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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, [Jonny Andrews 00:00:21].

Jonny Andrews: Alright, author folk. What is up? I know it's been a minute here. I've been ... Hopefully you've been catching all of the training that I've been doing in the Facebook, and if not I'll make sure I put that link to the, both the group as well as the page, on in the show notes here. And the reason I bring that up is because today what we're going to talk about is how to essentially 10 x your business, and I know that is a term that is pretty nebulous and thrown around often. Well, let me kind of put it into context for you, alright?

Jonny Andrews: By 10 x, essentially, that's just a fancy way of saying how to grow real big. And what we've been seeing with the clients and stuff that we've been working with is that when you do a certain handful of things, and you do them consistently, that results show up. So, hopefully you've been seeing the case studies that I've been talking about. The one particular one where we were able to grow her sales by 433% above her expectations. She was right in the smack dab in the prelaunch, and it was funny because she forgot to tell us about it. I mean, that's

sort of why we're here, is to help you with your marketing. And she had forgotten, and so we're like, oh, scramble.

Jonny Andrews: Now, her average prelaunch was 12 days, and that's over the course of 24 months. Because when we're working with folks, we like to ask the question, hey, is what we're doing moving the needle? Or is this working? And to do that we have to kind of discover the benchmarks. And so, this is a fast decide. I know there's some folks out there, that are like, well you have to let your sales drop to zero, so that you have a starting point. I completely disagree with that.

Jonny Andrews: What I typically say is, let's remove, just to get a baseline for your sales, let's just remove sort of any big spikes and kind of look over the course of 24 months. What's kind of an average? Just look at that, and then also look at, okay, are you doing pre-orders? What is the average look like for 24 months? And there's always going to be some outliers. For example, one of our folks had a multi author book that did, I want to say close to 5,000 pre-orders. Well guess what, that's not a normal thing. So, you wouldn't include that in there. So anyway, I just wanted to tell you that so when I say an increase of 433%, you kind of understand where we're coming from with this.

Jonny Andrews: And by the way, I am in the car if you were wondering about that, talking on these earbuds, and so hopefully you don't hear a whole lot of engine noise.

Jonny Andrews: So, back to the story at hand, 433%. She ... Her normal pre-order was, I want to say, she was expecting maybe 30. It was super low because she completely A, forgot to mention it to us, and B, hadn't done any promotion. And so, we kind of scrambled, and over the course of about seven days. And so we had 45% less time. We worked with her to create what is now becoming a brutally effective standard operating procedure. And that day one she hit 130 pre-sales, and she was expecting somewhere between 20 and 30. And now in the masterclass, I'd go through all the screenshots of this, and you could see her talking in the agency group chat. We have all the clients. Each client gets their own thing, and so, it's myself, the author, the team, all that kind of stuff. So, just to kind of put that into context, because obviously this is a podcast. You can't visually see it.

Jonny Andrews: So, 433% above. What did we do? Well, what we did was we helped her show up consistently. That was really what it was, and there's a lot of what I call them ... I can't really call them back. It's just not understanding in this marketplace that some core fundamentals of business.

Jonny Andrews: So, one of those things is the fear. And that's what it is. It's fear that has now become almost industry doctrine. But it's fear-based, and it's completely inaccurate. And that is that if you email too much, or if you message too much, or if you show up too much in front of people, that what's going to happen is that your fans are going to end up hating you. And everybody's going to unsubscribe, and you're going to go out of business. It's actually the ... Here's what's interesting about this. One of the main reasons why like big name authors who are seeing a dramatic drop in sales, and then new authors trying to

struggling desperately to get any form of traction. One reason that occurs, and it's actually one of the primary ones, is because of that belief. It's not true.

Jonny Andrews: In fact, the exact opposite is true. And it ... I'm not saying you need to send a buy my stuff message everyday. That's not what I'm talking about. What I'm talking about is you need to be consistently in front of your readers, because if you're not, they're going to forget about you. Because think about the business, the noise in everybody's life.

Jonny Andrews: When you think about your own life, have you seen something once upon a time that you were like super excited about, and you maybe even like watched it? Netflix. Great example. If you've watched something maybe a year ago, and you're like, oh, that was a series. I thought it was really cool, but maybe you forgot to put it on your list. And you're going through it, and you're like, I don't remember what that was. What was that? You're asking your friend, your spouse, your kid even. It's like, you remember that thing with those people that did that stuff? And everyone's looking at you like, no. I totally don't remember that. Well, it's the same thing with you and your audience. You don't need to show up and say, hey, buy my stuff. But you do need to show up, and here's ... This is how to 10 x your business. Literally, show up more frequently.

Jonny Andrews: And in this particular sense, because we had such a short time period to do it, there were daily messages. There were daily engagement in social, daily engagement in email. And what she said afterwards was ... And you know, I'm driving so I can't read it and quote it to you. But I'll give you a sort of ... I'll put her actual quote in the show notes so you can see that. But I'll just sort of paraphrase it for now for the sake of argument. And then she said, I really think that this launch was different. This prelaunch, or launch, or whatever word she used was different than any other I've ever done. She said that she got more engagement, more messages from her fans that were excited, that were happy, that were like, yay, thank you so much for showing up than she had at any single point in anything she's ever done ever. And that's the reality. That's what this is, is don't for even a split second think that if you show up too often people will leave.

Jonny Andrews: What's funny about it? They will. There's people that will absolutely unsubscribe, and they're supposed to. If you've been following this podcast, and the videos, and all of that stuff for any length of time, then you know the reality of that, which is they need to go. They're supposed to leave because those are the people that weren't supposed to be there in the first place. And what you're left with after you do this, as you get rid of the rocks, and you keep the gold in email and in social. And when you have gold, boom, that's when you can really pull some shenanigans. And what it takes to make that happen, what it truly takes to make that happen, is consistently showing up. So, if you want to 10 x your business, you take the stuff that I'm teaching you, that I'm talking about, the case studies, and all those things, and you implement them in your business, and you're going to go.

Jonny Andrews: If you're at 50,000 a month, you can take it to 100. Seriously. Not in a month, but you give yourself a good 12 months of consistently applying this stuff, of getting more comfortable with it, of having it become more natural, and training, essentially, your fans expect you, and when you do that, the results speak for themselves. It is absolutely ridiculous. And like I said, I'm going to try to remember to give you what she actually said in there, but the positivity that came out of doing that. Because the reason she wasn't doing it was the same reason most authors don't do it. It was fear. It was fear of a potential outcome of like the cataclysmic end of days where all of your fans leave you. That is not how it works. That's scarcity thinking. That is fear-based thinking. That's not how you run a business. Alright?

Jonny Andrews: So, hopefully you found this stuff helpful, and like I said, please join me in Facebook. I do lives literally every single day in there. I'm Jonny Andrews. This is Author Platform Rocket. Go out there and do this stuff. It does make a difference. I'll see you soon.

Jonny Andrews: Alright, that does it for another round of authorplatformrocket.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 show@authorplatformrocket.com. And as always, we need your reviews and support. If you like what you're hearing, please leave us a glowing review on iTunes and forward this 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, and that's it for today. I'll see you on the next show.

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