

# BOOK MARKETING MENTORS

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## BOOK MARKETING: How to Use Podcasts and More to Attract New Clients Interview with Shep Hyken

- 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 customer service expert. Shep Hyken is a customer service and experience expert, and the Chief Amazement Officer of Shepard Presentations. He's a New York Times and Wall Street Journal bestselling author, and has been inducted into the National Speakers Association Hall of Fame for lifetime achievement in the speaking profession. He works with companies and organizations who want to build loyal relationships with their customers, employees.
- He's also the creator of The Customer Focus, a customer service training program that helps organizations develop a customer service culture and loyalty mindset. He's a true master of creating strategic content and leveraging it to get the attention of potential clients to cement relationships with them. He's the host of Amazing Business Radio on the C-Suite Network. He's a dear friend and National Speaker Association colleague. Shep, what a thrill it is to welcome you to the show, and thank you for being this week's guest expert and mentor.
- Shep Hyken: Wow, well, I'm honored, and that is quite an introduction. Thank you so much.
- Susan Friedmann: So, Shep, let's discuss podcasts. You've got your Amazing Business Radio, I've got my podcast, Book Marketing Mentors. What do you think are the major benefits of having a podcast, and why should an author think about having one?
- Shep Hyken: I think that what you just mentioned is a great point to make. My Amazing Business Radio is about creating amazing customer service for customers, clients, patients, guests, whatever, and yours is focused on book authors. Let's go back to when I first started my podcast, and then I'm going to get to your question about the importance to authors, but I think there's a point that needs to be made. I was hired by CBS to get on

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their podcast network, which also included some actual real radio time, and I did a weekly show that was about ... Well, they wanted to put commercials in, so about 50 or 51 minutes, or something like that, and it was a general business show.

At the end of the year, I realized that I'm a customer service expert, and a general business show is not about my brand, it's only about a business show, and nobody ever said they wanted to hire me as a speaker, and I don't think many people bought books, because I didn't focus on my expertise. So I had a great chat with the folks at CBS. The president of CBS Radio is a phenomenal guy, and he and I agreed that a customer service show is too narrow-minded, or too narrow-focused, excuse me. Not narrow-minded, but narrow-focused for what they want in a general show.

So I switched, and guess what? My numbers went dramatically down. And I was okay with that, because I knew that the only people that would listen to my show were probably people that were only interested in what I had to talk about. So if your authors are any type of subject matter, nonfiction-type expertise, they should talk about that topic and only that topic, so it keeps them in their lane. And that that's what you're doing with your cast, that's what I'm doing with mine, and at the end, what happens is people say, "I know this person for what they're talking about, not some general business show," which is from, "Hey, let's talk about this executive and their business. Hey, let's talk about how this musician made a success."

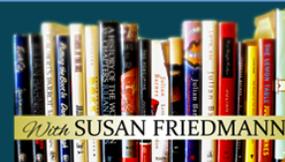
No, I only talk about customer service and experience and it's working for me. So, as an author, when my books are coming out, this is what people know me for, and if they're listening to my show because of the content, which is customer service, they'd probably want to buy something that is about customer service. It's very supportive that way.

Susan Friedmann: Take that to the next step, how can an author maximize having a podcast?

Shep Hyken: Number one, first thing is you have to start doing it. Number two, you need to make sure you're on all the networks. And, number three, you need a little bit of a tribe to start with. Let me share another thing. By the way, I say tribe, you can have a newsletter, let everybody know you're doing it. Let your friends know you're doing it so that they gently start and listen to it, and you get some listenership. But I have a philosophy about podcast. Now, my podcast doesn't have huge

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numbers. We don't have 25,000 people per episode listen to it. I'm lucky if at the end of the week there's a thousand or 1,500 listens, but once again, it's the people that are listening are only listening because they're interested in the topic.

When I have something to promote, be it a book, or be it a sponsor's product, as long as the product is tied to customer service, they're interested. So taking it to the next level is about your listenership. Nerve injury don't mind being a guest on a podcast even if the podcast, the people listening, if there's one person listening and it happens to be the interviewer's mother or father, I don't care. But here's what I do care about: Is it a good podcast? Is the interviewer great? Like you're great, I'm honored to be on this show. If it's a good podcast, I'll promote it to my network because it shows that I've got another asset, another promotional piece that I did, an interview, and I'm happy to do it.

Nobody's going to know that the podcast that I was a guest on was two people are listening or one person was listening. No, I'm the only one that knows that. All my clients know or all my people in my community and my tribe know is that, "Hey, Shep's like doing another one. This guy is getting interviewed all of the time." So that's an important piece. It's not just about doing the podcast. It's also about being a guest on a podcast. By the way, you get practice of just being in front of a microphone either way, and you need to get good in that, in front of that microphone, so what's a better way to do it, whether you're a guest or whether you're actually the host, just get in front of the microphone.

Susan Friedmann: Thank you for the compliment, and yes, I totally agree with you. Getting in front of that microphone and just talking to as many people as you can out there, you just never know who is listening. It's not about the quantity, it's about the quality and you're all about quality, I know that.

Shep Hyken: Well, thank you. One other cool story I'd love to tell is that podcast have really come a long way. I mean now they are really popular. Back when they weren't popular, I did a show with a guy, great expert, and the number of people that listened to the show, there was 19 people. That's it.

Now, I wasn't trying to promote a book at the time, but I got, "Well, what the heck." 19 people, somebody showed up, somebody called me, and they said, "We listened to this show and we would like to book you to come and speak at our conference." I go, "Oh, really?" Now, out of curiosity, why me and not my guest? The person said, "Well, your guest

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was great. Obviously, your guest is an amazing guest but it's obvious who have the expertise. You know what questions to ask. I don't believe in just ask a question and get an answer. I believe in having a conversation. So I extend my expertise into the conversation even when I'm a host, and she says, "It's obvious that you have an expertise in this area as well," and they booked me.

Here's the thing: 19 people, only one of them had to be the right person. So if we're selling books, I want you to think about it this way. I have a pretty nice sized Twitter following. I have friends that have 10 times the Twitter following I have. The only people that want to follow me, sure, once in a while we get strugglers and friends, but most of them are interested in what I talk about: customer service, what I write about, what I podcast about. So there's only so many people in the world who can do that.

I would rather have my numbers instead of 10 times my numbers where 90 percent of them really don't care about what I do, because then I know, if I do a podcast or if I do any type of promotion, 90 percent of the people it's going to go in one ear and out the other. That's it. I would love my audience that's listening to be my community, my tribe, the people that are interested in what we're talking about.

Susan Friedmann: So I think what I'm hearing you say is the fact that it's more than just the podcast itself, it's all the other things in addition to that the author needs to be doing. So let's look at how can you take the podcast and what else can you do with that podcast once you have it.

Shep Hyken: I love that. So we do our show notes and a lot of times podcasters will have what they call show notes. Sometimes there is simply a transcription of the show and it's cleaned up a little bit, the questions and the answers. What we look for are bullet points and here's what I'll occasionally do. If I get a guest, I can turn that podcast into an article, not just show notes but a true article. I write a weekly column in Forbes and I also have my own blog and I write some sporadic articles as well. A great podcast is just a layup for an article. It's so easy to do.

Number two, we look for quotable moments throughout the podcast. So I'll actually, I always have a pen and paper next to me and if I hear a quotable moment when my guest says something great, or maybe I'll say something, I actually just write down the time code of when it happened and go back. Those quotables become tweets, and by the

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way, sometimes a tweet can become a short article. That's a powerful way to pull content out.

Finally, one of the things we like to do is when we go back and we listen to the podcast after we're finished, what question did that answer and we make sure that at the very top, we write down, "This is the question that we answer," and sometimes we'll actually use it in our show notes to go underneath the podcast, which is really good for optimizing for search when people say, "Well, how can I give better customer service?" Or in your case, "How do I publish a book? Where do I get my book printed? How do I get my book into a bookstore?" All those questions, that's exactly how somebody might type it into a Google search. So you want your podcast to come up that way.

By the way, our podcast and the show notes become one of the blogs that's on my website which is also really important because that in turn ... Google loves dynamic or ever-changing front pages of websites. So as a new post comes up, that changes the front of my website. So I will use the podcast not only as a podcast, but the show notes as a blog as well.

Susan Friedmann: So we were talking earlier and you mentioned that you have a brand new e-book that's come out, *Be Amazing Or Go Home*, and you've done extraordinary well with that. We can talk about the strategy in a moment, but I want to know how you're going to take the content, let's say, of that e-book and maybe utilize it within the podcast, or how do you bring the two of those things together?

Shep Hyken: Here's the thing. By the way, it's not just an e-book, it's a hardbound book. However, I decided every time I've written a book, I've almost always done it differently than the last time before as far as publishing, promotion. I've gone with mainstream publishers, hybrid publishers, I've done completely 100% self-publish where I even hired a designer myself to do the cover on that, and this last book, I said, "You know what? I'm not going to make the big play with a bunch of hardbound books and try to get them in bookstores. I'm going to see if I can move the needle on my Amazon ratings, which I thought was cool.

In the podcast, obviously you're going to talk about the new book. If you're thinking about it and you're writing about it and you're doing something with it, it's on the front of your mind. Maybe my mind just works this way, but Susan, you could be talking about underwater basket-weaving and I'll figure out how to tie it into my *Be Amazing or Go*

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Home customer service book. I just make it work. I don't know how, I can bridge the gap there.

Susan Friedmann: Talk to us about some of the strategies. So you've got me really curious about strategies you use to really excel on that e-book.

Shep Hyken: The book just recently came out. Number one is I'm not greedy. I don't put the e-book out there to make money. I want the e-book out there because I want people to get it in their hands. I want them to get some great content and I want to bring them into my world. So there are several things I did. Obviously, an e-book doesn't have a back cover, so what I did do is on the second or third page in, there's a full page ad that says, "I'm glad you bought the book," basically, "Go to the website for ..." and there's a URL"... for additional content. You'll be glad that you did."

We're tracking ... By the way, when you do an Amazon e-book, a Kindle book, you don't get any information about your reader. Amazon has the information about the reader. All you know is how many people bought the book, that's it. This is a way to get people into the world because in order to get the additional content and the bonuses, they have to actually fill out a form, which gives me their information. Now, they're in my world. By the way, what I'm offering them is a tremendous value. I didn't get 10 authors together and offer whitepapers or excerpts of books or whatever.

What I did is I took a course that I normally sell for \$49 and I said, "If you buy the book for 99 cents, you'll have access to this content." We give them a free license for a course that we sell to our corporate clients every single day for \$49. Now, they're not going to get a full year's license, and by the way, it's a short course. If they don't take it in the first week, they're probably not going to take it at all, but it is a very robust customer service course for what it is, Five Ways to Create Amazement, hence the book's title, Be Amazing or Go Home. It all ties together.

So what we saw when we promoted it and we promoted it through a newsletter, 20,000 or so people get my newsletter, and we have about a 20% open rate, so that's about 4,000 or so people, and then, of course, I ask a bunch of my friends who have very high Twitter followings. I sent them the exact tweet. We use that. We use a program called Thunder Clap, which is very cool where you have the tweet, send it to all your friends who have a lot of followers on Facebook and

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Twitter and just agree that you'll be willing to tweet this out and it automatically does it for you. So all they have to do is agree to it, and at any given time that I've determined a tweet will go out.

So this past Monday, we did it in celebration of customer service week, which was pretty cool, but what we did was we did our Thunder Clap, and at 2:00 Eastern Time, 5.4 million tweets went out. Actually, not 5.4 million, but it reached 5.4 million people in addition to Facebook posts and all these people agreed to do it. So it's pretty cool when it happens. We saw immediately spikes in the downloads. Realize, when you put up post to tweet, less than 1% of the people actually see the tweet, so if they had a million people, that's like a million people is 10,000, so 10,000 people see the tweet. Well, that's pretty cool. But then you figure maybe 1 or 2% of those people will actually take action, well that's still a couple hundred people. That's the way to look at it. You have to look at your numbers. That's how we manage to get a lot of spikes and sales, and we hit number one in a bunch of categories, and it still is doing very, very well.

Susan Friedmann: So congratulations on that. That's absolutely amazing and those numbers are staggering. Tying it back to the podcast, is there anything in the book that leads people to the podcast? You said in your podcast you lead people to the book, but what about the other way around?

Shep Hyken: That's a great question, and now that I think about it, next book, it will have something about the podcast. But let's think about this for a moment: I want people to listen to it. If people search my name, they're going to find out that I do this. Whenever they receive my newsletter, on the right-hand column of my newsletter, I have, "Check out my online program. Check out my podcast. Check out my latest book." This rotate, one, two, three, four, that kind of thing, so that each week we're promoting something harder than the other. So I think it's really important. Always at the bottom, I'll always put in be sure, and I have the episode. So I have it in two places on my newsletter. As a result, we get people clicking through and we can track those numbers.

So everything ties together. I look at it this way. It's not my strongest marketing tool. It's a marketing tool. If you think that one marketing tool is, "Oh, I'm just going to tweet to everybody," you need to tweet, you need to Facebook, you need to blog, you need to do potentially a podcast. You need to do five or six difficult promotional things about your business, about your book, and when you do that, you have reasons to go on and promote what you do. So we talk about the

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podcast, pull quotes out of the podcast, pull quotes out of your book. These are little sayings that you can tweet out, little things that you can make a meme with.

You can make it look really pretty. You can post it on Facebook. By the way, Facebook Live, it's kind of a form of a podcast. I would think about, the book came out, it's time to talk about your book. Do it as a Facebook Live and just talk about it for five or six minutes. It's a great way of communicating what it is that you're doing and getting people excited about it.

Susan Friedmann: I love the way that you say just don't take one thing and think that's the be all and end all of your marketing, that you need to extend it in all different areas. It's within all those different things help what I call those drips that are going to fill up the bathtub, so yeah, congratulations. Mistakes. I love talking about mistakes people make. If you think about maybe other people who make mistakes with their podcast or maybe mistakes that you've made, what could you share with our listeners?

Shep Hyken: I'm not going to tell you I never make mistakes. I make mistakes all the time, but because I don't beat myself up over them very often, I don't really see them as setbacks per se. I just learn and learn and learn. I learn what to do and what not to do. In the podcast, I think the mistake that I made really for a year, even though I had a great show, was I went general instead of narrow with my topic. General to all audiences about many different business items. That wasn't as powerful for me and my brand is going narrow even with less people. So I guess I fix that mistake. A mistake that apparently I just made was not talking about my podcast in my new book. So thank you very much for bringing that up, Susan.

Susan Friedmann: My pleasure. I'll send you the bill, no worries.

Shep Hyken: Oh, great. The other mistake I would think on the podcast, it's not a mistake, it's just you can't beat yourself up if you got a good episode or a bad episode. Not all episodes are going to be epic and great, but realize that just like you watched Jimmy Fallon on The Tonight Show or Colbert, those guys have great nights and they have okay nights. They don't beat themselves up over it. It's just another show. But you know what, some people love you no matter what you do. So you've got fans out there and just keep going at it. Every time you do it, you're going to

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get a little bit better and then you're going to get your pace, you'll get your rhythm.

We do a show ever week. I don't necessarily record the show every week. I might record two or three episodes in one week while I'm in town, but getting that pace and that rhythm, I'm pretty comfortable. I know what I'm doing and I feel really good about it. By the way, that may be the biggest, most important thing that you do in a podcast. Have confidence. Exude confidence. I remember there was a TV commercial that says, "Never let them see a sweat." They may not see you across this podcast, but they can feel the discomfort. They can feel the nervousness. You know what? First few episodes, practice. You don't have to post them. Just practice.

Susan Friedmann: It's interesting, because I remember going back now a couple of years with the podcast and those first few weren't great when I listen to them now. The content was good, but I just was like in learning mode like you. Since then, it's gotten better and better and I feel more comfortable and I think my guest feel more comfortable, so yes, it's that practice makes perfect. Even though I didn't want to go live with them in the beginning, because they weren't perfect, I was like, "If I don't go live with it, it's never going to happen," so I just did and learnt along the way. That's what everybody says, so good.

Shep Hyken: On Amazon, real quick, there's an e-book by John Dumas. A very good book to pick up and I believe he gives it to you at an extremely low price like 99 cents. Realize that throughout the book, he's going to be pitching you on his other programs, but regardless, there's so much good information in there. We could spend three hours talking about how to launch a podcast or how to get more listeners, but I would highly recommend that book.

Susan Friedmann: Yes, and we've actually had John Lee Dumas as a guest on the show. I've been a student of his for quite a while, so yes, absolutely. Thank you for the reminder. We'll put a link to his show as well so people can listen to both of them. If our listeners wanted to contact you for more information, how could they go about doing that ship?

Shep Hyken: Just go to Hyken.com, H-Y-K-E-N.com, very easy. That's my last name. If they want to find out more about the book, just go to Amazon and type in Be Amazing or Go Home or type in my last name. You type in my last name, my brother's name comes up, too. He wrote a book, but he's a

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therapist. Unless you have kids that have problems, stick with the customer service books.

Susan Friedmann: If you could leave our listeners with a golden nugget, what would that be?

Shep Hyken: Oh, boy, I thought I gave them all to you. But the golden nugget: perfection is not reality. A famous football coach, Vince Lombardi, said, "It's the pursuit of perfection that is reality." As I take that comment to heart, I go to a coaching program and he taught me about 80% is good enough. If you get to a point that's 80% finished, 80% good enough, finish it off and get it released, whether that be your podcast, whether it be a book, or maybe if you get to the 80%, hand it off to somebody else to finish the final edits for you, whatever, but don't beat yourself up over going after the perfect, the perfect podcast, the perfect book, the perfect whatever. Think about it. If Bill Gates would have waited for the perfect version of Microsoft, the operating system, we still wouldn't have it.

Susan Friedmann: I was just going to say we'd still be waiting.

Shep Hyken: Right, right, and it's the same with anything. Don't beat yourself out over not being perfect. Just make it good. By the way, I don't mean like good enough. I want something really good. When you get to my standard, 80% is good enough to release. Sure, well, I like them to be 90% or a 100%, maybe, and as I mentioned before, I've got a little team of people here and they will ... they're not little people, they're a little team. There's three or four of them at any given time that work here in the office, and they will take my 80, 85% blog or whatever and they'll make it shine a little bit shinier. The podcast they'll put together so it's really, really nice. So that's it. Don't go for perfection. Shoot for 80% but make sure your standards are high enough that 80% means something.

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