



## Marketing Moxie Podcast

### Episode 29: The Scoop on Kindle Publishing with Jonny Andrews

Show notes at: <http://www.maggiepatterson.com/episode29>

MAGGIE: Welcome to Marketing Moxie, Episode #29.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Today Unconventional Tactics is carrying on, and we are going to talk about Kindle self-publishing. In today's episode our guest expert is Jonny Andrews from Audience Hacker Podcast, and he is also an expert on Kindle publishing. You are going to find out in this episode why I dislike Fiverr so much, my skepticism about Kindle publishing and being a Kindle bestseller, and so much more. So let's dive into my conversation with Jonny.

I have a special guest today. He's a guest expert, Jonny Andrews, and he is going to talk to us about Kindle publishing. This is something I actually have been researching, I don't know a whole lot about, but Jonny is an absolute rock star in this area. You know, this is a little bit of an unconventional tactic. It's not something everyone is doing, so Jonny is going to hook us up with some information and really help fill in some of the blanks. Jonny, welcome to the show.

JONNY: Thanks for having me on. What's going on?

MAGGIE: Well, talk to me about the self-publishing thing because some of us are a little stuck on the fact we want to have an actual publisher and a book, and we want to know this is a legit tactic.

JONNY: Yeah, that's bad. Let's clear the air on that one. All right, so the whole big, the advantages and whatnot to sort of doing it yourself, number one it's going to help build your audience. If you're going to do -- it's great. If

you have a book, you can pretty much jump on the podcast circuit and start doing interviews and driving traffic to the book.

The next big reason for it, and somebody else came up with this, it wasn't me, but it's basically the seven-hour handshake because that's about the length of time it takes somebody to read your book. And, during that time, your little voice or their approximation, I guess, of your voice is rattling around in the gray matter between their ears, and that's a very intimate place to be.

And the last and final one is you're going to get a lot of leads from the book because, what you do is, you put obviously calls to action in that thingamajigger, and people are going to go to your site. They're going to subscribe to get really cool stuff. And it's going to build your list. And here's the craziest thing, and I have tested this. It is awesome. There have been some folks that I've worked with who had sales letters that would typically, or sales videos that would typically convert from cold traffic at like half a percent.

MAGGIE: Yeah.

JONNY: We were getting up to 16% conversions when the leads came from the book. And so it is a gigantic night and day freaking difference when you do it like that. So if you're looking to literally, because it's a huge pain in the keister to have to strain through your prospects to get the ones that are actually going to buy from you.

MAGGIE: Mm-hmm.

JONNY: Let the book do it for you for all that is holy. Oh, my word. And then the other reason you don't want to do a publisher is because, I mean, they're going to make you do all the marketing anyway.

MAGGIE: Yeah.

JONNY: And take all the money, so it's like at least get paid for your book. There's nothing wrong with that. Now the time to do a publisher, and there is a time, is when you already are established, like my friend, Habib Wicks. He's the founder of PEERtrainer. He has a massive platform, like tons, like probably millions of people at this point. And that's fine. Go to a publisher. You don't need the money. They're going to probably cut you a check for six figures, and it's kind of like getting paid in advance. But if you're not there yet, and if you're just using this to sort of harpoon your way into the belly of the beast or whatever you're doing, do it yourself. Absolutely do it yourself, but make sure you get an editor.

MAGGIE: So what do you think is the ultimate big advantage? Is it time to market? Is it the fact that you're actually going to keep the money in your pocket? Because, let's face it, a book is not a business in and of itself when you're going the traditional publishing route.

JONNY: Well, I mean, it's all of the above. Let me give you a case study here is Bella Forrest. She's actually a young adult, vampire, paranormal author who literally just self-publishing her way to number two on all of Amazon. It was the seventh book in her series. She's easily doing seven figures a year in profit from her publishing business. Another great one is Quinn Loftis who self-published a USA Today bestseller, and stuff like that. So there is an astronomical, crap ton of money in the books if you want to go that route.

However, like for your audience and my audience, a lot of times it's going to be more of nonfiction like how to.

MAGGIE: Yep.

JONNY: That sort of stuff, there can be. Look at Robert Kiyosaki. If you plan on publishing in a series, you can do really, really well. Obviously the real money comes from the backend sales. Just like in fiction, they're going to send licensing deals to movies and TVs and things like that. So you can really make a killing doing that, but it takes a while. But with nonfiction, self-publishing, if you have something on the backend, you can super crush it. It's huge.

MAGGIE: So if I really wanted to get started, like this sounds really awesome. One of my life's dreams, and this is no secret to anyone who knows me, is to have a published book. So obviously the fact that I could get it out there is pretty exciting, but I have no idea where to start. What should I do?

JONNY: All right. The first thing I'm going to do is give you the formula to actually create the book very quickly. Here's the thing: 98% of the human population is like, oh, I think I can write a book. I have an amazing story. And that's true. Most people do.

MAGGIE: Yeah.

JONNY: And it's cool, but then you get this blinking cursor of epic death flashing at you on that --

MAGGIE: Yeah, totally.

JONNY: Oh, man, just don't do that. All right, so here's what you do, and please follow these steps exactly because it will really, really help you. The first thing you do is come up with obviously who is your audience. Who is the single person you're basically writing this book for? Figure that out, and then everything else becomes very, very simple.

What you do is you lay out the main topic, the primary subject that your book is going to be on. That's going to be just the thrust of the whole book. Then what you're going to do is take that thing and break it into 10 to 12 different main points. Those will be your chapters. Now with each one of those things you want to break it down to three to five subtopics, like little talking points on each one of those chapters.

And so I call this whole thing -- by the way, I gave it a name. I called it Facts and Feelings. And so that's your facts outline.

Now what you want to do is kind of mood burrito this thing and wrap it into feelings. And you want to find a story. And the introduction of your book should probably be your story so that you can identify with the reader a lot more.

MAGGIE: Mm-hmm.

JONNY: After that, however, it can really be about anybody, as long as it's true. And so you can find stuff in the news. You could talk about other bloggers, you know, things that you've read. I mean you could probably Google that and find somebody who is telling a story on it and say, oh, well, this person -- if you look at what we talked about --

MAGGIE: Yeah.

JONNY: -- and you asked me questions, I gave you the stories of Bella Forrest and Quinn Loftis, so I mood burritoed the answer kind of thing, and that's what you really want to do here is, every point, come up with -- and it doesn't need to be 85 pages -- a little anecdote. Then what you do is, it's very similar to The Pomodoro Technique, which is setting little 25-minute increments.

MAGGIE: Yes.

JONNY: Every single day, you sit down and you crank out one second. That's it. Once you're done with that, you're done for the day. It can take you literally five to ten minutes. If you do that every single day, your book will be finished in less than a month. And you could do it a lot faster. It's actually -- and it ends up being pretty decent. Now here's the big caveat. Do not edit. Don't edit. This is like pure, unadulterated, like vomit out the garbage from your head.

MAGGIE: Yeah, totally.

JONNY: If you edit, this is going to take years. You can get this done so fast. Then what you do is you let it sit for two to three days. Just kind of let it percolate a little bit. Don't look at it. Then go back in, do one major overhaul yourself. You'll be amazed at how fast it is now that it's just on paper. Then hand it off to an editor and don't touch it again. Then publish. End of story.

MAGGIE: Yeah, I think getting an editor is a great tip, whether it be for a Kindle self-published book or website content. If you're going to do it yourself, at least invest in someone who has got that expertise to --

JONNY: Totally.

MAGGIE: -- make sure you don't look like the amateur hour because you're using the wrong "it's".

JONNY: Yeah. I screwed that up. Oh, yeah. Oh, yeah, man. I messed that up big time, and it was very, very funny the comments I got. Some of the reviews were like, wow, that is a great book, but for the love of all Ahla Toli, please learn how to punctuate a sentence. It was hilarious.

MAGGIE: Yeah, and I think the reality is anyone who did well in English thinks they're a good writer.

JONNY: Mm-hmm.

MAGGIE: It's like, eh, let's not judge by your high school English marks how good of a writer you actually really are.

JONNY: Absolutely.

MAGGIE: So what is the biggest lesson you've learned, Jonny, from the self-publishing on Kindle that you've done?

JONNY: You know what? I'm going to give you actually the biggest lesson when it comes down to it is just get it done. No matter how you do it, you need to. You just need to take those actions and those steps. You don't even need to type. You can just talk the book, you know.

MAGGIE: Yep.

JONNY: And I found that don't let -- oh, I can't type, or I'm really a slow typer. Well, you're probably a fast talker. I mean every podcast I've been on, the host has been, oh, I'd love to write a book. I'm like, well, talk it. Don't get in your own way. That's the biggest. Just get it out there. Don't worry about whether or not people are going to like it because if you write from the heart or you talk from the heart, people are going to love it, and that's just the bottom line. But there is a launch formula that I can give you very quickly.

MAGGIE: I would love to hear that because that was my next question is, this is all well and good about creating the book, but, dude, how do I get people to buy the book?

JONNY: There you go, yo. All right, so the big things that drives sales, and it's not like, say, in Apple with podcasts and stuff where, if you get downloads -- if you don't get downloads, you can compensate with volume of reviews.

MAGGIE: Yeah.

JONNY: Totally different equation. What happens in Amazon is that you need reviews. And so what I recommend people do is they go and find the biggest authors that have books that are very similar to theirs. Then what you do is you go and you find all the reviewers that gave them four and

five starts. And what's cool is a lot of these folks have little, sort of like their own little page on Amazon. And you click on it. A lot of them will have websites or emails. And you literally just say, hey, you liked this book, and I was wondering if I gave you this for free if you wouldn't mind reviewing mine. And what's interesting is a lot of them will do this. And the reason you don't want to say go to podcasters or bloggers, unless they're book bloggers, is because it's such a time imposition to get them to read your book.

MAGGIE: Yep.

JONNY: That unless you're already famous, they're probably not going to take the time. And so you want to go to the place where people who review books already exist, and that's a place called Good Reads.

MAGGIE: Yes.

JONNY: And that's also, you know, just Amazon, in general. Although Good Reads is going to be way more for fiction, that kind of stuff, but what you want to do is stack the deck in your favor by getting as many reviews as possible and just reach out to, say, 20, 30 of these people a day, and within a couple of months you're going to have -- and I've done this religiously -- you'll end up having probably 150 reviews or something. It's crazy how it just starts stacking up. And just expect that after a couple -- you know, for a week or two, you won't get much response. All of a sudden, boom, boom, boom, it starts going. That's going to dramatically stack the deck in your favor. The next thing you want to do, so let's call that setting the groundwork.

MAGGIE: Yeah, you're basically creating your street team.

JONNY: Exactly. Exactly, and so what two cool things are going to happen: number one, now, on page, you have social proof in the form of positive, awesome, big ass reviews. The second thing that happens is a lot of these people will publish these reviews on their sites through Twitter and all this other stuff. And so you end up getting, because a lot of these reviewers have traffic. And so now people that listen to them are like, oh, wow, they like this book. Maybe I'll like it too. And they'll go and check that stuff out.

Now the big thing is, enroll your book in Amazon KDP Select, and that's basically where you agree to be exclusive to Amazon for a period of three months. They have some huge, huge opportunities in there in terms of marketing. Number one, you can make your book -- I call it pulsing where you set your book to go free.

MAGGIE: Yep.

JONNY: For a couple of days. I usually recommend do it 24 to 48 hours max because you get 5 days every 3 months. The other one, and this you want to ride out for the whole time, is something called the Kindle

Countdown. What you do, let's say your book is at \$3.99. You set it to be at \$0.99. And every day it'll go up a little bit more in increments.

MAGGIE: Yep.

JONNY: And Amazon will feature your book in front of a huge flood of buyers. It's ridiculous. It's so cool and so powerful, and they literally, like I'm not even kidding, five days ago just rolled out a membership program where people that pay \$10 a month can get unlimited books.

MAGGIE: Yeah.

JONNY: There's 600,000 titles that they have in the thing, and that is a huge opportunity because if someone borrows your book, Amazon pays you like they bought it.

MAGGIE: Oh, wow!

JONNY: Yeah, it's ridiculous. But you have to be enrolled in that KDP Select, and so there have been months where I've increased my revenue by 25%, 30%, sometimes 40% on borrows. It's huge, so you can really do well, and that's another lead.

MAGGIE: Okay, so let's talk about this free thing. This is a bit of a hot topic that gets discussed in my circles is I'm a best selling author, but wait, you gave your book away for free on Kindle, and that's why you're a best selling author. Talk to me about that because there's got to be a way that you, as a buyer or someone looking, we can kind of verify the credibility of this.

JONNY: Right. Well, I mean, first of all, if you go up on a -- I'm making the quote sign in the air -- "bestseller list" while you are free, you do not get to use the term best selling author.

MAGGIE: Okay, good to know.

JONNY: That is not a legal usage of the term. If you are on the paid bestseller list, that is perfectly fine because then you are in deed selling books. This is not a difficult semantic argument.

MAGGIE: Yes.

JONNY: It's just sort of like did you give the book away for free? Okay. You hit number four on Amazon, but you were on the free list, then you didn't sell anything, therefore you are not a best seller. If you, say, sold five books and you were on such a low category that you hit 99 on the top 100 list on any category, but it was paid --

MAGGIE: Yeah.

JONNY: -- then you're a bestseller. That's perfectly legitimate, absolutely completely fine and legitimate. Screenshot the crap out of that and go forth and prosper.

MAGGIE: See, I find this really interesting because I know what my Kindle buying behavior is like for fiction books.

JONNY: Mm-hmm.

MAGGIE: I deliberately go into the best sellers for whatever category of fiction, and then I look for the cheap books.

JONNY: Yeah, and a lot of people do that. They're going to look for something that's going to be less expensive. If you are --

MAGGIE: So it creates an interesting market dynamic, right, because I'm like, well, I don't want to pay more than \$4.99 for a book, so I'm buying the books based on the price, not necessarily on the quality. But then I'm driving it up the chart.

JONNY: Well, yeah, and that's definitely a phenomenon that could happen. There are a lot of price shoppers inside of --

MAGGIE: Yeah.

JONNY: You know, especially when it comes to Indy titles.

MAGGIE: Yes.

JONNY: You don't want to -- and this is something just sort of like a tip. If your goal eventually at some point is to get picked up by a publisher, which is not a bad idea --

MAGGIE: Yeah.

JONNY: -- but they can in some ways help you. They're just not a good idea when you're starting out. Price your book at \$3.99 because that's the price that they're looking for. And the other cool thing, I don't recommend giving the book away for free permanently, and the reason for that, and I have a lot of fiction authors that listen to my show and stuff, and they're always asking me about, well, what do you think about this? And if you get -- I look at it like a birthing process. It's like you probably spent that first book -- let's admit it. It's going to be harder to get it out because you're going to be thinking too much about it.

MAGGIE: Exactly.

JONNY: You're worried about this thing. It's kind of like your baby. You're like ahhh! You birth this thing into reality, and it's a squalling child. You don't want to just give it away. You want that thing to go out there and do something for you. And I agree with that. I really emphasize with where

that's coming from, and so when people are talking about giving stuff away, I usually say, in the fiction market, create like prequels or short stories.

MAGGIE: Yeah.

JONNY: Give those away for free because that's going to wet their palate to like work them then into the series. But don't give away -- like maybe \$0.99 if it's part of a series. But back to Della Forrest, when she was marketing -- I own this book discovery platform called I Love Vampire Novels, and so we give away about 16,000 books a week. It's ridiculous.

MAGGIE: Oh, wow!

JONNY: Yeah, it reaches almost four million people on a good day. But what she did, what she actually went and grabbed some ads from us, and I remember back in the day because I screenshot it when she didn't have a whole lot of books in her series, and she priced her first book at \$2.99. Now it's \$0.99, and she has almost 4,000 reviews. It's super crazy, but that's just kind of what you do. Price it a little higher. Publish another book. Maybe drop that one down to \$0.99. And what it's about is it's all about barrier to entry.

MAGGIE: Yeah.

JONNY: If you're going to have a ten-book series, I kind of call it the crack dealer model. Give them the first one cheap, you know, and maybe have a couple of super shorts for nothing and do it that way.

MAGGIE: Yeah.

JONNY: That way you don't sacrifice your good stuff.

MAGGIE: Yeah, how to get them hooked.

JONNY: Exactly, totally, like take a hit of this one. Oh, you like that? How about this one on Twitter? That's right. Who's your daddy?

MAGGIE: You know, as someone in the business, a lot of my listeners are entrepreneurs. We're small, micro business owners. What would be some of the best ways to figure out the right topic for a book if we're going to self-publish it?

JONNY: Probably ask your existing customers or, if you're new and stuff like that, then go into forums that are in the industries that you're interested in talking to, and go and look for people that are complaining about stuff. You want to go and find the biggest problems.

MAGGIE: Yeah.

JONNY: And then solve them, essentially. For example, in our world everything is all about audience building, social media, and how do I turn all these people into leads, and how do I sell them more stuff? And so there's really a very well established continuum of pain and suffering that has left this trail of bodies, let's call it. And so it's really, like in health, in business, those are big, well known problems. You don't have to look very far. One of the biggest ones after you've established some level of success, I think the first thing that just lands on your face like a drunken rabid holler monkey is time management.

MAGGIE: Of course. Yeah. Always.

JONNY: Yeah. Yeah, exactly. That's like, step two, oh, my word. I'm dying. It's like our hubris and our adrenaline drive the business to some sort of salient point. Then after that we're gasping for breath. Oh, my word, what do I do now? We're a slave to our success. Then it's like, okay, look, there's other people out there that have come through this. And so you can look for those continuums, and you'll find those very quickly and easily just in Facebook groups, in forums, LinkedIn conversations, stuff like that.

MAGGIE: Yeah. If I look at my own areas, it's always how to tell your story, overcoming fear.

JONNY: Yep.

MAGGIE: All that psychological part. I'm like, I'm not a psychologist, but apparently I am now.

JONNY: Oh, yeah. No, that's what's funny is any time you do some sort of coaching it becomes more like we need to work with these people. If they had a bad fight with their spouse or something, that's what -- you know, the thing is about it because you have to get them over that and through that. Then also, like with the books, there's a fear. It's like, hey, you're putting yourself out there in some sort of intimate way, and I think that's why a lot of people use pen names and things like that. It's just my theory on it is that it gives you that level of abstraction between you and the audience.

MAGGIE: Yeah, which it's great if you're writing a fiction book, but if you're writing nonfiction business book to help your business, it's not an option.

JONNY: Well, actually, it is. Jonny Andrews is not my real name.

MAGGIE: Oh, well, you shouldn't have told me that now.

JONNY: I've got to tell you no. It's actually, I took my first name and my middle name, and I flipped them. And the reason I did it is because, way back in the day, I was terrified of putting out content like this because I was new to Internet marketing. This was like 2006 kind of thing, and I was new to it. I'd been doing all sorts of different kinds of business. I'm like, well, I

don't want to tarnish my name because my grandfather was the superintendent of schools, and what if I did something that embarrassed the family kind of thing.

And I had all the same fears that everybody had, and so I literally just took my first name and middle name and flipped them. And now the reality of my life is I personally have no social footprint, but Jonny Andrews is everywhere. So it worked. By the way, the techniques work because I can tell you I literally, over night, became this new person. In fact, I met my wife as my penname.

MAGGIE: That's messed up, man.

JONNY: It was hilarious. She's like, I cannot believe -- because her brother is John. Her dad is John. And my middle name is John, but I was going by Jonny. It was just really funny.

MAGGIE: I guess the thing is, at this point, because you've been doing this for so long, I mean, Jonny Andrews is a person. It's just not your legal name.

JONNY: Right. Exactly. Exactly. And, no, and that's the thing is like, if somebody wants to do that, it's a very commonly used tactic with a lot of famous people. Look at Bono and The Edge of U2.

MAGGIE: Yeah.

JONNY: They've done interviews where they admitted the reason they came up with characters is because they were getting a new one ripped by some of the people that didn't like their music that they had just put out. And so they did that to protect themselves emotionally. And so, like I said at the beginning of this whole thing, there's no reason why any of the fears should be even slightly a problem. If you cannot overcome the fear, which sometimes happens, hire someone who can.

Fiverr is a brilliant place for people to overcome your fears for like \$5. Reaching out to people to get, to become a guest on a podcast. Hire someone, \$5.

MAGGIE: No, no! Stop talking about Fiverr. Listeners, I think we know how I feel about the Fiverr. Not so good.

JONNY: You don't like it? I love it.

MAGGIE: I think it debases professional skills. I feel pretty strongly that, while there's a need for it --

JONNY: Yeah. Nah, hey --

MAGGIE: There are a lot of nuances to things like design or guest posting or -- not everything needs to be leveraged in this world, and you get what you pay for.

JONNY: There is. You know what? I can't argue with that. That's very true. I also do think it's a loss leader for a lot of people who then build their businesses off of a low hanging fruit.

MAGGIE: Yeah. It's no different than what you see happening on oDesk or --

JONNY: Exactly.

MAGGIE: I personally, my team is made up of people I know, like, and trust.

JONNY: Mm-hmm.

MAGGIE: They're not random people from the interweb.

JONNY: Yeah, totally. No, I'm actually the same way. I have --

MAGGIE: Well, they are sort of random, but they're real people, and I know their real names.

JONNY: Yeah, no, I work with people for a long period of time. My last group of assistants before I changed my entire business, I was with them for like six years.

MAGGIE: Yeah. Fiverr, that's a debate for another day.

JONNY: There you go.

MAGGIE: Jonny, if people want to learn more about you and your podcast, where can we find you?

JONNY: Go yourselves, if you will, to AudienceHacker.com. I actually have a really cool case study. It's a massive training that I put up. Just subscribe to the thing. You'll get that little, really awesome, flashy popup. The first book we did sold over \$30,000 with one book in seven days and generated almost 3,200 leads. It was kind of ridiculous, so go and watch that. I literally break down the entire process behind how we were able to do that.

MAGGIE: Listeners, you guys know you can hop on over to the show notes at MaggiePatterson.com and find those. And I will link up to that case study as well, so you can find it easily. Thank you so much, Jonny.

JONNY: Thanks for having me.

MAGGIE: I wasn't kidding when I said I was going to get hot and bothered about Fiverr. I have such issues with Fiverr for most things. You get what you pay for and, as a marketing person, it really burns me. Not to say you should never use it, but seriously you can't run a business on \$5.

In any event, my friends, let's talk about our takeaways for this episode. We covered a lot of ground and it actually helped ground me and see the value in Kindle publishing. So the very first takeaway for this episode is, if you do want to self-publish and write that book, there's nothing holding you back. As Jonny explained, you need to put a system in place for you to be able to start to create your content. Just start. Take action, and get going. The only thing holding you back is you.

Takeaway number two is that you need to actually tie your book to a real market pain. If you want to be selling it on Kindle, it actually needs to tie to something people want to learn. So do your market research before you start. Understand your customer pains, and look for clues. Go check out Kindle and see what's not being addressed. Look on Amazon and see where people are commenting on other books. Jonny provided a lot of really good tips, so put those into action as you figure out what you want to write about.

And number three, which I think is pure gold, if you are going to go ahead and do this, join the Kindle development program. They provide so many great resources that Jonny really outlined for us, and it really talks about how to make the most of your experience. So join that program so that you can get the full benefits of being able to have dynamic pricing and other things.

If you want to learn more about Kindle publishing, you can check out the show notes where we have made more notes on the actual Kindle publishing and all the links referred to, including the Kindle Development Program at [www.MaggiePatterson.com/episode29](http://www.MaggiePatterson.com/episode29).

Next week, in Episode #30, the Unconventional Tactics series will continue. And, quite frankly, at the time of taping episode 29, I'm not sure what's next for Episode 30, so it'll be a surprise for all of us. Thank you so much for listening.

If you loved the show, as always, we love to get love over on iTunes. And if you check out the show notes at [MaggiePatterson.com/episode29](http://MaggiePatterson.com/episode29), you can find the step-by-step for directions for how to rate and review. And, as always, if you have questions, feel free to reach out to me at [Maggie@MaggiePatterson.com](mailto:Maggie@MaggiePatterson.com). Thank you so much for listening, and we'll catch you soon.

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