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BOOK MARKETING: How to Create Mass Influence to Promote Your Book Interview with Teresa de Grosbois

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 mass influencer. Teresa de Grosbois is a four-time best-selling author and an international speaker sought by entrepreneurs and large corporations wanting to better understand how local word-of-mouth can suddenly turn into an epidemic. Specializing in the topics of influence and success, Teresa has a proven track record in understanding word-of-mouth epidemics, having taken three books to bestseller status in only eight months.

Her book *Mass Influence* hit number one international bestseller status in North America and Europe on the same day it launched. Teresa teaches business and marketing courses around the world including teaching courses to startup entrepreneurs in developing countries. As the chair of the Evolutionary Business Council, Teresa leads an international invitation-only council of speakers and influencers dedicated to teaching the principles of success. Teresa is also the cofounder of the Global Influence Summit. Teresa, what an absolute honor it is to have you and to welcome you to the show, and thank you for being this week's guest expert and mentor.

Teresa de Grosbois: Oh, it's my pleasure Susan. Thank you so much for having me.

Susan Friedmann: Teresa, you're all about influence, and so that we're all on the same page let's just have you tell us in your words what you mean by influence.

Teresa de Grosbois: Well, at its very basic level influence is just someone knows, likes, and trusts you enough that they will take action based on your word. All of us have influence. You might have less with your children than you do with your next-door neighbor, but all of us have some level of influence in their life. When we start talking about mass influence then, mass

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influence is simply a lot of people know, like, and trust you to the level that they'll take action based on your word.

Susan Friedmann: Knowing that, how can an author take their book and step into what you call in your book, *Mass Influence*, the influence game?

Teresa de Grosbois: Well, one of the core fundamental principles of influence is not who you know, but who knows you. In other words, it's all about your relationships. That can sound a little smarmy or contrived in moments, and it's actually not that. It's actually the quintessential opposite of that. It's who are you in deep authentic relationship with that you adore and admire, that is in deep authentic relationship with you that adores and admires you? How many people do you have in that sphere in your life? Because they're the people you need to talk about your book, to shout out your book. A best-selling book is really nothing more than 200 influential people all talking about your book all at the same time.

Susan Friedmann: That leads me to the question, which I'm sure our listeners are itching to know, is how did you manage to get your *Mass Influence* to hit number one in ... was an international bestseller in North America and Europe on the same day it launched? I mean that's amazing. How did you do that?

Teresa de Grosbois: Yeah. It was messy. I've got to tell you, it was messy. It was actually when we put the presale page up. Our launch was scheduled for several weeks later and we put the presale page up. I like to say that's the gift the Evolutionary Business Council gave me. I often see that happen to our members. They're in such deep relationship with other people in the organization that somebody finds out your book page is up and word just spreads like wildfire. Truthfully, what really happened was that the members wouldn't shut up about my presale page was up, and so within an hour the book had hit bestseller status in Canada and the US, and then over the subsequent day or two, started hitting bestseller status in the UK, in India, in Italy. I don't even know anyone in Italy. I have no idea how my book hit the bestseller list in Italy but there you have it. Sometimes when you really make yourself of service to other people the gift they give you back is to take your book to an epidemic level.

Susan Friedmann: You mention the Evolutionary Business Council. I think our listeners should know a little bit more about that. Would you like to tell us a little bit about that?

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Teresa de Grosbois: The EBC is an organization I started and it's really the epitome of what I teach, which is to get influence you've got to give influence. In other words, you've got to be in deep relationship with a lot of other people that you authentically respect and admire. I was actually creating large communities of people around me as I taught this of people who really wanted to change the world, people who really wanted to make a difference. Out of that the Evolutionary Business Council was born. I would affectionately say it was born out of intervention. I had a group of colleagues say, "Enough already Teresa. Give it a name."

But really the EBC is a community of people who are teaching transformational principles, teaching consciousness, teaching success principles that really want to make a difference in the world and they run like a large mastermind on fire. Who they become for each other is really quite remarkable to watch. It's not uncommon for our members to have books hit the bestseller lists the minute the presale page goes up because the other members are so excited for them.

Susan Friedmann: So it's one member knowing other members or other people in the world and bringing all those people together to have that mass influence. Is that correct?

Teresa de Grosbois: You know, it really is. We tend to think of word-of-mouth epidemics or book marketing as some kind of faceless thing that happens out there, but it's really people, good people everywhere who are spreading the word. It's your neighbor who maybe posted it on Facebook or it's your colleague that you helped last month that is so excited that your book is launching and they want to help you back. It's that radio host that interviewed you, or the person that you interviewed on your podcast. It's all those relationships you have, and when you really start to realize that, that a best-selling book has thousands of people behind it talking about the book, and don't get me wrong. You need a great book too. The quality of the book is never in question, but if your book is gossip worthy then it's really the gossip that drives the word-of-mouth epidemic.

Susan Friedmann: What I've found Teresa is that many authors have really big ideas, bestseller status, when they launch the book, but yet somewhere along the line they seem to act small when it comes to the actual marketing of the book. Why do you think this happens?

Teresa de Grosbois: Truthfully I think it's a mindset thing. When we really look at how influence works, the number one thing that gets in the way of most

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people becoming influential is their own negative self-talk. It's fascinating actually. There's a lot of research in this realm lately that says we all invent our biggest limiting beliefs at the very earliest stages of our lives, usually when we're first learning language and those first failures of our lives. I can actually remember the moment that I first created my most significant self-limiting belief. If you didn't know me, you wouldn't know that I'm not only Canadian, I'm from northern Canada. I'm from the backwoods. I'm the youngest of a very large family. We used to spend our summers in a remote backwoods cabin, so it was just me and all my older siblings.

I remember clearly one day, we're just back from the cabin and we're all crowded around the kitchen of our hundred-year-old home, tiny little kitchen. All my cousins are visiting. I'm about three years old and like the rest of the room I'm just buzzing with excitement because my grandmother's taking us all to the movies, and in our family that's a really big deal because it's way too much money and it's too much hassle to take a family as big as ours to the movies. I look across the room just in time to catch Mom's eye while she looks at me and says, "Teresa can't go. She's too little. " In that moment of utter devastation I tell myself I'm too small to play with the big kids, and that inner dialogue sticks. It's a very common inner dialogue for youngest children, especially youngest children of big families.

What starts happening from that point forward, like a lot of human beings I start always spending my time doing one of two things. I start spending my team time desperately trying to prove it's not true, or desperately terrified that it is. Go figure that I would become a global authority on influence because importance became an important conversation to me at the age of three.

Susan Friedmann: Yes. I think a lot of psychologists would say, "Yeah. There's a reason for that, why that happened."

Teresa de Grosbois: Well, and you know what research is now showing is that good people, everyday heroes everywhere, all have negative self-talk or self-limiting beliefs, or I like to just call it self-talk. It's neither good nor bad. It just is. When you really think about it, the closer you get to your own dreams, the more your negative self-talk is going to flare up because your dreams are scarier to you than they are to anyone else in the world because they're your dreams. You're going to do all of these different things to take yourself out of the equation because it's scary to take that risk and step into your dreams, and so that little inner child in you

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that created all that negative self-talk is going to start blaring, and all of those messaging that you gave yourself as a child, "Nobody's going to listen to me anyway. I'm too small to play with the big kids. I'm not smart enough. I'm not good at speaking in public. Nobody's going to help me anyways. People should just help me. I don't have to do anything for this." All of those things that tend to take you out in life are really going to flare up when it comes to launching your book.

Susan Friedmann: That begs the question, do you have some helpful tips that our listeners could use when that little gremlin starts appearing when you don't want it to?

Teresa de Grosbois: Well, I have a great exercise I love to recommend, which is for the next week journal every night before you go to bed. Journal what your inner dialogue was that day, especially when you think about being called to step up and lead, called to put yourself out there, called to play a bigger game. What are the things that you tell yourself that stop you? Because you may find there's a repetitive dream. Another way to figure this out is to start to scan back over all of the traumatic experiences you've had during your life or things you might have considered failures, or major disasters, and what did you tell yourself in those moments to make it make sense, because there may be a repetitive theme going on. It might be as simple as there's something wrong here.

It's interesting, because if you go around saying that to yourself all the time you will create a world in which there is something wrong here because people will respond to you in that way. People respond to you very differently when you're in your negative self-talk than they do when in your positive self-talk. You can tell when someone's inside voice is saying something different than what's coming out of their mouth. That's the definition I would use of authenticity, right? Authenticity is just your inside voice saying the same thing as your outside voice. But it's really important to start seeing what are those messages you give yourself. Journal about this for a week, but don't just journal where it's negative self-talk. Journal where that theme also helps you because, "I'm too small to play with the big kids" became a major motivator in my life. And actually drove me to figure out how influence works. It drove me to develop powerful relationships. In every career I've worked in throughout my life.

Whatever it is you're telling yourself in that moment, it's not good or bad. It just is, and it's a double-edged sword. It's probably both helping you and hindering you. The trick is to get on top of it and really find how

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you harness it to motivate you, not have it take you out of the equation. I actually have a second exercise I can give your listeners if you like. Would that be helpful?

Susan Friedmann: I'd love you to.

Teresa de Grosbois: Here's the second one. Once you see what your inner dialogue is, whenever you're in a circumstance that you think you might be taking yourself out by that negative self-talk, you channel your inner elder. In other words, it starts with recognizing that it's a very young version of you that created that inner dialogue, probably three-year-old you. I call my inner child Tessie because that was my nickname when I was a little girl. I say to little Tessie, "It's okay Tessie. I got this one." Then I channel a much older, wiser, awesome, sexier version of myself who's 80 or 90 years old and is just on fire really creating change in the world, and I channel her, so it's me but it's me 30 years in the future.

I bring her into my energy and I think about what would she do in this circumstance? Would she take herself out or would she be courageous and just move forward full on? I channel my inner elder to get me through all those circumstances where I'm too small to play with the big kids flares up and threatens to get my way.

Susan Friedmann: Wonderful exercises. Thank you. Teresa, in your book *Mass Influence*, which by the way I highly recommend to all our listeners, you talk about something called the unspoken rulebook. Could you explain exactly what that's all about?

Teresa de Grosbois: Yeah. Well, we've all bumped into it. There is a rulebook we all got really familiar with that it started in kindergarten when we had to play in the sandbox with other kids. It's based on the premise of I'll do this for you and you do that for me. There's sort of a tit-for-tat sharing that we learn as we grow up. Then we also learn things like when we start networking in business we learn that it's a good idea to offer to buy a colleague a coffee or maybe a business prospect a coffee if you want to build relationship with them. There's this whole skill set there that we've developed over our lives, and then you only have to phone up the CEO of a Fortune 500 company and offer to buy them coffee and you'll suddenly realize, faster than you can say gatekeeper, that there's a different set of rules that apply to the highly influential.

That rulebook that we learned around reciprocity and tit-for-tat and doing things to become aligned or develop relationship with someone,

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suddenly it's like there's a different sport going on and we're all not related to it. It's kind of like you've been playing basketball your whole life and all of a sudden somebody's putting you on the hockey rink and you can't figure out why you're falling on your butt and everybody's shooting pucks at you.

The reality is, it's because the highly influential tend to deal under a different set of rules, and once you learn to avoid the mistakes of bumping up against those rules and understand the basic premise of how those rules work it's actually very simple to start building relationship with the highly influential and becoming influential yourself.

Susan Friedmann: You mention mistakes. What about mistakes that people make when they're actually striving to influence or make a difference?

Teresa de Grosbois: The first thing is you can't make yourself famous. You need other influential people to talk about you in a positive way. As a result, your relationships with influential people become very important. Most people get stopped by the gatekeepers, as we were just mentioning, when they try and build relationship with influential people, so they end up in the cycle of frustration because they don't understand how that works. Most people intuitively know they need to meet influential people, they just don't know how.

I would say the biggest mistake I see people make in this realm that's stopping them from building relationship with influential people, I would affectionately call the premature ask. People always laugh at me when I say that and say, "The premature what?" But the premature ask is the equivalent of you've just met the new neighbor. Maybe you've moved into the new house and the neighbor walks up the walk and says, "I love that lawnmower I just saw you pushing up the walk. I can't wait to borrow that." At that moment you're probably rolling your eyes up in your head and saying, "Who did I move in next door to?"

But you often see the equivalent of this at networking functions. At any given networking function the most influential people in the room are typically the host and the guest speaker on stage. You often see the speaker walk offstage and they'll be a lineup of people there with a book or a CD in hand, or a product sample in hand, and the other half of the line wants to offer to buy them a coffee. Here's the thing, offering to buy someone influential a coffee or offering them a product sample is a

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lot like going to the new neighbor that you just met and saying, "You're going to love my kids. You're so going to enjoy babysitting them."

Now, that might be true, but your product sample, that coffee or that lunch, is way more about you than it is about the influential person. An hour of their time is not worth the price of a five-dollar latte. There's an inauthenticity to that way you're trying to kickstart the relationship because the unspoken message is I want you to endorse me or I want your help in some way. There's a different way to meet influential people and it looks a lot like this. You get in line at the networking function and you say, "I love everything you talk about. I'd love to write about you in my blog. Can I write about you in my blog?" Or "I have a podcast. I'd love to interview on my podcast." This is the reason we have tools of influence, your social media, your podcast, your blog. All of those things, they're not to sell you. They're the equivalent of the apple pie that you take the new neighbor when you want to meet the new neighbor. They're your ability to build relationship with other influential people.

Susan Friedmann: It's interesting that you say that because I love going up to people and saying, "Could I interview you on my podcast?" Very rarely do people say no.

Teresa de Grosbois: Oh, I know, and I mean that's why you're so well loved in the industry Susan, right? Because you're always giving influence to other people. It's not about being inauthentic because there's a smarminess if you start thinking oh, I've just got to endorse people for the sake of getting their relationship. No. It's not about that. It's about finding people you genuinely love and admire. I'm very blessed that I'm in a position now where we turn down probably a dozen radio interviews a month because I'm too busy. I would come on your show any day of the week Susan Friedman because I love everything you teach, right?

Susan Friedmann: Thank you.

Teresa de Grosbois: And it's true. It's easy to say because it's true, and so a big part of influence is in fact authenticity. You're not building relationships just for the sake of building relationships. You're building relationships with people you adore because that's who you want to be in relationship with. When you can authentically shout them out and give them influence, guess what? That's going to start coming back to you.

Susan Friedmann: Well, thank you for those complements.

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Teresa de Grosbois: Oh, you're very welcome. All true.

Susan Friedmann: Thank you. Teresa, if our listeners wanted to find out more about your services how could they get a hold of you?

Teresa de Grosbois: My first thing would be to say, "Come do our 30 day influence challenge." If you want to learn the basic principles of influence, we give you short little one minute exercises where you can just become influential by practicing the habits that the highly influential use. If you come to massinfluencethebook.com you can sign up for the 30 day influence challenge and we'll send you all the links where if you wish you can get the digital version of my book for free on Kobo or iTunes or iBooks. Do the 30-day influence challenge and come get my book. Also, if you're interested in finding out more about the Evolutionary Business Council, we'd love to see you visit ebcouncil.com if that's something that inspires you.

Susan Friedmann: And I highly recommend that listeners go and check all of that out. Do that 30-day challenge and I'll have a link to that on the show page as well.

If you were to leave our listeners with a golden nugget Teresa, what would that be?

Teresa de Grosbois: I would say take action on your dreams. Really get an action on your dreams. Until you take action on your dreams, you're just dreaming.

Susan Friedmann: What wise wisdom. Thank you so much for sharing that 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.