

BOOK MARKETING MENTORS

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INTERVIEW WITH RAY HIGDON

- Introducer:** If you're an author or plan to be one, get excited because this Podcast is for you. Book Marketing Mentors is the only Podcast dedicated to helping you successfully market and sell your book. If you're ready for empowering conversations with successful marketing mavens, then grab a coffee or tea, and listen in to your host, international best selling author Susan Friedmann.
- 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 special guest mentor of the week is network marketing expert Ray Higdon, who together with his wife Jessica has built a business using online and offline marketing, and prospecting to teach others how to duplicate their success. He's the best selling author of, "Vibrational Money Immersion-Think and Grow Rich for Network Marketers." He's experienced tough times in his life, but firmly believes in the, "never give up no matter what happens," mantra. Without further ado get ready for some exciting marketing ideas from the take action, never give up guy, Ray Higdon. Ray, welcome to the show.
- Ray Higdon:** Wow, thanks for having me on. So excited to be here.
- Susan Friedmann:** In a nutshell, can you give us a taste of your rags to riches story because I know you've got one?
- Ray Higdon:** Sure. Happy to. I was working in corporate America, and had worked my way up to a pretty decent salary, but I realized that the more I made, the more they demanded of me. I didn't want the jobs of my boss, or his boss, or her boss 'cause they all seemed stressed out, and I was spending more time with pictures of my kids than the real thing. I went out on my own, and went into real state here in the state of Florida. This was back in 2005. Things went really, really well until they didn't. When the market changed, I didn't know how to adapt, and I got beat up really bad. I lost every dime that I made for multiple years, and actually ended up in personal foreclosure.
- I had tried network marketing in the past, and either through education, or not being around the right mentors, or something. I had failed

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miserably. I had actually sworn off it. I was never going to do it again, but at that time in my life I had nothing else going for me. I decided to make a run for it. I actually ended up becoming the number one income earner in my last network marketing company, did over a million dollars in commissions in seven months, was at 50,000 a month in that company.

Now we teach people how to create success mainly in the network marketing niche. We've had a lot of fun.

Susan Friedmann: Wow, that's pretty impressive. As you know Ray, I'm passionate about niche marketing, and one of the main reasons that I wanted you as a guest expert on this show is you've established yourself as an expert in a niche market. Could you share some of your secrets to building that position for yourself?

Ray Higdon: Yeah, absolutely. I think some people may think that you have to have massive success in a particular niche for you to become an authority in that niche. I actually don't believe that that has to be the case. In my opinion, the fastest way to become an authority in any niche is to teach, is to look at what areas of that niche are problem areas for people. What are obstacle? What are roadblocks? What are things that are preventing people from accomplishing whatever they need in that particular niche? Start teaching that stuff.

It has to do with we love the idea of creating content. We create a lot of content, we've done almost 1,700 blog posts, 600 Podcasts, and we've done now for the last three and half months, we've been doing Periscopes. We've done 114 of them. We do a lot of free content. Free content is a key, but also immersing yourself in the niche that you really want to crush it in. We've immersed our-self. We go to the big events. We have invested in a lot of different courses, a lot of different mentors. We've really immersed yourself in the profession, and that helps us know what are the real problems people have. What do they say they have, and what do they really have? Really immersing yourself in the profession, and creating free content to help people in the profession are, for me, the one-two punch.

Susan Friedmann: I love that. I'd like to talk about the free stuff because one of the issues when I talk to authors about marketing, and I talk to them about the idea of giving away free stuff there's this reluctance to do that. They want to hold back. They say, "Well if I give that stuff away. What are they going to buy?" How would you respond to that?

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Ray Higdon:

I get it. I would assume people saying that are more old school thinkers of ... I think once upon a time, you really didn't need to do free content. You were paid to go speak at an event. Your books were purchased, not given out. That model probably hasn't been up to date since early 2000's, but most certainly middle of 2000, you know 2005, 2006. That model is just ... I don't know that it exists anymore.

The only place where I think maybe that exists is in the super celebrity realm. If you are super celebrity already, okay maybe you do charge for every single thing that you do, but I can tell you even if you are super celebrity, I don't know that I agree with it because ... Let me just peel back the curtain on our business. We have 125,000 people on our email list, and the truth is the majority of them haven't bought stuff. We actually have right around 20,000 people who have bought something, but those other 100,000 people, they share our stuff that might get us in front of people who do buy things, they comment, they like our stuff, we help them. I've had people come to me, and say, "Ray, I've been consuming your free content for three years. It's actually helped me build a profitable business, and now I'm ready to invest in your coaching." I've had that happen over and over and over.

The way that you dominate in today, today we're talking, the way that you dominate now is you out-teach your competition. That's how you win. If you look at, let's take chefs for example, if you look at the different chefs, there are amazing chefs that are way better than any of the chefs that we know 'cause they're on TV or whatever else, there's amazing chefs out there that you'll never know about because they don't teach. They don't create content. They don't do the things to amass a following and an audience. They're just known in a really tiny circle of people that respect them and think they're amazing, but the people that really crush it, monetarily, are the people that were exposed to more. They're the people that do TV shows. They do blog videos. They do different things of that nature.

Whatever niche that you're in, I can assure you if there's someone not creating a lot of free content in that niche, then you're at risk because someone could come into that content and absolutely smoke you. The way that we do it ... This doesn't mean that we never ask for money. We ask for the sale in most of the things that we do, or we introduce them to a process that will eventually lead to a sale. We do that in almost all of our content, but also in almost all of our content is some kind of value. Some kind of tip. Some kind of education that will help our target market.

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- Susan Friedmann: If we were to put this into a system, how would you go through that with a first timer who has got a book, and this book obviously is full of content, what would you advise them to do?
- Ray Higdon: Good question. There's a few different things that you could do. One, if you're actually making the commitment to do a book, which is a pretty serious commitment ... I look at all the different things we've done, book for me, that's a serious commitment. It does take time. A lot of people in the mix, and I think it's extremely valuable and smart to do, but it's a commitment. If you have committed to creating a book, then I'm going to say you know a little bit about your craft. You know some things. You may not be uber-expert, but you know some things. Maybe you are, maybe you are uber-expert. I don't know, but you know some things.
- I would suggest to you, what are some things that the market, the niche that you are writing for, what are the things that they struggle with? What are the things that they need help with? One example could be if you just solely wanted to market your book, and I will ... If you don't know this, most marketers, a book isn't the end goal. The book is the credibility factor that leads to key-note speeches, or leads to coaching packages, or leads to their other funnels. Not to take away from the book 'cause the book should be fantastic. I'm not a fan of writing a crummy book to try to lead them to something else, but the book should be fantastic. For most people, it's not the end all be all. It's usually leading to a mastermind, leading to a coaching program, leading to something else.
- I would, if you have a book, go through the chapters. I'm going to assume that some of those chapters solve some kind of problem. You could probably take any one chapter, and create five, six, seven different two to three minute videos that share one little tip from that book. It could look like this, our video formula that we teach people is intro, question, content, call to action. Let's say that I had, in my book, a chapter on the money mindset. I could say here's my four parts:
1. Intro: Hi my name is Ray Higdon.
 2. Question: Do you ever struggle with having the right mindset around making more money? Well stick around, I'm going to share with you one tip that will really help you.

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3. Content: Content would be something along the lines of, "One thing that you need to understand if you're not making the kind of money that you really want to make is that you may have a resistance to other people that make money. If you're the type of person that you see someone making a lot of money, and you have resistance to it, or you think, 'Oh my God, they're selling again,' well you'll never become that which you despise. If you have a negative energy towards sales people, if you have a negative energy toward those who do make a lot of money, then you'll never become one of them because energetically, you won't become that which you despise. Did you get value from that tip? I hope that you did, and by the way this is just one of the many things that I cover in my brand new book called blah blah blah blah . com.

It would be that little formula. You take out little snippets from that book, and that's I'm answering your question. It's a little limiting in that there's probably lots of things not in that book that you could also do the same process with, and just have a different call to action, but specifically for a book, you could do that all day long.

Susan Friedmann: I love it. I absolutely love it. You made it so simple, it's like wow. Anybody could just take that, and do it right then and there because you explained it so beautifully. Thank you.

Ray Higdon: Yeah. You're welcome.

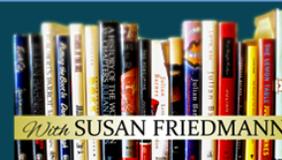
Susan Friedmann: One of the things that I love to do is to give tips or checklists, and to take that from my books. What about you? How are you using your book?

Ray Higdon: Yes. Good question. Our first two books, we went with doing them as Kindles, and they did really well. I don't know exactly how many copies we've sold, but it did hit number one best seller in a whole bunch of different categories. We're actually, right now, you're helping us out too, so thank you, but right now we're actually creating our very first physical book, which is new for us.

As far as how we're using it, I'll tell you right now, it's mainly credibility. We have very fortunate. We've built a multiple seven figure info-marketing business. We do a lot of transactions. For example, my blog right now does 40 to 70 transactions per day. Every single day, day in, day out, and it's been like that for over two years. We get 40 to 70

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different transactions of anything from \$7.00 to \$9.97. We have that down pact.

Where we're using our book, and where we will use this new book that we're working on and finishing up is one for credibility, two for something physical that we can ship to people, and put in people's hands 'cause there is value associated with that. I think a lot of trainers out there, they're so reliant on just digital nowadays, but there's just something. I'm a member of different newsletters, and when I get that physical thing in my hand, it has more value to me for some reason. I don't know. I log into a lot of different trainings, and I still buy digital courses of course, but there's something about holding something in your hand that I think your customers and clients get a bigger benefit out of.

As far as the marketing of the book, we have it right on our blog page. We have links to Amazon. I'll tell you, not only do we get sales from that on almost a daily basis because of the free content that we have created, but I also, we watch ... There's a software out there called crazy egg that allows you to monitor eyeballs on your website, and see what they actually do. We have seen, a lot of times, people will click that Amazon link, look at the book, come back and buy a course. Which is interesting.

To me, obviously I'm not there interviewing them, and I don't know 100%, but for me it means that there's something credibility-wise that a book does that helps you sell your other programs. That's kind of what we've done.

- Susan Friedmann: One of the things, I wanted to take you back. You talked about transactions from your blog.
- Ray Higdon: Mm-hmm (affirmative).
- Susan Friedmann: How does that happen because you're giving away free information, I would assume, in your blog. Where do the transactions come?
- Ray Higdon: Yeah. Multiple places. Sometimes I'm doing a blog post, and right in the blog post, I'm linking to something that is relevant to the content. On every blog post, I have at the bottom of the blog post, a P.S. line. A P.S. line is almost always to some kind of capture page that leads them to a funnel that sells them something. I mix it up every once in a while. It's not necessarily the same one every day, but my blog posts, my P.S. line,

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there's always one at the bottom of every single blog post. The funny thing is, I've actually won affiliate contests from P.S. lines.

We actually participated in a ... Now she's one of my friends, one of my friends Lisa Sasevich, she had a contest ... I think this was earlier in the year, and we decided, you know what, let's see if our audience likes that. We put little P.S. lines at the bottom of our blog post, we ended up winning her lead contest, which was a \$10,000 prize. Beating out Eben Pagan. Beating out all kinds of ... Brian Tracy, all kinds of crazy marketers that clearly have much larger lists. We earned that \$10,000 prize. We actually ended up making 24,000 in affiliate commissions, and that was from P.S. lines. We have P.S. lines.

We have a Work With Me tab. My Work With Me tab, it takes people that want coaching. I realized that one I only have so much time in the day, two I'm not looking to coach everybody. We tend to nowadays, we only coach six and seven figure earners, but there's a lot of people out there that want coaching that aren't at that level. I trained some coaches to be able to help people with accountability and things like that. We actually created a completely separate income from having my, basically, out-sourced coaches that coach some of the leads that come through that Work With Me tab. Of course, we have a products page.

So, P.S. line, sometimes a direct link in a blog post, or a call to action in a video on the blog post, the Work With Me tab, and the products page. Those are all of the different things that we're getting transactions on each day.

Susan Friedmann: Interesting. How often do you write your blog?

Ray Higdon: It depends on what we're promoting, but we've done five to seven blog posts a week, every week for over five years. We do a lot. On a daily basis, we typically do a Podcast, a Periscope, and a blog post. That's a normal day. That's not everyday, but I would say four to five times a week, we hit the trifecta each day.

Susan Friedmann: Wow. Those are your major sources. I was going to ask you which social media sources you use, but you're telling me now which ones those are. Do you use anything else?

Ray Higdon: Yeah. We use ... We put stuff on almost all of the social media sites. We've tested ads with about every different place. We still get the most

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bang for the buck from Facebook. We have a good return. There are some months where we're putting 50, 60,000 into ads per month into Facebook 'cause that is where we're getting our most bang for our buck.

Susan Friedmann: Of course, some of those figures are scaring some of our listeners who are brand new at this, and I like to keep it simpler though.

Ray Higdon: Let me help though.

Susan Friedmann: Yeah.

Ray Higdon: Let me help with that, okay?

Susan Friedmann: Okay.

Ray Higdon: We were over \$700,000 a year before we did our first ad. That is not what I recommend actually. I actually should have started advertising much sooner, but for those scared ... Keep in mind I started when I was dead broke, in foreclosure, me looking through the Venetian blinds to see if it's a bill collector at the door. It was not fun. It wasn't easy. It was a lot of work, and I don't want to paint the ... Now, obviously business is rocking and rolling, and we're having a great time, but it certainly took a while to get there. When we started, it was just me, and about a year down the road or maybe two years down the road, I finally got a second person to help me out.

Yeah. I get it. The key is, still, provide value to your marketplace. Out teach your competition, and immerse yourself in your profession, and you can get there.

Susan Friedmann: I like that. I really do. I'm going to have you talk just a little bit about Periscope because nobody who I've spoken to so far has mentioned it, and it's a brand new tool, talk to us a little bit about how you use it, where you see the value.

Ray Higdon: If you're any kind of brand, and you're not using Periscope, you're missing out. I'm telling you. We have clients that are part of our masterminds, and different things like that, and that can't get a lot of people on a webinar, but they're getting a hundred people on a Periscope. Right now, just think about it, the last stat I saw, which this is probably over a month old, there were 12 million users of Periscope with less than 1% of people broadcasting. Just think about that. The only person that would download the Periscope app is someone who

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wants to watch a Periscope. Right? With less than 1% of people actually broadcasting, you have a very good chance of capturing some of those people that have the Periscope app.

We love Periscope. When I ... Right now because we've been doing it now for three or four months, I'm not talking ten years, I'm talking three or four months, when I click the Periscope button, I don't even remember the last time we had less than 500 people on, but we typically have 7 or 800 people on. Live. With a snap of a finger. With no marketing. For me to do that, I've had webinars where I had 7 or 800 people, but it took money, it took time, it took me three days or marketing, it took me maybe a thousand bucks worth of advertising. It takes effort to get in front of 7 to 800 people live, with Periscope, it's such a hungry audience, and if you provide value and you show them consistently that you provide value, you can very easily build up a large audience.

The most unique thing that we do, it's actually changed my business and I just love it, we do something called free coaching Friday. Free coaching Friday is the only scheduled Periscope that we do throughout the entire week. We do it at 10:00 AM eastern on Friday, and it's free coaching Friday. We invite people on, and I just stand in front of the camera, sometimes I sit, and I just answer questions. What we'll do is I'll pick anywhere from three to five questions, and really answer them in detail. It might be a 12 minute answer, it might ... I think we've had one that was like a 20 minute answer. It might be a five minute answer, just depends on the question. I'll answer three to five questions, I'll throw out a promotion that's a deep discount, and ... You know 50%, sometimes 75% off, we'll throw out a discount, and then we take the recording, and we splinter it out. We take each answer, each Q&A section, we make them different videos, we upload them, those are my blog posts for the next week.

It has worked amazingly. At our best free coaching Friday, we have 1,300 people on, and we're consistently getting between 800 all the way up to 1,300 people every single free coaching Friday that we do. We love it. Yeah, we do get a good amount of sales on that day, but for me to not have to come up with four pieces of content the next week is really awesome.

Susan Friedmann:

I love it. You're really answering their questions. You know you're delivering material that people actually want rather than the other way around, giving them material that you think they want.

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- Ray Higdon: Absolutely.
- Susan Friedmann: That's great. That's great. If our listeners would like to find out more about who you are, what you do, what's the best way for them to get in touch with you?
- Ray Higdon: Sure. They may or may not be in the necessarily network marketing niche, but if you want to just see the example of how we've built our business, I can tell you, I attribute free content to 90% of our business. Seriously. I really believe that's how we've built our audience. You can see six years worth of free content at rayhigdon.com. That's R-A-Y-H-I-G-D-O-N.com. Again, over six years of training, my marketing, prospecting, mindset, recruiting, things of that nature, and might give them some ideas for their niche.
- Susan Friedmann: That's lovely. If you could leave our listeners with a golden nugget, what would that be?
- Ray Higdon: Golden nugget. I would say, if you really focus on putting value into the marketplace, the marketplace will react, and I didn't know how much they would react, but they will react. I remember the very first time that we offered coaching, I wasn't sure if anyone would buy because all I had done is mainly push out free content. We broke every expectation that we had. I really believe it's because our audience trusts us. They see us everyday putting good value into the marketplace to help them, and people buy from people that they trust. Put more value in the marketplace via online content. It lasts forever, and if you focus on out teaching your competition, you're going to crush it.
- Susan Friedmann: I love it. I absolutely love it. Thank you so much. It's been a pleasure having you on the show, and thank you to everyone of your who are listening in, for taking precious 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. Here's wishing you much book marketing success.
- Introducer: The time is now to take action, and finally build your book selling empire. The great news is that Susan is here to help you. Visit bookmarketingmentors.com, and sign up for a free 15 minute book marketing strategy session with Susan. She'll help you discover your first steps to marketing and selling your book. Only those who take action are rewarded. Visit bookmarketingmentors.com, and we'll see you again next week.