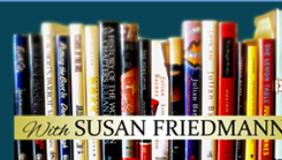


BOOK MARKETING MENTORS

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INTERVIEW WITH PATRICK SNOW

- 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 I'm so delighted to have as my special guest mentor of the week my favorite publishing expert and writing coach Patrick Snow. Patrick is an international best selling author, having sold over 150,000 copies of his two books, "Creating Your Own Destiny" and "The Affluent Entrepreneur." With his simple process, he has helped over 500 of his clients write and self publish their own books. I've known Patrick for over 20 years and in that time I've seen him grow his remarkable coaching business. He's the only person I know who gets people to write the book of their dreams. I know no other person who can do this Patrick.
- Without further ado, let's get ready for some powerful and dynamic marketing ideas from publishing coach Patrick Snow. Patrick welcome to the show.
- Patrick Snow:** Hi Susan. I'm so thrilled to be here. What an honor to share some time with you. I'm very excited.
- Susan Friedmann:** Patrick, we could, I know, spend a lot of time on all sorts of aspects of publishing. Let's sort of focus on the marketing side of the book. Before we really get started into that, would you share with our listeners, sort of in a nutshell, what the secret of your book publishing and motivating success is?
- Patrick Snow:** I think the secret is to really just identify the goals, visions, objectives of my clients. I've been doing this for many, many years and everybody has a different goal. Many people just want to have a bucket list, and their bucket list is to write and publish a book to give away at Christmas. Yet

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other of my clients, their goal is to be professional keynote speakers, life or business coaches, consultants. Really, number 1 I always try to find out what their goals are. Then, number 2, I try to help them understand that one of the best ways to do that is to strategically gift their books to the people who have the ability to really ramp up their sales with regards to speaking, coaching, consulting. Oftentimes I find if you strategically gift the book to the meeting planner, and then the meeting planner books you to speak, and then there's 500 attendees, then often times you can sell books to the meeting planner through some type of educational materials budget. Then, all of a sudden, you've sold an extra 500 books and you're selected as a keynote speaker.

Really I'm not so much trying to help them sell millions, and millions, and millions of copies of books. I'm helping them trying to create a career in speaking, coaching, consulting, and then the book marketing as a side benefit of that goal.

Susan Friedmann:

Yeah, that's so important because I've heard over and over again that people don't really make money just selling books. It's the extra. The speaking, the coaching, consulting, as you say. Many authors find marketing their book a real challenge, but based on your experience what advice would you share with our listeners about marketing their book?

Patrick Snow:

Well, first off I firmly believe that you need to stand up, and shout out to the world, and tell the world who you are, what you stand for, and what you believe in. If you don't stand up and shout out to the world, nobody else is going to do it for you. That's the big problem. A lot of people are just shy and they don't want to do that self promotion, but if they don't then they won't, meaning that they're never going to be successful. Over the years I've identified 5 strategies to become a best selling author. If you execute these 5 things then you will hit Dan Pointer's definition of a best seller at 35,000 copies. Those five things real quick.

Number 1, you need to spend the rest of your life marketing your book. I encourage my clients to do a 50 year book marketing campaign, or a 75 year book marketing campaign, or 25 years, depending on how many years you want to live. Number 2, we need to have a world class cover design. Too many people allow their niece or their nephew, who took an art class in the 3rd grade, to do their cover. That's, I think, a huge, huge mistake. I'm a big advocate of having a professional create the cover design. Number 3, they need to have a compelling title. Many

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years ago I learned 3 award winning title formulas that are compelling, and they grasp the reader's attention because oftentimes in marketing our book title will stand alone on a website, or on a blog, in a newspaper, a magazine, where there's not an actual photo of the book. Then number 3, you need to have a hook of an introduction where the reader is hooked in and compelled to read the entire book. Finally, number 4 is content.

If you look at those 5 things, rest of your life marketing your book, world class cover design, compelling title, introduction, and then having good content, the most important thing is to spend the rest of your life marketing your book. The absolute all time best way to market your book is to speak. One of my mentors, Bob Mohed taught me early on. He said, "Patrick when you speak business happens." When Susan speaks, business happens. When Patrick speaks, business happens. We need to stand up and shout out to the world what it is that we're doing. The best way to market books is to speak, whether it's tele-seminars, keynote speaking engagements, workshops. When we speak amazing amounts of books could be moved.

Susan Friedmann: I couldn't agree with you more. It's so funny because, as you know, I recently did some research to find out what some of the challenges were about marketing. People said, time, money, and they want somebody else to do it. Well, you know as well as I, you just can't do that. It's like having this baby and you have a baby and you're going to give it to somebody else to look after? I don't think so.

Patrick Snow: I agree with you. I think that's a huge mistake that people make. They get their book published. They assume they can go off and hire a publicist. Unfortunately, as you know, many of these publicity companies charge an arm and a leg, and they do a 3, or 6, or 9 month campaign, and they get maybe a write up in a small newspaper and 2 or 3 internet radio interviews. We could have 10 radio interviews confirmed between now and the time that this podcast is completed. I'm a big advocate that nobody's going to stand up and shout out to the world than you are. Yes, there are some very good people in the publicity industry. I've just not seen many people have much luck or success with that. We, as the author of our own book, we need to become our own publicist if we want to have any success in selling books.

Susan Friedmann: It's no harm in having these people to help you, but not to expect them to do it all for you because, as you know, the only person who can really

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sell the book is yourself because you're so involved, and so passionate about it. Yeah, I love it. I love it. You talked about some formulas for titles. Would you be willing to share those formulas with us?

Patrick Snow:

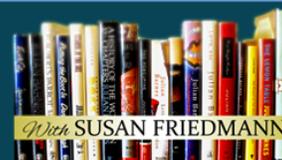
Yeah. I spend \$3,000 about 20 years ago learning these titles. My first book, *Creating your own Destiny*, that title was supposed to be *How to Create your own Destiny*. The problem with the *How To* title, you go to Amazon, there's a million titles with a *How To*. I spent \$3,000 with a writing company learning these 3 award winning title formulas. Almost nobody in the world, even in the big New York publishing companies, they had no idea these title formulas exist.

The first formula, which I believe is the best formula, hands down, without question, is that you take a verb, add an "ing" to it to make it an action verb title, or a gerund. Some examples of that of my client books are *Creating your own Destiny*, *Beating Ovarian Cancer*, *Achieving Unlimited Success*, *Standing Above the Crowd*, *Balancing Family and Work*, *Living your Life in Balance*. They're action verbs. They're action processes. They're action titles. If we are to truly inspire our readers to take action then we need to have an action or inspirational title. I use the title as an example. The reason why I like it, number 1, it challenges the reader to take action, but number 2, it clearly identifies what the book is about. If you look at one of my all time favorite best seller client books, *Beating Ovarian Cancer*, when you hear those 3 words, you know exactly what that book is about. Secondly, if you have that condition of ovarian cancer then, darn it, you're going to jump over walls and go all kinds of distances to get a copy of that book because you want to also be victorious against that disease.

That formula is my number 1 formula and it flat out works. I would say about 80% of my clients use that formula to great success. Of course we need to get firstnamelastname.com. We also need to get our booktitle.com. If we can't get the .com of our book title, then we cannot take that book to print. As you know, you can only copyright the content of the book. You can't copyright the title. When you secure the .com of the book title that pretty much locks that up for you. A step further with this, and this took me a little bit longer to figure out, if that "ing" action title is so powerful, then why not take that same "ing" formula, and have every one of our chapter titles also start with an "ing"? When we do that, now the entire book becomes more of an action book. Then it challenges the reader to take action. That's my favorite formula of the 3 of those. I learned this 20 years ago from a company called *Right to your Market*. Fantastic people. That has served my clients very very well over the years.

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Would you like me to give the second and third formulas?

Susan Friedmann: Love you to. Love you to if you'd be willing to.

Patrick Snow: Yeah. Second formula is the 1 word or 2 word abstract formula. This is book titles like Blink, or Purple Cow. They don't really make sense, but when you see a title called Purple Cow, you think, "Wait a minute. There are no purple cows." But Seth Godin says, "If you look out in the farm field and you see all black and white spotted cows, and then you noticed a purple cow, that cow is going to stand out in the crowd and be different." That's his challenge to us in business, is to stand out and be different. That's what the 1 word or the 2 word abstract titles do, but oftentimes you can't secure the .com for those because it's a 1 word title and somebody already has that.

Title number 3 formula is to take a phrase, or a common set of verbiage, such as a song or a saying, and change 1 word. We have a client who is a survivor from 9/11 on the 51st floor. He was going to take a book to print titled Heaven and Heroes. The problem was he didn't own that domain name and the book wasn't really about heaven and heroes. It was about him descending down the stairwell so that he could get to his heaven below on earth. Meanwhile the first responders were ascending up that stairwell. He made it out of the building with about 5 minutes to spare and was able to get 2 or 3 blocks away before the building collapsed. We took Led Zeppelin's song, Stairway to Heaven, and then we changed that song title for his book. Now his book title is Stairwell to Heaven. It's a 9/11 survivor's memoir of heroism, and survival. Stairway to Heaven became Stairwell to Heaven.

Another client of mine who owns an airline, we took the Mick Jagger song, Walk This Way. This guy owns an airline, so now his book title is Fly This Way: How to Make a Fortune as an Entrepreneur. Those are a couple examples of taking an existing saying, or an existing song, and changing 1 word. Those domain names are easier to secure. Those are the 3 award winning title formulas. They flat out work and I'd say 98% of the traditional New York publishing community has no idea that these formulas actually exist. As you know, a book title is a big part of book marketing.

Susan Friedmann: Oh, the whole package of the cover, obviously the title is such key component of that, but, as you said earlier, that you should have a professionally designed cover, and I know the people who you work with, your authors, the covers of their books are sensational. They just

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look like any other book that you would see from a traditional publisher in the bookstore. Yeah, it's critical because that's the packaging. Sometimes that's all people see is that packaging. They buy the book based on the packaging.

Patrick Snow: They only have 3 to 5 seconds to make an impression, so it had better be strong. You're right.

Susan Friedmann: Yeah, that's really important too, that 3 to 5 seconds. It's got to grab people. Absolutely. I'm sure your authors have made lots of mistakes when it comes to marketing their books. Can you share with us some of those mistakes, some of the biggest ones that you've come across?

Patrick Snow: Yeah. I've got a special report, an article that I wrote several years ago. 21 Mistakes to Avoid when Publishing and Promoting your Book. I'll fly through many of these as quick as possible and try to say something about each one of them.

Number 1 is writing your book for too small of a market. I use the Duck Hunting Decoy book, or the Collecting Vintage Babe Ruth Rookie Baseball Card book. We want to make certain that the market that we write to has lots of people interested in the book. Number 2, not securing the domain name for your book title and your own first name, last name. Number 3, having your name listed somewhere as part of your publishing company. For this reason I am absolutely thrilled with the relationship, and partnership, that we have with the number 1 publisher in the world, in my opinion, which is Aviva Publishing. Having that Aviva Publishing New York imprint on my client books makes all the difference because if we don't do this so many people, like my name is Patrick Snow, I could create Patrick Snow Press, or Patrick Snow Publications, and that's just a dead giveaway, and a huge mistake, that the book is self published.

Number 5 mistake is people select their own title. I say, "Don't put your own title on the book unless you know the 3 award winning title formulas." Number 6, don't put your photo on the front of your book. Huge mistake. You can do it if you're Michael Jordan, Joe Montana, Madonna, Cher, but if you're Patrick Snow or somebody else, you can't do that. Otherwise people will think it's your autobiography, and because you're not famous no one's going to buy your book. Number 7, don't do your own cover design. Number 8, make certain that you include your .com or your URL on the back flap of the book. Arguably that .com or the URL on your dust jacket or the back cover are the most

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important words on the entire book. I can't tell you how many times people have contacted me, signed up for my newsletter, and reached out to me as a result of seeing that. I asked them where they bought my book. They said, "Oh, I didn't buy your book. I just picked it up at a bookstore and I saw that your .com was there so I remembered that and that's how I was able to get a hold of you."

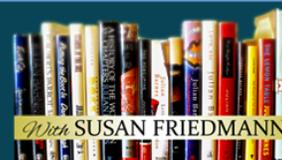
Number 9, don't allow someone to do a foreword in your book unless they have a huge name. You don't need a foreword. I didn't have a foreword in my book until Brian Tracey came to me after selling 100,000 books. You don't need that. Number 10, don't skip the proofreading step. Number 11, don't sell the rights to a major publisher. 6 years ago I sold the rights of my books to John Wiley and Sons out of New York, the number 1 business publisher in the world. 200 year old, \$3 billion company. While they have done what they can and they do what they can do, they're kind of held back. None of these publishers really know what they're doing. In my case, in 6 years they've done absolutely nothing for my book, although they are very good people. They just are, in my experience, I'd say the average marketing age of many of these publishing companies are less than 23, 24 years old, so they themselves are not authors. As such, they've never had success marketing their own book so they're not going to be able to market somebody else's.

Number 12, don't rely on somebody else to do publicity. Number 13, don't fail to work with the distributor. We get all of our clients global book distribution with Ingram's, the number 1 book distributor on the planet. We get all of our clients in the Amazon, Barnes and Noble Bookstores worldwide, both e-book and printed book, and the audio book. Unfortunately, as you know, when you sell your books through major distribution outlets you lose the 2/3 of your profits, and you might not get paid. If you do get paid you're going to lose. It's going to take you forever to get paid. Based on that, we get global distribution for our clients, but we don't ever actually focus on those sales because you don't make any money. Number 14, don't focus on bookstore sales. This is a huge mistake that everybody makes because there's no money on that.

Number 15, don't sell your books one at a time. One of the ways that I've had success in selling books is, I've sold 40,000 books to one network marketing company, 15,000 books to another infomercial company, another 15,000 books to a internet training company. We need to focus on selling books by the truckload, not one at a time. Number 16, don't fail to follow up on sales opportunities. Number 17, don't fail to sell your books from the owned website. 18, don't hoard

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your books. I find too many clients that print books and they hoard them like precious metals. I'm okay if you hoard money, gold, and silver, but you certainly want to give your books away. Number 19, don't fail to leverage your credential as an author. Number 20, don't give up and write your next book. We could talk on that for hours. Number 21, don't go solo. There's so many great resources out there to tap into. Leverage other people's experiences and you can have success in the field of marketing.

There's just 1, or 2, or 21 for your listeners today.

Susan Friedmann: I love it. There are some gems there. I had to really laugh about don't hoard your books because I remember doing that early on. It's like, "Well, I've only got a few cases. If I start giving them away, if I need to sell them I won't have any." Ridiculous. I know. I had to laugh at that one.

Patrick Snow: I remember going to a national speaker's association western workshop conference about 15 years ago. I had sold about 40,000 books. I was eager to get up and sell more. I met a guy who sold a quarter million books. I stalked him afterwards and I said, "What's your secret? What are you doing?" He said, "Patrick how many books a day are you giving away?" I looked at him square in the face with a big smile and said, "Well, I'm giving away 1 book every day and I'm darn proud of that." He said, "That's your problem. That's your mistake." I said, "1 a day?" He said, "Yes. You need to give up 5 or 10 books a day strategically to the people who have the ability to promote your speaking, coaching, consulting." I think on average I've given away 2 to 3 books a day over the last 15 years. We've given away upwards of 5,000 books in the last 15 years.

Then, between selling the books in Arabic, Russian, Spanish, Indonesian, we've sold upwards now of a million books in 5 languages in 108 countries. It's all come down to the process of gifting books strategically to people with big mouths and big sphere of influences.

Susan Friedmann: I think the most important word that you said there Patrick was "strategic". I know many authors who just send books to companies, or to people, or to the media, and they just think just by sending those books that something's going to happen, and it doesn't, and they're very very disappointed. That strategic marketing is critical. Yeah, thank you for saying that word.

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- Patrick Snow: I tell people all the time. "Look, when you meet a homeless person on the street you want to give them food and water. You don't want to give them a copy of your book. They're going to burn your book as fuel to stay warm at night." Make certain that when you strategically gift these books that they're radio and TV producers, editors of magazines, bloggers, that they're in the direct selling industry and they've got huge down lines. That they are meeting planners, or coaching, or speaking prospects. That's who we give books away to. Then we only give them the book if they ask for it. Just because they have that title doesn't mean they're interested. They have to ask for it. Then you need to follow up, follow up, follow up.
- Napoleon Hill says in his book, *The Law of Success*, "On average it takes 7 bits of communication between buyer and seller for a sale to transpire." Gifting that book is transaction number 1. Now, if they are to promote your book, you need to follow up 6 more times in the several coming weeks or months.
- Susan Friedmann: That's also a gem, a real gem. I know the listeners must be chomping at the bit to find out how they can learn more about you and your services. Give us a little promo.
- Patrick Snow: I would be thrilled to offer anybody listening a complimentary, no obligation 30 to 60 minute publishing, book marketing, or speaking consultation by phone, or Skype, or geographically if possible in person. The best way to reach me is on my website too, thepublishingdoctor.com. Again, thepublishingdoctor.com. All 3 words, all spelled out. Or, if easier, they can just send me a text on my private cell phone number. 206-310-1200. Again, that's 206-310-1200. When you send me a text make certain to put your name and your time zone and I will get back to you to schedule that session with you.
- Susan Friedmann: That's very generous. That's very generous. That's who you are I know. You're just giving, giving, giving. That's why you get the results that you do. That's one of the reasons I love you so much.
- Patrick Snow: I've made all the mistakes that you can make. That's my goal, is to help other people avoid those mistakes.
- Susan Friedmann: Yeah, me too.
- Patrick Snow: Compress those time and dollars spent.

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Susan Friedmann: I know that one. I know. It's like, "Okay, we've made the mistakes, but we don't want others to make it so learn from what we've done." They'll make their own mistakes. They're going to make some. Baht's how we all learn. Any event, I know we could talk for hours about lots of different subjects, but if you could leave our listeners with a golden nugget, what would that be?

Patrick Snow: Well, I've got 3 if we could.

Susan Friedmann: Hey, the more the merrier.

Patrick Snow: There's an old quote that says that there's only 2 things that we can leave behind on this earth when we pass. 1 is our children, and the other is our art. I'm a big advocate that believes that a book is a masterpiece. A book is a piece of art. A book is a way that you can leave a legacy for your family and for the world behind you. We've lost some amazing people in Wayne Dyer, and Dan Poynter. Zig Ziglar recently. These folks have left legacies for others to benefit from. We need to understand, we got to get our work out there. Get your art out there to benefit the masses.

Abraham Lincoln said this, he said that the written page is the only way that the dead can teach the yet unborn. I'm sure that everybody listening has a huge heart and a desire to teach future generations. The written page, I still believe, is one of the best ways to do so.

Finally, I asked my clients these questions. If not you, then who? If not this, then what? If not here, then where? If not now, then when? Everyone has self doubt. everyone wonders, "When can I write the book? Am I old enough? Do I have enough experience?" Another big advocate that says, "Every day we're not published we're losing out on speaking, coaching, and consulting revenue, so now is the time." Put aside your self doubt and your fears, and know that there's no other human being on this planet that has the wisdom, the knowledge, the intellectual property, and the personal experiences that you have. You can do it. Begin and it will be done. Thank you Susan, so very much, for your time today.

Susan Friedmann: Oh my goodness. Wow. You touched my heart and I know that you've touched our listeners hearts. It's been a pleasure having you here. I know we'll have you back again because you have so much wisdom to share. Thank you, thank you, thank you. Thank you to all our listeners for taking the time out of your precious day to listen to this interview. I

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sincerely hope that it sparks 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 so visit bookmarketingmentors.com. We'll see you again next week.