

BOOK MARKETING MENTORS

Helping authors get their books noticed!



BOOK MARKETING: Profitable Book Marketing Ideas Interview with Amy Harrop

Susan: 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 marketing expert Amy Harrop. As a marketer, author, and content publisher, Amy loves helping people create multiple content income streams. She's the creator of a number of successful training products showing people how they can publish and promote their work on a variety of publishing platforms. I actually counted thirty-six different products on her website. I think she's more like a product producing machine, so Amy, welcome to the show and thank you for being this week's guest expert and mentor.

Amy: Well thank you Susan. I'm really happy to be here and very excited. Thank you for having me on. I have to say, that's a bit of a blur, thirty-six, that does sound like quite a few. I'll have to go back and count.

Susan: Maybe there are more now, but I managed to count thirty-six. Amy, you're so adept at creating products. How could you, or what recommendations would you give authors that they could turn their book into these multiple streams of income?

Amy: That is a great question, and there are a number of ways that we can do this. One of the best ways to do this is to take our content and make sure that we have our actual book on as many different platforms as we can. I think many authors get very focused on Amazon and on Kindle, and while that is, of course, the number one e-book platform there's also many other platforms out there. I really like iBooks, I really like Scribd, and there are some aggregating places where you can actually have your book taken to those places and get published very quickly and very easily. It is one of the best ways to get more sales from the work that you've already done.

One of my recommendations is a site called Draft2Digital. It's the word "draft", the number 2, and "digital". It's similar to SmashWords, which may be another site your authors are familiar with, but it's a little bit easier to use. What that does is it allows you to get your book into places like the iBooks store and the Scribd subscription program, which are difficult for authors to get into on their

BOOK MARKETING MENTORS

Helping authors get their books noticed!



own. I think that is a great way to actually profit more from what you've done.

Another way you can do this is to make sure that your book has the ability to get repeat readers and repeat buyers. One way that you can do that is to make sure that inside your book, and you can have this at the front and the back of your book, you have ways that people can sign up for your email list, because an email is really the best way to keep in touch with your fans and let them know when you have a new book out or you have a new blog post out. If you have something where they've taken a look at your book and then they've decided, "Hey, I really like what I've read. I want to hear more from this," and even better you're offering your readers an incentive to get on your subscriber list. That's going to make getting the word out there about your next books a lot easier and a lot faster.

Then of course a third way what you can do is you can actually repurpose your book into different types of content. One of the things you can do if you have a nonfiction book is you can take that and you can create a course out of it. One of the things I like to say is, "With a course what you're doing is you're not actually just reproducing your book, you're taking the top concept from your book, or maybe the top three concepts, and you're going into greater detail and you're illustrating those inside your course." I believe that courses and online education are really one of the growth industries, and as authors if you can have a course available as a companion or as something that comes after your book, that's going to allow you to get more of a market share and do more with your book.

Susan: Those are some great ideas, thank you. Let's keep on that theme and talk about the fact that you've got this myriad of products out there that you've produced. Amy, you've produced myriad products, so you must have some kind of system. Would you be willing to share some of your secrets?

Amy: I wouldn't say I necessarily have a strict formula, but I do have things that work well for me. I like to look at the big picture, and I really like to be able to track my time on a monthly, quarterly, weekly, and daily schedule. I think that can be very helpful. One of the things that I've switched to recently is not just doing a weekly planner, but actually taking that and putting it where I have pretty much every hour of the workday accounted for so I can slot in the projects that I'm working on. What I like to do is make sure that I'm taking my top priority projects and I'm putting those in at the time of the day where I am feeling the most focused and the most creative. For me, that's pretty much first thing in the morning when I'm getting ready to start working. I find that by putting those top priority projects first, it really allows me to make progress on them faster and easier.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



The other things I like to do with a lot of these different products is I like to have templates in the sense of what I'm going to be setting up. I have task sheets, and many of the products, while the content is certainly different, there are certain things that need to be done from product to product. I'll have a task sheet that then gets duplicated with the same type of information. For example a title, a working title, a box that you would check if I have the artwork back from the artwork designer, things like that. It's easy for each new project just to be able to duplicate that.

Now, if you're just getting started on something, you might have to go through one or two times and think, "Okay, I do this and I don't need to do this," and then you can streamline your task sheet a little, but I found that to be very helpful.

A third one I find is actually doing strategic outsourcing. I know sometimes we think, "Well, I don't have a lot of funds, I want to do everything myself." When you are getting started, you might have to do more yourself, but over time you'll see that your time is worth more, maybe, than some of the tasks that you're doing. I have two outsourcers I have. I have more of a virtual assistant outsourcer who can do things like research for me or more tedious tasks, and then I have more of a project management level outsourcer who handles a lot of the project set up for me so I can focus on what I like to do best, which is actually writing and creating the content.

Susan: That sounds very organized, I'm jealous. Let's talk about some of the dos and don'ts that we should be aware of when producing a new product. What would you recommend there?

Amy: I think one of the biggest things is to get really clear on your goals for why you want to do something. Are you looking to build a business, are you looking to have ongoing income, or are you looking to do something that is just more of a personal interest for you, and while you'd like to see some sales it's not necessarily the number one thing? What I see a lot of authors do is they want to put something out that's very close to their heart, which, kudos to them, but they haven't necessarily done the niche research or the research to see if there's actually an audience for it. What ends up happening is they spend a lot of time on something and then they get very frustrated because they have a really hard time marketing it and getting the word out there just because there's not really an interest in that.

I think we've all done that. We've all gotten very excited about something and rushed to do it, and then realized, "Well, there really wasn't a big interest out there." Now, ideally we would have something that we were passionate about that we could then marry with an interest, and that's certainly something to

BOOK MARKETING MENTORS

Helping authors get their books noticed!



think about in terms of, is your passionate interest going to find an audience? If the way you've initially thought of it isn't working, is there a way that you can meet that audience? I would say that that's one of the major things. It's to determine your goals, and then to make sure after that that if you've decided that you want to connect with a large audience for what you're doing, that the audience is actually there, that there's an interest level there.

Along with that, another thing is to be strategic, because you might be on the fence. You might say, "You know, I think there's an interest there, I've done some research." At that point, instead of saying, "Okay, I'm going to write a 350 page magnum opus and get something out there," why don't you start with something a little bit shorter? A little bit more streamlined, a little bit more focused? Be strategic in terms of where you're going to put your time and energy, and start with something that's maybe a little bit more focused, a little bit shorter, and then see if you can build on that so you don't get bogged down into a huge project that has no end to it.

Susan: I think that's where I'm at at the moment, so I love those words of wisdom there. One of your projects that I know that you're very involved with at the moment is with regard to this whole authorpreneur concept. Can you talk more about that?

Amy: Sure. This is something I'm really excited about, because it's something that I realized worked well for me, and I think it works well for other people too. This idea that what we have to offer can be more than just from a single book, that we have audiences out there who are all over the place in many different places, many different spaces. They are checking out books on Kindle, but they are also looking at content on mobile. They're also maybe looking at an app. They're also maybe on a site like U-2-Me looking at courses. As an authorpreneur, we can take our book and we can use that as the bedrock to continue to grow what our message is and continue to reach people, but we're not relying solely on that book or just putting out a book here and there. We're actually taking that content and putting it out in different modalities and transforming it and growing our audience that way.

Susan: You bring up a platform that's of great interest, and that's U-2-Me. I believe you have a course on there, is that correct?

Amy: I do have several courses on there. It's actually funny, because I have a course that's been on there for quite a while and it has I believe now over twenty thousand students in it. One of the reasons I think it has so many students, it's on infographics, is because I put that course up several years ago when there wasn't as many courses on there and I was able to get a lot of interest. I basically get new people signing up for that course pretty much every day. I also

BOOK MARKETING MENTORS

Helping authors get their books noticed!



have other publishing courses too. If you're looking to delve into the online course waters, that can be a great place to start because they handle everything pretty much for you in terms of taking payments and things like that. If you've already been developing and doing your content, it can also be another great addition.

I've sort of moved away a little bit more recently from doing those courses so much because I've been focusing more on doing courses where students just buy them directly from me and then access them through my online course platform, but that's also an option because it can help you broaden your audience, or it can also work with if you're also offering private courses or private products as well. I think it's the fastest-growing course out there, service. I will tell you that there are a lot of companies now coming on to this and expanding it, which goes back to what I was mentioning earlier that I think online education and online learning is going to be a continually growing, huge industry and this is a great place for authors to get into, whether you go with U-2-Me or you do your own courses or you get involved with some of these other course platforms as well.

Susan: How has U-2-Me, for instance, expanded your presence and footprint in this world?

Amy: One of the things with them is a lot of your courses on there will rank highly in the search engines. Let's say you have a course on a particular topic, they might not necessarily find your book or find your blog first, they might actually find your U-2-Me course first, because their courses rank high on Google and the search engines. In addition to that, they have a lot of people who just come on there who are students of other courses and it's basically like a mini search engine. They're already in there, they're already looking for other courses, and then you can come up there. That's what I've found. I've found that I've been able to get a lot of people to my free courses and then some of those people have either purchased products from me, purchased books from me, or have gone on to get my paid courses from them as well.

Susan: Mistakes, let's talk about mistakes that you've seen authors make. I know that you coach many authors in this world with regard to publishing and marketing their book. What are some of the big mistakes.

Amy: Okay. I don't want to get too ... There's a lot of different mistakes out there. I'll try to focus on some of the main ones. I think one of the main ones that I did mention a little earlier is putting something out to the market without there being an interest there. That can be a big mistake if you're looking to actually make money as an author. You really want to make sure that you are putting something out there that people will actually pay money for. If you don't do

BOOK MARKETING MENTORS

Helping authors get their books noticed!



your market research, your niche research, that can be one. Another one that I see a lot just from presentation are not spending enough time on the fundamentals, things like your book cover, your book title, and your book description.

One of the things I think that authors don't really think about too much is that your description, like if people go to the iBooks store or if they go to Amazon and they're reading your description, that's like your mini sales page for your book. It's a great place to turn browsers into people who are going to read your book. It's funny, because I'm a big reader. I love to read and I read a wide variety of things. I'll go to a description page and in like thirty seconds if I'm reading the description and I don't like the description, I'm not going to download the book. It's the same thing even with covers, which work even more on a more fundamental level because we process images very quickly. I would say that that is another big mistake is just not paying attention to those things that can very easily bring you in more sales.

Then I think a third one is not knowing how or what you should do to actually market your book. It's not enough to just get your book out there and to get it published for the most part. Some books you can make sales if you've done those other two things right, the niche research and those fundamentals like your cover, title, description. A lot of times authors will just stop right there and then they won't go any further because they get ... I think a lot of it because they get overwhelmed or they think, "I don't like doing any marketing." With book marketing, you don't have to do everything all the time at once. You can pick one or two things and you can even outsource a lot of things. The thing with this is that you should just consider it part of the whole publishing process and not say, "Oh, well, I've published my book. It's out there and I'm done now and I'm just going to wait for the sales to come in."

Susan: Yeah, I find that's a really big mistake, or you put it up on Amazon and you're like, "Okay, where are the sales?" You talked a lot about research. How do you go about doing your research for a new product?

Amy: That's a good question, because there is a thing where the research has to meet my interest level, my interest as well. I like to work on things that I like doing, but I also don't want to be working on something that people aren't going to be interested in. The two of them need to meet there. One of the things I like to do is do surveys or just ask my subscribers what they're interested in, what they're looking for. You can do that pretty much in any niche by going to things like Facebook groups, forums, and just seeing the types of questions that people ask over and over again. That's a good place to get some ideas of what people are interested in.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



I was just thinking it's funny because just because people have asked and answered questions over and over again doesn't mean that people still aren't asking those questions. For example, one of the most popular questions is how to lose weight. We kind of know that basically you have to consume less calories than you work off, but weight loss is still a multi billion-dollar industry and just looking at information products around weight loss, people don't get tired of asking that question over and over again. You don't have to reinvent the wheel, but just basically hanging out where people are asking those types of questions can be really helpful.

Susan: Is your next product on weight loss?

Amy: No, I was just thinking more about weight loss in the sense of, we always want the next big thing in terms of losing weight or getting more fit or making more money or whatever. We're never satisfied. We always want to get more information and get the latest information about it.

Susan: That's true. Great resources, thank you for that. What's the toughest lesson that you've had to learn?

Amy: When I got started doing things in terms of publishing and doing products, one of the things that took me a while to get was, I didn't want to put myself out there because I'm not ... You're not going to see pictures of me standing next to some flashy car or with piles of money in my hand or a woman in a bikini or something. I'm just not like that. I felt at the beginning that, "I don't want to have to put myself out there. I'd like to just do everything anonymously." I didn't really start to see traction and start to see success until I actually created a product and put my name on it and had my picture there and stood by that product. That is when I started to see success and I started to be able to really help people and also started to see sales.

That doesn't mean that I transferred out to somebody who's doing Facebook statuses all the time about how great businesses and things like that, but from then on when I decided to say, "Okay, this is me, Amy Harrop. This is what I do. This is what I'm going to share with you today," or, "This is what you're going to learn. This is how this is going to help you." Then my business took off a thousand percent after doing that. I have a background as a classroom teacher, so I don't really know why that was so difficult for me, because it's not like I haven't stood up and talked in front of people, because I have. I think just turning that switch on to being comfortable being online and positioning myself and becoming an expert was really changed. It wasn't until I did that that I became more successful.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



- Susan: I think that one of the issues is that often authors also don't see themselves as experts right at the beginning, so it's being able to wear that mantle and wear it with pride. Yes, touching on that, really important. What's the best way for our listeners to get a hold of you?
- Amy: The best way to get a hold of me is to go to my blog, amyharrop.com. When you're there, you have the opportunity to get my free report which is called 3 Fast Fixes For Your Book, and it gives you some great strategies where you can fix those things like your title and help you make more sales with the book you already have without having to do anything substantially different. Also on the blog you have the opportunity to get my latest notifications as well, so you have a couple of options there to keep and to stay in touch with me.
- Susan: That's really nice. Yes, your material is phenomenal, so it's well worth it, listeners. Go onto her website, sign up, and read the wisdom that Amy puts out on a regular basis. If you could leave our listeners with a golden nugget, what would that be?
- Amy: My golden nugget would be to say and realize that what you have to offer is valuable and that people do want to listen and hear to what you have to say. Your task is to be able to find the best way to share your message with the greatest number of people, and to be able to craft that in such a way that you can get the word out there and win repeat readers, subscribers, and customers.
- Susan: Lovely. Thank you, I really appreciate you sharing your wisdom and being on this program. Thank you all for taking precious time out of your day to listen to this interview. I sincerely hope that it sparks some ideas you can use to sell more books. Here's wishing you much book marketing success.