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BOOK MARKETING: How to Increase Your Business Success By Selling With Heart Interview with Shirlene Reeves

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 Business Success Coach. Shirlene Reeves is one of only 253 certified financial educators in the US. She's a web TV show host and a syndicated radio host on BBS Radio. She's the publisher of Wealthy Woman Magazine and she's the author of *Selling Through Your Heart, Empowering You To Build Relationships With Financial Freedom*. I'm so excited about that, because it's a brand new Aviva Publishing Publication.

Shirlene is an in demand international keynote speaker specializing in educating coaches, authors, and entrepreneurs with answers for transforming their businesses, by selling with heart, developing confidence and stepping onto stages, web TV, podcasts and radio for massive marketing visibility. Shirlene, welcome to the show and thank you for being this week's guest, expert and mentor.

Shirlene Reeves: Well thank you Susan, I'm absolutely delighted to be here with you and I can't wait to hear the questions so that I can share my area of expertise with your listeners.

Susan Friedmann: Excellent. Well, I know that you travel around the world speaking to entrepreneurs about their fears of selling. The biggest challenge that I hear from authors when it comes to selling their book is they are fearful of being too salesy. What advice do you have for our listeners to help overcome that challenge?

Shirlene Reeves: I get that question everywhere I go to be honest with you. It's a big part of what I call the three step sales waltz. In the three step sales waltz the first step is simply to make friends with the individual that you want to sell. Now the reason I want to say that is because it could work for you in two different ways. One, the person may ultimately want to buy from you, because you know if you take the time to listen and engage with a

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person, soon they're going to be asking you, what it is that you do, right? Wouldn't you agree Susan?

Susan Friedmann: I would, absolutely.

Shirlene Reeves: Yeah. They're going to ask you what you do. When you take time to build relationships, then you will end up with a customer, or you will end up with someone who can refer you, but it's all about building those relationships. Because, if we just try and go in and sell and we're taught scripts, that's another thing. I don't give anybody any scripts, because I want you to be completely authentic. When you're authentic you get to be who you are. Even if you're afraid, because you're going to go in and try to make a sale, it doesn't mean that you aren't going to do a good job, and you don't have to be pushy, because let me ask you, would you be pushy with your friends, or your family? Well, maybe your family, but your friends?

Susan Friedmann: You're, right. Family maybe. Your friends, that's a whole different matter.

Shirlene Reeves: Right, we can get away with it with the family.

Susan Friedmann: Exactly.

Shirlene Reeves: You don't want to do that when you're engaging in a world of sales. All of us are sales people. You even go to a theater and you might say, hey Susan I just saw this great movie. You've got to go see it. Well, believe it or not, that's sales. If you are out interacting with someone be more interested in them than you are in yourself. When you lean the three steps of sales waltz, it becomes very, very easy to make the sale, because you no longer feel that adrenaline rush. Some people feel it, because they've got a coach right now. Even if they're not paid, they're coaching people whether they want to be coached or not, or they're afraid to ask for the money.

That's a biggie. I have a big part of that in my book and how to overcome that fear, or like you said feeling pushy or salesy. When you use scripts that's how we come across. You don't ever want to use scripts. You just need to do the three-step waltz and it makes it very, very easy.

Susan Friedmann: Go through the three steps of that waltz again.

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Shirlene Reeves: The first step is making a new friend. We do that all the time. That's so easy. There's certain ways to do that and certain techniques to do that, but you always want to be interested in the person that you're talking to. The second step is going back to them and saying, I heard you say, and whatever they said, if it's someone you can work with, then you tell them, I think I might have an idea for you. If you're on the same page and you're a friend and I love to meet on Skype or Zoom, and I'll have a cup of tea with them. I'll say let's have some tea and talk. In the second appointment or the second step in the waltz, I follow-up with I remember you said, and whatever they said they were struggling with, depending on what it is you are experienced at, or you wrote a book on. Whatever it was, you address that.

You have to ask permission. Would you like an idea? I have an idea for you. You go through that and hopefully all authors have programs behind their books, because if they don't have programs, they have really nothing to sell but the book. All of my people that I work with write books as well, so you'll see them coming through Susan. The main thing is that you have a foundation to substantiate the book that you wrote. Then the third step is the one where you actually close the sale. Usually, they've come back to you and said, how do I get this, or when are you having the next class, or when can I start? You end up in a position where you never have to chase anyone. They always end up chasing you.

Susan Friedmann: How about addressing the passion? Because you have passion for what you're doing. I can hear it in your voice and that in and of itself to me is half the battle. What are your thoughts on that?

Shirlene Reeves: Most of his, you know we spend hours and hours and hours and hours writing a book, right? I was just checking the amount of words in my book and it's 77,888 words. That's a whole heck of a lot of words. I didn't know I had that many in me and any authors who are listening to me understand exactly what I'm talking about. Where the passion comes from is I sincerely know that what I do really works. I see my students excel so quickly. The last group of eight people. I always take small groups that went through got, let's see \$301,000.00 they made in eight weeks. I know that the system works. I used it when I sold real estate. I use it for my financial side of things. I use it as I go through my day. It's just become a part of me, because I'm so fluid with it, I guess is what I want to say.

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I love what I do. I love seeing people succeed and I love sharing this gift, because no one else is teaching sales in this way and just get to be myself. People gravitate toward me, because I make friends everywhere I go.

Susan Friedmann: What I heard you say were two really important points. One is you know what you have really works. I think that's key there and then as you say, you love what you do. That combination has got to be an incredibly powerful formula.

Shirlene Reeves: Absolutely. It's what gets me up in the morning. I'm up at 6:00 a.m. every morning. I do two hours of meditation and then I'm already writing my revision for my book and it hasn't even come out yet. I'm writing every morning after I do my meditation, because I get so many awesome messages about the directions that I'm supposed to take next. I really love life. I'm so fortunate that way and I feel so blessed with the people that surround me, because they're all very powerful, kind and caring individuals. I don't know if you know but Dr. John DeMartini wrote the forward for my book. I feel very honored that he took the time to do that. When you are in this mindset, the people that you want to be in your life show up. Those who are not in that space don't show up in your life and that's why I'm so grateful.

Susan Friedmann: It sounds as if the reason that you're so upbeat and full of energy is just the time that you spend on yourself.

Shirlene Reeves: Yes.

Susan Friedmann: That's key.

Shirlene Reeves: I walk and I swim and I spend time in the ocean. If I don't spend time for myself, then I start to drag a bit and my father always tells me, you've got to keep moving or your going to grow grass, so that's what I do, keep moving.

Susan Friedmann: I know that one very well. You believe in massive visibility and you talk a lot about this, but what exactly does that mean? How can our authors take advantage of this as a powerful strategy to use for themselves?

Shirlene Reeves: What I see in authors is a couple of things. One is that they write a book and they'll just leave it laying there, because they don't know what to do with it. You may be as passionate about what you wrote about as I am about what I wrote about and I teach, but if you don't know how to

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get it out there, and you don't have anything to substantiate the purpose of the book, it makes it hard to sell. When I say massive visibility for massive income which is my tagline. What I'm talking about is entrepreneurs who run from networking group to networking group and they go all over and they'll just say, oh here's what I do. What do you do? Then they hand them a card. Then they go to the next person. Here's what I do. What do you do? Then they hand them a card.

That's the total wrong way to do it. You carry your book with you. I have a pretend book. I put a cover on it and everybody thinks it's the real book. Can I see it? Can I see it? If you just carry your book with you everywhere you go, people will have an interest. Make sure you carry it with you with the title out, that's number one. The other thing is that if you're only going to networking groups, you're playing too small, way too small, because there's not that many people in them. There's very few that have 90 or more in a networking group and if you can find those groups, that's awesome, but it's what you say when you're there that will actually allow people to work with you, or want to work with you. There's a much bigger picture and that's to become massively visible.

What I do is I send out little two-minute videos every week to my database. They receive some sort of tip on business, finance or sales, and they love them, because they're only two or three minutes, and they learn something from each one of them. Even if they don't open it, they still see my name and the subject line and it's a flash of memory. Also doing things like what we're doing today Susan, where you're interviewing me, or I was a host on Web TV. I had my own show. I also have my own radio show as a host and anybody can do what I do if you learn how to step into it. That's another facet of what I teach and also I'd written it in the book as well, but you have to think bigger. You have to think millions of people instead of only 50.

Susan Friedmann:

I think that's so important as you say, is we tend to act smaller. Again, this fear of selling comes out when you think in those terms, so it's still overcoming that fear of whatever it is being judged.

Shirlene Reeves:

Well, I have something for you on that. You know I had a real estate friend who came to me and said, Shirlene I just don't know what to do about this. This woman is saying these terrible things about me. I didn't even do it and I really don't understand and I'm afraid it's going to ruin my reputation in the real estate industry. I laughed at her. I said, what are you worried about? It's free press. In two months nobody is going to

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know what you were connected with. All they're going to know is oh yeah, I remember that blonde woman with that name. Don't worry if you make mistakes. That is so huge. We all make mistakes. We're all human and we're here to learn from our mistakes. I call them golden lessons, golden nuggets. Whatever you want to call them.

I've made some tremendous mistakes in my life to get to the point of where I am now. I'm not kidding you either, but I came out so much stronger and I learned so much from those mistakes. If people can just get beyond themselves a bit and step out so that they can make a difference. Their book is going to make a difference in the world. If you step into who you really are, you can really make that effectively huge in your specific area of expertise. As long as you know what that is and as long as you are focusing on a specific target market and you use the words and phrases that you hear from that target market. They will resonate with you no matter what you say. It doesn't really matter.

Susan Friedmann: It's funny, because you talk about publicity and I've worked a lot in the PR business and we always said there's no such thing as bad publicity. There's just publicity, because as you rightly said, people don't remember necessarily the bad thing that happened or why you were publicized, but they might just remember your name or something about you. Yes, publicity is publicity.

Shirlene Reeves: Exactly.

Susan Friedmann: Be grateful for it.

Shirlene Reeves: Absolutely. With my book, when I get my proof book, then I'm going to start going in with my book to brokerages like real estate, insurance, anywhere, even the doctors. Have you ever experienced what it's like being with a doctor who doesn't have any sales expertise. They have to sell you on what they're going to do. They have to make you believe that it's the right thing for you. It's all sales, but they don't take the time with us to help us understand that and they don't have the time to do that. There's a more effective way to interact with their patients and that's why I want to go talk to them as well.

All I'm going to do is set up speaking opportunity after speaking opportunity. You might be thinking to yourself oh I could never do that. I could never speak like that. Well, there's a day when I couldn't either. I was so shy. You have no idea and I started going to Toastmasters. I'll never forget, a cowboy dragged me into Postmasters one day and said,

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you are going to do this. I hardly knew the guy and I went in and over a period of five years I became a distinguished Postmaster and it changed my world. It rocked my world, because once you can stand up and speak it changes everything when it comes to sales, everything.

Susan Friedmann: I agree with you. I'm sure that there are lots of mistakes that you've seen or entrepreneurs and I like to call our authors, authorpreneurs, that they've made or they make, that's standing in the way of their business success. Can you share some of those mistakes with us?

Shirlene Reeves: I think the biggest mistake I mentioned a little earlier is that they don't have any programs to substantiate their book. There's always a way to develop programs and that's a big part of what I teach in my business mastery platinum class, is how to develop programs that people are going to be excited about going through. If you have programs to offer and you have a book to give to them as well, it gives you so much more credibility. It's so much easier to get clients who want to go through your programs, because you've already developed the credibility that you need through your book. If you have no programs, all you have is a book to sell, right Susan?

Susan Friedmann: I always tell our authors, you're not going to get rich on selling books.

Shirlene Reeves: No, not at all.

Susan Friedmann: It's got to be something else and so speaking is very lucrative and now online programs, live programs, any kind of events. Those are going to help make you some real money.

Shirlene Reeves: Exactly and I do my programs on Zoom, so I have people all over the world that come onto my programs. As I said, think about massive visibility. Think much, much bigger. If you took the time to write that book, then you had something very, very special to share with everyone. All you have to do now is develop the programs that go with the book, so that you've got something to sell and then you give the book away. I plan, if I can give a million books away, I'm going to be really happy, because one book you give away for me, is worth about \$5000.00. That's what I say, just give it away. Don't keep them under your bed. Don't stack them in the garage. Give them away. People need to read what it is that you have to share. Playing too small is really, really big.

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The other thing is that when you get that proof book, go out and tell everybody about it. As soon as you get it in your hands go out and make it known that you have a book. I'll tell you, you'll get more speaking gigs. Do you know that if you are out doing keynote speaking, you can make between \$5000.00 and \$15,000.00 for standing on someone's stage for 40 minutes. Can you believe that?

Susan Friedmann: I know that. I'm involved with the National Speakers Association and some people charge a whole lot more than that too.

Shirlene Reeves: Right. Well, I was just starting on the lower side, but you're absolutely right. Once you have your programs in place and you have your books all done. It's a done deal for you. All you have to do is take the first step forward. That's it. You've just got to take the steps that you need in order to get where you want to go and I think that's one of the biggest problems Susan that people have. They don't take that first step.

Susan Friedmann: Again, that goes back to I think what we started with, with that whole idea of being fearful of selling, so if you can overcome that, then I think you're opening the world to yourself, would you agree?

Shirlene Reeves: Absolutely and that's why I started Compel, Don't Sell, The Art of Selling With Heart. That is the absolute purpose for it, because I got tired of people trying to give other people scripts and scripts don't work, because we don't get to be ourselves. The first step is to get into a community that's all working together to lift each other's companies and sell. That's what I have. I'm very, very excited that I do have this community, because they all work together to enhance each other's business and they all give each other referrals. That's another really great thing.

Susan Friedmann: People giving each other referrals, yes.

Shirlene Reeves: Yes, uh-huh.

Susan Friedmann: Because we work alone, so many of us are on entrepreneurs. It's a lonely business, so you need other people around you.

Shirlene Reeves: Yes.

Susan Friedmann: I work with Mastermind groups and PowerPact groups and all these people help support what I do so anyone can do that.

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- Shirlene Reeves: That's right and the community just keeps getting larger and larger. They all work together to develop their programs and in fact in just another hour my group will be on their Mastermind developing their first program, because that's where they're starting. Then over time they'll have three interacting programs that they can either sell separately or all together. They have to have the right content in them and they have to be priced correctly, because so many people have programs and they say oh it's \$497.00. It's really hard to sell something for \$497.00. Have you ever tried that?
- Susan Friedmann: Oh yes.
- Shirlene Reeves: It doesn't work. That number doesn't work.
- Susan Friedmann: Talk to us about pricing, since you bring that up, because that's also important, because I think sometimes people undervalue themselves.
- Shirlene Reeves: The do undervalue themselves, because they can't believe that somebody would want to pay for their expertise. That's what it all is. It's that you don't value yourself so you don't feel like whatever it is you have to offer should be very much money. It could also be because they don't have the kind of money that they would charge for the program and so they couldn't even afford their own program. Do you know what I mean by that?
- Susan Friedmann: Uh-huh.
- Shirlene Reeves: Don't charge \$497.00 unless you say to them, this is just a test class. That's why you're getting into it at this price, because you're going to be flying by the seat of your pants, just like I'm going to be and we're going to find out if it works or if it doesn't. That's what I did with Compel, Don't Sell to start with. I had a core group that had already taken the Massive Visibility For Massive Income course and they'd already done the business platinum. They knew what kind of content I normally provide. If I had never provided anything I'd still have to tell them, this is a beta test. We're just testing this to see if this is a program that's going to be viable, because you don't even know for sure.
- It's always a hot mess in the beginning. It's just a huge hot mess. Over time it molds into something beautiful. It's just like a lump of clay. It's just nothing there. You've got an idea and you might even be running only one week ahead of the class, if you'll step out fast enough. You're running just one week ahead. You're working really hard to make the

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next weeks part of the module in really good shape, so you can present it. I'm guilty of it. That's what I mean flying by the seat of your pants, but they didn't pay much for it either. Once you make it into something that's really spectacular, then you can up it to \$997.00 or you can make it \$1497.00. Usually the intro class is in that range, \$1497.00 or less, because if you put it up at \$3000.00 and nobody's ever been coached by you, they're not going to do it.

They don't know what you're offering. They don't trust you yet and they don't know anything about it, so they're not going to shell out \$3000.00. You want to stay under \$1500.00 in the first course. In the second course then you can do \$2000.00 to \$3000.00, whatever you want, depending on the size of your package. That's what it really depends on and you want to try and have between six and eight modules, so maybe a six month course is \$3500.00. One of my students just the other day sold the same course, one person bought it for \$3500.00 and then she had another person in England who wanted it and she thought oh, I'm just going to try this and she sold it for \$5000.00. Be honest with you it's whatever the market will bear. When you can't get any more sales, then you know that you have to back it down to where it was really selling well.

Then usually the third group of classes is some sort of class where you are interacting and you have one-on-one, so those are always more expensive. You can have all three classes to be \$10,000.00 and maybe the third one, because you add your time in is maybe \$4997.00, something like that. I hope that makes sense.

Susan Friedmann: Oh it certainly does.

Shirlene Reeves: Okay.

Susan Friedmann: Just shed some light on that. I love the idea of the pilot programs, because I've done those and it's a good way as you say to test the material. You've mentioned a lot of your programs, so how can our listeners contact you to find out more about these programs or the different services that you offer?

Shirlene Reeves: You're certainly welcome to e-mail me or what I'd love for you to do is go on my website at shirlenereeves.com and that's S-h-i-r-l-e-n-e-r-e-e-v-e-s.com and if you go under the resources, there's a whole page of 20 different PDFs and videos that you can have for free. You'll love it, because it's all on business. It's on massive visibility. It's on sales and

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they're all free gifts to you, so you can do that or right on the home page, you could take the Compel, Don't Sell quiz and find out, do you compel or do you sell? All of that is at shirlenereeves.com.

Susan Friedmann: I highly recommend. I went and looked at some of those resources and they're invaluable, so go and check them out for yourself. If you were to leave our listeners with a golden nugget Shirlene, what would that be?

Shirlene Reeves: Put your book under your arm and get going. There's nothing important than you and you are the only one who can really represent the work that you've done, and I have to tell you. If you don't go out and let others know what it is that you have to share, you're hurting all of them, because they're waiting for you. They're waiting for your message, so go out with your book and make friends.

Susan Friedmann: That's so powerful. Thank you. Thank you for sharing.

Shirlene Reeves: You're welcome.

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