slumps and things like that. And so what you have been able to do is very much buck a trend by using some pretty awesome techniques is that what I like to call, the capture, the connect and convert.

Mr. X: Yes,

Johnny Andrews: And if anyone who's listening is new to those three steps, capture is what you do to build your audience, connect is what you then do to the audience and convert is what your audience then does when they buy your books because you almost don't even need to sell anything because once they know you and like you, they're going to be like, "Wow, I really want to hang out with this person more, let's go buy their stuff." And it's super cool how that stuff works. So yeah, you were giving me some really fun examples, but before we do that, talk about how in your mind the industry has changed going from say two, three years ago.

Mr. X:

Two, three years ago, even in [inaudible 00:04:03] it was kind of like that old shampoo commercial and you'll tell two friends and don't tell two friends and so on and so on and so on, and you were selling your books and then it got to be where everybody needed to buy ad space on wherever. I love Vampire novels, which is one of them that still works, which is amazing because the ones that you bought two years ago don't work, go into about three months ago might not work this time. Does that make a difference in your genre? Well I've stuck to the same genre all along so that can't be it. And does it make a difference in your covers? Well that can't be it because I've sent cover artist on the pad from the very first book, so you go through all these things in your head and then you realize that it's just the market rolling in a different way.

So it's time to do something different and yeah, there's iMessage, yeah, there's Facebook ads, but they all run on some kind of something that I didn't understand her because of the algorithm, what sounds like complete a hocus pocus who do witchcraft to me, so I don't have a clue. But you've got to connect with people and I followed every single book I've ever had. It has gone out sometime in the first week or two weeks of release of all the vampire novels, so I've followed what that does.

I've had Joel helped me build lists and then killed those lists and now we're back again and then I think people have to know you. I grew up very quickly, I'll make a reader's digest version. I grew up in customer service my whole life. My grandfather and father were on their own businesses, very customer related, and it's always been that way. Everything I've done, even when I was a teacher, I always felt like the kids and the parents, you have to relate to people. They have to relate to you and especially when you're telling a story, these stories come from our hearts. They're part of us so if you are putting that much out there for people, why wouldn't you want them to know the face that goes with that?

Johnny Andrews:

Absolutely, I really agree with that. That kind of falls under what is a fundamental reality, not just in publishing but everywhere universally. In fact, I did just the other night, I did a Webinar for coaches and consultants as we've been having a lot of those folks coming in who are becoming crazily private clients and things and one of the core pillars of communication is that people, even if prices are different, price is almost irrelevant. If they're going to buy from someone they know, like and trust and in when it's in this particular space, being fiction, the trust is that it's going to be a good story and it's going to give them that sort of like emotional juice that they get. And so yeah, you have to be able to stand out and I think one of the biggest problems that authors are experiencing and a lot of them aren't aware of it is how many, let's call it tens of thousands of new authors are entering the marketplace every year. And I would hazard to say there's probably 2 million books being self published, just self published every single year at this point.

Mr. X:

I would think so.

Johnny Andrews: From what I was hearing you say, it sounds like you've definitely experienced sort of a market shifting. If first you could just publish and that was Yay, awesome. And then it was like, oh you have to publish, but now you have to run some ads and then that shifted and now it's you have to publish, you have to run some ads and you actually have to connect with your audience. Is that kind of close?

Mr. X: Absolutely, they need to know who you are and the something about that is the ones that really follow you and really get to know you. They start to pick out pieces of your characters that are you and they'll write me notes and say, I absolutely know that when Cynthia said this in this book, that was you talking and you feel good too because you're like, 'oh my god, they know me, they really know me.' I'm not selling because I don't know if they really like me and they really liked me, but they know me.

Johnny Andrews: Absolutely and and so this is the whole message today is not just for outgoing authors or anything like that or like flamboyant personalities. This is for everybody who wants to be successful with this. Because your personality, your flamboyant ness, your extroversion is irrelevant as to whether or not you have to do this. You have to do this. We're in the third trimester essentially, of the market. First, you could just publish, people would find you. That was awesome. Guess what? Gone are those days, never to return, will they? Then it was you have to publish and you have to advertise. Now you have to publish, you have to advertise and you have to stand out. Now the one is nice just for the folks listening at home, the one nice part about this whole thing is that very few people are actually going to take her advice today.

That is a cold, hard truth that lots of people like to listen to this, but very few people actually put into action. So I want to get into sort of the nitty gritty of what you're doing because you are using, oh my word, shocking, Facebook live, right?

Mr. X: I am.

Johnny Andrews: Awesome. We'll give me a breakdown as to and then I'm actually going to break down a couple of examples of numbers and daily sales and things like that based off of some of the stuff that she did because I think it'd be kind of impressed with it because, just to get ahead a little bit ahead, I'm pretty sure you didn't say, 'Hey, go buy my book.'

Mr. X: No.

Johnny Andrews: See look at that. I call that selling without selling. It's a concept that I'm teaching these coach people come conversational conversion and it works brilliantly, all right, so let's get into this. What made you first of all want to do Facebook live? Like where did the idea spawned from?

Mr. X: I love [inaudible 00:09:20] She is just an absolutely amazing author and a fantastic person and she always did them and I'll get on there and be silly. I can do that Lord, I'm silly 99.9% of the time anyway, so why not? It was very easy and I never ever even really in my newsletters or anything say, 'Go buy this book, please buy this book.' It's more, here it is, this is fun, try it out, pretty good sample, check it out. So it was just something fun to do, tap on here, say this, tap on it until I found out that they stretch longer and longer because people start to ask you questions and you start and you converse with them, it's not face to face, but it is. You are conversating with these people and they're telling you where they live, you are telling them where you live, they see I talk with my hands all the time. So that wasn't a joke and I am incredibly who I am and there it is.

They see your face, you're not that silly picture with all the makeup and hair done and all that because trust me, that shit doesn't happen. So you know, you get to be who you are and they see you're a real person and that's what matters the most, especially if you look at the controversies, the staffing and the ghost writing and all this stuff, I am who I am, you see me. Not everybody's going to like me, not everybody is going to like what I write, people are going to like these 21 stories and not these 10, that is what it is but it all works and you just get on there and have some fun, taco cheesy. I literally took a bite of this huge Taco on film, this huge taco, wonderful and they are laughing and it's fun.

And that's what, at the root of everything, that's why we write because it's our thing. If you are not, It's like you said, you don't have to be flamboyant because you are who you are. So let them see you. That's what it's about and they see the basis for your stories and they understand them more and they get more emotional reaction from what you've written because they know you.

Johnny Andrews: Absolutely and let's play with that Taco Tuesday for a second. I kind of liked the whole story behind it. Give kind of the breakdown behind. Okay, what you were doing with that and like where it all came from?

Mr. X: So I had been doing the little lives and, 'Hey, it's me and you were there. I watched one of your, was it Tuesday or Wednesday night, Thursday? I don't know. When you said, one of the first ones where you said, capture, connect and convert.

Johnny Andrews: Oh, you were on the Webinar?

Mr. X: Yes.

Johnny Andrews: Absolutely, yeah, there you go. Okay.

Mr. X: That one right there and I thought, you know what every Tuesday I go [inaudible 00:11:56] They all know I love Tex Mex. My girls, we eat that and pizza, we could just alternate and that's all we'd ever eat and my girls are old to be cooking

someone's meals and so I sat and I always post something silly like Taco-sorus picture or something on Tuesday and tell everybody, 'It's taco Tuesday, are you having tacos, what about nachos?'

So I just said, what would y'all think if I did a Taco Tuesday and like 300 responses, 'Yes, let's do Taco Tuesday.' And I was like, all right, let's do it. And they said, everybody said, can you do the healthy way you do? Because you said because I'm on a diet, actually, I'm not calling it that and changing my life.

Johnny Andrews: You are changing your lifestyle.

Mr. X: That's it, grooming good behavior because being who I am, food, cook, see people, give them a piece of your heart. So I said, sure, I'm doing weight watchers, let's do it. So that's what we did. I had everything ready and set out and showed them, here's the ground Turkey and this is the one I use because it's this and this is how I spice it. I had all my little bottles of spice out.

Johnny Andrews: Wait, you're telling me right now that you'd literally cooked Tacos on a Facebook live with these folks.

Mr. X: Literally.

Johnny Andrews: That is awesome. That is absolutely awesome.

Mr. X: I had everything set out. They were in my kitchen, laptop sitting on the island and away we went and what's that seasoning? Because somebody had never seen him before and we talked about where I buy it and we looked, some of them looked it up on Amazon. There were links to go buy spices and tortillas that have less carbs and less fat and less points and all that stuff and what kind of lettuce did I use, well somebody else likes this and I liked the little break tomatoes because they're sweet, we talked about food literally, 27 minutes and then I shoved it in my mouth and try to chew really fast and say, please don't do this at home. You're not supposed to talk with your mouth full kind of stuff. And we got through it.

And then I gave the taco to one of the kids and they ate it so I could go on without. So yeah, we literally cooked in my kitchen because the kitchen in my family, my dad always said people build the kitchen and all the little rooms around it because that's where everybody ended up anyway, and it is.

Johnny Andrews: Absolutely. I love it and men from Boston such as yourself. That's absolutely home is where the kitchen is. I get it, that's awesome.

Mr. X: So yeah, we did that. We even talked about what else could you do with Tacos and nachos? Some people do Nachos, some people do burritos, some people like crunchy tacos. I prefer soft Tacos, it was literally 27 minutes of tacos and then we talked about books and dragons and I showed them things that people

have made me and all kinds of stuff. And then I check what I have. Some people on my news letter that don't do Facebook, they just don't get it and I understand that, [inaudible 00:14:45]. So I take the link and I put it on my website. There's a whole page, there's a whole page on my website that is, You see Julia videos?

Johnny Andrews: Absolutely. Awesome. All right, so now what you were talking about was what would you do that you did that on the. Would you say on the 18? Folks, this is what I want to get at. When you were following that whole capture, connect and convert methodology, this is what happens. You don't have to sell a lot of stuff because it's the connection. It's the bond with the readers that sells it. It's not that you're running advertisement, that's not what it is. You run the ads, in fact to the publishing industry has changed so much that it almost doesn't make sense to run advertising outside of AMS, but it almost doesn't make sense to run like say Facebook ads to your books because you can't see the results of this entire webinars on this. I think you saw that one. The ultimate book selling masterclass. I'm like, if you want to save your life, sell through your own site, and then I showed the actual data.

It's like you can see that here's my cost per acquisition. Guess what? If you're selling on Amazon, that doesn't work, so if you want to sell on Amazon, if you want to sell wide or Amazon exclusive, but whatever you want to do, the reason you're doing Facebook ads is to build your platform. That is the one thing, and so you know that. That's what I like to say. You know the capture, that's what we do. The connect, that's what you do and the convert, that's what they do is they convert into readers and our good Mr x here almost said your name, that's super funny and she was even alluding to this before. It's like not everyone's gonna like you all the time, so you have to realize this is an ongoing ever present process. You're always doing more capture because your life now..

Mr. X: Excellent Webinar you said you're going to get when you're doing because I mean, I'm set up with you all. I can't remember what you call it. That. Yeah.

Johnny Andrews: The author platform rocket.

Mr. X: You're going to get names and people are gonna fall off and not open and Unbounce and unsubscribe and at first that would bother me, but I would rather be subscribed because I just want to talk to the people who want to talk to me and that's, I mean that's what, okay, so you've got 20 million people following your page on Facebook. None of that matters if they're not interacting with you and your not interacting with them.

Johnny Andrews: Well that's the entire point behind a social media is the first part of that is social. You know when you sort of start to realize this now is that it's social advertisement. Advertising component has two pieces. The first piece is to get them in the front of the funnel for your audience and the second piece is to have social advertising and that's really what we're talking about here. So for everybody on Taco Tuesday now, obviously you had already established and this

is an important point, if you have not done these things yet, you're not going to just do a Facebook live and all of a sudden fat gorillas with like sacks of money and sweaty diapers are going to drop out of the ceiling. It doesn't work like that.

Mr. X: Next Tuesday. And then did the six day countdown, the five day countdown, four day countdown three, two, one and boom. And I did it in my newsletter as well, said, you know, on this date, here's what I'm going to be. And don't freak out if you don't use Facebook because I'm going to post it on the website. So you tell people this is where I'm going to be it's like an invitation to the party.

Johnny Andrews: A hundred percent. You're doing two things right there. You are engaging your subscriber base and you're doing it in a really cool kind of way that's not constantly by my book or by this person's book and at the same time you're doing, you're using social media for what it should be used for. And then rattle off some of those numbers. You said on the 17th with a sort of a more normal base..

Mr. X: You're going to have to tell my kids. I shut it down.

Johnny Andrews: Oh, you're killing me. All right.

Mr. X: Okay hang on

Johnny Andrews: There you go. Everybody stay tuned for this one because it's actually worth it. But this is what I'm talking about. You capture and then you connect and you keep connecting and you do it on a schedule and make it fun. And this is one idea like I have been talking about food and drink based weekly engagement. Now since I want to say 2015. And what's funny about this is the people, I mean you've been there since the beginning, so it's like the people that have actually listened and done this, every single freaking one of them has come back and go on, that really works!

Mr. X: Oh yeah! Well I tell people all the time when somebody will ask me a question, they'll say, I saw your name on prime hours did it really work? And I'm like, dude, Johnny's like, do what? He tells you a whole bunch of technical stuff and I just go until he's done because I have no freaking clue what any other needs, but the parts I know how to do this. It will work if it doesn't come back and tell me that I'm not very good because it will work.

Johnny Andrews: Okay. Well thank you for all that.

Mr. X: But yeah I started, I did it on the 18th and then my signals literally on the 19th.

Johnny Andrews: On the 17th you were 112, on the 18th you were 122 then what happened? So you did it on the 18th.

Mr. X: Okay 18th, 19th and I may have screwed these numbers up with you before because now it was 162 are paid books on the 19th, 222 on the 20th, 231 on the 21st, 231 on the 22nd and then I don't know what happened the 23rd, but it was 311.

Johnny Andrews: On the 23rd was 311? Well okay. So basically what happened was he went from essentially 112 books sold to 311 books sold because of a Taco.

Mr. X: And my page reads, they pretty much stayed the same but I average at about 55- 60,000 page reads a day.

Johnny Andrews: No that's fine. And page rates we all know are delayed anyway. So because Amazon and their infinite wisdom is such an open book and so probably what ended up happening and I think everybody could hypothesize on this in the same direction, is that you probably had a spike in downloads but nobody will know it because they don't show it. So that's the whole point behind the connection is that when you come out there and you show you're a real person and you do it consistently and you don't need to do it seven days a week, that's a big thing, but you absolutely do need to get in there because what's going to end up happening is you're going to connect with those people who are really into you. And as you grow this platform of yours, some people will not be into you okay that's fine. So people are going to be highly been to you. Maybe it'll read your books. That's awesome. And then some people are going to be like these megalithic super fans that are going to be with you every single step of the way.

Mr. X: Halloween decorations out. And so I waited until it got dark because she puts lights around everything and walked around the House Facebook living, all the lights and all the scary stuff I have had people say to me, why do people have your real address? Because I'm here. If you are going to come you're going to get two big, huge dogs that will sound like they're going to rip you apart and then leave you to death because you are not going to come back anyway because you're going to be covered in dogs and it's my house and I want to share it with people and I want to show you my kids are cool. Why not?

It's a little piece of you also if you want to do Facebook live right now, post things that aren't about your books. Pictures of creepy spiders and who likes spiders and who doesn't and what would you do if you saw this spider looking back at you on your kitchen counter? Things like that. They're just about having fun. Posting in the groups that you're part of your own fan clubs and Beta reader groups. It doesn't all have to be about books all the time.

Johnny Andrews: In fact, it's actually beneficial if it's not and one of the ways that I would say that you don't make it about the books but if you've ever watched the transporter movies with Jason Statham, so those things actually got their start in the nineties and it was BMW at first they did them and they were online short videos that I found myself completely enthralled with because all they were these advertorials for like the performance quality of that particular BMW and

then he ran with it in the transporter. Is that right? Am I saying that right? That's the whole thing. Then it was Audi. It is literally like a 90 minute Audi commercial including an action hero in a lot of explosion. What you could do with the fact that they know who you are and that you're the author of these books and you know you're going to talk about other people's books and all that other stuff while you're connected but you also had taken one of the things that I was talking about where it's like you could incorporate your giveaway into these things. Like some, you know what, someone's going to win this book if they have a great recipe and I try it out or something like that. So you've done that too haven't you?

Mr. X: Actually they are sending me recipes for Thanksgiving because Thanksgiving is all about the food. They're going to send me different recipes for something that will probably be pretty quick. I'll be back in 60 minutes, so do that. And then Christmas cookie recipes and then I'm going to make the recipe ahead of time. So again, you don't have to sit here and watch me take them off and burn my hands because I ultimately will burn it and then we're going to decorate them online and then they're going to go to one of the lucky winners. During Halloween, I'm gonna decorate my face. This is what Julia looks like because she doesn't know what she's doing with makeup and stuff like that.

Johnny Andrews: We'll see if we can have one of our people cut that one out. One of the things is like, okay, what do I talk about, what do I come up with and things like that. You've really, really kept it super simple, which I like. And so first of all, every month probably has many more holidays in it, you know, random stuff you could talk about that.

Mr. X: Everyday I look at stuff and if it's something funny or something that I like I will post about it I don't do the same thing every day, I don't do that. I'm kind of spontaneous. I don't outline books, I just pray to God these characters know where we're going or my brain's gonna figure it out. And that's kind of how I've lived life. I would get bored if somebody, if I posted the same thing every day, something like, oh my God, it's that again. If I like it I post it right there.

Johnny Andrews: You also had the absolute genius insight to ask your fans what they want.

Mr. X: What do you want me to do? And they told me.

Johnny Andrews: How about them apples they're asking you shall receive.

Mr. X: And they're really nice because I said, please God, don't make me put Jalapenos on top of the kids that would be bad for all of us. And they, they're still sending me stuff, you know, what are we going to do here and there and maybe because I want this and it is big and I love it. Will do two lives those months fair enough?

Johnny Andrews: Very cool. I like it. So you're not going live like every single day, right?

Mr. X: Oh my God. I forgot all about the giveaway up from Taco Tuesday. I don't know how it's been sitting right here, but I've been focused on I give this book and give this book done. Get this book done. And so was looking for this morning. I went on and said, first of all, it's a Frankenstein month holiday and second of all, here's these two boxes, full of goodies. Tell me what you drink. Because my girls laugh, but they know my mood by what mug I pulled back that morning because I don't have a mug and I do have a Mug for every holiday every month all that stuff. And I have cups that have hearts and clovers and Frankenstein's young retarded.

Johnny Andrews: No, you're fine. I would say there's a mug for every mood. There you go. Let's do this and we don't need to dig too deeply into it, but sort of the financial ramifications of having people like you and like what you write because they are dire. I would say let's look at what most authors are terrified of especially sort of the ones that, the stitches that the sky is falling kind of situation in a lot of the groups where if someone slumps. Let's talk about that. And so you, if I'm not mistaken, had said you are typically hitting somewhere around like \$9,000 a month between the recent sales. And then during the time where the sky was falling and notebooks we're selling, you then increase that to 12 to 13,000 meaning you were crushed. Absolutely destroyed. Now you're filing for bankruptcy and the banks. Okay. Just wanted to make sure that we are all on the same page.

Mr. X: The sad thing is it goes down that my girls know on the 15th of the month if I find out what they are and I can go in and you know what I'm going to get paid. And so it's so funny. I don't even think they realize it because they wait to see my face was wasn't good because I don't compete with anybody else. I compete with me. Every book has to be better than the one before every month needs to make more money than the one before. In the end it's not about more money or get more page rates or sell more books. Oh my God it's all about the money. No, I want to know that what I'm doing is getting better and it's kind of an old salesman tricks. I did that in my life too. For me it's all about I want to give the best part of me, part of my books, part of everything to my readers. They're not my kids, but they're my family. Would I invite them to Thanksgiving dinner? Hell yeah! Come on.

Johnny Andrews: You're touching on a very important point here is that when you're doing this connection thing, you actually have to like your readers and you alluded to this earlier, is that there's a lot of ghost-written pen names and things like that out there. Last I checked you were not a ghost written pen name, making sure I'm actually speaking to a chat bot from Facebook, but yet you are the real thing. You are an author who writes her own books. I got you alright. You like your fans, you engage with your fans?

Mr. X: I mean, I like knowing what's going on in their world. If they need a prayer request, if we need to celebrate something that matters. I lost a half a pound and did not lose anything this week and my pants are loose and I'm having a good hair day[inaudible 00:29:41]. She does her makeup before she goes into

her studio, which is in her house, but it's on the character. So when she do my books, she's all done up at the new sparkly colors in this fantastic lipsticks and to feel good about you and I love giving things and talking to people. I'm making somebody smile that's the best thing in the world.

Johnny Andrews: I would definitely say this is one of the reasons why you are from Boston is that I think there is a microcosm and I've been on the receiving end of this myself but there's definitely that group of people that are integrous to these kind of things and I honestly when you look at the very infrequently and almost never, do you ever see anyone doing well within that sort of group have written it down kind of author show? I think what you're doing is you're coming to this with like sort of what do you call that instead of a scarcity mindset and it's an abundance mindset.

Mr. X: The first thing I learned in life is you got to learn to laugh at yourself. Are you going to say something that's embarrassing? One time the F word just flew out of my mouth in my Facebook live. All I could think was my grandmothers and my mother. I could feel them whapping me on the back of my head just joyriding in my book. Do I say that out loud when I'm recording so I have now and so it has happened.

Johnny Andrews: It happens. If I slipped out in the last podcast I recorded, it was super funny. I'm like, well, you know what? We'll see. I might as well just leave that in there. Come back around to this thing. So just because there's been a lot of content and whatnot, the whole year is filled for this version of life where we live now. This stuff that we're talking about, these are literally universal truths that have always existed and now because of changing as you would call them algorithms and things like that, it's now become rudely apparent that it has to happen. And those who choose to do this are then going to reap the rewards and it's not just choose to do it once, but do it consistently.

Do you follow that process? You don't capture, connect, convert. You never stopped the capture, you never stopped the connection. And guess what, those fans will never stop converting. They'll never stop buying your stuff and reading your stuff. It's really awesome. Then where you're getting your ideas is you know, maybe come up with a Taco Tuesday's a great idea. Start there you know and the ones that I threw out on webinars like wine Wednesday.

Mr. X: Is there something that you can have ready and show them and make it and one of the people on your page gets the stuff you just made?

Johnny Andrews: Absolutely. It's a wonderful thing. I like how you were using the new KDP paperback that now has that watermark on the cover and you were concerned that no one's going to want this. No, that's limited edition. I will absolutely and that's why they really want that stuff. I mean that's like using the entire buffalo thing right there and it's awesome. This is really a great illustration of using capture, connect, convert, especially in the summer slump when you know, the vast majority of the market is sort of lamenting the lack of forward momentum

that you were able to go from kind of a steady nine a month and then bump it up to 12 to 13 and I think that's phenomenal.

Mr. X: I was very happy thank you for your hopes.

Johnny Andrews: Well thank you for doing all this stuff. That's the big secret right there. You had the magic power. Do you know what that is?

Mr. X: I have no clue.

Johnny Andrews: This is funny. We have sort of coaching agency kind of thing that is oddly manifested out of nowhere just because of demand for it and before we're able to take anybody on into this thing, I have to make sure that they have the magic power and that is okay. They're going to ask me a lot of things are going to want some very specific outcomes. I've been doing business development strategy for quite some time now, I can based on where you were and where you want to be in the assets you have in play, here's a strategy to do that and the magic power. This is very special. You Ready? When I say do this and this. They say okay and they do it. Oh my word. It's amazing and I'm like you're magical. This is perfect.

Mr. X: I think I've said it to you. I know I've said it to him. Then Brenda, just tell me what you doing all good but in the right direction, I'll do it. You don't have to tell me all the technical stuff because I wouldn't understand anyway.

Johnny Andrews: Exactly and what's brilliant about this is you can for the author platform, Rocket Program for you, those perpetual giveaways, you can use what you're doing in these Facebook lives will be like, you know there's a good way you can capture new people that then brings them into this sort of like connection phase that you created here. Awesome way to do it.

Mr. X: Absolutely. I didn't even think of this and Brenda said it to me if you have like, I don't know, 42nd video of yourself or of your books or whatever and use that if you feel you have to post about your books because the video will capture someone's attention more than just a static picture of a book cover[inaudible 00:35:04] we all tend to fall into this train. It changed again this kind of thing.

Johnny Andrews: That's 100 percent correct. I mean just to reiterate because you and I both said it probably 15 times at least is the reason we're doing this is because the market is completely flooded and you have to do something to stand out because just advertising and saying, Hey, I have stuff give me money doesn't really work anymore. Especially not the way it used to and the stuff that we're talking about here is a process I called conversational conversion. I use this with myself. You are using and having great success with it. I use this with our. We worked with Matthew Thrush so we could develop that six figure ghost rider program. He was one of our clients, we closed, I want to say it was \$40,000 in 50 days.

Mr. X: His writing is not actually bad. If that's what you want to do because there are those of you out there who are incredibly talented and great writers and you just don't want your name out there on it. Do go for it. I totally believe in doing you and the only way this works is if we're all helping each other because if we're successful, then guess what? Everybody else will be too because then indie authors aren't so bad. We don't write the crappy books and put out things that aren't edited and all that stuff. We are real people. We have real lives.

Johnny Andrews: It is a hundred percent correct Yeah, that's what's awesome is, you know, from 2007 till today, the kind of evolution that indie authors have gone through. I would say probably the vast majority of it is now better than what you will typically get in traditional publishing. It's funny because I'm in a high ticket mastermind kind of thing and people were asking like what my process was when I'm putting out like a new thing, and I called it the bacteria method because my goal is to reproduce, evolve and then die in this rapid succession as humanly possible. It's like I always like to start off every webinar, all right, all of you live attendees, welcome to a fraud case of the crap. Especially the first time I do it because it's always going to be awkward with me.

I did the other night, and I was like wow that really stunk even for me, but now it's all good now. Just sort of to put this into a step by step framework here and I know this one shows a little bit longer than I normally do them and it's because I really wanted to get in here and kind of illustrate the who, the what, the where, the why the how and then show real tangible, actual results. It works for fiction authors that works outside of fiction. It works in every form of business. You know, I get high on your own supply kind of guy. If you've been following author platform rocket, you have probably seen the videos that have been doing. Guess what that is. That's conversational conversion. That's captured, connect and convert. Does it work? Yeah, it absolutely does.

Mr. X: It's just fun.

Johnny Andrews: It's super crazy fun, and you'll start to really enjoy hanging out with the people. It overcomes pretty much every single obstacle that you're facing right now. How did I get discovered? Go out and be somebody. There'll be someone that people can relate to and then what you can do, honestly, and I don't know if you watched, oh, you probably haven't seen those webinars because there for a different audience, but I want to give you some tips on this particular fund one, so are you aware that you could build audiences inside of Facebook based off of who has consumed your videos?

Mr. X: I see that little box there where it says that I could flip that and make an audience. I tried and this thing, came up and I'm like, oh my God and shut it down.

Johnny Andrews: That's the second screen. Don't fear it. So here's what's really cool about this. What you could do is whenever you're having, and this is a great way to advertise directly to the people who really like you or your big fans and what

you start doing is you can take say, not say something like Taco Tuesday, but get something a little bit more generic that's going to be like, Hey, get to know me kind of thing. Maybe it's a situation where you're going to do where you read a chapter out of the book that you're giving away and so now what you do is you have a connection in a video. Try to keep it around six minutes and then you'll link that video out to the giveaway. Do a Facebook live on it. Say, Hey, you know I'm giving everybody who enters this thing, gets a free copy of this, and then what you do is I'm going to read you.

I'm going to read a real spicy chapter out of this thing and you do that. You say if you want a free copy of this, you know, join the giveaway, you can follow me on social or not. It's completely up to you. But if you really liked what this was, I'd love to get to know you and things like that. You can do that by joining this giveaway. You liked it, you know somebody else who'd want to. Why don't you share it with a friend? So keep that under six minutes and you run. That is your advertisement out into cold traffic means people who do not know who you are, that are fans of the genre and things like that. We'll look alike audiences in that good thing. Then what you start doing is you start building audiences of people who have consumed 25.

If the 75 percent and 100 percent or 95 percent, depending on how your ad account setup of your video. And what you then do is you follow those people around with another set of videos and you could do this. You can run, you can actually promote your Facebook lives. If you have a pre order coming up or something like that, you go say, I'm going to run this, you can run this for like three bucks a day or some ridiculously low volume of money and what happens is now you start to be everywhere that they look and they're like, I really liked that book. Maybe they joined your giveaway and they're falling on all sorts of things. So you want to target your followers, you want to target the people that open and clip. You want to build audiences based around that and especially those people who are consuming your video.

Then what you can do is you take the people that are 95 percent when you have a couple of hundred of them in there, maybe even a thousand that's probably gonna be better, let's say 1200 people who have consumed 100 percent of a live video, even a replay kind of thing. What you do is you build an audience, a look alike, a one percent lookalike, and now you start running cold traffic to that one because those are the people who are like really hyper engaged. Does that make sense? This is literally how you find millions of extra people to get in front of and it's also strategically positioning you to be like really cool and fun right off the bat as you're growing your audience. This is actually probably a more in depth version of what I was talking about on the Webinar. You want to be three to six minutes, three minutes. Oh yeah, exactly. Yeah. You want to maybe put some bullet points as to what you want to go over because if you just let the brain run. I'm the same way. That's why whenever I do a Facebook live, I don't always just do it. I'll be like, okay, what's my point? What I'm going to do? Then how do I want to finish? Then it's like I just kind of slap myself and make me do it.

Mr. X: Shiny, Shiny Squirrel, Squirrel somebody says something[inaudible 00:41:36]

Johnny Andrews: Exactly and so what you'll want to do, if you have a lot of people that jump on live or asking a bunch of questions, what I would do is maybe send an email and say, hey, I'm going to do a very specific Facebook live they're going to use as an ad and just tell them or even come on live. If you're one of the people that watches me normally, I'm going to do something like this and I apologize if I can't. I have to keep it within three to six minutes because this weird guy on the Skype.

Yeah. That's what I would recommend. Absolutely. That's a really good strategy on how to almost weaponize the kind of thing that you're doing because you always want to worry about that tip of the sphere, getting those new people in because you very much have the connection piece, but let's take the connection and sort of merge it into the capture. Right? Yeah. Just to give you sort of an idea, when I was doing this just with the author platform, rocket Webinar, whatnot. Why had put out a series of five videos and I'm sure you saw them one out. I'd like the One lady was like, why are you doing driving and video? It's weird. I'm like it's multiple locations it's a thing, I do that as target the people to consume each piece of that content and you could actually do like where you read the beginning, the middle of the ad.

Even if you have a short, like maybe one of those books you have out for ninety-nine cents and you break it up into different videos and you re target the people who have watched 25 percent, that 95 percent. Here's the second part, here's the third part, here's the fourth part, and by the time you have an audience of people but it's consumed, like say all four videos, they're pretty much hooked. You know what I mean? You're absolutely going to do it. If the same thing that we do with the coaching and consulting clients and things like that and what it does is it generates megalithic goodwill in the marketplace and it just positions you so far way front of mind with the reader base, which is especially in the genre you writing where it's a million and a half authors struggling for. It's crazy. So there you go. I think that's a packet that you could deploy literally like now and start using it consistently and methodically but keep doing what you're doing because it's amazing.

Mr. X: It's fun. I mean, I would rather do that then where do you put your money for ads this month kind of thing? What's gonna work and what's going to say?

Johnny Andrews: Exactly. Well, you know it's funny is after you've mastered this with Facebook's, you can start doing it the YouTube's. That's my point. Is that capture, connect, convert. In the next week you stabilize, optimize, and expand. Once you have stabilized and optimize, then you would say, well, it's funny because everybody wants to run here because that's where the sexy lives. Expand, expand, expand. Yeah, but then you've got to stabilize and optimize and then expand. So capture, connect, convert, stabilize, optimize, expand.

Mr. X: There are bits and pieces of what we do that are instant gratification but if you think about it, none of it really is. You just have to keep going forward. Take the little cramps that you get, enjoy them and move on.

Johnny Andrews: I love what you're doing. You know you're writing your own stuff. You're exactly who you are. You're connecting with your fans. And you had a taco Tuesday completely forgot to even bring up the book and what was that over literally tripled your sales isn't a matter of days from a Taco. Now keep in mind, ladies and gentlemen listening at home. That is because she is consistent with us. You need to be doing this consistently. This is not a one and done process. If you're struggling with this idea, what I want you to ask yourself as a very simple question, how long do you want to be an author? It's for a minute. Great. You don't have to do this if you are not trying to earn a living writing your books, there's no need for this.

I don't even know why you would have listened this far, but if you are this kind of stuff, these are the keys to the kingdom. Ladies and gentleman is standing out, is becoming front of mind to your audience and really nurturing that relationship and letting them get to know you and things like that. I remember at the beginning were like, well why do I post on Facebook live? Do they, should I take food photos? It's like, no, take food videos. We are literally doing it, you know, and I'd give it a million different examples of what you can do. Then after you've run through those, why don't you ask your fans because you didn't have a lot of them at that point. Awesome. Normally at this point I would say, thank you, Mr. x from Boston and then you take an URL, but since we're keeping you somewhat anonymous, I won't be doing that.

I will just simply say thank you for coming on. This was really awesome.

Mr. X: I had a blast. Thank you for everything.

Johnny Andrews: You're a sweet, sweet person. Awesome. Well, no, you're right. I can't even say that, so I'm just going to sign off. Hopefully everybody at home. You got a lot of good stuff out of this. You had some fun with this because we definitely had fun with the interview and if you want to actually check out something where we will take care of the capture piece of this so we do the capture. You did connect and your customers do the convert to author platform, rocket.com. Forward slash live buy my staff. I mean why not? It's cool. You Go. All right. You have yourself a good one.

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