

# BOOK MARKETING MENTORS

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## INTERVIEW WITH JEFFREY HAYZLETT

Susan Friedmann: Welcome to Book Marketing Mentors, the weekly podcast where you learn proven strategies, tools, ideas and tips from the masters. Every week I introduce you to a marketing master who will share their expertise to help you market and sell more books. Today, my extra special guest mentor of the week is Jeffrey Hayzlett, a global business celebrity, prime time TV and radio host and one of the most compelling figures in business today. As a leading business expert Jeffrey's been cited in Forbes, Chief Executives, Success Magazine, Marketing Week and many others. He shares his executive insights and commentary on TV networks like Bloomberg, NSNBC, Fox Business and C Suite TV. He's a maverick marketer, C Suite executive and a well traveled public speaker. He's the author of 2 best selling books, "The Mirror Test" and "Running the Gauntlet." I'm convinced his newly launched third book, "Think Big, Act Bigger" will also be a resounding success.

Jeffrey's one of my new favorite National Speakers Association colleagues. What I truly admire about him is his humbleness and approachability despite his incredible celebrity status, so without further ado, Jeffrey, welcome and thank you for being this week's guest expert and mentor.

Jeffrey Hayzlett: We just have to end it right there on a high note. I mean, that was it. I don't want to do anything else. That was so nice of you to say. Wow, thank you so much.

Jeffrey Hayzlett: Although it's interesting, you say the humbleness and then I've got somebody that's on Amazon saying what a blowhard I am so you have to balance that. You have to learn because we'll get hundreds of comments on the book and then for those that are listening, look, I've always done it just like I did it in SA. As a speaker, you take the top 10% because those are your friends and your mother and you take those and put those aside and you take the bottom 10%, you take those and you throw those aside and what's left in the middle, that's what the book is, that's what your comments are, that's your reviews. You can't get too caught up. By the way if you're going to be a thought leader, if you're going to be an expert you've got to expect to have criticism, and the more, quite frankly, that you can get, the more of a thought leader you really are. That's a tough thing to learn or to accept in the things that you're doing and you're writing about.

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- Susan Friedmann: Obviously that doesn't scare you in the least.
- Jeffrey Hayzlett: No, you know, the other thing is there's a lot of these people who are writing now who have no skillset in it what so ever, okay. They're sitting at home in their underwear, don't have a real job, Amazon has given them a free copy of the book or someone has and they're writing about it. I could care less, that's not my target audience. If I had a CEO of a company, a CMO, a CFO, CIO, a real entrepreneur or somebody's really making a living doing what we do every day, well then that's a different issue but I'm not too worried about those people. When I go and see the written reviews for 400 books or the last review they wrote was about a pair of scissors, I really don't care. (laughs)
- Susan Friedmann: It's every author's dream to have a best selling book. Do you have a specific formula or guidelines that you could share with our listeners?
- Jeffrey Hayzlett: Well yeah, the biggest one's to start early. That's the biggest mistake I watch. Everyone thinks that the real game is to get the book published or get the book done and that's just when it begins. If you're not working 6 months to a year ahead on the marketing then really you've failed before you begin, you really will. I've watched authors, let's just take business books for a second Susan, there's 398 000 new business titles. I look at this as a marketing or business person because that's what I am, okay? There's 398 000 new business titles this year alone. The average business book will sell 7500 copies over its lifetime so when a guy like me sells half a million copies of a book or Jack Canfield, a million, 2 million, 3 million, 5 million or how many million he sells as sold, someone is losing and you're not going to make it.
- The only odds that are going to be in your favor is to start selling and start promoting months ahead of time. It's becoming more difficult because the table stakes are rising. You've got to have a great launch site, you've got to have a great video, you've got to have good media coverage, both paid and earned because it's becoming more and more paid media today rather than earned media. Then I'm doing literally over 100 interviews during the first week and a half of the launch of the book so we're constantly just hitting it as you can tell. We're just all over it and you've got to do everything from, I'll do Bloomberg, I'll do CNBC, I'll do MSNBC.
- I'm lucky because of what I've done in my career so I can get on those shows, not everybody is that lucky, but you also have to do what I would call some of the blog talk radio things where the only person

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that's listening is the person that's doing the interview and his mother. That's okay to do those to because, I do them because 1, you've got to help other people out and 2, I get a copy of that, I get to activate that, and I get to re-post it and push it out there. That's one of the things you have to do so starting early and then, by the way, since you put the core order in you're going to go for the full ride, I might as well just keep going here, is you have to build up your audience ahead of time, build your tribe, build the group, your social media following, that's going to be an indicator of how good you're going to be.

Susan Friedmann: Is there a starting point? It's like build a tribe, that sounds so easy but yet you know as well as I do that that isn't easy. There's got to be a start somewhere. Where do you start?

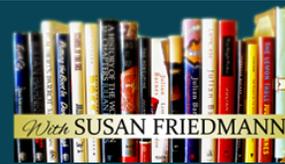
Jeffrey Hayzlett: Well the first thing I think is, let me give you the rule that I have, as fast as they will come to you is as fast as they will leave you so if you try to buy them or build them fast they'll leave you fast. You do it over time and that's my belief. You might have a different opinion, great. If it works for you a different way, great. I just know what works for me but that's my rule. I've been pretty good at the social media game, I've got hundreds of thousands of followers to millions of followers [inaudible 00:06:53] depending on what we look at, whether you take our email list or our Facebook or our LinkedIn and each one's different and you have to write for each one differently. You have to really go where the people are but what I do is I just say, "The best time to start is right now, right now. Don't wait, now, right now."

What is it that people want to hear and how? I've always found to share a great deal about me personally which is what I do in a lot of the posts, you'll see those little bits. In some areas it's a little bit more personal, you'll see me, the husband, the father, the now grandfather. You'll see me back at my place in South Dakota on the tractor, things like that that I like to do, or in a green room. I try to share different things the people can't see and a lot of it is because I get to do a lot of things that 1, I think are really, really cool and 2, I don't think a lot of people get to see the green rooms, they don't get to see the red carpet, they don't get to see the Oscars the way I get to do it because I've done all those things and I try to show off and show people what that's like.

Susan Friedmann: People love that. I think you've really tapped into that realness behind the man because so often with celebrities we only see the celebrity status and forget there's a really person behind there. By you sharing that I think that adds that genuineness.

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- Jeffrey Hayzlett: I try to do it, people say, "What do you write for?" I got started on Facebook and Twitter, mostly I use Twitter but I use Facebook differently than I use Twitter and I use LinkedIn a lot different and Instagram obviously different than that but I always try to write for my family. Let's start on Twitter, my family kept saying, "Where you at today dad?" Or my wife would say, "What city are you in? What country?" Literally and although we have this rule, my wife and I have this rule, wherever I'm at for more than 3 days she with me, that's just the rule that we have. Unfortunately won't be a lot this next 90 days during the roll out of the book because it's literally a different city every day because we've got 98 keynotes in 90 days and we're going to add more keynotes to that, and in some cases I'm doing 3 events in one day in 3 different cities.
- Susan Friedmann: I'm exhausted just listening to you.
- Jeffrey Hayzlett: My team has done, look they're big dogs and they're running like big dogs and it's like the [inaudible 00:09:37] and they know what we got at stake so they do a great job, but I started writing for my family, what am I doing today. That's basically what I still do today. I say, "Hey, I'm here. I'm doing this." I know Susan you follow as well, I also write nice things about people which, "Thank you United for what you just did." Or [inaudible 00:10:04] or whoever it might be or just somebody that I find that's doing great things because that's just who I am, I try to thank people. I also find by complaining that doesn't get you anywhere anyway. You're just going to bitch, you're just going to be on their list or radar, I'd much rather ... I get a lot of free stuff just by saying thanks, it's amazing. I get scotch, cookies, I get all kinds of good stuff just by ...
- Susan Friedmann: I like it.
- Jeffrey Hayzlett: Yeah, me too, I do to. Who doesn't like swag? I love swag, it's awesome.
- Susan Friedmann: Talk to us about Twitter. That's seems out of all the things that you've mentioned, the social media, that's the easiest I think to maybe get started. What would you recommend for our listeners?
- Jeffrey Hayzlett: Here's the way I look at it. It's like, let me talk about the 4 because I don't want to talk about Google Hangout because I don't even know anybody that uses it. Once every 3 months somebody asks me to get on the Hangout but I'm on the other ones all the time and I'm starting to see Periscope pop up and then of course, I just did today a live video on Facebook that we're able to publish which is a special tool they give to

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some of us, some advanced tools which is kind of cool. Let me start with LinkedIn, LinkedIn is kind of like your place to put your business card you know, that's a sign on Main Street. That's the way I would describe it. It's kind of very formal and not a great tool quite frankly. It's a nice tool but it's not the best tool because of the way they restrict you in using your own contacts, for goodness sake.

Twitter is kind of like sitting on your front porch and you have people who walk by, drive by and you shout at each other like, "Hey, how you doing? Good to see you. What's up? How's the family?" Blah, blah, blah. But don't stop, either way, I don't want you stopping and they're not stopping, they're driving by, they're walking by. Then Facebook is like inviting people into your front living room or over for dinner and it's a little bit more deeper relationship. Then Instagram to me is kind of like your family picture album or a special pair of glasses that you're looking through the world through your glasses so it's glimpses of pictures that you see. I don't use it as much as I should and I would like to and I was thinking of it earlier today. I was walking by in New York City they have what's called a green district, a forest district and there was some tall grass that they had in one of the barrels that they were selling, tall grass. I'm thinking, "Oh my gosh, the prairie." I almost took a picture of it, tall grass.

I always take pictures of random shoes that I see on the street. I just think, "What a cool ..." It's so quirky. Like what happened that someone lost a pair of shoes or lost a shoe? It's always amazing.

Susan Friedmann: Yes, then you wonder what are they wearing?

Jeffrey Hayzlett: Where's the other? Literally the other day, and someone knows I do this so they sent me a picture. They were in Lows and right there in Low's parking lot was a pair of a woman's high heels. And you go, "What?" What's the story that's behind that and wouldn't it be fun to write a story that was around those shoes.

Susan Friedmann: That's a lot of different things to get involved with and to keep up on a regular basis so if you were to say, just choose one of them, what would you recommend that authors start with or really dig into?

Jeffrey Hayzlett: Well, if you're only going to choose one, first of all let me tell you you're never going to be fully successful. Got it? All right so that's one because you've got to go where the people are so if you can only choose one because there's some people who don't follow Twitter, some people

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are only on Facebook. There are some people only on LinkedIn, there are some people who are on LinkedIn and Facebook and not on Twitter and some people on all 3 or 4 or 5. Therein lies the dilemma, you have to do them all and you have to do some version of them now. What's it take you to do a couple tweets a day, a LinkedIn message every day or every couple of days and then Facebook, to monitor and maybe once a day, whatever. Find your way of doing that.

Look, as much as I do of it, it only takes me about an hour a day when you add it all up. I'm pretty good at it but I get up early in the morning, like 5 in the morning, first thing I do is look at LinkedIn and I send out birthday messages. I do something like that. I send everybody, because what a special day, your birthday and I think that's your day, and so I send 20 or 30, sometimes as many as 50, birthday messages a day because they pop up on this tool that they have in LinkedIn so I think those are just, hey look, you've got to go where they people are.

Susan Friedmann: What about niche or niche marketing?

Jeffrey Hayzlett: Oh without a question, you should be listening, listening, right? Sorry I jump in, I get so excited.

Susan Friedmann: That's okay, that's okay.

Jeffrey Hayzlett: I'm on my fourth double espresso today. We just had one our new staff go out and get it and she's brand new, just showed up today and I said, "NFG". She goes, "What are you talking about?" New F'in guy, gal and she goes, "What's that mean?" And everybody starts popping up around the office going, "Well that means you. Since you're the new person you got to go get the coffee for everybody today." That's what we do. We have fun with that, it's initiation and Christina who had been a NFG before says, "Oh, thank goodness you're here."

Susan Friedmann: They like to pass it onto the next person.

Jeffrey Hayzlett: Exactly, right.

Susan Friedmann: Oh dear. I forgot what I even asked you now.

Jeffrey Hayzlett: Look, we just had a squirrel moment which I outline in the book, "Think big, act bigger" about having squirrel, the talking dog which is in the movie, "Up" talk and all of a sudden you yell, "Squirrel!" because he's a dog and dogs, so you get distracted that's what happens.

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- Susan Friedmann: It's easy to get distracted, very easy.
- Jeffrey Hayzlett: You know that was probably the best question you asked so far and we both blew it.
- Susan Friedmann: Let's talk about some marketing mistakes that you've made over the years that perhaps we could learn from.
- Jeffrey Hayzlett: I'm making them all the time, I make them every day and I'll continue to make them, that's the cool thing but no-one's dying so I'll make them and then I'll learn from it. Someone went up to Thomas Edison and said, "What's it like to make 10 000 failures of [inaudible 00:16:45]?" He said, "I didn't make 10 000 failures, I found 10 000 ways not to do it wrong."
- Susan Friedmann: That's right.
- Jeffrey Hayzlett: That's what you have to do. It's marketing, what's the worse thing that's going to happen to you? You get a paper cut, literally that's it. You're going to make mistakes, you're not going to do it right, it's not going to be perfect but no-one's going to die. The key thing is you got to do it and you have to be consistent about it. Oh I know what you were asking about, niche marketing.
- Susan Friedmann: There you go, my favorite subject.
- Jeffrey Hayzlett: That's a great example of being able to find something so go listen, find out where the people are. We deploy listening tools that say who, because I have television shows, so I say, "Who are my competitors?" Let's go listen to what people are saying about them. Let's go follow those people. Let's add them to a list of VIP listeners. Let's then find the top 1, 2% of those people and start re-tweeting the stuff that they have and if I start re-tweeting their stuff, they start re-tweeting my stuff.
- There was a great quote at the National Speakers Association at the Hall of Fame banquet. Gary Griffin got up and he said, "If you give, give, give you get, get, get."
- Susan Friedmann: Mm-hmm (affirmative), yes.
- Jeffrey Hayzlett: That's what you have to do. If you give, give, give, you get, get, get, so go find another author, I do this ... If an author sends me their book do you know what I do? I take a picture of me with the book and I tweet it out to all my followers. You know why I do it? Because I can. I

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remember what it was like when no-one was helping me when I first did my first book. Now I went out and sold like a quarter of a million copies but I was hustling them, right. I pre-sold, I think I pre-sold 25 000 or 50 000 books before the book even launched. That's what you want to do, you want to go out and find all the people you're going to speak to and say, "Hey look, you going to buy my book? I'm going to come speak so how many you want? 200? 300? 500?" And you get them to pre-order the books and you take their credit card order by the way and you place the order yourself because they'll lie to you. If they say they're going to buy 500 books they'll actually buy 448 so you have to watch them.

Susan Friedmann: You have a C Suite book club, talk to us about that.

Jeffrey Hayzlett: I started this because we have the C Suite network and we have a network, conferences, we have TC Suite Television and of course, I love books, I'm the biggest believer in print since Guttenberg, always have been but I love E-books, I love reading, I read an average of two books a week, reading some great books right now. What I think is important is to get [inaudible 00:19:34] those books out so I started the C Suite book club as a way to highlight thought leaders and great people in business who have all this great content and get it out to the audience of people who want to read it. What I do is I match up those authors together with the folks that are reading it, the audience itself and so we've created C Suite book club which any author can come and list their book for free. We don't charge you although we're going to move to charging fairly soon because authors are lazy sometimes and they want us to do all the work for them. We're saying, "Why should I invest more in you than you're willing to invest in yourself" so we're going to charge them a nominal like, I don't know, make it up right now, \$99.

I was talking to the business team about it because I want people to commit to it, to do it and then if you list your book on the C Suite book club we will give you badges, we will give you links, we will give you all kinds of things to promote it and we send that listing out to 1.5 million executives. Then if you want a bigger package we have a program called Best Seller TV. This is a television show that we air every week and by the way we're about to announce a big distribution deal into hundreds of stations and also pieces of that will be going on public TV as well. They'll be featuring some key authors on public TV and we do a 14 minute segment on your book. You do pay for that but you get a 14 minute video interview on a professional stage with music and intro an everything that goes with it, all the bells and whistles. Then you know what we do? We take that episode and we send that out to our 1.5

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million executives and we invite you to participate in a book signing at the C Suite conferences which is really cool.

Susan Friedmann: Wow.

Jeffrey Hayzlett: Yeah, it's a great package. In fact, I even sign up for it for myself, and I pay the money to go and do it to because [inaudible 00:21:43]. Look, I get on the Today Show but it isn't going to be as good as this and I'm not going to get 14 minutes with a video asking me valued questions about my book. Matt Lower won't ask me those kinds of questions.

Susan Friedmann: You would love him to but he doesn't.

Jeffrey Hayzlett: No, he doesn't, he doesn't do what I say. If he would only do what I say.

Susan Friedmann: He probably hasn't even read the book either.

Jeffrey Hayzlett: Yeah, no, the audacity of him. Al Roker, here's a guy that thinks big, he'd probably read my book. Of course, Al Roker and I are a lot alike because he likes bacon, I like bacon, there we go.

Susan Friedmann: Hey, you've got to have something in common.

Jeffrey Hayzlett: Exactly.

Susan Friedmann: If an author wanted to participate in that C Suite book club what would you recommend that they do?

Jeffrey Hayzlett: Just reach out to us, look at C Suite book club, there's a spot, click on there, you can submit your book, you can submit an email to us, or on Twitter, Facebook or on LinkedIn and just find us and we'll do it. Email me, jeffreyh@hayzlett.com. H-A-Y-Z-L-E-T-T.com and I'll put you in touch with the team.

Susan Friedmann: Excellent, and I know your son's running that.

Jeffrey Hayzlett: He does.

Susan Friedmann: I had a long conversation with him, great guy.

Jeffrey Hayzlett: He is a very good young man. He is running a multi-million dollar business, he runs the business of me around the intellectual property we have, the TV shows, the radio shows that we have on CBS as well,

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and then the book club, everything. The speaking he does which is a multi-million dollar deal there too, he's doing a great job.

Susan Friedmann: Fabulous, fabulous.

Jeffrey Hayzlett: I just do what he tells me to do and I'm getting better at it because I am a little bit cranky sometimes but he's so smart so I'm really lucky.

Susan Friedmann: Good, good. Tell us a little bit about the new book, "Think big, act bigger." What was the impetus behind that?

Jeffrey Hayzlett: You know it's around people who have let self imposed limitations and obstacles stand in their way of doing bigger things and this happens every day, it happens in big business, it happens in small business, it happens when we doubt what our abilities are and what we can do. The most dangerous move in business is to make no move at all. This is about giving people a kick in the butt to say, "Stop it and here are the things to get around it." How to steamroll obstacles, how to overcome objectives, how to defy conventional wisdom, and do it the way you want to and the real reason I say that is because I can or because you can. I have offices in New York, LA, San Francisco and Sue Falls and people say, "Why Sue Falls?" And I finally just said because I can.

All right? I said, "Put that on our website." Which we did because I just got tired of telling everybody why. I'm from a place that most people only know as a spot on a map but yet I've gone on to buy and sell over 250 businesses, 25 billions in transaction. I've had the number one prime time business show, I've got a number one podcast on CBS. I'm having now, 3 best sellers. Man, come on, if I can do it, anyone can do it.

Susan Friedmann: I love that line. I mean I use it myself I know but it's like yeah, if I can do it anyone can do it.

Jeffrey Hayzlett: It's true, it's true. I mean because look, we all look in the mirror, we all see the imperfections, they magnify themselves in some mirrors, right? We all doubt ourselves and if you don't think, look I'm a Hall of Fame speaker, if you don't think I don't have to go the bathroom 20 times before I get up on the stage because I'm scared, petrified, in a different way. We're all the same. Are you kidding me? We're human beings, we're flawed from the beginning but we have great potential and that's what this book's all about. It's by saying, "Stop it." The biggest person that's getting in the way of your success is usually you, yeah.

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- Susan Friedmann: Absolutely, I know that one. I've done that far too many times for myself. I was like, "Susan, come on, get out of your own way."
- Jeffrey Hayzlett: Exactly and we'll sabotage ourselves just like all the people that are listening here as authors. Susan, you've got friends too, they're writing books and they've been writing a book for 8 years, 10 years, and get over yourself, put it down on paper, it doesn't have to be perfect. No-one's going to die if it's not perfect. I read the book now, I just got through and it's a great book but I read it again and I, "Oh man, I should have done that. I should have done that." Well, you know, it's not bad. (laughs) We just had someone place an order for 80 000 the other day.
- Susan Friedmann: Not bad.
- Jeffrey Hayzlett: 80 000 books, that's pretty good. We went to our second printing the day before the book was released.
- Susan Friedmann: Wow.
- Jeffrey Hayzlett: You know, it ain't bad. (laughs)
- Susan Friedmann: It ain't bad, that's wonderful. If we want to get a copy and maybe only one copy just for starters, where can we do that?
- Jeffrey Hayzlett: You can get [inaudible 00:27:11] books available on Amazon obviously. Saint Barnes Noble in fact, Barnes Noble is giving it away if you buy a nook. It was a great promotion that we got in with Barnes and Noble and that's because we've stayed in touch with them, we've kept them abreast of what we were doing. We made them great partners and they became great partners of us, we said, "What can we do for you?" And they said, "What can we do for you?" I said, "Well let's figure it all out." So that's what we did. You can buy it at independent book stores, it's obviously, it's online and then I'm about to do the audible version of it for audible.
- Susan Friedmann: I love audible, I love audible.
- Jeffrey Hayzlett: I do to, I love to listen to books on tape, I always have.
- Susan Friedmann: Well that's why podcasts too now are becoming so popular because we can take it with us wherever we go. We don't need a screen, we can just listen and that's the beauty of that. A word of wisdom, if you were to leave our listeners with one golden nugget, what would it be?

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- Jeffrey Hayzlett: Probably, what are your personal conditions of satisfaction? I want you to think through why you're doing the book. I want you to think through why you're doing what you do and what is it that's going to trigger it for you? You know people always say, " Well, Jesus, is it a best seller? It it a New York Times? Is it this?" I'm going to tell you for the most part my friends who are listening, it won't mean Jack to get any of those things, right. They don't lead to more sales. I've got them, I've had them all and all I care about is doing the things that are important for me in my business. How can I get it out the most? What kind of margins am I making on it? Can I buy them back when they're all done so I can go out and resell them again at higher profit margins? You find out the way to do it for you and make those lists of conditions of satisfaction and then have those as real things for you to go out and get. That's the best thing I can tell you.
- Susan Friedmann: That's wonderful. Thank you Jeffrey. Again, would you share that email address or website that people can get hold of you?
- Jeffrey Hayzlett: Sure. Oh yeah, you can reach me, Jeffrey Hayzlett, it's [jeffreyh@hayzlett.com](mailto:jeffreyh@hayzlett.com), H-A-Y-Z-L-E-T-T.com. You can link in on LinkedIn, you can find us on Facebook, you can find us on Twitter or Hayzlett.com. Go and check out, hey this is a cool place, go and check out our book site which is [thinkbigtour.com](http://thinkbigtour.com). If you want to see a really cool site that we built for this launch and then follow along as we go out on tour, because we're looking at it like a rock tour and we have sponsors. We have Gwenfiditch scotch, I have a chocolate sponsor. I have Tumi, I have United.
- We actually went out and got sponsors just like a regular rock tour and we're actually giving away a trip to New York for people who share on social media about the book, and they have a chance to win a VIP trip to New York. We'll fly them first class on United into New York and then we pick you up in a helicopter at the airport and bring you into the city, and then you get a limo to your hotel and you're going to get tickets to Steven Cobert or some other show that we can get. We've got tickets to plays, we've got dinner, everything so what fun.
- Susan Friedmann: Very cool.
- Jeffrey Hayzlett: Yeah.
- Susan Friedmann: That was, what did you say, that was [thinkbiglaunch.com](http://thinkbiglaunch.com)?

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Jeffrey Hayzlett:

Thinkbigtour.com

Susan Friedmann:

Thank you, okay, well. We should have you back after that and have you talk about that experience and then the audible experience so we could have you fill many segments. Jeffrey, thank you, I really, really appreciate you taking the time to be our expert guest today, and thank you all for taking time out of your day to listen to this interview and I sincerely hope that it sparked some ideas you can use to sell more books. Wishing you much book marketing success.