

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



## BOOK MARKETING: How to Use LinkedIn to Market Your Book Interview with Jean DiGiovanna

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 is a master of experiential learning, Jean Marie DiGiovanna, has over 20 years of experience in training, consulting, and course design.

Jean has helped thousands of entrepreneurs and thought leaders monetize their message into experiential key notes, workshops, and online programs so they get more business beyond the stage. A member of National Speaker's Association since 2005, she's presented both nationally, internationally, and across NSA chapters from Singapore to Atlanta, and most recently, at their 2015 convention.

When she's not training, speaking, or coaching, Jean Marie loves to ski fast, bike leisurely, and dance vicariously to live Latin music. Jean Marie thank you so much for being this weeks guest expert and mentor and welcome to the show.

Jean Marie: Thank you Susan. It's a pleasure to be here.

Susan Friedmann: You're a master of experiential learning. Let's start off by understanding what does that mean? What's experiential learning?

Jean Marie: Experiential learning is the concept or process of taking information or content and turning it into an experience for your attendees. For those of you who attend talks or workshops or programs, any kind of program where you as an attendee are actually engaged in an exercise, you're engaged in a brainstorm session, there's something that you are doing as an audience participant, that is actually called experiential learning. Really it's engaging your audience into an experience.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



- Susan Friedmann: How can our authors use that to leverage their expertise in their particular area?
- Jean Marie: One of the best ways to leverage experiential learning is to think of it as almost like turning your book into a live engagement, making your book come alive by actually converting that content into experiential talks, experiential workshops that could be live or online, or turning that content into an online program that could be delivered live or primarily online through a home study program.
- Here's the wonderful thing. You've got amazing content in your book. The step to take that content into a program is turning that content into an experience. Those are three different ways to leverage, really, through talks, workshops, and webinars or online programs.
- Susan Friedmann: How exactly does an author convert their book to an online course or a program? What are some of the important steps to be able to do that?
- Jean Marie: First off, the process can feel a little overwhelming when you've got a 200 or so page book and you're thinking oh my goodness, how do I condense this down into a talk or a workshop or a program? The first thing that I encourage people to do and this is really the process I use is we start out first by really asking who is the audience for this book? Who is the audience that you want to work with and serve, because the book could also have lots of audiences, but let's narrow that down so that you can create a talk or a workshop or program specifically for that audience.
- Once you have your audience then your really want to get clear on what's the message that I want to impart on this audience that is in your book. There may be many messages in your book. Again, there's that process of narrowing in on what's the message that my audience needs to hear right now that I can pull from this book.
- One of the things I will say is when you have a book, our natural inclination is to use everything in the book in this workshop or in this program. It doesn't have to be everything that you have in that book. The beauty and really the next step is to determine how to divide up pieces of that book to deliver in digestible chunks through talks, that may be 60-90 minute talks, through workshops that are longer, 2-4 hours, or all day programs or retreats, or an online program. Obviously you're going to see a difference between the scope of what you're going to cover in a talk versus an online program.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Just to summarize, the three main steps is get clear on who it's for, get clear on the purpose of what you want to do, whether it's a talk, a workshop, webinar, or online program, and what exactly the key take-aways are. What's the key message that you want to get across? One of the key things, and we may talk about this later, is that the biggest difference between a talk followed by a workshop followed by a program is think of your talk as answering the question why. Why is this message important? What is the message and why is it important?

Then as you dive into more material through the follow on workshop, now you're starting to answer the question how. How do I actually put this message into action in my life or in my business?

Susan Friedmann:

That is so important and thank you for clarifying that. It's so funny, as soon as you said you want to put in everything, that's me. I want to create one course and give them everything. I'm so high content, but yet I know I'm doing my audience a disservice by giving them too much. Knowing what is enough and what is overwhelm. I think that's something that what you said here in terms of knowing exactly what you want as the key take-aways. Would you agree?

Jean Marie:

Absolutely. One of the biggest mistakes that I see happen and that I help people really avoid is really giving too much away. What happens is just like you mentioned it really is a disservice, because you think about it, it's like when you go to a restaurant, when you sit down, and when you look at the menu, you're not actually going to order a drink, an appetizer, a meal, a dessert, and a coffee and get it all at once. That's what we do. That's what we do when we take our book and we say we want to cram everything in.

One way to think about it is to create digestible pieces. When you mentioned the concept of wanting to cram everything in and have that be a disservice, because when you think about it, and think about it as an attendee of one of your talks or one of your workshops or programs, you know when you've attended something where there's so much information that's put out there, here's what happens. People love it. They think it's great. They love all the content, they're excited afterwards, and then they get back to their office or their life, whatever your topic is around, and they actually feel frozen, because they've gotten too much information.

We need to actually take our information and put it into digestible chunks. It's actually even better to cover less information at a deeper

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



level, include a lot more experiential learning than to cover a ton of content at a higher level and people leave with not having the experience in their bones.

Here's the thing about experiential learning. People remember what they did, not always what you said. That's what I mean by really balancing that out with experiential learning, digestible content and having that balance.

Susan Friedmann: That leads me right into the differences when you create let's say a live course versus an online program.

Jean Marie: Yes. It's a great question. For those of you who are thinking I don't want to convert my stuff into online programs. It won't be the same. I love that audience interaction. I actually was in the same place. I started running webinars I want to say in 2006 or so when webinar tools were just coming out. I had a hard time. Here's the beauty. Once you start using the tools and realizing you can create powerful connections online then it becomes exciting to dive into. The biggest difference, and especially from a design perspective, because I help people design their live workshops and turn that into online, there's a mindset shift that has to happen.

What that entails is you've got to think differently about your content. For example, if you had a three-hour workshop and generally when I do any of my trainings, whether that's in corporate or working with entrepreneurs, literally I may speak for about no more than five minutes on something, and then I'm having them dive right into an exercise.

If you think about that, now converting that into an online experience, what you've got to do is shift how you deliver your content and ensure that whatever you're delivering, whatever you want them to be able to do which often happens in between the sessions, for example, for an online program, you've got to include for example, a lot more examples of what you're talking about. You've got to have more time for people to answer questions. Also you've got to give them enough clarity so when they take that information and do the homework that's in between the modules, for example, they're going to know exactly what to do.

I can talk later, too, about the difference between a true online program that's all completely online versus an online program that you deliver live.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



- Susan Friedmann: Why don't you do that. I think this would be a good time.
- Jean Marie: One of the great, I would say a nice balance between the experiential learning, the in person experiential learning and the online is actually to take your content and deliver it online as a live virtual program. Here's what's wonderful is with the tools out there now you can actually deliver a three hour course, I probably wouldn't recommend delivering a three hour course, but you might chunk it out into three one hour courses or two 90 minutes, is you can actually break the group into break out sessions, you can have interaction online, and you can get that engagement just like you could offline. It's different, yes.
- What I want to say about the difference between a true online program and delivering it virtually is when you deliver it virtually you can include a lot of the live experiential learning. When you're talking about a true home study program, that's more like what I mentioned earlier where you're going to have to reshape your content into specific modules and design it in a way that in between each model they're doing the homework. They're getting progress as they go. That's really the difference.
- Here's what I can say, too, from my own experience is I've been a corporate trainer over 15 years. Some of my clients have offices overseas. They may not always want to send me there. What I can do and I have done, is I've delivered full day courses, from their, for example, Boston office, to their London office completely virtually, but doing the same course by having someone on the other end handle some of the logistics around breaking into exercises and making sure people come back from breaks. I can have almost the same experience.
- Susan Friedmann: That's fascinating. I know that I've done programs, a live program that has been televised to another audience in another part of the country or another part of the world, but I've never had anybody actually facilitate exercises. That's a nice addition.
- Jean Marie: The ideas or the options are really endless sin what you can do with your book content. This is why it's so important to, and I didn't talk about this concept before, but one of the things I teach is coming up with your, what I call offer strategy. If you think about this like a funnel, it's no different than almost like a sales funnel where at the top of the funnel, you're trying to access and impact as many people as possible, let them get a taste of your expertise. Then as they come down their funnel, they're going to possibly ... They may even buy your book first

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



and then go into your funnel, where you do a 60-90 minute talk. Then you leave them at a place where they're wanting more, they're hungry for more.

Your next offer in that funnel, be a four hour workshop or a three part webinar series. Your goal is to keep those peeps in your funnel to help continue and develop your skills in your topic area. Why I mention this is this is one of the key strategies I help people with that's so important, before you even start designing your talks, your workshops, your programs, it's kind of like the big picture strategy.

One of the key first steps as well, when you're starting to design your workshops, your webinars, whatever you want to do to take your book and really convert that into experiential learning programs.

Susan Friedmann: Let's say you've got a book with 12 chapters. Each one of those chapters is a module, a lesson with multiple modules, or a module with multiple lessons. Help us with that. Help us break that down.

Jean Marie: For example, if you wanted to take that book into turn it into an online program, you might think naturally that each chapter would be a module. Here's what often is the case is that one chapter might be multiple modules. That may or may not be the case. It could be one to one, but what we look for is as you look at the content in that module, and obviously it may be connected to other chapters in that book, we start looking at the flow and the sequencing, determine first, again, like I mentioned earlier, what is it that you want to deliver in this piece, whether it's a four hour workshop or a one hour talk, and then we pull out which modules, chapters, in this book, will best support what I'm looking to deliver in this workshop.

You might actually pull out three of your chapters and turn it into an online program, which then leaves, could be seven more chapters, which is actually wonderful because now you've got follow on work that you can offer to those folks that took that program.

Susan Friedmann: That's interesting, because I never thought of the fact that one chapter might be multiple modules. Let's look at some thoughts about when you deliver these programs, I know that free webinars at the moment are a big thing. It's the flavor of the year, the century. What are your thoughts on conducting free webinars, versus paid webinars, especially if this is an introduction to a larger course that you might be interested in selling?

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Jean Marie:

That's a great question and I get that question a lot. Free webinars are great and they're great for some specific scenarios. The scenario you do mention is I would definitely say that it's very appropriate to do a free webinar that you are going to make an offer at the end of that webinar or seed that offer through the webinar with your program. That's a very common approach and very applicable to use a free webinar. Free webinars are also great for doing launches of any program, it could be an online program, it could be a launch of a coaching program. Webinars are a great way to launch your book.

Yes. When you think of it as the purpose is to launch something else, then a free webinar is very appropriate. That's what people are used to. There are also and I'll just mention quickly that it is important that if you're going to do a free webinar and offer something, that you know how to make that offer in a way that one, doesn't sound sales-y, and two, that you're confident in that, so you're standing in your power when you're making that offer. That it just feels seamless as people are on your webinar. They don't even realize you're in the offer stage. That's just some side note.

Let's talk about paid webinars, though. You've got this great content in your book. It comes from your expertise, your thought leadership. All of that content can be converted into webinars, into series of webinars, into individual webinars. In fact I would probably say each chapter of your book could be a separate webinar, even as stand alone. It just depends on the content. There's no reason why you couldn't offer that webinar as a paid webinar and people charge between really ranges, but people can charge between \$25 a seat all the way up to \$197 or even more to a seat.

It does range and all depends on what your intention is. Yes, I highly recommend running paid webinars, because one, when people pay for something, they're more likely to show up and they're also more likely to see the value in it even before they attend. With a free webinar, the challenge, even if you're running a free webinar to launch something, is the attendee rate is typically 50% or less once people register, so you've got to keep that number in mind when you're looking at registrations. If you want 50 people to show up, you definitely want to have at least 100 registrations for that free webinar.

The other thing it requires is for you between the time they sign up for the webinar to the time you hold the webinar, you've got to keep their interest and almost persuade them of why it's important to get on this

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



webinar. That doesn't happen with a paid webinar because they've got some stake in the matter. Those are some tips and hopefully ways that you can think about paid versus free.

Susan Friedmann: I'm such a proponent of the paid because as you rightly said, it's the value. People appreciate the value of what you're going to offer. Obviously they're going to show up once they've actually paid money.

Jean Marie: I like to use the analogy, it's no different than when you get paid by a company to go speak or you want a public seminar and you charge people. Why not charge for training online. It's still your same expertise, you're delivering a ton of value, and this is why it's so important when you are delivering a paid ... I say it's important no matter what webinar you're delivering because the ultimate bottom line is to exceed the attendees expectations. In order to do that, your webinars really need to stand out. They need to include engagement. The problem with registrations with webinars these days and why the registration rates are getting so low is because there's so much bad webinars out there. People don't want to attend them anymore.

If you can create one that really stands out, and that's my passion is helping people create something that's not only hugely valuable but has a huge impact. Those attendees can take something and do something immediately after having listened to and attended that webinar.

Susan Friedmann: You implied in a few of the things that you've said, some mistakes. Let's really focus in on some of the common mistakes that authors, speakers, make when they get started with workshops or seminars.

Jean Marie: This is probably one of the biggest mistakes, and I think you would appreciate this from a marketing perspective as well is not meeting an immediate need. Let me actually expand on that a little bit. There's a principle that I talk about in my programs called right topic, right time, right price. Here's what happens, it's so critical to have those three factors in place. As soon as one of those factors is off, people won't sign up.

For example, you could have the best topic in the world, people absolutely need it, but if you overprice it, people don't sign up because it's too high of a price. On the flip side, and this is more common that happens, is people maybe run a free webinar, the topic sounds great, but your audience doesn't need it right now. One of the biggest mistakes that people make is they come up with these great topics, but

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



they forget to answer the question is this something my audience needs right now? If there's no urgency, they're going to look at the marketing and say that's nice. They won't register. That's one of the biggest mistakes.

A second one that I alluded to earlier around the author funnel, is leaving your attendees hanging. When I started my business, and actually I ended up, how I even ... Workshop University found me. I did not go find it, because back in 2000 with the high tech bubble crash, I lost all my corporate tech clients. Literally overnight lost all my client work. I thought okay, what am I going to do with the skills I have? I got trained and certified as a coach. I thought I've done training for years, I'm just going to start running public workshops and seminars. That's what I did with topics I knew people needed at the time.

Here's the thing, I would run a workshop, it was great, great feedback, but I never made an offer for something else. If people want to hire me as a coach, that's great. They'd reach out to me. I did this for a while, until I learned that when you actually deliver great value and you leave your attendees hanging, you're actually doing a disservice to them. They want to know more. Come up with that next offer that's going to help them take this information to the next level. That's the other biggest mistake.

The last one I wanted to mention is what we talked about earlier which is less is more. Taking your information and ensuring that you're not delivering too much at once and that each chunk is digestible and people can take action on it immediately.

Susan Friedmann: That's the one I have to learn, because as I said, I just ant to keep giving and giving and I know, it's just like how much is enough?

Jean Marie: Yes.

Susan Friedmann: People want to get ahold of you, how could they do that, Jean Marie?

Jean Marie: All my contact information is at [workshopuniversity.com](http://workshopuniversity.com). You can just email me [jean@workshopuniversity.com](mailto:jean@workshopuniversity.com) or just fill out the contact form there. You can find out a ton of information of the different services I provide for speakers and coaches and authors and really turning your expertise into any of these kinds of programs. There's some free tools there as well. You can see on the home page there's a free gift on how

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



to turn your expertise into these money making workshops and webinars. You can get that blueprint to get started.

Susan Friedmann: That's available at the workshopuniversity.com, correct?

Jean Marie: Yes. Exactly.

Susan Friedmann: Excellent. If you were to leave our listeners with a golden nugget of information, what would that be?

Jean Marie: Here's what comes to mind. You've got great content that the world needs to hear and there's so many ways that you can turn that content and leverage that material so that you can get your message out to a whole lot more people. Start small. Pick one small thing, one small piece of your book and get that out there. Don't worry about whether it's perfect, because the most important thing is that you're getting the content out there that people are learning about who you are and what you do and the difference that you make.

Susan Friedmann: Valuable information. Listeners, please take this all to heart. Jean Marie, thank you so much. Thank you all for taking time out of your precious 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.