

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



## BOOK MARKETING: How to Beat the Fear of Screen-to-Screen Selling Interview with Doug Devitre

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 a whiz when it comes to the creative application of using technology to achieve business results. Doug Devitre is the bestselling author of *Screen-to-Screen Selling: How to Increase Sales, Productivity, and Customer Experience with the Latest Technology*.

He works with large and small organizations to increase sales by reaching out to customers anywhere in the world. His simple but powerful screen to screen selling techniques can be applied to virtually any industry. He says it's the picture perfect way to sell your vision, coast to coast, person to person, screen to screen. His credentials include Entrepreneur of the Year from the University of Missouri-Columbia, National Association of Realtors Business Specialties' Hall of Fame, and the National Speakers Association certified speaking professional. I am so excited to welcome my friend and colleague to the show, so Doug, thank you for being this week's guest expert and mentor.

Doug: Thank you so much. I'm really excited to participate, so I appreciate the invitation.

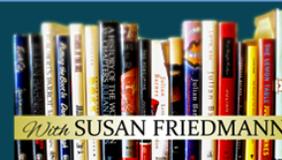
Susan: We need to start with the most obvious question and that is, what exactly is screen-to-screen selling, and how can our listeners use it to build their author marketing platform?

Doug: Everyone has a screen. Everyone has a computer, a laptop, a tablet, but when it comes to the application of using some of the latest technology, that's where I find others get stuck. How screen to screen selling started was when I got married, a couple of years ago, and after being on the road for five years in a row, 180 days at a time, it started to weigh on me. For me to start to have a family and be there for them through the different life moments, I needed to figure out a way to reinvent my business and screen to screen selling was the answer.

Susan: You developed this. It seems like a phenomenal innovation, let's say. How

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



can our listeners use it?

- Doug: Let's pretend for a minute that you want to have a conference call with a client. You want to start to ask some questions in the discovery period to start to figure out what are some of their objectives, which direction are they headed, and then how you're able to fit the mold. Well, when that happens over the phone, traditionally, if you're a visual learner, then you might be handicapped in the conversation. Also, sometimes in a phone conversation we can't really observe some of the body language with the other person on the other end. They might be multitasking.
- It's really hard to engage them unless you're really good with the spoken word. What we can now do, using Skype or using of the new meeting technologies, we can start to have these face to face conversations just like we're in the same room without having to get on an airplane, without having to travel, without having the delays and also the costs that are associated. It can start to build up to the point where, what is the alternative that makes most sense?
- Susan: Have you actually used it to sell your book?
- Doug: I've used it to sell my book. I've used to sell speaking engagements. I've used to sell consulting assignments. When you look at just a phone conversation and me talking with somebody, typically you might say, "Go to my website. Go to Amazon" or, "Go to the book page and we can talk about some of the alternatives with it." If we're just talking over the phone and I tell you where to go on my website, there's going to be a point where I'm telling you what to click on, but you can't find it. Scroll up, scroll down, scroll up, scroll down. You get frustrated and I get frustrated. Really, one of the benefits of some of this technology is now I can share my screen with you, navigate through a web page or a document or even a presentation slide, and show you what some of the benefits are with buying the book or bringing me in to talk to your group.
- Susan: How would this type of marketing help a first time author?
- Doug: Me, publishing my book with McGraw-Hill, I'm first time commercially published author, it's a challenge when you try to look to see how can you grow outside of your industry. I'm well known in the real estate industry and well known in the real estate technology industry, but as I start to grow my platform, I'm looking at software as a service. I'm looking at healthcare. I'm looking at financial sales. I'm looking at insurance sales. What I've been able to do is find those experts in those specific niches and interviewing them with some of the latest technology. Right now we're using Skype

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



audio, but one of the tools that I use is Zoom, zoom.us. It's one of the new video conferencing platforms.

By me inviting other authors or thought leaders in each specific niche to participate in a conversation, now that becomes content marketing or, in chapter 19 of my book, conversational marketing. Now we've had that recorded video that we can put up on YouTube, we can put up on iTunes as a podcast, we can put on to the blog, all over social media, so not only am I sharing it, but also the thought leader or the other individual in that niche that's well known, they're also sharing that episode with their group. We both benefit together.

Susan: What about those people who aren't tech-savvy?

Doug: What I find is the reason why folks get overwhelmed with technology is because there's all of these different options, and having to experiment on each one of them takes a time and it could also take money if you're investing in it. What I always recommend is find what's the most user friendly technology that's out there? What's going to ... Has the least amount of the mistakes when you start using it. There can be several issues that you run into when you start a meeting. Someone might not get the invitation saved into their calendar. Someone might not be able to join the meeting because they don't have a good enough internet connection. In addition to that, being able to find some of the features or buttons can be an issue. Looking at usable technology through all the different meeting platforms, I found that zoom.us was the easiest one, had the least amount of mistakes, even less than Skype, which Skype has been a very popular tool. I found that I've had less problems with Zoom than I have with Skype.

Susan: That's really interesting and some of the examples that you gave, because I've had it, for instance, where a call has been dropped and then of course you have to start all over again. Recently I was interviewed for a virtual conference and the person who interviewed me had technical problems, and he was the one who was in charge. He just couldn't believe it. He says, "I've done 50 of these and nothing has happened." It took over half an hour for him to sort out whatever was going on in his environment to get it right. I think he was using Google Hangouts. It was very frustrating on both of our parts that it wasn't happening the way we wanted it to happen. What happens when technology doesn't work the way you want to do it? What do you do then?

Doug: That's a great question, Susan. I always ask, "What's your backup?" and then, "What's your backup to the backup?" Let's for whatever we start a conversation initiated through Zoom and for whatever reason can't get it to

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



work. Then I always ask, "What's your preferred method of technology or meeting room?" If somebody says Skype, well, I say, "Great. Well, let's try Skype." If Zoom and Skype don't work, then guess what? We're picking up the phone and we're doing it the old fashion way or I'm coming in person to make a visit.

I've even had it to where we were using Google Hangouts, I was being interviewed. My computer froze and I got stuck. Luckily enough, I had a backup laptop that I was able to jump on real quickly without any issues. That computer that I had that froze on, that's another reason why it's a good idea to join early. If the time is at 9:00 AM, you don't click the button Join at 9:00 AM. You click maybe 10, maybe 15 minutes before so then that way, if you do run into little issues ahead of time, you're able to start on time. You're not late.

Susan: Very much so, and to sort out some of those issues. I've got my checklist of things that I do prior to starting a podcast interview. I mean simple things like putting my phone on mute because believe it or not, every time, the phone doesn't ring all day and then just when you're doing an interview, the phone wants to ring. Just even putting a sign on my door that says, "Recording in session. Don't ring or knock" because inevitably the UPS man is going to ring the bell. I put my cats in one of the spare rooms because I know otherwise they're going to be banging on my door, they want to come into the room, they want to walk all over my computer keyboard. Just what goes on a day to day basis, that's really interesting because so many of us work out of our homes now, so we've got to have all these backup plans.

Doug: I'll give you one more, Susan. The biggest lifeblood of this screen to screen conversation is the speed of the internet. Not only do you recommend you testing your own internet speed before the call, but also whoever is on the other line to test internet speed. I don't know if it's from a movie, it's for a show, but you know when a couple goes through a breakup and they say, "It's not you, it's me"?

Susan: Yes.

Doug: Well, I [have to know 00:10:01] because it's easy to say, "It's your fault because I think I have the high internet speed or I'll just take the fault because I'm a nice guy. The quick way to know what your net speed is, if you go to a website, whatever device that you're using at the time, it's speedtest.net. Type in speednet.net and then click the Start button. What it'll do is it'll actually tell you what the speed of your internet connection is. That way, going into it, you'll know if there's going to be an issue or not.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Susan: What's the ideal speed?

Doug: You know, that's a good question. There's a couple of different elements. You have audio and you also have video. Video is going to take a lot more bandwidth than audio, where if you do screen share with video, that's going to take a little bit more bandwidth than audio. I always recommend to have at least 30 megabytes per second as an internet speed. Anything less than that, this is where you're going to have to call up your internet service provider and start to negotiate or even switch plans. Before, I was with AT&T. It happened where it was on my end. It was running slow. Then I switched to Charter and then I bumped it up to 100 megabytes per second. Now I don't have any issue at all. It's definitely a good idea to check because the last thing is you want to do is get involved with this on a regular basis and always have to pause or delay because of the speed of the internet.

Susan: How does this work for webinars?

Doug: Webinar it's the same application. It's just how can you get creative inside of the process to where you're not talking at participants; you're engaging with them. For example, your traditional webinar has 60 slides and 60 minutes. Then the presenter is pressing the right arrow key, talking through each one. Maybe there are bullet-ed lists with pictures. That's not really engaging the participants. How I look at webinars is through a facilitated learning process. Through my questions and my visuals, I start to engage the conversation so that participants see themselves inside of it.

For example, traditional slide is bulleted list. My slides are fill in the blank. With that fill in the blank visual that I have and asking that question ... Let's say it's a double axis chart or it's a Venn diagram, I'll ask the participants the question. Now the participants can engage with me either through audio on the webinar side, they can engage through the participant chat window or sometimes what I'll do, depending on the size of the group, is I'll give my cellphone number so they can send me a text message, especially if I know they're not very tech savvy. I would imagine almost everybody knows how to send a text message, but not everybody feels comfortable inside of the participant chat. I like to give a couple of different options, what benefits them. Then we just continue that conversation moving forward.

Susan: In other words, what you're looking to do is make it as interactive as possible.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Doug: One of the apps I use it's an iPad app that acts as two different things. It acts, number one, as a telestrator. If you're familiar with John Madden Football, where he'll draw the Xs and Os for line up, or the arrows where the wide receiver is supposed to go. Doceri app, it's D-O-C-E-R-I, acts as a telestrator, so it'll start to ... I can start to draw on my slides fill in the blank style.

Susan: Say that app name again?

Doug: Yeah, it's D-O-C-E-R-I. It's an iPad app that's free if you download it. If you want to synchronize with your computer where you're actually drawing on your iPad and then it synchronizes with what's on your screen, it's a \$30 connection fee. If you have, let's say, a MacBook or you have a PC, it doesn't matter. The Doceri iPad can synchronize to where you're drawing on the iPad, which also mirrors whatever you're seeing on top of the screen. Then with the webinar software that you're using, if you're using, let's say, GoToMeeting or you're using WebEx or you're using join.me or you're using Zoom, the Doceri app acts as my control board for the entire conversation.

A lot of times what I'll do is I'll start the webinar off as a whiteboard and I'll write down one, two and three, and then ask, "What do you guys want to talk about today specific to the topic?" That way I don't assume that they need to know what I know in the order they need to know it. I'm actually, out of the 60 minutes, we're going to focus on hopefully everything they want to talk about because that's what they told me that they want to know.

Susan: Do you in fact use Zoom as a webinar platform?

Doug: Absolutely. With Zoom there's a couple of different products that they have. They have Zoom Meetings and then they have the Zoom Webinar. Zoom Meetings is anything that I'll do with a smaller group. Let's say under 20. If I want to have more control over it, then I move over to the Zoom Webinar platform. To get started with Zoom it's free. For the Zoom Webinar platform it's a little bit more money. Depending on how you're going to use it, I would imagine that just to have one on one conversations or small group meetings, the free Zoom platform will work. If you're using Zoom to build a list and webinars that way, then you might want to look at the Zoom Webinar platform.

Susan: What about the mistakes that you find that people make when they start using the screen to screen selling?

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Doug: I mention Zoom a lot just because that's the one that I use the most, but before I get into the mistakes, I just want to share one thing. People ask me what's the best platform to use. I'll always say whatever the customer is used to using most. If they're using WebEx, I will then join inside of their WebEx platform. I won't force them to use something or try to learn how to use a tool that would brand new to them. That would then hurt the customer experience or that's when you get into troubleshooting and IT support. It's not familiar. That's why I recommend using what the customer is most used to. If they don't know, then Zoom would work fine. I'll tell you, Susan, one of the big mistakes that I found, and I've learned the hard way with Zoom, is that inside of the meeting software you can actually activate the participant camera without then knowing it ahead of time.

Susan: That's dangerous.

Doug: All it is, is if you click a link, just like clicking on the link to a webinar or click to Join Meeting, you click the link. The meeting host has the option inside of their meeting settings whether they can allow or disable the participant camera upon entry. The way that I approach it now ... I made the mistake once. You learn from your mistakes and you never do it again. Now I have a setup to where I always disable the participant camera upon entry and then show them how to enable their camera if they want to be seen. Not everybody feels comfortable on camera. I don't ever force it.

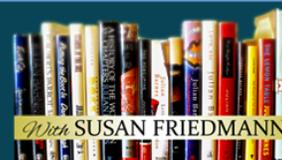
I like to gradually bring them into the environment so they're a little bit more comfortable. That's the way to build trust. You would never share your screen before somebody actually asks you to share their screen or asks, "Hey, can you get a little bit more specific about it?" I say, "Great. Well, let me share my screen with you. That way we can both save time in the conversation." I always put it in their best interest first as I start to move forward. A couple of other mistakes, again, that you learn the hard way, what's your background setting look like?

You had mentioned cats are running around or maybe hanging off the bookshelf. There's a quick tool called a WebAround. All it is like a pop up tent that has kind of this little pocket that sits on the back of your chair so then that way, when you have the webcam looking at you, you have a solid background. You don't have clutter. Especially if you're working from a busy environment, the WebAround will actually signal to people behind you and say, "Hey, I'm actually on a meeting." That's another benefit there as far as the background.

Lighting can be a big issue or another mistake you might run into. One way around that, especially if you do a lot of travelling, is having a light to put in

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



bag and bring out when you need. I have a tool. It's called Chatlight. Go to [chatlight.com](http://chatlight.com) and check it out. I think it's about 30 bucks. What it does is it sits right over your laptop and then you just flip the switch. It's a USB powered light that's rechargeable. You just flip the switch and now you've got better lighting than ... It's a little awkward looking to somebody and talking to somebody when they're in the dark.

Susan: Yeah. I've actually got one of those on my computer at the moment. It's a very cute little useful tool, so yeah, thanks for reminder on that one. What else? What other favorite tools? This is amazing. I love it.

Doug: It's fun. Sometimes when you get into very technical information, you forget to smile. When you're concentrating on what you're specifically doing, whether it's demonstrating a website or drawing on the iPad or whatever it might be, and you're really focused on the message, sometimes you might forget to smile. The last thing you want the participant to do is see you looking like Grumpy Cat. What I do is I have got a little note above the top of my webcam and it has the word "Smile." It's just a reminder for me to smile, look and be happy. Even though I might be happy internally, my face might not necessarily show it. It's just another reminder for you to enjoy the conversation.

Susan: Following on from that is when you do webinars or even if you do these podcasts, the fact is we're talking into thin air. Nobody can see us, although we know that at some point people are going to be listening in. I've got a fish tank, so I talk to the fish tank or I put a picture of people up on my computer so I've got people who I'm interacting with even though they may not be moving. At least it gives me that visual because I'm one of those very visual people, so I need that. It is, it's hard. Sometimes we do forget to smile. I know that when I'm reading something, when I'm talking to people, I have to make a concerted effort to remember to smile because you get so involved in a conversation, talking about a new subject that sometimes it gets a little too serious. That smiling and that little bit of laughter softens it a bit, so thank you for that.

Doug: You bet. Also, Susan, think about this. Let's say you have a video conference webinar platform and then you go into full screen mode, where you don't see anything but the full slide. You're doing it through screen share. There's a point inside of the delivery where there's a disconnect. Now the disconnect could have happened because you talk too fast. The disconnect because maybe you didn't explain the point well enough. The disconnect could have been for a variety of reasons. Maybe you went too long and then you forgot that you were talking to yourself into the screen, and maybe you forgot that participants were on the other end. What I like

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



to do is, after I explain maybe one learning point or maybe a couple of learning points, I'll back out of the full screen mode.

Then I'll get into the webcam where it's just looking at me. I'm sincere. I'm looking inside the camera and say, "Based off what we discussed, what can I explain a little bit more or maybe I need to clarify in more detail that you would want to understand?" That way, the attention span, that just seems like it's getting shorter and shorter and shorter, that's one of going out between webcam, the screen share, the webcam, the screen share. Maybe every 10, 15 minutes or so is a good way to let the other people on the other end know that you're trying to humanize this. You're not just trying to talk at them for a whole 45 or 60 minutes.

Susan: Yeah. That's really important because that interaction ... It's getting harder and harder, as you rightly say, because people attention span, and they're multitasking ... I do it too. When I'm listening to a teleseminar, even a webinar, I might be doing something else and only half paying attention. That's excellent advice.

Doug: Think about the whiteboard for a moment, Susan. Think back in the day, Zig Ziglar used to do it, Jim Rohn used to do it, where they would draw on the transparency. What I liked about their delivery style was not just through the spoken word. What I remember most is could not wait to see what they wrote next. When you've got a slide and it's all right there, you could read real quick and then start to make assumptions that you already know what the person is going to say. When you engage through digital whiteboard, then you start to write it out. You don't know what the person is going to say next, so it's going to increase the likelihood that you're going to pay attention because you don't want to miss that next thing, because this is down, we might move on to the next thing and it might be gone.

Susan: That's really important and you're right. As you said that, I visualized these people writing those on those overhead, the projector. You're right. What was going to come next? There was this tension and this sense of anticipation, so absolutely, it's a great technique to incorporate. I think a lot of that is being lost because we rely so much on these PowerPoint slides. I'm at fault too. They're pre-made slides that I've created and it doesn't quite have the same effect. How can our listeners get a hold of you? What's the best way?

Doug: I'm on LinkedIn, so if you search for Doug Devitre on LinkedIn ... Last name is D as in David, E as in Edward, V as in Victor, I-T-R-E. It's @dougdevitre on Twitter. The book Screen to Screen Selling was published through McGraw-Hill last year, so it's available through every major channel. Barnes & Noble,

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



800-CEO-Read, Amazon and also on the Kindle. If I can, Susan, I'd like to talk about the Kindle version because when it comes to books, it's not so much reading it, but it's what you're able to implement from the book that matters most.

Susan: Excellent. Go for it.

Doug: Perfect. There's an app that I recommend to most of my ... I guess every one of my clients if they don't have a tool like this. It's called Wunderlist. That's W-U-N-D-E-R-L-I-S-T. Wunderlist is an app. It's kind of like a project management app or a to-do app. It got so popular that I think Microsoft recently bought it. It works with all devices. It works with Apple, Android, Microsoft. It works with every single one of them. When you visit, let's say a website, so let's say you bought Screen to Screen Selling and then you see a couple of tools that you want to download or check out later. Maybe it's not you that's going to do a lot of this research or do a lot of this download. Maybe you're going to create this checklist for somebody else and maybe you help them prioritize it.

Let's say you click on the link inside of the Kindle book. Then when you click, it's a Share button at least on the iPad. I forget what it looks like on the Android. When you click the Share button, it'll open up this little window where you can send it as a text message, send it as an email or maybe you can save it as a bookmark. The problem with saving it as a bookmark, it doesn't become a task then. That's the reason. Right next to the bookmark is Add to Wunderlist. Now click on the Share button. Click Add to Wunderlist. Then I click on ... I've created a list called Screen to Screen Selling Implementation. As I go through the book and I'm starting to save all these sites, the ones I want to check out later, Wunderlist becomes your massive execution plan. It doesn't cost any money. It's just time to be able to learn to use it and it's a very, very simple tool.

Susan: I love it. I'm going to download it straight away, so thank you. If you could leave our listeners with a golden nugget of information, what would that be? You've shared so much, but if there was just one piece of what you said, what would that be?

Doug: I think technology sometimes can get in the way of relationships or we put so much emphasis on techs or on tools or on sales automation that it's easy to forget the conversation and the relationship inside of it.

Susan: That's really important that we never want to lose track of that, so thank you. Thank you so much for being my guest and thank you all for taking precious time out of your day to listen to this interview. I sincerely hope

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



that it sparked some ideas you can use to sell more books. Here's wishing you much book marketing success.