

BOOK MARKETING MENTORS

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BOOK MARKETING: How to Conquer Marketing Fears that Block Your Success Interview with Susan Friedmann

- 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. It's hard to believe, but Book Marketing Mentors just turned two years old. It's no longer a newborn, but rather, it's now a toddler who's growing up fast and furious. Today, I'm my own special guest expert and mentor, and I've asked my dear friend and colleague, Jane Maulucci, to be my trusted interviewer. So, Jane, it's over to you.
- Jane Maulucci: Oh, why, thank you, Susan. This is really a great thrill. I have loved listening to these podcasts and learning all kinds of tips that I can use for myself, eventually, but my clients right now, so this is great. The first thing I want to talk to you about, Susan, is the mindset. It's interesting to have written a book, and then to think about marketing it. It's a little tricky to get your head around how to do that, and what it's going to involve, and kind of like sending your kid off to kindergarten, now what do you do with this creature that you've created?
- Susan Friedmann: I love the fact that you use the analogy of it being a child, because you've given birth to this baby, and it's yours, and you've got to raise this child. Before you can even send it off to kindergarten, you've got to nurture it, and you've got to put life into it, and so many people are fearful of that aspect of it. Even though it took a lot of blood, sweat, and tears to actually write the book, somehow, there's these barriers that we put up. Are we fearful of being judged? Are we fearful of rejection? The whole mindset of "I don't know how to sell," or "I don't know how to market," and "I don't have any money to do this." These are sort of roadblocks that we put up in our own way, and a lot of that stands in our way of actually moving forward with this. So I'd love to discuss more of that.
- Jane Maulucci: What you've just said is that you need to have a path forward, and if you look at this whole big monster of marketing, it's overwhelming, but if you look at the pieces, it can be manageable.

BOOK MARKETING MENTORS

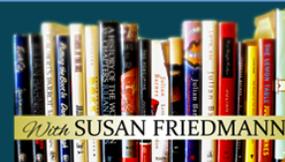
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- Susan Friedmann: I think the essence of all this is the passion that you have for your subject matter, and the value that you feel that you can bring to your target audience. It's sort of the nucleus of everything that stems from your book.
- Jane Maulucci: So what's the first thing an author needs to do to start on that right path for marketing their book?
- Susan Friedmann: I've said it a million times to the authors that I coach, Jane, and that is to really know and understand the target market that you want, your niche for this book. So often, when authors come to me to publish their book, and then we do coaching around that, they don't know who their book is for. The first question I ask is "Who is this book for?" "This book is for everyone. My message is universal." And I'm like, "Yes, it may well be, but the problem is that you cannot sell this book to everyone. It's just a total impossibility." Even the biggest marketing giants in the world ... I always think of Procter & Gamble, for instance. I mean, if anybody knows marketing, they do, and the fact is, not even they, with their hundreds of different products, try and market to everyone. They pick the target, the niche that they want to concentrate on.
- And so in order for an author to be successful with their book, really, they have to define who their target is, and do some research on this. They don't know where to start. Often, they write books for people like themselves, because they're explaining an issue, a problem, a challenge that they themselves have had. Maybe it's been an addiction of some kind, or some kind of motivation. And I talk mainly about nonfiction books here, Jane.
- Jane Maulucci: Right.
- Susan Friedmann: It's not so much fiction. Fiction has a whole different way of marketing that, to be honest, this is not my forte. My forte is much more the nonfiction arena, where you do look at that target market, and you look at how can you serve that target market in the best possible way.
- Jane Maulucci: How do you identify your target market? I mean, do you create an avatar? How are you able to hone that down? Because I think that's really a huge mystery for many writers.
- Susan Friedmann: It is, and some people say, "Create this avatar, this person, Mary, and she's 40 to 50 years old, and she's got three and a half kids, and she goes to yoga twice a week, and she does this, and she does that." I

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prefer to look at it as more of a group, more of a group that you know and you understand. So maybe it is women, professional women who are 40 to 50, who are in the health care environment, or maybe they're teachers, or maybe they're stay-at-home moms. It's a group of people you know and understand, and so often, it comes from your background.

For me, let's say, I was involved in the trade show industry for many years, so that the books that I wrote were targeted at that industry, because I knew the needs of that industry. Well, then, I transitioned into the book that became my international best-seller, which was *Riches and Niches: How to Make it Big in a Small Market*, and I looked at what I call my "GEL formula," and I said you find your niche market within that GEL formula. That GEL formula is the G, where you look at a growth market. If you want to get paid, you want to look at an area that's of growth. The E is for your expertise, an area that you know well. So, for instance, for you, Jane, let's say, you spent time in the military. Perhaps you have something that you could share with that group of people, females in the military, and ... I mean, I don't know anything about that environment, but it might be something that cries out to you, that has value.

Jane Maulucci: For instance, women transitioning from the military to civilian life, or starting a business after being in the military.

Susan Friedmann: Exactly. So that might be a really good subject, let's say, for you to tackle, because it's something that you've experienced, so you know you identify with that. And then the L is for love. You have got to love, you have got to be passionate about the subject matter that you're interested in, and the group of people who you want to bring value to. So that's why I call that my GEL formula. It's the glue that helps to stick that niche, that market together for you. And if you look at it that way, you look at where can you bring value? Where have you got a passion where you can bring value?

And then, when you have that, then all of this other nonsense, "Well, I don't have sales background, I don't have marketing background," it doesn't matter. You don't need to, because it's that passion for your subject matter, for the group of people who you want to get involved with, or you want to deliver this message to. That's what's going to just propel you forward, so that's going to sell. It's your passion, it's your enthusiasm that is going to sell. You don't have to know sales techniques, because that's what selling is about, it's about your passion

BOOK MARKETING MENTORS

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for something. So I hope that that conveys what it is that we need, as I say, to propel us forward into moving that book off the shelves and into the arena of your target or your niche market.

Jane Maulucci: I love that concept of the passion and the love that you have to have for your book, and, of course, the people that you're delivering this to, because down the road, you're looking at spending a lot of time with these people, so you'd darn well better like them. I'm thinking if you're doing a great job of marketing your book, you're looking at other ways to present yourself and your content to these people, so how wonderful is it to talk to people who share your enthusiasm?

Susan Friedmann: So you take that, then, Jane, and you've got it in the form of a book. But the book can be made into multiple different products. People say to me, "Well, I don't know what to write," if they have to write an article or a blog post, and I said, "Your book is full of articles, your book is full of tips, your book is full of advice, because that's what you've written about."

So when you can take that, and then you can slice and dice it in different ways, you can create an online program, you can create many programs, webinars, you can create, obviously, speaking engagements to different topics, because each chapter in your book ... Let's say you've got 10 chapters in your book. Many people have got a lot more, but it's usually at least 10. So here, you've got 10 topics. You can take each one and, as I say, that can become a training program, that can become a speech, that can become a course, a webinar, blog articles, tips. I love tips. I took one of my books, the Meeting and Event Planning for Dummies book, and I broke it down into tips. Well, there were thousands.

Jane Maulucci: Oh my.

Susan Friedmann: Thousands of different tips. It was just what I did with them: I put them into different areas, so maybe it was, since I was in the trade show arena, it was what you need to do before the show, what you need to do at the show, what you need to do after the show. And within those, there were different sub-areas, so you look at all of these and you say, "Okay, it's too much all at once. Let's break it down. What are the top 10 tips here, what are the top 10 tips there?" If you're writing articles, take those top 10 tips, and if you write 100 words on each one of those tips, you've got a thousand-word article. You can take that and create a training program around each one of the tips. So you want to break it

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down, as I said, cut and dice and slice it in as many different ways as you can, and don't just look at the book as a book. You want to look at it as, how many different products can you turn this book into?

Jane Maulucci: So it's really, the book is a keystone for expanding your reach.

Susan Friedmann: Totally. It is. I love that idea of it being a keystone, because if you think of a keystone in architectural terms, a keystone is the central part of an arch that keeps the pieces together, so the book is, as you say, your keystone, it's the central part, however it allows you to build around it. So yes, I love that visual.

Jane Maulucci: I'm thinking about authors, and I'm going to make a generalization. A lot of us are introverts, we're a little skittish about being out in the public, and I think that that's something that may make some authors a little anxious about their marketing programs and some of these other outreach things. How do you work with them to get over the jitters?

Susan Friedmann: Again, it goes back to that passion. Anything we're passionate about, and truly passionate about, we're willing to get out there and talk about it. It's just finding that hot button. Most authors are not in the writing business as a career. Yes, some people say, "Oh yes, I love to write, and I want to make it my career," and that's great, but even good writers still allow themselves to be speakers as well. In fact, you're going to earn much more money speaking than you are selling books. Very few people get rich on selling books, so the idea of the stars in your eyes, and the dollar bills, or the \$100 bills, the \$1,000 bills, I mean, that isn't reality. Reality is that, going back to that idea of the keystone, is that that book is the central part, but think of it in terms of what else can you create that will make you money, and speaking, training, those are the areas that are going to make money. You can earn in one speech what it'll take you years to make selling books in onesies and twosies.

Jane Maulucci: So then, how do you get started with the speaking? What are the elements that you need to do ... How do you go from having written this marvelous book to getting in front of a group to say, "Here's all my information," or "some of my information"? How do you turn yourself into a speaker?

Susan Friedmann: That goes back to our niche market, understanding who needs what you have to offer. You have a message, you're offering something of value to this target audience. So the question is, who are they? And once you really know who they are, then you look at, well, where do these people

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hang out? Every group of people has an organization, and if they have an organization, chances are that they have a show of some kind, a conference, a trade show. This is where this industry meets on a regular basis, be it annual, maybe it's biannual. And that's where you offer your services. This is where people hang out, this is where they want to learn more about their industry, and if you have something to offer that industry, you need to let people know that you have that, so you go to these associations, you offer your speaking services.

Now, maybe you have to give that away at ... Let's say it's a conference that's attached to a trade show, and they may not offer to pay you, but I'll tell you what: this is a promotional opportunity, because here you are, speaking to your target audience, and you're in front of these people, sharing your knowledge, sharing information that is of value to them, and they say, "Wow, I have got to bring you into my company," because they've got to hear what you have to say. That's when you can get hired. Sometimes, you have to do a little bit of promotional speaking before you get paid to speak, but once people see you ... And then, obviously, this is where you start building up a database of people who are interested in you, and you can market to these people, send them out information, and lo and behold ... It takes time. You know, Rome wasn't built in a day.

What's really fascinating to me is that every once in a while, I get a call from somebody who says, "You know, I heard you at such-and-such a conference, and I now have the money to bring you in to speak to our company, come and train our people. Are you available?" And so, yes, that's very flattering, but you've got to sow the seeds before that happens. Journalists call me and say, "Let me interview you about ..." Topic of trade shows, as they say, and there I am in print, or online, and people see that, and then they want to bring you in to do training. So you have to strategize. This isn't something that just suddenly happens. You have to look at where do you want to go, and what are the steps you want to get there? Does that make sense, Jane?

- Jane Maulucci: Absolutely. So, Susan, you've got your book all set, and you're ready to go, and it's going to be published. When should you have set your marketing program to start?
- Susan Friedmann: You start your marketing program as you're writing the book.
- Jane Maulucci: Wow.

BOOK MARKETING MENTORS

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- Susan Friedmann: As soon as you have a cover designed for your book, you've got a piece that you can start marketing. I know somebody who didn't get their book published for two years after they designed their cover, but they marketed it like crazy, so that as soon as they did have it in hand, it was a natural. People wanted to buy it, they'd heard about it for so long, and he was teaching about the book before he actually had the book, so he was doing it concurrently. So it was like a natural that when the book actually came out, people wanted to have the copy. People were itching to have it because they couldn't have it. It was that scarcity. When things are limited, or they're not around yet, that sort of scarcity, people want it more. So it's a great technique, is to actually use that. It's like, "Well, you can't quite have it just yet, but let me just dangle the carrot."
- Jane Maulucci: That's a real teaser.
- Susan Friedmann: It is, but it's very effective. I mean, just think about it. They use it in the movies all the time. They offer you a trailer to the actual movie. They may be offering you a trailer for something that's not coming out until the summer, and we're still in the previous year, or at the beginning of the year, so you're going to have to wait six, seven months before that movie comes out, so you're like, "Oh my goodness, I've got to see that when it comes out." Well, the same thing applies with your book, that "I've got to have a copy of that book as soon as it comes available." You can pre-sell the book based on that as well.
- Jane Maulucci: Wow.
- Susan Friedmann: The fact is, you've got to make it enticing, you've got to make it exciting, you've got to make it that people want what you have to offer.
- Jane Maulucci: That's stupendous. Susan, you have given me so much information today. I really love these podcasts. Every time I listen, I learn something wonderful, and something that I can apply immediately. So I think I'm going to go out and get a cover designed for my new book, which I haven't decided what it's going to be yet, but it's going to be something wonderful.
- Susan Friedmann: Thank you, Jane, for being such a gracious host, and thank you all for taking time out of your precious day to listen to this interview, and I sincerely hope that it sparked some ideas you can use to sell more books. Here's wishing you much book marketing success.

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