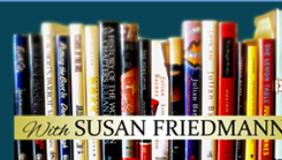


# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



## BOOK MARKETING: How to Have Marketing Copy Make You Irresistible Interview with Jane Maulucci

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 marketing/writing expert. Jane Maulucci is a writer who delivers words that make cents — that's in "dollars and cents" — for authors and small-business owners. She creates copy that generates emotion to make people buy, learn, and react. Her company, The Reactive Voice, works with authors and small-business owners who need to hire a writer to help with their marketing and other collateral material for their books. Many of you've heard Jane interview me, but today, it's my turn to turn the table and interview her. She's a dear friend, mastermind buddy, and someone I turn to when I get stuck with words, so Jane, a huge welcome to the show, and thank you for being this week's guest expert and mentor.

Jane Maulucci: Well, thank you, I'm honored to be here. Thanks so much, this is very exciting. I've learned so much from your podcast, so I'm thrilled to be able to share a little of what I know.

Susan Friedmann: Excellent, and I know you know a lot. Let's start with your company. It's called The Reactive Voice, but what exactly is a reactive voice?

Jane Maulucci: A reactive voice ... You have your passive voice, and you have your active voice, but the reactive voice is really the way that you get people to listen to you, to really tune in to your message. I mean, I could say that "Lee is loved by Stanley," so that's the passive voice, and the active voice is "Lee loves Stanley." But the reactive voice was that "Lee pines for Stanley." That makes you really feel something, that makes you really think that, oh my gosh, they've been separated for a long time, and oh, when will they ever get back together? So it connects you in with it, and that's what the reactive voice does. It makes you get an emotional connection to whatever it is. I use it when I'm writing copy to support people in their collateral for their books and other marketing materials, and also when I'm doing training, I use a more active, reactive

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



voice to get people to really understand what it is we need them to learn.

Susan Friedmann: When you said that, whoa, that word "pines," wow, it just hit me right in the chest. I just felt it as you said it.

Jane Maulucci: Perfect. Perfect, good, I'm doing my job.

Susan Friedmann: I reacted, so that's a great example of that. I know that you help authors, clients with this, but what do you find is the biggest hurdle for authors when it actually comes to writing marketing copy?

Jane Maulucci: Well, the biggest hurdle is that, first of all, authors don't like to talk about themselves. They have a hard time of creating their persona, basically, to describe themselves in a way that's going to get the reader to say, "Oh, I want to read their book." Because the first thing we have to remember is that the book is the product of the author; the author is really what you're marketing. You're marketing this person's talent, you're marketing this person's wisdom, you're marketing this person's creativity, and so the book just happens to be that little product, that calling card.

So when you talk to an author, and you say to them, "We need to work on you, we need to describe you, we need to have your backstory for you," a lot of times, I'll get that deer-in-the-headlights look of "Well, but it's about the book," and I have to calm them down, and pull them back in, and say, "No, it's about you. We need to explain why you wrote this book, why you feel this information is important, why this book will help someone do something better." So that's the biggest hurdle, is getting the author to understand that they are what we're marketing, and not the book.

Susan Friedmann: It's interesting you should say that, because I think one of the most challenging things that I ever had to write was when I joined a PR company many years ago, and the first press release my boss wanted me to write was a press release about myself.

Jane Maulucci: Mm-hmm (affirmative).

Susan Friedmann: And I agonized over it, agonized.

Jane Maulucci: Oh, sure, because we're just not accustomed to talking about ourselves. We feel like we're bragging, we're doing all these wrong things that you

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



just don't do in polite society. And so that's why it's helpful for an author to hire a writer, or a copywriter, to come in and say, "Okay, look at me, put something together for me, tell me who I am, or tell me how I present myself to my readers, to my target audience."

Susan Friedmann: What I was going to ask you was why you think authors need to hire someone to help them with writing their marketing copy.

Jane Maulucci: That's specifically why, because they may be expert writers in their nonfiction area, they may be experts on a certain topic, and they can write all day about it, but when you turn it around and you have to create copy that's going to grab that target audience, that's a whole different way of writing. There's lots of things I can do myself, but I choose not to. For instance, I could cut my own hair, but let me tell you, I choose not to. So just because you're a writer — and you might be a phenomenal writer — doesn't mean that you're necessarily going to be good at writing copy, marketing-type copy that you're going to need to support your book, your image, and to reach out and snag your target audience.

Susan Friedmann: What about the actual message that the author wants to convey to their target audience? Do you help them craft that?

Jane Maulucci: Actually, I do. I really fine-tune the author's image in words so that they have a consistent message for their target audience. When you're creating your target audience message, it's not necessarily the same as the content in the book. You want to reach out to them to give them the reasons, the benefits for buying your book, for listening to your speech, for taking your course, whatever it is that you've built off of your platform of this one product, the book. Creating that message is very important for the author, and it has to be concise, it has to be consistent, and it has to be clear.

Susan Friedmann: Those three Cs. How about the book description? I think that that's something, too, that authors struggle with. Are you able to help them write or craft that description of the book?

Jane Maulucci: Absolutely. It's so interesting, when you talk with an author and you say, "Tell me about your book," you should get a cup of coffee and sit down. It's going to take a while. So my job is to let them have that cup of coffee and tell me all about their book, and then come back with about three lines that will explain their book simply and clearly for their target audience. And you get that excitement from them, and you put that into

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



the copy, and you get the language that they use to talk about their topic, and you put that in their copy.

It's really important that when an author decides to work with a copywriter, that the copywriter respects their voice, respects their message, and represents them very clearly. So, understand that for an author to go to a copywriter, you don't have to just take whoever shows up. You really need to establish a rapport with them, you need to establish a relationship with them, so that they understand who they are representing in the copy, and so that they stay on your message, but that they take your message and make it more concise, and more targeted directly to your market.

Susan Friedmann: And that's so needed, because you're absolutely right. One of the first questions that I ask authors when they come to me with their book, I say, "What's your book about?" And it takes them five, ten minutes sometimes to really tell me what their book is about, and they've lost me.

Jane Maulucci: Exactly. But if you're sitting with a copywriter, he or she should be taking notes and saying, "Okay, this is important, this is important, this is important, great. These are the three big things that I need to focus on to get this message out to the target audience." This message is going to be used in such a variety of ways. There's so much collateral that goes along with your book and promoting your book, promoting you. You've got posters and flyers, you've got bookmarks, you've got things like your website, for instance. Oh my goodness, how could I forget that? Your website, or maybe you're even going wild and having a book site set up, a one-page book site. All of those need the same consistent message.

You need a pitch letter. If you want to get out and go speak somewhere, you need a pitch letter that represents you that you can use to engage your target audience again. You need a press release, which is completely different, a press release that might say where you're speaking, or a press release for your book signing. Again, those three big benefits of your book, of having you as a speaker, need to be in that content. It needs to be in all of those same things, and it needs to be concise, consistent, and clear.

Susan Friedmann: One of the things that you mentioned was having a book site. I often get asked that question by authors, "Should I have just a regular website

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



that focuses on me, or should I have one that's just dedicated to the book?" I've got my thoughts on that; I'd love to hear yours first.

Jane Maulucci: I think that if you can do it and get just a simple one-page book site, it's a wonderful thing, and then bounce it back over to your regular site. Remember, the book is the product, the product of all of your work; you are what we're really marketing. So it's great to have that book site, but remember that your website needs to also reflect that book, so it's almost a duplication of efforts, but it's worth it if you've got the two things connected.

Susan Friedmann: Okay, good, because I feel very similarly that, as you said, it's ... The author is the product, so the site should be about them, and the book is part of the message, it's just packaged in a book.

Jane Maulucci: Right.

Susan Friedmann: Talk to us about the importance of having a consistent message in your marketing.

Jane Maulucci: Your consistent message, if you think of any product that's on radio or television, any time you are hearing those ads, every time you hear that ad, you know that it's the same product, you know that it's the same content, you have an identity with that. That's the same thing for an author. You need to have a clear, consistent image. I would even suggest — this is afar field from me — that if you have a photo, that you use the same great photo on each of your sites so that people say, "Oh yes, that's her," "Oh yes, that's him," "I recognize that, I see that, I recognize that author." If one time you're standing there in a sombrero, and another time you've got a beret on, eh, people might get a little confused, but if the picture looks generally the same, or you use the same photo every time, it really helps with the consistency of your message.

The same thing with the words. It's not that they're boring, it's that you're getting the same consistent image, the same three bullet points about the same benefits about your new product, which is the book, which also leads to your other products. You want to be able to say that this training that you're now offering, I don't know, on Udemy or whatever is going to give you the benefits that you could've gotten from the book, but an expanded version. Every time somebody looks you up in reference to this entity, this product, they're going to find that you're brilliant in this one area, and these are the three reasons why they

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



should be listening to you, reading your books, taking your training, having you come as a guest speaker. These messages need to be the same so that they know that the product they're getting, which is you, is always consistent and marvelous.

Susan Friedmann: Repetition is so critical, and when you said that was the fact that what comes to mind, just any ad that you see on television or you hear on the radio is the product, you constantly hear that same message over and over again. I think the studies are, what, you have to hear it or see it seven times before it sticks?

Jane Maulucci: Oh, absolutely. I mean, they say three times for the normal mind to learn something, but for advertising, yes, it's got to be that constant repetition, that reminder of "This is the person you want to talk to, this is the person you want to hear, this is the person you want to read." You need that consistent reminder. And if you write two books, you may have two different target audiences, so you've got to remember that for each audience, you're going to craft your message possibly a little differently, in case that audience is different. In one book, you're targeting women in a certain age, you know, 35 to 45, but then your next book is specifically for men 50 to 65, you're going to have different messages. Their needs are different.

However, the basis for you stays the same. The difference would be in the product for those books, but for you, it stays the same that you are brilliant in this area. If it was, for instance, an exercise book, then you would say, "These are my credentials, this is why I'm so good at this, this is why you want to read me, hear me, listen to me, is because I have this information." So your image has to be completely sculpted, and then you can work off on your targets.

Susan Friedmann: And so often, especially when you're in a niche market, the whole idea of being a thought leader in that market, I think what you're saying blends into that whole image of being a thought leader and being seen and recognized for what you have to say, your message.

Jane Maulucci: Yes, absolutely.

Susan Friedmann: So, Jane, I know that one of your many skills and talents is building workbooks and training programs.

Jane Maulucci: Mm-hmm (affirmative).

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



Susan Friedmann: Why do you feel that this is helpful to authors?

Jane Maulucci: Authors, again, when you ask them about their book, when you ask them what they want to teach people, they will go on forever. Authors have so much information in their head, because they've done the research. They've got everything that they just want to explode and tell everything about. But when you get to training, you have to think in threes again. I guess that's my magic number. You have to think of three things in this particular chapter that you need your student to learn, and focus on those three things, and then build from them. But if you go beyond that, and you try to give them 600 things out of that chapter, you're going to overload them. You're going to leave them so overwhelmed that they can't learn anything.

You're also doing yourself a disservice, because once you've set up your basic training, you can say, "Oh, well, now that you got all this basic training down, let's go on to the advanced course," and that's where you can bring more information. "So, in chapter one, you had A, B, C, D that you absolutely had to know as a foundation, so now, on your advanced training in chapter one, you're going to do the next three things that are so important." And that way, the author can focus on getting just a small message out each time, rather than barfing up the whole information that they've gathered over the past 20 years that they really would like everybody to know right now.

Susan Friedmann: I must admit, that's something that I often fall into the trap of. It's like I want to give everybody everything all at once, but as you said, I'm doing them a disservice by doing that. But it's finding those first few things, because I think, "Oh, well, yes, well, if I tell them this, they've got to know this, and they've got to know that," so crafting that, I think that's a real skill, and I need to tap into you for that, I know.

Jane Maulucci: Love to do that. Well, you know, think of it as De Beers. You realize, of course, that there is no limit to the number of diamonds on the earth. So De Beers has said, "Well, wait a minute, yeah, we're going to manage this. We do have the diamonds, but we're just going to let out this many diamonds, and then you can come back again and get some more diamonds." But they're controlling that, and you want to be as smart as they are. You want to only give out so many of your little diamonds, so that people will come back and get bigger diamonds, better diamonds, deeper diamonds. So just use that as a little mental image to keep you going.

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



- Susan Friedmann: I like that analogy. That is a great one, super. Let's talk about mistakes. What most common mistakes do you find that authorpreneurs make?
- Jane Maulucci: That they can do it themselves, that they are going to be able to market themselves really well with no investment of time, money, or energy, and that's just not true. I am one part of a team. I work with a person who is marvelous on marketing, and she and I work with the author together to create a marketing plan, and the schedule, and the impact that we need to have, and then we come together, and I create the copy, and we also have a gifted graphic artist that works on our team. So these are people that you need to help you do these things.
- Marketing a book, marketing your training program, marketing yourself is a big deal, and if you want to be successful at it, you're going to have to spend the time, and some money, and lots of energy to do this. Be prepared, a book signing is tiring. It's exciting. The whole marketing plan is very exciting, and reaching out to everybody, it really gets you going, and then there's a lot of waiting time while you're waiting for somebody to respond back to you. So the big trial that I find that authors run into is that they think it's going to be easy, and that they think they can do it themselves, and that's just not true.
- Susan Friedmann: Yes, I know that even authors think just by putting their book up on Amazon, that all of a sudden, they're going to get sales.
- Jane Maulucci: No, because nobody knows it's there except your family and friends. And frankly, the family and friends aren't usually the ones who are going to buy your book; they're the ones who are going to look for that free copy that's signed, so that when you're famous, they can either keep it as a marvelous treasure or sell it on eBay lickety-split. So don't expect them to be your best source of sales, because it's just not going to happen, and Amazon is not going to happen for you either. You have to market the book, you've got to tell people about it, you've got to tell people about you.
- Susan Friedmann: Yes, I mean, I always say that Amazon is just a shop window, but you have to bring people to the shop window in order for them to see what they can purchase.
- Jane Maulucci: I always think of it as a jungle. You are in a book jungle when you're in Amazon. I mean, it's a marvelous place to go there and find all kinds of things, and you can even scout out your competition, which is another great tool. Remember that your book is sitting there at Amazon just the

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



same way that it's sitting in any other bookstore. If nobody knows it's there, they can't find it. You've got to tell them that it's there, you've got to give them excitement and reasons to go and buy that book, to listen to you, to read you, to come and take your courses. You've got to give them a reason.

Susan Friedmann: Yes, "jungle" is a much better word, because it really is a jungle. There are just so many, and how do you stand out from the crowd? I mean, this is what everybody wants to know, so with that marketing, that consistent message ... Do you have any other mistakes that authors make?

Jane Maulucci: The funniest mistake that I see with authors is when they first see the copy that's talking about them specifically, I usually get this wrinkled face of "That's me?" They're kind of taken by, like, "Oh, gosh," and they feel awkward, is the best word for it. They're very awkward reading this sheet about themselves that says what great people they are, and what knowledgeable people they are, and the marvelous things they've done, and how interesting the book is, or the wonderful course that they're teaching, and they get a little overwhelmed by it.

We kind of have to talk them off the ledge again and say, "Listen, is any of this false?" And they will read it through again, and they'll say, "Well, no, you know, I did that, and I believe this, and yeah, this is how I really feel, and this is the information I want to share." And then I'll say, "Okay, so then this is all true, and we're good to go to press with it," and then they'll take a deep breath and they'll say, "Yeah, yeah, I'm okay with it now." But it takes a little bit; you have to adjust to seeing yourself ... Stepping outside yourself and seeing yourself as others see you, and that's what the copywriter can do for you, is bring you back to the image that's truly you, but one that you probably haven't recognized straight on.

Susan Friedmann: Yeah, you have to sell them to themselves.

Jane Maulucci: Yeah, just a little bit.

Susan Friedmann: So, Jane, if our listeners wanted to contact you and find out more about your services, how can they do that?

Jane Maulucci: They can go to my website, [thereactivevoice.com](http://thereactivevoice.com), or if you want to give me a call, you can do that, 860-508-1887, but better yet, send me an email, [jane@thereactivevoice.com](mailto:jane@thereactivevoice.com).

# BOOK MARKETING MENTORS

*Helping authors get their books noticed!*



- Susan Friedmann: Perfect. And if you were to leave our listeners with a golden nugget, what would that be, Jane?
- Jane Maulucci: Find someone who respects your voice that you connect with, and let them write the copy for you.
- Susan Friedmann: Such wisdom. Thank you for sharing that.
- Jane Maulucci: Oh, my pleasure to be here.
- Susan Friedmann: 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.