

# BOOK MARKETING MENTORS

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## BOOK MARKETING: How to Market Your Book the “Easy” Way Interview with D’vorah Lansky

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 mentor of the week is a marketing expert. D'vorah Lansky, known as the Marketing Wizard, has been marketing and mentoring leaders for more than 20 years. She's published over a dozen bestselling books and her foundation book for many of her courses is an Amazon bestseller, *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*.

D'vorah coaches and trains authors on online book marketing strategies and practices. She's passionate about helping authors grow their business and their brand. As such, I knew D'vorah would be a perfect match for this show, so a big warm welcome D'vorah to the show.

D'vorah Lansky: Thank you so much, Susan, for having me. I'm very excited about the program you've put together and the experts that you're interviewing and I'm honored to be able to participate.

Susan Friedmann: It's wonderful to have you. D'vorah, let's chat about your book, *Book Marketing Made Easy*. In it, you talk about developing an author platform. What advice would you give a first time author about developing their author platform?

D'vorah Lansky: That's such an important question, Susan. The author platform, a lot of times people wonder what does that mean? I like to give a visual. Imagine your at a park and there's a band and there's a stage. Well, that's the platform. What it does is it raises the people up so that more people can see them. You can translate that to more visibility online and getting heard, known, read by more and more people in your target audience.

So many authors, they feel like well, they've written the book and people will just show up to buy it. If they don't know who you are, it's going to be hard for them to find it. When you develop your author platform and my

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expertise is in online platform though you can also build your platform offline, what you want to do is you want to associate yourself with people who attract your ideal readers.

The reason I say that is let's use the platform, the stage analogy again. You're standing on that stage, in an auditorium with 500 seats. Who do you want to be in those seats? People who are interested in anything and maybe only a few interested in your topic or would you prefer to have all 500 seats filled with people who are sitting on the edge of their seat with their credit card out ready to buy your book, ready to learn with you, ready to coach with you because they are so thirsty for what it is that you are sharing.

Developing your platform, what you do is you find ways to get in front of both people who are interested in your topic area and leaders of communities who serve your target audience. That's the basic foundation in it and it's so important and if you like, Susan, I can share a few examples.

Susan Friedmann: I'd love you to.

D'vorah Lansky: Okay. Susan, I'd like to talk about 2 of my favorite ways for developing an author platform. How does that sound?

Susan Friedmann: Sounds like a wonderful idea. I'd like to hear them.

D'vorah Lansky: Well, my 2 favorite ways to develop an author platform and really get known for your area of expertise, they are blogging and online speaking. Let's start with blogging first. Having your blog, your blog today is like your online website. Those terms can be used synonymously. Having that online place where you share your message through daily or weekly blog post or you can share an audio tip or a written tip or answer questions from your audience, where you can host guests who also write on your topic area, where you're providing additional content for your audience based on their interest, things that they want to know more about. That's one way to gain exposure through blogging is having your own blog and then emailing your email list and growing your email list so that your subscribers are gaining access to these weekly or daily posts.

The other thing you can do with blogging is you can become a guest blogger and the key there is to get featured on blogs that attract your target audience so that you're in front of the people who would be interested in your book and in your work. When you go and you visit blogs in your niche and you know the blogs that you like to visit and you can also go to Google and put in keywords followed by the word blog and go to

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those blogs and read some of the posts, you'll notice that some of them are by the author, by the owner of the blog, and some of them are by guest bloggers. If that blog writes on a topic of interest to your audience, then that would be perfect because they already have the guest bloggers.

Here's another little hidden tip in there and that is if you go to a blog that you feel, "Oh, this was perfect. My target audience would love this which means there are people on this blog who would be interested in my topic area," and you find guest bloggers. What you do is you click through because at the bottom of blog post, it's very common to have links to that authors, their own blog. Click through and go their blog and they you can search again for guest bloggers on their site and you could easily come up with a list of a dozen blogs in your niche in a very short period of time.

Having your own blog and participating in guest blogging, that's huge for gaining credibility, exposure, becoming an active part of a community because when you go to visit those blogs, don't just be a taker. You go there and be a giver by commenting on the blog post. You don't want to say things like nice post because that's what spammers write. You want to write things that are insightful. Susan, this blog post where you talked about such and such, I had no idea about that. Thank you so much for sharing that. Then maybe share a tidbit of your own.

You could also answer questions. If there are people there and they're asking questions on the blog post, you can answer those questions in a low key kind of way. It's not your blog, so you're a guest in someone's home but you're helping and what will happen is the blog owner will see you as an expert in your field and may ask you to be a guest blogger or may ask you if you'd like to be interviewed. That's one way, through blogging and guest blogging.

The other way is to participate in online speaking. The 3 most popular ways ... Well actually, let me talk about 5 popular ways. One is through a podcast. You can go to iTunes.com and do a keyword search for words that your audience would put in to Google if they were looking for your work. You could also participate in online internet radio at Blog Talk Radio and Blog Talk Radio also is connected to podcasting so there, you're getting internet radio and podcasting. Again, search for shows that your target audience would be interested in.

Another way is to participate in teleseminars where you are either hearing information or you're being interviewed or you're interviewing others so that would be teleseminars. Then a concentrated collection of teleseminars is called a telesummit and it's typically on a common theme and there's

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anywhere from 10 to 20 speakers, for example, during a 1 or 2 or 3-week time period. All of these speakers are speaking on a topic related to that theme and that's great for exposure and great for growing your list.

Then you have webinars which is much like teleseminars but it adds a visual component. By gaining exposure and letting people hear your voice and hear your knowledge and get the thumbs up from people that they trust, right, because if you're a guest on someone's show, they trust you. They trust you with their audience, they trust that you know what you're talking about and you're getting a great endorsement.

Personally, I feel that online speaking is even more powerful than blogging and here's why. With blogging, people ... You know how you are on the internet, at least I think about how I am and how people I know are when they are travelling on the internet. You're zipping around and you're scanning and you're looking and you're not necessarily reading 500 or a thousand-word article and really taking it in. Well, imagine providing access to people to your audios which are anywhere from 15 minutes to an hour. Typically people will listen all the way through especially if they're interested in your topic area and they hear your voice and it helps create and build a relationship and that is key. We're talking about building platform, that key piece there is finding ways to build relationships will go so much further and will really serve you well as you grow your author presence online. That in a nutshell, I would say, are the foundational pieces, Susan.

Susan Friedmann: That's extraordinarily powerful and I love the practicality of all the things that you shared. One thing that you just mentioned now is building relationships and I know in your book, you talk a lot about building relationships. Would you share some of the foundations of that? Part of it is what you just talked about. What else can we be doing to build those relationships?

D'vorah Lansky: That's a great question, Susan. In today's online world, social networking is such a key part of our daily life. One of the mistakes that authors make in social networking is think that they are ... It's all about promoting their book. I want to just give you an example, an offline example. Imagine you are at a chamber of commerce meeting. Let's say it's just a monthly meet and greet and people are chatting and introducing and having conversations and making introductions. Who would you rather connect with? The person whose going around the room, handing out their business cards, interrupting conversations like, "Here, go to my website and buy my book," and walking around the room not taking any time to really connect with the person because they are under the assumption that

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more is better?

I've seen that person. I know a specific person in our chamber who does that and most of those cards go in the garbage can and they will see that person coming and they go the other way. You don't want to be that person. That person online who's all about posting, "Buy my book. Come here. Go there and it's all about me and buy my stuff." We avoid those types of people. Those are old school kinds of marketing techniques that repel most of us these days.

Instead, let's use the analogy of the chamber of commerce. Speaking with someone who you may have never met before but they come up to you and they shake your hand and they say, "Hi, I haven't seen you here at the chamber before. Tell me about you. Tell me about your business." Well what happens when you get people talking about themselves and what they do and then asking them, "How can I be of help? Would you like an introduction to a specific type of person or a business? I know a lot of people." Now, the person who makes that very kind offer, you have a feeling in your heart for them if you resonate with them, there's an openness in your heart and you make that connection, well it's only natural for you to want to then reciprocate and help that person.

You want to do that same type of thing online. Those type of relationships are not born overnight. They're developed over time and they can start at the blogs. You go to someone's blog and especially if you resonate with their message and you think, "Oh, my audience would love this kind of content," which means again that their readers would love your content. Find ways to participate on comments by commenting on the blog post and make yourself a note to go there once a week or twice a week for several weeks.

On most blogs, there are links to that person's social networking profiles. Connect with them on the social networks and then at some point, you can reach out and say, "You know, I've really been enjoying reading your blog." You could do this via social network post or reaching out on their contact form on their blog. "It looks like we share a similar audience. I'm just wondering would you like to be a guest blogger on my blog or a speaker on my podcast or on my teleseminar?" You're being a giver versus saying, "I'm looking to get more speaking engagements. Could you interview me?" Then it's all about you.

Be a giver. Find a way to offer and support that person and then when you're on the phone with them or you're interacting through collecting information for a blog post, they're going to most likely reciprocate and

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say, "What can I do for you?" You build those relationships 1 at a time but imagine you connect with 1 new person a week or 1 new person every couple of weeks. Over time, what kind of network that you would have? How likely would it be for people who you're building that network with who really feel fondly for you because of how kind and giving you are and how valuable your information is to their audience, how willing do you think they would be if you ask them, "You know, I'm looking to expand my speaking schedule for the coming season. I'm wondering who do you know who also speaks to our common audience that would be a good introduction for me? Would you be willing to introduce me?" You're likely to get at least 1 or 2 introductions. You can imagine if you do the math how that can grow.

Susan Friedmann: It's really interesting that you say all this because when I work with authors, one of the issues that they're very focused on is selling the book. It's all about selling the book. When you describe that person at a meeting, would you like to buy my book? Here, this, I've just written this book. Wouldn't you be interested? That's 80% of the authors and trying to get them to understand that building that relationship, if it's one on one or, as you say, via the blog post and guest post, it's so much more powerful and long lasting. I'm thrilled that you're sharing that.

D'vorah Lansky: You actually generated another idea, if I might share. That is some of our listeners might be saying, "Oh, that's great for people who are well-known. They can go up to well-known bloggers and well-known podcast host and get interviewed. What about me, I'm a new author and who's going to interview me?" I want to address that because the best place to start is to make a list. Everything I'm going to say today, I think this is going to be the most valuable and one that you can walk away with regardless of whether you've never done an online interview or you've done a million online interviews, especially for the new person who's just getting started with online speaking.

What I would like to encourage you to do is to make a list of 3 people that you know who have expertise in your niche. It doesn't necessarily mean that they have to be a multimillionaire or have created all these bestselling books. However, they may be famous, they happen to also be your friend or relative. Write down the name of 3 people and I believe that most of us can come up with 3 people that at least we know them well enough to say, "Hey, I would like to do an interview with you and feature you on my blog," and someone who knows you and respects you is going to say, "Sure, what do you need? I'm happy to help." That's okay to ask in this case where you're just getting started and you're letting them know that they're helping. It's okay to ask that.

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That's how I got started. I interviewed 3 people who happen to be really well known in the book marketing world but they were my buddies. I interviewed them, then I posted the interview on my blog with a picture of the speaker. Then what I did is I ask each of them for introductions to other people which they gave me, of course, and I reached out to those people and they said, "Well, I'm not sure. I don't really know who you are. Can you give me ...?" Actually, let me back up. They didn't even have to say, "Can you give me a link to your blog?" What I did is I said, "Here's a link to some interviews I've done. I'm just getting started with this new series."

You noticed I didn't say I'm a brand new person just getting started with interviewing and I don't know what I'm doing. I said I'm just getting started with this new series and I would love to feature you as a book marketing expert for this series. They went to the site and without exception, they came back with an email within a day saying, "Oh, I know those people. Those are my buddies. You interviewed so and so. Sure, you can interview me. If they trust you, then obviously you're good people. What do you need from me?" Then it grew from there and then Susan, I'm thrilled to say that this coming fall will be our 10th annual book marketing conference on my 10th annual and it started from those 3 calls.

**Susan Friedmann:** That's fantastic. I love it. Interestingly enough, part of that strategy is exactly what I did with this podcast is that I started a brand new podcast and many of the people I've interviewed for this over the last 6 months and so, I haven't known. Many of them I have through National Speakers Association and like you said, they're my buddies and I just have to ask them to participate and they will but many of the people haven't and it's like, "Oh, I'm going to write this email to these people inviting them to be my guest. Are they going to respond? They're famous people."

**D'vorah Lansky:** You know what's so exciting about that, Susan, is because I went to your blog and I looked at who you've interviewed and all anyone has to do is look at your blog and they would say, "Whoa, I want to be associated with these group of experts." You're creating that social proof by bringing on board, first of all, people that you know and then people they introduce you to and then people that you can reach out to who want to be part of that group that you're building that online community of guest experts in your niche.

**Susan Friedmann:** Yes. Again, it's one of those throw away lines if I can do it, anyone here online can do it. It doesn't take much, and I think you really laid out that recipe very nicely about how they would go about that which is perfect and what I really love. Let's focus on mistakes. What are some of the major

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mistakes that you've seen authors and the people you coach make?

D'vorah Lansky: The number 1 mistake, Susan, that I see authors make is they write the book and then they just cannot understand why nobody is buying it and they're not doing anything to market it. They say, "Well, I posted something on Facebook where I sent out 1 email to my list but nobody is buying my book." Then what they do, and I believe a lot of our listeners you're going to be shaking your head here in a moment, they go on and they create the next course, the next program, the next book and they neglect their first baby. What you want to do and I got this quote from John Kremer who wrote 1001 Ways to Market Your Book and he says that if you're serious about your book, if it's important enough to write, if it's important enough to publish, then what you want to do is do something each day for each of your books for 3 years. That is a reality check. When you realize okay, that this book is a long ... It's a long term marketing strategy.

Susan, you mentioned that I built the foundation of my business based on Book Marketing Made Easy which published in 2009. I've built a full time, I'm very grateful to say, a full time business based on that book since then and I didn't plan on it. I started by building my platform, developing relationships, creating raving fans from the beginning before the book was even published. That's a takeaway right there is to start blogging and speaking about your topic before the book is even published. Then what happen is people will reach out and they would say, "Can you teach us how do these things? It sounds so interesting and we'd like to learn." I started creating online courses and I did not plan that when I wrote the book. It just took off from there.

Again, doing something each day to market your book and it doesn't have to take you hours. It could be you go over to Facebook and you post a quote or you create a ... They call it a meme, just like an infographic. It's a picture with words on it where you go over to maybe Canva.com, they have a free service and you take a quote from one of your books, add it to that image and then you post it on Facebook. People will start commenting on that and then you could do it once a week and you can make it a fun type of thing.

I started something on Facebook which I call it Ta-da Tuesday because people always want to have a chance to brag so it's like okay, this is time to crow. Tell us your ta-da. People get excited and more and more people participate each time. You could do something funny with alliteration that talks about your weekly quote that you're going to share. You could put it in your email, you could put it on your blog, you can share it on Facebook.

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There's 3 ways that you just marketed your book and you could do 1 each day and you've almost covered half the week of doing something each day to market your book.

- Susan Friedmann: That's so valuable. When we actually interviewed John Kremer for our very first podcast, I thought he would be the perfect person to kick this off. Yes, that one little thing every day. In a week, you've got 5 to 7, in a month, you've got what? 20 plus things that you've done. It just adds up exponentially very, very quickly. That's really good. Let's find out how listeners can get hold of you.
- D'vorah Lansky: Well actually, Susan, I'm going to model something that I'm going to encourage people to do and I have a gift for our listeners that will help them develop their online speaking skills. One of the golden nuggets, I guess, I would share in this call is to find a way to connect with people beyond your interviews and one way to do that is to offer one way for people to connect with you. Don't give them Facebook and email and all of these things, one way, and ideally, a way that they can register to receive a special gift from you. I'm going to model that by saying for our listeners, if you would like to learn more about how to become an online speaker and what's involved and how to create your online speaking kit, etc., I have a gift for you and you can find that gift at [Reachmore readers.com/gift](http://Reachmore readers.com/gift). [Reachmore readers.com/gift](http://Reachmore readers.com/gift).
- Susan Friedmann: That's excellent. That's really great modelling and the fact that you've been generous enough to give away a gift that will be very valuable, I know, to our listeners. It's interesting you say that because I use, I've got 10 questions to find your niche and I get requests literally months and months later after an interview where people say can you send me that list that you advertised or that you spoke about on a interview? It is. It's very, very powerful. Very powerful, so thank you for that.
- D'vorah Lansky: You're welcome.
- Susan Friedmann: It almost seems redundant to ask you for a golden nugget because your whole interview has been full of golden nuggets. Is there one little thing that you'd like to add right at the end or maybe one big thing?
- D'vorah Lansky: I would say just to put a bullet point on what we've been talking about here is to make it a point to get in front of your listeners and your readers by letting them hear your voice. Go over to [iTunes.com](http://iTunes.com) and or [blogtalkradio.com](http://blogtalkradio.com), [blog.com](http://blog.com), [B-L-O-G.com](http://B-L-O-G.com), [talkradio.com](http://talkradio.com) and do a search for topics that your ideal audience would listen to. Then this is a key piece of that, listen to parts or entire episodes or scan through and listen to parts of those episodes to

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make sure that you resonate with the way that the speaker is talking, the way they treat their guest, the way that the show is laid out, and if you want to be associated with those shows.

You can easily put together a list of 5 or 10 places where you could potentially be interviewed and it's so easy because guess what, those are show host and they are always looking for guest speakers. Just to extend that, in the gift that I prepared for you, I'll walk you through how to approach those potential host, what to say to them, and how to prepare so that you look professional.

Susan Friedmann: Thank you so much again for sharing your expertise on this show. Thank you listeners for taking the 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.