

BOOK MARKETING MENTORS

Helping authors get their books noticed!



INTERVIEW WITH PEGGY McCOLL

Introducer: 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 your 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 into your host international bestselling 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 New York Times bestselling author Peggy McColl. Peggy has a proven track record and over 25 years of experience helping authors, entrepreneurs and experts achieve their goals, especially as it relates to creating international bestsellers. She's earned the reputation for being the gold standard in online book marketing and promotion.

Her marketing campaigns have resulted in sales of thousands of books. Peggy is the president and founder of Dynamic Destinies Inc., an organization that trains individuals, authors, entrepreneurs, corporate leaders and employees in some of the most compelling and strategic goal setting strategies of our times. Her innovative and laser focus work has been endorsed by some of the most renowned experts in the personal development field, including Bob Proctor, Jack Canfield, Jim Rohn, Mark Victor Hansen, Carolyn Myss and many others. Without further ado, get ready for bestseller book marketing ideas from the expert, Peggy McColl. Welcome, Peggy.

Peggy McColl: Thanks, Susan. Great to be here with you.

Susan Friedmann: It's good to have you. Let's get right down to the nitty-gritty Peggy. As you know, you've worked with so many different authors, but it's many author's dream to have a bestselling book, but why do so many of them fail to reach that goal?

Peggy McColl: That's a great question. I would say that they're not willing to do the work, and they probably don't even know what to do even if they did understand what was required to get there. You know when we think

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about life in general, people have dreams and desires to live a bigger life or a grander life. It's possible for everyone, but the reason why everyone isn't experiencing life to its total fulfillment is because they get in their own way. I think it's the same thing for authors as well. You've got to be willing to invest in yourself and invest in what's required to market your book. When I first became an author, I was what might be considered a struggling artist, or a struggling author.

I really didn't know anything about the book business. I didn't know anything about writing a book, or publishing, or self-publishing, or marketing. I self-published a book. Printed 3000 copies and a friend of mine, a good friend of mine advised me to go to a marketing event. I got on a plane. Flew to Los Angeles. It was with Mark Victor Hansen. That guy knows a thing or two about marketing.

Susan Friedmann: He certainly does.

Peggy McColl: There were many speakers that were onstage sharing their knowledge and expertise around getting results for authors. One of the speakers who's now a good friend of mine by the name of Jerry Jenkins said to the audience, if you're an author and you've written your book, 5% of your job is done. I remember hearing that and thinking, I don't think I heard him right, because I felt that writing the book and producing the book, because I had self-published, was a big job. He said, in case you think you didn't hear me right, let me repeat myself. If you're an author and you've written your book, 5% of your job is done.

He said 95% of your responsibility as an author is marketing. If you don't know how to market your book, you better learn, and you better learn now. I thought wow. That was one of those light bulb moments. It was definitely a turning point in my life. I realized that if I wanted to get results, I had to find the people that knew how to get results, learn from them and then apply what I learned from them. At the time I became an author I was a single mom. I had no desire to be vacant from my son's life, so I decided I'm going to find a way to market my books effectively using the Internet where I'm not vacant from my son's life.

Where in fact, I am driving him to school. Picking him up from school. Preparing his meals. Being there for him. Enjoying quality time and a successful entrepreneur. That's exactly what I did.

Susan Friedmann: Well, you've obviously found the keys to the kingdom, because you seem to be doing it very successfully, but I love that, that 5% of the job

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is done once you've written the book. I deal with authors all the time, because Of Eva Publishing. They come to me. They think their job is done. They've written the book.

Peggy McColl: Scary isn't it?

Susan Friedmann: It is, it's very scary. Like you, I'm a marketer. I tell them, you need to be marketing and you don't wait until you've got the book in your hand. Just get going right now. Don't wait until you've got the book in your hand. Just get going right now.

Peggy McColl: If you have the book in your hand, that's okay too. That's exactly what I did. I had the book already. You've got to be marketing all the time. Not once in a while, all the time. The agent's not going to do it. Your publisher is not going to do it. Your next door neighbor is not going to do it. Even if you hire somebody you think is going to do it for you, it's not going to give you any kind of lasting results. The other thing is some people think social media is going to do it for them, or they get on some national TV and that's going to do it for them. It's so much more than that. They got to really cash that reality check on what's required. You've got to learn how to be a marketer and be a marketer all the time, not once in a while.

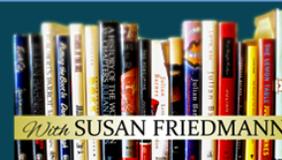
Susan Friedmann: I think that is so important, is understanding that it's a constant. It's finding something small to do every single day.

Peggy McColl: I think what it takes Susan to be honest, is you've got to really want it. You've got to have that desire right at the get-go. When I first wrote my first book. My first book is called, *On Being The Creator Of Your Destiny*. It's now out of print. I decided right away. That book was done and it was out there. I decided I'm going to write another book called *Be A Dog With A Bone*. That book was inspired once I became an author, because when I was a kid I had a little dog named Peppy She would grab ahold of her little rawhide dog bone. It would be a like a game for her. She'd grab her dog bone. I'd throw it and she'd run after it.

She'd pick it up. She'd bring it over to me, but she wouldn't let go. I'd try and grab it out of her mouth and she wouldn't let go. I'd be dragging her around the room from this dog bone stuck in her mouth. I thought, that's what an author has to be. You have to go for it. You've got to grab on and don't let anybody else take it away from you. Don't drop it. If you do, pick it up again and go for it again. You've got to really, really, really, if you want to be successful the great news, here's the greatest

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news you're going to hear. It's not crowded along the extra mile. Meaning that there's not a lot of authors out there doing what I'm teaching.

There are some. I work with authors. I teach a program. I just started a brand new program. The first class I said to them, you guys need to get excited, because there's such a small fraction of authors who will even think about investing in marketing, but those that do and those that follow through, they're the ones that we're going to see on the bestseller list.

Susan Friedmann: Interesting. One of the things that you said earlier was, don't rely on other people to do your marketing for you, because I recently did a survey and one of the answers to the challenges that these authors have is that they responded, oh I want to have somebody do it for me.

Peggy McColl: Exactly.

Susan Friedmann: I'm like . . .

Peggy McColl: Danger, danger.

Susan Friedmann: Why? Yes. It's your baby. You gave birth to it. Are you going to give that baby away for somebody else to . . .

Peggy McColl: Exactly, to rear.

Susan Friedmann: Yeah.

Peggy McColl: For the rest of their life. That's a good analogy, I think. Even if you did, let's say you hired somebody and you wanted to launch it. They're going to do some work for you. I have authors that call me and they go, well you know I launched it, or I paid this company \$75,000.00 to launch it for me, now what? You've got to keep marketing. It's not over. It's just really begun. What people usually buy is the author. The messenger. They buy the message yes, but they buy the author as well. I would say that the greatest thing an author can do for themselves is be out there and building their platform. Building their own profile. Building their own e-mail list and sharing with the world. You've got to be visible in order to really get any kind of traction. It takes time.

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- Susan Friedmann: It does take time. Yeah, because I know that they get very disheartened, that they do one thing and it doesn't do anything. It doesn't sell 100,000 books all at one go. They get very disheartened.
- Peggy McColl: Exactly.
- Susan Friedmann: You've got this great program that you do on helping authors becoming bestsellers, their books becoming bestsellers.
- Peggy McColl: Yes.
- Susan Friedmann: Let's get that right.
- Peggy McColl: Right, right.
- Susan Friedmann: What are some of those insiders secret strategies that you might be able to share with our listeners?
- Peggy McColl: Sure. Number one is that there are certain things that you can do that are going to absolutely produce better results. In other words, if I said to you Susan, if you gave me \$10,000.00 and we invested your money. You were going to get a return that produced lets say \$150,000.00, would that be of interest to you?
- Susan Friedmann: Absolutely.
- Peggy McColl: Absolutely, right. We tend to make wise, most of us, make wise decisions with our money, right? What I find is we need to make wise decisions with our time and our money. In other words, invest the time. One of the things I teach authors is invest the time in doing the things that are going to produce the greatest results. That would perhaps inspire the next question, what are those things? Well, it depends. What do you want? What do you want to create? Now some authors say, I want to be a bestselling author. They believe that there's some kind of an attachment that you become a bestselling author, that you're rich. Well, not always. You could sell 10,000 books if you're selling it through a publisher, or you're self-publishing and you're selling it through some online channel.
- You might make a little bit of money on that, but you're not going to live off that for the rest of your life. You might if it gets to the point where you're in the hundreds of thousands or millions of copies of your book, but that's so rare. It's almost as rare as winning the lottery. There's

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some aspects of it that is like winning a lottery. It's not that it's not possible, it's possible. What I suggest to authors is you can look at your book as a business. There is a way that you can generate multiple sources or a source, or two sources of revenue extending beyond the book. It works the same for fiction and non-fiction authors.

That's why I created my program called the Millionaire Author Program, because I want authors to recognize the tremendous opportunity that they're holding in their hands. With who they are and what they have that they can share and provide in the world of value, that will return something of value to them, which is monetary return. Which is money. Of course fulfillment and all of that. That comes with it. That's what I have authors doing is looking at their book a little differently. Now not everybody wants to make money from their book and that's fine too. You don't have to make money, but I would say 99 out of a 100 authors would like to make money.

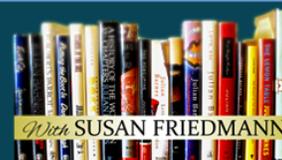
It's extremely rare that I meet an author who says that they don't want to make money. What I help authors do is I often say there's four things that I help authors with. One, get their books written. Two, self-publish or publish if that's what they want, to get a publisher. Three, make it an international bestseller, which includes New York Times Bestseller, if that's something they'd like to do. Four, make money. I love all those areas, but the opportunity is there for everyone. It's a process. I created what you might call systems, methodologies of approach, only because I've been at this for now, almost a couple decades

I've been at the struggling point where I was going broke and blowing all kinds of money, tens of thousands of dollars to get to a point where I realized you know what? I've got to change my approach if I'm looking to get different results. I highly recommend that if you don't have someone who can teach you this stuff, that I can do it. I teach this stuff. You find somebody. If you're going to look for mentors or teachers in the business, find people that have already achieved results and learned from them. That's who you want to learn from. I see people all the time charlatans or frauds, who wrote their, spewing they're going to help people get rich, or help people create success.

Yet, they're struggling. I saw a woman the other day release a book online. I noticed that on Facebook and it was a book about getting rich. I'm thinking to myself, wow? I know for a fact this woman is financially in a really, really tough position. That to me is not authentic. I always

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say look for the authentic marketers. The ones who are getting results or have gotten the results. That's really who you want to learn from.

Susan Friedmann: Yeah, I couldn't agree with you more. Talk to us a little bit about these systems. You mentioned systems and I know that that definitely is the key to many people's success, a system.

Peggy McColl: Yes.

Susan Friedmann: Could you share maybe a small little system that maybe listeners could use?

Peggy McColl: You know it's almost like a little bit of information is dangerous, you know what I mean?

Susan Friedmann: I know.

Peggy McColl: There's a little bit of hesitation there, because I'm always about value. How can I be, serve people at the highest level? Just take what I'm about to say with the caveat that there's so much more to this, okay. It's kind of like a gourmet chef, who's going to talk to you about the main ingredients for a specific outcome, but yet what's really required of you, if you want to produce that outcome is to follow the step by step approach. I would say as an example, launching a book. Someone who wants to make their book a bestseller. Whether the books already out or not. I could launch a book right now, like *21 Distinctions Of Wealth*, which I released in 2008. I could launch it today and have it be a bestseller again.

It already has been a bestseller, but if I wanted to do that, I could do it. What I'm going to say works for any book, whether it's old book or new book, or something you're going to take off the cover, create a new cover and launch it again. That is number one, you start with a date. You've got to create a date for when you're going to launch the book. I suggest that depending on whether you're going for New York Times, or you're just going for an online Amazon bestseller. Choose either one date, or if it's New York Times you're going for, make it a week, a week of launch. What I call a launch week.

If you are going for the New York Times list, I teach a program. It takes three months to teach it, but anyways if you are going for that you need at least six months to prepare. At least six months to prepare properly to do a New York Times Bestseller launch, but I've done it many times

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with many books, many of my client's books and my own book. Put them on the New York Times Bestseller List. For simplicity's sake let's just talk about, if you want to make it an International bestseller on Amazon. One, you've got to choose a date when you're make that happen. I would say three months is very likely plenty of time.

That means your book should be done, uploaded, available within that three months. It doesn't have to be done when you start, but definitely know that it's going to be done. I've seen authors who plan book launches and their book is not done. Then they get caught up, because, they're rushing and the book ends up not being done. They have to move their date and it's a big mess. Make sure you give yourself plenty of time. Once you've done that, then you've got to create your own following and build your own e-mail list. There's multiple ways. I teach 22 ways to build an e-mail list. You've got to be building your own e-mail list. That's the best thing you can do for yourself and the most reliable, because you're going to be promoting yourself.

You're going to create a relationship with people. It's the best place to create that relationship. You don't just create it and let it go stagnant. You've got to nurture it as well. You've got to build an e-mail list, nurture your e-mail list, build the relationships online. As I said, I teach 22 ways to do that. The when you get closer to the launch of your book, what you want to do is you want to create some kind of a really extraordinary offer. Some kind of a bundle offer, where you're going to give far more value than what they're going to invest in the book. It might be something that you create or something that you have created in the past, that you can bundle up and make it truly available.

It's exponential value, so if your book is a \$15.00 book, we're talking about potentially hundreds of dollars in value. Not made up bogus, pick a number out of the sky kind of value. Real value, right? I remember when I launched my book 21 Distinctions of Wealth, I was teaching a program called Magnet For Money. I actually had offered that as a download. It was a program that I was selling for \$500.00. It was a real product, a real program. You make your offer so extraordinary, people just know they can't get it anywhere else. It's not like 100 gifts from a 100 people. They have to go to everybody's site and enter. That formula don't work no more. It's old. It's boring.

If you're using the same old gifts, people are on to you and they're aware of it. A truly extraordinary offer. The other part is how that is all written, what your special offer page looks like. The wording at the top

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of the page. It's written in a very unique style. It's called copy writing. Not copyrighting of the book content, but copy writing. It's a marketing style. It's very specific. I teach this too. How do you actually create a captivating headline that draws people in and it captivates them. It makes them want to read and gets them to a point where they're salivating, going (panting) where's the order button? That's what you're really looking to create.

Then you create a very simple, here's your instructions. Buy the book. Come back. Click here and enter your e-mail address. You can get the bonuses, kind of thing. You've got to make sure everything is working. It's all organized. Then you may be doing some other things to help, getting other people onboard to help promote it as well. You might start creating some buzz. There's a lot of different things I've got, like a 28 promotion strategy as well, so there's many things you can do in addition to that to help promote the book and create the buzz. Get some additional sales. All of that is coordinated to all happen on a particular day as I mentioned earlier.

Then of course when that day happens, you've got to make sure your book's up online, shipping available and then watch the rankings on amazon.com, because, their rankings change pretty much every hour. You can watch amazon.com and all the other Amazon sites. Amazon.co.uk, .ca, .japan, .italy, .india. Watch it all over the world. Then you have to capture it. You have to actually be there watching online and notice when your book becomes a bestseller. That's the only way that you will know if you are in fact a bestseller or not. You've got to be watching. Then capture the screenshot of that, so then you can okay now I'm a bestselling author in multiple countries around the world. That's a launch process. That's kind of like my system for doing that. That's the short version.

Susan Friedmann: I think the key here is the time factor. This isn't something you're going to throw together at the 11th and a half hour before the book comes out.

Peggy McColl: Absolutely true.

Susan Friedmann: If you've got your book in hand, but you do have to plan it and know exactly first of all what you want to achieve, whether it is that bestseller status. Maybe it's just, I know authors who just want to get more speaking gigs. The result of being a published author. Whatever the

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reason you have your book, what you want from it, there needs to be that system as you say in place, that you know what to do.

Peggy McColl:

True.

Susan Friedmann:

Let's talk about some of the common mistakes that you find and obviously timing is one of them. What else do you find that authors, mistake that they make?

Peggy McColl:

I would say that they don't invest in the marketing. They spend all their money on the book and they think they're done and that is so scary, because that's where 5% of the results are going to come from. I was talking to an author, a brand new woman whom I had met. She said, she was spending all her money on her website, dangerous. People spend tens of thousands, if not more on publicity, dangerous. I'm not saying don't do it. I'm not saying don't do it. Publicity can work, but it should be a combination of other things that you're doing, the easiest, the best, the fastest way to really, really build your brand and sell books is online. It's through online initiatives.

Does that mean you're not going to travel around and do all kinds of national media? Well you can. It doesn't work the way it used to work. It worked back in the 70's and the 80's. We're in a different world today, than we were back then. I've had many of my clients actually get on Oprah. I remember one time this client, I was a little leery, because I see that. Oprah is not doing her main show anymore. She's doing Soulful Sunday and things like that. I've had clients get on Dr. Phil and not produce the results that they want. Good Morning America, or what is it. There's another big morning show out of New York.

They're hoping that that's going to produce massive amounts or book sales are going to sell and it doesn't. I'm not saying that you're not going to get a spike or you might get some attention. Yeah, it's a credibility builder if you go to a website going as seen on Good Morning America, or as seen on Oprah, or something. That's a pretty big deal. It is a big deal. It's just monetarily, where does it provide the return? There's certain ways that there's value in things that you can do as a business person. I would just be cautious on where you're investing your money, or spending your money, or wasting your money. That would be one of the things. The other one is really invest in learning from people that have gotten the results.

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A saw a client of mine, this woman who had took a program of mine. She was one of these people that was struggling financially. She also had done a book on prosperity. She took a course of mine. I got to know her a little bit more. That concerned me. The thing that bothers me more than anything is people who are not honest or authentic. She made her book a bestseller, but I think she ended up buying her own copies. I don't teach that. I never would teach that. I would never tell people, go buy your own copies to make yourself a bestselling author, but I know she did that. Then she starts offering book marketing services.

It's like oh my goodness. That concerns me, because people think, because she's claiming to be an international bestselling author. Just be wary of, I guess leery of the people that you're going to invest in and make sure that they do know how to get results. Look at testimonials. Look at results. I tend to make decisions with instinct too, my guy. I use my gut. Like, does this feel like the right person I want to work with, or not work with? That's how I make decisions. Getting results online is absolutely the way to go, but it's not just a matter of sticking up a website. You've got to go and get the people and you've got to get them to come back. You've got to engage them. You've got to give them a reason.

Frankly, us authors is just like you Susan, me. We're here to be of service. We've got to be constantly thinking about how may I serve? How may I serve? How may I help my clients? How can I help them more? What can I do today that can help them more than what I did yesterday? It's a process of constant never ending giving and adjusting as we're going along. You've got to have the mentality. You've got to love what you do.

Susan Friedmann: It's interesting that you should say that, because now that I've started this podcast, I'm like okay, what else can I do? What other information can I start giving people? More tips. Such valuable information here. Invest in marketing. I just want to wrap my arms around you and hug and kiss you for that. Because, I believe in that so strongly. You're right. People put their money in other projects, in the website and I don't know what they pay for it, but it isn't for marketing unfortunately.

Peggy McColl: No.

Susan Friedmann: Then they think, and I'm pleased you mentioned this, that getting on Oprah or Dr. Phil or one of the other big shows, that's going to be the

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pinnacle, but in fact, like you, I know many people, many of my speaker colleagues who have gotten on Oprah and got nothing, absolutely nothing, and have been devastated.

Peggy McColl: Absolutely.

Susan Friedmann: Because, they really thought oh this is it. I'm going to make it in the world and they haven't. It's good to remember this and realize that there isn't just one panacea, but you know the magic bullet that doesn't exist.

Peggy McColl: True. Many years ago when I was in Toastmasters there was one of my colleagues, a gentleman that was in the club had said, one of his favorite, favorite sayings of all times is if it is to be, it is up to me. I think it's very applicable for authors too. If you're looking to create success, it's up to you. It's up to you. You've got to decide you want it and you've got to be prepared to invest the time, the energy and the money into finding out what's required to get results. You've got to get on with the work. It's never ending. It's not something, I talked to a client of mine this morning who's in her 60's. She's new. She's very new to this.

She says there's some days she wakes up and she's wondering, why am I doing, what am I doing? Why don't I just retire and just go do nothing, or go hangout wherever with some friends and do some other things. I said, that's a good question. What's a good answer? She said, because I really love it. I really, really love it. I want to make a difference in the world. I want to help people. I said, great, because you're a natural at it and she is. She really is. She's absolutely brilliant. She's got great gifts to share. The world doesn't know about her yet, but they will. Like, I really believe in her.

That's something else. If you're going to get a mentor, get somebody who believes in you, because that goes a long way. I was at Bob Proctor's 80th birthday party about a year and a half ago. One of the things that they did at Bob's party is they invited people to come up and say a few words about how Bob's made a difference in his life. Bob doesn't really like that kind of thing, he's not one to have his horn blown or whatever. He just doesn't like that.

Susan Friedmann: He's very humble.

Peggy McColl: He is very humble, and so person after person got up and grabbed the mic and talked about Bob and what he had done for them. He sat there

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and he listened. People cried. It was beautiful. It was very touching. My husband and I were there. Then Bob got up and he said, "Listen." He says, "I really appreciate and respect all you guys for getting up and saying that, but I'm going to tell you. There was one thing that I did for each and every one of you that really caused you to grow. It's something you can do for others." He said, "I believed in you." I know he believes in me too, right? He says, "I believed in you. Because of my belief in you, you believed in yourself and you went out there and made things happen."

Bob loves people who make things happen. You see I got into this business and I wasn't connected. I didn't really know all these people. I wasn't hanging out having coffee with certain people, but it wasn't long before all of a sudden I'm hanging out with the movers and the shakers. Why? Because, what I said earlier. It's not crowded along the extra mile. If you're an author and you're willing to get out there like I went and went up to people, like [inaudible 00:28:17]. I said, Mark I need your help. Called Bob on the phone. Bob, I'd like you to do this. That felt completely outside of my comfort zone. I'm an introvert by nature. I'm shy by nature, but yet I had to step forward even though I felt uncomfortable and make requests.

Not for Peggy gain, not because I was going to gain something, because it was part of what my purpose is and I knew and know that what I have is going to help somebody else in the world and that's what I'm here for. If I'm sitting back playing shy, that's not serving me. It's certainly not serving the world. We got to get out there and make it happen.

Susan Friedmann: Yeah, that's such a wonderful message. That's a great segue way into what's the best way for our listeners to find out more about the services that you offer.

Peggy McColl: Sure. I would say the best way is going to my website peggymccoll.com. P-e-g-g-y-m-c-c-o-l-l.com. Everything's there. They can contact me there. There's a form they can fill in, they can reach me there. They can check out my services that are there, so p-e-g-g-y-m-c-c-o-l-l.com.

Susan Friedmann: Excellent, excellent. If you could leave our listeners with a golden nugget, what would that be, Peggy?

Peggy McColl: A golden nugget, hmm, it's kind of like what you said a little earlier, Susan. Do one thing today that's going to make a difference in your author career. One thing. Yesterday I had all kinds of things to do and I

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was on this absolutely productive mission to get lots done. I just thought to myself, before I relax. I was going to take my dogs for a walk. Before I do that, I want to do one more thing. I just pushed myself, not pushed myself, but just decided to do something else. I grabbed the book of one of my favorite authors of all time, Og Mandino and I said to myself, I'm going to read 20 more pages, or 20 pages. I'm just going to sit down and read 20 pages before I go and reward myself with a walk in the fresh air with my doggies.

Do one thing today. They say a little bit of extra is what helps create the extraordinary. Just a little bit of extra can go a long way, so just find one thing that you can do.

Susan Friedmann: Yeah, wonderful. Absolutely wonderful. Peggy, I hope that we can have you back at some future date, because you have so much wisdom that you can share with our listeners. Thank you again for taking the time to be on the show. Thank you to all of our listeners for taking the time out of your day to listen to this interview and I hope that it sparks some ideas that 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, so visit bookmarketingmentors.com and we'll see you again next week.