

Author Platform Rocket

-Podcast Transcription-



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Speaker 1:

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:

Goin' on, folks? Jonny Andrews, Author Platform Rocket. Today, we want to really dive into a question. Does building a relationship with your reader truly sell more books? Before we do that, just wanted to let you know if you're super serious about growing a more profitable author business and you would like a little help with it, you can check out the next video in the series. Just go to profitableauthorcall.com and see if it looks like it might be a good fit for you.

Jonny Andrews:

Cool? All right. On with the show, as they say. So, where did all this come from? This whole building a relationship with your readers and things like that. Is it a good idea? I was perusing, if you will, through a couple of different groups out there. There's a lot of discussion right now as you might imagine, because

there's been a lot of shake-up going on in social media, on Amazon and all these different places where everything is, it seems to be very tumultuous, what's changey and whatnot.

Jonny Andrews:

An author, I've never met this particular author before, but I was reading some. It was interesting, because she was very against building a relationship. She was like, "Well, you know," and she had listed off another author who was fairly prominent and said, "Well this person doesn't do it. Now, I just don't want to. I don't want to build a relationship with my readers and this other person doesn't do it either."

Jonny Andrews:

"They don't do all of these kinds of things like posting stuff about what they had for dinner or even pictures of their pets or kids or talking about what they're doing in their life. I just don't really want to get into all that stuff because I don't want to build a relationship with my reader. I just want to be able to write books and really, just put them out there and have people buy them."

Jonny Andrews:

She said, "It doesn't work. Not Everybody's doing it, and some people are being very successful with it." The question is, does that seem to fly in the face of everything that I've been talking about? Because here's something crazy. She's right. She's 100% right. You absolutely do not need to build that kind of relationship with your readers. But I want to clarify, and this is one of those delightful moments where I think it makes a ton of sense to define what the relationship needs.

Jonny Andrews:

On the surface a relationship would kind of make you think, say you're doing the Facebook Live stuff that I've been talking about, or you're doing the posts and things like that that I've been talking about. A relationship in the conventional sense may have a lot of authors thinking that, we'll just pretend, we'll use this as an example, that you'd come on and you're like, "Oh, Diane! It's been forever."

Jonny Andrews:

"Oh, my word! Thank you so much for coming out. How's Thomas? Was the colonoscopy good? Is it all clear now? And tell me, did your daughter get into Yale? Ah, that's delightful!" That's not what I'm talking about. Absolutely not what I'm talking about, in terms of what the relationship is. Okay? A relationship in this context is more of a bond between the reader and you. Now the other point, and this was a really good one that they brought up, is that sometimes some of your people are just going to like your books and they're not going to really want to engage with you.

Jonny Andrews:

I really wanted to number one define okay, what is the nature of this relationship that's being built? And number two, what about those other people that are just like, "Hey. Yo, I don't need to know that you're doing a thing with the stuff. Just tell me when you have a new book coming out." I want to solve both of

those problems for you in this one video. Are you ready? Super exciting. Really quickly, before I forget, let me tell you.

Jonny Andrews:

If you are serious about growing a profitable author business we have a little program that may be of use to you. You can check out the next video in this series at profitableauthorcall.com. I put the little link there in the description. If it makes sense, I'd love to have a chat and see if we can help you. Anyway. Thank you. I wanted to make sure I didn't forget about telling you that. Number one, what is the actual nature of the relationship? Because it's not about trading college stories with your readers.

Jonny Andrews:

Now, is it possible that if you show up like this, that you might develop a friendship or something like that or somebody will message you and you'll start a conversation that could end up with you bumping into each other at Disney world? Sure! Why not? Realistically speaking, every kind of person is out there and pretty much reachable, so the likelihood ... I mean, you'd have to be kind of cantankerous to not be able to make a friend or two out of this, but that's not truly the goal. Okay? When we talk about a relationship, and I don't think anyone has truly defined this yet, which is why I'm excited to put this out there.

Jonny Andrews:

Because I saw so many people who were like, "Well, I don't want to do that. I don't want to do that." You don't have to build that kind of relationship, we're all on a first name basis and you know what their kids do. The kind of relationship that pretty much everybody is talking about is essentially, it's a business level relationship. If you were on the master class, which by the way I'm going to be teaching it live this week. I'll put a notification up about that where you can see this again.

Jonny Andrews:

I call this the Kardashian effect, okay? You could call it the Chris Hemsworth effect or whatever you want to do. The Christopher Walken. Why not? Everybody likes Christopher Walken, right? But in this particular case, everybody knows who the Kardashians are, which is why I used it as an example. These ladies go on, and they're constantly in front of people. Now, I'm not saying you need to be constantly in front of people. What I'm talking about is that the act of doing this creates a bond. If you remember what I've been talking about throughout all of these little video things and shenanigans, what I've been talking about is that there are three core pillars that you have to focus on in your business.

Jonny Andrews:

The first piece is that people buy from those they know, like and trust. For the most part. All right? Now we're not yet talking about the people that we're going to talk about, which is the ones that are like, "I don't need to see you in my newsfeed every 20 minutes." Fair. Completely fair, okay? We'll get to how to solve that in just a second. People buy from those they know, like and trust. You can create that

bond, this is the Kardashian effect that I'm talking about, by showing up consistently. Like I said, doesn't have to be video. It could be using your site or different kinds of media and that kind of thing, but it doesn't need to be posting your food. It doesn't need to be talking about your pets.

Jonny Andrews:

You don't need to engage on all the sort of campy levels that a lot of people do. What you want to be doing is doing the second pillar, which is answering the question. What must I demonstrate to be true in order for people to want to buy my books? Literally, that is the one question. It's the most important question in your business as an author is, and it can be generalized too. What must I do? What must I demonstrate to be true in order for people to want to buy my stuff in general? In your particular case, that's probably going to be something to the effect of that your books are good.

Jonny Andrews:

If you think about that, in what way can you demonstrate that you have really great books that these people are gonna like, in a way that shows up for you to be able to manufacture that know, like, and trust? Is that making sense? That is very much what I'm talking about when it builds that relationship. Because when you show up, I'm not ... I have people that watch these things. Some of my videos have reached ... Individual videos have reached over 300,000 people. Which is, it's not a viral video or anything like that. Do I know each and every one of those people? No.

Jonny Andrews:

In fact, truth be told, now that I'm a parent I get into that situation. We just got a new dog. I can barely keep the names straight of the people in my own home. All right? Sometimes I'll call the dog by the kid's name or the kids by the dog's name. I'm a mess, okay? There's a lot going on up here, and not all of it's okay. That's what I'm talking about. You don't need to work on building these relationships in the conventional sense of, "Hey, Mickey! Glad to see you. Why don't we go out and have a beer? It's gonna be great."

Jonny Andrews:

You don't need to do it like that. Okay? The relationship is the bond that focuses on building that know, like, and trust, and then answering that question, "What must I demonstrate to be true?" You can keep it on a completely business level. 100%! All you do, let's say for example you're going to do stuff like this, all you want to do is show up as the most awake and authentic and real version of yourself. You don't have to be anybody other than who you are in that sort of thing.

Jonny Andrews:

In fact, a lot of the case studies that I've been showing you one of our authors who had four days to pull this off. It was Monday through Thursday and then the book went up to full price and went live. It was this crazy pre-order. At the end of the day we helped her sell just shy of 1200 books in that length of

time. It became the fourth highest selling pre-order that she had done in her entire career and she's a pretty successful lady. She's doing really, really well.

Jonny Andrews:

Now she's looking at it. She's like, "Okay, there's something to this. How about we do a little longer this time?" Then we created a situation in which that could be brought. We could do more of those things with her, so she could do more of the lives and should do more of the messaging and things like that. Building that bond, building that relationship absolutely under no circumstances has to be asking them what they're having for dinner and that sort of thing. I want to be very clear about that. Hopefully that makes sense, because that's not the kind of relationship that we're talking about here.

Jonny Andrews:

Is it a good idea to build a relationship? Yes. Here's why, is that the core fan base, if you think about this. Okay, I'm gonna try to do this with my hands here. Let's say, here's your circle of influence. As you get closer to the center of this, you're going to find this white hot core of die hard humans that loves you and loves what you do. Who do you think you want it to cater to the most? The fringes that are maybe, transiently tasting you? No! You want to cater to these people. Absolutely cater to these people.

Jonny Andrews:

Because there's going to be people out there that are like, "You know what? All I want to do is subscribe to them on Amazon, and when they got a new book, Amazon will tell me about it." What inevitably ends up happening is 90% of them don't. They forget about you, and that's fine. Because you can, through the power of what you're doing, "Oh yeah. I remember that guy. Maybe I should check out that book again." That does then, segue into the next piece that I wanted to cover, which is how can you systematically differentiate between these folks? That is a fair question.

Jonny Andrews:

Because it is true that there are going to be some people that are like, "This is just too much for me. I don't need to be involved. I don't need to see you every day. I don't need to get an email from you every single week. Just let me know about the books coming out. That's all I want." First of all, in your autoresponder, on just about every autoresponder platform that's out there, you can automate this function which is really fun and it's super easy to do. Some people call it tagging. I think MailChimp might call it tagging. I don't ... My team handles that stuff, so they're a little bit better than I am.

Jonny Andrews:

There's tagging, there's, I don't know. We'll just call it tagging for the sake of this. Figure out whatever that version, you can literally put a sentence in every single email, at the top if you so choose, that says, "Hey. If you don't want to receive a bunch of messages and you only want to be on the notification list of when I have new releases, click here." What you can do in your automation is literally have the

machines do this for you. Where they click, it tags the human and they are simply moved to another list. Now let's take that a step further into social media.

Jonny Andrews:

Let's say they don't ... You're like, "Okay. I want to respect the wishes of said clicker to the Nth degree." You can then take those people with those tags, upload them into your custom audiences in your ads dashboard, and then exclude them from any and all advertisements. Literally, they will never see you. Except when you're like, "Hey, I have a new book. Thank you so much." They'll be like, "Wow. That was great. Awesome. Thank you for letting me know." It literally is a non-issue to do these kinds of things. To be able to say, okay. I am going to separate the, okay, these people like my books but they don't really need that much of me with the people that are, if you show up, your sales go through the roof.

Jonny Andrews:

That kind of thing. That's exactly the sort of stuff that we're talking about. That is how you create that relationship with a reader and then exclude the ones that maybe don't want to go down that rabbit hole with you. Perfectly reasonable and super, super simple. Hopefully that makes sense, and hopefully that helps you. In your business as a whole, as an author, in order to help yourself become more profitable you want to focus on growing that, like I said, that white hot center in the circle. At the fringes, you have the people that maybe say, sign up for the free book or download the free book or whatever it is.

Jonny Andrews:

Maybe they read it, maybe they don't, but as they get closer to that, regardless of what happens you're going to develop a tighter and tighter relationship with them. If you're not showing up for the people that are desperately hungry for you, here's what's happening. Like I said, you don't have to do it like this. There's many, many, many ways you could do it, but if you're not showing up in at least some way and standing in front of them, you are not going to be as profitable. We've just seen it time and time and time and time again. Lots of folks come to us and say, "Hey, can you run our ads?"

Jonny Andrews:

It's like, "How about we help you make more money?" Like in a really fun way where you show up and it delivers goodwill into the marketplace and makes everybody more profitable. That's kind of the modus operandi behind all of this stuff, is that as an author in any genre, you need to be able to ... This achieves that whole cut through the noise, stay front of mind, not having your book lost in the sea of other authors and other titles that are pouring into the marketplace right now. Like I said, if you are interested in having some help becoming a more profitable author, if you're doing really well and want to scale upwards, awesome.

Jonny Andrews:

We love working with folks like that. If you're just getting started, that's actually something we can probably help you put your one foot in front of the other on and get you down a better path. Either way,

check out the next video at profitableauthorcall.com. If it looks like something that's cool for you, I would absolutely love to chat. Once again, if you found this helpful, thank you so much for tuning in. I'm that Jonny Andrews Guy. This is Author Platform Rocket, and you're, you. I'll see you in the next one. Have a good day.

Jonny Andrews:

All right. That does it for another round of Author Platform Rocket dot com. Remember, we're here to help you with your business, marketing and mindset. If you have a question, wants 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.

Jonny Andrews:

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