

Book Profit Secrets Episode: 001

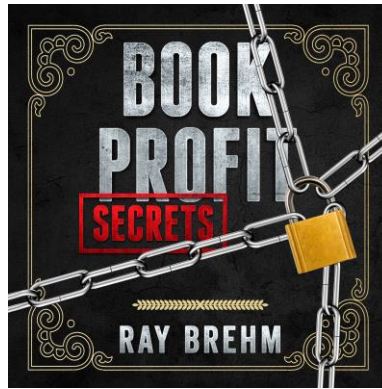
*Put Your Book In Its Place: Discover the Role of Your Book In
Your Business, It's Not What You Think*

Host: Ray Brehm

Hey, everybody, Ray Brehm here, welcome to the podcast that will help you increase the income and influence of your book Beyond Royalties. Book Profits Secrets with Ray Brehm starts now.

All right, everybody, Ray Brehm here, welcome to Book Profits Secrets. It's showtime. I'm super excited to be here. And I'm in audio only mode this episode, because if you can't tell my voice, there's this peculiar thing that occurs to, I think, just men. But I don't know, sometimes you're tired. You wake up your little get a little froggy in your throat. It also sounds deeper, which gives you the radio voice. So I said, you know, what the heck with it. We're going to do audio only pajama time because I got stuff to say.

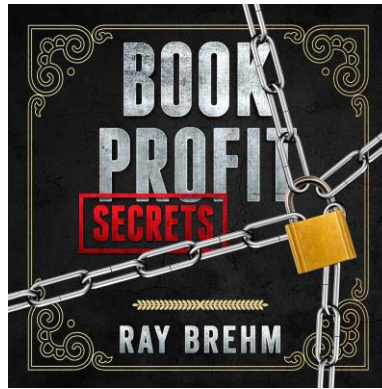
I wanted to start this first episode out with what I call putting your book in its place. And it doesn't mean exactly what you might think it means, but we're going to get to that in a second. But I'll just tell you a couple of things that I found. And really, it's taken me five, six years to kind of figure this out. But, you know, kind of the two rules you really need to almost always follow and they're a little bit different. One is to figure out start with the end in mind, figure out what you're trying to do and then to get to the second try as soon as possible. And that's more just, you know, get done is better than perfect, getting something out there. So hope if you're listening to this, that applies to your book. And if you've already got the book out and you're worried about what it's like. Hey, that's your first try. My first book, I, I don't want to look at it. But here's the thing. Then the point of today's story, lesson, whatever it is, this is my epiphany on this, and it's the whole catalyst, if you will. Is that a word? To my book, Profit Schools Summit and my book Profits Secrets Podcast, which you're now listening to. And that is this. You've probably been sold a bill of goods. And we're going to fix that right now. We're



going to fix it with the podcast. We're going to bring ideas around. And it's not your fault. I want you to know that. And what's that? Bill of goods? The bill of goods is this, that your book will make you independently wealthy. It'll give you passive income. Once you publish it, it's all downhill from there and you don't get to do anything else. That's what a lot of these gurus are peddling. That's not true. I'm lifting the covers up. I'm going to tell you that's a myth. And you probably felt bad about it.

Here's the worst part. They get you to take their course or to use the program. And with the idea that, hey, all we got to do is get the book out there and do what we say marketed and you're going to be independently wealthy. Just not true. That's how what happened to me. And I want you to know if that happened to you and maybe it has maybe you're one of the half a percent that makes a ton of money on their books. And I've got friends that do and I've got a lot of other people tell me they do. And I know they don't because I can I can tell by their rankings on Amazon and so forth, they're not making a lot of money, but they pretend they are. And, you know, there's no need to pretend the book is not a profit center for your career or your business. It plays a lot of different roles, a lot of very important roles. It's one of the first things you should do, but it is not, I repeat, not, an income producer in your business.

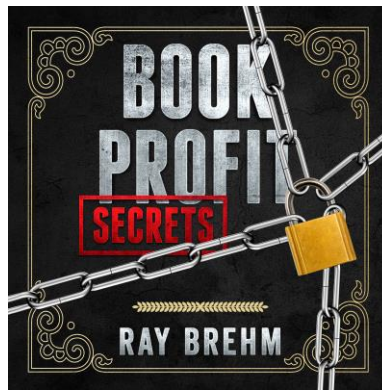
So here's the story for me. I wrote, I sat for twenty years thinking I'm going to write a book. I want to write a book. I want you know, I want to build authority. I want to build a business. And by the time I finally got around to, it was only because I committed money to it. And, you know, you've got to either commit time most of the time, money. You know, that's why gyms, you know, do so well at the beginning, the year the the people that invest money tend to at least guilt themselves into not wasting that money and performing things. So that's why I like people in you know, they won't just say I'm going to exercise, they'll buy a gym membership because that gets them to commit. Now, whether the gym's a little, you know, exercise a little funny thing, whether that works or not, it just, you know, it depends on your willpower and all that. But let's get back to books. Books. You know, for me, I committed I was at a Infusionsoft conference. I walked by a booth. It was Greg Rolet, who I'm friends with now, Nick Nanton friends with DNA Celebrity Branding Agency. They were doing a book where you can be on it. You could coauthor a book with Jack Canfield. It was seven thousand dollars. I said, you know what? I'm never going to get this book written unless I commit something like that. And I walked away. So I'm going to give myself a thirty minute window to think about it. I already knew I was going to do it because I knew investing the money would be a commitment and then I'd have to, you know, there's no way I was going to waste that kind of money. So I did



that. By the way, anthologies are an amazing way to get a first book out there or add books to your library. We'll talk about that in another episode. But keep that in mind.

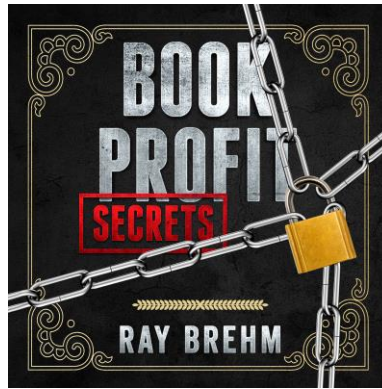
You know, once you've got one book, it's also very helpful to have multiple books in library. And that's one of the book profit secrets we will talk about. But for now, back to my story. It's so I walked away, came back, pay them seven thousand, got an email, said you need we need your chapter in two weeks. I'm like, what? But I wrote a pretty, pretty decent chapter about, you know, basically dealing with how to have a positive attitude by doing stand up comedy, and I gave a whole story on that, but anyway, the next book, so I was like, I'm on my way. I've got a book now in my library. The next book I did was for a friend that's in the real estate department buying business. And I went, helped him out, recorded one of his seminars, transcribed it, turned it into a book for him. And so that was book two. And I basically coauthored it because I ghostwrote it and that was kind of my fee for the for doing it for him. And he was a pal. But it was time for me to write my own book. And I really like well, I want to do it right. I need a course. All these things that these myths you put in your head in these obstacles because you're you're afraid and imposter syndrome sinks in and all that stuff and that. So I went out and I was looking at courses in one guy and I'm going to mention who it is. But a one guy said, hey, your book is a passive income source. Well, that that clicked with me because I was in the real I had a brick and mortar business. I was in the real estate business and passive income was important. And I thought, you know, back in the day we would spend five or ten thousand dollars on a down payment on a rental property, fix it up.

So spend some more money and then get it rented out to make a hundred dollars a month. I said, well, my gosh, with a book, if I just spend some time, you know, creating this digital creation, that's going to be passive income. And it is. But it's not like I thought, OK, five hundred thousand, twenty three thousand a month. That's not the case. I launched it. Right. I spent ten months doing everything, editing, you know, getting writing it for and getting all that stuff organized, launched it the way you're supposed to launch it. And two weeks after that, it you know, after the launch, it hit bestseller. But two weeks after the launch, it became it just was like a twenty dollar a month book. I don't even think it's that right now. And of course, that's because more of my other books are more popular. But the point being is I that was like a moment of depression, a depression for me, because I had as I was writing that book, I said, man, I could have a series like this one's about authoring a book. This one next one could be about doing whatever the next thing is. So I planned the series out and I'm like, OK, I'm just going to keep adding books. And when I saw that it was like a twenty dollars a month royalty



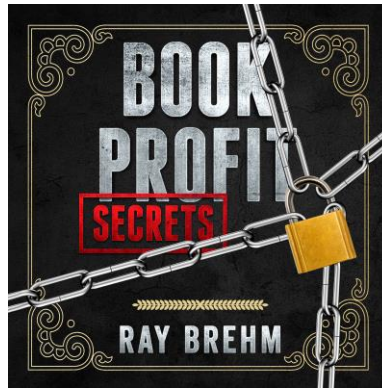
book, it probably like I said, it's, you know, it's dropped off since then. That was kind of devastating. I mean and if so if you've been there, that's OK. We're going to fix that with a lot of the things we're going to talk about in this podcast. But two, it's, you know, I read everything, so I'm not going to spend ten months creating a book to earn twenty dollars a month on it. That just does not work mathematically for me. You know, how long is it going to take me to get to where I can be independently wealthy? So that was the bill of gold goods. I was sold and I was kind of like, you know, I'm irritated, more people don't talk about this because, you know, the fix is you need more cowbell. If you ever seen that Saturday Night Live skit, you know we need more cowbell. Well, the answer is, oh, well, you're not running enough ads or you're not doing your ads. Right. That's why you're not getting the income you expected. And the truth is, you know, I talk to a lot of people in the space, in the in the self-publishing space and the launching space and even in the just the digital entrepreneurs space.

It's common knowledge about anybody who's in it, who's done it, who's run a book, who has a book funnel, who does other courses and things. They don't make money on their books. That's just a that's a there's a different that plays a different role. So all these people that are telling you get a book so you can make money, that's a bunch of baloney, you know, except for maybe one percent of the people that write the right book. And then they. I'll give you an example. My good friend, Marc Reklau, writer, you know, multiple five figures a month and royalties. He also spends five figures a month, at least in in ads. And that's all he does every day, is spend time on his ads. He likes doing that. If you like running ads, great. You can probably make it work. It took him a couple of years to figure out the formula for his books and he still constantly tweaking it. And even I just talked to him a few weeks ago and, you know, he still hit a wall at the, you know, twenty thousand something mark. It's so one, you're not going to it's out of the gate. Your books not intended to make you profit. I mean, it'd be great if it was, but it's that's not how it works, too. If you want to make it work where you're making good royalties and that's all you do, then you're going to have to be good at ads. You're going to have to do it yourself, and you have to be constantly tweaking it, which is fine. If you like doing that. I'll tell you what, I'm a book guy and I don't like doing that. I don't like going and saying did the word a work well, with my book, you know, the author startup? No. In fact, I outsource that and I don't do it with any my whole purpose with the somebody running ads for my books is to basically break even if possible, but really just to bring people in my world and to bring the, you know, create the authority for me.



So putting your book in its place, in its place is about understanding if you know how the role it's going to play. And that's goes back to my two rules, which is figure out what the big picture is. So. You wrote a book on the topic. Is that all you want to do? Maybe it was just a bucket list thing. That's great. You probably shouldn't be listening to this podcast because it's profit secrets. But, you know, the first secret really is your book isn't going to make you a ton of money on royalties despite what anyone else has told you. And I said, you know, this whole more cowbell thing, it's like, well, you know, I seen these groups. It is like, well, I make money on my books. It's like I can tell you don't from your rank, from your Amazon bestseller rank and two, they're saying that in the same way you must be doing it wrong. So you need my next course on ads. Now, look, I'm not I help. I promote people's courses on ads and things like that. That's for people who want to run ads and really don't want to do anything else. That's great. But that's, you know, and we'll we'll have some guests on this podcast that talk about how running ads and, you know, it's great. You should probably have a basic understanding of it one. So you know how to do it and to see, you know, that, you know, it's a tough racket. It's tough to get find the right keywords and so forth or, you know, author look alike and book club and so forth. So, you know, we'll talk about those in one. But let's talk about this more cowbell thing. The idea that that your book is supposed to be kind of the your entire business, it's going to bring in your revenue. That's like McDonald's deciding we're not going to sell anything but burgers because we're a hamburger joint. But if you know anything about McDonald's, they don't make the money on the burgers. You know, they they make maybe a cent on each hamburger they sell because they sell them so cheap, but they make like 80 percent profit on the sodas. So, you know, when they do the upsize and get you try to get you in the combos and all that, that's what gets you, you know, them, the money. It's not that initial burger. Now you walk in and you're hungry and you want a hamburger, but while you're there, you're going to supersize the fries and get the coke and the apple pie and all that other stuff. That's what makes the sale. It's the same concept. And by the way, that's not even really you know, that's not even really from McDonald's corporate point of view. It's not the royalties. It's not the the burgers that each franchisee sells. It's the real estate.

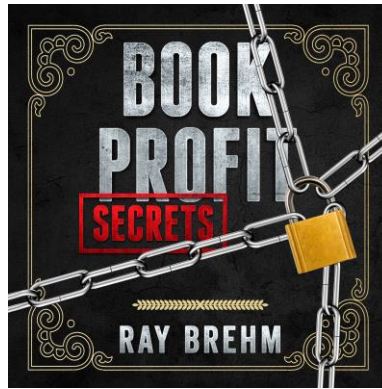
So there's always some other big picture thing. And that's what you you got to figure out what's your real estate, what's your soda for your book? Because the book is it's incredible. You it's one of the first things you should do. You need a book. I whenever I talk to somebody that wants to do something with me, I go check on Amazon, see if they've got a book on the topic they're telling me they're an expert in, you know, unless I already know who they are. And so it's it's almost like a rite of passage, a resume. It builds authority. Multiple books build more



authority. We'll talk about that in another episode on anthologies and adding books quickly to your library. But just keep in mind that the role of your book is to build authority. It's to educate. It's to bring people into your world. And hopefully you've got a opt in inside the cover and in the back where they can you can get into your onto your list in your onto your email list.

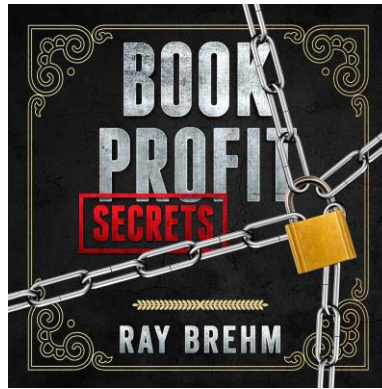
And one of the most important things you can do is get readers, your fans audience off of these other platforms like Amazon, Facebook and onto an email list that you control so you can contact them whenever you want instead of, you know, Facebook. It's like, well, you've got to pay money to hit those same people again, even if they clicked on your pixel or whatever. You know, unless you get their email. On Amazon, you don't even know who read your book. You don't you know, you might see some reviews, but you still can't even contact those people. So the purpose of your book is to, you know, build your audience, build your authority and get that audience somewhere where you can contact them again, even if you're not ready for the next thing, which is are going to you're going to see a lot of those next things here in the Book Profits Secrets Podcast. You've got to try to figure out what the role of your, you know, got to realize what the role of your book is and try to figure out what that the real profit secrets are. What's the real estate? What's the cola what's the the other things involved in your business and what do you want to do long term? Do you want to coach people? Do you want them to do an online course that's worth thinking about whether you're just starting your book right now, whether you're, you've got a book out there and you're scratching your head why it's not selling and why you're not independently wealthy and and all these other things. And I see people and I give you another example here, because I see people caught up in this and they feel like they can't take the next step till they get their book marketing figured out because they're not making enough royalty money in there. Just a lot of people are embarrassed to say it. They just, you know, or they just stop and say, I must have done something wrong, or they're actually falsely telling people they're doing really well.

The truth is, don't worry about that. That's not, everybody that's in the know knows that. You're not they're not worried about their royalties. They're not tweaking keywords to make a few extra cents every month. They're building that next thing. The big thing, that big picture thing, the real estate, the Coca-Cola or whatever it is. And, you know, I was just I just recently spoke at an event about virtual summits, one of my passions, one of the things I help clients with and I noticed in the chat after I get off because, I also do these anthology books where I help the authors get extra books in their library for just a fraction of the cost that it would cost them to get their own book out there. And I'm always telling people that this do not look at



your book like an income. But I always whenever I launch from these anthologies and, you know, there's a contribution to be in it and it's compared to a cup of coffee. Yeah, it's not cheap compared to doing your whole own book in the time it takes. It's a complete bargain because you'll have another book in your library. And I saw people in the chat after I talk saying, oh, they you know, I, I didn't join when Ray Brown's books because it was a thousand dollars to join an anthology and and they were all like, let's get together and do one and have found a place for draft digital where we can split out the royalties among us. It's like you're going to get thirty authors together, sell a ninety-nine cent Kindle, make thirty cents and split it thirty ways. And that's what you're worried about. You know, one cent per sale. That is a recipe for just depression and disaster in my mind, that if you're thinking if if any of your main focus is income on a book or an anthology book with multiple coauthors, you're in the wrong place. That's not the role. The anthology book is about getting you out there, you know, in front of more eyes. So now you get an anthology. You got 30 authors promoting that book. They're going to see your chapter. They're going to see your link in your chapter. They can make check you out if they like what you wrote. It's just a permanent way to get your name out and meet people that are the other coauthors and have a book that you can use, especially even if you don't have one to begin with. So we'll talk about that. I it's coming up. And one of our future podcasts near term here. But that's you know, that's a concept to think about. But the whole point of me bringing that up was if you're thinking about trying to make an extra cent for sale, man, there's easier ways to do that. And we're going to explore all that and Book Profits Secrets. So I am super glad you're here. You don't need more cowbell in this case. I love that saying, but you don't need more cowbell. You know, if you really want to make money, if you really want to quit your job, if you really want to do something that you is your dream work, you can't focus on the income from a book by itself. It'll produce revenue. And like I said, I look at it like a self-liquidating offer as long as the royalties from the books can cover. And I don't even worry about this, to be honest. But let's just say if it's important to you, as long as your royalties can cover your expenses and advertising it, you're growing your business. But you want to do that with the whole big picture in mind. You want to be capturing those emails. You want to be sending them to the next thing, whatever that is. And that's what we're going to talk about in future episodes and probably every episode of Book Profits Secret. So I'm glad you're here. Glad to join me. And we will talk to you soon.

Everybody, thanks for joining me on this episode of Book Profit Secrets. You know, Abraham Lincoln once said if he had six hours to chop down a tree, he would spend the first four sharpening his ax. That's what this podcast is meant to do. That's also what we do on our site,



our companion site, ray.fm. So check us out there and sharpen your ax, increase your influence, income and audience, and we'll see you next time.