

BOOK MARKETING MENTORS

Helping authors get their books noticed!



BOOK MARKETING: Discover Powerful Ways to Make Money with Your Book Interview with Tamara Monosoff

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 professional creative marketing expert, Dr. Tamara Monosoff. Tamara is a number one bestselling author of seven business books for entrepreneurs. The most recent is, *The Author to Income Formula: How to Turn Your Book into a Money Making Empire*.

As an award winning inventor, a leading voice for women and business and founder of Mom Invented, she's been featured in hundreds of media outlets including *The Wall Street Journal*, *The New York Times*, *Time Magazine*, *People* and *Oprah Magazines*. She's appeared on multiple TV shows including the *Today show*, the *FEW*, *Good Morning America*, and many others. She's a former Clinton White House Adviser and US Department of Education chief of staff, adult education. Her impressive list of credentials goes on and on. Tamara, welcome to the show and thank you for being this week's guest expert and mentor.

Tamara Monosoff: Thank you, Susan. I am delighted to be here. I appreciate you having me on.

Susan Friedmann: Because this podcast is focused on book and more importantly, author marketing, we absolutely have to talk about your *Author To Income Formula: How can now authors turn their book into a money making empire?*

Tamara Monosoff: I think it may make sense just to step back if I may Susan, and explain why I created *The Author to Income Formula*.

Susan Friedmann: Absolutely.

Tamara Monosoff: Right. Because one of the things that happened to me and I think that after speaking with hundreds of other authors that oftentimes, we put our hearts and our work and our effort into creating the best book possible.

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Then, we launch our book and we're so hopeful and after our friends and family buy the book, nothing else happens. There's often that silence that happens and that can be really discouraging. As I was going through the process of figuring out how to market my books, I really discovered some strategies that worked. That's what inspired me to create the The Author to Income Formula because I wanted to help other authors, so that they didn't experience the silence and in fact, had the exact opposite experience and started to generate more and more book sale and establishing themselves out in the world. Getting their message out and really building their credibility along the way.

Susan Friedmann: Yes, I can relate to that. Because as you know, I work with many authors and they put their book on Amazon and then sit back and expect miracles to happen and it doesn't. They're like, "What happened?"

Tamara Monosoff: That's exactly right. It's so sad too because there are so many ... Yeah, most authors are doing this. They're writing their books because they do have a message to share or a story to get out to the world. It's so disappointing when that happens. That's why, I wanted to share everything that I've learned along the way and put together into a step-by-step formula which is The Author to Income Formula.

Susan Friedmann: Can you share a few of those steps? I know we will encourage people to buy the book but maybe you could just give us a few little taste test along the way.

Tamara Monosoff: I would absolutely love to. One of the things that it's an opportunity that most authors miss. Let me just also say that I have my feet in both worlds. I have a traditional publisher, McGraw-Hill has published four of my books. I also self publish. What I've learned is that, whether you're with a traditional publisher or if you self publish, you are still responsible for your marketing. One of the tactics or strategies that I came up with because I found that I wanted a way to connect with people who are interested on Amazon and were looking at my book. I wanted to be able to connect with them whether they bought my book or not. The beautiful thing about Amazon is the, "Look inside feature". When you click on that, "Look inside feature," you see the title page and then, you see the table of contents and then whatever other information you've put in the book.

However, the biggest opportunities that authors miss is right after the title page, that's where I put a special invitation to my readers. On that page, I have several live links that lead people to download something for free that's useful. Helpful information that they can take in the form of a gift, and have something of value to get to work with right away. I'll usually give

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three to five different gifts on a special invitation page with the live links in the look inside feature. People can click and they can immediately go and opt in, which is providing me with their name and email address from Amazon. They get added to my list and then they receive my gift. This is all without necessarily having to purchase my book. This now gives me the opportunity to get to know that person and communicate with that person and create a long term relationship with that person. You start to build trust with the readers that come from Amazon.

Susan Friedmann: That's absolutely brilliant. It's the first time I've ever heard that and I love it. I absolutely love it, so, thank you. One of the favorite techniques that I know in reading your book is making your book interactive and you've given us one way of doing that. Are there maybe some more ways that people can make their book interactive?

Tamara Monosoff: Absolutely. Some of the writers who are listening right now are going to have printed books, as well as Kindle books. One of the ways that you can make a printed book interactive is by including videos. Now, the question is, well, how do you do that when you can't click, there's nothing to click. It's on a piece of paper. I'll just give you an example of my book that was a big success called, *The Mom Inventors Handbook*. It was a second edition and it came out with McGraw-Hill and I included 50 entrepreneurs that have used my first book to successfully bring their products to market. I wanted to feature them in this book. Now, I didn't want to just have a little blurb on these people. I envisioned these people jumping out, out of my book. I wanted them to be able to pop onto a reader's smart phone and to have a personalized message on the smart phone. How do you do that?

What I came up with is adding QR codes. QR codes are those little codes that are like little square that have a bunch of dots on them. You see them in a grocery store. You see them on the backs of products all the time. They're called QR codes which are Quick Response codes. You can generate these codes actually in seconds and then you just save them as a picture, and you can put them in your manuscript. You tied those codes back to your website where you have your videos. For example, at the beginning of every single one of my chapters, I'm on video and I welcome my readers to that chapter.

They get to see me by scanning that code with their smart phone and I'm actually on their phone talking to them. I say, "Hi. Welcome to chapter one. In this chapter, you're going to learn how to do X, Y, and Z. I can't wait to hear what you think or what you learn." That simple. Ten-second welcome, 20-second welcome but see, what happens is when you're introducing each chapter, you're actually pulling your readers through the book. Then, with

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the other people that I've included in the book, their stories just enrich and deepen the experience for the reader as well. You're creating total engagement with your readers in a way that people are expecting today. People are watching videos more than they ever have before. This is the way that make your books jump and come to life for your readers.

Susan Friedmann: That's so cool. I was visualizing it as you were talking about it. I was just seeing you pop up and engaging people and just endearing yourself to them which is just a brilliant technique. Because as you say, this engagement is so important these days and helps you stand out from the crowd.

Tamara Monosoff: Yeah. Another think I'll add to that is that, opportunities comes from this that you may not even realize are possible. For example, within the first week of that book coming out with all those QR codes. The QR code company told me that I had over 10,000 scans within the first week of the book coming out. 10,000 scans of people scan, using their phones and scanning our videos. Another thing that happened is that I had so many opportunities from the media. Because with the TV producers like I had CNBC contact me and I ended up doing three TV segments with them in San Francisco and this was just this year. One of the things that you need to be thinking about is the media, they don't have time to sit there and read your book. If they are doing a TV show for example on a topic that you cover in your book. If they're able to quickly scan their videos of you, they see how you are on camera.

They hear the other stories that are included in your book on camera, on their phones. It makes it so much easier for them. When the CNBC producer called me, she's like, "Oh. My gosh. Your book was incredible. By the way, not only do I want you to be on the show but could we have some of the women that you featured in the book? Could they be guessed, too?" I mean, it was incredible. That's what I'm saying. Is the opportunities and doors open from doing this, from making your book really bringing it up to speed in today's climate with all of the video that is available to us. Now, you are standing up from the crowd. Because most authors don't do this.

Your books will stand out and especially Susan, with 4,500 are books being printed per day on Amazon. That's not even including Kindle books. That's 4,500 per day on Amazon per printed books. You need to ask yourself. What is going to make your book stand out and be totally different and have readers excited about reading your book. This is something you can do that may sound challenging. I teach you how to do it. You can also just go into Google and type in QR codes. You're going to be able to learn how to do it. Very simple. It sounds like, it may be overfill overwhelming but

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honestly, if I can do it, you can do it. It's not difficult. It really isn't. You don't need to know how to do any big technology. It's very simple.

Susan Friedmann: What would you advise, let's say, somebody already has their book printed and they're listening to this and they're saying, "Oh, my goodness. I've missed this opportunity." Is there a way that they can still open the doors for this engagement? What would you recommend?

Tamara Monosoff: Absolutely. In fact, it's interesting that you bring that up. Because the majority of the people in my classes are coming to me after having launched their book and nothing happened. What I teach is, relaunching your book with this new interactive enhanced version of your book. Which gives you a whole another opportunity to relaunch your book. Let's say, for example, it's the printed book. If you're self publishing, that's simple, right? Because you take the time to go and make your book interactive. Do your videos, and they don't have to be fancy videos. This is where people think, "Oh, my gosh. I have to hire a crew to help me," and you really don't. I use my \$65 web cam that I got on the Amazon and I just ... You plug it in and record.

Of course, you're going to want plan at what you're talking about but then, you're going to just turn on ... They do not have to be perfect. The beautiful thing is, in the Kindle versions of your book, it's really simple because then, you're just adding links. You don't need QR codes. You just need links to your videos. You just put those links, sprinkle those throughout your book. With a printed version of your book, you're going to want to relaunch your book with this new enhanced version. You can even put a burst on the front cover of your book where it looks the same but you have a burst. Saying, "New 50 videos included." Something like this to get your readers to say, "Whoa. Wow. Really? How are they including videos in this book?" It gets people really interested.

Susan Friedmann: Fabulous ideas. With that, I know that you have gotten many of your books. In fact, I think all of them on number one on Amazon. What advice could you share with our listeners about how they can do that?

Tamara Monosoff: With Amazon, Amazon is updated hourly. The waiting to get your book to number one, I teach three different ways to do it successfully. I've tested them all. They all work. One way is through creating ... You offer your book on Kindle for free. That way, for a short period of time, you can do up to five days on Kindle. You don't have to do the whole five-day promotion by the way. You get five days. You can do two days or three days. That's when you want to offer your book up. Now, I'm only saying this about Kindle books. I'm not saying this about your printed books because there's a cost

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to printing your book. You do not want to give your printed books away for free. If you do this with Kindle, then, you can get on to social media and invite everyone you know and ask them to tell everyone and share your message saying that you are, for this three days, offering your book for free.

You tell them what's the ... Three to five bullets about what they're going to learn from reading your book. If you're a fiction author, it can be with a story, something. Talk about it clicking or tell a little about the story and why you wrote it. Then, leave them hanging with something to make them curious. Then, you just use social media to really get the word out about your promotion. When you're really thinking about a proper launch, then, what I do is, I teach how to work backwards from your launch date. If you have, let's say you have a January first launch date. You want to go, move backwards at least three months. You just want to get everything lined up and ready for your launch. One of the biggest strategies. Well, there's so many. One, I'll just tell you is to make sure that you prepare people and let them know ahead of time at least three weeks ahead of time.

You start to tell people, "Hey, my book is coming out in three weeks. This is what it's about, and this is what you'll learn." If you have bonuses that you want to give away, "And this is the day that it's coming out." You start teasing it. The key to hitting number one on Amazon is getting everyone you know to purchase your book on a particular date. It's a little bit different. It happens differently for using KDP which is Kindle Direct Publishing as we just talked about and do the free version. Because that's going to be a window of time and you're going to doing it during that window of time. If you're doing a proper launch where you're going to launch in January, you want to drive as many people to that date and have them purchase on that date. Then of course, you also want to give them a bonus or benefit of some kind for doing that.

One of the things that I want to just say, the beautiful thing about including other people in your book. Remember, I mentioned that I included 50 entrepreneurs in my book. Well, and I also included some other experts. All of those people, they're excited about the book launched, too. They become your book ambassadors. Just think about it. Not only do I have 50 people guaranteed to buy my book on that date because I'm asking them to buy on that date. Now, they're going out to all of their friends and family and network and asking them, saying, "Hey, I'm featured in this book. I'm so excited. This is what it's about. Would you please support me and purchase a copy on this date?" You see, so, you're funneling everyone to a particular day.

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- Susan Friedmann: Yeah. It's a great technique and I've used that and I know many of my author and speaker colleagues have done it, too. Thank you for reminding us of that. In your book, *The Author To Income Formula*, you talked about making money beyond the book. What exactly does that mean and what suggestions can you offer our listeners?
- Tamara Monosoff: Let's just go back to the one strategy that I told you early on about putting that special invitation in the front of your book. The beautiful thing about that is that you're now capturing people's names and emails in order to get them on your list. They've received the freebie and now, you have an opportunity to start inviting them to other things that you're doing. There are all different ways to make money with your book and beyond your book. I always suggest you think about, well, what is it that you're building? Oftentimes, there's authors who are not thinking of it are, what we're doing is a business but it is a business. What are the strategies? What are the income generating strategies that you want to put in to place to support your author business?
- Is that offering free webinars? Which then lead to people purchasing a course. Is that creating an online class? Which once you, or have people on your list, you can start telling them about and selling. Is it merchandising? This is the one that most people never think of but think of Harry Potter. I think I bought my kids everything imaginable with regards to Harry Potter. T-shirts, bought them jewelry. Bought my daughter all sorts of things. Authors oftentimes don't think about merchandising. You can merchandise so easily. My background is in manufacturing products before all of this author world came to me, I was manufacturing consumer products. It is so easy today to create products with using the resources that are available to you.
- For example, I'm just going to give you a place that you'd never been there before. Go to alibaba.com. It's A-L-I-B-A-B-A.com. It's a global resource where let's say for example Susan, you are a health expert. You're telling people that the best thing that you can do for your health is to do yoga. Let's say that you want to build your author platform as the go-to expert on health and fitness and yoga. You want people to purchase your yoga mats. You can purchase, you'll be shocked at the prices. There is such a low price. You can purchase a yoga mats with your own logo on it and then sell that on your website as well.
- Susan Friedmann: Great. I've never even heard of that and I'm going there right now, or at least when this is [crosstalk 00:20:38].
- Tamara I'm telling you, think about your area of expertise, what you sell. What do

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- Monosoff: you do? What do you offer? If you're a medical doctor, what are the things you're always recommending to other people? Just think about these things. What would make sense? What are your clients asking you for? Then, those things can put your label on it and it's so easy to bring it. I just brought in some beautiful products and I bought ... China has changed their ... They're not requiring you to buy so many units at one time. I bought a product, I had manufactured that was it's actually a necklace that ties in with my theme about keys open up new doors of opportunity. I have this beautiful key necklace that I just had manufactured. This is the thing. Get really creative. You are going to have so much fun. Most authors never even consider that they can merchandise and it is a lot easier than you think.
- Susan Friedmann: Yes. What goes through my mind is though having to store hundreds and thousands of these items, but that doesn't sound as if that's the case here.
- Tamara Monosoff: It depends on what your item is. As I mentioned, things have changed over the ... I've been doing this for 12 years. When I started, yes, China would say, you have to order 20,000 units. That's not the case anymore. I ordered, I think I ordered 25 necklaces in two different variations. I ordered 50 total.
- Susan Friedmann: That's nothing.
- Tamara Monosoff: That's a manageable amount of product and it is totally worth it to me. Not only that, now, they will air freight it to you using, I think I used, I don't know. I don't need to get into the minutia. Anyway, it's so much easier now than it used to be. I wanted to open this door of opportunity that authors don't think about and in terms of building merchandise around what you do.
- Susan Friedmann: Great idea. Let's talk about mistakes. What are some of the biggest mistakes you see authors make when they market their book?
- Tamara Monosoff: There are couple things that come right to my mind. I'm surprised by how many authors don't have an opt in on their homepage of their website. An opt in is a form to capture people's names and emails. If you don't have that on your website, when people come to visit you and you don't have a way to connect with them, they're going to leave and you'll never see them again. That is one of the biggest mistakes that I see. Another thing that I see is fear of video. I love what's happening today in terms of like Facebook live. I am starting my Facebook live next week. I'm going to be doing tips every Tuesday. With social media, I think that it really ... You have to be willing to take that leap and be willing to try, test out the new technology and put yourself out there. I think people connect with others when they

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can see them.

This is an incredible opportunity for you as an author to stand out. Again, we're talking about so many books being printed. How are you going to stand out and be different? How are the readers going to get to know you? That is one of the biggest things. I think fear gets in the way of getting on video. It's also what we're talking about earlier and this ties in with making money but it also ties in with putting yourself out there. I had found free webinars to be one of the most unbelievable ways to make money and also, establish your credibility and for people to get to know you as through free webinars. I do my webinars on camera. I'll give you, just give you an example. I did a free webinar in April that generated \$20,000 and it was a free webinar. Because I was able, during that free webinar to give really helpful information. Then, I invited people to sign up for my upcoming program through that free webinar and generated \$20,000.

Susan Friedmann: Fantastic.

Tamara Monosoff: This is real. This really is real and you absolutely can do this. It's just being willing to take that courageous next step and be willing to test new things.

Susan Friedmann: I'm sure our listeners are just itching to know how they can learn more and find out how they can contact you. What information can you give them?

Tamara Monosoff: Wonderful. Thank you. My website is the best place to go. It's tamaramonosoff.com and my next Author to Income live training is starting September 20th. We meet ... There are two tracks and one track really is for the author who's really wanting to just to create a foundation. Make their book interactive. Learn the strategies, ranking number one. Also, how to get featured in the media. Then, track two is really the next section is all about how to generate multiple streams of revenue with your book and beyond. I don't just talk about it. I'm on camera and I show. I share my screen and I show the back end, I show everyone how to do these things. We're having this huge success and in fact, one of my authors just featured in Oprah magazine this month. It's just a lot of fun. It gives me great pleasure and I would absolutely love if anyone will be interested. Send me an email. I'm always available and open. You can jump and find me on Facebook but I'd love to connect with you.

Susan Friedmann: That's fantastic. I think I'm going to be signing up for that, too.

Tamara Monosoff: I'd love to have you.

Susan Friedmann: Thank you. If you could leave our listeners with a golden nugget or the

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information. You've given us so much but if you would just to pair it down, one thing you could leave them with. What would that be?

Tamara
Monosoff:

I think it's really, just being willing to explore new possibilities. I know that sounds really big. I'm going to giving you a lot of the concrete strategies with the opt in, and that of course is so critical and being willing to do video, and all these things. Just being willing to try new things and I always ... I love Eleanor Roosevelt's quote. It's not exact but it's something like, do one thing that scares you every single day. I love that because it really ... Isn't that a wonderful quote? It inspires me, and so, I'm always testing new things. Like, I'm about to do Facebook live next week. I have never done it before. Of course, I'm like, "Oh, my gosh. Is the technology going to work? I don't know exactly how to do it yet." I'm thinking about all these things but I'm going to do it anyway. That's what I want to leave everyone here with. Is just do something everyday that scares you because I think that's when the doors starts bringing open and opportunities happen in unexpected ways. Because you're stepping out in a new way.

Susan Friedmann:

That's just goes right to my heart because absolutely, I think fear stands in the way of us doing most of the things that we don't do but want to do. Thank you. Thank you so much for sharing and thank you all for taking time out of your precious day to listen to this interview. I sincerely hope that it's brought some ideas you can use to sell more books. Here's wishing you much book marketing success.