

# BOOK MARKETING MENTORS

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## BOOK MARKETING: How to Use Powerful Shameless Tactics to Market Your Book Interview with Chandler Bolt

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 market and sale more books. Today, my special guest, has in a very short period of time become a true celebrity in the book publishing arena.

Chandler Bolt certainly knows book publishing. From being a college drop out, he's now the esteemed author of five best selling books. He's the Founder and CEO of Self Publishing School, the number one online resource for writing, publishing, and marketing your first book. Through his books, training videos, and his Self Publishing School, he's helped thousands of people on their journey to writing their first book. His latest book *The Proven Path From Blank Page To Published Author*, equips readers with the key to unlocking the story that's been burning inside them. Calling them to share their wisdom with the world. He's dedicated to helping authors grow their income, authority and business through writing a book.

So, Chandler what a true honor it is to have you as this week's guest expert and mentor. So welcome to the show.

Chandler Bolt: Susan, thank you so much for having me. I'm excited to be here.

Susan Friedmann: So, Chandler you're definitely an author who walks his talk and something I love about you is you are a shameless marketer.

Many of our listeners aspire to being best selling authors. In your opinion, What's the best marketing advice you can offer them to set them on this road to success?

Chandler Bolt: It's exactly the piece that you just touch on, which is being shameless. Which I don't know if that's a compliment or not. Some people would hear that and they'd say ... I remember Susan, like you've probably

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experienced this and you probably work with a lot of authors who's experienced this. Which is, the first time I went to go market my book I was petrified to even message someone that I even had a book. I remember, I think everyone struggles with this, being salesy or having to ask someone to buy your book. Or to even market and speak up about your book. I think a lot of people struggle with this, I certainly did.

I remember I was going through a lot of training because my business was failing, my bank accounts were all trending towards negative. They all eventually ending up in the negative. And I just had kind of this crisis where I said, "What am I doing wrong and how come this is not working." I dropped out of school to start my business. My business was failing. Failing at dropping out of school, it doesn't get much worse than that. I was feeling the pressure of, okay I look like an idiot right know. I need to pay rent next month. So what do I do here. So I kind of had this epiphany, that the one skill that I could learn that would move the needle is marketing. And it's marketing and copywriting. So salesmanship and print, and text. Not the copywriting that most people would think.

I basically dedicated my time. Because I said, "If I can learn sales and marketing, I will never be broke." Because people always need more leads and they always need more customers. If I can learn that skill, I'll at least have a job, if I need one. So, I dedicated myself to learning marketing. In that process I was going through books, training courses, all of these things. I'm a firm believer that if you want to do something, you learn from someone who's been where you want to go. That's my prerequisite to deciding who I'm going to learn from, is have they done what I want to do.

I started learning and taking courses, books, etcetera. One of the courses, it was John Carlton, the Simple Writing System, it's all about copywriting. He talks about how you have to so believe in your product. That you believe, if the customer doesn't get it, you're actually doing them a disservice. Like their life will be worse. He tells you to think about that when you're on the fence about oh, should I send this email, or should I ask this person to promote my book, or should I reach out to this publicists or newspaper or TV station etcetera. Before that, I was just petrified of doing it. And it still gets me. I mean, it's still like, it's not comfortable. I'm not totally comfortable with just hitting people up when I'm marketing my book. But I just remember, Do I believe in my product so much that I'm willing to shout it from the roof top? Yes.

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If not, then the argument is, you shouldn't even be publishing the book in the first place. That's kind of my mantra and what I would share with people is, you have to really believe in your product. I can't sale something that I don't believe in. I would hope that the listeners don't either. But, if you do believe in it and if you do know that this can make people's lives better, then it's your duty, it's your obligation to shamelessly market. And to know what you want and go after it.

Susan Friedmann: A couple of things that you've said that have really hit home. One is that so many of my authors one of their biggest hang ups is the idea of being salesy. They don't [crosstalk 00:05:09] marketing and they fear being salesy. So, that's a really big point that you bring out. Secondly, I'm a John Carlton lover, and I've taken his programs, and I love his work.

Chandler Bolt: That's great.

Susan Friedmann: I'm so thrilled that you love him so much. And you're right, it is a duty and if you don't love your material then you shouldn't be putting it out there. Lets focus now on a key skill that you believe that authors most need if they want to grow their authority in the market place. I'm a firm believer in growing that authority, What's your take on that?

Chandler Bolt: Yeah, so obviously marketing in general is a key skill. You can drill down in to copywriting as a key skill, which are two thing I've already mentioned. I would go further down the path and say audience building. If you want to be successful as an author, you can't just publish books and hope that people will come. You must build an audience. You must leverage those books to build an audience that you communicate with on a regular basis. Now that's at least once a week. Meaning that you email them, and they're on your list and you're building an audience. I think that's just very very crucial. That's something that you do.

Susan Friedmann: Lets start with the fact that so many authors say, "Well, I don't have anybody on my mail list." How would they go about building an audience?

Chandler Bolt: When you're publishing a book, Amazon obviously doesn't give you the buyer information. You have to get that. What do you have to do? You have to give them something in exchange for their email address for their information. Now here's where a lot of people go wrong. They try to give you a PDF checklist or a 77 steps something. If you think about it, we've all seen this, where you start to read a book and it says, "Hey check this out, I want to give you this thing for free." It's usually

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unattractive. If you think about it this way, when you start to read a book, What's the last thing you want to do? Read something else.

When I start to read your book. I probably have 15 other books in my queue. I would rather even just listen to your book or something else. I don't even have the time to read your book and now the first thing your telling me is I should read something else in exchange for my email address. That's just very flawed. What I recommend instead is two things that work really well. Video or Audio. Those are the two things convert really well to turn readers into subscribers. What I do, and you can check out my most recent book, *Published* or you can check out *Book Launch*. You can see either, you can see exactly how I do it in those books.

On one of the first pages, I'll give away the audio book for free. So I say, "Hey thank you so much for checking out this book. As a way to say thank you, I'd like to give you the audio book. I realize you might be busy, maybe you'll like the audio version." They click over. They go to my sites. They give me their name, email address and phone number. Then they get the audio book. Now we've started this relationship off and I just gave them something that had an inherent value. Cause, you know, an audio book, you pay 8, 15, 20 dollars on an audible for that and I've just given it to you for free. So we're already getting along pretty well. Our relationship is off to a great start

Now I know that for me, that lead is very very valuable and I'm building an audience. Also we're giving some other advance stuff later, but now I can follow up with you about this book or about other books or about other products and services that I offer. The last thing that I'll mention on this, is that when you do this, it will actually help ... Because there's something really cool, when you go into Amazon, there's the Look Inside feature. When people click the Look Inside feature, guess what? They see the first 10 percent of the book. Now in the first 10 percent of the book, the first page or two is that page that says, here's the audio book. Now people can actually opt in and join my subscriber list without even buying my book. I'm just funneling thousands and thousands of leads off of Amazon and into my business. Those are all things that are striving back in sales and back in business for me and that just happens.

Susan Friedmann: That's why you're such a brilliant marketer. The strategies like this that, not everybody is doing. So, congratulations, that's a great one.

Chandler Bolt: Aww, thanks.

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- Susan Friedmann: Where do you feel that there are the biggest opportunities right now for authors or for new authors particularly?
- Chandler Bolt: Audience building is a big opportunity, but also leveraging your book for back in business. I think that's the biggest opportunity. A lot of people look at a book as just a book. They don't look beyond a book to okay, how can I use this as a tool to drive leads and sales for my business. I think if you're doing things like I just described, so like, giving away something of value to bring people into your arena. That's where I see people as a huge opportunity. Where now you're turning that four dollars or ten dollars of a book purchase into a thousand bucks into a few hundred bucks. Maybe even a few thousand dollars, depending on what a customer is worth to you.
- That's where I think there's so much untapped potential, Okay how can I get ... I like to say that a book is the silent salesman. A book, it doesn't say a word, but it captures my prospect's attention for hours on end. It's like a multi-hour sales presentation. Now, that's certainly not the way I write my book. Because if I write my book that way, people are going to hate it. And they're going to say, "This guy sucks. This is a disguised sales pitch." I'm not selling them in the book, but I'm giving them information. Positioning myself as an authority and so by the end of that they say, "Hey, I've learned so much in this book that I want to go further with this Chandler Bolt guy. I heard he has this program called Self Publishing School. I've heard things like that. He didn't try to throw it on me in this book, but I want to learn more." I give them easy steps to go from there to my businesses.
- I think that's the biggest opportunity that a lot of people are missing out on, is you can really use your book as a tool to drive people to your business and to other offerings that you have.
- Susan Friedmann: What about finding your tribe? I know that you talk a lot about finding your tribe. What recommendations would you have for our listeners?
- Chandler Bolt: I'm very much in line with you on this Susan, is that the riches are in the niches. So you've got to niche down. This is so crucial. If you're trying to find your tribe, everyone tries to cast a super wide net. It's like, oh I don't want to exclude anyone because I might miss out on some customers that way. And so they cast this huge net and as they say, if you try to please everyone, you end up pleasing nobody. No one knows if that book is for you or not.

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I'll give you an example, my first book, *The Productive Person*. I published that book and it shot to number one in all of time management for all books on Amazon. It stayed there for a really long time. I think the reason was is because we were very specific with the people we were targeting. While a lot of people were writing general time management books, we wrote a book called *The Productive Person*. It was productivity, hacks, and schedules for entrepreneurs who control their own schedule and are struggling with work-life balance.

Okay, now when I just told you what that book is. Anyone listening right now, you instantly know whether that book's for you or not. Whether it is for you or whether it isn't, you know and you know instantly. Which means you're either going to click in to find out more information or you're going to not. So, a lot of people get scared at that point and they say, "Well lets just back it up, lets do *The Productive Person* productivity tips and hacks for anyone that ever lived that has to manage a schedule."

Now all of a sudden, I don't know what sets that apart from *Getting Things Done* or from *Eat That Frog* or any other productivity book out there. I don't know what'd separate that. If you're speaking directly to me, and I'd say, "Oh Wow, this is Productivity hacks and schedules for entrepreneur, who control their own schedule, who are struggling with work-life balance." That's pretty much any entrepreneur. With that language, I've just spoken directly to you. If that's you, it's the prescription for what's ailing you. I don't think people, don't understand when they're trying to target an audience, you have to speak so specifically, that that person when they hear it, they know right away, oh this is for me and this is what I've been looking for. Or what I need but I just couldn't find it. Now they feel like it's a costumed tailored solution.

Susan Friedmann:

Now you did that so brilliantly and you did that and you planned it out before you wrote the book. How about somebody who's already written their book and then you say to them, "Well" ... and this is what I do with my authors I ask them, "Who's this book for?" And [crosstalk 00:14:11] say, "It's for everyone." And yes it might be but, you can't boil in all oceans, so, it's really hard to market to these people. If somebody comes to you and says, "Okay I've got this book and I'd like to market to everyone, but I can't." What would you recommend in terms of then looking at finding the tribe.

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Chandler Bolt:

I recommend narrowing the scope. And this is actually ... I'm so glad you brought this up Susan. A lot of people ask this, when I say, "Oh no you need to change your positioning." They're like, "Oh gosh, gotta go change my whole book now." It's like, "No, no actually you don't." Marketing is just positioning. You're changing the positioning and that's how people enter into the book. But the content can be the same. It's not like you have to do a full revamp on all of your content, because you're changing the lens with which they look at the content. Which is very important. The content, every fifth word, it doesn't have to talk about how their an entrepreneur. The content can still be time management content. I've got a lens with which they're looking at that content. I think people tend to over think this upfront.

What my recommendation is, is you just change the positioning. You change the wording and it's benefit focused, which you'll know from being a John Carlton fan, not featured focused. It's benefit focused. The one thing I ask a lot of my authors is, "Hey, what's the number one things that someone will get out of this and what's the number one benefit of this book." And when they start to explain that, they will start to speak in words that would trickle down to be their title, their subtitle, the positioning of their book.

I'll give one final example, cause I think this might be a little bit muddy for people right now. I'll try to be a little bit more clear here. So, with the marketing of Self Publishing School, my program. We market it. Our whole thing is go from blank page to best selling author in 90 days. Now we go a step further, we've tried out different positioning and what we realized, we tried to cast a wide net.

The New York Times study says, that 81 percent of people want to write a book, less than one percent of people actually do. Have you ever thought about doing this? Writing a book, it's on your bucket list. You've been thinking about it year after year etcetera. We're trying not to limit anyone. What we realize is that was not as effective. So when we actually went down to who we are, which is, hey the best thing that we do well is we help non-fiction authors write and publish their book in 90 days and use it to grow their income, their authority and their business. Especially their business.

It's mostly geared to entrepreneurs. When we started to zero in on that audience, guess what, the bucket list people still came. They said, "Oh, I know this is mostly for entrepreneurs, but I have this bucket list item, this is interesting to me." That's the irony here. When you actually

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shrink down your niche, then the people who are outside of that will still come. But you especially get, and we notice this, the people who are coming in the door who became customers, they were much better customers because they were the exact right fit for what we were offering. So, hopefully that makes things a little bit more clear.

Susan Friedmann: It certainly does and it's very interesting because I work with non-fictional authors who and help them do exactly that. So there's a lot of synergy here, so excellent.

Chandler Bolt: Yeah.

Susan Friedmann: Let's talk about mistakes. Either mistakes you've made or since you've worked with so many authors, I'm sure you've got a boatload of mistakes that others make when it comes to marketing their book. What can you share with us?

Chandler Bolt: So many. I've seen so many mistakes and I've made so many mistakes. I'm a big believer of mistakes. Actually one of my company core values at Self Publishing School is fail forward, fail fast, fail often. We actually encourage failure in the team and with our authors. One of our mottoes for our authors is done is better than perfect. It's the old Facebook motto and so that's something we encourage. Some of the biggest mistakes that I see people make, not spending enough time or effort on your book cover. I'm amazed at how people will spend years writing a book and they'll spend five minutes and five dollars on their cover. Which just totally tanks any chance that you have at success, because people judge a book by it's cover and it's the first thing that they see. That's a big mistake I see people make.

Lets see what else? Not getting started on the book. Like researching for ever. Looking at marketing tactics, and basically doing everything, but actually writing the book. That's probably the most prevalent mistake, is people want to feel like an author, but they don't want to do the work to become an author. They start to think, oh how am I gonna market this book before they even have the rough draft finished. Which, I think is a big mistake, because you're just wasting your time, cause you don't have anything yet.

What I tell my students all the time is, "Hey look" ... They're asking me about marketing or like ... "Oh should I just go ahead and start building a book website?" I'm like, "No you shouldn't, do you have your rough draft finish?" They'll say, "No." I'm like, "Okay well come back to me

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when you have your rough draft finished." Don't talk to me about a website. Don't talk to me about a book title. Don't talk to me about how you're going to market this book until you have that rough draft finished.

It may sound a little bit harsh, but I've just found that there's this weird psychological thing that happens when you finish your rough draft. That's the first time that you actually start to believe that you can get this book finished. I want to increase people's chance of success and so I know that that all starts with having them laser focused on that rough draft.

Now I'll give two more mistakes, then I'll kind of wrap up my answer. We only have two rules inside Self Publishing School. These are directly tied to mistakes that we see people make. Number one, you can't edit while you write. This is super important. People try to edit while they write and they never get their rough draft finished. So you have to finish the rough draft. Then come back and start to edit. Number two is you can only write one book at one time. You can't write more than one book at a time. I see a lot of people, they try to tackle multiple projects, and they think they can do it and everyone thinks they're the exception on this. "Oh no, no, no, I've totally got this. You don't understand my circumstance. I already had half of this book, the other one written, I can just do this." It always, always, it derails them, because a split focus, a split results. You don't get good results that way. Those are kind of a scatter shot of all the mistakes I see people make.

Susan Friedmann: That's so funny that you say that because so often, when I start working with the authors on their marketing. Talking about the marketing of the that they already have and then they're already saying, "Let's just put that aside, while I finish the next book. Maybe I've got a series. I'm gonna be working on a few more." And I'm like, "Let's get your name out, establish you first." So it's still transfers to the marketing, that whole mentality with the authors.

What I like about what you said is some of the authors are already considering marketing before they've written it. Whereas I come across so many authors that put all their time, energy and money into writing their book and suddenly they say, "Well I've got no money left for marketing-

Chandler Bolt: Oh gosh, yeah.

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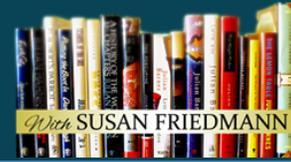
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- Susan Friedmann: -is Amazon going to do that for me?"
- Chandler Bolt: Yeah, nope.
- Susan Friedmann: Exactly. I think there's a whole misconception. I'd love to hear your side of it with regard to Amazon and how people view it and what it can and can't do for you?
- Chandler Bolt: Yes, Amazon is a great tool. It's a great platform. The beauty of Amazon is that over 70 percent of books sold are sold on Amazon. What that means for self-published authors is there's this opportunity that exists that never existed before. Where you used to have to get into bookstore and into brick and mortar stores, but now you don't. Because there's over a hundred million buyers inside Amazon. So it's an ecosystem that exists that brings you costumers. Now when I say brings you customers, I think a lot of people think of that and they're like, "Oh great, so I don't have to do any work." But that's not the case. Amazon is a tool and it's an ecosystem that you can use. But as like any ecosystem, if you don't actively market, or if you don't actively work the ecosystem, it's going to be a complete failure for you. So you have to really ...
- That's the one thing Amazon is not going to do, is market your book for you. You have to really learn and become a student of how can I leverage Amazon and channel those hundreds of millions of buyers over into my book. Really what's important, is that you learn the rules to the game and that you maximize that ecosystem. So you learn, okay what categories do I need to be in? What key words do I need to target? How do I make myself show up in Search inside Amazon? How do I get reviews and maximize exposure via reviews? Because reviews weigh very highly in Amazon [inaudible 00:23:20]. How do I do other things like that to really tap into that ecosystem and make sure that I'm utilizing the resources that I have to adhere my exposure.
- Susan Friedmann: You brought up a word, that I'm so pleased that you did, because I get so many requests, How do you get reviews? Talk to us about that.
- Chandler Bolt: I've got a lot of stuff on this. This is one of the biggest, one of the big things that I think people screw up. First off you have to ask. Gasp. You have to ask for reviews. No one's going to give reviews unless ask. You'll probably get five to ten percent of your reviews. Especially as a first time author or a beginning author without asking for them. The rest you're going to have to ask for. When I did my first book, I did individual

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reach outs. I'd send personalized videos to people who I knew supported my book and downloaded my book. I would ask them for a review. When you ask for reviews. These are all basic copywriting principles, basic sales principles. Sales is in everything that we've talked about Susan.

As you know, from someone who's studied John Carlton, and other sales stuff, I mean, it's all important, everything that you do. I just wanted to draw that out of this. For example, asking for a review is the same as a sales pitch. I'm going to make it reversible, I'm going to make it easy, and I'm going to use, you know, like the puppy dog close. So what I'm going to say is, "Hey can you take just a couple minutes to leave a review, it doesn't have to be perfect, it will only take a couple of minutes and you can go back and edit your review at any point." So I'm making it reversible.

Because a lot of people get hung up, they want to write you the perfect review and so they put it off for weeks. Now I'm also going to give them a deadline. I'm going to say, "Would you mind leaving your review by Friday and just take two minutes. It will be a huge help." I'm giving them a deadline, so there's a sense of urgency. Then what I'm going to add to that ... sometimes I will. Add a goal, "I have a goal to hit 50 reviews on this book on Amazon by Friday, would you mind taking two minutes today to leave a review?" I've got urgency, I've got a common goal, I've got something that they can get behind. Everyone loves to get behind a goal. They'll get more motivated about a goal when there's a scoreboard. Which if the scoreboard says, hey it's 50 reviews is what we're going for and you can say, "Hey, I'm currently at 36, that would really help." That's kind of the review pitch. That's what you're going to have the best success with.

One thing that I was going to say towards the end for like a final tip, but I'll just let the cat out of the bag here. One of the things that I found to be really useful, I call it the Review Sweeper. This has been so powerful and I feel like an idiot that I didn't implement this sooner, I just did this probably two, three months ago. I continue to get reviews all the time. So I do this Review Sweeper, which means that anytime anyone opts into my list via one of my books, could be the free audio book, it could be resources in the book, it could be a PDF, it could be something different.

They'll get dropped into a campaign, an automated follow up sequence. It's three emails. Now those three emails start 21 days from when they

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enter that campaign. What happens here is for example, my book published, 21 days after they drop into that campaign. They'll get an email from me and it will say, "Hey Susan, (or what ever their name is) I saw that you checked out my book a few weeks ago and you got a copy. I'm just curious, What do you think of it? Hit reply to this email and let me know." Now this is a very personal email. You get it and you say, "Oh, well I think the book's great and blah blah blah."

Then you send that email reply and then someone in my staff, they've got kind of like a macro or a keen response so they can work from. This is just because we're dealing with a high volume of emails. A lot of people can just handle this themselves. And they say, they reply back, "Hey Susan, thank you so much. This is really helpful. I'm going to make sure that Chandler sees this. This is great. I appreciate the kind words. Quick question, would you mind taking two seconds to copy and paste what you just said into an Amazon review? Here's the link. It would mean the world to us. It really helps this book do better on a continuous basis."

Now it's like, no skin off your back. You literally just have to copy and paste what you already wrote out. I'm getting a micro commitment. So that the first micro commitment was when you replied to the email and said, "Hey here's what I think." Which was basically writing your review. After that you've already had the micro commitment, so it's not that much to just go ahead and finish the full thing, which is to get the review on Amazon. So that's the first email.

Second and third email is very similar, except it just ask for a review. The second email says, "Hey Susan, saw that you checked out my book. Amazon reviews really help this thing get into more hands and help more people. Would you mind taking two minutes today to leave an Amazon review. Here's the link." So I just straight up asked for it in that. And then the third email, it says last call. And say, "Hey Susan, I don't want to bug you anymore about this. This will be the last time that I mention this, but if you can take two seconds and leave a review on this book. I'd love to hear your honest opinion on what you think of it. That would be super helpful." And so I call that the Review Sweeper because it just keeps sweeping in reviews. Day after day, week after week and they has really moved the needle.

Susan Friedmann:

What a great strategy. Thank you so much for sharing that. Listeners, take that one and use it, because it's dynamite. Do you ever offer an incentive for people to do that?

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- Chandler Bolt: I don't just because it's against Amazon's terms of service. I don't want to get into any trouble with Amazon there. The closest I've gotten to that and this is something I learned from my buddy Nick Stephenson of Your First 10,000 Readers. He's a marketing genius and we just geek out on this stuff. I learned this from him, where I send out email. I say ... I send this to my list and I say, "Hey, I know you have my book." Like these are only people that have gotten my book or I'll just straight up give it to them. And I'll say, "Hey I'm gonna send out 10 autographed copies of this book and if it's to anyone who clicks this link." Now the link is to go leave a review on the book and so I say, "Hey, here's the deal, it's a link to leave a review on your book, I'd love for you to leave a review on the book, that would be super helpful. But here's the thing, even if you don't, you're going to enter this competition by just clicking on the link."
- So I'm not incentivizing reviews at that point because I'm doing a give away to people, who will click on a link. Not tied to whether they leave a review or not, but I'm asking for a review as part of the process. Technically in Amazon's terms of service, I'm completely in the clear there and I'm not doing anything shady not doing anything that's not allowed. But that's what I was close as I get to it because I know some people will say, "Oh, I'll give you an Amazon gift card or something like that if you leave a review." That's against their terms of service. So, I've seen people get slapped with that, which is have all their reviews removed if Amazon finds out that you're doing that.
- Susan Friedmann: How about getting ahold of you? How can our listeners find out more about your products and services Chandler?
- Chandler Bolt: Yes, two best places to go. One is we've got an in depth blog post on how to self publish a book in 2017. It's pretty good. It's kind of got a great first step, if you're looking to learn more about what we teach. Then there's one other spot. We've got some free training, some free video training and it's all about how to go from blank page to best selling author in 90 days and that's at [self-publishingschool.com/free](http://self-publishingschool.com/free).
- Susan Friedmann: Definitely listeners, take advantage of those free give aways on Chandlers site, they're invaluable. So thank you. And a golden nugget, If you were to leave our listeners with a golden nugget, what would that be?
- Chandler Bolt: We've covered a lot and I would say the Review Sweeper. I would go back to it. It's just worked so well and like I said, I feel like an idiot for

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not implementing that with my book a long time ago. There's no telling how many more hundreds of reviews I'd have on my books. So that's a real good one.

Susan Friedmann: Thank you so much for sharing your wisdom.

If you want to take your author marketing to the next level of success, make sure that go to [bookmarketingmentors.com](http://bookmarketingmentors.com) and sign up for a 15 minute complementary coaching session with me, Susan Friedmann. And thank you all for taking precious time out of your day to listen to this interview and I sincerely hope that it sparked some ideas you can use to sale more books. Here's wishing you much book marketing success.