

BOOK MARKETING MENTORS

Helping authors get their books noticed!



INTERVIEW WITH DAVID NEWMAN

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 nationally recognized marketing expert David Newman. He's the bestselling author of "Do It! Marketing: 77 Action Ideas to Boost Sales Maximize Profits & Crush Your Competition." David runs a marketing and training firm dedicated to helping speakers, consultants and hi fi experts maximize the influence impact and income. His instant action marketing advice has been featured and quoted in The New York Times, Investor's Business Daily, Sales and Marketing Management, selling power, Forbes, fortune, Entrepreneur Magazine and hundreds of media outlets throughout the United States. Without further ado get ready for plenty of instant action marketing ideas from the, Do It Marketing expert and one of my esteemed speaker colleagues David Newman. Welcome to the show David.

David Newman: Susan, it's great to be here with you.

Susan Friedmann: David I love to start with this question. It's every authors dream to have a bestselling book but in your opinion, why do so many fail to get anywhere near this level of achievement?

David Newman: I'll give you an easy answer; I'll give you a deeper answer. The easy answer is that of course they think the hard part is writing the book, and really the hard part is marketing the book. The deeper answer is that no one until you've done this, and I know that Susan as a publisher, and as a book mentor yourself, you've done this hundreds and hundreds of times with your authors, but until you've done it yourself as an author, you have no idea of the herculean efforts that takes. It's marathon, book marketing and getting anywhere near bestseller status.

Whether it's Amazon bestseller, real Amazon bestseller, and not the phony goofy kinds. New York Times bestseller, USA Today, Wall Street Journal, you pick the list. Anywhere near bestseller status is that a 26.3 mile marathon, and most authors treat it like a walk in the park, or even worse, they say, "when my book comes out then..." They don't realize the campaign needs to start six to nine months before your book is even

BOOK MARKETING MENTORS

Helping authors get their books noticed!



on the market. You have to do pre-marketing, you have to do marketing, and you have to do post-marketing. It is like having a child. It's not like the kid can walk now so my job is done. It's like you've got to keep going until that child is eighteen years old and leaves your house and he goes to college, and it's the best serious commitment if you truly want to make your book have the impact, to have the sales numbers that you deserve.

Susan Friedmann: I love the way you said that, because it's so funny I get so many authors who are frightened to do any marketing until they actually have the physical book in hand. As you say that's already probably three months too late.

David Newman: It's too late.

Susan Friedmann: Absolutely, I couldn't agree with you more. Just even thinking about being a bestselling author, you've got to do so much work to get there. Let's talk about some of that kind of work and some of the ideas that you would recommend authors take to start the process.

David Newman: I think you need three groups of people on your team early. This takes some thought and some preparation, and a little bit of bravery. The first group that you need, again even before the book is complete not before you've started writing, but somewhere between you've started writing enough where the book is starting to take shape, and long before publication, you want to track down endorsements. Book endorsements, people who are going to be high credibility rock stars in your field, clients, other authors, other speaker pals, and other consultant friends. You want to enroll those people early in the process; you do not want to wait until a few weeks before the publisher says, we're finalizing the book jacket design, by that point it is too late because these people typically if you're asking the right kinds of people for the book endorsements, these people are very, very busy. Hopefully very, very important, and very, very influential; you need to give them plenty of lead time, and plenty of flexibility to give you that "all important" book endorsement.

The second thing that I recommend, and depending on the kind of book you're writing; this might fit your book, and it might not, but I'd work hard to make this fit your book; is contributors. In the "Do! It Marketing" book that Susan mentioned I have fourteen contributors. These are other people in my area of expertise, which is marketing and also in the adjacent areas of expertise. What's adjacent to marketing,

BOOK MARKETING MENTORS

Helping authors get their books noticed!



sales, business development, social media; I went to all of my rock star friends who are in my area and in my brought areas, and I asked them to contribute a short one page, one and a half page success side buttons in my book because here's the sound bite folks, if they're involved in your book, they're going to be involved in your books success.

Then the final tribe of people is early reviewers, people who are willing to post the review weeks and weeks, months and months before the book is published. Folks that are willing to jump on Amazon and do that same thing for you. As much as you can activate your network so you have your endorsement pass to you, you have your contributor top tribe and you have your cadre of early reviewers.

All of these people you need to be cultivating and nurturing relationships with not only weeks and months but in some cases months and years before your book comes out. This is totally a dig your well before you're thirsty strategy and if you do those three things right, and your book is only semi good. You have a much better chance than not doing any of those things and having a truly awesome book because even a truly awesome book is not going to sell itself without endorsements, without help, and without reviews.

Susan Friedmann: Again I totally agree and it's interesting because many times the authors really don't know where to go first of all for endorsement. For those early reviews they have a hard time deciding how do I get these. If you've got any sort of help or ideas that you can share, that would be really beneficial.

David Newman: Sure, in my opinion. The reviewers are easier than the endorsement. The endorsements is where people start to catch their breath and go oh my gosh; Marshall Goldsmith, Seth Godin and Brian Tracy and all these big names. Again these are big names in our world of business motivation, inspiration, coaching, consulting etcetera. Whatever your field is you're going to have some big names and the usual suspects. What I would do, I jump on Amazon and walk down to your local bookstore if there's still any local bookstores left or I've even peruse your own bookshelf and I would start looking for patterns of who are the usual suspects of people that endorse a lot of books in your category.

If you're in the marketing category you have any decent marketing books on your shelf. You're going to see Seth Godin frequently endorses marketing books. Brian Tracy frequently endorses sales books. Marshall

BOOK MARKETING MENTORS

Helping authors get their books noticed!



Goldsmith frequently endorses management and leadership and motivation books. These are people who understand the value of having their name on a book jacket other than their own book. They've embraced this concept of influencer marketing; they're going to be more likely than most to endorse your book. You know what I did; I emailed Marshall Goldsmith. This is cool. I had relationship with them. I did read his book, I am a fan of his, I did put some things that we have in common and my email template I'll give this to you guys now in case it's useful. Dear Marshall, I've been a longtime fan of your work and Susan may remember in fact that Marshall came to speak at the N.S.A. convention in 2008 where you and I saw him through a big main stage program for two thousand people.

I mentioned that, I said hey you and I were in the same room back in New York City in 2008 where you gave that awesome, main Stage, master class room fan of two thousand yet "What Got You Here, Won't Get You There." I'm writing a book, here's what it's about. All its missing here is the language. All it's missing is a Marshall Goldsmith testimonial, and this little book will live happily ever after. I used a little bit of humor and a little bit of humility in this approach, and I would say, please let me know if you'd be willing to take a look. I never say hey, read my book. None of these guys have time to read your book. Susan, if she wasn't your publisher or if she wasn't your book mentor, she wouldn't have time to read your book either, I don't have time to read your book so make it a light request. Make it light, make it easy, make it fun, make it complimentary, and I'll tell you I did this with Brian Tracy.

By the way Marshall Goldsmith answers his own email, which impressed the heck out of me. Brian Tracy has an assistant who is super responsive; she got back to me right away so David absolutely sent a couple sample chapters, send the P.D.F. Brian would love to have a look at it. Marshall Goldman is traveling all over the world so the emails I got back from him like, hi from Sri Lanka and hi from Brisbane and hi, from wherever he was traveling. Hi from Kuala Lumpur I'm like wow, this guy travels a lot but I'll tell you we had a beautiful email communication back and forth, and I'm a nobody. I mean in the spectrum of the Marshall Goldsmiths and the Brian Tracys I'm a nobody. I'm a somebody in a very small little pool but believe me you do not need to be a name or a rock star or anything that you associate with this because again the usual suspects they understand the marketing value of having their name on your book.

Your book could do well, it could do super well, it could be a runaway bestseller. They realize the power of the book endorsements and they

BOOK MARKETING MENTORS

Helping authors get their books noticed!



realize you know what the more book jackets that my name is in the better for me. Of course the better for the author but also the better for the influencer, the better for the rock star. That's my template is put something that you haven't common, mention that you're a longtime fan of their work because obviously you should be, and you probably already are, Mention anything that you have in common whatsoever; a book of theirs that you've read, a conference where you saw them speak and then my little template was; I'm writing this book here's what it's about and all its missing is a Susan Friedman endorsement and this little book will live happily ever after please let me know if you're willing to take a look.

Then with that such a light request; don't send the book, don't send the P.D.F, don't send the attachment these people are very very busy, and I sent thirty to Susan. What I did as I sent thirty requests and I got eighteen yeses. I got twelve no's and no's fell in the two categories. One kind of no, which is always little bit discouraging is totally no response I guess it went to a black hole. I'm not going to name names but I still like these people, A little disappointed that it went into a black hole but then one of my favorite no's was from Guy Kawasaki and Guy Kawasaki another rock star in our world and the world of entrepreneurship business, small business. He sent me a beautiful handwritten note again just boom almost instantly.

David, my plate is so full with other projects, I couldn't give your book the attention it deserves great success with it, Guy. I'm like oh my God, I love you even more, I love him more with a no than if he had said yes, and given me the endorsement. These super busy people that we put up on a pedestal as unreachable and untouchable; here's the tip folks they're reachable, they're touchable, they're human and they want to help you because helping you helps them.

Susan Friedmann:

Oh that's gives me goose bumps when you just said that because I think we're frightened to go to some of these people because as you said we put them on a pedestal and they'd never look at my book type of thinking. Is interesting because for my Riches in Niches book; I went to Seth Godin who was delightful, and he said yes. He gave me a testimonial, and again interestingly enough, I mention the fact that he was on the stage at NSA and how much I love his work. I did something very similar; used a very similar formula even though mine was not as organized as yours. What he did say was that I could use his testimonial, his endorsement on the book jacket only, and it was not to appear in any kind of electronic format form. Despite that proviso, I was thrilled to pieces that he would just even allow me to do that.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



- David Newman: Wow, so you couldn't put that on your books web page for example?
- Susan Friedmann: No.
- David Newman: How interesting, wow.
- Susan Friedmann: Yes, it could only be on the physical book itself
- David Newman: He's the boss, so that's true.
- Susan Friedmann: Exactly, I was I was thrilled to have it on there so it was fine. Then I got a no from Chris Anderson of The Long Tail, and he said no, just like Guy Kawasaki, he had so much on his plate. He was in the middle of writing a book, and he was just turning down all of these types of requests at this time, but he again wished me luck. He responded, he was a real mensch, as they say. I love the fact that he did respond even though he didn't give me what I wanted. Thanks for sharing it as it's really, really important, and I hope it gives some of the listeners who feel they're a nobody in this world, a chance to approach the somebodies in this world. Get heard, get listened to, and get read.
- David Newman: Oh yes, totally.
- Susan Friedmann: Moving right along, David in your book they deal with marketing. You write about the idiot's guide to social media marketing I love this so much. How can we change that formula maybe into the idiot's guide to social media book marketing, does that work?
- David Newman: Absolutely. It's funny, I think because I'm calling people an idiot. These has gotten so much attraction, this is one of the things that people always ask me about, the Do! It marketing book. About talk about that idiot section, what's about the whole thing with being an idiot on social media? We will walk through the acronym very quickly and I'm actually not calling anyone directly an idiot but it's an acronym. I-D-I-O-T-S. As authors and thought leading experts who have a book to sell it. Seeing its funny these sounds familiar, I in the acronym of idiots stands for I mean my syndrome. What everything's all about you?
- I've read some of these author BIOS and I know Susan you must have a lot of fun with these authors that are creating the BIOS for you and for the books but it's always about, I and me and my book and my background and my passion, and my interests. I love writing books, I love speaking to my audience and I need my blah, blah ,blah. It's like

BOOK MARKETING MENTORS

Helping authors get their books noticed!



just it's this ego maniacal crazy; crazy ego first of all and sometimes we don't really realize that we're doing it because we think that the bio should be about us. The bio is not about us; the bio It's about the reader in the context of what we can offer them and what our book can offer them and how our book is going to make their lives or their business or their career or their parenting or their money or whatever it is better. How is it going to make, how is it going to improve their life, how is it going to improve their business, how is it going to improve their career.

Anytime that we talk about I, me, and my. I encourage authors to flip it. Flip that language into you and your language, you and your and reader. Not me, and my book. Just you can make the same points and say the same things just do one hundred eighty degree flip on the actual grammar. For example, instead of I will teach you, you will learn. You will discover, instead of in my book I talk about it's when you read the section about. It's not I'm writing no, no you're reading. I will teach no, no you will get. It's a subtle flip but man when you read the other kind of book marketing, that's all about me, all about the reader, all about the person who's is going to plug down the fifteen or twenty or twenty five bucks to buy your book. You can feel the difference in your bones as opposed to the ego maniacal self aggrandizing kind of nonsense that we see a lot of times.

We will kind of and go through here rapid fire. I spent more time on that one than with the rest. These are damming it down it's like well, the sample chapter I'm not going to give them my best sample chapter, I'm just giving some crap out of Chapter seventeen. I was just going to give them that second rate. That second rate content because God if I give them the best chapter, they're not going to buy the book. Here's the question my author friends, when is the last time that you did not go to see a movie because the trailer was too good right.

You give them your very best sample chapter, you give them the gold, and then they're like wow I have to buy this book. This book is awesome, and so that's the key don't dumb it down. The second I because there are IDI for the word idiots, is information without invitation. Information without invitation; so what does that mean? That means information without inviting to engage, inviting to engage is simply what do you think. What do you think, what's been your experience? Asking questions; asking questions in your book marketing, asking questions even in the context of your book that you're writing because often if you think about interpersonal communication we are often judged more so on the questions that we ask than on the statements that we make.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



People who are asking intriguing interesting question and who evoke involvement from their readers those are the ones that people walk through walls to be with those authors. People would whatever you're coming out with next, I want some because I feel involved in your work, I feel engaged, I feel that you're committed to me so I'm committed to you. That's huge, always simple, always about overselling. About, don't have your book be availed sales pitch for your coaching or consulting or training services. Don't have your book be filled with a lot of filler and spam and fluff and nonsense give up the meat. Give people the meat so when they buy your book they are hungry for more. Not hungry, meaning that you haven't given them anything but you're giving him a beautiful seven course meal between the covers of your book and they're like wow I can't wait for this person's next book or next training or next coaching program or next seminar that they're going to give are around the ideas in this book, so no overselling.

T is talk without action. T means, there needs to be a call to action even in the pages of your book. Go to our Face book page click like, click share, download this companion tool, download the companion tools and worksheets and forms that come with the book. Download the workbook that comes with the book. Not having a call to action is a huge mistake so quick story. When I was putting my book manuscript together, I had my U.R.L. which is [doitmarketing.com /book](http://doitmarketing.com/book) that are all the companion tools and all the downloads in here. I was must have had that Susan in my manuscript about seven or eight times and my editor says to me David we have to take all of those out. She sent me back among all the other editorial crazy changes.

She took them out and I said why in the world would you take them out. She said, you have to understand this book is not a commercial for my business, and here's it is what I said back to her. I said, Alan not only is this book a commercial for my business. I want you to think about it this way, my entire business is a commercial for this book. The more of those U.R.L.'s that are in there, the more I can tie into my readers, the more I can connect with my reviewers, the more I can build the tribe and the movement around this book the more books we're going to sell.

I know that Susan is very author centric and sales centric. Most traditional publishers are not very author centric but they're still very sales centric. If you happen to be working with a traditional publisher which I'm not sure how long they'll be around but if you are, here's how to make an argument, here's how to go to back for your book idea and maybe to a certain extent with Susan too but only she can tell us that.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



Here's what you will say, you say I want to make sure that blank in order to sell more books.

You can say I want the book jacket to be read in order to sell more books; I need this interior layout versus that interior layout so that we sell more books. Any phrase, any statement that you make that ends with the clause so that we sell more books believe me your publisher will at least give you a better shot at listening to you. Not because I want it, because I'm the author, because I say so, it's not going to work. In order to sell more books Susan's going to listen, another publisher is going to listen and maybe even a traditional publisher God bless you is going to listen but that's what you have to do.

Then finally, the last one is US, IDIOTS that is about short term focus. We mentioned this at the top of our interview today. This is a marathon folks it's not a sprint, if you think well, I'm just going to market this book for maybe sixty or ninety days after it comes out and then I'll move on, this is like having a baby and it is a nice little baby it doesn't poop, it doesn't throw up, it's made out of paper, it's awesome but I'm telling you're going to live with this book if it's any good. I don't want anyone to write these throwaway books for the sake of having a book. If your book is any good at all; you're going to be living with this puppy and nurturing it and feeding it for the next three to five years. If you want a second the book you will really nurture and love this first book that you're working on or the current book that you're working on for three to five years. It's a marathon again, not a sprint.

- Susan Friedmann: Wow, I feel as if you've run a marathon and I've watched you or I've run the marathon and you've watched me.
- David Newman: That's David Newman on the fire mode; I can't help myself I'm sorry.
- Susan Friedmann: It's wonderful, no need to apologize, no need to apologize. David among all these wonderful things that you've shared with us, I'm sure that somewhere along the line you've made some marketing mistakes. Which is good enough to at least share one of them?
- David Newman: Sure, well a lot of people think that Do! It marketing book is my first book. Here's the secret, the Do! It marketing book is my ninth book. Guess, what that means, that means the first eight books were huge mistake. Seven self published books going all the way back to 2004, I believe we sold seven copies that mean one of each because my mom bought one of each of these seven books. Mistake number one; these

BOOK MARKETING MENTORS

Helping authors get their books noticed!



books were all over the map because it mirrored my business. The first three years of my business I was all over the map as a speaker and as a consultant. I hit the market place in January 1st 2002; I'd left a beautiful corporate career internal consulting, internal trainer. I went out on my own I said hey, how hard could this be. I had thirty different workshop topics I mean every topic under the sun leadership, sales, marketing, hiring, firing, communications, presentation skills, trust workshops, creativity, innovation, you name it.

Guess what I had a leadership book, I had a team building book, I had a creativity book, I had a sales book. The train wreck train wreck after trade wreck, after train wreck. I have them on my shop as a reminder to focus because just like the book publishing was a train wreck because of lack of focus. The underlying business that I had for the first three years was also a train wreck because of lack of focus, so my lesson is focused on your expertise, focus on building the business around your book, building the book around your business, stick with what you are the master at do not dabble, do not detour, do not get distracted That's number one. When the first seven books was now published book number eight was a minor league publisher and very niche publisher H.R.V. press. That was the manager's guide to using consultants and I figured hey, I'm a consultant; why don't I write the handbook for buying consulting services. That will be a million dollar idea and I have no idea how many books they've been sold.

It was one of these like no advance, no nothing kind of things and I'm not even sure I ever got a royalty statement and the whole thing was just ...went off the rails. They didn't ask running money back which is great because they hadn't given me any money to begin with. That was in 2007 that was kind of like the last gasp of me being clueless. Then around that same time around 2006, 2007 I stopped doing all the other crazy nonsense and I really focused in on entrepreneurial marketing sales and business development. Here's Lesson Number Three then. It says well, David since you're so focused and so wonderful since 2008 let's say, how come your book didn't come out for five years because Do It marketing book came out in 2013. The reason that the Do It marketing book came out in 2013 is platform building.

Platform building, platform building, platform building, no matter how wonderful and fantastic your book and I don't care where it's published you can publish with Susan, you can publish on your own, you can publish with [inaudible 0:29:11] some New York publisher. Without having the reach and without having the platform and without having the following you're just not going to sell any books. You're not it's just

BOOK MARKETING MENTORS

Helping authors get their books noticed!



going to be a really, really, really, really hard. I worked for five years on building up my speaking roster, my consulting roster my training roster.

I spent a tremendous amount of time doing content marketing social media, in every possible way of tribe building, adding value, being helpful, being generous, and working with people individually in groups. Training's all kinds of free tell us seminars, webinars, in person training's. Then, when I felt that I have the platform that would support the book that I wanted to write and then I needed to write next; for the next chapter of my own business success, then I had the platform underneath to make it a huge success. Then, again I say that like with a little bit of pride not any arrogance I hope. Remember, five years', five years it is s like if I'm not proud of that five years of work, I'm not sure what I would be proud of. Again, even that's a marathon and not a sprint. You don't just dash off a book and then say hey to my email list of twenty three people. You guys want to buy some books.

Susan Friedmann: What about if an author comes from the other way round putting the cart before the horse and saying they want to build a platform using the book. The book gives some credibility to build that platform. What do you have to say about that?

David Newman: Well, I think there are many paths up the mountain. There are many paths up the mountain. Understand that if that's the way you're going to go as far as I can figure, you're going to be seeding of the book. You're going to be giving away a lot of copies of this book to people of influence and prospects and clients. You're going to be doing a lot of joint venture marketing where you're going to be asking to tap into other people's lists for help to launch the book. By the way I recommend that no matter what. When my book launched back in 2013, my e-mail list was just shy of ten thousand people, which is very small for this kind of thing. Luckily, I had my tribes right I had my contributors. I had my endorsers, I had my reviewers, and I had my fans, my followers, and my friends.

When I launched this book, I launched it to a million e-mail addresses. A million, because ten thousand were mine, and nine hundred and ninety thousand were from my smart friends. You need smart friends' folks; you need smart folks that can multiply your reach by a factor of a hundred or factor of a thousand. You can do that just like I did that, but luckily I had ten thousand of my own. Today that's more like seventeen or eighteen thousand. You know lists building is an ongoing, evergreen effort. I think for every author if you're not building your list, you are

BOOK MARKETING MENTORS

Helping authors get their books noticed!



missing a huge opportunity. Guess what, we all start with one. We all start with one and then you know get our mom, our dad, our brother, our sister, and our dog. It doesn't matter. Get that one name on your email list and then you get three, and then you get ten and then you get thirty-six and then you get fifty nine. It goes on and on from there.

There is an ancient Chinese saying, the best time to plant a tree is twenty years ago. Second best time to plant a tree is today. You can start that list building today. Susan, very long with that answer, you could totally work the other way, but you just have to give more weight to the smart friend's strategy and use other people's regions that of your own.

Susan Friedmann: Yeah. I've heard that many times you absolutely right is to you know, have other people on your team as you say who can definitely help you, your foot soldiers as I call them to a ready market. David, what's the best way our listeners can buy a book, or find out more about the services you offer?

David Newman: The best way they can buy my book is online, anywhere, anytime, anyplace, any bookstore, Amazon, 800C.E.O, read walk into Barnes and Noble. It's probably not on the shelf anymore even though it used to be you know in for about two years, but you know book cycle through shop spaces is limited. There's a ton of free resources on my website of course, doitmarketing.com. The companion tool specific to this book are at doitmarketing.com/book. There are also all kinds of freebies on the website or bloggers, cheat sheet, there's downloaders, there's free webinars, you can sign up for all kinds of things. I do occasional group training, instant courses and online things and there's a ton of stuff free and is the part of stuff paid in. That's how I like it.

Susan Friedmann: I went on to that website and one of the things that blew me away, was how you encouraging people to buy your book in bulk and giving little services and I...

David Newman: Yes.

Susan Friedmann: I encourage all our listeners to go to your website, the Do It marketing website, and just check out. I mean, I'm sure you have no I'm hoping you have no problems with people copying these ideas because they're brilliant and you know I know ...

BOOK MARKETING MENTORS

Helping authors get their books noticed!



David Newman: No. I encourage people to copy these ideas and I got you know some of my clients who are speakers consultants etcetera. They pay a ton of money to copy these. Please, help yourself absolutely marvel what you see me doing, if it fits for you and for your book.

Susan Friedmann: That's wonderful; so David if you were to leave the listeners with a golden nugget, what would that be?

David Newman: I forget who said this but man this resonates so much with me as an author. "Everyone wants to be an author; and nobody wants to write the book." You know so we want to have written the book we want that book to be in the rear view mirror. We want to have a list of a hundred thousand names; we don't want to start with zero. We don't want to go back to the beginning. I would say that the nugget is whether it's about writing your book or marketing your book or marketing yourself or marketing your business; "In every single instance, we have to crawl before we walk, before we run, before we fly." I'll tell you the masters, the real masters in this business, like Susan, like some other folks, I like to consider myself one of these people that then this continuous learning cycle also.

The masters in this business, the cycle is crawl before you walk before you run before you fly. Even when you're flying at something, the masters always go back to crawling at something new. Then, they go through the same cycle again, so now it's oh, we want to do webinars. Okay, never done a webinar there before. The master goes back to a crawl, walk, run, and fly. They master webinars, oh Facebook ads. Oh no; Facebook ads go all the way back to crawling at Facebook ads, walk, run, and fly. The masters, right the folks are really at the top of their game that you might think all of their done their big. They have it all figured out. We do not have it all figured out. We are figuring it out every day just like you are. Don't be so hard on yourself, right we all have to crawl before we walk before you run before we fly.

Susan Friedmann: I'm doing a lot of crawling these days.

David Newman: Me too. Tell me about it

Susan Friedmann: Thank you. I appreciate all these wonderful instant action marketing ideas. I think you have a lot more that you could share with us and I hope that you would consider coming back at some point in the future and being a guest again.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



David Newman: I would love the comeback that is that's if it's an open invitation you can count on me.

Susan Friedmann: I love it. Thank you and thank you to all of you for taking time out of your day to listen to this interview. I sincerely hope that it spark some ideas you can use to sell more books.

Wishing you much book marketing success.