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BOOK MARKETING: How to Build Your Author Brand as a Recognized Expert Interview with Darieth Chisholm

Susan Friedmann: Welcome to Book Marketing Mentors, the weekly podcast where you learn proven strategies, tools, idea, 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 a visibility and media strategist, as well as a life and business coach. Darieth Chisolm is an award-winning television personality, former NBC News anchor, entrepreneur, author, speaker, and business coach. As a highly sought after visibility and media strategist, Darieth coaches people to become confident and outrageously successful, conveying their brand, message, and mission to the world through various online media platforms.

Darieth has mastered a breakthrough formula on how to be visible in a crowded field of competitors and choose the best online and offline marketing strategies that will ultimately help jump start the cash flow for any business. Three years ago, Darieth quit her successful, high-paying, 20-year TV news anchor career to spend more time with her son and be her own boss. Since that time, she's launched an award-winning video podcast, Hustle & Heart TV, became a certified life and business coach, published a book, and launched a successful speaking career. Quite a feat. Darieth, thank you for being this week's special guest expert and mentor, and welcome to the show.

Darieth Chisolm: Susan, it's my pleasure. Thank you so much for having me on.

Susan Friedmann: Let's get right in and talk about your breakthrough formula because I know I'm curious, and I'm sure many of our listeners are, as to find out how to gain visibility in a crowded marketplace. Could you spill the beans and let us know a few of your secrets?

Darieth Chisolm: Certainly. I really believe that visibility has first to do with you truly understanding who you are and how you serve people in the world, what your product or service intent is, but most importantly, the message that you bring to your end client or consumer. The more clear you are about that, the more focus you have on that, the better you can connect with your ideal clients and customers. If you're a writer and an author, and obviously you've written a book and you want some more visibility around it, I think the biggest key to doing

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that is to allow yourself to be authentic and true in expressing who you are. Whether you're going to schedule to be on interview, be a guest on a podcast like this, or perhaps create online videos to showcase through Facebook or Periscope or creating a YouTube channel or even a video podcast, your audience is going to better connect with you when you show up more fully and more authentically.

I always start there, with really helping people to be clear about who they are and then really be ready to share that and showcase that with the world. The second piece is what I call building the structure and the system and the platform for which to become more visible. If you're very comfortable on camera, what are your options? Will you do daily videos just to blast on social media? Are you interested in creating a presence on YouTube, or maybe a series of videos that you put on Vimeo? There are a variety of ways now that people can become so much more visible by utilizing online media to showcase themselves. It doesn't take a lot of money and a lot of equipment.

Now you can, and certainly with Hustle [inaudible 00:03:58] TV, I would take three cameras, an entire crew. We put together a beautiful show that had lots of music and graphics, and it cost, but I chose to create that type of platform. For so many others, I tell people to just start simple. You can even begin with just your cellphone and shooting a series of videos, and getting in good lighting and having good sound, but most importantly developing a clear message. The more often you can do that and gain traction, the better. Of course, at the end of the day the goal is to grow your following. Hopefully you've got a system in place to capture emails and to create an autoresponder and stay in touch with your growing audience.

The third piece is to be clear at that point around now only showcasing invisibility, but how are you sharing your message with other people that you can fully support maybe in collaboration or in joint venture partnerships? I think we miss the ball on not collaborating with others as often as we should. There's so many people in this expert space who can work together to really build a more profound impact on their audience or on their following. If we do it together, if we collaborate with one another, it makes that process a little easier.

Susan Friedmann: One of the things that I find with many of my authors, Darieth, is that they want to hide behind their book. That whole idea of visibility and the idea of being in front of a camera scares the heebie jeebies out of them. What recommendation would you have?

Darieth Chisolm: If that is your desire, I'm going to tell you, you're going to have butterflies every time, and anytime you hit the on button and the light goes on, there's always

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that sense of being a little afraid. You've got to embrace it and know that it's coming, and then move through it. If you've written a book, and you've taken the time to produce a book, and you know your stuff, share it. Be less concerned about what are people on the other end of the camera going to think about what I look like or what I sound like, and truly just be yourself.

We're in a day in the age where, thanks to reality TV, people show up now. You don't have to be the old professional of television the way that we expect it. I think the expectations around how we show up on camera has changed because more often than not, people are just hopping and really sharing their message, and getting over that fear of, "What are they going to think," or, "Are they going to judge me?" Of course they are, but what difference does it make? If you know that you know your stuff and you're ready to share it with others, you have to be bold and brave and embrace those feelings of insecurity and move past them. The more you do it, the more comfortable you get at it.

Susan Friedmann: That's such great advice, and I hope our listeners will take it to heart. One of the things that you've been extremely successful with are live workshops. Would you talk to us about how our listeners can use these in-person workshops to build their author platform?

Darieth Chisolm: Build their author platform, build their visibility offline, and then build their bank account. Live workshops are a wonderful way to showcase in a smaller, live setting, if you choose, and/or larger depending on the structure of the workshop, to get with your ideal clients and customers face-to-face. I think for the last few years, spending so much time online trying to market has taught me a great deal. That's that we've lost human touch. We've lost the ability to give a hug, shake a hand, give a high five, and connect with people face-to-face because we're all online every single day trying to drive people back to our Facebook page, back to our website, buy my book, and checking email. We're missing the interaction that happens when we get together and network face-to-face.

Why not take that material that you've spent so much time writing your book and showcasing it in a workshop? These workshops can be four, six, eight hours. You can decide if you want it to be more intimate where you're working with a smaller group of people or larger, depending on the content and your own personal bandwidth and desire to be in a room that large. Then break out the material from your book to expose people to you. The great thing about this is if you have other products or services, if you're a coach or you have other programs that you can avail, you can take the content from the book or from those programs, showcase pieces of it during the workshop, and then invite people to work with you in your other programs or become your client, your private coaching client, if that's the case.

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You get this opportunity to work in a smaller group, face-to-face, build a connection. At the end of the day, isn't it that most people choose to work with you because they know, like, and trust you? Well, you can create that same dynamic in a workshop. I have a workshop formula, a five-step plan and a workshop formula to help people really break down what's needed because sometimes I think where the challenge comes is, "Okay, great, but now how do I begin?" Well, from choosing the venue, to deciding on the material and the actual course, to marketing it, to creating an opportunity to do maybe an intake sales form so that you know who's going to be in the room and that they're right for you. Those pieces are vitally important, as well as creating the visibility around it.

When I started doing these workshops, my business just exploded in a relatively short period of time. Because I was gaining a lot of visibility talking about the workshop, I had people coming in obviously enrolling and attending, but then they started telling their friends, and because of the exposure, my private client base grew as well. I recommend for so many people to continue instituting some form of a workshop, a retreat, a boot camp, a VIP, whatever you want to call it, as part of a means to working one-on-one or in a small group with your ideal clients or customers.

Susan Friedmann: I love the fact that you've got a guide as to how to do that. Is that something that our listeners would be able to download? Is this something that they would purchase?

Darieth Chisolm: Absolutely. I'm going to provide for you in the initial notes page, the page you can go out to. It's really simple. There's actually a 45-minute master class that you can take and you'll get my five steps to making bigger paydays and getting more clients utilizing this workshop formula, so that's available for you to listen to. Absolutely no cost. Tons of information in it. Then there's more details about the actual course, which is set to launch in January, but I've got a ton of early bird bonuses for those people who get enrolled early. I would invite you to go out to dariethchisolm.com/enroll, so dariethchisolm.com/enroll. It's a great way, again, to just get more details. There's a link there to listen to it. Make sure you have pen and paper. You'll get tons of notes and things that I deliver about turning your workshop into an opportunity for you to really create what I consider the fastest path to cash.

Susan Friedmann: I'm excited. I'm going to enroll, so let's [crosstalk 00:11:52]. Let's talk about getting started with workshops and the mistakes that people make.

Darieth Chisolm: As with anything, we can make a ton of mistakes. One of the things I tell people is, "We can make the mistakes. Let's learn from them and move forward." The

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more often you do it, the better you're going to get at it, so just get out there and make your workshop happen. One of the mistakes, though, I do see people making, especially if you're going to price a workshop about 997. If you're looking at pricing it about 1,500 to \$2,000, which many of my clients do and I see a lot of people doing because of the value of the workshop and what people get out of the retreat or the workshop. The mistake that's often made is they create a sales page and then ask people to go and sign up. Because the price point is so relatively high, they don't do a proper intake. I am a huge proponent of actually scheduling a discovery call, a clarity session, a pre-interview, whatever you want to call it. First off, you can size up, is this the right candidate for this workshop or retreat, but also to help facilitate the sales process.

When you're at \$1,000 to a two or \$3,000 sales price on something, I truly believe that you should engage in some form of conversation. Not only because this is a big ticket item for someone to purchase, but it helps to create a better, I think, sense of opportunity for you to even land the sale. Why not have open interviews, if you will, so that you can help to determine if this is an ideal client to be in the room, but also to help facilitate the sales process. Another mistake that people make is they don't offer payment plans, and if you're at about a two or \$3,000 price point, I would highly recommend that you put a payment plan into place. Someone may really want to take advantage of your workshop, but it's price out of their range for full pay. Create a payment plan and have all the fees paid upfront. If this is over a period of time, you want it to be paid in full before they get there so that they fully committed in this investment for themselves.

Susan Friedmann: I'm a firm believer in paying upfront because I've had too many situations where people haven't paid me where I've been nice and accepted only half, and then they renege on the rest. I'm totally with you on that.

Darieth Chisolm: Yeah. I'll mention the other thing, and this isn't so much a mistake but that this is the piece where some people get lost, and that's actually creating the content for the workshop or retreat. Often people will say, "I really want to do this, but I'm not quite sure what I should include as training material." There's a variety of different ways to approach it, and I talk with people about the way to do that. This workshop, Launch Your First Workshop formula, gives you a variety of different ways to help to craft the content that you currently have without having to reinvent the wheel, or if you don't have content, to help you create it.

Part of one of the bonuses that I'm offering in the early bird is to work with a content and course creator. We've got a special training set up for anyone who enrolls early to actually be in on that training call. I'm not going to give out any names just yet, but I'm extremely excited to announce who she is because she's worked to put together some of the best content for one of the most successful

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coaches in the industry. That's important and it really makes a difference. It helps. When you've got great content that your clients and participants in the workshop walk away from feeling empowered and feeling like, "That's the best day I've spent in a long time," you've got long-term clients and customers, so it's vitally important that the content is right.

Susan Friedmann: I think you're absolutely right. Creating that course content, I know I've worried about that and been concerned about that many times. It's like, "Okay, where do you begin?" You've got all this material, but how do you put it into the right sequence and how much do you offer at any one time? That's really, really important. Let's move on and talk about your role as a visibility and media strategist. You talk about online and offline media platforms. Are there specific ones that you can recommend for our authors to use to build their brand?

Darieth Chisolm: The workshops, obviously, are a great way offline because you're connecting face-to-face with people. I would highly, highly recommend that. Online, I'm a huge proponent of video. I mean, I came out of television and so obviously I think it makes sense. The connection rate is so much higher when people see you and hear you versus something that's been written. Let's say you've been blogging for some time and you've spent a lot of time writing. Take some of those blogs and shoot yourself on camera talking about that content. That's easy to do. Instead of having to reinvent that, get on to Facebook Live. For those of you all who are not using it, that's a wonderful way to immediately start to get comfortable being online visible is to do Facebook Live or Periscope, depending on where you're building your audience. If podcasting is something that calls to you, try video podcasting. Try interviewing people where you either ... In my case, we went out and we took cameras and interviewed, but I realize that's not feasible for some people.

You could do a Skype interview or Zoom, and create an interview platform that allows you to be visible and have your guest visible if you choose, or it could just be you and then disseminate that as a video podcast. Extract the audio and then use that on the traditional podcast directories, iTunes, Stitcher, so on and so forth. Those are other ways that you can expose yourself online being visible in terms of video, which I think is huge. Then back to the offline, again, I'm such a big proponent of networking. Show up more often at different meet and greets. Find different places that you can visit. If you can get to one a week, great. If this is something that you need to make in your schedule because you're busy once a month, make a commitment to get out and network in your own backyard with other professionals. Take copies of your book, and obviously business cards, and make it a point to meet with people more often face-to-face.

Susan Friedmann: I really like the idea of a video podcast. I'm really very comfortable doing the audio, so now the next step for me is to do video. Thank you for that

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recommendation.

Darieth: You're welcome. I can't wait to see it.

Chisolm:

Susan Friedmann: Let's talk about some contact, how people can contact you for further information. You did give us one website for the workshop. What about if they are interested in other services?

Darieth: Absolutely. I'm happy to offer to your listeners the opportunity to do a 30-minute complementary clarity session with me. That would be my pleasure to speak with them, talk with them about ways I can support them to become more visible, whether it's through hosting their own workshops or through videos, and really getting seen, so to speak, or becoming seen. You can reach me at dariethchisolm.com/clarity, dariethchisolm.com/clarity. Then the other link for the workshop: dariethchisolm.com/5stepmethod. That's dariethchisolm.com/5stepmethod. There you'll find you can just sign up and it'll redirect you to a page where you can listen to a 45-minute master call that I really break down these five steps. I also give you a ton of information around setting up sponsors and some things to do, some things not to do, to hold a successful workshop, boot camp, retreat.

You should get a lot of information there, but on that page certainly if you're interested in enrolling and actually taking advantage of additional training and the actual formula, you'll see a link to do that as well. I've got some bonus calls that are set up with a course creator who can help you develop your course materials for your workshop or retreat, Facebook ads specialist in case you want to market on Facebook, and an incredible copy writer. Those are all some additional things you can take advantage of. You'll find that after you go out to dariethchisolm.com/5stepmethod. I'll make sure you guys have all the links so it's easy to just click onto the pages.

Susan Friedmann: I'll make sure that, as you said, they're in the show notes. It'll be on the page so everybody can see it and spell it correctly. There'll be a hotlink to those different sites. Excellent. What are some of the things that you've learned along the way? You've been, as you say, very successful in television. You've given that career up and you've started all over again. What are some of the key lessons that you've learned along the way?

Darieth: There's a couple of them. One is let it be awkward before it's elegant. We get into this place where we think that it's got to be all right and let me shine it up perfectly before I unveil it and unleash it into the world. The reality is that few things are. You can get it to be elegant on the way, but just get started. If it's a bit awkward in the beginning, a little clunky, a little uncomfortable, it's okay. The more you do something, the better you're going to get at it, but you have to

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begin and begin at once. I've learned that and for many years had this idea, coming out of television certainly, 20 years and having makeup and audio and cameras and lights, and expecting a level of perfection. In business, as entrepreneurs, we all know that when you're first getting start, you make tons of mistakes and you course correct along the way. There's sometimes we get stuck and we're stymied because we're waiting to get it to be perfect. Done is better than perfect, and letting it be awkward before it's elegant is so important.

Susan Friedmann: Wise words. I'm taking them all in. I'm absorbing all of this because you're speaking to me. I know that, and I'm sure to many of our listeners as well. I remember when I started the podcast, again, I knew that I wanted it to be really good, but as you said, the first few episodes were clunky and I was like, "Should I put that out?" I'm like, "If I don't, I'm never going to do it," so I'm like, "I'll put it out." Over the course of the last year, it's gotten better and better, and I know it'll get even better as we move forward. If you were to leave listeners with a golden nugget, Darieth, what would that be?

Darieth Chisolm: To trust that you're doing the right thing, to trust that if, as an author, you are a little afraid of taking the next step of maybe getting published or maybe writing a second book or feeling like you're not quite sure you want to keep moving down this direction because the results haven't shown up just yet, to truly trust that you are on that path. Ask for guidance. Literally ask. Whether it's through prayer or meditation, ask, "What would you have me do? Where would you have me go? Who would you have me become? What can happen? What's available for me?" Keep asking those questions and staying in a place of receiving and listening and being open, so you can be led, and divinely led in some instances. I would just invite people to do that is to really trust that you're on the right path, and that it may not be happening right now, but it can and it will.

Susan Friedmann: Wise words. Thank you. Thank you so much for being a guest on this show, and thank you all for taking time out of your precious day to listen to this interview. I sincerely hope that it sparks some ideas you can use to sell more books. Here's wishing you much book marketing success.