

BOOK MARKETING MENTORS

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BOOK MARKETING: HOW TO PODCAST YOUR BOOK TO SUCCESS Interview with John Lee Dumas

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 podcast guru John Lee Dumas.

John is the founder and host of Entrepreneur on Fire, an award winning podcast revealing the journey of today's most inspiring entrepreneurs seven days a week. Entrepreneur on Fire generates over 250,000 dollars a month in revenue and offers a free 15 day course on podcasting at freepodcastcourse.com. With over a million unique listeners a month, Entrepreneur on Fire has inspired fire nation to take control of their life and take the entrepreneurial leap. Are you prepared to ignite?

John, welcome and thank you for being this week's guest expert and mentor.

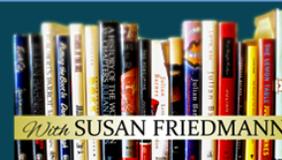
John Lee Dumas: Susan, there is no place I'd rather be. Thanks for hosting me on this amazing show. Let's do this.

Susan Friedmann: Well great. John let's chat about how authors can use podcast to promote their book. With the many thousands of people you've coached and mentored over the years, tell us what works and what doesn't.

John Lee Dumas: I'm a huge believe in the phrase "we all need to be standing upon the shoulder of giants" or at least recognize the fact that we are. We have all learned from those who have come before us in so many ways, shapes and forms. I definitely know a lot about podcasting. I have learned from those who have come before me and I've learned from those who have come after me because we always innovating and creating new ways for podcasts, etc. When it comes to book publishing and marketing, etc. I do the exact same thing. I have learned from those who have come before me.

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I think a really great example that I would highly recommend all the listeners to check out. This is somebody that's doing it at such a high level. I have now published, self published, two books and been extremely successful with both of those, especially my most recent one which we can talk about more in a little bit.

Somebody who's been doing this at a really high level for a really long time. Both in the traditional and the self publishing realm is Michael Port. He's a New York Times bestselling author for multiple books. He's just a rock star in that area. When he decided to release his latest book *Steal the Show*, he said "hey, I'm going to do something really special when it comes to marketing my book" on my podcast.

For 20 straight episodes he just read from excerpts and chapters of his book that really just built up a lot of interest into the actual publication and publishing of that book. It was like this great glimpse into what this book was going to be, kind of built up a team around it. Then when the launch date came everybody was like wow, this book has already given me so much value, I just want to hold it in my hands, I just want the rest, I want it all in one cool place. Hence they went and grabbed the book.

It was great example to me of somebody who knows all spectrum. The traditional, the self publishing, the podcasting. He knows all of these things. He could've done it any one of those three ways or as he ended up doing it, a combination of two. The self publishing and podcasting. It was really fascinating to me what he did and I think somebody when I definitely looked to when I published a couple months later, the *Freedom Journal*, which is a journal on how to set and accomplish your number one goal in 100 days.

That's a quick example Susan and I think a great one for any listener to check out.

Susan Friedmann: I absolutely agree with you. He's one of my favorite people. I absolutely love that book, *Steal the Show*. I've listened to it multiple times and I'm looking forward to having Michael as a guest on the show as well so he can talk more about that.

Let's talk about some mistakes that podcasters make.

John Lee Dumas: A huge mistake that a lot of podcasters make is the fact that number one they do look around and they do stand up on the shoulders of

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giants and that's not a mistake. That's is what you should do. You should learn from those who've come before you. You should study what their techniques are, their rhythm, their cadence and say "hey, how does that feel with me" and test those things out. Then the big mistake they make within that is that they continue to move into that copying and mimicking realm. They don't let their unique voice shine through that.

For me, I learn from so many people that came before me in the podcasting world. What did I do? I took their ideas, their practices and I applied it to me. J.L.D. My personal voice. There's one thing about podcasting and that's authenticity. You can tell right off the bat. If you're not being your authentic voice, you authentic self it really comes through.

We humans have this incredible ability to listen to authenticity. It's a lot easier to be inauthentic when you're writing and it's just like words on a page. We don't get that tone voice. We don't get those inflections. There's a lot of sub conscious queue that the speaker and the listener will pick up on and will give, etc. That's really important as a podcaster that you're relying on your voice. You find a way to make sure it's your voice coming through. Believe me, it's not going to be from episode one the perfect essence in transparency of you. It's going to take some time for you to find your voice. Just know you need to strive for it. Those big mistakes that I see are podcasters that don't even look and don't even strive for their own voice, they just continue to kind of mimic and copy others.

Again, to sum up real quick. Stand on the shoulders of giants when it comes to learning and finding your swing. Once you find your swing, let you personality, you voice shine though.

Susan Friedmann:

It's interesting that you should say that because I've taken your podcasting course and I still continue to refer to all the pieces of it. I wanted my first podcast to be perfect and it wasn't. I held back putting it out because ... and the I was like you know what, just do it. Just get it out there and grow with it. That's exactly what I feel I've done. I don't know episode this is going to be but whatever it is, it's just, I'm growing with it. I've learned a lot. The quality's gotten better. I'm feeling more relaxed with it. I'm feeling as if this is more the authentic me. Just as you said. All the things that you're talking about I know exactly. I've been there, I know it. Anyone who wants to go into podcasting, first of all, they've got to take your course.

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Talk about why did you decided to do podcasts? What made you do that? You published, I believe the books after you'd done the podcasting. You'd been in the realm, so talk about your history and how you transitioned into all of this.

John Lee Dumas:

We need to use the word books pretty lightly here because the first book that I published was Podcast Launch which I wrote in one weekend. Not that a length of time, necessarily is the answer on whether the book's good or not. I wrote it in a weekend and I've continued to update that ever since so it's a small very compact, specific book on a specific topic.

Then the Freedom Journal is a journal so I definitely wrote a number of pages in the forward and the description, etc. Then once you get to day one and night one, it's just repetition. It's a journal that you write in. Definitely not what you would call a traditional author whose written four or five hundred page books. That are out there with 30, 40, 50, 80 thousand words.

This is, the path that I took through podcasting because frankly I don't like to write. I don't think I'm a great writer. I do believe that I could become a great writer. I think anybody could because if you want to be a writer. You need to write. I wanted to be a podcaster so I decided to podcast. I wanted to podcast at a high level which turns out for me to be seven days a week. For the last 1,225 days, I've released an episode. Haven't missed a day. Couple days there's been a couple episodes. I release bonus episodes every now and then as well.

For me podcasting was the outlet, was the medium that I wanted to use to get my voice, my message, my mission out to the world. That's what I really, really wanted to stick to because I got it. I understood what it meant to have conversations with people. To pull stories out of them. I got better over time. I improved, I became a real podcast host that could guide my guest in the story and have my listeners get a lot out of that. That was were I saw my strengths were and I wanted to amplify that.

Susan Friedmann:

You certainly continue to do that. I know that the, if my listeners have not listened to your Entrepreneur on Fire they have to go straight from this, once you finish listening to this go to Entrepreneur on Fire and start listening to some of your superb interviews.

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I think what would be a really nice idea is to talk about this how you launched the Freedom Journal and you've used the podcast and you've used other ways to launch this. Let's talk about that because how many have you sold today? It's been record breaking.

John Lee Dumas:

The Freedom Journal I launched it on January 4th of 2016 as a kick started campaign. Over 33 days we focused on the 33 day campaign of the Freedom Journal. We ended up selling just over 10,000 copies for a total revenue generation of 453,000 dollars. Which ended up being the sixth most funded publishing campaign of all time on Kickstarter which I'm very, very proud of. For people who are experienced in the book publishing world who've published even New York Times best selling books etc., they're going to tell you, 453,000 dollars on just the launch of a book is an incredible amount of money.

The problem is and I think you probably talk about this Susan, a lot of people just say if I can just launch my book and then I can just sit back and let the royalty checks start flowing in and that's just not a reality. Even for people like Michael Port. He talks about this. Who's a New York Times best selling author of multiple books. There needs to be more to your business than just publishing a great book. There needs to be a funnel in place, there needs to be a business built around that.

For me with the Freedom Journal, I went into it as a business. I knew what my audience needed. They needed a unique process to set and accomplish their number one goal in a 100 days. That was the focus of this publishing product. That's exactly what it was, it was a product. I spent a year creating the product. I self funding the publication of 20,000 copies of the Freedom Journal. I had a little confidence going in, this is going to work. I also knew that this was going to be an evergreen product. Meaning that I can continue to sell the Freedom Journal for years to come. Even if it had not necessarily not done that well on the launch.

Now I'm already into the ordering of my next 20,000 copies right now to keep up with demand. It ended up working out. You need to really say "hey, where am I in my business, how does this fit in" and for me I was able to self fund, get the 20,000 copies shipped over to the warehouse in LA and then say "hey, I'm going to do this via Kickstarter" because I want it to be a transparent and potentially viral campaign, which it turned in to.

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Susan Friedmann: I think the key as you said, you made this a business. More authors, I believe need to look at their book as a business and not just writing a book because Michael Port is one of the few people who'll say you don't get rich just publishing a book and being a best selling author. You need more than that. There needs to be a business behind it. You saying that demonstrated this. This is, the Freedom journal is a business and it's an evergreen. That's the beauty of it. I think you're brilliant.

John Lee Dumas: Thank you, I'll receive that. Thank you, Susan. I really do want to make sure the listeners do understand that a book can be an amazing springboard into a business. I'm saying a book can be the way to go to break into your industry. To become the authority figure. To be looked at with credibility. To be looked at with credibility in that area that you want to be looked at with authority and credibility. It's an amazing springboard but again, you just want to make sure that have a business plan around it.

Just that, whatever it's going to be and I don't even really know the traditional world but 25 cents, a 1.25, whatever that ever is that you're going to get per copy the traditional book publishing route. That's not going to put you on an island in the Caribbean for the rest of your life.

What can is when people get to the end of that book and say "Wow, Susan is amazing and this topic, she really just blew my mind with her knowledge bombs etc, and oh, what does it say here? Susan's talking about a URL that I can go to take a free course about this topic". So I go to susan.com and I say "wow, here's a free course" and I sign up for that free course by entering my email address in and then Susan's providing me with an amazing 10 day course on this topic. I'm like "wow, Susan just ... I bought a book for ten, twenty bucks. Susan delivered amazing value and then I took a free course with Susan and she absolutely just blew me away with the value of this free course". Then at the end of that free course she's saying "oh by the way I have a premium community".

It's not for everybody but if you love the book. If you just crush the course and you want to take things to the next level. Those who are really looking to invest themselves and to be premium and destined to be authority figures like I've become. Here's an opportunity for you to click here and see this premium community that I've created. It has products, services, tutorials, community, one on one coaching with me, group coaching. Whatever that might be that you decided to create.

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That's an example of a funnel that Susan can create to build this incredible audience.

Guess what, 95% of the people that take her free course aren't going to be ready for the premium and that's fine because the premium's going to be high priced and she's going to be generating revenue there. Then number two, those 95% of people that signed up, they gave their email for that free course, Susan can continue to market to them over time with value.

She can say "hey guys, you signed up for this free course, I'm going to be holding a webinar next week on this topic. If you want to come, it's a free webinar. We're going to be talking about x, y, and z. At the end I'm going to give you an inside look at my community. Now Susan's going to have another opportunity to deliver more value to this targeted audience. Then at the end of that webinar say "all right guys, you went through the book, you went through the course, you went through this workshop, are you ready to take this next step? Here is is. You have 30 days to try it out if it's not for you, you can move off to the side and you can get a full refund".

Susan, that's how I built, that exact method is how I took people who read Podcast Launch, went to freepodcastcourse.com, signed up for a free podcast course, went to my podcast workshops that I hold twice a month, and then joined Podcasters Paradise which now has 2,800 members, 3.5 million dollars in revenue in the last two years. That is the process.

Susan Friedmann: It's brilliant. I just, before you even said that I was like "oh, this is his business model" and really you should be substituting Susan for John so I'm pleased you did.

John Lee Dumas: For the listener, use your name.

Susan Friedmann: Exactly. It's a brilliant business model and thank you for sharing that. You went so fast, I know that listeners are going to have to rewind and rewind and listen to this.

John Lee Dumas: Which is the beauty of podcasting.

Susan Friedmann: Yes, yeah it is. It's fabulous. Now that you've talked so much about the journal, how can our listeners get ahold of a copy? What's the process? Tell us more.

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John Lee Dumas:

What's really cool about the Freedom Journal, kind of continued to give more insight into what we did. As you know we opened the Kickstarter campaign on January 4th. Then we ran it for 33 days, kind of a random number but I like the number three. We closed the doors on day 33 so on February 5th were we finished with over 7,000 backers and over 10,000 journals were sold. Many of the backers choose two, four, five or ten books. Which is what you can really do that cool on kick started is put those packages together, very simply and very easily. That was fun.

Then we went through a week and a half address collection process through Kickstarter. We got all the addresses of people who signed up and pledge and of course their credit cards were then run and the money was processed, etc. That took a little while. It was almost half a million dollars. That kind of takes some time.

Actually, as we're talking Susan today, all the books were shipped out. We uploaded the CSD file to my, the company that I use for distribution called shipwire.com. The books went out and now that the books are out I'll be keeping an eye on when they actually arrive into the hands of the Kickstarter backers. I'm insisting, just as a personal desire that my kick started backers are the first people to get their hands on this book. I want to the books to be snugly in their hands and then we're going to turn on our store over at thefreedomjournal.com as well as Amazon. There's five thousand copies waiting at Amazon right now. Then we'll turn on those two stores. Thefreedomjournal.com and of course on Amazon. I'm kind of predicting probably late February, early March, we'll turn on those two stores on. Then people will be able to go there and purchase the Freedom Journal as they desire.

Right now actually, and this is kind of a cool thing as well that I think will be helpful for the listeners as a tool. We are using a great tool called Celery. Just like the vegetable, but if you type in celery pre-orders into Google, you'll see exactly the company that I'm talking about. We're using them for pre-orders right now. What's really cool about Celery, if people go to the thefreedomjournal.com and if they arrive there before we've actually turned the store on in late February or early March 2016. You will see that you can pre-order the Freedom Journal right now. What will happen is, a very simple order form will pop up that will just take your information and your credit card information but I won't charge you. There's no charging that happens but then once we actually decide to turn the store on and make it available for everybody. All those orders that have come in as pre-orders will get charged and shipped out to the right people.

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As we sit right here, we're actually at over 150 orders, pre-orders on that. The books aren't going to be shipped because I'm holding them back purposely until my Kickstarter backers get their journals. Then we'll turn that on, run the pre-orders. Ship those and then just be able to have both my thefreedomjournal.com and the Amazon story running.

Susan Friedmann: I was excited this morning. There was an email that said "your Freedom Journal is on it's way".

John Lee Dumas: That's it. I'm glad you go that by the way. That means it worked out well. As you can see Susan, what's pretty cool is I was able to put a little marketing in there. If you read that you saw that I said "hey, join the Facebook group, here's the link, if you want to share with your friends, share the link thefreedomjournal.com and by the way if you want to download your app, because an app comes with the book, here are the two links to the app".

Susan Friedmann: Again, I think you're brilliant and thank you for sharing all of that. This is valuable for the listeners to understand the process. You've explained exactly what you've done. As you said, all the thousands of copies that you've already sold and there are many more that are going to be sold because as you said, this is going viral and it will go even further. Congratulations.

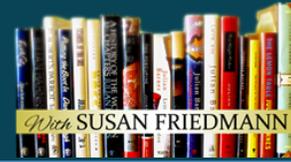
John Lee Dumas: Thank you so much.

Susan Friedmann: What's the best way for listeners to contact you.

John Lee Dumas: All the magic for me happens at eofire.com. That's our headquarters. Eofire.com. You can get access to all our free courses there. That's the webinar course that's completely free. We teach you how to do webinars. Free podcast course which a free course on podcasting. It's all there at eofire.com. Even a contact me form. You can just click on that and get a hold of me. I will say I'm definitely letting everybody know that I'm obsessed with Snapchat. If you think it's for teenage girls then you are sadly behind the times and it's time to get with it. It's the most powerful social media platform out there. Those that get it, know it and I highly recommend checking it out. You can find me eofire.com/snap. Of course I'd love anybody to check out a little more about the Freedom Journal and you can do that at thefreedomjournal.com.

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- Susan Friedmann: Fantastic. Thank you for sharing Snapchat. I was not familiar with that so I'm obviously behind the times.
- John Lee Dumas: In just a couple weeks ago Susan, I wasn't either. The reality is Snapchat is here to stay.
- Susan Friedmann: Perfect. I'm going to check it out as soon as you and I are done. If you could leave our listeners John, with a golden nugget of information, what would that be?
- John Lee Dumas: I want to bring it back to simplicity. If you want to be due. I wanted to be a podcaster back in 2012. I had no experience, no idea how to do it. I just had to podcast. That was the only way I was going to become a podcaster. If you want to be a writer, write. I think it was actually Stephen King that said "hey, writers write". It's really that simple. Whatever it is that you want to be in this world you have to do that thing. Stop letting other things get in the way of doing the thing.
- Susan Friedmann: Thank you. Thank you, thank you. This has been amazing.
- Listeners, thank you for taking time out of your precious day to listen to this interview and I sincerely hope that it sparks some ideas that you can use to sell more books.
- This week's podcast is sponsored by PickFu, the company that quickly and easily test markets book covers, book titles, promotional material and more. Click the link on the Book Marketing Mentors website to claim a special 10% discount on your first poll.
- Here's wishing you much book marketing success.