

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

Jonny: What's going on Author folk? This is Jonny Andrews. This question has been asked a ton in the association, so I wanted to come on today and do a super quick video for you on how to sell like a bunch of children's books because I know that this kind of bucks the conventional wisdom. Right? Because you know children's books are targeted to children and it's kind of I guess you could say illegal to market to them. So how do you do it?

Well, the first thing is going to start off with is that you don't really want to market to children. It doesn't actually work that well unless you're selling a toy. I don't think that since the 18th century kids have looked and said, "That is a great book, Ma, I think I'd like that." No, they're more interested in like toys. And what is it now slime? I have two daughters. I have no idea. When did it start with little girls that they wanted to get slime? My house is just coated in a thin layer of all of that, but I digress.

Actually, if somebody knows how to get that out of the carpet, let me know. Really quickly, children's books. So what you're doing effectively is you're marketing to the

parents, absolutely, you're marketing to the parents. Now with children's books there's a few things that you want to keep in mind, and that is you want to keep them. It's the same thing with all forms of booking and selling of books is you want to have a being. You want to have some sort of running concept through a series. Don't just be the one and done kind of person that doesn't usually work unless you have a big back end on the end of your business. You know we're talking like Kardashian level back end business. Then a book is kind of a good idea.

When it comes down to children's books you want to start with a theme. You absolutely do. What is the theme going to be? If you haven't yet figured out a theme, go ahead and do that. Typically what you're going to see are the kids' books, and this is obviously based on the age groups and different things like that are going to be centered around education or teaching some sort of story or moral something or other or religious something or other. It truly doesn't matter. Just have some kind of positive feed. I don't really need to say that because I've never even heard of a series of children's books that's like, "Here's what to do to be a bully." That just doesn't really exist, so I think we're good here.

This is kind of what it all gets into is what is your theme around the stuff and then what you want to do is promote that theme to the parents. Now, there needs to be something outside of the books. This is where I think a lot of conventional wisdom is going to start deviating.

Now, if you're watching my previous videos, what you are going to hear is going to be something of a reordering of the capture, connect, convert process that I like to take everybody through. Okay? It's very, very similar because you can't just sell the books. You have to build an audience of people who want to buy the books. It's very important. Also, you have to make sure that you have not only the digital but the physical copies of these things, so that's a big, big, big thing because parents like to lay in bed and actually read the thing with the kid because screen time can sort of ... I think the science is fairly definitive, but not that I've read the studies, I'm just guessing, that screen time right before bed is typically a bad idea especially with kids. This is why physical books are a great idea.

So what we're going to be doing here ... And this is probably going to be mirrored because I didn't bother to hit that button. What we're going to be doing ... I'll just draw boxes here. This one is going to be your capture right here, very standard. We love the perpetual giveaway type of thing. That then takes them to the thank you page where they can share it on social and things like that. This pen, even though I just bought it I do have children who love to use them so I'm going to get rid of it, so going off camera here getting a new pen, which is probably going to be worse than the first one.

So this is going to be the thank you page, and this is where we're going to you know, whee, viral, yay, kind of stuff. Okay. So what's the messaging that we're looking for here? What you want to be doing is in this particular section of the giveaway you want to be targeting the parents of whatever age group and probably pre-age group, so if your books are for, let's say, little girls ages three to five or something and you're teaching them something using like tigers and animals and some nice like how to get

along with your friends kind of lesson, mail them to me. Okay? Because we need that. I'm kidding.

That's what's going to be going on here. Hey, parents, do you want to ... Here's a great resource to help your children learn how to get along better with their friend, whatever that particular message that you're doing is. So that's what you have here. You're going to give away that sort of thing and also find out what ... This is the only time I really advocate doing something with another third party, but find out is there say ... Oh, shoot, I'm trying to think.

There's an app that's pretty popular. What is it? ABC Mouse. What if you were to give away a free year of ABC Mouse along with this thing? Now, this is one of those beautiful moments where you technically don't need to ask permission because you're just buying it for people. It's like, "Hey, we're not associated with them, but we're going to give this thing away." Now this is a great, great opportunity for you at this moment. If you are giving away an ABC Mouse thing along with your books, what you're going to be able to do is attract a large number of people who are like, "Oh, I'd really like to do ABC Mouse, but I think it's like 100 bucks a year, and I just don't want to spend the money."

Well, if you're doing a giveaway, you're planning on spending that money to promote this thing anyway, right? Here's what's really cool is you make a big hit list. I'm just going to draw this like this. Now this normally is where I put the traffic, but you want to have these are the bloggers, these are the podcasters, these are the people providing toys and software, these are going to be other authors in your space and things like that that are already catering to people like this. You can actually manufacture a fairly epic giveaway here if you're targeting the same group of people.

So let's say you're doing the software and you do ABC Mouse along with the full collection of whatever your books are plus the full collection of whatever another author's books are that might be traditionally published or in that space already. Here's what you get to do now. Remember this is all about traffic. Number one, you're going to run paid Facebook traffic to this anyway. Let's get a little more badass, shall we? Here's what you're going to do. You're going to reach out to all of these people and say, "Hey, listen, I'm creating this giveaway. I really want to reach this group of people and really want to be able to be helpful and things like that."

So what you do is you get some of these people, and you start doing ... Because if you remember this before with the capture, connect, convert, we have all these touchpoints because we don't just capture and convert, we have to capture, connect, and convert. This is where you get the opportunity to really start standing out because not only do we need to connect, we need to stand out in everyone's minds. So, once again, let's go back here. There's a lot happening. You're going to be able to reach out to all of the people in your hit list, and you're going to be able to ask them, "Listen, can we do an interview? Could I do some kind of interview to feed this back end content right here?"

This is your R responder, right? Maybe let me try to poorly draw an email. I guess that looks like a letter enough, doesn't it? Yeah. Here's all your hundred hit list. You're going to ask them, "Can I do this interview with you because we're doing this big giveaway?"

Now, if you're giving away their stuff, there's a brilliant opportunity here because you can reach out to them and say, "Listen, I'm giving away a full year to this. I would love it. Could I interview the CEO of the company, the creative director, someone like that?" So someone like ABC Mouse that is a multimillion dollar company probably way larger than that, I haven't really checked them out, but a company that is like that. If you can get a tweet from them to promote any piece of your platform ... Now, remember you're going to use something like zoom. There's actually a lot of live streaming interview softwares out there, so this is where you want to do that.

The reason you want to be streaming live to your page is they're probably not going to promote the giveaway. Okay, let's be pretty honest about that one with ourselves. They're probably not going to promote the giveaway, but there's a strong likelihood that they're going to promote this piece. Now what they might not know already is that you're not getting to name me now when you do this, but Facebook is going to pixel ... That's not what a pixel looks like, but I'm just drawing shit to this point. Facebook is going to pixel people that consume your content.

If they tweet, "Hey, listen, I just did an interview with this person about helping parents help kids of this particular age group as a children's book author," so it's pretty inoculate, they'll probably promote that video if you give the stuff. On top of that, you're giving away multiple things like ... Let's say there's a lot of authors in this as well, and they have a platform in their part of the sequence. The more of this you do and the more consistently you do it, you're going to be able to re-target these people for like the people that have consumed this content that you have for like a dollar a day. It's crazy. You re-target them, ah-ha, to this. It works like a super chain.

So everyone, just get them to promote your video content on a page. Remember? Don't do it in a group. If you do it in a group, you can't cook it, you can't pixel it, you can't re-target them, not yet at least. It's coming. Hear me on this one. The days of free organic Facebook group traffic are going away. This is what this thing looks like. You create your ... I'll just recap this for you. If you're trying to sell children's books, first of all define who that group of people that you're targeting and stuff, parents of them. Okay? You can absolutely run a Facebook ad to a giveaway. Super awesome. Please do it.

The next piece is you make your top 100 hit list. From this hit list, you want your software developers. In this example I used ABC Mouse because they're a huge thing for kids. I would look for apps. Who are the big kid app developers, the game developers? Not the ones that put out 20 of them, fail and die, but go find the people that are actively out there promoting and things like that. Then you have your authors, your bloggers, your podcasters, all of those things.

Podcasters are a brilliant source of referral traffic, and by doing these kind of things you're almost going to become one yourself. The other cool thing is you can publish all ... You can repurpose this content onto YouTube as well. This is going to become all about pushing your ecosystem as this place where parents can come to get amazing information and expert and celebrity advice about their particular age group. Be micro niche. We're talking boys or girls ages this to this. You can do boys and girls, that's fine. It won't be completely applicable to everybody. Just be giving away some awesome

stuff, and our favorite thing to do if you're familiar with this, the perpetual giveaway. You do a reboot on that like every 90 days. This just really ... I'm not even getting into cause marketing. The more that you do ... Because what you're going to find is that there's ... Every child market, toys, educational things, car seats, stroller manufacturers, go nuts with this. Just make the list. Make your hit list as big as it can get and start looking for people with audiences.

Podcasters and authors are probably going to be the easiest ones to get. You come up here and you do that interview, that side by side video interview. I use Zoom with the webinar package, always my favorite. Right now, I'm just using my phone, but that's how this whole thing works. You just keep doing that, have them keep promoting this content as you do it. Keep running some ads to this thing to keep getting your own traffic. Some people will promote the giveaway, but it truly does not matter because all you want them to do is to promote their interview because that's what it's all about. You approach them and say, "Hey, this is all about you and how good you are at helping kids of this age. I'm a children's book author, and I just really wanted to be able to get my audience more ... I want to be able to expose my audience more to like what's cool about you and what you do and that thing."

You understand, you're making it about them, but it's truly building your ecosystem here. The more of this you do, like you'll try to do one to two of these a week, so get these things booked out and I promise you if you're doing children's books there's enough of it. You just sit there and target the parents in that market relentlessly and do that. Make sure you start building those audiences of people that are consuming your content. Then really give these people when they do and when they go live. You don't have to go live. You do a prerecording and upload it. But when they do this, make sure you give them. Write the tweet for them. Give them the link to the video. You don't need to have them promote the giveaway. Absolutely ask that they do, but not required. All right?

Does that make any sense? You understand the psychology behind all of this is once again capture, connect, convert, and the big one that I've been preaching for a long time is that people buy more from those they know and trust. You can then manufacture that very quickly and very easily without really having telling people to buy your stuff ever. You can sell a crap ton of books. Here's the other caveat to this. The more of this you do, the bigger your email list is going to become. The bigger your email list becomes, the bigger your social media following becomes, and the bigger all this stuff becomes, the more you become a hub for this entire industry.

What does that mean? It means you're not going to be needing to sell books for the rest of your life to pay the mortgage. You can start ... Here's what's cool about this. You can charge ... When you start breaking the 10, 20, 30, 40, 50, 100 thousand people, which is not very hard to do. You can do that within two years with a very slow boil on this whole thing. You put this into action, you will be shocked, literally shocked at how effective it is. But what happens when you do that, you hit those kinds of numbers and people see that and they see how responsive it is because you are constantly putting out value, then the likelihood that someone from this particular thing goes, "Hey, can we use your

ecosystem as a promotional platform?" And you say, "Absolutely." The cost is \$35,000 and here's what we'll do.

Your ability to create huge windfalls for yourself by doing cool stuff and promoting to this audience, it literally goes through the roof. I mean, that's what's cool about this is audience is honestly everything. Well, not everything. It's the connection you also have with that audience. So when you build that big audience and then you connect to that big audience, they will then convert into sales.

What's great is, this is built by association. You're going to be rubbing shoulders and elbows with people in the industry who have an audience, who have a platform. When other folks see you doing that, it looks good. Real good. It paints you in this nice light as sort of like the expert here. The other thing you can do is you can get child psychologists, professors. Seriously, go look in academia too because especially when we're talking about kids. A lot of these people have amazing messages, but the complete inability to do ... Or even don't. They don't even want to go down that road with it. If you can provide them with an opportunity, it is massive, especially if you start getting into the bloggers and all those kinds of things.

It's a really beautiful thing, so you have a lot of opportunity here to sell a ton of children's books and to build a megalithic audience for yourself if you build your hit list and run this consistently. Don't just do a one and done. Keep it up. All right? Hopefully, that helped you. This is how you sell children's books. All right? I will see you in the next video.

If you found this helpful, please share this with some authors. I know there's a lot of children's authors that have been asking this question for many years. Well, now the technology exists for just doing it almost exactly what I'm doing right now to be able to manufacture something like this. The human intention at this point in time is you can get in front of people unlike anything we've ever seen especially using video, especially live streaming and things like that. Okay?

Thank you for watching this. If you found this helpful, like I said, please share it. Also, when you put this into action, reach out and let myself or someone on my team know how this worked for you. If you have any questions, you can post them below. Leave your comments. I will see you in the next one. Toodles. Walk over here and shut this off. Yeah, look at that. Finish.

Announcer: 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. 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 at authorplatformrocket.com, always affordable, effective, done for you author marketing so you can get back to writing your books.

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

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