

**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.

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

Jonny Andrews: What is going on author folks? It's Jonny Andrews here. Today we are going to be talking about one of the most fundamental necessities in your business as an author, three guesses to what that is. Nah, nevermind, I'll just tell you. It's money. It is absolutely money, and it's not what you think, so here we go.

Now, I know a lot of folks have been waiting on this. I've been getting messages and all sorts of shenanigans from all sorts of people, and you are completely right. I have unfortunately been a little bit MIA here in putting out this podcast.

I do apologize for that, and yes, since I fired up the Author Marketing Association, we've been onboarding agency clients. My role in that is to make sure that we are absolutely kicking butt and taking names in there so that we can get those transformational outcomes.

So I've been very preoccupied, but going forward we are going to be putting out more of this stuff so welcome, welcome back.

Let's get into the topic here. Thank you for being patient by the way, but let's get back into the topic here. I had a very interesting conversation last night with an individual. He happened to be a pastor. Happened to be a pastor who was putting out books, and heard me on Dave Chesson's podcast, and decided to creep over, and reach out and check out what was going on, and say, "Hey do you work with nonfiction, fiction, religious, Christian authors?"

I was like, "Of course we do. That's a great market it's super fun. There's lots of direction that we can take that. Tell me a little bit about what you got going on."

So we hopped on a call, and it was an interesting conversation because I kept trying to get to, "What's the motivation? Why are you doing this?" Because when we started he's like, "I want to be able to sell more books." I'm like, "Okay, so do most people. That's not really a genre specific need."

And then we go into it and he said, "You know what?" He said, "I make the majority of my income, albeit, a smaller one, being a pastor and serving my congregation."

I was like, "That's fantastic. What about the books? What's your goal with the books? Are you trying to generate a second source of income so that you can provide more for your family?"

His answer was, "No, I don't need that income. I already have it from being a pastor. I just want to put these books out."

The more I dug, the more I dug, and the more I dug, finally, finally, we got to the root of his why and that's a big deal. By the way folks is that you need a reason why you're doing this. His why was because he wanted to be able to give people a transformational outcome.

His first books were about marriage, and using it within the parameters of bible teaching and things like that. I'm like, "Great, awesome, positive message, good stuff." The reality of it ... He wasn't doing it for money, he was doing it to help transform the lives of marriages that are potentially in crisis, which if we have ever looked at a statistic, is over half of them, I think. There's quite a few of them, so that's a lot of people.

So I said, "Aha, now I have you pinned down," and the conversation shifted significantly. I said, "Okay, this is awesome, and I want you to think about a couple of things here." First being that the actions you need to take to launch a publishing business, book publishing whatever it is, however you want to look at that, to make \$5 or \$1,000 or whatever that is.

The steps involved in doing that are the exact same steps that you need to be able to make a publishing business that does \$5 million. The only difference between those things is that one is an abysmal failure, and the other is a pretty

big success. That's really all it is, so the mechanics come down to yeah, absolutely. You can break even on your books, but what's the point?

The second thing I asked him was "Have you ever thought for a minute about all of the houses, all of the buildings, all of the roads, all of the systems that go into bringing us the internet, electricity, water, all of those amazing things. Were those things all created and thought up and brought to life by people who were broke?" The answer is no, they were not.

Then I took it a step further, I said, "I want you to think about all of the charities in the world. All of them that are having a positive impact." Now even though they might not be for profit, what do they do? They don't walk into a bank. They say, "I have the biggest smile in this business, may I have \$10 million to go fight cancer?" They don't do that. What they do is they throw lavish parties and court extremely rich people, and get them to write them checks.

So that was kind of a big deal. The reality here is that money moves the earth, but here's the big thing. A lot of folks, and I would say the vast majority of peoples, and I see this all the time with authors who are struggling with the idea of taking too much because most authors don't want to be seen like as a bad person. Because a lot of people believe that money makes them a bad person because, and this has been beaten into the vast majority of society since we were children, is that money is the root of all evil, right? You've heard that before. That's actually a verse, interestingly enough, from the bible, but it does not say money is the root of all evil.

It says the love of money is the root of all evil, meaning if you do it, you do only because you want to get money? That is the wrong thing to be doing. You need to do what you do because you either love doing it or you are very much trying to make a positive impact in the world or in a particular group of people. That's how this thing works.

Money is not a thing. Money is neither good nor bad. It is a tool. In fact, a better phrase would be, money is fuel. Money fuels the vehicle that you're in that's going to get you from where you are to where you want to go, period, end of story.

When you look at it like that in a business scenario in which you are if you are trying to be a successful author, nonfiction, fiction, doesn't matter, that vehicle is vital. And that fuel is vital with the vehicle being your business model, and the fuel being the money that you have to be able to get out there.

So let's circle back around to our conversation with the good pastor from last night. He was a nice dude, absolutely was, smart guy, but his head was pointed in the wrong direction when it came to that deal. "I just want to break even."

So my point to him was, how many people, if you really want to have a positive impact, and there are tens of millions of people who could benefit from this message, how many marriages could you positively transform, potentially? Obviously people need to take their own actions, but how many people can you reach with this message if you're breaking even? Because his number was a thousand dollars a month.

I'm like, "Realistically, how many people do you think you're going to impact with that?" I'm like, "Not many." Really not many. It's going to be even harder to set up an infrastructure of support which everybody needs to be able to take them through that process because a book is only going to do a little bit at that point.

So I'm like, "What do you need to do that? And it kind of came to him. He's like, "Wow, I need to be well funded in order to be able to build the infrastructure, to hire the people, to do A, B, C, D, E and F.

I'm like, "Exactly, now is that money that you're making to be able build that, to be able to help these people and transform their lives evil?" No, it's not. It's not, because you are using it as fuel to move yourself forward. You can use this fuel to be able to support your family, take care of your children, take care of your spouse, to be able to give back to the community.

You can use it for that, or you can use it to sort of like oppress people in developing nations. I don't think anybody listening to this right now is ever going to do that, but I think that a lot of examples ... There's a lot of bad examples out there of people who, mostly I would say, in the political, and at the highest levels where it's just pure unadulterated greed. If you think about a lot of that stuff, and it's only money motivated, typically in the pharmaceutical industry, typically in a lot of governmental contracts with spending and defense. I think that a lot of that stuff is paraded around in front of us.

But the reality is, the vast majority of us, I want to say normal people, we don't want to bomb small countries. That's not our MO. We're For Fiction authors. Your positive impact is that when somebody reads your book, for just a moment they get to be outside of their existing world. They get to exist outside of that, and experience something different than what they're doing.

Basically, it's entertainment, but it's entertainment with a purpose. And if you're nonfiction, kind of like our good friend, the pastor where you specifically had a target that you're looking for. In his thing it was married, conservative Christians who are struggling in their marriage and looking to have it more of a biblical take on how to communicate which is a great communication strategy.

I'm like, "Dude, if you want this to work, you have to rethink how you think about money, and create a situation in which you are able to produce more of it." I'm not saying you need to have investors. I'm not saying any of that, but you

have to shift your thinking to say, "Okay, how can I generate enough revenue to be able to reinvest back into my business so that when I put in those ad dollars, they show up with friends." Meaning, I sell more stuff, and I get a profit because then I can take that profit, and I can put it back into the business, grow the business, and year after year after year, get bigger and bigger and bigger, and get to more and more people. That's what that means.

So money's not evil at all in any way, shape or form. The use of the money could be, but that's up to you, and it's very much the same thing when I hear authors say, "I don't want to email the people that subscribe to my list, because I don't want to be a spammer."

My reaction typically, "Okay, well then don't. Spamming people's a personal choice. It really is. You can send them the stuff that signed up for, or I suppose, you can send them a bunch of like Viagra ads. I kind of have the monopoly on that if I'm going to be perfectly honest. Half my business is just in that anyway. I'm kidding.

You see where I'm going with this, is that being a spammer or being greedy is a personal choice. Obviously protect yourself against both of those things. You don't need to send things, but people don't want to see. You don't need to use the money for evil and that kind of thing at all, ever. That's not even how this works. It's all a personal choice, and it's really all how you frame it in your mind when you're getting started.

I want you to keep that in mind. Money is not the root of all evil. The love of money is the root of all evil. So when you look at what you're doing, ask yourself, "What is the greater good? What is the positive outcome people are getting from experiencing what I am putting into the world? And how can I create a business, a profitable business that is going to put more of that out there?"

That is very, very, very important. That is the entire thrust of everything we're doing.

Hopefully you found that helpful, and as I've been saying in all the videos, if you did find that helpful, please share this with some author friends who may need this message in their lives and whatnot.

Also, make sure you check out the Author Marketing Association. It's a great resource. I know there's a lot of bad stuff happening right now in the author community people who are doing five and six figures a month have crashed out to the point where they can barely make a car payment.

New authors are having a tough time. I know Amazon's experimenting with the also boughts, and it's a crazy, crazy time out there right now. But I'm telling you,

there's a way out. It's cool, and the results that these authors are posting ... By the way, this is a free resource, I'm not pitching anything.

Just go to Facebook. It's a group, free group. It's called Author Marketing Association. Check that stuff out. Ask your questions. Join the community. I'm really looking forward to seeing you in there.

Once again, I am Jon Andrews. This is Author Platform Rocket, and you have yourself a delightful day. Talk to you soon.

All right. That does it for another round of Author Platformrocket.com. Remember, we're here to help you with your business, marketing and mindset. So if you have a question, want us to cover a topic or interview a special guest, just shoot over an email to [showatauthorplatformrocket.com](mailto:showatauthorplatformrocket.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 this show to an author friend who might need the love and assistance.

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I'm Jonny Andrews, and that's it for today. I'll see you on the next show.

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