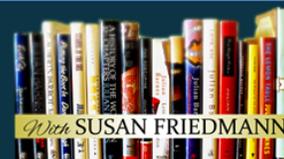


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BOOK MARKETING: How to Best Use Technology to Add Value to Your Virtual Presentations

Interview with Sam Richter

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 Sam Richter, an internationally-acclaimed speaker, author and technology entrepreneur.

Sam is best known for his breakthrough uses of search engines, like Google, combined with social media, including LinkedIn, Twitter, Facebook and other web-based resources, as intelligence gathering and reputation management tools. He's the author of the bestselling book *Take the Cold Out of Cold Calling*, which is all about sales intelligence and finding information online and how to use it for business and sales success.

In 2019, Top Sales World named Sam one of the world's top 50 keynote speakers. And most recently, he was awarded the CPAE, the highest honor in the professional speaking business, and was inducted into the National Speaker Hall of Fame. I was thrilled to be at his virtual induction to cheer him on. Sam, what an absolute honor it is to welcome you to the show. And thank you for being this week's guest expert and mentor.

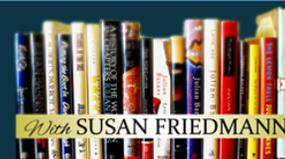
Sam Richter: Well, I'm really excited. Thank you very much. I also have to say that was the most beautiful introduction I've ever heard. I always have a thing for the British accent, if you will. And holy cow, I wish I would have recorded that, because I would just play it all the time and it would make me feel good.

Susan Friedmann: Well, you'll get a copy-

Sam Richter: Wow.

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- Susan Friedmann: ... of the recording, so you can do that.
- Sam Richter: All right. Thank you very much. So this-
- Susan Friedmann: So Sam, you are multi-talented. And I know that obviously based on our current situation, you have put a lot of effort or you are putting a lot of effort into virtual presentations. So let me ask you first, before the pandemic, where you actually doing virtual, or did you have to sort of change midstream to fit in with the situation?
- Sam Richter: Well, I've always been doing video, really since 19... I want to go back to 1983. I've been doing video and was in television news for a while. And I had an online university featuring various videos. In terms of presenting online, prior to March of this year, of 2020, I maybe did one or two virtual presentations a year. Otherwise, the other hundred were in person. And within about a three-week period, the calendar completely disappeared in terms of in person. And many of those went virtual, so we had pivot very, very quickly.
- Thankfully, I have some experience in video, so I was able to build a production facility in my house. But now I'm doing two or three of really international video programs or webinars or whatever you want to call it, virtual keynotes, I guess, on a weekly basis. So it happened really, really quick and my guess is that when we come out of this, I'll be doing more than one or two a year.
- Susan Friedmann: I think so many of the speakers are going to be doing that because more and more meetings that I've heard of are going to have that hybrid component, both live and online. Let me ask you, in terms of our listeners, if they were going to do a virtual presentation for the first time, what do they need to know? What are the basics?
- Sam Richter: Well, I think there's really two answers to that question. The first one is the presentation itself. And I'll say some things that are rather obvious. You must have great content that the audience is interested in hearing. And it must be customized to what is relevant to their world, to the audience's world. Because I always like to say that nobody really cares about you, but they're massively passionate about themselves. And I think in today's world, that's more important than ever. So you've got to have great content.

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You have to have great visuals. If you're going to use PowerPoint presentation or whatever you're going to use, at a minimum, again, you're talking about starting out, you just need to have wonderful visuals, not PowerPoint slides with 30 bullet points that you're going to sit and read. Save me the pain and just send me the PowerPoints. I'll read it myself. Again, if you're going to use slides, you may not, but if you are, have them support your content. So if you're telling a story, maybe the image is something related to that story. I prefer pictures rather than slides with bullet points. So that's the content side.

On the technical side, what I would recommend is, depending on how many you're going to do, I would recommend getting a separate computer system altogether. The only thing you'll use that computer system for is your virtual presentations. Again, I wouldn't go to that length if you're only going to be doing a few virtual presentations. In that case, make sure you have a... I'm a big fan of having a separate camera than the one that might be built in on your laptop or your computer. It usually a laptop is the one that has the camera.

Now some of the higher-end Mac cameras are pretty good, pretty exceptional actually. But if you can get a separate web camera, and they're not that expensive, 2, \$300 for a really, really good one. And I recommend getting the highest resolution possible. And getting a web camera, those are plug and play, versus getting a DSLR camera and all the software related to converting that so it works on your computer.

And if you're not doing that many presentations, then just make sure you have a good web camera that is at base level. So last thing your attendees want to see is your nose hair. So make sure the camera's not staring up your nose. Rather, you can go get a super expensive tripod for your laptop. It's called the phone book. You'll probably need three or four of them, stack them on top of each other, or dictionaries or whatever thick books you have in your home. And just make sure that that web camera is at eye level, so people are looking at your face, not your nostril hair.

So those would be some of the key basics. Oh, the last one, probably two, that are really important. People will forgive poor video. They will not forgive poor audio. So make sure that you have an external microphone, not the one on your computer, even your high-end Mac or high-end Dell or

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whatever you're using. Get an external microphone. They're not that expensive. You can get them on Amazon. You can get them at any computer store. The popular ones that a lot of speakers use, a lot of podcasters use, are what's known as the Blue Yeti. But there are many other models less expensive, more expensive. Don't limit yourself on the audio.

And then if you're doing the video, make sure you get some really good lighting. And again, that can be purchased online. \$150 on Amazon. Just go online and do webinar lighting set, and you should be able to find something very good. So good lighting and good audio is very, very important.

Susan Friedmann: You said maybe you do slides or you don't. Your recommendation there. I mean, I'm thinking I don't know if somebody wants to stare at me just speaking at them for 30 minutes, 45 minutes, an hour or more. Do you think that having slides would be recommended here then?

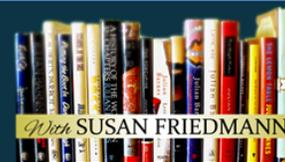
Sam Richter: Yes, I do. Now, my presentations are a little bit, I guess, more advanced than they should be. I've been doing this for a while. But my presentation, when you're seeing me, you'll see me in front of my slides, behind my slides, small, big. I incorporate a lot of video in my backgrounds and in my slides. And I try to replicate the visual immersive experience one might have if they were seeing me on stage in front of an 80-foot screen. That's one extreme.

You go back to the, as you were saying, the basics earlier. Yeah, I do think that there should be some slides. Or the other thing that people have done successfully, very successfully actually, is they'll have a flat screen television behind them. You want to make sure you set that at an angle so the lights don't kick off a glare, but work with it. You might be able to have your slides on that larger screen monitor behind you. You stand off to a little bit to the side. And that way, when the attention and the focus should be on you, the speaker, you can move in front of the monitor. Still behind you a little bit, but really center yourself. But when you'd like the slides to be more prominent, then you can step off to the side a little bit. I've seen a lot of people successfully do that.

Because to me, Susan, the other key is I like to use the rule of eight seconds. I never want my face or a slide up there longer than eight seconds. Now, I actually use the rule of probably three or four seconds. Three or four seconds I want there to be something different, something visually different,

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because I want my viewer to be always wondering what's coming up next. What cool, for lack of a better term, special effect is coming up next.

Now, again, I take mine to the extreme. I think even for the beginner out there, there's no reason that you couldn't have pictures, maybe some bullet points or words that support your content. Or, like I said, maybe have the content on the slide projected behind you on a flat screen monitor. So again, trying to keep things visually immersive so the viewer isn't either staring at you for more than 10, 12 seconds, or certainly they're not staring at a slide with bullet points on it.

Susan Friedmann: I know that something that you're very good at and you incorporate into your programs, and that is storytelling. Talk to us more about that aspect of your presentation.

Sam Richter: Well, I think storytelling is so important because we've all learned this as professional speakers that people don't remember your facts. They may remember your quotes. Some of those become quote unquote tweetable. But they will remember your stories. I think it's really important to wrap a story and hopefully a personal story around a point that you're trying to make. Sometimes there might not be a personal story. And so many speakers and authors very successfully use other people's stories, whether that's a famous person or even a not so famous person. But telling a story to support the message is imperative.

Otherwise, again, if you're not going to tell a story, then I, as the listener or the viewer, are asking myself why you? Why am I listening to this person? What makes this person an expert? So I think the stories help answer those questions and it makes it entertaining for the audience.

Susan Friedmann: Yeah. We love stories. I mean, we have since we were a child.

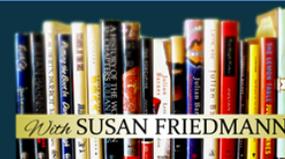
Sam Richter: Sure.

Susan Friedmann: Nothing better than a nice bedtime story. So why not? Yeah.

Sam Richter: That's right. I mean, what was it? The early humans would gather around the fire pit and they'd tell stories. They'd make up stories and they'd tell stories. They didn't sit and give bullet point PowerPoint presentations back in the caveman days.

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Susan Friedmann: Sam, I said in the introduction that you're best known for your breakthrough uses of search engines and the different intelligence gathering. Talk to us about that as it relates to a presentation. What might we use the internet for to gather the right kind of information for our presentations?

Sam Richter: Sure. I'll give you an example that's a big timesaver. We all like to have quotes or statistics or data in our presentations. You could spend all day on Google trying to find data to support your argument or a piece of information that you'd like to share. But what's the likelihood that somebody else has used that piece of data in one of their presentations, in one of their white papers, in one of their reports?

Now, I want to be very clear upfront. I'm not going to teach you how to find information so I can plagiarize. What I am willing to give you is a quick tip on where you can find and how you can find pieces of information that others may have used. And then you can go find the original source of that data and modify it and use it for your own presentation.

For example, let's say I was looking for information on we'll take the agricultural industry. So what's going on in the agricultural industry today? What are some trends in the agricultural industry? What's the likelihood that somebody somewhere on the planet has already done a PowerPoint presentation and/or written a white paper and/or written an article about trends in the agriculture industry? I would venture to say a hundred percent.

What I might do is go into Google and do a search and type in agriculture or, or in all uppercase, agricultural. But when you put something in uppercase, when you put or in uppercase, space before and after the or, you're telling the search engine give me one or both of those words. So you're expanding your search. Agriculture or agricultural. And then I might say trends or issues. Again, or in all uppercase. Now, if I ran that search in Google, I'm going to get some pretty decent results.

But again, when I'm looking for somebody else's PowerPoint or PDF file, now what I might do is then add at the backend of that search, type out the word file type. F-I-L-E T-Y-P-E. And then put in a colon. File type colon. No space. Put in PPT. File type colon PPT. And what you're telling Google is limit your search to PowerPoint presentations. Or if you wanted to search the newer

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version of PowerPoint, you'd put in PPTX. Or you can put in file type colon PDF to try to find PDF files.

What I'm looking for is somebody else's PowerPoint presentation, someone else's PDF file. Now, again, I'm not going to plagiarize. But what I am doing is I'm looking for that slide on their PowerPoint presentation or that image, that graphic or whatever it might be, that statistic, in their PDF file. I'm going to read their document, look at their PDF file. And if it's a well-written research report or a well-written PowerPoint presentation, it's going to cite the original source of data. I'm going to highlight and copy that original source of data. Go back into Google, paste it in.

Now here's the trick. Put it within quotation marks. When you put it within quotation marks, you're telling Google the words within quotes must be in that exact order every single time. And when you do that, you'll go find probably, most likely, the original source of data that the other person used in their PowerPoint or their PDF file.

I could have gone and found that piece of data on my own, but it might have been a half hour, 45 minutes of poking around in Google. Or I can use the technique I just shared with you. Find somebody else who is credible. Could be a professor at Harvard. Well, if a professor at Harvard used those statistics in his or her presentation, it's probably valid. Again, I'm not going to copy that professor's presentation, but I am going to see, find out what is the data source that they used, copy and paste it within quotes, go find the original data source, and then make my own interpretation. Taking something that might have been a 30 to 40 minute Google search and getting it down to two or three minutes.

Susan Friedmann: That's invaluable. Now of course you would then quote that source or that resource-

Sam Richter: Correct. Absolutely.

Susan Friedmann: ... on your slide or mention it so that, again, people know that it's credible, because otherwise they're saying, "Well, where did you get that figure from?"

Sam Richter: Absolutely.

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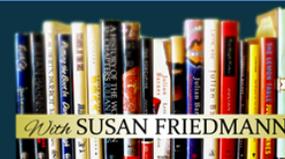
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- Susan Friedmann: Or that piece of information.
- Sam Richter: Absolutely. If there's an author or someone who's very well-known in the agricultural trend industry, I might even start that original search by putting that person's name within quotes. So, I'm going to add that person to my search and go find that person's source of data.
- Again, I'm going to cite it correctly, not plagiarize. But what I'm doing is I'm saying, "Well, if Joe Smith is the recognized expert in the agricultural industry. Well, if Joe Smith produced a white paper, it's probably pretty good. Let's see what it is the data source that Joe Smith used for his report."
- Susan Friedmann: I love using Amazon, looking at who's written books on certain subjects, and then looking at the table of contents of those books to find out, well, what are the points that they brought out that are important?
- Sam Richter: Absolutely. Excellent. And oftentimes, very similar, you can put that author's name within Google, put it within quotation marks, and then do file type colon PDF, or file type colon PPT, or file type colon PPTX, and find that author's research reports or maybe even book summaries. Abstract books, oftentimes those will be online as PDF files. Again, just like you said, we're going to go find that author's expertise. We're going to go find it a lot easier.
- Susan Friedmann: Our listeners love learning about mistakes, Sam. So as we're thinking about these virtual presentations, what are the things that we should not be doing?
- Sam Richter: Well, I think the first thing... I mean, there's some obvious ones that are not so obvious. Make sure you know what's in your background, because... Thankfully, I haven't had anything embarrassing in my background. But I've been a participant in some presentations where we couldn't take our focus off of the lingerie that was hanging on the closet behind the speaker. Little things like that. And there's been other more embarrassing moments that I won't share on a PG podcast. So that would be one.
- In terms of personal mistakes, in March, when I first had to pivot, or April, I was trying too much to deliver my in-person presentation online. What do I mean by that? Sometimes you tell a joke, and when you're in a room with a lot of other people, the joke goes really well. Everybody else laughs. The

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laughter becomes contagious. Everyone catches the energy and those kinds of jokes work great. That kind of humor works great in person.

Well, you can tell the exact same joke on a virtual keynote and nobody laughs, because you don't know if they're laughing. The attendees don't know if anybody else is laughing. So there's that uncomfortableness, if you will. I don't know if that's a right... A word, even. That pause where it's like, well, in person you're pausing because everybody's hysterically laughing. But in Zoom, you're like, "Do they even get it? Do they understand it?"

Lesson being you really need to go through your entire presentation that you might give in person and really look to say what's going to work online? Maybe we need to take out that piece of humor or add a new piece of humor in. Or maybe that story is just not going to work well because you just need to be in person.

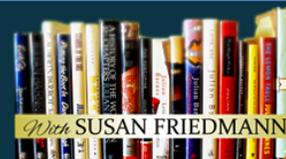
A good percentage of communication, as we all know, is the nonverbals. When I'm on a stage and I've got a camera and there's an 80-foot screen, my head is 75 foot tall. When I tell a story, a little wink of the eye, a little move of the eyebrow, a little smirk of my mouth, can really support that story. And it works exceptionally well in person. Well, that's not going to get picked up online. And so just knowing that not everything that works in person is going to work online is a pretty good one as well.

Susan Friedmann: I think that's really important to realize, that it isn't exactly the same. And as you rightly said, you try to mimic what you do on stage. You mentioned something really important that and that was energy. A speaker, we get so much energy from the audience. How do you build and motivate yourself to get that energy when you're speaking into a microphone and a camera and nobody else is there in the room with you?

Sam Richter: Yeah, you have to pretend, obviously, that there are people there. I'm going to screw up the baseball player. It was either Joe DiMaggio or... Actually, I think it was DiMaggio. Joe DiMaggio. Somebody asked him once... He was older and he was already going to be in the Hall of Fame and he continued to give his best. He continued to give his all and work as hard as... And someone said, "Why do you work so hard? You don't have to anymore. You're the best in history." And his response, and again, I apologize if it wasn't DiMaggio. But the response... It might have been Ted Williams, so let's call it one of those two, was, "There's a young boy who's in the crowd

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who's never seen me before, and it's my responsibility to give my best effort." I butcherized it, but something... It was a quote something like that.

And that's kind of the way I feel is whoever's watching me, I don't care what medium they're watching me in. If they're in person, if they're online, I have to give my best a hundred percent of the time. I've got to deliver the energy the exact same that I would onstage. I'm sure I don't, but I sure try to. I feel that I'm doing it. When I'm done... I've got all the lights on in my studio. It gets very warm. I mean, I'm drenched. More drenched than if I just went through a huge workout. And so you just give it your all, you just give it your absolute all. The other thing [inaudible 00:21:46] too, before you do a 90-minute webinar, make sure you go to the bathroom beforehand, because there's nothing you can do.

Susan Friedmann: Take a break and have everybody have a bathroom break. We all need one. But of course, if you're in control of that presentation, you can do it. But if it's somebody else's, you won't necessarily have that control. Good point, good point. Sam, if listeners wanted to find out more about you, your services, how can they do that?

Sam Richter: Sure. To learn about me is very easy. I'm supposedly pretty decent on the internet, so you could just Google me. And if I don't show up, then we've got big problems. It's Sam Richter. S-A-M R-I-C-H-T-E-R. Of course, my website, samrichter.com. Sam R-I-C-H-T-E-R.com.

And then I do have a number of tools that I've developed. One is called the Sales Intel Engine for professional speakers or for authors as well. But what it's designed to do is help you find decision makers and speaking opportunities, marketing opportunities. That website is samrichter.com/speaker. And by the way, if you use the code speaker25, just all one word in the coupon code area, you get 25% off of that program as well.

Susan Friedmann: That's fantastic. And I'll put that all in the show notes, Sam.

Sam Richter: Oh, great.

Susan Friedmann: I have that... Since I've been fortunate enough to watch many of your presentations and been the receiver of so much of your wisdom and shared

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some of those wonderful little tips of how to do searches. Those are dynamite. So yes, we'll share that with our listeners.

- Sam Richter: The tool is really designed to automate the complex Boolean searching. So instead of having to type in a 30-word mathematical equation into Google, you just type in one word and click a button and it finds the information for you.
- Susan Friedmann: Fantastic. And if you were to leave our listeners with a golden nugget, Sam, what would that be?
- Sam Richter: Well, as an author or a speaker, you are more needed today than maybe at any time in certainly modern history. People are needing your message. They need your hope. They need your ideas. They need your wisdom. Whoever your audience is, your target is, I know it's really, really tough right now to sell and to market yourself, but don't give up, because there is an audience out there that needs you. And the good news is our audience has now become much more acceptable of technology, virtual presentations. So it's much easier to reach that audience than certainly at any time in history.
- Susan Friedmann: Fabulous. That's such a poignant piece of wisdom to end with, so thank you so much for sharing your wisdom and for being here with us. 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.