

This episode is a continuation of Part 1 with Steve Scott: [How to break bad habits and add in good ones.](#)

Rachel: I think so too, and actually this is perfect segue into getting more into the business thing.

So I have looked at your [income reports](#) that you're super generous in your transparency with, and I know you've made as much as, the highest I've seen, I didn't record when I was creating questions for today, but I know one month you made \$56,639.35 from writing Kindle books in just one month. I know that the income can go up and down, and so it's been there, and then I've seen \$21,000 a month, and different things. So I'm curious. For you, are you still seeing ups and downs with your Kindle books?

Steve: Oh, absolutely. I would say last month, February, was probably one of the worst months I've seen in the whole year. The reports aren't going to come out for another 10 days or so, but I know it's a pretty off month. What's weird is I'm almost at the point where I'm just kind of, not really impacted by how much I make. Actually, I feel that's kind of a positive, because for a long time that used to be kind of part of my identity that I have to make X amount of dollars every month, but now it's like, all right, I've been making more than I ever thought I would for at least a year and a half. So I'm pretty happy with no matter what outcome comes from it.

But to kind of answer your Kindle specific question, I would say for everything that's out there, podcasting, blogging, Kindle books, it's just only going to get more competitive. It's only going to get more challenging, and I think that part of the reason my income has also been reduced is the fact that I've kind of gotten away in the last six months from the things I was actually doing well. So immediately as soon as I saw stuff that was really working I kinda started doing other things, which makes no sense now in retrospect. To kind of answer your question, there's definitely up and down, and some of it's definitely my fault. Some of it's just the nature of just the competitive marketplace.

Rachel: Yeah. A lot of people have been saying that their Kindle income is going down. I know for me, like my Kindle income is nowhere near where it used to be, and I just started thinking, for me, I can invest the same amount of time into something else and make so much more money. I'm curious. You haven't given up on Kindle, though. You're still pumped about it, right?

Steve: Oh, actually I'm totally psyched about it. That's part of like when I was a little bit down I really didn't get a handle on what was in my head until I really figured out, and I think what it is it's just I kinda got away from the core business, and now I've actually made the decision to kinda get back to what was working. I'm excited about that, and the fact that I'm actually, finally after probably two years now, I'm finally actually really going to make a concerted effort to put an information product about actually what I know. I can see how inside that information product I can use my habit books as kind of a testing ground, kinda show all these different things I am kinda trying in the background I don't really talk about much lately.

So to answer your question, I'm definitely super excited still. I still see it as an opportunity, but I don't necessarily think 100% that it's going to be, the Kindle marketplace is going to be the end all, be all in a year or two. It might be something else, or it might be just a group of different sites

you need to post on. It might be micro-content. I'm not sure what it is gonna be, but I definitely still think that self-publishing in general is a growing industry.

Rachel: Yeah. That's a good point, and also I should clarify that even though I'm saying like, the Kindle market's going down, I mean, you're still making like at least five figures a month from your books, which is pretty spectacular.

Steve: Yeah. It's definitely been a great business, and I still think people are kinda doing it wrong. So I still can shake my cane at people and still mumble about how to build a business.

Rachel: So how many books do you have total?

Steve: I have 50ish. I actually really don't, I think it's around 50. It's a lot of different types of books. So like five of those books are actually direct translations of my books, translated into Brazilian, Portuguese, and German, and a couple of them are like smaller books of like 4-5,000 words. So real kinda short children's books. I would say in total it's a little bit over 50.

Rachel: So I know you have your two author names, and the children's books, but for your main books you have the [Steve Scott](#), and then [SJ Scott](#), and one's more marketing, and then one's more habit based books. Can you explain why you have the two different names, and which set of books performs better income wise?

Steve: Yeah. I'll start with the second question first. The habit books, which completely surprised me, they, I would say almost tenfold outperform anything I did with the internet business books, which at the time it really was a complete eye opener for me. I actually started out, because I had affiliate marketing background, blogging background, that sort of thing. I started out just by publishing just talking about [different aspects of my internet business](#), real kinda small content, real micro-content as far as one book on outsourcing, one book on email marketing, one book on how to generate your first \$1,000, stuff like that. Not necessarily for the general masses, but if you're interested in internet business these are books I felt provide value.

About a year into it I felt like not only was I kinda tapped out on ideas and what I could really talk about without kinda beating a dead horse, I really wasn't super into the content. When I sat down and kinda thought about everything that I did in my life in the last decade of building a business I realized that everything came down to kinda daily routines and what I did on a regular basis. I realized that that kinda leads to the idea of just habits as kind of a framework for how to improve your life. I started out as a case study for my internet business blog, and just kind of worked into a natural viable business.

Yeah, I actually just really enjoyed the kinda habits framework, because you can do a lot just by talking about habits. Like for instance I'm writing a book about exercising every day, and I feel that would be a pretty good habit specific type book. It's just talking about how you, maybe you don't get enough exercise here, or how to get over the obstacles that you encounter on a regular basis if you want to exercise. So it was just something that's kind of a combination of passion and profitability, I guess, to answer your question.

Rachel: Yeah. That makes sense, and I've seen the same thing with, because I also have like a goal setting book, that I know you've seen and stuff. I've definitely seen better with my habit kind

of books than my internet marketing stuff, and I'm curious then. So I know the books do better, and I guess it makes sense, because it has a broader audience. Do you feel like you make more from your email list from the habits people, or from the marketing people?

Steve: I would say right now definitely from the habits list, from the simple fact that I'm actually a pretty terrible marketer when it comes to internet business lists. I'm a little gun shy as far as what I promote. So I definitely make more with the habits list, but I would say I have been laying the groundwork for the internet business, more specifically for the Kindle publishing list. When I actually come out with a product, I feel that that's going to really be a huge asset. I've just been kind of nurturing over the last couple years, and I think the big payoff is when I actually will put in some product. So I would say as far as actually promoting books on Amazon right now, I would say whenever I promote a book I would say my habits list outsells the other list by like threefold.

Rachel: Wow. Yeah. Your product, like you've been teasing about your product for such a long time. I'm like foaming ready to buy it.

Steve: I know. I'm the worst. I'm really good at doing small projects, and that's actually what kind of led to self-publishing. I'm really good and sitting down and focusing on a book and getting it out there, but these large massive kind of larger products I'm terrible at. I keep on starting and stopping, but the reason I'm actually not afraid to talk about it now is I actually sat down with someone I really respect, someone I think is great, provides a lot of good content. I absolutely love his blog and podcast. I don't mean to tease. I just don't know if he's ready for me to talk about his involvement with this, but it's someone that I highly respect, and there's a lot of stuff that he can bring to the table that I can't bring to the table, and he's also someone who has put together good products and software. I'm happy to kind of partner with him, because I know that he adds a lot that I could never do, and also I think he'll be a little bit of a kick in my butt every time I start to slack off on this. Now I feel I'm actually pretty excited about it. I'm actually ready to take action on it.

Rachel: Awesome. Awesome. So if you're doing the product, then I guess you think that this can still be, Kindle can still be a sustainable business model for people?

Steve: Yes. I would definitely think so. I'm pretty careful with the wording of the actual product itself. It's definitely going to be self-publishing something, because I'm pretty confident that Kindle might not be the ultimate, like I mentioned before, it might not be the major marketplace in a year or two from now, and actually I think there's a lot of opportunity in translating your books into other languages, in selling your books to foreign publishers. I've struck about 8 or 9 deals, and they're not major, but I've had a couple publishers send me \$1,000, \$2,000 as an advance on my book. So when you kind of get that framework, and once you decide to kinda scale up from Kindle, there's a lot of opportunity outside the Kindle marketplace that you can still have your books in [KDP Select](#) and still make money in a lot of other ways. I think those opportunities are only going to grow. So I definitely think there's opportunities in self-publishing. I'm just not too sure, like 100% sure where it's going to go.

Rachel: Totally, and so when you're doing the foreign rights, I was actually curious about that too. Are you reaching out to people and trying to strike deals, or are people coming to you?

Steve: It's been 100% reaching out to me. That said, I had my VA a couple months back build this whole massive database of all these other foreign publishers, and I've been kind of afraid to pull the trigger, because it would literally be a series of cold emails, but I might as well just have her do it. The worst thing that can happen is just a bunch of foreign publishers get mad at me for spamming their inbox, but kinda what I decided is the actual dividing line of when to approach a foreign publisher and when to do it on your own is with Amazon there's a couple platforms that you can publish into. So you can publish into Dutch. You can publish into Spanish, Brazilian, Portuguese. I'm trying to think, French, Italian. It's easy just to put a piece of content on your own without even speaking the language, and just put it up in the marketplace and sell in those marketplaces.

In Thai and complex Chinese, simplified Chinese, the Czech language, these are languages that people would have almost no ability to reach on their own. So it makes complete sense just to even offer for \$500 or \$1,000 just a book to another foreign publisher. For me that's found money. So I'm trying to, I'm still working out the kinks as far as foreign publishing, but I think it's a growth industry, and I think in a couple years it's going to be something that's massive.

Rachel: Yeah. I agree. I've actually just went on elance. I mean, I had China reach out to me once about one of my books, but for other ones I just go on elance and pay a couple hundred dollars and get it spot checked for Spanish. It's so easy, and they can do some really great royalties there too.

Steve: Yeah, absolutely. I think, I'm kind of like cross my fingers, I think there's going to be an awesome marketplace. I'm almost thinking Amazon's going to do this in kind of ACX style, and for people listening ACX is the platform that's called [Audible Creation Exchange](#), and that's where people can put up their book on that website, and narrators can basically offer their service and either you do a straight up you pay them to do it, or you offer royalties. I think Amazon's, I almost hope that Amazon comes out with some type of platform for translation, same thing. People can either do a royalty split, or they can just offer a straight up service. I think once that happens it's going to be a game changer.

Rachel: That would be so awesome. I know that audio book thing is only done in the US. It would be amazing if they opened it up to other countries for the translations, because that would just, I mean make it crazy.

Steve: Yeah. I guess the point is, with this whole self-publishing stuff for people listening, I think it very much is a growth industry. It's not the Kindle gold rush. It's not I'll put a couple books. I'll use a couple of dodgy techniques, and suddenly my book's going to make a pile of money. I'm not going to put forth any effort to it. I think that chance, or that opportunity, is gone, but I think if people are smart that they're willing to create micro-content and really build a brand around that, I still think there's plenty of opportunities there.

Rachel: Yeah. There's a couple different ways I want to go with this, but I guess the first thing is I've been telling people that I don't use Kindle much for making money anymore, but I still find it really great for traffic and opt ins. I'm curious for you. So I know you said like [Habit Stacking](#) was downloaded 16,000 times in just one month in May 2014. How many of those people who looked at your book, how many do you think converted into people on your list?

Steve: I don't, this is really horrible to admit. I didn't do any tracking on the individual books. It's funny you brought this up, because I actually implemented a specific traffic for each one of my books only this week. So it's pretty horrible to admit, because I always talk about tracking. I do know that when Habit Stacking was doing really well at that time I was getting anywhere from 200-300 opt ins a day, and I'm pretty sure 80% of that was the [Habit Stacking book](#). Then 20% of it was all the other books that are out there.

What I do kind of, now that I've done it, now that I'm actually starting to get a lot of good stats on my books, even if you have the same email opt in, I would definitely recommend creating a different tracking link. Even just simply a pretty link, for people listening that have a WordPress blog just install [Pretty Link](#), and just change links inside every book, even if it goes to the same destination. At least know how many people are clicking on the link for each book. You really want to start to understand exactly where you're getting your opt ins from. I'm kicking myself for not doing this earlier, but I'm pretty sure, to answer your question, it was getting about 200 opt ins a day, ish.

Rachel: How are you generating the opt ins? Is it on your front page, or do you mention it a couple times in your book, or both?

Steve: It was in the front of my book, and I changed it about four or five months ago to also in the back of the book, and it's done through a lead pages software. It's leadpages.net, and it's a really awesome kind of opt in software, squeeze page. They do a number of things nowadays. It's just a great tool marketplace. But what happens when they click a link, there's an actual opt in box that pops up, even inside the Kindle book, and it's just all done through lead pages. So they don't necessarily even have to leave the Kindle book experience. They just click the link, and it pops up. They enter an email address, and they're on my list. I've actually switched over to single opt in, which kind of goes against the grain when people recommend, but I just find that I'm always kind of culling my list. I'm always kind of deleting old emails that really aren't acting on anything. I'm pretty good about really monitoring my list. Yeah, I definitely put it in the front of my book and the back of my book.

Rachel: I think single opt in for Kindle books makes sense, because if they're on the Kindle experience the odds are they're not going to go to their Gmail and double opt in and click the confirmation. By the time they get there they might forget what they're even opting in for.

Steve: Exactly. I do the regular, I would every three months I'll look at who hasn't opened up an email in the last three months, and I'll just get rid of those people. I always try to make sure it's pretty responsive list. I would say as far as list building it's been mostly the Kindle books. I've tried [SlideShare](#). I tried my blog, and a couple other places, but it's really just the email list, it's weird, because the Kindle books help build my email list, which helps me sell more Kindle books, which helps me build my email list. It's very cyclical.

Rachel: Totally. So, oh my gosh, I have so many questions, but I guess I should quickly ask for people listening. What are you offering to get people to sign up for your list?

Steve: I'm doing a very, and this is again, for everyone listening, I keep on saying for everyone listening, but for everyone out there, I still make mistakes, so hopefully you can learn from this as well. I've had the same offer for all my books, which in retrospect is really not a great thing to

do. It's almost better to figure out what are the books that get the most clicks, and try to make specific offers for each one of those books. So I've had a very generic [77 Good Habits to Live a Better Life](#), which it does pretty well. I can't complain, but I feel that if I offered something for each specific audience then I feel my opt in rates are going to go up. So kind of the mindset behind tracking these links for these couple weeks is I want to identify the top three, four books that get the most clicks, and just create specific offers for each one of those books. I think for a Kindle book any, like a list of resources or something really tailored to that audience would be a great opt in offer.

Rachel: Yeah. Great. I mean, even if you are keeping it simple I think a lot of people, just taking action in general is important, and if you're still getting 200-300 opt ins per day I'd say that's still pretty phenomenal.

Steve: I would say now it's more like 60-70. So that was at the height of my business I was getting 200, but 50-70 still is pretty good. So I'm pretty happy with that, but there's always room for improvement.

Rachel: I mean I'm thinking even so that when you're at your height with the 200-300, and you have 16,000 downloads of that book, that means 6,000-9,000 people opted in out of, and I know like 80/20, it's not all [Habit Stacking](#), but I'd say that's still a pretty high conversion.

Steve: Yeah, absolutely. It's nothing to sneeze at. I think part of the reason a couple, the couple books right after Habit Stacking why they did so well is I was just kind of riding the coattails of that one book, and I was able to sell the next couple because it was doing so well. I was just able to immediately convert those subscribers into follow up book buyers.

Rachel: Awesome. Awesome. So you mentioned micro-content. Can you explain what that is, and for you how do you know which micro-content people are going to want to hear about?

Steve: Sure. It's kind of a vague, I almost regret throwing it out there, because I don't really have a good definition of it. I would say micro-content, instead of a massive information product, the kind of analogy that I use is an inch wide and a mile deep. So you take one, something like paleo diet. So instead of trying to talk about the entire paleo diet in one book you take one thing. So maybe paleo breakfast recipes, something really that small, and then you just either you create a Kindle book, or you create some piece of content that you sell that really talks about all these different breakfast receipts for the paleo diet. Then you just keep on picking that broad massive topic, and you really go really in depth about each one of those narrow topics.

I would say that's a pretty decent definition of micro-content. You're really drilling down and providing value, instead of like, I'm trying to think. Like people that are always searching for how to make money online, and they get a bunch of very generalized information, but they don't get anything that's really actionable. I would say micro-content is very actionable, very applicable to you, whatever thing you're trying to learn. As far as, I forgot the second question.

Rachel: Yeah. No, I was just asking like how can you tell, or do you know in advance...yeah.

Steve: Yeah. As far as how can tell what people want, I've really gotten really into emailing my list, and every time I'm about to write a book, or actually for the aforementioned self-publishing

product, I'm really into just emailing my list and being honest. I'm going to create a book about X, what is your biggest challenge? I know that's like one of the oldest marketing adages is to ask your list what they want, or say what's your biggest challenge, but really you'd be surprised. Just a simple email that's one line, how open and honest people are.

I remember the one, like I actually emailed my list about the exercise habits. Some of the stuff that they wrote back was, it was very eye opening. It was also kind of depressing a little bit. It's like very detailed. People are really honest when you would just ask them simple questions about like just the struggles they go with on a regular basis. It's kinda depressing reading. I felt bad for a couple people. Like challenges where they were married to someone who really was an invalid, and they literally had no time, because they were 100% caretaker. So it was just stuff that really my heart goes out to a lot of these people. I guess, sorry for taking a downturn.

Rachel: No.

Steve: But I would say, honestly the best way to really figure out what people want is just to start asking them questions. Either just send them a cold email for people on your list, or just create simple surveys on your blog, and just have three responses, and just run a poll and see what people want.

Rachel: Now that's awesome. So for people who might not have a list yet, do you recommend maybe doing a Facebook group or a forum or something?

Steve: Yeah, definitely. I would say, I see this, because I'm a moderator of [Pat Flynn's self-publishing group](#), and I see this once in a while where someone that I've never seen before pops in, what's your biggest challenge to self-publishing? Pretty much the response that they always get back is who the hell are you? I would say you definitely want to get in there. You want to be an active participant, and then start asking questions. You want to be someone who actually people respect, and you've already provided value, and then start asking questions at that point. Don't just go into a dozen groups about a specific topic and just start asking questions about the challenges, because you might get some response, but you won't get as rich of a response if you've already, like you would if you already have participated in the past.

Rachel: Yeah. That's a phenomenal point. That's a really good point, because I have a Facebook group too, of like maybe 4,200 people on there, and actually like people will go, and they'll send people to their articles or their website, or they'll start like same kind of thing, what's your biggest challenge? It's kind of frustrating. It's like you don't get the right to do that just yet.

Steve: Exactly. It really is, and I've always kind of shied away from forums and social media, but I actually really feel strongly. Like I really love that particular Facebook group, so it's almost like a sense of ownership that you're like this is something I really care about, so don't come in here and start messing it up. A lot of people do feel that way when they're part of some sort of organization. They don't like people coming in and just disrespecting the kind of vibe that people have already established in that group.

Rachel: Absolutely. So I should have gotten clear before, I asked if you had till the end of the hour. You mentioned that you have dinner at 6:30. Does that mean you have a little extra time, or do you need to wrap it up? If you need to wrap it up it's fine.

Steve: No, I have some extra time.

Rachel: Okay, awesome. Thank you. Good. Because I have so many other questions, but I'll wrap. I mean, we won't go till 6:30 at all, but awesome. So a couple other questions then. One thing that I would love to know, and thank you so much for staying on to answer, is for if you are making money with your Kindle books it's definitely better, I've noticed, to have a bunch of books under one name versus the style that I used to do, which is like a bunch of random books under random names. I'm sure you've found that too?

Steve: Yeah. Actually, I think you asked this before, and I didn't quite answer it, but yeah, the reason that I specifically break up my books into, and I actually wish I did something different with a pen name, but I have my [SJ Scott books](#), which are my habit books, and I have [my Steve Scott](#), which are my internet business books. The reason I broke those down, the reason I kind of recommend the same thing, is readers are, they want to know what to read next. So if you have books that are all over the place it's really hard for them to figure out what's that next step, and the more confusion and clutter you give, the less likely they are to take that next action. Really, I don't really want a person reads one book, I want someone who's going to end up reading 10, 15, of my books. I want them to read the entire catalog.

So if someone's interested in habits, and they have a full time job, and they're really happy with their full time job, I don't want them necessarily looking at my internet business books and being distracted by that, because that's not really helping their particular situation, but they're someone that's interested in learning about habits. They probably will be interested in my other habit books. I really feel that, any type of self-publishing business, I would even go as broader as any sort of podcast or blog or any type of content, you really want to figure out what your core audience is and continuously serve them, and don't provide stuff that will distract them.

Obviously if you're running an internet business in a kind of cool way to show that you're a multi interesting person, perhaps show stuff on social media that here's some training for a marathon. Here's my kids. Obviously you want to show that you have a lot of interests, but when you're presenting them with offers you don't want to present a bunch of different offers that really don't make sense being together.

Rachel: Yeah. Great point, and my theory on this too, I think exactly what you're saying. I also feel like there's so much spam on Kindle, and so many crappy books. I feel like if someone's going to go and buy a book from somebody, and they like it, it's so much easier for them to go and buy more, and if they see good reviews on something it just makes it that much easier for them to go buy, and actually trust that it's going to be good content.

Steve: Absolutely. Whatever you can do to help people take that next logical step, the better your business is going to be.

Rachel: So how much time do you devote to writing books every day? I know you said you do it first thing every morning.

Steve: It's gotten to the point where it's different seasons of my life, so when I'm really into a book, like I really have kinda fallen off the wagon the last week or so, like I talked about. I would say next week I'm definitely sitting down. I'm devoting at least 15, 20 hours to the next book. I

really need to get it out there. When I was a lot more regimented and structured, when my Kindle books were my only thing that I really did, I would say I'd spend about a good solid 20 hours a week on that. That was a couple hours of writing in the morning, and an hour or two of writing in the afternoon. I really just did that every single day. It was quite dull, but I definitely committed to keeping to that consistent schedule. I would say for everyone listening you definitely want to get at least an hour a day of writing, and if you can add more than definitely you want to add more. You definitely, it's more important to keep the actual consistent schedule to it. That's really why I feel my business has been suffering a little, because I haven't done what helped me. I haven't continued to do what helped me build the business.

Rachel: That makes sense. So you said it's like 15, 20 hours per book?

Steve: I would say just 15-20 hours of writing per week.

Rachel: Per week, yeah.

Steve: On a per book basis, let's see. I write about 1,000 words per hour. Yeah, I would say upwards of 40-50 hours per book. That really depends on the length of the content, or even how kind of inspired I am, but I would say a good rule of thumb for me has been 40-50 hours.

Rachel: Cool, and then your process for you, and I know for people starting out it's different, but I think I remember hearing that you have two proofreaders and a designer, right?

Steve: Yes. I actually, originally I tried to proofread all these myself, and I got a lot of negative feedback about that, and then I had someone else proofread, but they weren't an actual, he was a really good proofreader, but he wasn't necessarily had a background in editing. So I hired one editor, and then I was still seeing a couple of mistakes, so I was like I'm just going to hire two editors to go over this stuff. I'm kind of a firm believer in building teams, so I just I've been kind of evolving over time. So I definitely have a front line editor, who she really goes over the content and makes sure everything's ready to go. Then a last editor who is almost more like a proofreader, just catching those final mistakes. So that's two people.

I have a cover designer, a really good cover designer. I love working with him, and now I actually have a formatter, and the same team that they do a couple things for me. They do formatting, and they put it into an audio book, and they something else. They help me create the print book as well. Then, obviously, I have my virtual assistant. She does a couple things in the back end to help promote it.

I'm starting to get to the point where I'm trying to create systems and just start actually just passing off parts of the process to particular people, and having them manage it, because I've really been trying to study like systems architecture, like a book that I reread recently is *The E Myth*, and that's a great book and just talks about the idea of building a business that you want to end up owning your business, not necessarily working your business. So I'm really trying to be more conscious about hiring people to do stuff and having them handle instead of me trying to do everything myself.

Rachel: Absolutely. I think that helps with so much anxiety.

Steve: Oh, definitely, and it's hard in a given week when you have literally 50, 60 things to do, and it's like what do I do first? When you actually have this stuff in place, I'm patting myself on my back, because when I started my podcast I started with the idea that I would create the content, but everyone else would do everything. I would have people handle everything else. So I create the content. I put it in Dropbox, and it's like automagic. It just shows up as a published podcast and a published blog. It's the greatest feeling in the world, because I don't really have to necessarily do everything myself.

Rachel: That's glorious. You can just create. That's the best part.

Steve: Yeah. I don't necessarily think it's going to be perfect like that with Kindle books, because there's a lot of little things I still feel I absolutely have to do myself, but I'm at least trying to move towards that direction.

Rachel: Yeah. When I was having a bunch of, like when I was writing a bunch of books, I actually had it in an automated fashion where, like I knew that all the books were very high quality, but I was very out of the process, because I would have my assistant go through, and for her it was a different process. She would go and find like best selling books, or like categories, and so she would find like what niches to get into, which would get sent to the writer, which would get sent to the proofreader, and then the description maker, and then the formatter. It was awesome.

Steve: Nice.

Rachel: Yeah. Yeah. I just knew, I mean from working with those writers, that they were spectacular, and we had an outline process to get really great outlines. It was awesome.

Steve: Yeah, definitely. The problem is that I love the idea in theory for books, but I'm trying to think of a for instance. Like say, for instance I wrote a book that I really didn't have at all my finger in the pie, and you asked a number of questions from the book. If I just sat there, and I'm like I don't remember writing that it would have been really disingenuous. So as much as I would love the idea of having someone else completely write the books I would be scared that they would ask me about that, and I didn't actually have a good answer. I "wrote" it, and that would look totally off in my opinion.

Rachel: I totally agree. Actually I had a meditation book that did really, really well. It was my first book, and I hadn't even, I mean, I read a great deal of it, but I hadn't read it from like front to back, and people were like asking me questions about it, and I was honest with them that I didn't write the thing, but I think it really depends. I mean, for you I don't think it would make sense for your books to be outsourced, because you have a voice. You have your name with them. It's not like, I mean I was just doing the kind of random books, yeah, but totally. So I know we have to wrap up. So last question before people can just find out more about you. I would love to hear about what your marketing process is once you launch a book, and then like after it dies down too if there's things that you do to revive it.

Steve: It's definitely a work in progress, so if you ask me this question a couple months from now I'd probably have a different answer. But specifically, excuse me, specifically I follow what's called the \$0.99 launch strategy, and I don't want to get into the weeds too much, but when you

launch a book you kind of have two options. You could launch it for free inside [KDP Select](#) for up to five days, or you can really ignore KDP Select, which I tend to do when I'm launching a book, and just promote it for \$0.99 and try to get as many people as possible to buy it at \$0.99. I do that now, because I know I have a pretty large audience. I have that email list. I have a blog. I have now a podcast that I can hopefully use to promote that as well.

What I try to do is I launch it for \$0.99, but I try to space out the actual promotion of that. So Monday will be list 1. Tuesday will be list 2. Wednesday would be all social media and a blog post. Thursday would be reminder email on list 1, and then Friday would be what I'm trying to get into is also paid promotions. Hopefully I'm going to start having paid promotions. They'll drop on Monday, Tuesday, Wednesday, Thursday, and Friday as well. So I'm trying to really space it out. What I've learned with Amazon, because that's really the big driver of my business, that instead of trying to do a sale avalanche all in one day, I've learned that when you have those consistent sales over a period of time, even you don't necessarily have a ton of sales in one day, but you have those consistent sales.

Amazon tends to prefer books that do well that way. So when they see the book has consistent sales they're more likely to kind of pick things up on their end and promote it on the customer's also bought inside their email campaigns and their top 100 lists, that sort of thing. What I'm trying to iterate now is I'm really trying to get into paid traffic where I'm actually trying to promote books during launch week, and actually really try to get as much additional sales as possible.

As far as promoting books outside the actual launch period, another thing I'm experimenting with is the idea of actually holding special events. My friend, Brian Cohen, he's Brian Cohen from the Sell More Books show. He's a really great marketer as far as he puts together these awesome Facebook events where he gets a bunch of people inside a single niche to all promote their book on the same day for \$0.99, and he turns it into a major event, and I kinda like that idea, but I'm a bit selfish. So I wanted to try to do that myself where I create a theme. So I'm having a St. Patrick's Day sale in about a week or so, and I just take a bunch of my books. I drop them down to \$0.99. I try to do the same mindset where I have a bunch of books at \$0.99. I know some of you might be on my list right now that are new, might as well go check them out.

So I'm trying to create that same type of energy with book sales that perhaps I've been lagging, trying to create that same thing on Amazon. Again, I'm trying to experiment with paid traffic strategies, and I do have a blog that I do a lot of links to books, and I find that the blog doesn't quite move many. I don't say it moves a lot of books, but I'd say my blog generates about 5-10 sales a day, which is decent. I'm trying to create enough assets out there that a person buys a book they're more likely to go on and buy more, but I just find that those strategies and also publishing on a consistent.

Actually I should have started with that, because that's really for me that's been the driver, just publishing on a consistent basis. Not only do you sell that book, but when people check out your newest book they're more likely to go check out your old catalog, and I've seen upwards of a 50% bump on my old books whenever I have a new book. I would say those are the core strategies, and I kind of need to have port [SP]. I'm terrible at social media. I'm not the greatest blogger. I do have a content site. There's a lot of things that I do wrong, but I still manage to do

pretty well overall, because I understand the 80/20 rule with Amazon. I just really focus on the few things that really move the needle.

Rachel: Those are some great points, and the event thing too. I'll just say, just because it actually if you're going to be doing it, do you know Melanie DeJonge?

Steve: No, I don't. Is that someone who does event stuff?

Rachel: Yes. I need to introduce you guys. So she and her sister, they're amazing. They're a writing team called Melanie Shawn [SP], and they make like \$80,000 a month, maybe more now, with their Kindle books. Yeah. They started I think after you. They do romance books, and it's like every, I actually met them because they went through Don's Ads Cracked course, and they started promoting. So they were promoting their Facebook page. They had this Facebook page where they were like just pictures of hot guys and all this stuff, because it's the romance genre, and then they would go and answer questions and stuff. So they would go and do these events every time they published a new book, so just like you it was on a event schedule, or I think it's every month or something, or every six weeks. Every six weeks they would put out a new book, and then they would have a Facebook party where people would go and get excited and ask questions and all this stuff, and then they would go, and they actually just became New York Times bestselling authors with just their Kindle books.

Steve: That is so awesome for them.

Rachel: Yeah. They're spectacular. Their books are awesome, and Melanie has said that Don, because her sister had like this really rare illness, and it cost a lot to get fixed, and so Melanie credits Don with saving her sister's life, because of all the money she was able to make with the books, which is so special.

Steve: That's incredible. That's awesome to hear. I'm surprised I've never heard of them before.

Rachel: Yeah. So I'll definitely need to introduce you, and, oh my gosh, thank you so much. This was awesome. For those of you who are listening who might be thinking I wish she asked this, I wish she asked this, Steve has a podcast where you can ask as many questions as you want too. So can you let people know about that, and then where else they can go to find you?

Steve: I would say I'm trying to keep things very streamlined. So I'm kind of moving a lot of my online activities. So obviously there's my habit books. You can find that at habitbooks.com. If you want to know more specifically about self-publishing, I have selfpublishingquestions.com. It's the most original name in the world, but that's a podcast. So I'm actually going to try to create more extensive content, but that's a 3-5 times a week podcast. It's very simple format. It's 5-15 minutes. I answer one question that people submit, and I try to spend the entire episode just answering that one particular question. So I would say just check out selfpublishingquestions.com, or just in iTunes or stitcher just type in selfpublishingquestions.

Rachel: And for those of you listening, I can say it's a phenomenal podcast, and you've seen Steve's honesty through these answers, and so it's the same exact way with the podcast. Just very transparent about everything.

Steve: Yeah. My pretty mellow tone just talking about self-publishing, but yeah, it's same thing. I try to be as transparent as possible about what's working, what's not working.

Rachel: Awesome. Well, thank you so much. This has been spectacular. I know people are going to get so much from this, and I really appreciate you and your time.

Steve: Well, thanks for having me on. It's definitely a great time.

Rachel: All right. Let me end that.

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Thank you in advance!

I really appreciate you.

With love,
Rachel Rofé