

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



## BOOK MARKETING: How to Be a Powerful Communicator to Drive Results Interview with Jill Schiefelbein

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 is a communication strategist. Jill Schiefelbein is known as the Dynamic Communicator. She creates and executes communication strategies to help organizations increase sales, enhance the product experience and retain customers. She's an award winning business owner, author and recovering academic. She taught Business Communications at Arizona State University for 11 years, analyzed terrorist documents to help provide counter terrorism, messaging strategies to the military and was a pioneer in the online education space, creating an office serving 60,000 students and adding a million-dollar revenue in the first year.

In 2001, she ventured into entrepreneur land and haven't looked back. She created a video series that was syndicated by Entrepreneur Network, which attracts thousands of new viewers weekly. She's a video partner and contributor to Entrepreneur Magazine, as well as a live stream video personality. Jill also runs the Dynamic Accelerator Program that helps solo and micro-entrepreneurs implement communication strategies to accelerate business growth. Her latest book, *Dynamic Communication: Strategies to Grow, Lead and Manage your Business* will be available on March 14th. Jill, thank you so much for being this week's special guest expert and mentor. Welcome to the show.

Dynamic Jill: Thank you so much for having me, Susan. I really think I need to have your voice reading my bio every time. I love the way it sounds.

Susan Friedmann: Well, good. Just give it a little air of *je ne sais quoi*, yes?

Dynamic Jill: Exactly.

Susan Friedmann: Jill, I'd love you to share some of the dynamic communication strategies you've outlined in your upcoming book, *Dynamic Communications*. Let's

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



start with what recommendation do you have for our listeners to actually craft a communication strategy that's going to increase their bottom line, so that they can be profitable.

Dynamic Jill:

When it comes to the authorship world, the bottom line has two different tentacles, if you will. One is from the pure book sales and the other is what residual products or gigs or engagements can I get because I have this book in the first place. When you're thinking about what you do as an author, right, as someone who has this book, I think it's really important. This strategy applies no matter what type of business you're trying to do. Anyone thinking of any communication strategy first need to be crystal clear on what the desired results are, because if you go in thinking, "I'm going to crack this immaculately worded message, and I can pronounce everything so it sounds beautiful," that's great, but that's not good communication. That means you can pronounce words and read. That's not good communication. That's not necessarily going to drive the results.

From the author perspective, when you're coming into any communication endeavor, it's thinking, "What bottom line am I really hoping to achieve with this certain communication strategy," and flush it out from there. Let's take that tenant of wanting to sell books. Is it okay to run with that one first?

Susan Friedmann:

Absolutely.

Dynamic Jill:

You write something, and we have this, "Oh, if we build it, they will come" attitude. Well, quite frankly, that doesn't happen. If you're going to build something, you need a way to market it and get it out there. I'll talk about this in terms of what I did, but some of these strategies are outlined in a business sense in the book as well, which is when you first start to write a book, one of the things that I, quite frankly, do not screw up on because I course corrected it but could have screwed up on was I was so initially excited about the proposal that I submitted. It finally got accepted by a publisher and a descent publisher at that. They gave me this killer marketing package and the advance. You're all wrapped up in it, and the book was all about a specific methodology that I had developed. My ideas, my content, my IP, my methodology. Something unique that is not out there at all. I was so jazzed about it.

When I started to write it, as I was about, oh, 20, 25% through the book, I sat back and said, "You know what? This book right now is more about my ideas than about what my potential audience, my potential reader

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



actually wants and needs." When we take ourselves away from our own ideas and take ourselves away from our own methodology, sometimes, we can see ideas that are even better in how they service our audience. That's my first challenge to any author with this strategy. It's, "I want to sell books, and I'm going to put my ideas out there." Well, that's great. Your ideas have merit, but there's a big distinction between what you want to communicate versus what your audience wants to hear. You need to figure out how to make what you are able to communicate share, what your audience wants to hear. Then, you give them what they need to take the actions that they desire.

Susan Friedmann: Yes, they have so many challenges and frustrations. I'm assuming that understanding what those are and addressing those in both your writing and any kind of communication has got to be key.

Dynamic Jill: It does, and I think the other thing is we tend to fall in love with our own methods and our ideas and our own theories. Especially me, coming from an academic background, there is this standard of this harsh level of rigorous critique that's going to come. I had to distance myself from that. I think the equivalent in the non-academic space is anytime you put your ideas out there, you are putting your ideas out there to be judged. Whether we are comfortable with that or not, that is what happens. A lot of times, we feel like we need to even over-communicate or maybe make things appear a little more complicated than necessary. It's not because we're trying to intentionally up the scale or complicate things. It's that we want to make sure we articulate everything as perfectly as possible, but when it comes down to it, dynamic communication is results driven in action-oriented.

If I can get you to take the action and derive the result that I need in five words versus five pages, you are better off if I just use those five words. So many times, when we get in our own head as a writers, as authors, we think we need to articulate and put things out and keep adding and keep adding and keep adding. Sometimes, we need to do the exact opposite.

Susan Friedmann: It's interesting that you say that because many of my authors, one of the things I ask is, "Well, what's your book about?" 15 minutes later, I'm almost asleep. They've told me what their book is about, and if they could only put it in one or two sentences and that dynamic sense that would keep people so much more interested. I really encourage them to spend time doing that, so that falls in very much, I believe, in what you're saying.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



- Dynamic Jill: It's a difficult challenge, I think, to be able to parse a lifetime's worth of work, in many cases, down to a single sentence or two when you're coming into a book because a lot of people, when they write, especially if it's their first book, they're like, "Wow, I need to get everything I know out on these pages. This is my book. This is my baby. Everything needs to be out there." If you take a deep breath and step back, you'll realize that's not the case. Many times less is more.
- Susan Friedmann: Very much so. I love that. The less is more. I take that to heart because I'm one of those people. If I do a workshop or like you said, writing a book, I want to put everything into it. That doesn't serve my audience. It makes me maybe look good, but that's not what it's about. It's about what would be most beneficial for them. That less is more message is key. You're a pro, Jill, at adding value to products and services with videos and webinars. I'd like you, if possible, to just want recommendations can you share that will help our listeners get started with the strategy?
- Dynamic Jill: I think I'll give you example of some of the things that I've actually done for this book. What was originally supposed to be this book about this one equation that I had come up with for explaining communication in any context, and I still think it's brilliant and smart. It's just not going in a book right not. It ended up being a book of 27 chapters that can each stand alone. What was interesting about that to me was when I was dividing up the different types of communication strategies I wanted to talk about, it's not just about how you manage teams. It's not just about public speaking. It's not just about sales or not just about communicating and selling things with webinars and with videos. No matter where you're at in business, what communication strategy you need at any given time is going to change. I wanted to shift having one book that covers one thing to having a book that people can pick up at various stages at any given business cycle and say, "Wow, I can implement this now."
- The brava moment that I had with it is I have 27 chapters. Each chapter is between 2 and 3,000 words. Authors out there, when you have chapters like this, if your chapters are well-organized and each chapter has its own individual idea. I'm not saying it can't tie into other chapters because obviously, books tend to be an accumulative effect, but with each of those chapters, you have the potential to really focus on an isolated idea and create videos, create webinars, create training programs, create keynotes, create additional products and collateral around that one idea of the chapter. Those things, what I find, has been beneficial to me, and I see it working for other people. It's when you can

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



create content that can stand alone in isolation from the rest of the other chapters in the book, you're giving people so many different avenues to reach you and to find you, depending on what they're interested on.

I mean someone could pick up this book and just see Dynamic Communication, and may be not be that interested and think, "Ah, communication whatever." Then, maybe they see, "Oh, one of the strategies in here is on webinars. Well, I'm actually interested on webinars. How are webinars dynamic communication?" Then, they would find out, but they're searching for webinars. They're searching for public speaking skills. They're searching for virtual team management. They're not searching for, "dynamic communication," so how can I create my content in a way that it can stand alone and give people multiple avenues to search for and find me?

Susan Friedmann: That is such a powerful strategy. I love to use that cutting and dicing and slicing what you have in your book, and making those many different products or services as you can out of one piece of work. Thank you for bringing that to the forefront because it is a powerful, powerful strategy. Let's focus on some mistakes that maybe you've made or you see others make when it comes to communication.

Dynamic Jill: When it comes to communication, and especially for authors that are listening in, I admitted the first mistake I made right off the bat. I was in love with my methodology and my ideas, and I wanted the book to be about that. I didn't take a step back right away and really think of my audience. A tip that someone gave me was picture in your head a single person. This single person you are writing this book for. Now obviously, demographics may change or the age range may change. Whatever, but when you're writing, have that person in your head. It gives you a more clear voice from which to communicate. That was very helpful for me, number one. Once I did that, things changed.

The other mistakes that I made in terms of this book was, and I think a lot of authors do this initially too, is they think, "Okay, I'm going to write a book. Then, I'm going to promote it on social media." Well, unless you're someone who already has a massive following. I'm talking about hundreds of thousands of people here. Your social media efforts aren't really going to go that far. They're just not. We may be happy with, "Well, mine sold 10 books today." Well, that's great. If that's what your goal is, kudos. Good for you. This podcast, my advice I'm about to give

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



you is probably not going to be helpful, but I'm not interested in selling 10 books. I'm interested in selling 10,000 books.

When you start to think about what you need to do at a scale, you need to realize that your voice in the communication, in the marketing of your book is not the only one that matters. You need to find ways to get buy-in and cultivate buy-in from people around you. Involve them in the book. Process if you are able to, and find a way for them to be advocates for you that actually benefits them and not just in a, "Hey, will you please share my stuff," ask.

Susan Friedmann: That leads into the whole idea of niche or niche marketing, as I like to say, that it's so important. This is where social media come into its own if you are working with a particular niche, and you can communicate via that, but not to rely on it. I mean when people come to me and they say, "Oh, I've got 10,000 followers on Facebook." I say, "Yippee doo," but if Facebook goes away tomorrow, what's going to happen? That's very valuable. What else? What other mistakes have you seen, Jill?

Dynamic Jill: If I may, I'll talk about in terms of a mistake in the strategy I use to overcome it, if that's all right with you.

Susan Friedmann: Absolutely. Go for it.

Dynamic Jill: What I just talked about in terms of thinking, and I know a lot of people, I've heard this said before. I'm trying to remember who I heard say it. I can't quote them, but this is not my quote. It was a woman, and she said, "The easiest part about the book process is writing the book. Sales and marketing is exponentially more difficult," and I would have to agree completely with that. It's amazing to me now that the book is done. It's out of my hands. I can't change anything in the book right now because I did not self-publish. If you self-publish, sometimes, you have that leeway. I did not. That was intentional as well. I don't have that option, but what I am expected to do is market on a major scale. Me, sharing stuff on my social media, on Twitter, on Instagram, on Facebook, LinkedIn, all the channels, that's not enough. It's not even close to enough.

What I did in this process to build a community around the book, and jury's still out on how well it will work, but I know it's working on some level already, is I decided pretty much after the book was written that this is way more about me. My insights are definitely not the only ones that matter. I'm going to bring in 27 other people who are brilliant in

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



their own right and interview them. What I did was I got Zoom video interviews. Zoom.us is the website. The CEO actually is one of the interviewees in the book, and interviewed them about different areas of communication. I picked one person for each chapter and knew the type of information I was looking to get to supplement. Not replace but supplement what was already there to give people a real world example of, "Oh, this Jill woman, she's not just talking off a cuff. She actually really knows her stuff, and here's proof that it worked for someone else."

I brought those people in. Well, each of those interviews, here's the whole process. If you're a note-taker, you can map this out. You start with one single interview from me. You times this by 27. You have this 20 to 30-minute interview. I immediately sent it off to get a transcript. I like rev.com. R-E-V.C-O-M. I'm not getting any money from them. I just genuinely like them. A buck a minute, got that transcribed, and a 20 to 30-minute interview, you have about 5 to 7,000 words. I broke that interview down into a 500 or less-word excerpt, got that organized neatly into each and every chapter. That excerpt turns into a nice PDF page that can be a lead gen for all of my guests who are in the book. It can also be just something they put on their site to be happy with it, so I'm giving them value.

Then, I took the long interview and picked out about a three-minute excerpt from the video that goes out on my YouTube. Because of my publisher being Entrepreneur Press who is owned by the same company as Entrepreneur Magazine, they are posting every single week a new excerpt of the video and a little description and a link to my book on entrepreneur.com. It's been great, and from there, I'm getting Instagram features where I'm taking screenshots from the interviews that are going to be posted on Instagram. Again, driving to the same type of book page. Then, if people buy the book ... For those people who pre-bought it, they already got access to it, but for people who buy it after the fact, they get full access to the 12 plus hours of all the interviews from these 27 super smart people. That's value that I am not capable of giving as one human, but I am capable as a human of aggregating that and sharing that with my audience.

Susan Friedmann: What kind of permission did you need to get from your interviewees to be able to use their material?

Dynamic Jill: A very wordy legal document was signed, and it was created from the publisher. It was a consent and release form, and you should definitely,

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



no matter if you are doing it through a publisher or doing it on your own, definitely have that. It basically lays out the parameters for, "This is what we're doing. This is what we have permission to use." It's basically all are in part of the interview. Of course, if people wanted copies of the video and stuff for their own purposes, I said, "You may absolutely have it. I just ask for you to wait until after March 14th which is my release date. After March 14th, you can do whatever you want with it."

Susan Friedmann: I love that strategy. I really do. I took a mini version of that with my Riches in Niches book. I had little vignettes from people who I'd interviewed to do exactly what you said. It's to verify the strategy that I was using. It was so cool because those are nice little stories when it comes to being interviewed on strategies, that you can just plug in. That full length video with the people, and you're interviewing them, and you can do all these other things with them, I love it.

Dynamic Jill: No. I think it's about, really, most authors, most people who are doing books. Now, there are some that have big companies behind them and some who have reached the level of such success that they have publishers bending over backwards to help them. For us mere mortals, for whom that is not the case, you really need to stretch everything you do so strategically. From every single interview, I'm getting at least five pieces of content. At least. If I even want to extend it further and have marketing content for another year after the book is released, I could do that because there's so much content there. I could just take little chunks of it and continue to drip it out throughout the year. That's not creating anything new. It's parsing up what you already have and repurposing. That's, I think, where a lot of people, we stress ourselves out, pot calling kettle black to myself here even. We stress ourselves out about, "We need to make this. This needs to be new. This needs to be different," instead of looking at what we already have and repurposing it to the fullest leverage, what you already have.

Susan Friedmann: What you did, Jill, was great in terms of the strategy that you'd mapped out while you were writing the book or even probably before, knowing that you're so organized. However, many of our listeners have already published that book. What could they do now and take that strategy into the book they've already published. What would you recommend there?

Dynamic Jill: This is a perfect question. I literally did a live stream about just this last week on my Facebook page. It's right on top of my mind. Let's say you

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



have your book. Again, think of individual smaller pieces. How people can access you based on what they are interested in. Again, people, at least at this point in time, hopefully they will soon in the future, but right now, people are not searching in Google for dynamic communication. They're just not. If my ego thinks they are, my ego is not fact-based. I need to get over that and think of the ways people are actually searching to find me. the example we used earlier, there's a chapter on how to run webinars for a profit. Webinars for a profit, how do I run a webinar? What should I get to run a webinar? Those are all questions that people are searching for. I think, "Okay, how can I take this one piece of content from my book and leverage it to eventually link people to my book?"

So many of us, we think narrow. We think, "Okay, I have this book. I need to get people to the book," instead of getting them to trust you through a smaller piece of content. Let them build that trust to the point where they're ready to buy that book the first time you put it in front of them, instead of just shoving the book in the face from the beginning. That's really after the fact. Take a chapter. Take an article that you've written. Take an excerpt, whatever it is. Then, find a couple of people who can speak to that same topic at an expert level and interview them. Then, do the exact same thing I just told you about. You're just doing it after the fact.

To be blunt, if the idea of interviewing someone who's an expert on the same topic as you are scares you, then you're clearly not confident enough in what you're doing. You may want to rethink your topic because the beauty of interviewing people who are just as smart, or if not, smarter than you on a topic is you're getting new insights, but you're the champion because you're the one bringing that to your audience. You can agree with the person you're interviewing, just like you have with me, Susan. You're like, "Yes, I tried that but on a smaller level." You can agree with what you're doing, have those synergies. Then bring that stuff out to your audience. That's a way again. You're building that community. You're leveraging because then, that person will want to share the interview, et cetera. You can do the same type of strategy. It's just done after the fact, so you're not getting content for the book. You're getting commentary around the topics in the book.

Susan Friedmann:

Actually, that was exact strategy for this actual podcast series, Book Marketing Mentors because I want to be known for book marketing and yet, to fill a podcast every single week was going to be ... It just scared the heebie-jeebies out of me. I thought, "Well, how about interviewing experts like yourself on these topics?" I love it because I'm learning so

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



much. My listeners are learning much more than I could ever offer. I love that strategy, so thank you.

Dynamic Jill:

No matter how much somebody loves you, right? If someone's buying your book, they love you. They love your stuff. You are still going to get old to them. Hitting refresh or bringing in a fresh perspective, just a different kind of point of conversation is important. It challenges the status quo. Any communication that is going to retain viewership, retain listeners has to vary the status quo in some way, shape or form because for example, on a webinar, no one is going to sit there for 60 minutes without any distraction, whatsoever, listening to someone voice narrate a PowerPoint. It's not going to happen. You're going to check your e-mail. You're going to check your phone. You're going to do something else, unless for whatever reason, you just have the most phenomenal presenter known to man on webinar and are capable of shutting out all distractions, which is no human alive that I know of. That's the reality.

As a webinar presenter, you need to change your status quo every, about 10% of the time. If you're in there, think about every three to six minutes in a 60-minute webinar. You're doing something different, which means if you're showing text space slides with audio narration, you start to show images. Maybe you show a video. Maybe you do a chat engagement strategy. Maybe you do a poll. Maybe you play a different sound. Something that changes the status quo. The same thing is in your marketing efforts too. You want to mix it up. You don't want just to have blog post, blog post, blog post, blog post. You want to give people different ways to consume your content, so it can meet their needs as they arise.

Susan Friedmann:

As you move forward with your book and promoting it, what is one big thing or maybe even the small thing that you feel will have a domino effect with regard to your marketing?

Dynamic Jill:

Well, being on your podcast, Susan, right?

Susan Friedmann:

Of course, thank you. Absolutely.

Dynamic Jill:

It's really, I think, reaching out and being vulnerable and being willing to share successes and failures. I mean when I did an interview a couple weeks ago with a writing podcast, and they asked me about my writing strategy, and I said, "Quite frankly, it was pretty unhealthy a lot of the time. People joke about gaining weight, not joke about what they say, and you do. You gain weight when you're pregnant. Well, I was

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



pregnant with this book, and I gained about 10 pounds because this book baby liked Dr. Pepper and Butterfinger bites." I mean that's really what kept me up at night writing. It was awful. It's stupid, and it was so unhealthy. Now, when I do it again, oh my gosh, when I do it again, yayks. I'll handle it differently.

I think as an author, being transparent about the process and the stories and what's worked and what hasn't, instead of just always focusing on the book and the content is really, I think, where the domino effect will come in, because it's not just about, one, of course, involving other people. I hope that's assumed. Involving lots of other people in the process. I can talk about my book and my content ad nauseam, but that's really not what people want to hear. If people are interested in that, they're going to go by the book. They want to hear the stories behind the book, around the book, the funny things. Yes, you have this image in your head of me, sitting, gorging on Butterfinger bites and Dr. Pepper. Again, it was ugly. It was a bad period, but that's the real truth about that process.

People really like that transparency. The talks that I even have lined up in the coming months, a lot of them aren't even about the book. It's about the process. I find that fascinating because now, with more and more information out there than ever before, people aren't hungry for information. People are hungry for stories and knowledge, so that they can internalize and relate to their lives.

Susan Friedmann: Because I think they think that you just sat down and wrote it, which you know as well as I that just doesn't happen. I mean I had to give myself a goal everyday and to write at least two pages. If I wanted to write more, that was fine, but I wasn't allowed out of my seat until I had written two pages. As you say, I mean, you put on weight. I start noshing on things, go to the refrigerator regularly. What can I eat now?

Dynamic Jill: It's not pretty. It's not a pretty process all the time. I say, "The next time I do it, I'm going to be so much more effective and so much more diligent about everything." The hope is that I will, but the reality is I don't know, you know? I got the results I needed. It may not have been in their prettiest sexiest way possible, but the results are there. They will speak for themselves. Now, it's time to figure out how I can make those results more sustainable for me.

Susan Friedmann: You'll have different cravings next time.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



- Dynamic Jill: Probably.
- Susan Friedmann: That's great. Okay, so if our listeners would like to find out more about your services, the book, programs you run, what's the best way to contact you, Jill?
- Dynamic Jill: If you're on social media, I am everywhere @dynamicjill. My last name is a beast, so I just use Dynamic Jill everywhere. If you want to learn more about the book, and I would love it if you would, but hey, if not, take the value you got out of this and run with it. If you do, [dynamiccommunicationbook.com](http://dynamiccommunicationbook.com). On that page has a link to the Dynamic Accelerator Program that was mentioned, if you're a seller or a micro-entrepreneur and links to the other more formal serious business websites that most of us have to. For me, it's really about the book and where it's going. My hope is that people, after the fact, will start to share. There's actually a call to action in the book that people will share the success of whatever strategy they used. My hope is that picks on because I think for all of us who put our heart and soul into writing something, we want people to get positive results from it. Hey, if you got a positive result from listening to this podcast, I'm sure Susan and I would love to hear from you on social media about it. Just saying.
- Susan Friedmann: Excellent. It sounds as if you're starting a movement, a dynamic communication movement.
- Dynamic Jill: I try, you know? I think there's going to be a line dance that goes along with it. We'll see.
- Susan Friedmann: Oh, it's got to have Dr. Pepper and Butterfingers as well attached to it. Is that a must?
- Dynamic Jill: I don't want to see any of those ever, actually. I want to see them everyday, but I really don't want to see them ever again.
- Susan Friedmann: I've got this visual. Next time I go into a supermarket and see them, I'll think of you.
- Dynamic Jill: You know, that's great. That's good branding on my part. Great.
- Susan Friedmann: If you were to leave our listeners with a golden nugget, Jill, what would that be?

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Dynamic Jill:

Just remember, even though you're the one putting your thoughts and ideas on paper, it has absolutely nothing to do with you and everything to do with your audience. The more you can get that through your head while you're writing, and again, this was a huge challenge for me, but as soon as that became clear, the process became so much easier, as did the marketing. That's the biggest piece.

Susan Friedmann:

Thank you for sharing your wisdom with us. Thank you all for taking precious time out of your 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.