



**Ray Edwards Show, Episode 508**  
**The Power of Self-Publishing- A Conversation with Chandler Bolt.**

**Announcer** ([00:01](#)):

Ray Edwards Show, episode 508. The Power of Self-Publishing- A Conversation with Chandler Bolt.

**Announcer** ([00:07](#)):

The Ray Edwards Show. This is the podcast for prosperity, with purpose.

**Kris Edwards** ([00:18](#)):

Hello. It's Kris. Welcome into the 508th episode of the Ray Edwards Show. Ray's going to be chatting with Chandler Bolt and it's a great conversation. I know because I eavesdropped. They have some compelling reasons to get that book out of your head and get it in front of people. You'll get the overview of what your plan should look like for the long-term valuable stuff. You will learn things that you don't know. But first, speaking of learning things that you don't know, the Copywriting Academy Live is coming up. We're under a month now, April 7th through the 9th. Now, this year's copywriting Academy Live is virtual, meaning you do not have to leave your home. You do not have to make the typical \$2,000 plus investment. You can actually attend this year's copywriting Academy live 2021 for under 200 bucks if you lock down your ticket before the 23rd of this month. Check out [trainwithray.com](http://trainwithray.com). However, I must warn you. This is a workshop, meaning you're going to have to do some work. In fact, by the end of this thing, you're going to have your first piece of awesome copy written, reviewed, and ready to go along with an incredibly valuable tool called the messaging code book. Now this is not a PDF that you're going to download. This is something that you'll be building with us during the Copywriting Academy Live that's specific to your situation. You're going to learn to communicate with your audience in a way that feels like a friend and not a marketer. So head to [trainwithray.com](http://trainwithray.com) and get your tickets for Copywriting Academy Live. It's going to be amazing. I know Ray's spending a bunch of money on equipment to make sure that this experience is on par with the in-person event, lots of interaction. And it's going to be fun, but we are getting work done. Once again the address is [trainwithray.com](http://trainwithray.com). And now let's jump in, The Power of Self-Publishing. Ray Edwards talking with Chandler Bolt.

**Announcer (02:12):**

And now our feature presentation.

**Ray Edwards (02:15):**

Chandler Bolt, welcome to the podcast. So good to see you, man.

**Chandler Bolt (02:19):**

Hey, great to be here. Thanks for having me.

**Ray Edwards (02:21):**

You have built a business called Self-Publishing School. So now when I was coming up through the ranks, self publishing was frowned upon, but that has changed so much. I mean, it's like the whole game has been turned upside down. Talk to me about why you have built Self-Publishing School. What is your mission and why do you think it's so important?

**Chandler Bolt (02:47):**

Yeah, so we're on a mission to help publish a hundred thousand books by 2035. We're about a little over 6,000 books published so far. Um, really we're in the business of changing lives, through publishing books. I mean, I think we're the same in this way, Ray, is that, you know, my life has been changed by reading books and my life has been changed by writing books. And so we believe that books change lives and books are one of the best ways to grow your impact, to grow your income, to grow your business, if you have one. So that's kind of what we're all about. And specifically as it relates to, uh, to self-publishing, traditional publishing you're right. Self-publishing was kind of the redheaded stepchild of the publishing industry. It was the thing that you only did if you couldn't get a publisher, you needed an agent. And that was the- cause you needed that to get into bookstores and bookstores were how you sold books, right? But now 70% of books are sold on Amazon and you don't need a publisher to publish on Amazon. So there's kind of a few, there's a few main differences of, of why it makes sense, but distribution was the main one and that- it's fallen and become a lot easier, um, outside of the traditional publishing format. But then there's, then there's the cost to publish there's royalty rates. And the time that it takes to go through the process, those are kind of the three main things I think people should consider. And so when it comes to royalty rates, traditional publish you're going to get 8- 12% kind of in that, in that range. Self-published you might go as high as 20, 30, 70%, obviously, if it's an ebook, um, depending on the format and that sort of thing. So that's a big difference. There's the cost to actually publish the thing, which, you know, if there's vanity hybrid publishing kind of in the middle, which might be 10, 15, 25, \$30,000, there's traditional publishing where you can get a deal, and then there's self-publishing where you have to pay for it yourself. So without going like way in the weeds, cause I could talk about that for a really long time. Kind of we're we see, uh, kind of the intersection is, uh, we're kind of like the Uber of the publishing industry, where it's, you know, to everyone knew that taxis were kind of broken. They left you with this icky feeling when you rode in them and you're like, there's gotta be a better way. Same thing with publishers. Uh, I feel like a lot of people know that they're like, I feel like I'm getting taken advantage of. My publisher, my publisher is not really doing that much. And so we feel like we're kind of revolutionizing the publishing industry through creating a better path to self-publish. But for most people like 99.9% of authors, it makes more sense to self-publish unless you're Dave Ramsey or Ray Edwards, or, you know, someone that you can get a massive publishing deal. Like that's the only, only time where it makes sense to go the other path.

**Ray Edwards (05:23):**

I think that this past year has accelerated. I mean, I love bookstores, but I think this past year really accelerated the whole process because we, most of us didn't go to bookstores over the last year.

**Chandler Bolt (05:33):**

It's sad. It's kind of accelerated, in my opinion, the demise of bookstores, which I think is sad and I'm not a proponent of that, but in some ways it's made more people buy books online, which if you're an author, you've got to be meeting those folks where they're at. But not only if you're an author, if you're someone who's looking to grow a brand or a business, I mean it's vertical SEO, right? It's uh, you know, I say all the time, it's like Google is a search engine of browsers. Amazon is a search engine of buyers. So people go type on Google to get information, they type on Amazon to buy something. And so I want to try to give you at the top of the search and Amazon, which is way easier to do by the way, by writing a book. And, and by using that to kind of pull people into your ecosystem when they're searching to pay for a solution about the topic that you're writing on.

**Ray Edwards (06:24):**

So I'm, I'm sort of lobbing you a softball here because obviously I believe in this, but explain why you feel it would be important for a business owner to publish their own book.

**Chandler Bolt (06:37):**

So there's a couple of things. So I think there's one "why" which is kind of the funny "why", and then there's the real "why", which a lot of business owners are just tired of repeating themselves. It's like, if you feel like you're just talking about the same thing over and over and over again, I call this the broken record conversation and that you have with every new client or new prospect, the best way to stop talking about that thing is to write a book on that topic. And then just point to that book. For you, if someone can't afford your services, *How to Write Copy That Sells*- buy a copy of that book, read that book.

**Ray Edwards (07:11):**

So many times, yes.

**Chandler Bolt (07:13):**

And you can just point to that book and say, "Hey, this is the cheapest, most affordable way for me to help you. And so get this book", right? So you can stop talking about that thing and just point to that book, but then more practically, I mean, if you want to become the authority or the expert on that topic, the root word of authority is author, right? So, in a lot of ways, becoming an author is the best way to become an authority on a topic. And I look at it from a business owner perspective is I want to write a book that gets more leads that gets more sales and gets more referrals. So then I want to, and this is what I do or what I've done with my most recent book *Published* is it's kind of a 10,000 foot view of the process that we teach at Self-Publishing School. And so the goal, I integrate that book into everything that I do, whether it's speaking, whether it's webinars, whether it's the free-plus shipping funnel, whether it's our podcasts, like all those things. And so I want to use a book to get more leads, which are people who haven't heard about me until they heard about my book, right? This is not, I'm not the inventor of this model. This has happened since the beginning of time, but you know, people in our industry like you, like Russell Brunson, like Ryan Levesque, like people would never have heard of Click Funnels if they wouldn't have heard of *Dotcom Secrets* or *Expert Secrets* or *Traffic Secrets*, right? And so it's, it's a way to get more leads. So people that heard of you because of your book get more sales. So a higher percentage of people who hear about you end up doing business with you. And the way I do that is I

integrate the book into the sales process and all your conversion metrics go up. So your show up rate to the appointment goes up, or your show up rate to the webinar goes up, or your closing rate, you know, especially if you're in a brick and mortar business or kind of more traditional business, if I'm evaluating two lawyers or two financial advisors, it's like the one with the book kind of stands out a little bit more. So it's like, it increases your close rate across the board. But then the last thing and something, I think not a lot of people are talking about is using a book to drive referrals. And so I think about it is how do I, how do I get a book in the hands of one or two books in the hands of every single customer that comes in the door and say, Hey, here's one copy for yourself. And then reading that book is going to save you time in the sales process and the on-boarding process and all that. So you're buying yourself leverage by giving them a copy of that book, but then giving them a second copy and saying, Hey, and share this with someone, you know, who needs help with X, Y, Z, right? My example would be, "who's thought about writing a book, share this book with them". So I'm turning customers or prospect into active referrers. People say the book is a book is a new business card. So, you know, if someone hands a business card on your behalf, they're probably going to throw that business card away almost immediately, right? But they hand you hand them a book and they hold onto it. At least if there are anything like, you know, my mom taught me not to waste. Uh, and so it's like, somebody gives me a book. I keep it. Even if I don't want the book, I keep it. It's in my house. It's my office. So that's a, long-winded answer to say, I look at using books to drive referrals or sorry, um, leads, sales and referrals. And for me, that's hundreds of thousands of dollars a year in customers that come from just people who've read my book *Published*. And then we integrate that into everything we do.

**Ray Edwards (10:19):**

Totally on point. And in fact, I think I said to you, the last time we talked, I have not made millions of dollars selling my book, but my book has made me millions of dollars.

**Chandler Bolt (10:30):**

Yes.

**Ray Edwards (10:31):**

Because I have the book and people have bought it and it's done all the things you just described, and then some. I mean, we get tons of calls every week from people asking, will we write copy for them? We eventually set up an agency because we kept getting those calls. I'm like, well, they're going to keep calling, I guess we should probably hire some copywriters and write some copy for them. So that's, I have a, I was talking to a client last week who wanted to talk about publishing their own book. And I read part of what they had written. And frankly, I was like, this needs some work. And I, I wanted to serve this person well, so I told him he needs some work. What do you say to the person who wants to publish a book, but you're not confident that they, they have written a great book or maybe they're confident they've written a great book and somebody needs to look and make sure they haven't done something to embarrass themselves. How do we handle the assessing our own writing and knowing if we should publish the book ourselves or not?

**Chandler Bolt (11:21):**

For sure. That's a great question. And that's the place that it starts. If it's, if you don't have a good book, it's, you're, you're putting lipstick on a pig, right? Anything you do from a marketing perspective is just going to emphasize that the book sucks. And so, um, a good book is the starting point. And I think one of the best ways to make sure that you write a great book is to field test the content. And so, and that's why I love writing on what, you know, because if I'm already delivering webinars on this topic, if I'm already giving speeches on this topic, I have a podcast on this topic. Uh, I'm working with clients on this topic. Then I

field tested that content, and they've told me in little bite-size increments over the course of me testing that whether they like it or not, um, just by getting those feedback loops. Um, so that, that makes sure the content is good. It doesn't make sure that you're, you're, it is written well. Because you can have good content and not be written well. Um, but I, I, I take kind of a content first approach and make sure that the content is really solid. And then I like to work with really good editors. Um, cause I'm a C level English student, a college dropout with ADHD, you know, someone who wasn't good at writing, but I felt like I could communicate clearly the, the concepts that I wanted to teach. And then I partner with a really good editor to say, Hey, let's make sure this is written better than it was when I started, but kind of a two-pronged approach. That's how I look at it.

**Ray Edwards (12:50):**

I like that. I want to get to some practical talk about how you sell books and what your motivation is for selling books. But before we do that, I know that this is a lot more than- you've built a very successful business on helping people publish their own books. But there was, there was more to just building a business when you started this thing, wasn't there?

**Chandler Bolt (13:09):**

Yeah. So, I mean, there's a couple things and I, I mentioned the books changing lives and that's a huge part of my story. Um, I tell this, um, tell this other story, um, in the back of, um, I think it's like the, like the closing chapter in *Published*, but I, I had a friend pass away a few years ago. Um, his name is Kendall and we were on a cruise and he tragically passed away. And that was really the kick kick-starting of a lot of things for me, but yeah, in a lot of ways it's, I mean, I realized after he passed away that he had attended one of my random webinars and actually had most of the draft of a book done. And so a couple of friends were able to publish his book after he passed away. Um, and so that was big moment for me where I realized, okay, there's a lot of things in my life that I'm, I'm thinking about that I'm concerned about or that I'm focused on, that don't really matter. And there's only a handful of things that really do matter. And so it helped me focus on, okay, my faith, my family, and the work that I'm doing with Self-Publishing School, like these are the things that I think are actually moving the needle. Um, and all the other stuff is not. And so it really, it really helped me focus, but then I have this bracelet I wear every day on one side, it says, make him proud on the other side, it says, WWKD, what would Kendall do, and it's just a daily reminder for me of, uh, you know, the day before, um, Kendall passed away, he talked to me about his, his five-year goals and it kinda hit me after he passed away that he's not going to be able to achieve any of those goals, and now I'm living for two. And so I'm living for- to accomplish my goals, but I'm also living to accomplish the goals that he won't get to accomplish. And so I think we all, we all draw purpose and meaning different experiences in our life. And I think the big thing for me was helped me, like I said, focus on books as the thing like, okay, this, this is the one thing I'm doing in my life that's actually making the world a better place. Uh, but then also it gave me a sense of urgency to, uh, Kendall was a year younger than me. And so at the time I was, you know, I think he was 20 years old when he passed away. Um, and so at the time it was, Oh man, I might be on borrowed time. Like the cliché, you never know which if it's going to be your last day, I mean, that really hit home for me and I think ever since that's been something that I haven't been able to, or that I've been trying to, I've tried to articulate, which is how do you live life with a sense of urgency without going through an experience like that? Because I don't know that I was able to do that beforehand, but afterwards it was really clear and that's kind of catapulted into everything that we're, we're doing with Self-Publishing School, now. We're on a mission and we're not messing around and we're moving quickly.

**Ray Edwards (15:49):**

Well, and that, that has made a powerful impact. The client I was speaking with last week that was telling you about, actually, I said, you should check out this friend of mine, Chandler Bolt. He said, "wait, is that the guy who's got the friend named Kendall who passed away?" I said, "yes". "See, I heard that story". And he knew the story. He was repeating the story back to me and talking to me about it. So yeah, I mean, it obviously made an impression, very important distinction for us to realize we're not, we don't have forever. So some, sometimes people talk about, are you going to die with your book still inside you? A lot of people do, most people do.

**Chandler Bolt (16:23):**

And that's what I think is it's it motivates me every single day because I think about, you know, a book is this maybe someday thing, maybe someday, maybe next year and maybe someday becomes maybe never. And so that, you know, I just think is such an important message for people is don't put this on the maybe someday list, if you want to write this, and even if it's just that your kids read it. I that's one thing I've thought about is because people often ask, do you think everyone should write a book? You're the book guy, do you think everyone should write a book? And for a long time, I said, no. I was like, you know, no, I think there's a, you know, a good amount of people that just shouldn't. But then I had a friend challenge me on that and he said, "Chandler, what about, have you ever wanted to, you ever wonder what your, what, what your grandparents were like, or your great grandparents and the lessons that they learned?" Um, and I have, you know, my, my grandma, sorry, grandpa. People always talk about how amazing he was and I never got to meet him. And therefore I never learned all the hard lessons that he learned over the course of his life. Only maybe the 20% or 30% or 40% that my mom passed down to me, right? And so it's, I think there's, there's something to be said there for, even if you write a legacy book that only, only your kids read, I think that's just so valuable. It's like, I wish I had my great-grandparents' book and my grandparents' book, and I want my kids to have my parents' book. Uh, and, and, uh, you know, my great grandkids have my book. And so even, even if you just write something that, that gets passed down that way, I think it's, it's meaningful and important.

**Ray Edwards (17:56):**

I think that is such an important message. If I were you, I would rewind and, or hit the, hit the little 45 seconds backwards button on the podcast. And listen to that again, because if you don't write that book, nobody will and your kids and your grandkids and your great grandkids, this is so easily available to you. You should do this. Let's say we write a book. We're, we're going to go back to business because that's my jam. That's what we do. So we're writing a book for our business. We want to sell more books because we want our potential customers to read it. We want them to refer us. We want them to understand our expertise. We want to position ourselves and qualify ourselves to be able to render to them a maybe high priced ex expert advice or services. How do we get, how do we distribute the book and get it out there? If we don't have a gigantic email list right now, what are some ways we can actually sell books to benefit our business?

**Chandler Bolt (18:49):**

Yeah. And so contrary to popular belief, marketing starts before you write or publish the book, or before you start marketing the book. I mean, you know, this obviously, Ray, as, as a legendary copywriter, but it, with the hook of the book is this, uh, we call this the fundamentals of the bestseller. Is this a, is this, does this solve a problem in the marketplace? And is this a time, timeless, well-written book? Like, that's the starting point. Then do I have a compelling title, subtitle and cover that grabs attention and that instantly tells the prospect or potential reader what this book's about. And they care about the, what that's about, right?

And the copywriting principle It's easier to sell pain pills than it is to sell vitamins, right? So is it a pain pill focused book, not a vitamin focused book. So one quick and easy example, say I'm a physical therapist writing a book about back pain, and I know that your posture is the key to relieving your back pain. Well, I can write a posture book, um, and call it a posture book, or I could write a, write a posture book and call it a fix your back pain book. It's easier to sell pain pills than it is to sell vitamins- speak to the pain that your, your potential reader has, that they know that they have, that they're willing to pay for, right? So, so we've got the title, we've got subtitled, we've got a clear, compelling hook. It solves a problem. It's a timeless well-written book. And then we look at the launch piece. And then what we talked about a little bit, um, when we did our interview on the Self-Publishing School podcast last week, of the Toyota Camry versus the sports car, right? And so most people look at a launch and to, to segue to what you asked is our launch is we're going to go all out one week, all the interviews, everything on that one launch. And so they do a sports car launch. So shoo gone in a flash, right? And sports cars are sexy, but they also use up a lot of fuel, AKA your, your, and energy. Um, and then they're gone in a flash, you know, that you don't see them again. And I'm a bigger proponent of the Toyota Camry style launch, which is setting yourself up for long-term success. So that you're selling books month after month, year after year, which is exactly you've done, what you've done with *How to Write Copy That Sells*, and then, will be doing with *Permission to Prosper*, right?

**Ray Edwards (21:09):**

Yes.

**Chandler Bolt (21:09):**

So, so it's, it's the long-term approach. So then, uh, as I'm sure people were probably thinking, okay, Chandler, well, that's great. Well, we still haven't gotten into like the launch, right? And so when we look, when I look at the launch, I look at one of the easiest and highest best use things that you can do is create a launch team, which is a small group of people that support your book launch. Could be 5 people, 15 people, 50 people, could be more. They're going to read your book ahead of time and leave a review on day one when it launches- boom. Now all of a sudden you've got 15-50 reviews, right? So these are kind of your, this is your early armor, our army for the book. And then what they get in return is they get a free digital copy of the book ahead of time, like kind of the pre-release copy. Um, I like to put their name and the digital copy of the book. People love that. And so they get to be a part of the launch team, right? So the launch team is one of the easiest and simplest things that you can do to maximize the success of your launch. And then that kickstarts reviews that kickstarts a lot of things that will kind of set you up for success long-term.

**Ray Edwards (22:13):**

What do you think the secrets are to selling books continuously over, over years? I mean like Dave Ramsey, you mentioned his name earlier. Obviously he's a celebrity now, but when he originally wrote his first book, he was not a celebrity at the time. He was totally unknown, but that same book has got thousands of reviews, now. He's sold many, I guess, hundreds of thousands of copies. I didn't really check, but I assume that's true. How does, how do you sustain that kind of growth over time? Cause most of these books that hit like the Wall Street Journal, New York Times bestseller list, especially business books tend to have that spike and they get on the list and they can put on the cover of their book from that day forward, New York Times bestselling book, but they don't continue to sell over the years. If you look, they're eventually out of print pretty quickly, how do we prevent that from happening?

**Chandler Bolt (22:58):**

Yeah. And, and, uh, Ray, I feel like you've done this so well, it's systems and distribution for continuous sales, right? And, and, and so I know we talked about this a little bit in our interview for how you've done this, um, which is creating continuous systems. So there's, there's traffic and conversion on an ongoing basis. Now, a lot of the stuff that we teach with Self-Publishing School is specific to the Amazon platform because I mean, Amazon brings the customers, let's maximize that, that platform or that channel to get in front of as many eyeballs as possible. But even in that, this example, Amazon is just one distribution channel, right. Amazon bringing people to your book as a distribution channel. There's like you said, like you do with your books, there's a free plus shipping distribution channel. Now, now off of that, you're doing podcasts interviews. Um, and I mean, Dave Ramsey, great example, right? He's he is on the, on the radio every single day. And so, I mean, he's got millions and millions of listeners, so he's embedding that into what he does on a daily basis. And then there's kind of this weaves in our mutual friend, Sean Cannell. Um, I didn't every with him last week on how he sold so many copies of his book, *YouTube secrets*. And he was saying, the same thing is, is-he, he said I'm embedding it in every talk. So, Hey, this is Sean Cannell, author of *YouTube secrets*, right? And so it's a part of every talk that I do. Part of every video that I record, part of every podcast interview that I do, uh, he, he does something where he sponsors the bumpers or he does like, this video is brought to you by the book by his own book, right? So little things like that, but it's how do you set up distribution in a way that, or distribution and systems that sell book long-term? Now we look at, we look kind of, uh, we call this like the three legged stool of long-term book sales, which is ads. And specifically we do a lot of Amazon ads and those work really, really well for selling books. And you can see you've got your ads, you've got your email list. So using your book to build an email list and using your email list to continuously generate sales and reviews for your book, which we can probably talk about that later. And then there's the community or hub around your book. And so that's, you know, maybe that's a Facebook group or that's somewhere where people can gather, um, to in a community fashion around the topic of your book. Um, my buddy, Hal Elrod, does this masterfully with his book *The Miracle Morning*. I mean, he's got the Miracle Morning Community it's like 200 plus thousand people in that community around that book. And so that's the way I look at it. And so there's the initial splash, but then there's all the systems and distribution beyond the launch, um, to keep, keep selling books.

**Ray Edwards (25:46):**

Yeah. And I couldn't be more enthusiastic about something that I am about this because I sort of stumbled into this with the *How to Write Copy That Sells* book. We didn't have a huge launch at first. I didn't sell a lot of copies at first, but I, I accidentally just left the page live that does the free plus shipping thing over many, many months. And we kept having all these sales come in and we're like, where are these coming from? We had all these different places. We had distributed that URL, which is [Rayedwards.com/freebook](http://Rayedwards.com/freebook). And it's still there to this day and you just pay shipping and we'll send you the book. It's- eventually you get emails that sell you other things. We ask you to review the book. We've got like almost 500 reviews of the book and that didn't happen overnight. So I think that the key that I would like to underline for people is you just got to keep going. And it's a little bit at a time. You might get discouraged because you've only sold a hundred copies. You only got 50 reviews or less, just keep doing it. I mean, you're going to be living your life out anyway. So you might as well keep that little engine rolling, and one day, you turn around, look behind you. And that little engine is a big train and it's got momentum and you couldn't stop it if you want to do now.

**Chandler Bolt (26:50):**

A hundred percent agree. I feel that way sometimes with my early books, but also with my most recent book, *Published*, It's I mean, I created that as like a stop talking about it type thing. I'm like, all right, I'm just going to point to this book for a really long time. Like this is

going to be my drop, the mic on this topic book. And I look, I think it's got like a thousand reviews or something on Amazon and it just keeps selling. I mean, the machine just keeps going and it we've set up all these things to, to maximize reviews, to maximize book sales and stuff like that. But then you can even come back to it and like, I'm probably gonna do this this year, um, an updated revised version of the book and keep pointing to that one book. Um, cause I think one of the biggest mistakes I see authors make right is, well, there's two big mistakes. They don't focus enough on marketing. They spend 90% of their time creating the book and 10% or less marketing the book, which I think is just, it, it doesn't make any sense. You should spend significantly more time marketing the book, but over a longer period of time, right? And then there's there, there's a second piece, which is that they just move on to the next book. So I think this is really smart about what you've done is I think, what did we say it's about the three year anniversary or so of *How to Write Copy That Sells*, and now you're publishing the next, or five years. Yeah. Five years. Um, and, and now you're publishing the next book *Permission to Prosper*, right? So it's, it's, you've adequately promoted that book for a long time. And now there's a low floor to the, to those book sales and that book is going to keep selling. And now you're going to build up kind of another system and machine with the most recent book. And so that, that will start, start going just like, you know, Dave Ramsey or whoever else has done as well.

**Ray Edwards (28:35):**

And there's so many things that have happened since five years ago. When I published that first book, we got this new thing called Clubhouse, are you on Clubhouse?

**Chandler Bolt (28:44):**

I'm not actually. I hear it's all the rage these days.

**Ray Edwards (28:46):**

Oh, Dude, you got to get on Clubhouse. Hal, you mentioned Hal Elrod. He's done a great, I should look and see how many people are in his, in his Miracle Morning group. He's got a group on a club, they call it on Clubhouse. Isn't that clever? Cause you know, it's Clubhouse. Um, and he's got a club called the Miracle Morning Club where he takes his community through the routine, nothing like live-

**Chandler Bolt (29:10):**

By the way, while you're pulling that up, Hal's done a bunch of other things, super, uh, very, uh, in a very smart way where he gives away free sample chapters. One of the things that we talk about a lot is how do you build, how do you increase the viral coefficient of your book? And so how do you turn one book sale into multiple book sales? So for example, one of my, one of my business Bibles for my business is *Scaling Up* by Verne Harnish. I've probably bought 70 to a hundred copies of that book. So that's one book sale into 70 to 100 book sales. So that's what I think about too is how do you increase that viral coefficient? Now you can increase that viral coefficient through a lot of ways through increasing the percentage of people that leave a review because then the discoverability goes up by, but also by introducing virality in the book. And so one of the things Hal has done really well is there's a chapter about partnering with someone to take the Miracle Morning Challenge. Well guess what, if you're partnering with someone, you just turn that one book sale into one more book sale at a minimum. And then there's also, he couples that with gifting other people, your first three chapters of the book or something like that. So now all of a sudden you're gifting other people the first few chapters, you are, you've got a partner, accountability partner in the book. So you're integrating this into the material. And then even further than that, um, you know, he, they, they do, um, there's there, there's like the kind of the viral coefficient and the sense that he's asking people to share, but then they have all the specific different types

of books. Right. And so if now I'm like, Oh, well you've got the *Miracle Morning*. I've I've- I need to buy the *Miracle Morning for Salespeople*, or I need to buy the *Miracle Morning for Network Marketers*. Or so your building that into a series like there's so many just little lessons in there.

**Ray Edwards (31:00):**

Yeah. Yeah. That's what it looks like. The, uh, the dog care books. There, there is a, there's a line of books that it's like how to take care of your dog. Then they've got how to take care of your pug, how to take care of your Alaskan Husky, how to take care of your German shepherd. It's all the same book. They just switch out the pictures, put in a specific chapter about that breed. So I think Hal's done a great job of that. And he's got thousands of people in his, the Facebook group, the online community. He's got people in the, um, in the Clubhouse club, you gotta check out Clubhouse. It's it's, it's like, how do I describe it? I describe it, like having your own talk radio show. And it's so hot right now that we're picking up thousands of new subscribers, followers, whatever we call them on Clubhouse. And it's very interesting in the conversations. We're having things that have already happened. I've seen people start new businesses, seeing them have huge marketing opportunities, fall in their lap, getting in touch with major sports agents or talent reps, or it's just been crazy what's been happening with that app. They got a hundred million dollars in funding. I, this is not a podcast about Clubhouse though, so we should move on and get back to talking about books. Something that I think Hal has really illuminated for me is he's made his book into more of a movement than just a book. And he talks about that. So it's not, I'm not revealing any big, dark, deep, dark secret. It's a, it's a bright shining secret. We should not be a secret. If you can gather people around your idea, if you know that people will be lit up by it, like they'd get excited about the fact that somebody is talking about their thing, their subject, that they're interested in, you should give them a chance to gather somewhere together so they can have a community in certainly over the last year, we've learned the importance of having community, being able to get together with people that we have, like interests with. So what do you think are subjects we could build if we're writing a book, what kind of books can you build movements or groups or communities around?

**Chandler Bolt (32:47):**

Yeah. I mean, I think really any book you can build a community around and that's kind of why we, we include the community piece is one of the three, like the three legged stool, right? There's the ads, email, and community, or a hub and a place to gather. So I think the question is how do you get people to actively participate through the book itself, which you have to write that into the book. Um, and so there's gotta be some sort of challenge. There's gotta be some sort of there's adoption. I know for you, you were saying, which I think this is smart, cause you're doing this, right, with *Permission to Prosper* is there's a there's uh, a, I think you, you mentioned, um, kind of the study guide or, um, like study group curriculum. That's a way, especially for faith-based books where you're bringing people together around the topic of your book. Well guess what? Viral coefficient, right? That's now turning one book into 20 copies and then there's an action component to that. And then there's a virality just by the nature of, Oh, I'm going to this study group tonight. Oh, what do you guys talk about? Oh, it's about this new book *Permission to Prosper*. Like, and so there's just, there's there's referrals, there's all those things kind of coming off of that. So I think any book can do it, uh, it's up to you though, to integrate or embed the challenge in the curriculum or content of the book and then also kind of spur on or facilitate, um, the gathering and making that easier for people to gather around that topic.

**Ray Edwards (34:17):**

Yeah. And it's never too late, is it? I mean, if you've got a book that you published three or four years ago, I've seen people recently revive books that they thought were "dead". They did a quick revision, added some features like what you just talked about and then kind of relaunched it. First of all, people don't know you're relaunching. They don't remember the first time you launched. That's I mean, that's just true. And if you're worried or concerned that they do or you've made significant upgrades, just call it version two brand new version revision. Revised and improved.

**Chandler Bolt (34:45):**

Yeah. How are you doing this with *Permission to Prosper?* Building, building kind of community around it?

**Ray Edwards (34:50):**

We're we've got a, we've got a Facebook group. We're doing a Clubhouse. We're, we've got our course, both a self study course. And then we're going to be putting together a curriculum for small groups because we realized of course, churches and people who are in the faith-based community want to get together and study this together. We're going to incentivize purchases of larger numbers of books. Once you start thinking about the possibilities, you're not at a loss for ideas about how to do this, what you're at a loss for us. I want to do all the things right now. So just one at a time we're taking them on, but we're doing it rather quickly. I mean, I've, I'm going to do it. I did it accidentally on purpose this time.

**Chandler Bolt (35:26):**

I'd be curious, Ray, how do you, how, from your perspective, as an author, who's going through this process, how do you prioritize? Which, you know, cause like you mentioned that you can do all the things and there's bajillion things that you can do, but how do you prioritize based on what's truly going to move the needle in terms of book sales and growth for your business?

**Ray Edwards (35:44):**

Well, I'm thinking about the people who are most enthusiastic about the book, who is it, that's most excited about the content? Who will be the most evangelistic about saying to friends, "you should read this book", and I want to spend more time with those people and think about how we can help them do what they want to do anyway, because it's much easier to start a fire. Well much as you as a fan, the flames of fire that's already burning. Than it is to start one from scratch. So I think that's where we're concentrating efforts right now.

**Chandler Bolt (36:08):**

Drop the mic. Yeah. And so I would imagine that that means going on podcasts with those audiences, that means enabling things through the Clubhouse group, through the study group curriculum, through all those things?

**Ray Edwards (36:20):**

So I'm going on lots of faith-based podcasts, as you can imagine, uh, financial podcasts that are done by people who have deep-seated faith and that's important to them and their community. And then churches, as things open back up and we're able to travel more and speak, or even by virtual zoom or video conference, whatever, I'm gonna be doing lots of that as well. And you know, think about the podcasts you have to remember. We, I think we do podcast interviews. We think they're like radio interviews that we do them and they're gone, but they're not those episodes stick around forever. And I still have, I have over 500 episodes of my podcast. I still have people that are listening to episode number one every week, which

is kind of embarrassing, but whatever, they can just see my development over the years. So just remember every, every podcast episode you do lives on. As long as they don't take it off the server, it lives on forever. And you never know you might be on a beginner podcast right now. They only have a small audience with a few hundred listeners. You don't know that five years from now, they're not going to be one of the hottest podcasts online. They're going to have tens of thousands of listeners. That's happened in numerous cases. I get a burst of sales and I've tried to figure out what happened. Where did those come from? Well, it was on this podcast that used to be a small one. And because I did the interview three or four years ago, it's gotten much bigger people are going back, listening to the back catalog. They hear the interview, they buy the book. So yeah, every seed you plant can grow into a forest.

**Chandler Bolt (37:36):**

Yeah. That's great advice.

**Ray Edwards (37:38):**

So what else do you see? I mean, as you look at what we did with the first book in this book that we're, we're just now rolling out to the public. What are some things we could do that you haven't seen or that you would encourage anybody to do? If they're putting a book out today right now,

**Chandler Bolt (37:50):**

Those are great questions. Um, I would say how much Amazon ads have you ran?

**Ray Edwards (37:55):**

Zero.

**Chandler Bolt (37:56):**

Okay. That's a huge opportunity, huge opportunity. Um, especially as good as you are at copywriting. And so, um, this is one of the things that it's one of the first things that we teach. I mean, we teach a lot of, uh, you know, beyond the book it's it's, right, it's ads, email list and and community hub. Um, and then a lot of PR and speaking, like how do you embed this to get from a PR perspective, from a podcast perspective? And that's it's exactly what you're doing. It's not just get on podcasts for podcast sake, but getting on, getting on specific podcasts where, you know, your tier ones is what, uh, Rami who runs our, uh, our fiction side of the business, that's what he would call it is like your, these are your readers. Like these are the people who love this genre. And in this case, it's, these are the people who love this topic. Faith-based podcast, finance podcasts and with a faith lane. Right? And, and so that's super smart, but from an Amazon ads perspective, that's one of the, that's one of the things I would be doing, I would go back and fire those ads up for *How to Write Copy That Sells*, and, um, I would, I would fire those ads up for *Permission to Prosper* and Amazon ads are just pretty lucrative. It can be tough to scale, and it's like, they're there. My Amazon ads perform really well. And I just keep trying to get Amazon to spend more money and it can be tough sometimes to get them to spend budget, but they convert well. And so if you think about just in case people aren't familiar with this, it's, it's, you know, if you're looking at customers also bought well, there's right below that now, is sponsored, there's a sponsored version of customers also bought. You know, you might like this book or sponsored related products or something like that. So basically you set up Amazon ads targeted on what are titles that people might be searching or authors that, that people might be searching is kind of the gist of it. And so think of, and there's software tools that help facilitate this. A buddy of mine has, uh, Dave Chesson has a company called Publisher Rocket. Um, that really helps. And we recommend that helps facilitate this process where you can plug in a couple of things and it spits out, all right, here are 250 keywords that you should be using or similar authors or

similar book titles. Then you're just taking the skill sets that you have, which are obviously really good copywriting skill sets and writing a small blurb, um, that has a little bit of copy. And then there's a click over to where they can purchase the book. And so for a lot of folks, when we, when they're going through the process of launch, say alright launch successfully now launch in all three formats, if you haven't already, so ebook, print and audio book, and then you take the road to your first hundred reviews. So if you, if you, you know, try to get to 100 reviews as quickly as possible and use your launch team and rally people around that, and then start stacking with all the other things. So start adding Amazon ads and that cause that'll help your, um, your Amazon cost of sale, your ACOS uh, it will go down because the average order value will go up, right? So your average order value, I'm getting like way into the weeds here, but when you have ebook print and audio book, people have the ability to buy more, more versions if they want to. But also in more importantly, the audio version or the print version is way, uh, it's more extensive. And so you're, you know, you might have the same cost of sale, but your average order value goes up. So your ads are way more profitable. And so that allows you to scale ads and be more profitable on the Amazon platform. And so those are kind of a few of the things that I would, I would look at.

**Ray Edwards (41:27):**

I understand profit. I like that. You mentioned your fiction division, this, this works for fiction as well?

**Chandler Bolt (41:34):**

Yeah. So we've got, we've got kind of three main divisions of the company. We've got our non-fiction business division, which is the, the biggest, and the thing that we've been doing the longest. Um, but then we have our children's books school, and we have our fundamentals of fiction, well, we've got our fundamentals of fiction and story, which is how do you write a great story, um, that, that entertains people, and then people love to read. And that also, by the way, which people don't think about that, this, but it's a memoir as well. Like a memoir is, is actually more closely resembles a fiction book than it does a nonfiction book, because you're telling a story. And so we have the fundamentals of fiction and story program, and then we have our full-time fiction. So it's like, how do you, and that's where, how do you develop this into a series? How do you- like read through is a big thing. And that's with non-fiction authors as well, but how do you get people to read through your catalog and increase the percentage of people that read book two from book one and book three and that sort of thing. And there's a bunch of other things that you can do to just maximize long-term revenue and actually, you know, actually make a living off your books.

**Ray Edwards (42:38):**

Yeah. You know, it's fascinating. I'm a big reader. I love fiction. I love series. And one of my criteria for starting a new series, like I found this author named Joe Abercrombie who writes great books, they're a little rough, they're definitely PG 13 or R rated, I guess. Kind of, they're sort of like Lord of the Rings with a little more violence. And, um, but the guy's a great writer. And I, I looked at his catalog to see how many books he had. Cause I'm not going to start reading a series. It's only got like two of the books published. I'm like, I don't want to wait that long. I want to see a series it's got five or six or more. And I noticed, I started seeing ads for these series. As I clicked on them, they were they were self published. I'm like, people are doing this, their publishing like eight or ten volume series or, and they're really good. They're really well-written books. They're very entertaining. And I imagine these people are making a living doing it. I was really kind of shocked to see that.

**Chandler Bolt (43:24):**

Absolutely. And it's the same, it's democratizing the publishing world, right? It's what we talked about at the beginning of this interview of self publishing versus traditional publishing. But then also, and I think is so important. You know, this, this, we see eye to eye on this, but, the guy who runs our fiction division, and he says, this is what he quote says, says this all the time, "treat it like a hobby and it'll pay like a hobby, treat it like a business and it'll pay like a business." And so you, you have to create this amazing art, but then also look at it through the lens of a business person, which is okay, how do I, how do I make sure that I market this well so that I maximize the impact from this book, but also the income from this book, because the income is what helps feed the machine to sell even more copies, to impact even more people to keep things going.

**Ray Edwards (44:11):**

Yeah, and if you think about running your writing business like a business, not like a hobby, one of the things that overwhelms people I think they'll look at a series like that and they think, well, I can't write six books. Look, it takes Stephen King a year to write a book. No it doesn't. He could turn out a book a month, but his publishers won't let him. That's why you only see one Stephen King book a year. That's why he was publishing under different pseudonyms for a long time, because he could write so fast. And the old publishing industry couldn't handle it. Still can't- they could, but they don't want to. It's just...

**Chandler Bolt (44:40):**

They write it into the contract.

**Ray Edwards (44:42):**

Exactly.

**Chandler Bolt (44:43):**

My brothers in the music industry. Similarly, it's like you can't release albums too frequently. It's written into the record label contracts.

**Ray Edwards (44:52):**

But if you're the publisher you get to decide. And I think this is a real opportunity for writers, especially. So this is really exciting. So where do people go? If they want to find out how to publish their own book, whether it's nonfiction, business, or they want to write fiction, or they want to write children's books, which all people, my audience, I get these three questions all the time. Where do they go?

**Chandler Bolt (45:07):**

Yeah. So I would say kind of two best resources. If you want like a bunch of starter information for free, we've got a really in-depth post about how to write a book and there's, I mean, it's just in-depth we can link it up in the show notes. There's a link to a webinar training there. There there's a link to a free copy of my book *Published* there. Like that's kind of the hub. And then if you're thinking, Hey, I'd love to just chat with your team about my book and see whether or not it makes sense to work together. Go to [self-publishingschool.com/apply](https://self-publishingschool.com/apply). You can book a call with the team. We'll chat with you for 45 minutes. Talk about your goals with your book, your challenges with your book, your next steps. How do you put together an implementation plan? So those are kind of the two best places to start.

**Ray Edwards (45:52):**

I would do it. I know Chandler. We've known each other for years. We're part of a we're part of a Monday morning prayer group for a long time together. Our schedules just got kind of criss-crossed, but you're a good guy. You do a good work with your company. So I don't have any reservations about sending people your way. We'll put links to everything in the show notes. If you've been even thinking about this, click on the links, find the one that's appropriate for you. Go after it. You won't be sorry. I promised you.

**Chandler Bolt (46:16):**

Absolutely. Hey, and get Ray's new book *Permission to Prosper or How to Write Copy That Sells*, if you don't have it yet.

**Ray Edwards (46:25):**

Or both.

**Chandler Bolt (46:25):**

I got my copy here. You probably can't. You can't see it if you're listening to the podcast interview, but I've got it right here. It's a signed copy. Look at that. Um, I'm excited about it, man. This is awesome.

**Ray Edwards (46:36):**

Thank you, my friend.

**Kris Edwards (46:36):**

See, I told you it was awesome info. Now Chandler has got a lot of resources and the cool thing is they're linked up for you. Visit [rayedwards.com/508](http://rayedwards.com/508). That'll get you all the show notes and Hey, I don't know if you noticed, but when you write that book, you have to promote it. And if you're promoting anything ever, you want to be at the copywriting Academy, live April 7th through the 9th. Don't miss out on this stupidly cheap ticket, \$197. It could change your life. Visit [trainwithray.com](http://trainwithray.com). I think right about now is when Ray would say so long, beautiful people and the rest of you. Oh wait. No, that's not it. I think it's just see ya.

**Announcer (47:20):**

Thank you for listening to the Ray Edwards Show. Find the complete archives of all episodes at [rayedwardspodcast.com](http://rayedwardspodcast.com) or subscribe for free through Apple podcasts and never miss an episode. This program is copyright Ray Edwards International, Incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.