



BOOK MARKETING: How to Be Seen and Heard in a Noisy Marketplace Interview with Jay Baer

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.

Susan Friedmann: Today, my special guest is an internet pioneer, a hall of fame speaker, and New York Times bestselling author, and the most inspirational expert on marketing customer experience and customer service. Jay Baer is a seventh generation entrepreneur and founder of five multimillion dollar companies. He's president of Convince & Convert, a strategy consulting firm that helps companies and organizations gain and keep more customers. His clients include 3M, the United Nations, Best Buy, Comcast, Hilton, Adidas, Oracle, and many, many more. He's the host of a popular Social Pros Podcast, the Talk Triggers Video Show, and the Standing Ovation Podcast. He's one of my all-time favorite National Speaker Association colleagues. Jay, I'm absolutely honored to welcome you back to the show, so thank you for being this week's guest expert and mentor.

Jay Baer: Susan, thank you so much for having me back. I have returned triumphantly to the show, and I am excited to deliver some modicum of wisdom to the audience.

Susan Friedmann: Excellent. I'm going to tap into that wisdom, Jay.

Jay Baer: We'll see. Time will tell.

Susan Friedmann: It's a new decade. The noise in the marketplace couldn't be louder. What are our authors going to have to do to be heard and seen in this incredibly noisy marketplace?

BOOK MARKETING MENTORS

Helping authors get their books noticed!



TRANSCRIPT

Jay Baer: I think one of the things I've been thinking about increasingly each time I publish a book is who really is my reader. I talked to my agent once and he told me that one of the problems with non-fiction authors, business book authors, et cetera, is that they think that everybody who is in business or everybody who has ever run a business is their target audience for the book, and that's just simply too broad. Let me phrase it this way. Somebody asked me the other day, should they start a podcast? I said, "Yes, but only under this condition. If, for some people, your podcast is their favorite podcast in the whole world, then yes, you should start a podcast. If you cannot start a podcast that is specific and relevant enough so that it is somebody's favorite podcast in the whole world, then you should not start a podcast because it will not succeed."

Jay Baer: I think books are largely the same now, that you have to understand not for whom the book is potentially relevant, but for whom is this book ideally relevant. For whom is this going to be the best, and most interesting, and most insightful, and most helpful book they've ever read? The more you can understand exactly who that audience is, the better you can break through the enormous clutter we all face.

Susan Friedmann: Absolutely. I couldn't agree with you more because that's one thing when authors come to me, Jay, and one of the first questions, and I've said this over and over again in many episodes, and that is, who is your target audience? Because as you rightly say, people think that the book is much more universal than it actually really is, and they've got to start somewhere. You've got to throw that stone into the pond and let the ripples flow out. That leads me into your latest book, which is Talk Triggers, unless you've written one that I don't know about yet.

Jay Baer: Not yet, not yet.

Susan Friedmann: Talk triggers. What exactly are talk triggers?

Jay Baer: Talk triggers are operational choices that you make in your business or in your career or your life that are designed to create conversation. A talk trigger is, from a shorthand standpoint, a word of mouth generator. It is something that you do that your customers or your audience notices and then feels compelled to share with their friends and colleagues online or offline. The key to understand this, however, Susan, is that a talk trigger is almost never rooted in quality because we, as human beings, are wired to discuss things that are different and ignore things that are the same.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



TRANSCRIPT

Jay Baer: If you're a restaurant, for example, people say, "Well, my talk trigger is that we have really good food." It's like, "No, it's not," because all restaurants have adequate food. Otherwise, they wouldn't still be a restaurant, and many, many restaurants have exceptional food. The quality of your food has to be so stratospherically high for that to be the word of mouth story about your restaurant that you can almost never get there. Instead, you have to do something different in your organization, in your business, that people notice and talk about.

Jay Baer: So for me, on stage as a public speaker, I only wear plaid suits. I have a whole litany of plaid suits, and that is my calling card. That is the talk trigger. But the best talk triggers are experiences, and not just a bullet point. So the way we do that ... Susan, I don't know if you know the story ... is when somebody books me to give a keynote presentation, the meeting planner about seven days before the event gets access, we send them a link to a special website. You all can go there right now if you want. It's dressjaybaer.com; dressjaybaer.com. It has, on that special website, pictures of all the suits that I own and the meeting planner selects which suit they would like me to wear to their event and then it goes on my calendar so I know what to bring to the event. Meeting planners talk about this all the time. They tell the audiences about it when they introduce me. They tell each other about it. It is the differentiator that people talk about.

Jay Baer: They don't say Jay is a good speaker because they expected me to be a good speaker. What they didn't expect was this other thing. All talk triggers, by definition, are things that the audience or your customers or your readers don't expect.

Susan Friedmann: For you, I see your plaid suits as being your brand. Would you agree with that? Is it your brand in that sense? Even though as you said, which I love, the meeting planner can choose what you wear. I'm not sure that I would want people to choose what I wear.

Jay Baer: Well, and that's why everybody has to have their own version of a talk trigger. So to me, what I hope the brand is, is helping people build their businesses in unconventional ways that perhaps they haven't thought of before. Word of mouth is one of them. Customer service is one of them. Digital marketing is one of them. So that's what we're trying to shoot for. I would say the plaid suits is a brand attribute, but the reason it becomes a talk trigger is because we turned it into an experience. People noticed it, but they didn't talk about it until we built



the website, and then allowed the meeting planners to have a hand in it. Then it became truly talkable.

Jay Baer: I'll give you an example from our restaurant. There's a restaurant in Sacramento, California called Skip's Kitchen. A very simple restaurant, counter service, mostly hamburgers, good burgers, like by all measure good hamburgers. But when Skip started the business, he and his wife, 10 years ago, they really stretched financially to get this business open. They were down to their last nickel and they certainly couldn't spend money on advertising and marketing. They said, "Well, how are we going to make this go without any sort of advertising budget?" He said, "Well, let's just do something that people haven't seen before."

Jay Baer: So they created this system where you order at the menu board, I want a patty melt and an onion rings and a chocolate shake, and then when your food's ready, they bring it out to your table. Like we all have been to restaurants like that. There's nothing noteworthy about the premise. However, after you order, but before you pay, the person at the counter pulls out a deck of playing cards and fans them out face down on the counter in front of you, Susan, and looks you dead in the eye and says, "Pick a card," and you select a card. If you get a joker, your entire meal is free whether you've ordered for just yourself or an entire high school baseball team.

Jay Baer: Now, on average, about four people a day win this game, and when they win, they go crazy. They're telling their friends, they're putting selfies on the internet. They're putting reviews on Google and Yelp and TripAdvisor. To this day, there is a line to get in almost every single day at Skip's Kitchen. They had still spent \$0.00 on advertising ever. Now, do people talk about the food? Yeah, it's good food, but they expect it to be good food. What they talk about is this card game, so much so that despite the fact they have a giant neon sign out front that says Skip's Kitchen in Sacramento, most people call it that joker restaurant.

Susan Friedmann: I love it. I know that at Rotary, every week, we pick cards to find out whether it's a joker and then we win the 50/50.

Jay Baer: Yes, same idea. Same idea.

Susan Friedmann: It's same idea. Same idea. I love it.



- Jay Baer: I have a talk trigger in my book, so here's how it works, okay? There's actually two talk triggers for the book. One, the book talk triggers is hot pink and has alpacas on the cover, two alpacas sort of whispering to one another in sort of a word of mouth kind of way. Now, first of all, there are zero other business books ever published in the world with alpacas on the cover. I'm pretty sure, unless they're like an alpaca business book, I don't think that even exists. So you will definitely, definitely notice this book on the shelf. That is not an accident. Second, on the back of the book, it says, "Satisfaction guaranteed. If you purchase this copy of Talk Triggers and are not 100% delighted, the authors will purchase any other book of your choosing." It's on the book and we have, so Daniel Lemin, my co-author, and myself have made that offer. We've sold lots and lots and lots and lots and lots and lots of copies of this book.
- Jay Baer: We have had two, two people take us up on this offer. One guy emails us and says, "Jay, I didn't like the book." I said, "Oh that's too bad. How come?" He said "There weren't enough case studies," and I thought, "Well, that's strange because we have like 33 case studies in this book. But that's okay. I said, "All right, we made the offer. What kind of book would you like?" He wanted some sort of weird out-of-print book on Cobol programming, which was like \$140, which I thought was a little beyond the pale, but we made the offer so we bought him a book. A month later, another guy emails me and says, "Jay, I didn't like the book." I'm like, "I'm terribly sorry. How come?" He said there were too many case studies. Jesus, you can't please all the people all the time was the lesson that I learned there and he wanted a book and I bought him a book. So that is the thing that people talk about when they pick the book up and they look in the back, they're like, "Wow, they must really believe in this book if there was literally no risk. They'll buy me any other book," and we will.
- Susan Friedmann: I like it. It's beautiful. It's different, as you say. So how can we go about creating talk triggers for ourselves? I believe in your book you've got six steps. Can you take us through those steps?
- Jay Baer: Yeah. I'll summarize it for you because going through all the steps specifically could get a little granular, but I'll tell you the worst way to come up with a talk trigger is to sit in a conference room and brainstorm it, or sit on your patio and brainstorm it, because if it was that easy, you already have one.
- Jay Baer: The key to our talk trigger is what we call an expectations map. So as I mentioned, talk triggers work when you do something that the audience or the readers do not expect. If they expect it, it is not talkable. I don't know



everybody listening. I'm sure I know some of you, but I know this for sure, nobody ever says, "Hey, let me tell you about this experience I had last night. It was perfectly adequate and just like the experience I have every other night." There's no story there. That's not worthy of a story. So you have to do something that they don't expect. We think we know what our audience and our readers expect, but we don't typically know as well as we believe we do.

Jay Baer: So one of the keys to the talk triggers principle is ideally to interview people, whether they're customers, potential customers, readers, potential readers, whatever your circumstances are, and literally talk to them via phone or face to face and say, "All right, what do you expect at the sort of key inflection points?" So I also run a consulting business. We actually talk to our customers and say, "When we send you a proposal, what do you expect? When we do the proposal follow up call, what do you expect? When we send you an invoice, what do you expect? When we follow up on an unpaid invoice, what do you expect?" et cetera, et cetera, et cetera.

Jay Baer: We take these expectation maps and then figure out, "Oh, well at the key inflection points, like when you look at the back of the book for praise quotes or when you get an invoice, at these key inflection points, what could we do that is outside the existing customer expectations? What could we do that they would say, "That's amazing," and be compelled to tell somebody else about their experiences. So you create some of those ideas, and then the other piece of the system that's really important, Susan, is you don't just say, "Great idea, let's do it," you test it or you say, "Okay, we're going to roll this out to a subset of our audience and see how talkable it is. If people are understanding the story, picking up on it, then we'd roll it out to everybody.

Jay Baer: So for example, the Talk Triggers book I mentioned on the back cover, it says that we'll buy you any other book of your choosing. Daniel and I actually seeded that premise with all the people who bought my previous book, Hug Your Haters. We sent them all an email and said, "On a scale of 1 to 10, how likely would you be to tell a story about this if you picked up a book and it had this on the back?" So we didn't just wing it, we actually tested it before we did it.

Susan Friedmann: I love the fact that you asked people. I think one of the things that we are often hesitant to do is to actually do that ask, because, for whatever reason, we feel maybe that customers think we should know the answers and shouldn't even be asking.



Jay Baer: Especially for authors, right? It's the curse of the knowledge. I mean, "Heck, I'm so smart, I wrote a whole book on this topic. Why do I need to ask customers what they think? I should know, I wrote the book." I've been doing this a long time, 30 years. When I was a kid, I was still an intern, I think it was either 17 or 18, and it was my first real job and I was an intern at a public relations firm in Phoenix and my boss there is a brilliant man, and said to me, "You will learn nothing about our customers while sitting at your desk." Whereas most people in business say, "Hey, how come you're not in the office?" His rule was get out of the office. Go talk to our customers or go talk to the customers of our customers. Observe and be around and ask questions, and examine, and dig deeper." That kind of anthropology mindset, I think, makes you a better communicator; I think a better author; certainly, a better marketer.

Jay Baer: Most people I know actually don't understand the true needs of their readers as much as they believe they do. Ironically, the smarter you are, the more likely you are to fall into that trap.

Susan Friedmann: Yes, that curse of knowledge. You're absolutely right. Now, not all talk triggers are the same. So in your book, I know you talk about different types of talk triggers. Talk to us a little bit about that.

Jay Baer: There's different categories that you can use to bucket these. The most common talk trigger that you will find is talkable generosity. This is when you give your customers something that they did not expect. So Skip's Kitchen is an example of talkable generosity. You can win a free meal. One of the classic case studies that we have in the book is DoubleTree Hotels.

Jay Baer: Many listeners may know that if you go to a DoubleTree hotel, they will always present you with a warm chocolate chip cookie when you check in. Now, they have been doing this every day for more than 30 years. Each and every day, they distribute approximately 75,000 chocolate chip cookies worldwide a day, which is amazing. We actually did a huge survey about this because they wanted to measure that impact, and 32% of their hotel guests have told a story about that cookie, which means today, tomorrow, the day after, the day after that, 22,500 stories a day are told about that cookie, which is remarkable, which is one of the reasons why you don't see much advertising for DoubleTree. They don't have to advertise their customers and their guests kind of do that for them, and the cookie is essentially the advertisement.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



TRANSCRIPT

Jay Baer: Talkable generosity, that kind of approach is the one you see most often and not, Susan, because it's the best. It's not. It's just the one that's typically easier to operationalize in most organizations. You can say if you buy five copies of the book, we're going to give you a live goldfish, and you didn't expect that, did you? You're like, I understand how to, instead of this thing, it's distinct plus something else. So that's why you see it most often just because it's the easiest to sort of think through how to fulfill it.

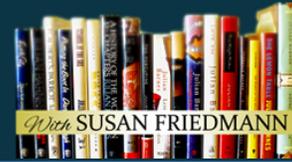
Susan Friedmann: It's so funny that you talk about DoubleTree and the cookies because actually I don't care for them. It's one of the things when I go into their hotel, I never take the cookie because I don't want it. I don't care for it. It's interesting. So it does stand out, but for me personally, it's a negative, but for many people I know they love chocolate chip cookies. I'm just a bit weird like that.

Jay Baer: It's an interesting point and one I think bears emphasis. 32% of their guests tell a story; that ain't everybody. It's a third. But trust me, friends, you think, "Well, geez, Jay, that's only a third of their customers telling a story. That's not enough." It's plenty. Trust me. If a third of the people who bought your next book proactively told somebody online or offline about the book, you would sell a heck of a lot more books. You think a third isn't very much; a third is a lot of word of mouth. It just doesn't seem like it mathematically, but trust me, the multiplying effect of that kind of word of mouth cycle is tremendous.

Susan Friedmann: What other the types of talk triggers are there?

Jay Baer: One is talkable speed where you're just quicker than your audience or customers. Prospective customers expect you to be, that you're just playing faster. It's a hard one to own long-term because our expectations for speed continue to ratchet up. What's fast today will not be fast two years from now. So that's when it's typically, not always, but typically tried to be adopted by big companies, but it doesn't have to be. I give a great example from a ... There's an accounting firm in Indianapolis not far from my house. They're a small accounting firm, two principals, Paul and Tim, an associate, and a front desk person. So four in the office total.

Jay Baer: Now they are competing for business against dozens, maybe hundreds, of small accounting firms just in Indianapolis. There are more than 11,000 small accounting firms in the United States. Fundamentally, they all do the same thing, right? That's why it's so hard to compete on products and services and price. Are you going to be the cheapest? You're going to do different taxes. Like



it's the same thing. All business is commoditized, even the book writing business, in a lot of ways.

Jay Baer: So they decided to have a speed-based to talk trigger. Here's how it works. When you call or email this accounting firm ... it's called Bogdanoff & Dages ... when you call and email Bogdanoff & Dages, they respond to you within five minutes. Always. If Paul's on the phone, Tim takes it. If Paul and Tim are both on the phone, the associate takes it. If they're all three in the phone, the front desk person calls you back and says they'll call you when they get off the phone. Now, I have had, my last count, I think, 11 accounting firms in my long career. All of them adequate. I've never told a story about it. I've never said, "Hey, guess what? I checked my tax return and all the numbers added up." It was just not a story anybody is going to tell, right?

Jay Baer: But, Susan, if your accounting firm called you back or emailed you back within five minutes every single time, would you tell a story about that to other people in business?

Susan Friedmann: Absolutely.

Jay Baer: Absolutely, you would. Of course, you would. They just reoriented their business in order to make it happen. They made a decision, they made an operational choice, which is what a talk trigger is, an operational choice designed to create conversations. That's talkable speed.

Susan Friedmann: Obviously, when you said that in the beginning I was like, "Well, Amazon has spoiled us," because we expect to get something within one to two days, and when another company doesn't do that, we're like, "Ugh, we've been so spoiled."

Jay Baer: That's why it's a tough one. Talkable speed can be super talkable, right? It can spawn a lot of word of mouth, but it is from an operations standpoint, perhaps the trickiest one to launch.

Jay Baer: The third one is talkable usefulness. This is when you're just more useful than customers expect and anticipate. This is one that I love for people in the books business, because there is this mentality ... Susan, I know you're really familiar with this thinking, which goes, "Well, I know a thing, and if you also want to know this thing, you should buy this book." I understand that. But today we live in an environment where a lot of knowledge and information is free. To say the



obstacle to knowledge is a \$29 book is a pretty high hurdle. So my advice, and I chronicled this a lot in my book, *YouUtility*, is to take everything you know and give it away one bite at a time.

Jay Baer: Every single thing in the *Talk Triggers* book, everything, every case study, every story, every methodology, every infographic, every single thing contained in the book is available for free somewhere on the internet, via videos, podcasts, blog posts, articles. On the website for the book, we've got free discussion groups, free PowerPoint presentations, research, infographics. We basically took everything in the book and just gave it away one bite at a time.

Jay Baer: Now, that is hugely talkable because those little bits get shared way more than the book gets shared. I understand why that way of thinking paralyzes authors like, "Well, wait a second. If I give away everything I know, why would anybody buy a book?" And here's why. Are you ready? Here's the headline for this episode: A list of ingredients doesn't make somebody a chef.

Susan Friedmann: It's so funny because as you said that, I was like, "Oh my authors always say, if I give it away for free, why would somebody buy the book?"

Jay Baer: The opposite is true. Let me give you an example from a different industry. I love this story. There is a realtor in Tallahassee, Florida. His name is Joe Manausa. Now Joe ... real estate is a crazy competitive business. It is one of the most competitive industries in the US. In every market, there's tons of realtors. Joe decided to be really specific about his approach to the business, kind of like what we're talking about at the outset of this episode, this idea of knowing your exact target audience. Joe is really good at this in a couple of ways.

Jay Baer: One, he only represents sellers. If you want to buy a house, he didn't do that. Only sellers. Two, he only represents sellers who have homes between \$200,000 and \$400,000, give or take. If you've got a big huge house. He didn't do that. That's not his market. He's more like starter house, second house type of a market. That's his sweet spot. He knows that, right? He doesn't try to be all things to all people. He tries to be the best answer for a specific audience. However, the thing about real estate is that every single realtor in the world has a website that says something like this. Now, the words may be a rearranged, but essentially says, "Behold the awesome power of my expertise. I know things that you could possibly never know. Do not try this at home." Guess what, Susan? Every legal website is the same. Every doctor website is the same. Every lawyer website is the same. Every accounting firm website is the same and most



author websites are the same. They say, generally speaking, I know a thing you don't know. Do not try this at home. Instead, pay me to tell you.

Jay Baer: If you are selling homes between \$200,000 and \$400,000, your results may vary, but it is common that in that scenario you do not have a tremendous amount of upside equity in that home. As such, many people who are trying to sell a home at that price point will say, "Yes, I could use a real estate agent," or "I could try to sell this sucker myself, and if I sell up myself, I don't have to pay the 6% commission to anybody. I can keep that 6%." Very common scenario.

Jay Baer: Well, Joe understands this, so instead of having a website that says, "I'm the expert. Don't try to do it yourself." Here's what he did. I love this so much. Joe sat down and wrote a 63-page downloadable PDF document all over his website, completely free. It's called How to Sell a Home on Your Own in Florida, and it is just that, step-by-step: paperwork to fill out, who to call, how to do it, how is it legal, when is it illegal. It is the exact playbook for how to sell a house without using a realtor.

Jay Baer: Now, I think that's pretty amazing. I called Joe. I interviewed him for a book I wrote once and I said, "Joe, I don't fully understand this, man, because it seems to me you're telling people everything they need to not hire you." He said, "I understand why you think that Jay, but the other thing you don't understand is that people get to about page 13 and they realize, "Holy cow, it is way harder to sell a home on my own than I thought. What was I thinking? There's no way I'm going to be able to do this without a realtor." It is his number one source of customers.

Susan Friedmann: I love it.

Jay Baer: Just lean into it, man. Look, and if somebody is predisposed to saying, "Look, I could buy your business book for 25 bucks, 30 bucks, whatever, or I could cobble together the book on my own one blog post and one podcast at a time." Guess what? If that's the way they think, you're never going to get that person anyway. Just let them have it. It's fine. Give away information snacks, and if you do that, you will sell knowledge meals.

Susan Friedmann: Fabulous. It's interesting because people come to me to publish their book and I say, "I'm doing something you could do yourself. However, I just make it that little bit easier because I know what I need to do to help you." That works. That's sort of that reverse psychology. I love it.

BOOK MARKETING MENTORS

Helping authors get their books noticed!



TRANSCRIPT

Jay Baer: Well, and from a book marketing standpoint, too, I'll just add briefly here that because of the noise that we all face, that idea of giving away everything in the book one bite at a time, in my estimation, you should start doing that way, way, way earlier. I'll give you an example from my own life. I don't know if we ever talked about this before, Susan. I think maybe we have. I do it a little different than some people. I write a keynote speech and I deliver that speech 50 times, and then if it's good, then I turn it into a book. Most people write a book and then make a speech from the book. I do it the opposite. I am right now, as we're recording this, preparing a keynote launch. So I launch keynotes the way most people launch books, and there'll be all kinds of information snacks in lots of different formats: podcasts, blog posts, all over social media, and over time, I will start to seed the premise of this new keynote, which may in fact end up being a book.

Jay Baer: So by the time the book is published, I will have two full years of thought leadership and free information in the marketplace that has tuned people into the wavelength of whatever this new book is going to be. What's the marketing strategy for the book? It starts two years before the book even exists.

Susan Friedmann: You definitely have to be ahead of the curve and know what it is that people are going to still want two years from now.

Jay Baer: Which is why as each book that I write moves farther away from where I started, which is very specific digital marketing advice; like things that I talk about now are much more rooted in customer experience and, therefore, have a longer physical and metaphorical shelf life. They are not truly evergreen because my examples are super modern and super of the moment. I'm now writing the kind of books and, frankly, giving the kind of speeches that will work five to eight years before or after, and that's very intentional on my part.

Susan Friedmann: Evergreen has been one of the formulas that I've used over and over again. Deliver my information in such a way that it is evergreen, so that I've written articles 20 years ago that is still relevant today. Yes, I love the word evergreen. Jay, if our listeners want to be able to contact you and find out more, how can they do that?

Jay Baer: Lots of ways and lots of places. Convinceandconvert.com, convinceandconvert.com is our main website. We have more than 5,000 articles for marketers, for authors, for business owners about digital marketing and customer experience. Jaybaer.com is my main website for speaking and such.

BOOKMARKETINGMENTORS.COM

12

Need Book Marketing Help Today?
Visit <http://avivapubs.com/coaching>



Also at jaybaer.com, you will find my new podcast, Standing Ovation, which is where professional speakers tell the stories of their stories. So each episode is a deep dive interview with a professional speaker talking about their signature onstage story, how they've created it, how they've crafted it, how they polished it over time. It's a lot of fun. You can, of course, find that wherever you listen to podcasts as well. The book website, the new book, Talk Triggers, is talktriggers.com. As mentioned in this episode, tons of free stuff there and I hope you take advantage of it.

Susan Friedmann: I'm sure listeners and I highly recommend that they do. If you were to leave our listeners with a golden nugget, Jay, what would that be?

Jay Baer: Competency does not create conversation. Competency is super important. Competency keeps your customers, but competency doesn't create new customers because we expect competency. We assume the book is going to be good. You have to do something different, not just something better.

Susan Friedmann: Do something different, be something different, wear something different. I think that's your whole mark, too.

Jay Baer: There you go. I'm actually not wearing plaid today, I'm at home. I was actually doing a video chat with somebody a moment ago and then like, "Wait a second, you're not wearing plaid." I'm like, "I'm not. I mean, I don't wear it, like I don't plant pajamas. Like there's a limit to how much I embrace this."

Susan Friedmann: The mind boggles. So Jay, thank you, thank you for sharing your wisdom. Always appreciate it. 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.