

BOOK MARKETING MENTORS

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BOOK MARKETING: How to Turn Your Book Into a Program Interview with Elena Rahrig

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 program development expert, Elena Rahrig. Elena is a certified professional coach. She has written 9 books from her personal development book titled, "Are You Boxed In," to her autobiography, how to books, and children's books. She's currently writing a book for a Hollywood movie. For over 3 years, she has helped entrepreneurs maximize their opportunities by helping them develop programs that run on autopilot earning them thousands of dollars in their sleep and taking their speaking career and authorship to the next level. She helps her clients turn dreams into realities.

Elena, welcome to the show and thank you for being this week's guest expert and mentor.

Elena Rahrig: Thank you for having me. It's such an honor to be able to be on an interview with you. I followed you since the beginning of my career.

Susan Friedmann: That's very sweet. I appreciate that. You're an expert at helping authors turn their book into a program. What, exactly, are the benefits of doing that?

Elena Rahrig: If we look at the world as a whole, everything runs on a system. Society runs on a system. We send our kids to preschool, then school, then college, then get a job and work for 40 years in a 9:00 to 5:00 and then retire. Even our scripted life is a system. If you go into any workplace and you work for somebody, they have systems setup all over because systems make things function properly. It clearly gets you from point A to point B. The biggest thing with a program is that you're able to take your client to another level. If you look at your book, your book in itself is a system. You start with the outline. Your outline is what becomes a book. It's a system of writing the book all the way to designing the cover, sending it to print, getting it published, everything. Your speaking career, it's a system. You learn how to speak. You write the outline to your speech. You memorize the speech. You

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practice it. Everything is creating a system.

Going into marketing, marketing is the same thing. Your program is very beneficial to your clients because not only ... You have your book. I can't tell you how many times I've read somebody's book. It really motivated me or inspired me. I wanted more. That author had nothing more to offer me, unless I wanted to attend a speaking engagement. Again, that's only an hour's worth of getting something more from that author. The program, not only does it create a system for your followers to say, "Wow. This person is not just going to motivate me. They're not going to just inspire me. They're actually going to show me a how to. They're giving me something that I'm familiar with which is a system and I can follow a system that's easy."

There's a lot of books I've read that getting wealthy and becoming a millionaire. It pumps you up and gets you excited. At the end, it doesn't really tell you exactly how to. If you look at the most famous speakers and authors and the ones that are out really impacting the world, they offer a system. That's how a program is. It's a system. Furthermore, if you sell your speaking, you can make money as a speaker, you can sell your book. What's next? Not only do your clients want more from you, they want to learn more from you. They also want to buy more from you.

Having a program, there's a ton of benefits in there. Definitely, to be able to take your followers to their next level and actually get results. Because as a speaker who speaks for an hour and sells a book, yeah, there's results there but not like a program can offer. I believe that most speakers and authors go into this field because we want to help people get results. We want to impact the world greater than just for an hour. We want them to follow us and we want that to continue to be able to help them.

Susan Friedmann: I love that. I love thinking of the book as a system that really just makes so much sense. To be honest, it's not something that I had ever considered. Are there specific topics, maybe, that work better in this environment than others? What are your thoughts on that?

Elena Rahrig: It's both a yes and a no. Here's how I'm going to explain that. I have a client. She is very passionate on teaching healing. She wants to help people heal from their hurt. Healing isn't going to get most people hired. It's not a well-known topic. Now, she can teach on healing. We just need to call it something different. What I have my clients do is, do their research. What topics are selling? Because at the end of the day, the motivation and the inspiration, and the how to's, they're very very similar but they're titled a certain way.

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When I first began my speaking career, I said, "I'm not really a motivational speaker. I'm an inspirational speaker." I wanted to brand myself as an inspirational speaker. Because what I teach is motivation, a short lived and that's why we need it everyday and that's why we need to keep going to conferences and hearing motivational things. Inspiration is where we really reach a pain point. We've reached enough is enough. I have to change. I'm now inspired to change. We really don't have as much choice. It's either change or live with the pain. If I was described properly, I am an inspirational speaker. However, that doesn't sell. Nobody is hiring an inspirational speaker like they are in motivational speaker.

I still have to brand myself as a motivational speaker even though my results might be a little different. It's the same thing. You can have a topic. How can we wrap that topic into a topic that is going to sell. What I have my clients do again is, I have them do some research. One of the main places I tell them to go first is to speakermatch.com. Because they have a list of all of these great topics and you can see what is out there and what is selling. If you look at that list, healing is not on there. If I encourage my client to go out there and advertise that she's a healer and she's healing, then she's going to be the only one. People are going to be like, "Oh, what's that? We've never hired somebody for that. That's not as interesting."

A grieving speaker or counselor or the word "grieving" is on there. We take her message, her program, her book and everything. We just change the word. To answer that, yes, it does matter what you title your topic. You can wrap whatever topic you're passionate about and wrap it into a title that is already out there, is in the market, and people are hiring for it.

Susan Friedmann: Thinking about that, are there specific topics that come to mind that you know are particularly popular, for instance?

Elena Rahrig: Definitely, leadership. Again, my main program talks about warriorship. Because realistically, not everybody wants to be a leader. We have the world believing that you have to be a leader to be successful and you don't. Leadership, there are some things in there that I really don't like the way that are taught. Warriorship, you can be a warrior in whatever position you're in. The people that work for me, they don't want to run a company. That's why they work for me. They can be a warrior in the position that they're in or that leader in the position that they're in. Leadership, I'm not going to come out and tell people that I teach on warriorship because one, I made the word up. If you look in the dictionary, it's not even a word.

I will come out with leadership because that's what sells. Leadership is

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huge. Marketing is huge. Anything to do with becoming a millionaire. People want to learn how to get out of the 9:00 to 5:00 and make their life happen for themselves instead of being tossed about with whatever gets thrown at them and feeling stuck or complacent. Again, it goes back to any topic that you can show. There's a system that I'm going to take you from where you are which is your pain point to out of that pain to the life that you really really want. Overall topics, yes, leadership, wealth, and fulfilling your dreams. Those were the hot topics right now.

Susan Friedmann: What about a fiction author, could they turn their fiction book into a system or a program?

Elena Rahrig: When I wrote my autobiography, it's a story. I didn't just tell my story. I put lessons into the story. If I was in a really low point of my life, I was a single mom, I was on welfare, bartending on the side just trying to make ends meet. I wasn't ready to step into my purpose yet even though I knew what it was. As I was going through that stage in my life, I didn't just say, "Oh, this is my story [boohoo 10:02]." I put lessons in there. If we can pull lessons out of anything, you can definitely have any type of story book. If we can find lessons within the story, then that creates a system. That creates your how to.

The Alchemist. If you read that book, it's a great story book but powerful lessons in there. We can definitely pull lessons out of there and create a system and actually teach people how to become an alchemist. Because reading that book, it's, "Wow. The Alchemist, I want to live with their teaching. I want to experience that life but how?" The author doesn't tell you how. He just motivates you to do it. People want somebody to hold their hand. They really do. They want somebody to say, "Okay. Teach me the how to but hold my hand the way through it."

I have a masterminds group and my clients, I can post on there, "This is exactly how to do something." They still want to get me on the phone and want me to walk them through it. That's okay. It's just, that's the way some people learn. Really, we all learn that way. Again, if there's a story book with lessons, we can absolutely turn that into a how to where you can actually coach people and walk people through your system. I would say, yes.

Susan Friedmann: I like the concept of holding your hand through the process because you're absolutely right. People do want their hand held and yes, you can give them the system. If they have to do it by themselves, somehow, there isn't always that motivation to do it and adding that handholding aspect, I think, it just increases the power of what you offer. Does someone actually have

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to have a book written before they can develop a system? Is this a chicken and egg situation?

Elena Rahrig:

It can really go either way. I would say, it's for personal preference. I actually did my program first. It was because I had the program in my heart. I sat down one day and said, "How did I get from where I was to where I am today?" When I looked up my entire life, I saw the system that I followed that my dad taught me a lot along my life. He started, at the age of 12, paying me to read books. By the time I was 14, I knew my purpose. I had to live life and experience life. I went off course. I always came back to that system that dad taught me. All the lessons I've learned.

I had to really sit back and look, "How did I really get here?" One, I always knew who I was at my core, no matter the behaviors that I was doing. It was about determining who I am. Once I was [grounded 12:49], "This is who I am, love me or hate me, this is who I am." I'm able to look in the mirror and I'm proud of myself, "This is who I determined I'm going to be." It was about divorcing fears. "I know that this is who I am and I'm determined to be but I'm scared to be that person." I had to divorce fears. Once I divorced my fears, I discovered things I was capable of. That's discovering your capabilities which is my third D to my program. The fourth one is developing a significant life, "How can I use my gifts and my passion to impact the world?" My fifth D is finding my purpose, really pinpointing, "I'm going to be an author. I'm going to be a speaker."

In building this program, and then I hired Patrick Snow as my coach back then. It was all about writing a book. I thought, "I don't know how to write a book. I just have this program in me." See, you really have to have both. It doesn't matter which order. Most of my clients want to write their book first and then do the program. Some want to do it at the same time. I think that I did it backwards. It would have been easier, maybe, to do the book first and then the program. The program was in me. It had to come out. Patrick said, "You really got to write a book." It made my book a lot easier to write because I already had my program. I had my lessons. I knew what I wanted to talk about. My book was within the program.

Now, you don't want to reveal the entire program in your book. You want to give the a teaser. It's introducing. In my book that goes with the program, it tells them why I created the 5Ds and maybe 1 lesson or 2 from each D. It's not the whole program. It's not the entire how to. It's enough to motivate them to want more and to actually want the program. They're going to sell each other. If somebody reads my book, now, they want to buy my program. If somebody doesn't know about the book but they heard about the program, my book gets sold with the program. If anyone buys my

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program, they automatically get the book. They're going to sell hand in hand.

What I have people do is, outline your book first or outline your program first. You can pull the program out of the book or you can pull the book out of the program. Really, it's going to depend on where the person's passion is, what they want to do the most. For me, I would much rather develop programs all day long than to write books. I love doing both. A program is very easy for my mind to do. My clients, I spend about 45 minutes with them on the phone. I ask them questions. I listen to them talk while I'm typing away everything they're saying. Within an hour, I send their program to them and say, "Here's your program. If you don't like some titles, we'll change some titles."

I'm betting 100% right now. Every client of mine is like, "How do you do this?" It's because I can pull information out of people and out of books and I see a program. The problem is, people aren't seeing the program within themselves. We all have that. We all have a system inside of us that can help another person. Either way, again, it's personal preference of which to go first. I do really want to reinforce that they'd go hand in hand and they can be done together.

Susan Friedmann: Excellent. Of course, the \$64,000 question is, how does someone create an effective program?

Elena Rahrig: The first thing that I have my client do is, give me one word. I never realized how difficult this can be for some people. For me, again, the program building comes natural. That's why I help people because I am, I guess, the expert at that. I just tell them, "Give me one word. If you could help, how would you do it with only using one word?" That's where my one client says, "Healing." My word is transform because it doesn't matter if I'm helping you write a book. I'm transforming you into an author. If I help you develop a program, I'm transforming you into a program developer and somebody who can sell a program and be a coach. If I'm helping you learn how to public speak, I'm transforming you into a public speaker. If you're going through my program called, "Your 5D Transformation System," I'm transforming you into the person you need to be to fulfill your dreams.

Transform captures the essence of everything I do. I can take that word with me with all of the passions that I have in my heart. That's what I have my client do first. "What is your one word? Do you really just want to focus on healing? What do my clients love?" She teaches how to have a better marriage, better sex life, everything to do with love. That's the very first step, just decide what is your one word that's going to describe the essence

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of everything you do and every way you're going to help people. From that one word, you have to be able to answer the 4 basic selling point questions. Because if you can't answer these, then you really don't have a program to sell. That is the why you, why me, why now, why this.

"Why you?" Why should people buy my program? The "you" is the potential client. The "why me," why am I the one to teach this? A lot of times, people who are going into the coaching world, they don't have credentials. You know what, they have experience and they self-studied. They are qualified. The world has made us believe that we need credentials to be qualified. That "why me," we have to prove that we do know what we're talking about and we really can help. The "why now," why is now the time to act, why should you not wait to take the program? These are the pain points that somebody would have. Stop living in pain and let me help you get to where you really want to be. "Why this," why is this system the right system for you? If we can't answer those 4 questions about the program we want to create, then there's nothing to create yet. We have to be able to do that.

A program needs to have lessons. It needs to have all the different components of a lesson. I give my clients about 15 different components to choose from. I say, "Which components do you want in each lesson?" For example, mine has homework, mine have a test. Because my program is being taught in persons in high schools, there has to be a test. Now, if somebody is doing my program by themselves through the training videos, "Hey, they don't have to do the test if they don't want to do the test." That is a component that I chose to have in mind. There's fun demonstrations, storytelling, and letters. Just different things. It's a menu they get. They say, "I know my program is going to get them from A to Z. How am I going to get them from A to Z? What do I want to take them through in each lesson?" We put those components together.

We create a workbook. People can watch videos and listen to videos. There's 3 ways that people learn. That's by hearing, seeing, and doing. We have to get them to do something. That's the workbook, the in-class exercises, journaling. Journaling is not a part of my program. A lot of my clients do choose that as a component. We want the workbook. Because the workbook adds value and it's an upsell for you. Workbook cost about, if it's a good size workbook and you're buying in small quantities at first, you can look up to \$20 for a really nice 8 1/2 by 11 workbook. That's an inch or more thick. You can charge \$40 to \$65 for that workbook. Not only it's an upsell but it also helps your client to be able to do something and feel like they're actively going through your program instead of sitting back and watching a video or just sitting there listening to you talk the whole time. I

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would say, that's probably the number one mistake coaches make is, they just sit there and talk instead of getting the client to actually do stuff.

I would say, definitely have all of that wrapped up into your program so it's effective and selling. The very final piece is, we have to get evidence-based. That's going through a couple different universities to get them to back and say, "Yes, this is the evidence-based." The sky's the limit to where you can sell it once you get to that point.

Susan Friedmann: That's a lot of information.

Elena Rahrig: It is.

Susan Friedmann: There is some scary components. I'm like, "What about the university piece? Getting that recognized." I think that we should keep that for another session because you've got so much information that you could share. How about mistake? You started talking about mistakes that coaches make. What are some other mistakes that you find your clients make in this whole development process?

Elena Rahrig: I'm going to capture the comment about, "This is a lot." I'm going to comment on the mistakes because they really go hand in hand. It seems very overwhelming to create a program. It does take time. For me, it took me 2 1/2 years to finalize my program. Microsoft has 16, 17 different versions, so does my program because we keep learning and getting better. Now, I can get a program done in 30 days for somebody if they're willing. It goes back to the system. There's a lot to learn, to practice, and to make happen. If you follow the system, it makes it easy. I have a system and that's what makes it easy.

Clients that are not going to succeed in building their program are the ones who respond with yeah, well, but. They're not being teachable. They're not following the system. They come out it as, they already know what they're doing. If you already know what you're doing, then you don't need me. At the same time, they're saying, "Please hold my hand." When it comes to developing a program, it's just very very sensual that people understand to follow the system. We're going to create step 1, then step 2, then step 3, and I'm going to walk you through everything. It's going to be very painless. That would be the biggest mistake as anybody who strays away from the system.

Susan Friedmann: I can understand that that would be a really big mistake because as you say, it's formulaic. You've got to stick with the formula. I know that sometimes, I try and reinvent the wheel and that isn't always the best way

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to go about doing things. If our listeners wanted to contact you to find out more, what's the best way, Elena?

Elena Rahrig: My e-mail is elena@elenarahrigtransform.com. My website is my first and last name dot com. It's elenarahrig.com. You can just go to the contact page and contact me.

Susan Friedmann: Excellent. How about leaving our listeners with a golden nugget of wisdom? What would that be?

Elena Rahrig: The first thing I tell all of my clients when they come on board is, "Stop spending money." When we go into becoming an entrepreneur of any sort, whether it's speaking or not or becoming an author or program developer or not, we hear everybody tell us everything that we need. "You need this. You need that." I remember, it was my first month in starting to create my business and somebody told me I needed a 1-800 number. I was paying for that every month. We spend money and we think that if we just keep spending money, we're going to get somewhere. That is one of the things I tell my clients. "Don't spend another dime because I will be able to help you. If I can't, then we're going to invest. Invest it wisely. There are going to be expenses. I'm not going to be your final stop. After we develop the program, you're going to want more services and really need them."

We spend time saying, "This is your roadmap. You're going to invest in this when the time is right. Stop spending money." My clients come to me who have spent \$8,000, \$15,000 plus hiring 1,000 different coaches and all these different services that didn't get them anywhere and they didn't need. That's my golden nugget. It's really encouraging people to stop spending and start investing in their dream and their business.

Susan Friedmann: What a sage advice. It hit a nerve that because I'm one of those people who spent a lot of money on coaches and programs. I hear what you're saying. It's pretty powerful. Thank you. Thank you all for taking precious time out of your day to listen to this interview. I sincerely hope that it sparked some ideas you can use to sell more books. Here's wishing you much book marketing success.