

## **From Blank Page to Bestseller in 90 Days Episode #209**

**Ray:** This is a deep dive conversation is with my friend, Chandler Bolt. I have long said that the best way to build a firm foundation for your business is to be the expert in your field and to write a book. Because what do we say about the person who is the authority in their field? Don't we say, she wrote the book on that?

You need to do that, but Chandler Bolt, who I'm having a conversation with today, believes not only should you write a book you should make it a bestseller. Notice I didn't say you should hope it becomes a bestseller I said you should make it a bestseller. Chandler has figured out how to engineer this to make it happen. As proof, he has five bestselling books under his belt and he's getting ready for number six, as you'll hear in this conversation.

Listen all the way through, take notes, there's plenty you can act on immediately and stay with me, because at the end I'll tell you how you can pick up over \$11k in valuable free stuff.

Let's get started with our conversation with Chandler and I'll start by asking a very simple question.

### **How did you become such an overnight success?**

**Chandler:** It feels like it's been a long time in the making, but I think that's mostly in patience. I've worked really hard and have been blessed to have really awesome parents. They're great. My brother and I, we wrote an entire book about them and the lessons they taught us growing up. He's a successful musician and plays in the rock n' roll band Need to Breathe.

**Ray:** Yes, I know, I've been listening to their music all morning.

**Chandler:** I'm on the business side, so it's two totally different paths but we're both successful in our own way. That's all because of our parents. A large part of that is work ethic and putting our heads down and working, which has always helped.

**Ray:** You've had five bestselling books?

**Chandler:** Yes, five bestselling books and literally, right before coming onto the interview we were wrapping up and putting a bow on book six and I'm recording an audio book this week.

**Ray:** Okay. I have to admit I'm a little embarrassed because you're kicking my butt. First, let's start with this. Let's define bestselling book, because this term is thrown around by a lot of people. What does that mean to you?

**Chandler:** To me that means number one in a legit category on Amazon. Not like underwater basket weaving or anything like that, a real category and hopefully, what that will mean for this next book is New York Times.

**Ray:** Wow! Smoking, I love that. I think you'll achieve it.

### **How did you get started in this whole endeavor?**

It's not the most natural thing for people to just decide, I'm going to become a bestselling author, that's going to be my career.

**Chandler:** Well, it's like the most ironic thing ever. I never thought that I would be a writer or even write a book. In fact, I hated it and sucked at it. I was really bad.

**Ray:** What!?

**Chandler:** You may relate to this, you seem to be more of a natural in the writing arena. It was one of those things where I was in college and I'd look around at my friends and you'd have a three to five page paper or something like that and they'd write it in an hour or two maybe, turn it in, get an A easy, done with no effort at all.

Meanwhile, I'm over here sweating, banging my head against the keyboard, falling asleep in the library trying to finish this thing, staying up all night and then turning it in and get a big fat C. It didn't make any sense and I was curious why I was so horrible at it. I came from that to writing my first book. I talked to a mentor and said, I have to be honest I'm worried about this. My brother wants to write this book together and I think my parts going to suck.

So I was worried about it, but we went through this process that my mentor laid out for me and we did the first one and did it in a week. We blocked it out, locked ourselves in this cabin and just did it. Transition from that and right as I was making the decision to drop out of school about two years in, the book came out and made \$6000 in the first month and then a few grand a month continually, which is what kept my head above water once I dropped out of school.

So it kind of came full circle, I did the first one, then another one, then helped a friend do one and then people kept asking about it and I was working on a business at the time that was struggling, and I said you know what, this is pretty awful and not catching any attraction at all. People kept asking about this book thing and I sounded like a broken record having the same conversations over and over.

Truthfully, it can only hit you in the face so many times before you're like okay, I need to do something here so we sold the first version of what we now call Self-Publishing School and we didn't have anything, but we sold it and we said if people buy it we'll create it. So we created it hand-in-hand with them and now it's been through so many iterations and it's like polished and dialed in, and it all started from that very first book.

**Ray:** You had a super successful launch recently. You've done really well with this and your students have had a bunch of success stories too right. That's the real measure.

**Chandler:** It's been a huge up-curve. It started with the first small group of students. I think there was 25-30 something books from the first group of 44 students. That's why I looked at the program and

thought wow, this success rate is higher than anything I've ever seen for any online training program and we decided to keep going with it.

Since then our students have been ridiculously successful and we grew the business from doing \$86k in 2014, which was getting started and failing a lot, fast forward we rebranded a Self-Publishing School in February of 2015 and we did \$1.3 million, so it grew pretty significantly over that span of time.

**Ray:** That's what I'm talking about right there. I love that. You'll discover that when we do these discussion that I'm all over the map, so I'm going to circle back around.

### **When did you know that you were a business person?**

**Chandler:** I was bitten by the bug, the first inkling of it was scout camp when I was young in Boy Scouts. My mom sent me to camp loaded with snacks, drinks and I thought it was a great opportunity to start wheeling and dealing. I started selling them and I got a switchblade knife and all these crazy things. I thought it was so cool, I was trading and bartering and selling stuff.

That's when I first realized the inkling was there, but then I started a couple businesses in high school that faired way better than I ever thought they would. The goal was really to save up money for college so I wouldn't go in debt and ended up saving \$10k-\$20k right before I got into college through my businesses and that's where it started to accelerate.

The defining moment, the quitting school moment was when I got an internship called Student Painters. It's a franchise type model where they teach you how to run a business by running a painting business.

**Ray:** Yes, we have those here.

**Chandler:** They're all over the country. I was recruited and got in it. It sounded amazing. On one hand I was getting frustrated learning business from professors who had never run a business, so it didn't make much sense to do that. Then, on the other hand,

these guys were offering to teach me how to run a business by actually doing it.

That sounded exciting to me and the first year in that I hit six figures. I was number one in the country, number one in the company and then I came back, trained a few more guys to do it and that's when I started to really believe there was something to it and it would be worth dropping out of school.

**Ray:** Now, most people don't have the kind of experience that you've had. I heard a pattern now, where you stumble into something and you're way more successful than you thought you were going to be and then you get serious about it and it becomes way more successful than that. Most people honestly, don't have that experience, a lot of people try different things and they don't work.

**What is it that makes it different for you than for people who have tried the same programs or franchises yet they didn't succeed?**

**Chandler:** That's a great question. Obviously, that's the highlight reel I just shared with you, but what I didn't share is all the rough patches. For me, I think failing faster than anyone else and then hustling harder than anyone else and not being afraid to fail. I've failed a lot in those times. We could record entire episodes about the failures during that period of time. It probably wouldn't be fun to listen to, but there were so many failures, but I just kept coming back.

The thing I told my guys in Student Painters, like I said I hired three guys and trained them is, anyone can get motivated out of the gate, and the ones who win and the ones who last are who, several months from now are still working just as hard. I think that's where I separated myself. Where a lot of people get pumped, they buy that program and decide to start that business, they decide to write that book and they get excited for a period of time, like two weeks or so and then they fall off at the first sign of failure or first stumbling block.

I think the difference with me is I'll fall face first and be like, oh man that really hurt, but let's get up and keep going.

**Ray:** That is a difference and that's something that a lot of people don't want to hear, the part about failing, hard work, and not quitting.

**Chandler:** It's not a sexy answer that's for sure.

**Ray:** I've experienced the same thing in my own career and as I've worked through different programs I would buy into a coaching program, for instance, and start having a lot of success and people around me in the group would start saying negative things, and I'm sure you've experienced this, like this doesn't work I tried it. I'm like, well, did you do ABCD? No, I decided there was a better way to do it. Oh really, that makes lots of sense, you hired a coach to tell you how to do it and then you decided you knew better.

**Chandler:** Yes.

**Ray:** So you apparently have been able to take this approach of yours into being successful at pretty much anything. I think the same approach works in every endeavor you get into. It looks to me like you've managed to build it into Self-Publishing School.

**How does that work, because you have a higher success rate than most people with online training programs do, what did you do differently?**

**Chandler:** The interesting part is that we applied a lot of the principles that I learned through Student Painters to Self-Publishing School. I figured if this company can teach 18-20 year old punk college kids how to run a six figure business, amongst all the other things that are important to them. Like, if they can rise above those priorities and actually get them to do something like that then there has to be something to it.

There are a lot of subtle things in there. There's structuring and setting up people for success. There's providing accountability, which is huge. We pay our people with what we call accountabilibuddies, which is a funny term for an accountability

partner. It's someone they can talk to week after week. We have coaches, because we realize in order to get somewhere where you want to go, who do you need to learn from? Someone who's already been there, so we have coaches, much like they did in Student Painters.

We break it out week by week, so there's a weekly goal and accountability chart. It's like, what are your three main goals for this week? What were your results? What are your questions? So we have little frameworks that help people through the process and I think the biggest thing is taking this big goal and chunking it down into a lot of small pieces.

For example, in Student Painters my goal was to hit \$100k and be the manager of the year. My manager, the first thing he said to me is okay, let's break that down. How much do you need to sell each week? What's the average job size? How many estimates do you need to be able to sell that? I'm talking, breaking it down to where each day you'll know if it's a success or not.

That's what we've done with the book writing process as well, it's like at any given point you'll know whether you're behind or ahead and it's because you break down those goals easily, so there's a constant feedback loop, not just putting your head down and lifting up and being like I don't know if I'm anywhere close, if I'm behind or anything. I have no clue. We've tried to make that very simple.

**Ray:** I think that's key. For people who are making online courses, this is gold. I'm going to quickly recap the notes I've been taking.

- You have structure built in
- You've chunked it down into small doable pieces
- You have accountability built in
- You have coaches

**Are the coaches one on one or small group, how do your coaches work with people?**

**Chandler:** One on one.

**Ray:** Wow, really!?

**Chandler:** Yeah they do. It's mapped out over the process. Basically, they'll get eight one on one calls with their coach.

**Ray:** That's amazing.

- And you have accountability buddies, which is my favorite made up word I've heard in a long time.
- You have charts with weekly goals, like mile posts so people know this is where I should be now, so if I'm not here then I need to get back on track.

**Chandler:** Exactly. That's coupled with a clear definitive goal and finish line. We're very clear with this. We want to take you from blank page to bestseller in 90 days, which for some people feels like flying, whereas for others it's very attainable. We chunk it out to where you can get there, but if you want to take six months that's cool, you can adjust the deadlines accordingly but this is the framework that we've set up.

I think a lot of people in our situation, Ray, shy away from that because that makes people feel pressure. They're like I have to actually act. No, I'm good, I'm just going to refund. So it may increase refunds a little bit, because people are a little intimidated because we actually hold them accountable. But in the end and what we care about, is that our students are as successful as possible, so we make it very definitive, measurable and then give them step-by-step throughout the whole process.

**Ray:** Let's be honest, there is no real success without effort.

**Chandler:** For sure.

**Ray:** You can have something handed to you but that's not success, that's called a gift. You demonstrated a lot of unusual values and what I would call discipline.



## **What role did your parents play in making you this way?**

**Chandler:** Everything. Just the discipline, hard work, work ethic, the humility, being willing to fail, all of that stuff they taught me. They were pretty much the greatest parents anybody could ask for. They laid it all on the line for me, because they came from nothing. They met working in a factory. They penny pinched, my mom clipped coupons and all these things. For years they were living this very meager life to be able to help me and my brother do what we do, and to be able to help mold us into great people.

I owe the world to them. They laid it all on the line and bringing this back to what you were saying earlier is like, I always knew growing up that I never had anything handed to me. I didn't have a silver spoon, but the one thing I have that not many people is I can work hard. That's what they taught me, so I knew that whether it was basketball, my shot was funny and looked goofy but I was going to be in there boxing out everyone, getting rebounds and scrapping.

If it's a business, I may not intellectually have the book knowledge and all this, but I'm going to out hustle people. Like you said, follow exactly what people who are above me and what they say, don't run it through my filter, just do exactly what I'm told and then work as hard as I can at it. I went from piece to piece and it really helped to where I don't over think things, but just get in there and do it.

**Ray:** That is invariably what I see with people who are successful, especially in their own businesses is that kind of attitude and approach. I'm going to ask you a question that might seem out of bounds, but I have to ask.

## **How old are you?**

**Chandler:** I'm 22.

**Ray:** **What do your parents think about what you've done so far and where you're headed?**

**Chandler:** I think they're proud. The age thing definitely isn't something that I lead with and only tell it when asked. That's what I love about business is that it's the great equalizer. No one cares about what degree you have, how old you are, where you're from, what religion you are or what language you speak, they only care about the results and the value that you add to the world.

So again, I think my parents are proud and that drives a lot of what I do, because I want to be able to give back to them, because they still work really hard. I want to bless them to not have to work and to go have some fun because they deserve it.

**Ray:** You will do that, I'm sure. I read somewhere where your company looks to be headed, but give us a vision. You started this basically from nothing, it was an idea so you went from blank page to bestseller with your training course, not just your books.

By the way, just to sidetrack, one of the things I love about what you do is that you've done what you're teaching your students to do. You don't just say I'll teach you how to have a bestseller and you've never had one, you've had five and now you're going to have six.

**Where do you see the company itself and Self-Publishing School going?**

**Where do you see your career as an author going?**

**Chandler:** Those are great questions. That's one of our core values is we never teach anything we haven't done ourselves. That's the thing that drove me crazy about college. Like I mentioned earlier, and I don't want to get on a soapbox.

**Ray:** Go ahead, I'm on it with you.

**Chandler:** I would ask, like this is so great, how do you use this in your business or how did you use this in your business? They were like well, I don't know, I just learned it from this textbook or in my MBA. I was like wait a second, if you haven't done this then why would I listen to anything you have to say? That's important to me, is paving the way and leading by example.

That's why I dropped out and that's why now it's like okay our next level is to be able to teach people how to hit the New York Times. Well, what do we need to do to be able to do that? We need to hit the New York Times and even if we fail, there will be some lessons in there that we can teach, but at least we went out in battle and fought and bringing back the lessons learned.

**Ray:** Yes.

**Chandler:** To answer your question regarding the future of where we're headed. For us, 2016, has two simple goals. It's having a New York Times bestselling book and hitting \$10 million. That's what this year looks like and then we feel we're on the leading edge, and our ultimate goal is to put the big publishers out of business and show people that self-publishing is not only A option it's the option.

It's not the redheaded stepchild, but it's like couldn't get a publishing deal, guess I'll go self-publish. It's a legitimate option now and it's the best option. We get frustrated when we look at the publishing industry as a whole and how much is wrong. It's going to take years. They're going to strip your creative liberties. They're going to do no marketing for your book. You'll get pennies on the dollar. It's a frustrating antiquated process.

We're doing it the same way we were doing it a very long time ago which, when 70% of book sales happen through Amazon there's no reason we can't cut out that middle link and empower the creator, empower the author and put the power back in their hands. At the end of the day you have to market it anyway and that's the one part people were scared of, so now it's like, you have to take responsibility for that so let's show them the better way.

That's what we see, because we see it as a broken industry, much like my brother's in the music industry and record labels are scrambling because there's this huge shakeup where you have Spotify and all this stuff. I see these two industries very similarly. I think music is a couple years further and more far gone, where now you're getting Kindle Unlimited and things that

are shaking up the book industry. Barnes & Nobles are closing and all that, so it's coming and we feel like we're on the leading edge of that, empowering people to really take control and to use it to benefit themselves and get their book out there.

**Ray:** What I love about what you just had to say is you're on a mission, you're not just about building a business and making a bunch of money. Yes, you're doing that and I applaud that, I think that's a great thing to do, I love it. I'm a devout capitalist. But you're on a mission to do something that's good and right.

You know, I was in the radio business and I saw it coming for radio and one of the reasons I left the business was they didn't see it. I was on the agenda committee, I headed the committee for the largest radio broadcasting seminar in America, at the time. It happened every year in Nashville, Tennessee. It was called The Country Radio Seminar.

For two years, as I led that committee for the agenda for the entire seminar, where we had 2000 radio executives that would converge in Nashville, I said we need to talk about these things called iPods and Satellite radio on the Internet, because it's going to change our business. Somebody on the panel the second year after they shot me down, they said that's just a fad and I was like okay, you people are insane, I'm leaving this business.

Of course, I didn't say it during the meeting but shortly thereafter I did leave, because I could see the writing on the wall, that ship was going down and it has. Every year since then the revenues and listenership of radio has declined and the same thing happened with the music business, as you said, and it's happening with books.

Seth Godin doesn't publish with a traditional publisher anymore. There are many authors that are doing that kind of thing. Stephen King is doing his own deals and is basically telling the publishing houses, this is how we're going to do it. He has the kind of power to do that. But I think you're leading a movement and that makes me excited.

For a while we've been teaching people how to write a book fast, like in 30 days and that's great, but you have this whole blueprint and I love the copywriting poetry in the name of your course, From Blueprint to Bestseller in 90 Days. That's beautiful.

So, \$10 million dollars, I feel like I need to get to work. I feel like I've been lazy so far this year.

### **What is your book that's about to be a New York Times bestseller about?**

**Chandler:** It's a 10k foot view of the process that we teach. It's an overview of the process.

- Here's how you start writing.
- Here's how you get it written.
- Here's how you get it edited.
- Here's how you go through the process.
- Here's how to launch it.
- Here's a few different launch strategies.
- Here's how you can build buzz around your book.

It's the blueprint of how to go through the entire process.

**Ray:** And you're putting that in a book?

**Chandler:** Hmm.

**Ray:** Because you know what, a book doesn't come with coaches and accountability

**Chandler:** Yes.

**Ray:** And a community.

**Chandler:** Yes.

**Ray:** That's beautiful. Some people will be able to take that book and run with it, go do their thing and have a bestseller and I'm sure you're happy with that, and there are others who realize I need

some help to get me through this thing successfully and they'll come to Self-Publishing School to do it. That is awesome.

**Chandler:** It's kind of what we've done with some of our other books. This is the MacDaddy, the best book we've ever done, but I have another book called *Book Launch* that has 550 reviews on Amazon. People love that book, I get emails all the time where they go through the book and they're like wow, I didn't have to buy your program and I just did it and I'm like yes, that's what we're all about.

Then there are tons of other people who are like, hey I need some extra help, accountability and coaching so cool we'll join the program. It's the old mantra, give away your best stuff for free and people will pay you to tell it to them again.

**Ray:** Right. I think the deeper truth behind that saying, and I used to hear that from people and it sounded a little manipulative to me, but then I began to realize it's not that, it's that some people realize, like I've been to a few Tony Robbins' events, Jeff Walker and different people I respect and have learned from and I needed the immersive experience to help me develop the habitual discipline to do the things I wanted to achieve.

There are other things where I just read a book or watched a short free video and said oh, I get that, I can just go do that. So I think that's true for everybody and the beauty is that you get to be totally transparent and honest, open and sell in a way that feels good, it feels clean, people don't feel like they need to take a shower after seeing your marketing material and you succeed wildly, your students succeed wildly and I think that's fantastic.

I have a question that comes up a lot, because I talk to people a lot about publishing non-fiction books.

### **Do you have fiction authors in your program as well?**

**Chandler:** Absolutely. It's not the way that we lean and definitely isn't the majority, because again, me personally, I don't have experience with fiction. But we have fiction coaches and these are people who have gone through our program and wrote fiction books.

They've done really well with them, and we have a subculture in the community of people that we call fictioneers. They rally around each other and love it.

I always tell people, the fundamentals are the same and the strategies, it's the exact tactics that are a little different. They're two different games...

- Non-fiction is, I want to write a book, have it do well and get paid tomorrow.
- Fiction is, I'm going to play the long game and when it hits, if it hits, it's going to hit huge.

The top earning authors for any genre, like on Amazon or whatever are fiction. When you look at the top earners they are the mega hit fiction authors, so it's like with fiction they have mega hits and then non-fiction isn't as big, but it's easier to have a hit out of the gate with your first book. So it's like two different paths and two different styles.

**Ray:** I think that's very insightful, wow! As folks listen to this show, I want to encourage you to think about what you're hearing on two different levels. I want you to wear two different hats, so be sure to go back and re-listen to this conversation. You have probably listened with one of these two hats on, either...

1. You were listening to Chandler talking about how you build a successful online course and make that into a real business.
2. I want to self-publish and have a book, write it and make it a bestseller.

Whichever hat you were wearing while you were listening, switch hats and go back and listen again, because there are two tracks in this conversation and you can learn a lot from both.

Now comes the part where I just ask some weird questions, because I want to know.

## **What is the feeling you had that was the most successful business moment you've experienced so far?**

**Chandler:** Up to this point, it had to have been the Student Painters experience. I've looked for one to top it and there have been some really good moments, oh, I just thought of a couple.

The first one was with Student Painters and I worked all year for seven months to become entrepreneur of the year. That was my goal. I wanted to be the best in the company my first year in the company. It was really hard. I had face in the mud, got stomped on, team quit, away from home, young, it was a mix of learning all these things.

Learning how to run an actual business and I just remembered there was a time where, for three days, I stopped believing it was possible. It was the worst thing ever for me, at that point and I remember going all the way through. They send their top performers on a rewards cruise, it's the coolest thing ever and I remember being on that boat and being presented with the entrepreneur of the year award, giving a speech and that night, standing on the top deck looking into the ocean and thinking, I would have never thought this was possible.

Like, seven months ago it wasn't even a thought but all that hard work paid off. It was this confidence thing where I finally started to believe in myself a little more. I was like if I can do that then I can do something bigger, much like when people do their book. If I can do this thing that I never thought was possible then what else is possible?

The next one was just a few months ago when we had our first company retreat in Big Sky, Montana. We went to Yellow Stone, which was amazing and just walking on the trail to see this waterfall, me and my business partner, we had this massive group of people, most of which we had just hired within the past few months because the business was growing so fast.

I remember thinking, this is it, like we're having fun. We're able to provide this amazing experience for these people. We're doing big things. We're making the world a better place. This is it.



**Ray:** How many people do you have on your team now?

**Chandler:** Eight or nine full-time, 29 total when you include contractors and stuff.

**Ray:** That's amazing. And you started this business in 2014?

**Chandler:** Yes. We started in 2014 with Bestselling Book System as the name and then we rebranded February of 2015, so it hasn't been a full year since we launched Self-Publishing School.

**Ray:** That is amazing. Congratulations. That's another standing on the top deck of the ship moment. Although, Yellow Stone, it's pretty hard to beat that.

**Chandler:** It is. We're going to Austin for the one coming up, which will be cool because Austin is an awesome city, but Yellow Stone was such a unique experience. It's one of those bucket list items that not many people check off, because when you go to decide on a vacation it's like well, Yellow Stone, the beach or the mountains to go snowboarding? Yellow Stone almost always loses, unless you're an extreme nature lover. So it was one of those things where not many people had been there, so it was cool to be able to provide that experience for them.

**Ray:** That's so cool.

**What's been your most meaningful personal experience outside the business?**

**Chandler:** Most meaningful, I'm probably going to take this question in a different direction than you had in mind, but I think it'll be beneficial.

**Ray:** I love that.

**Chandler:** Meaningful, in a positive way ultimately, but definitely didn't feel like it at the time was about 15 months ago. I was on the reward cruise with Student Painters again, this was like the third one in a row and I actually wasn't with the company anymore I just came

back because these were my brothers. I wanted to come and have fun.

I came back and on the very last night we were talking about the year, talking about what had happened and on this night there was a tragic accident where my buddy, Kendall, got swept off and fell two stories. It's one of those things where it happens at the time and you think you're just going to yell down and be like hey, Kendall you all right and he would hop up and have a broken arm or something and be like, yeah I'm fine. I remember looking down and he wasn't moving.

I was getting down there as fast as I could and being the first one there and he still wasn't, he was unconscious. This helpless feeling of what seemed like hours that it took for the paramedics to arrive and then shortly thereafter, we were going to port to rush him to the hospital and we get there and they start rushing him off and we find out that he passed away on the way to the hospital.

At the same time, I turned my phone on and started getting texts that my grandmother had passed away that weekend while I was on the cruise. I just remember this wave of emotion coming over me and I felt, it was obviously something I'd never experienced before, not too many people have. It happened literally in front of me and I remember this feeling of... we had been hanging out the whole cruise, we were having fun, talking about five year goals, one year goals and like, what he wanted to accomplish. I remember thinking, he was 20 years old and he'll never be able to accomplish any of that.

It was a feeling of guilt, sadness, of, wish I would have done something, of all these things. This wave washed over me and for a while it was an out of body experience. I can remember the entire day, the sights, sounds, smells, walking through the airport, crying on the plane and it was one of those things. I talked to his dad and he said, Kendall was my only son. He was the family name. I'm old and can't have anymore kids, all these things. He said the only thing good that can come out of this is if something good happens.

Like, if this changes other people's lives through this experience, that's the only way that would turn this negative into a positive. I remember hearing that and thinking, that's my responsibility. Now I'm living for two and I'm going to make his dreams a reality and I'm going to go on and make him proud. I went on from that and at the time I was getting distracted by the shiny lights, the money, the business, the doing things for the wrong reasons and it made me stop and think. You know what, all this stuff out here doesn't matter this right here is what matters. It made me focus. It brought emotion back into me. I felt like I was this robotic productivity machine at the time with no regard for anyone. It made me feel again. It made me emotional, like I'll just cry sometimes now which would have never happened before.

I see it as my defining moment and so much positive has happened since then. Like, I heard this story about Rockefeller where he was going to meet Vanderbilt and negotiate a deal and right before he was to go on the journey, he said for some reason I think I need to go to my church and pray. So he did and even his bags were on the train. He comes back and the carriage breaks down on the way there.

What happens, the train leaves and he finds out later that it derailed off a bridge and everyone died. So Rockefeller said, God has me here for a reason and He saved me for a reason because there's a big purpose on my life. That was his defining moment where it changed the way he looked at everything. So, for me, I feel like that meaningful moment was exactly that and that's why I have bracelet that says, make him proud and on the other side says WWKD, what would Kendall do. This is my reminder that it's my goal in life to make him proud, but also, when I get pissed off or mad my computer won't load or when I'm sitting in traffic, what would Kendall do in this situation?

He was a great guy and a great leader, he probably wouldn't be acting like I am right now, so I should get a grip and get over myself. That serves as a great reminder to never forget and to constantly be working to make him proud.

**Ray:** Wow! You know you're right, I didn't expect you to go in that direction.

**Chandler:** It was a long direction, but hopefully people will find that story meaningful and helpful.

**Ray:** It was golden and you do your friend proud. That's an amazing story. I don't know how to top that. I think the lesson we can all take from that is you never know. We're only here for a certain period of time and it doesn't matter whether you're 20 or 80, if you're still here then you have something to do. Maybe it's to write a book.

Let's take a moment, I would like to get an overview.

**If people are interested in Self-Publishing School what can they expect? What's it all about?**

**Chandler:** It really is a blueprint from blank page to bestseller in 90 days. We lay it out very simply. The goal is to help you succeed with 30 minutes to an hour a day. It guides people through the whole process. It's an online program. We have the community. We have the coaches and all that, but if there's one thing we do well it's help people get their books finished.

We will help you get that thing to the finish line. That's what we teach and help people do and we're great marketers. That's what I get jazzed up about. That's the stuff I'm really good at. I make up for my lack of writing ability by my strength in marketing, so I hire some good editors to help me make the book really good and then we're able to market it successfully.

That's basically what the program is all about. Here's the ironic thing, Ray, is that it's not even really about the book, which is funny to say because it's Self-Publishing School, but we care more about all the things that happen to the person as they do the book. We see the book as this key that opens up Narnia to where you're like whoa, I didn't even know there were all these possibilities out here, but now that I did something that I thought was impossible and I made it possible, I feel like I can do anything.

So it's that whole transformation process.

**Ray:** You probably see people discover they have a message they didn't even know they had and a purpose they didn't know they had. We do these three-day retreats where we help people generate their big idea for a book, make an outline and articulate what I'm here for.

We get a lot of people who are on their second career and they have lots of money but they don't know what to do with their life. So that's their big question, what do I do with my life? We get together and have these processes we go through that help them discover what their message is from everything they've experienced and/or have done.

Like you have a message because of what happened with Kendall where you cannot be derailed. Nobody can push you off that path because you have purpose and you're on a mission. I work with my son in this business, his name is Sean and we have a saying because this goes so much deeper. We say to one another it's not about the book and we also say, it's not a complete workshop until everybody whose here has cried at least once. Because you're touching something powerful when you do these kinds of programs.

We will have a link in the show notes that will lead you straight to Self-Publishing School and I'm sure you'll be hearing more from us about it. I can tell you, spending this time with you Chandler and looking you in the eye as we do this interview has been an amazing experience for the person that you are.

I want to applaud that and congratulate you. I know there are bigger things ahead for you and that you are an amazing entrepreneur. I'm so glad we had this conversation.

**Chandler:** Thanks so much, Ray. This has been great. I know, like you said we went off on a lot of rabbit trails, but I think they'll be beneficial and if nothing else, I really want to leave people with that question that I pondered for a long time after Kendall passed away.

Is what I'm doing right now making this world a better place?

If I were to pass away tomorrow, would I be proud about the legacy that I left and the way I lived my life? If the answer is no, it's up to you to do something about it. Because like you said, Ray, we're not guaranteed tomorrow, so it's up to you to change it and to forge that path.

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I told you you'd enjoy this conversation and that you'd get a lot of usable information from it, and I was right. Here's the deal, of course, Chandler is promoting his course and I think you should get it. Self-Publishing School, if you want to take your self-published book, whether you've written it already or you still need to write it and you want to make it into a bestseller, I think this is the best resource available.

I believe in it so much that I'm adding my own bonus gifts if you buy through my cleverly disguised affiliate link. Just know I have a relationship with Chandler where I make a little commission if you buy his program. It doesn't change your price, but to make it worthwhile I'm throwing in some additional stuff, if you choose to sign up through my link. This course shows you a proven method for writing your book, even if you don't know what to write about, publishing it, making it a bestseller in 90 days as you heard.

Now, if you sign up for this course using the link on this show notes page at [RayEdwards.com/SPS](http://RayEdwards.com/SPS), that will take you straight to sign up for the course. I will do the following for you if you get the course, follow the steps and you write your book and it becomes a bestseller, which I know it will if you follow the steps in the course.

Here's what I'll do. I'll give you access to my Success Optimizer one year coaching program which is a retail value of \$1000. I will personally write a review of your book and publish it on my blog, which has over 63k readers. I'll let you see the review first, because I'm going to write an honest review, so you might want to read it before publishing. If you could pay me to do this, I would charge \$7500 for this, but you can't. Plus, I will do a personal book marketing consultation session with you which retails for \$2500.

Go to the site mentioned earlier or click the link in the show notes at [RayEdwards.com/209](http://RayEdwards.com/209) or email you got with this podcast, sign up for this course and you'll get these bonuses worth \$11k as part of the deal. I think that's a cool deal and that you should do it.

I love these deep dive conversations. We'll do another faith Friday as we delve into spiritual foundations of life in our next episode. Until we meet again on this podcast, I pray that God will keep on doing for you, not only more than you can ask but even than you can possibly imagine. Peace to your house.

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