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BOOK MARKETING: How to Affirm Your Author Success Interview with Noah St. John

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 is one of the world's most sought after experts on personal growth and professional development. Noah St. John is known as the power habits mentor and is famous for inventing "affirmations" and helping busy people achieve financial freedom.

Noah is the author of 10 books that have been translated into 12 languages, including his best seller, the Book of Affirmations, published by Hay House. Noah delivers online programs and live events. His coaching clients call the "secret sauce" for business and personal growth. He's appeared frequently in the news worldwide including ABC, NBC, CBS, FOX, NPR, the Washington Post, Forbes.com, Selling Power, the Huffington Post, and many others.

I've known Noah for many years and have watched his fledgling business explode, so I'm very excited to welcome him to the show. Noah, thank you for being this week's guest, expert and mentor.

Noah: Thank you, Susan. It's really an honor to be here and so lovely to be talking with you again. I'm going to just take you on the road because I love how you introduce me, I love your accent, so I'm just going to bring you and have you do all of my introductions from now on.

Susan: That's great, thank you.

Noah, you're known as the power habits mentor and I know that you've helped so many of your clients add more than 100 million dollars to their new revenues. I want to know how you do that and I'm sure my listeners want to as well. Come on, spill the beans. That "secret sauce".

Noah: Yes, it is the "secret sauce". What's so amazing about that, Susan, is that people come to me after they have spent so much money on lots of other

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people and, if we have time, I'll get into some stories and examples and case studies.

Basically, what I do is, as you mentioned in your opening, I help people with that I call the "inner game and the outer game of success". What I mean by that is that in any human endeavor, there's the inner component and the outer component. What that really comes down to is the inner game, what we call on our campus at successplanning.com, my company, the inner game and the outer game.

The inner game are things that happen inside your head that you can't see directly but you see the effects of them. These would be things like your beliefs, your thoughts, your principles, your desires. All of those things that's you can't see directly, but you see the effects of them.

Then, of course, you have the outer game, which are the things that you can see directly. All of your habits, your lifestyle, your decisions. Your systems, your strategies. All of the things that we, as authors and business owners and entrepreneurs, have to do every day to run a successful, profitable business.

The point is that when people come to me, usually they're stuck in one or both of those areas, meaning inner game or outer game. The point about that is that if you are stuck in either of those areas or both, which happens frequently, then you're just not going to be reaching the level of success that you're capable of.

We've got tool and systems that we use at my company, at successclinic.com, to help people identify first of all where they're stuck, second of all, why they're stuck and third, to help them get unstuck so they can get those kind of results. When you look at the 100 million dollars that my clients have made over the last few years, what we're really saying is that we've had people who have added 6 figures to their business, 7 figures and yes, we have helped people even add 8 figures to their business.

Wherever you are in there, for the folks listening, if you want to add 6, 7, or 8 figures, that's really the process. Understanding where you're stuck, why you're stuck and then helping you get unstuck, fast.

Susan: I know this leads to lots of mistakes that keep them stuck when they're working so hard. People work so hard and then it's like, "Well, why aren't I more successful than I am because I put so much into it?"

Help us with some of these mistakes. What are we doing wrong?

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Noah:

I really look at 3 massive mistakes that even smart entrepreneurs, smart authors, really are making that are keeping them stuck working way too hard to grow your business. To those listening, if you feel like you're working really hard just to keep your head above water, if you feel like you're on a treadmill just running, running, running and yet you're staying in place, these are some of the mistakes. We call them the 3 biggest mistakes that we see people making that are keeping them stuck and working way too hard.

The first big mistake that I see people making, Susan, is that we call "holding on to their head trash." That's kind of a thing that I made up, just sort of a term, to really identify these unconscious money blocks or wealth blocks or abundance blocks that people have. I call that your head trash. What I mean by that is there's a guy in your head that basically says, "Well, I cannot do it because ..." Then, what happens is you just fill in the blank. "Well, I can't do it because I'm too old. I can't do it because I've made too many mistakes. I can't do it because I'm a woman. I can't do it because I grew up in the wrong area. I can't do it because I didn't graduate from college, I don't have the money, I don't have the time ..."

It just goes on and on and on, all these excuses that we have. That's what I'm calling your head trash. Why is it so important that you get rid of your head trash? The point is, if you don't get rid of your head trash, then you're going to stay stuck and limited your whole life. Let me show you why.

In my books, you mentioned a moment ago my book from Hay House called *The Book of Affirmations*, I go into this concept very deeply in *The Book of Affirmations*. What I talk about is something that I call the DBAR cycles. D-B-A-R, so it's called the DBAR cycle. This really represents your life. It's very simple to understand. DBAR stands for desire, belief, action, result. That basically makes up your life.

Here's what I mean by that. We start with the desire. What is it you want? Let's say, for the folks listening, I want to be a best selling author. Of course, it's a very common desire. Goal, outcome, destination, that's what I want. So, that's your desire. Then you have a belief. The belief that happens after you talk about or write about or think about your desire, for most people it's, "Well, I can't do it."

Susan, I have asked thousands of people all around the world at my seminars and live events, I say, "What do you think the default human belief is?" Everybody shouts out, "I can't do it!" I go, "That's right." Everybody, [just so you already know 00:07:37] Jung called it collective

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unconsciousness. We're just all brainwashed to believe, "Well, I can't do it."

That's your belief. You have desire, belief, and then action is: what are you going to do after you have that belief? Well, if you have the belief that says, "I can't do it because ...", what are your actions going to be? Exactly. Nothing, right? Just very little or very halfhearted or very sporadic. What we call the shiny object syndrome, just chasing all this stuff and not really putting a cohesive business plan together and not having a systematic approach and so on.

That's your action and of course the 'R' stands for result. If you want this thing but you believe you can't have it and then your actions are very sporadic or not very systematic, then what do you think your results are going to be? Not very good, right?

The point is, when you look at that DBAR cycle, the key point to realize, or one of the key points to realize, is that if you could just change that belief from, "I can't" to "I can", what would happen to your life? What would happen to your business? What would happen to your authorship? Your books and your success? Wouldn't that have to change everything? And the answer is, "Yes, it would."

Just to give you a real quick story, we had one woman who came to me, her name was Susan from California, and she had spent \$60,000 on all of these self-help books and programs. Gone to all the gurus, all the big names and everything and she was about to go bankrupt. She was about to lose her home, she was about to lose her marriage. Her husband literally said, "I can't take this anymore. We're spending all this money, we're not going up, we're going down." He was going to leave her and so she was basically at the end of her rope.

She heard me on a program similar to this and she heard what I was saying and said, "Wow, this really resonated so deeply," and she got my program, which we now call Power Habits Academy, which is where I teach you all this stuff, how to employ all these power habits. The point is that, Susan went from bring \$60,000 in debt to ... She landed a 6-figure job. She actually landed her dream job as a TV producer. She's now making 6-figures a year and get this, she just published her first book, which is called Rainbows to Ruin.

The point is that, that happened in a very short amount of time because number one, I showed her how to get rid of her head trash. Number two, I showed her the steps to take, and number three, she was willing to take action and took that action and changed her life.

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Susan: That's amazing. I love that she's called Susan.

Noah: Yes, I know.

Susan: So, there's hope for all the Susans out there.

Noah: All the Susans, all of the Georges, all the Tims, all the Adams, all the ... Yes, everybody.

Susan: I love it. It seems so easy, that concept of just changing those words from, "I can't" to "I can", but I still feel that people get stuck there. It sounds too easy to be true.

Noah: There's, of course, a lot more to it than that. That's why I've had to write 10 books, Susan. If I could do it all in 5 minutes, then we wouldn't have books to write. My point is, for example, when you go to our website noahstjohn.com, you can actually get my new book for free. It's called *Get Rid of Your Head Trash*. That's why I wrote that book, that's my latest book.

You download that for free at our website, noahstjohn.com, and the point is ... One of the things people can do right now, everybody listening can do this exercise right now. We walk you through lots of exercises like this, but write down 3 negative beliefs you have about money. These negative beliefs are just floating out there, like rich people are selfish. You can't be wealthy and spiritual at the same time. I don't want to have a lot of money when so many don't have ... Why should I have, when so many others don't have.

Those are just a few examples, there are well over 100 negative beliefs that we've identified about money. Just write down 3 or 5 or 10 of them and then write down how are those beliefs affecting your ability to attract more money, today, right now. These are just a few simple examples of how head trash can be affecting you without your even knowing it.

Of course, these are mostly at the subconscious level. Nobody walks around and says, "Hey, you know, this looks like a great day. I think I'll hold myself back from success today." Nobody does that, because why? That would be a conscious thought. All of this stuff that I teach, that I talk about, that I've helped my clients add millions of dollars, almost all of it is on the subconscious level.

One of the things that the Power Habit System, the Power Habits Academy, enables you to do is to take that which has been subconscious and holding

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you back and bring it to the conscious level so then you can make a conscious decision to get rid of it.

Susan: I love it. You talked about 3 mistakes. We've talked about one, what's the second one?

Noah: The second one is a really, really crucial one, because if you don't have this ... I should say, if you're making this mistake and ... I'll tell you a quick story about when I was making this mistake. It really, really can hurt you and hold you back for a long time, which it did for me.

The mistake is not having a mentor. Let me tell you what that means and why it's so important. What is a mentor? The way that I look at it, Susan, is it's basically 2 things: A mentor is, number 1, someone who was been where you want to go or is currently where you want to go. Someone who, let's say you want to be a best selling author, or you want to have your book published by a major publishing house or you want to make 6 or 7 figures in your business. Whatever that is, whatever your desire is, your goal, your objective. Someone who's been there, number 1.

Number 2, which is even more important and a lot of people don't talk about this, but it's someone who could actually show you how to get there. There's a lot of highly successful people in this industry, as we know. They check that first box, they're very successful. The problem is that many of them are what I call unconsciously competent at allowing themselves to succeed. What that means is that they got very, very successful but they don't really know all the little things they did to get there.

That's one of the reasons, like with Susan. She came to me, after spending \$60,000 on all those dudes out there, but those guys are basically unconscious at what they're doing. There's a lot of gaps, there's a lot of holes. I'm like the gap filler, in this industry. That's the niche that I've carved out for myself. That's why we call it the Power Habits of unconsciously successful people. That's a big reason that the people come to me after going to all these other guys, they've spend tens of thousands of dollars and they're still stuck, then they come to me and for the first time, they get unstuck, they start to make more money and whatever the results it. Get their books published and so forth and so on.

My point is, a mentor is someone who's been where you want to go or is where you want to go and more importantly, can show you the steps of how do get there. Why is that so important? Let me tell you a story of why it's so important. I started my company in 1997 and you know, Susan, you and I met way back then when I just started ... Back in the late 90's. I

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started my company in my college dorm room in 1997 with \$800 to my name and a book on how to do html. That's basically all I had. I had no experience, no skills, no mentor, that's for sure. I really had no idea what I was doing.

I just had a dream, I had a vision, a mission. I felt I had a duty, a responsibility to share this information that I had discovered through many, many years of study with the world, but I didn't know what I was doing. It was really, really hard. I had, like I said, no money, no experience, no skills or anything. Remember, this is 1997. This was when dinosaurs roamed the earth. Remember dial up, right? It was like ... There was no Facebook, no YouTube, no blog, no social media, nothing. Google wasn't even around until 7 months after I started my company. I'm 7 months older than Google.