



Achieve Your Goals Podcast #106 - Everything You Need to Know About Writing, Publishing, & Promoting a Book Chandler Bolt

Nick: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help take your life to the next level faster than you ever thought possible.

In each episode you'll learn from someone who has achieved extraordinary goals that most haven't. He is the author of the number one bestselling book, 'The Miracle Morning,' a Hall of Fame and business achiever, an international keynote speaker, ultra marathon runner, and the founder of vipsuccesscoaching.com, Mr. Hal Elrod.

Hal: All right. Good morning, or afternoon or evening, wherever you are in the world, goal achievers. This is the Achieve Your Goals Podcast. This is your host, Hal Elrod.

I'm pumped, because today we get to talk to one of my favorite people. I told him the other day when I saw him, I was like, "You just have a face that like, I look at you and I smile." It's a very unique feature to have, which none of you get to really experience right now because this is an audio podcast.

But my good friend, and the founder of Self-Publishing School, Chandler Bolt, is on today. And today is actually really unique in that this is the first ever episode of the Achieve Your Goals Podcast that is essentially a Q&A episode. Meaning, I knew that I wanted to have Chandler on, and I posted in The Miracle Morning Facebook group, The Miracle Morning Community, which if you're not a part of

that group yet, by the way as a side note, come join us, The Miracle Morning Community on Facebook. We have over 30,000 people from all around the world, and I've never seen a more engaged, and supportive, and inspiring group of people or online community.

But I posted in there, if you want to write a book, if that is a goal of yours, please post any questions that you have below. And the only challenge is we had so many people and so many questions come in, as I've been taking the last hour trying to organize the answers we're going to give, in categories and stuff. So we simply can't go one by one and answer every single question.

But yeah, it's the first episode that we've ever done a Q&A episode where we posted a topic. We said, "Who has questions?" And today, we're just going to go through and we're going to answer the questions. And the questions are...this episode is around three things. It's around writing, publishing, and promoting a book. So it's around one thing, which is books, but it's around three topics which is, how do you write a book? How do you do it well? How do you write a book that's going to sell a lot of copies, change a lot of lives, earn you some income? What's the best route for publishing? Should you go traditional, should you go self-publishing, are there different methods for each? What's the best way to approach that?

And then probably the most important topic is, okay, you've got a book written, you've got it published, well how do you promote it? How do you sell copies? Because the average book, I think, and Chandler, you might know this better than me. In fact, I'll bring you on right now. How many copies does the average author sell of their book? Do you know that? And if not, I can guess.

Chandler: No, I don't know, but I know for most people it's not what they want it to be, right? Because they don't know some fundamental stuff that we're going to talk about today.

Hal: Yeah. I think it's under 1,000. It's in the hundreds. Like the lifetime sales of a book. And I may really lead a little bit on that area, in that we have sold over 100,000 copies of The Miracle Morning. We sold 17,000 copies last month. And it's three years after it published which, I don't know if we'll go into that today, but the cycle of a book typically is it sells in the beginning, because everybody's friends and family buys it and they do a big launch, and then it kind of trails off into obscurity. And so we will talk about some promotional tactics today, not just to sell a lot of books on the front-end, but how do you create a book that is going to

sell for years and years and years to come, so that it makes an impact in people's lives and it creates a nice income for you as the author?

So again, if you don't have any desire to write a book, you can probably skip this episode. Although by the end of it, if you have no desire now, you might go, "Wow, I never thought about all that. Maybe I do want to write a book." But if you've thought about writing a book, or if you've already written a book, or you're in the middle of writing a book, this episode is going to give you, I think, a ton of value. And I'm bringing on the man himself, Chandler Bolt. So Chandler, good morning my friend.

Chandler: Hey Hal, great to be here. I'm excited about this.

Hal: Thank you for all the time you took to prepare. I emailed Chandler this morning the link to the Facebook post, I said, "Hey, in case you want to go through the questions and prepare a little bit." He's like, "Dude, I've been working on it for like the last 30 minutes. Here's the topics that I've got already organized." So Chandler, thank you for taking the time and putting that energy into making sure this is a great episode for everybody.

Chandler: This is going to be a good one, man. It's funny, we had a previous podcast interview and it was about writing books but then I think both of us realized that we went off on tangents about the business and achieving goals. Like there's a ton of good stuff in there. A lot of these questions that we're covering today, it's going to be great, man. I'm so excited and I think people, buckle up because this is going to be fast paced and we're going to have a lot of fun.

Hal: Absolutely. We did have some people say, "Yeah, I loved the first episode with Chandler Bolt, but you didn't go in as much depth as we had hoped on book writing." And yeah, it kind of happened by accident. But all right, today is all about book writing.

So first and foremost, overcoming fear and doubt. That's kind of the first, so the first main topic, right? We've got writing, publishing and promoting. So this is under the writing category and we're talking about, there were a lot of questions that came in around overcoming fear and doubt.

So Michael Hawthorn asked, "How do you get from I want to write but don't really know enough about anything, to being a published author?" We got Jenny Ganginter [SP] said, "I've been thinking about writing one and have even started

some free writing on it but I'm afraid most of what I have to say is what I've learned from other books and I'll just be referencing the entire time." So other people, "I have a goal to write a book, but who the heck am I to do so?" Said Roxanne Torres Patterson. Joe Carlisle said, "How do you get past the fear that it will suck or someone else has covered the same subject matter?"

So all of these questions, which are all part...I mean, as an author, and I know you, we all had to overcome that. So Chandler, so talk about that. How do you overcome that fear that, "Who am I to write a book?" Or, "What if it's already been written?"

Chandler: So these are all great questions. And I think the first thing to acknowledge here is that you're not alone, everyone thinks this. But I really want to dive in and break these down and kind of bust this up piece by piece. So we've got the first thing, which is fear of getting started, then we've got the fear of not having enough new content. And then some of that in there is, hey, I don't really have enough time to write the book. And that's kind of like the main gist of it. So I'll break those down individually.

And first off, the big one, which is the fear of getting started and how do I even start? And I know someone said, "I've been thinking about writing this book for 30 years." And that's very, very common, right? It's around the time of New Year's as we record this, everyone has New Year's resolutions or a lot of people do, or goals that they set, and what's the most common ones? It's lose weight, quit smoking, make more money, write a book. And that write a book one, like most of them, just usually gets kicked from year to year to year, and a lot of it is because of exactly this. This fear of getting started. And I think what most people struggle with is imposter syndrome, right? Thinking that you're a nobody, so why would you think that you are somebody? And you have to be somebody to write a book.

Well, the big thing that I want to break down there is, you and I both know this, Hal, is there's no such...and this kind of breaks into the whole new knowledge thing, right? And how do I have new content, is that there's no such thing as new content, right:

Hal: Yup.

Chandler: It's all been told before. And you've heard the quote, "Facts tell, stories sell." Well, that's exactly what...like facts don't relate to someone. And if you're scared to get started because you don't have enough content, just know that like...or

you're scared that the content's already been talked about. Like facts tell, stories sell.

So let's take, for instance, your book, Hal. So, The Miracle Morning, right? So it's morning routines. Morning routines alone, that's a fact, that's knowledge, that's something that you would teach. Without a story, nobody really cares about that, right? And they have it for a long time, because it's been around for a long time. But what do you do? You attach your story to that. And now suddenly it's relatable, and not only that, but people see it as a path to take them from where they are now to where they want to be, and there's so much more relation to that.

So I think that's an encouraging thing for people who are scared to get started is everyone has stories, everyone has experiences that they can share, and just knowledge alone isn't going to connect you to the reader. And just connecting that also with that fact that there's no new knowledge, it's, okay, yes, this maybe has been said before, but I'm going to say it in a way that relates to others, in a way that I might be the one that gets them that knowledge. Whereas they maybe haven't heard of Tony Robins or some other person that I gleaned a couple of insights from, they may relate to my story and they never would have gotten this knowledge, and it never would have changed their life. But because I had the guts to get started, and because I attached my personal story to that, that made all the difference and now I'm able to help them.

Hal: And Chandler, let me..also I want to chime in on that because you made some awesome points. And the one about attaching your story and using me as an example, I want to clarify that for people. Some people listening, if you know my story, like, my story, obviously there's lots of parts of everyone's story but you might think, "Well yeah, Hal died." Like that story, of course, gets attention, right? Like I didn't die. But that's really not the story that resonated in the book, it was the economic crash that I, that's where...The Miracle Morning didn't come from my car accident, right? That was just a small part of the book in the very beginning where I literally mentioned that over a page or two in the beginning with the car accident. The main story I shared was in 2007, 2008, 2009, when the U.S. economy crashed, I crashed with it. And I think I just want to really talk for a second about your story if you're listening and you go, "Well what's my story? I've had a normal, common life."

Well, a story can be about your fears and your insecurities and your self-doubt and any times in life that you overcame that. This is just, I'm giving you an example where people relate to that, right? So if they're reading your book and you're not

talking about how you died or you climbed Mount Everest or whatever, but you're talking about how a time in your life or many times in your life where you've dealt with fear or insecurity or whatever it is, things that we all deal with. It's that human experience. And I just want to be clear that your story doesn't have to be some grandiose, world record-breaking story, it just has to be authentic and it has to be relatable. And that's really, really, really important I think for people because they might go, "Well, I don't have that great of a story." Well, if you're a human being and you've made it this far, you've got a story.

Chandler: Exactly. Now, Hal, I want to touch a little bit more because I feel like, okay, we've just given some inspiration to help people get started, now I want to dive in with some tactical stuff on actually getting your book started.

So once you move into that...well the first step obviously is to commit. And the easiest way to get started is to get started. I'm blown away by this, is there's so many people who want to write a book but they always say that the timing isn't right or that they don't have time. Well, I love the Zig Ziglar quote who he says, "If you wait for all the lights to turn green before starting your journey, you'll never leave your driveway." So if you wait 'till this magical day where you have no kids, no responsibility, all the time in the world and it's just yellow brick road that appears in front of you and you can just skip along the road to getting your book done, that's not going to happen, right? So you have to get started even when you don't have enough time or even when you don't feel like you're an expert, or even when you aren't ready. And so committing to get started and then adding in some accountability, I think that's the biggest thing.

So telling other people that you're writing your book, setting a date to get finished, that's very important. Letting other people know of that date. And then actually getting started, the tactical tips that I would give, and this is...I know someone else asked a question about, "Okay, I have a couple of ideas but it couldn't lead into a full-length book." Well, this is how I do it.

So I've got a three-step process and it starts with a mind map. So I would encourage...and anyone, if you're thinking about doing a book, this is absolutely the first step to take, and it's a mind map. So you take a blank sheet of printer paper, you're going to put your book idea, or the thing that you're thinking about writing now. This could be the thing you're passionate about, the thing that you do for an occupation, the thing that people keep asking about, your hobby, the thing that you just can't stop talking about. Whatever that is, write that in the middle of the paper and then you're just going to do a big brain-dump. So this is every story,

every experience, every book that you've read, lesson that you've learned, and you're going to start drawing lines and circles. And you know what a mind map looks like, it just goes out and out and out.

And what you're going to find is that in 15, 30, maybe even 45 minutes, it's going to start to grow and grow and grow and grow. And before you know it, you realize just how much knowledge you got up in that noggin of yours that's buried, right? That's buried from years and years. And you're going to start seeing things come.

And then that leads into step two, which is organizing those common themes into sections. You got three, five, maybe seven sections that overarch into your book, and then you break those down into chapters, right? And so now you're starting to move that mind map and mold it into an outline, and that's kind of your compass that guides you through the book. And then lastly, step three, write the dang thing, right?

Hal: I'll say that, and I love these tactics, I always tell my coaching clients this that want to write books and they're trying to overcome the fear, so this is speaking to everybody that has kind of that fear. Make your number one goal to write a mediocre book. Meaning, see if you have this goal of writing the next Think and Grow Rich or the next Fifty Shades of Grey, which I know Chandler is trying to write the new Fifty Shades of Grey. If that's...the next Harry Potter. If your goal is to write a perfect book, perfection is...I mean, that's the greatest obstacle often to our success or our progress or even getting started. Your goal should be to write a mediocre book and then to edit it to be a great book.

And when you have that low standard to start out with, then normally I would...and low standard is counterintuitive to what I would normally tell people who have high standards, but in this regard, have a low standard of just getting a book on paper. The hardest thing to do is get started, the second-hardest thing to do is keep going, the third-hardest thing to do is to finish. But when you have a goal of just getting it all out there, so your outline that Chandler is talking about, when you're tactically organizing into sections, at the end of the day, your title might be completely different when you're halfway through the book. You might completely have an epiphany that changes the title. You might be writing the book...like for me I was writing the book and I deleted entire chapters, I added new chapters, I moved a chapter from the end to the beginning, on and on. So it really does kind of evolve.

And that's where I want to speak, Chandler, and this is a tactical component, one of the most important keys to writing a book is simply blocking off the time. And kind of capitalizing on what you said, Chandler. In your schedule, commit 60 minutes a day or 30 minutes a day, wake up an hour earlier and commit that time to writing.

And I love what my business partner, Enrie [SP] says, I think she calls it like her strategy. They go, how do you write so many books? She just published her 19th book. And she goes, "Ass-in-chair." That's my strategy. She goes, "I put my butt in the seat, in front of my computer, to write. Even if I have nothing, if my mind is blank, I have to sit there and stare at a blank screen for an hour every day, no matter what." And she goes, "And some days I write very little or the writing I do is, it's horrible and I end up erasing it all. Some days it's amazing, most days it's okay and it needs editing later." But she said, "But because I do it every day, butt-in-chair, that's how I've written 19 books." So back over to you.

Chandler: That's awesome. And I know we want to move into some other sections here. But that sparked a couple of things for me, which is, this is when I love your people, Hal, is because they've already done one of the hardest parts, which is committing to that morning routine. And now, because they've done that, Charles Duhigg, *The Power of Habit*, they've created a keystone habit, which is *The Miracle Morning*. It's so easy to just layer on top of that a little bit of writing time. So that's why when, you know, we've had a bunch of your people join Self-Publishing School and even people in Self-Publishing School, if they haven't heard of *The Miracle Morning*, I'm like, "Okay, yeah, you need to read this book because this is going to help you get your book finished." So it's so easy to attach onto that morning routine, the writing of your book.

And then moving on from that, something that you just sparked for me is, okay, the first book that I write is going to be the best book. Well, that's false. That would be like thinking, the first time that you ever ride a bike in your life is going to be the best time that you ride a bike. No, you're going to immediately crash and then your parents are going to help you get back up and you're going to ride it again and you're going to crash again. And so just removing that expectation. I know that was very helpful for me. And like you said, it's like counterintuitive. And we're not saying write a crappy book, but lowering that bar makes it feel less intimidating, and that's usually what people need to get started.

I was just going to say, like we were talking about the other night at John Lee Dumas' *Freedom Journal* launch party, we were talking about a James Malinchak

quote which is, "My crappy book's better than the book you ain't got." And that's just always stuck with me. Doing it is better than perfect.

Hal: You're absolutely right. Speaking to a couple of things that you said, my first book was called Taking Life Head On. So that was many years ago. The other thing, and it took me six years from that book to the next book, but the other thing is if you self-publish your book, which we'll talk more about, you can edit it at any time. And actually what I did is after The Miracle Morning came out, roughly 12 months later, I went and I read all of the three-star reviews. I read all the reviews, but I really took a lot of notes on the three-star, and the two-star, and some of the one-star reviews.

But I went, "What are common themes? What are common themes of things that people didn't like about the book?" And being self published...and if you're with a traditional publisher, good luck. Good luck making those changes. But as a self-published author, I made those changes, I edited it, re-did my manuscript and then I put it on CreateSpace on Christmas Eve because your book comes off for like 24 hours, it's not available. So I figured people aren't shopping Christmas Day typically, they're opening presents. And so I was able to make those changes.

And the other thing that I want to mention too, in terms of writing that mediocre book or that crappy book, just getting it done is, a book becomes great not only in editing but in once you get feedback. So I sent the first crappy manuscript of The Miracle Morning to 5 or 10 of my close friends and some colleagues and some family members that are very well-educated, well-read individuals, and the feedback that they gave me totally transformed the book from average to great, if you will. So it takes a village to raise a child, so to speak, and it takes a village to edit and take a book from mediocre to fantastic.

Chandler: I 100% agree.

Hal: So a couple of questions that came in that are very short answers. So I want to just touch on these and if you have anything to add you can, but I'll just answer them.

We had Mare Larchangel [SP] asked about editing. She said, "I'd like some advice editing." She's written the book, come across a lot of advice on how to write a book but very few about editing. And she said, "I think mostly because this is done by the publishers." And my answer is I hired an editor. I mean, it took us, we've gone through multiple editors. But I think Elance.com is where we started. Do you have

any...what's your thoughts on how to edit a book? To me it's you don't edit a book, you hire an editor.

Chandler: Exactly. That's exactly it. We go through Upwork, which they bought Elance and then that's usually where we go. Then also one great thing that I do is a verbal read-through. So I actually go through the whole book and read it out loud, and you'll see how it will come across for your reader. But then one other piece of editing advice is be careful about giving it...actually two pieces. One is, be careful about giving it to people who aren't your target audience. So the worst thing you can do is give it to 15 people, you're going to get 15 different opinions, and then that's going to keep you from ever finishing the editing process because the editing process is never finished, right? It can go for as long as you want. But be careful. Like, if I have a book on productivity for entrepreneurs, which I do, I'm not going to give that book to my grandma and see what she thinks about it, because she's not an entrepreneur. So anything she says doesn't matter. And so be very, very careful about that.

And then the second thing is, have a firm finish date. And make that be known upfront with your editor, the firm finish date for your editing, because that's what keeps you from editing into eternity.

Hal: And let me give a bonus tip, Chandler. In fact, you can borrow this one. It's a friend that gave me this years ago. He wrote his first book when he was like 16 and I was 19 working on my first book. And I was like, "How do you get yourself to just write? It takes me..." I go, "I'm such a perfectionist. I'll work on a paragraph for 15 minutes and then I'll get frustrated and go, 'This sucks,' and I'll just delete it." And dude, this is a ninja trick that he gave me. He said, "Set your timer for 30 minutes to write," and he said, "turn your screen off. Take the brightness feature and turn it off." And you cannot see the words that you're writing. So when you make a mistake you go, "Damn it." And you just keep moving because you have 30 minutes where you're not allowed to edit. You can't edit, you can't even see the screen. And so that was huge for me and that allows you to do the hardest part, which is just get the words on the page and then go back and edit later.

Chandler: I love that.

Hal: And then the other question we had was, e-book versus hardcopy. Peggy McAlister Hernandez said, "My biggest question is, e-book or hardcopy to start? I have my outline but haven't begun the writing. Working on the draft." The answer is very simple and it is both. Would you agree?

Chandler: Yes, I do. I do have a piece of counterintuitive advice here. I actually tell my students, e-book first, book second. Because that actually, for most people it's all about getting...we talked about the fear of getting started, well really most of that stemmed from overwhelm. So it's so much easier to do your e-book, then you know how to do the whole process. Not only that but, all your sales are focused on the e-book. Then it's an excuse to talk about the book again four to six weeks later, when you launch the hardcopy. And not only that, but now you don't have to do them both at once, and you can kind of learn and then iterate. And I've just found from people, like that makes it much easier and a lot less intimidating.

Hal: Got it. That makes sense. And I will share, I publish my books through CreateSpace, which is Amazon's self-publishing house. And they've got a button on there where you just click "Also on Kindle" or whatever. And so that's a simple way to do...you can kind of do them both the same time in that it will...and I'm not even sure, my team does it. I don't know if we...I don't remember the process of like...because I know you have to format it differently and I think that they offer that service or whatever. But I like your idea. I think that we use that strategy with the audio book where the, or the book came out and then, you know, the audio book came out a month later and you're able to go back and announce to everybody, "Hey, the audio book is out now." And people that love the original book will get the audio book or whatever.

And by the way, before I forget, I want to mention, Chandler, I know you have...you've got your free video training series. So everybody, Chandler is the founder of Self-Publishing School, and I will mention that the last Self-Publishing School you did was the first program I've ever promoted of anyone's. And the feedback from my audience, from our listeners that went through your program, I mean, they all have books done, which is just amazing, you know? And if anybody wants the free video series, you can go to HalElrod.com/SelfPublishingSchool. HalElrod.com/SelfPublishingSchool. And that is Chandler's free Self-Publishing School video series.

So let's talk about publishing. That's a good segue. Self-publishing versus traditional. We had Heidi Bartley Detrich [SP] said, "Self-publishing versus big publishing houses pros and cons." You're the founder of Self-Publishing School, Chandler, I'm guessing you have an opinion one way or the other. So why don't you start and then I'll give my input on that?

Chandler: All right, Hal. Now, be mindful. Feel free to cut me off at any time, because this is my soapbox and I could go for hours on this.

Hal: All right.

Chandler: So obviously I'm a little biased, right? I own a company called Self-Publishing School. So just take this with a grain of salt. Obviously I think that self-publishing is way better than traditional publishing, and I'll tell you why.

You know, back in the day, publishing was the only way, right? It was credibility, it was distribution, it was a lot of things. But then what happened is a company called Amazon came out and they kind of leveled the playing field. And publishers, they had this one leg to stand on, which was distribution. They could get you into book stores. But now 70% of book purchases happen through Amazon. So they even kind of kicked that out of the leg of publishers. That leg to stand on.

Hal: They changed the game, Chandler. Amazon changed the game, yeah.

Chandler: Dramatically changed the game to where now it's the easiest time to publish a book ever. And there's a little by-line in an Amazon listing that says the publisher. That's it. And guess what? If you're listening right now, you've probably never seen it and neither has anyone else, right? Because it doesn't matter. And so just to give you kind of the pros and cons. So with publishing, it's going to take you a couple of years to publish the book, they're going to strip you of a lot of your creative rights and at the end of the day they control everything, pretty much, about the book. They're going to take most of your royalties. Guess what, they're not going to market the book, contrary to popular belief. You still are responsible for 100% of marketing. If you get an advance and you don't sell enough books, they're going to knock on the door and ask for that back.

So it really is this antiquated process of it's very slow, they take most of the money, they strip you of the creative liberties and for what, right? There's not much benefit on the other side. Where with self-publishing you have ultimate control, you keep 70% of the royalties, you can publish, speed to market is much faster. So that's the difference between, I mean, at Self-Publishing School our goal is to show people that self-publishing is not only an option, like the red-headed stepchild, but it's the best option, and really to put the big publishers out of business. Because we think it's a broken industry that's really taking advantage of people.

And it only makes sense, kind of like they say that banks only give money to people who don't need it, right? Well the same exists with publishers, they only give deals to people who don't need them. And so it only makes sense if you're on the higher, higher echelon and you already have a platform, and you're looking to do like \$50,000 speaking gigs and travel all around the world and you want publishing all around the world and all that stuff.

Hal: Chandler, everything you said I agree with, 100%. And I'll tell you, I've gotten to...when I first was considering writing *The Miracle Morning*, I really believed that the idea, the concept that it could be a game-changer and it could change millions of lives. And I really went in-depth into researching the publishing industry. In fact I hired, like, one of the best book proposal writers ever, I mean in the country, and we spent like six months crafting this 50-page proposal. And during that six months, I continued to research self-publishing versus traditional, and that 50-page that I invested thousands of dollars in creating that book proposal is on my computer, and it never went to publishers. Because I decided that...I was like, "This doesn't make sense." And for all the reasons you just said, which is, you're giving up all your royalties in exchange for very little in value, in my opinion.

Yes, they can get you in book stores. Will they? No. Right? And I won't say no, no matter what. But here's the deal. They're publishing however many books they're publishing in a big publishing house, right? They're publishing J.K. Rowling's next Harry Potter book and Stephen King's next book and Dave Ramsey's next book. And then your book. There's millions of books published and limited shelf space. So the odds are you're not going to get in the store. And then like you said, Chandler, 70% of books now are sold on Amazon. So why would you go through all the trouble, give up your royalties just to be put into a dying industry? Like a dying vehicle for selling books?

So with that said, after *The Miracle Morning* sold 100,000 copies, I did get an agent and I did meet with 13 New York publishers and I think we got 9 offers and I decided to turn them all down. I don't say that with any kind of bravado, but it just didn't make sense. So think about that, Chandler, you mentioned that it only makes sense if you have a platform and you want to get \$50,000 speaking engagements and that sort of thing, yes and no, right? Yes and no. So it almost is not even making sense for that anymore, right?

Chandler: Yeah, exactly.

Hal: Like the more time goes on and the more resources become available for self-published authors and the more it doesn't matter...like some of the best New York Times best-selling authors are now, they are going self-published. James Altucher, right? He, who is one of the...he's a top author for these major publishers, and now he said he'll never publish a book again. He'll only self-publish. And all his books now are self-published. So if you're considering traditional versus self, for 99% of people I would say self-publishing is absolutely the way to go, for all the reasons Chandler mentioned.

Chandler: Absolutely.

Hal: That's a soapbox for both of us. Like I'm really passionate about it and I feel the same. It's like the record industry. I think that's making the same transition, right? It's like Macklemore got turned down by all these record labels and he finally was like, "I'm taking my success in my own hands." And then he became the number one artist in the world and he kept all of the money, he kept all the profits, he kept all the creative control and he was like...and then the publishers of course, or all the, not publishers. What are they? Record companies.

Chandler: Record labels, yeah.

Hal: Record labels come knocking on his door, "Macklemore, hey, right?" And he's like, "No dude, it makes no sense. Why would I give you a huge chunk of what I earn?"

Chandler: And this is...two seconds on this, Hal. So obviously my brother plays in a rock and roll band called Needtobreathe. Grammy-nominated band, signed with Atlantic, a big record label...

Hal: My assistant, it is her favorite band. I think you met Tiffany at the...

Chandler: Right, yeah, at Best Year Ever, she was telling me...

So it's very, very similar, right? And Macklemore even talks about it in one his songs, he jokes about the 360 degree deal, which means that they're now even trying to take a portion of the live, so playing shows. And actually that's the standard. So it's very similar. And these two industries are very antiquated and they're grasping for straws. And it looks similar. On one side it's Barnes & Noble, on the other side it's radio, but that's the only control that they still have and you notice that that's continually getting stripped from them as both industries evolve.

Hal: Yeah, absolutely. So, very interesting. So to me it's hands down, I would self-publish. As far as where to do that, CreateSpace.com is Amazon's self-publishing arm. Again, the number one book distributor in the world is Amazon, to me it just makes sense. And I've actually researched. I've tried to find a better option, just in case there was one, and I really have not been able to find a better option than CreateSpace.com. So yeah, so that's what I recommend.

And it walks you through everything, in fact. And they have all the services you need too. If you're like, "Well I need an editor." You can either go to Upwork.com, as Chandler mentioned, or I think CreateSpace. They've got everything in-house now. Cover design there or go to 99designs.com, go to KillerCovers.com. That's actually who I've used to design covers, on and on.

So let's talk about promotion. And this is where most authors, this is the piece that they don't even think about. Like they don't even realize. Once your book is done, you think, "Oh my gosh, I finally did it. I finally wrote the book. I overcame my fear, I dedicated a year of my life." And guess what? It will not sell itself. It doesn't matter how good the idea is. You'll be like, "Oh my gosh, I have the most brilliant book ever, I'm going to put it out there, it's going to spread like wildfire." Unfortunately, that's not the case. And we'll talk about some promotional strategies.

But I will just say this. The Miracle Morning, if you look at the promotional cycle of a book, I kind of mentioned earlier, it followed that. Where in the beginning I pre-sold 5,000 copies to all of my friends, and clients, and colleagues. I then did an Amazon post where we sold 1,400 copies the first month on Amazon, and then, like most books, I think month two we dropped from 1,400 to 700, and then month three it was down around 300-and-change and it stayed there for kind of a while. And I've got a graph, Chandler, where we've tracked monthly book sales and you just see this graph, and it just it was low, low, low, low, low, and then it went up, up, up, up, up, and it really is like so many things where it hit this massive up-curve, right? And it just went way up. And why did that happen?

Well, two reasons. Number one, because of the content in the book. And I can touch on some of the like, how do you write a book that spreads like that? But the biggest reason is constant promotion. I just finished my 208th podcast interview. So I've done, you guys, I've done 208 interviews on other people's podcasts, right? You think there's a correlation there in the book sales? Of course. That's a lot of time and energy doing interviews. Not to mention, this is my 100...Chandler, I think this is like my 107th podcast episode of my own. So I've been on 200

podcasts, I've done 100 episodes, right? And that's just not to mention all the other speaking and other things that I've done as well. But I just wanted to mention that because that's the key, is, if you really believe in your message, then you're in it for life. Like in terms of promotion, like your, you know, your promotion, it's not like you promote it a little bit in the beginning and then it takes off.

And Chandler, to your point, traditional publishers, they're not going to put a lot of money or energy, if any, behind a new author. Their marketing dollars go behind proven names that they know that if an ad goes out for J.K. Rowling's new book, millions of people are going to want to buy that book. If an ad goes out for Chandler Bolt or Hal Elrod's new book, a million people are going to go, "Who the hell is Chandler Bolt and Hal Elrod?" Right? So, very different. And publishers understand that, so that's why they intelligently put their marketing dollars where they're going to get the best ROI.

So Chandler, any thoughts on promotion? And then I've got...this is a topic I could rally on for a while.

Chandler: Absolutely. So this is my jam. Marketing is the stuff that I'm really good at and this is what I think sets us apart. So I'll just touch on a few things here. So obviously when we're talking about Amazon and this ecosystem of Amazon, you're tapping into an existing ecosystem. So there's 100 plus million buyers in there, and I always say that Google is a search engine of browsers, Amazon's a search engine of buyers.

Hal: Yes.

Chandler: So when people are on Amazon, they're there to buy stuff. They're there for that one reason, and one reason only, buy things. And you notice this, and if you're listening right now you can probably relate to this where they have 1-Click purchases and you're just going through buying things, right? Whether you're waiting in line, at the airport, whether you're in the passenger seat, driving, whether you're sitting on the toilet, it doesn't matter. You're just clicking 1-Click purchases, right?

And so you have a really great opportunity, as an author, to tap into that. And it really all comes down to positioning. So positioning your book for success. You say, "What does that mean?" Well there's a few ways to do that. It's having a great title, having a great cover that stands out, getting a lot of reviews, that's very important for longevity inside of Amazon. And then really just focusing on making

it very clear what your book's about. So Hal, you do a great job of this. It's The Miracle Morning, not so obvious way to change your life before 8:00 a.m., right? Very clear. So I instantly know when I see that book, okay, this is what it's about. And so I know whether I'm interested or not.

And a lot of people worry about alienating the market, but it's exactly the opposite. The more niche you are and the more clear you are with your positioning, it will be so much more successful. And I've got a lot more stuff I can riff on here, but I'll just kind of pass it back to you because I know you've probably got some stuff you want to say on this.

Hal: Yeah, absolutely. Well here's what I'll do, we're going to answer, or I'll answer Gillian Perkins asked the...she simply said, "What are the top tips for a successful launch with Amazon CreateSpace?" So I'm going to give a few step-by-step tips here.

Number one is, create an opt-in page to give away the first few chapters of your book for free in exchange for a person's first name and email address. That's something that I did for Miracle Morning, like, three years before it came out, which is only because I sucked at finishing...it took me forever to finish the book. I thought it would be out a lot sooner. But I had this page up where people could download the first couple chapters of the book once I got them done. And what that does is it builds your email list of people that know your content. That have read the first couple chapters so that when the full book is done, now you can email that to them. And hopefully in between then, depending on how long it takes you, you're adding value to those people. So you're emailing them a weekly podcast episode or a newsletter or quote of the day or something to build a relationship with your subscribers.

Anything to add to the creating an opt-in page in advance, Chandler? I'll kind of pause between each of these.

Chandler: Love that. Yeah, that's great.

Hal: Okay. Second thing is form a launch team.

Chandler: Yes.

Hal: And this is about three to six months before the book comes out. And the launch team is a group of people that...now here's the beauty of it, by the way. You

do this in order because you should have sent your first few chapters out, right? That should be happening for a few months at least, and then you email those people, "Hey, like the first few chapters? Want to get the book for free? Join the launch team." So now you're emailing people, so you see how this works together, right? It's like they love the first couple of chapters, they can't wait for the book, and now you're offering, "Hey, if you join the launch team, you're going to get the book for free."

In terms of how to do a launch team, by the way, the best post I read is at Michael Hyatt. So that's actually where I modeled what I learned from Michael Hyatt. So if you want to, just Google Michael Hyatt Launch Team. So that's Michael, M-I-C-H-A-E-L, Hyatt, H-Y-A-T-T, Launch and Team. I'd imagine you could spell those. But you'll see his post actually, How to Launch A Best-Selling Book. That's actually what I would encourage you to read. How to Launch a Best-Selling Book. That's the post that I read three years ago and interestingly enough, I'm looking at the date, it actually came out like three months before my book did. So Michael, that timing was perfect, thank you so much. But read that book and model the way that he did his launch team. He basically created an application...we don't have enough time to, we don't need to go in the whole details.

But what that group is going to help you do is they're going to help you continue to promote the free chapters, right? So they're going to promote the free chapters and they're going to continue to build your list of subscribers so that there's more people to let know about the book that have already read the first couple of chapters on the day the book comes out, they're going to write reviews on Amazon for your book before it comes out, which is huge.

Chandler: Yes.

Hal: Social proof. You know, you show up, you look at...for me, if a book doesn't have at least four stars, usually four-and-a-half, I want four-and-a-half typically is my minimum for any product I buy on Amazon. I'm looking at...I'm looking through, any product. I'm looking, "Hey, here's three different pairs of headphones. This one's got 800 reviews, four-and-a-half stars, this one's got 28 reviews, four stars, this one's got 900 reviews, four stars. I'm going to get the one with four-and-a-half stars." So that's what you want, and that's what the launch team helps you do. And then of course they help you promote the actual launch day, when the book is going to come out.

Any other thoughts on forming a launch team without us giving like an in-depth training here?

Chandler: Yeah, I'll take two seconds here, Hal, because this is actually something I really wanted to talk about. So I'm glad you brought this up.

Now, a couple of shout outs to Daniel Decker, he's the master of launch teams and I think he helped Mike Hyatt with his. And then also Darrell Vesterfelt. Those guys are...they gave me some advice on doing my first launch team and it was really a game-changer. And so, like you said, I just want to make this a little less intimidating for people. You don't have to have an audience, you don't have to have an email list. A launch team is just a fancy word for people who support your book. So it can be family, it can be friends, it can be colleagues, it can be people who just support your message. And so yes, these people can help you with reviews, with spreading the message, they can also help you get on podcasts and blogs and stuff like that.

And then you say, "What do they get? Like I'm scared to ask them." Well, they're going to get to see the behind the scenes of a successful book launch. They're going to get the book early, they're going to get to surround themselves with like-minded people. And then the big one that I like to do is I put their name in the book via the acknowledgment section, and people love that.

Hal: Yeah, that's a great point. Having your name in print in a book is, at least for me, I'm always honored. It's always cool, right?

Chandler: Yeah.

Hal: I've done that before where when I was in someone else's book, I would give that book as gifts and I would autograph the acknowledgements page because I'd autograph next to my name. But I don't think anyone appreciated that or was...in fact I forgot who told me. Someone told me that, I forgot who it was, they've told me a couple of times. But they received my book as a gift...oh, Carey Smolensky who is a friend of mine who I just interviewed, he gave out a bunch of copies of my book. He bought 100 copies when it first came out, and he signed them all, like a little note in the front, and I've had multiple...like, yeah, I opened it up and I was like, oh my God, this is an autographed copy of the book. And they're like, it was Carey that signed it for me, not you.

Chandler: That's great.

Hal: So, it's pretty funny. So second tip, form a launch team. Third tip, pre-sell copies. And again, this is reach out to family, friends. If you want to...Tim Ferriss I thought did one of the best. If you Google Tim Ferriss, Landslide. Google Tim Ferriss, Landslide. I believe that's what he called his book launch that I modeled. And it's where you come up with a bunch of bonuses. Like if you buy 10 copies, you get this, if you buy 100 copies, you get this. And they might get anything from discounted pricing to the audio book for free to, whatever. You can model in whatever you have to offer. I offered free tickets to my live event if people bought 100 books, I offered a free speech if they bought 300 books, back in the day.

Fourth tip is plan a long runway. So three to six months to promote the book after it's done, that's what I recommend. Now, I know Chandler will teach you how to have your book...at Self-Publishing School, the idea is that it's published, ready to go and promote in three months from today. Like from zero to published book and promoting it in three months. So I know Chandler would get it done probably fast. But for me, like my next book, I'm going to have it done being written in probably April or May, and it's, for those of you watching, it's actually on this topic. It's called Beyond the Bestseller: How to Write a Book That Creates a Movement, Earns You a Fortune, and Changes the World. And keep an eye out for that one, Chandler.

But the point is, the book is going to be done in April or May, and I probably won't publish it until January. So I'm literally going to spend that time creating programs and things that support the book, planning the launch, just really...and you don't need that long, but the point is, don't be...like patience is a virtue. So to Chandler's point, set a deadline to have the book written, announce that deadline, make it public, and set another deadline, a month or two after that, maybe three to six, as I said, if you want to really do a lot of promotion. You may not need that much time. But just plan on some time to ramp up your promotion.

And then the fifth and final tip that I'll give you on promoting is simply, keep promoting. And I already touched on that, right? That it's, essentially as long as you believe in your message, why would you not promote it until the day that you die? Like for me, The Miracle Morning, I want to change millions of lives via The Miracle Morning, and so that's my mission in life and it has been for three years without stopping and it will be until further notice. And everything I do, I'm always making sure I'm doing something to share The Miracle Morning with other people.

What I've found, the main, you know, you're going, "Well okay, keep promoting, well what do I do? What do I...how do I keep promoting?" Get on other people's podcasts. That has moved the needle for me more than anything else. I've invested a good amount of money in being on television and getting a PR person to get me on all these TV shows. Didn't move the needle. Hardly moved it at all. It's cool to have those clips on your website and gives you some credibility and stuff, but for the most part, being on podcasts has been the number one driver of sales where I've been on a podcast and I've seen the next month my sales double, triple, quadruple from that particular podcast that I was on.

And for those of you that go, "Well how do you get on a podcast?" Google how to get on a podcast first of all. Second of all, I encourage you to target the new and noteworthy. So in terms of who to reach out to, go to iTunes, there's a New and Noteworthy section and you can find a new and noteworthy podcast every single topic. So you find your topic and target those folks. And the reason I encourage you to do that is if they're in the New and Noteworthy, that means they are getting quite a few downloads and listens. But because they're a new podcast, they are probably not yet inundated with requests to be on their show.

If you reach out with...we had John Lee Dumas out at our event at Best Year Ever, and I talked to John and he said, he gets like 50 requests a week. So 200 requests a month. And they do a daily podcast. So he has 30 episodes a month and he has to filter through 200 requests. So if you're wanting to get on Entrepreneur On Fire, which is John Lee Dumas' podcast, good luck with that. But if it's new and noteworthy, they're brand new, they're probably not getting 20 requests a month yet. So that's where I encourage you to start and target those folks, because they're the up-and-comers and they're getting a lot of downloads and a lot of views. So those are my recommendations and you can Google how to promote a book and there's obviously lots of different ways to do it. But Chandler, any other thoughts on promoting a book once it's published?

Chandler: Just to touch on the podcast thing, like now that you have a book, it's going to be so much easier. It's so much easier because you're a credible expert to get on those podcasts. So I think you gave a lot of good tips there.

Hal: When you said something earlier, Chandler, which I meant to comment on and I forgot, is that early in the podcast, when we talked about who am I to write a book, I'm not an expert, I'm not this, I'm not that, exactly. That's why you write the book.

Chandler: Yes.

Hal: Because you become the expert when the book's written. It's funny, have I told you the Suge Knight story?

Chandler: I don't know that you have.

Hal: Dude, you know who Suge Knight is?

Chandler: Yes.

Hal: All right. It's a little bit before your time. So Suge Knight is the founder of Death Row Records and he was the president and he was known for not necessarily nice business practices, like holding people over the edge of buildings by their legs and things like that. Anyway, he's rough. But long story short, I was at the L.A. airport waiting for a flight and this guy was sitting across from me, you know, big guy and these two girls go up and they were talking to him and they asked him for his autograph and then they were walking...I was probably catty-corner to him like 15 feet and they're walking back...And, I mean, in high school dude I listened to...Tupac was under Suge Knight's label, Dr. Dre, Snoop Doggy Dogg. He was like, they were the biggest record label, I think, in the world at one time.

And so the girls walk by and I go, "Hey," I go, "I saw you get that guy's autograph. Who is that?" And they go, "That's Suge Knight right there, that is Suge Knight." And I was like, "Shut up." And this was like five years ago before The Miracle Morning and I had a copy of my first book, Taking Life Head On, which back then had a picture of me on the cover. Just my big face on the cover.

And I was like, I want to meet him, I want to approach him. And I was like, I got a copy of my book. So I felt like rather than go up as a fan and be like, "Hey, you know, can I have a picture with you?" I thought, "I'm going to go up as an author." So I write a note. I go, "Suge, I'm a huge fan, thank you for inspiring the world with your music for so many years." Right?

And I go up and I was like, "You're Suge, right?" He said, "Yeah." Then I said, "Hey," I said, "I'm an author and I'm also a fan. I just want to give you a copy of my book as a thank you for all the work that you've done." And he grabs the book and he looks at it and he looks at me and he looks at it, he looks at me and he goes, "This is you right here?" I said, "Yeah, that's me." He goes, "This is you?" And he

turns over the book and he sees pictures of my car accident, he goes, "Is that you?" I said, "Yeah." He goes, "What happened?" And I told him what happened. He goes, "You died? Can I get..." He goes, "We got to hook up. Give me your phone number. Can I have your phone number?" I'm like, "Yeah," and he pulls out his cell phone and he puts my number in his cell phone and then he's like, "Let me give you my number." I'm like, "All right." So I'm in my cell phone and I'm like, "Suge Knight..." And I wrote down his cell phone number.

So the point is, I mean, this is somebody who's at one point was a multi-millionaire, world famous, he's kind of hit some skids since then I think, a little bit of karma. But the point is, because I had the book and I had the face on the cover, all of a sudden I was the celebrity to him and he wanted my phone. You know what I mean? So the point is, who are you to write a book? That's why you write the book. You write the book because once you become an author, the perception of an author is there is a level of credibility. And I think it's because, Chandler, and you can maybe speak to this, but so many people want to write books, right? It's like one of the number one goals. But like less than 1% of the people that want to write books, actually write the books. So it's almost like, "Wow, you are one of the people that actually did it? Gosh, I've always thought about that." You actually did it.

Chandler: So it's the The New York Times study that 81% of people want to write a book, less than 1% of people actually do, right? So that immediately sets you apart. And I guess the moral of this story, and this podcast, is write a book, meet Suge Knight.

Hal: Yeah. And hopefully even bigger, newer celebrities. But yeah. That's a crack up, man. It was crazy. Because all my buddies in high school were like...I'm texting them like, "Dude, I just got Suge Knight's, I met Suge Knight, I got his cell phone number." They're like, "What?" I pulled out my phone, I'm like, do I have like any Snoop Doggy Dogg, like old school Dre? Like bring back some memories. Anyway, man.

So cool, let's wrap up. And I just want to say this. To everybody listening, I mentioned, if you want Chandler's Self-Publishing School video series and I know the course is launching soon, it's HalElrod.com/SelfPublishingSchool and you'll get the free video series.

And the reason, Chandler, and I've told you this and actually we were at John Lee Dumas' launch party the other night, dude, you like how I'm like your number one fan and sales person?

Chandler: I love that, man.

Hal: Dude, I just went on, that girl was like, "Do you work for him?" I was like, "No, I'm like, I just really believe in it. Like I really believe in it." And it's this, it's that nothing I've ever done in my business, I mean, in my life, in my business, nothing has ever had a more positive impact for me personally or professionally than writing and self-publishing my book or books. I mean, book in general. Nothing. Nothing. And that's why, Chandler, I believe so strongly in what you do, plus I just, dude, you're a really good guy, you're a really good person and you really help people get the result that they want to get.

So if you're listening to this and you're in the 81% of people that would like to write a book, whether you want to do it for reasons of you want to make an impact and change people's lives or you want to make a passive income where you're literally making money while you sleep. I mean, it's a literal...every morning I wake up and I'm able to check, "Oh, how many books did I sell while I was sleeping?" You know what I mean? Whatever your reason is. Or leaving a legacy. Like I love that, God-forbid if anything ever happened to me, or even when I'm gone, like all of the wisdom that I would ever share with my kids and my wife knows this, I'm like, "Sweetie, if anything ever happens to me, just please have Sophie and Halston read my books at least three times each. That's it. And take notes." Like that's it. I mean, leaving a legacy. So there's so many...and if it's just taking your business.

Like one of my coaching clients, Stephen Christopher, right now is writing a book specific to his target market. He owns a company called Seequs Marketing, they do HalElrod.com and the new MiracleMorning.com website that's coming out. They do all of our websites. They do online marketing, all this stuff. Oh, how funny, I just had a text pop in from Stephen Christopher.

But the point is, Stephen is writing a book not to become a best-selling author, not to make a bunch of money off of his book. One hundred percent, or 99% of the reason he's writing the book, is to mail it to his target market with a letter that says, "Hey, thought this might add value for you. If we can ever be of service, please let us know." And those people that, whether they read the book and they go, "Wow, this guy is a genius, he's an expert." And they hire him that way, or the book just

gets the attention and gives him the credibility of being the expert in the industry that he's wanting to be hired for, and then they just hire him because they go, "Oh, this guy is a web designer and he wrote the book on this topic." So he's doing it to build his business. So there's so many reasons to write and self-publish a book.

If you want the training, go to HalElrod.com/SelfPublishingSchool. And long story short, bottom line, if you want to do it, commit. This is the year, this is your year. How does it happen? Like Enrie Courter [SP] says, butt-in-chair, right? Butt-in-chair, schedule block time to write your book and that's it. And it will go from mediocre, to good, to great over the course of the next 3 months if you work with Chandler, 6 to 12 months if you follow my approach. But the bottom line is you won't regret it and you'll have that book for the rest of your life.

Chandler, did I leave anything out?

Chandler: No, that's it, man. And even if you, at the end of the day, it doesn't matter to me whether you're doing Self-Publishing School or not. Just check out the videos, it's seriously some of my best stuff. Well, I talk about more on writing in video number two, more on marketing in video number three and then there's a couple of other videos as well that have some great stuff.

Hal: Beautiful man. And this is a chance for people to watch your Self-Publishing School before I come out with some Beyond the Bestseller and then I never talk about your [inaudible 00:57:40]. I'm totally kidding. I'm kidding, I'm kidding. All right, cool.

Hey everybody, goal achievers, thank you for tuning into another episode. Love you and I cannot wait to see your name in print, your book on Amazon and here's my promise, I'll buy it. Any listeners of Self-Publishing School, if you...when you...no. Let me start over. Any listeners of Achieve your Goals podcast and look, you got me thinking I'm you now. But if you write a book, I will buy it. And in fact, I'll buy multiple copies. Just send me an email with a link to your book and I got it. I got you. All right? Love you guys and girls, thanks for listening and I will catch you next week. Take care.

Man: And thank you so much of tuning into this episode of the podcast.

So now we want to know what were your big takeaways from this interview with Chandler, and are you one of those people who actually wants to go and write a book in 2016? Let us know by going over to HalElrod.com/106 for episode

number 106 and just leave a comment there on the show notes page. Letting us know what your big takeaway was and if you're writing a book this year and let us know the topic of your book. We want to definitely see who in this community are looking to cross off one of their goals for 2016 of actually getting that book out there and into the world.

Also if you haven't done so yet, please go and subscribe to the podcast on iTunes by going to HalElrod.com/iTunes, click on the little subscribe button and then please leave a rating and review. We greatly appreciate those rating and reviews because they help more people find out about the show, decide if this is the podcast for them. So now until next week, it's time for you to go out there, take action and achieve your goals.

Man: If you're looking to grow your business using podcasting but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episodes to all the different sites and do all of the ridiculous back-end work that's required, then you need YourPodcastGuru.com, where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit YourPodcastGuru.com right now to explode your audience and crush it in the podcasting world.