Book Profit Secrets Episode: 003
*The Easy Button*
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 Profit Secrets with Ray Brehm starts now.

All right, everybody, welcome to another amazing episode of Book Profit Secrets, and today we're going to talk to you about what I call the easy button. Now, if you recall. I guess it was Staples, right, has a little button, I know we've got one around the house. In fact, I just saw it now, it's on my desk because I grabbed it for this episode. But I don't think I can push it and play the sound because it's probably copyrighted. But you push this big red button and it comes back and says, that was easy. Right? So that's what we want to have in our business and anything to do with our book, our business. And that's what I want to talk about today. We need to have the easy button. And really the easy button is the number one rule in creating or selling or delivering anything. You've got to make it easy.

I'll start with a story here. Back in my real estate days, property management days, I had a real estate attorney that handled a lot of our things. And it just drove me nuts to no end. He moved to a smaller firm and the way they sent their invoices was so archaic. Now in his defense, I don't know the rules of attorneys. I guess they can't keep credit cards on file. They can't just charge them. You know, they've got some rules, which I assume are good considering how most attorneys are not your friends, but they have this thing. So every time I got me, it was like any phone call or anything I got billed, that's cool. I understand that. But I get this email that I'd have to print off a form and fill it out with my credit card information and fill it out and say, here's the invoice this is for and I authorize them to charge this amount. And it was so hard. I mean, I was just like, you know what, I got to quit working with him because it creates work for
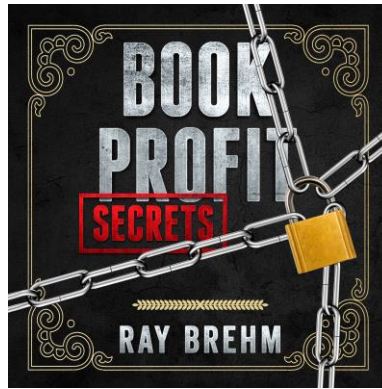
me to do. And so clearly, like, if it was easier for me to pay, I would have done a lot more things. I did a lot as it was. But, you know, maybe in industries you don't have a choice.

But listen, probably if you've got a book, if you've got a coaching business, whatever, you've got people who do have a choice and it's only going to get bigger as the Internet grows, as people start doing more online, which they're doing as a result of being locked down and all the other crazy stuff going on. So it makes sense to put the easy button in everything you do. And it's not just for your clients, it's also for you. And we're going to talk about all that here real quick.

I could go on and on about all the times I've just turned down things. And sometimes, you know, you'll grunt through a purchase once because you really want something. But if you make it hard to buy, then, you know, I'm not going to do that very often. Now, there's this other trend people do. So we'll stick with pricing here for a second or two or just shopping cart anything. You know, here's an easy button thing. Put your book on Amazon. Now, there's different ways you're going to price it and so forth on Amazon, but that's an easy place for people to purchase it. It's an easy place for people to get to know you. You make it easy by clicking a link inside the book for them to go land on your page and get a free opt in and get their email. You make that as easy as possible. Now, some things like I'll say I'm moving to all double opt in because there's just these spambots and people trying to sabotage your email list and GDPR and all these things that, you know, people that opt in and then mark your spam. You know, I'm trying to prevent all that. They give you fake emails, things like that, to get freebie stuff. And, you know, those are the scarcity mindset, folks. You don't want them anyway, so don't worry about them getting on your list. So we will make it difficult for that type. But if somebody really likes your stuff, it should not be hard at all for them. And I can't say that I'm, you know, perfect at this. But that's, you know, my whole goal. When I look at anything, it's like, can I buy this easily? One thing people do is they create this like, hey, get my book. It's amazing. And they give you this whole sales pitch. And so you click the button to go see what, you know, the shopping cart and see how much it is because they didn't put it anywhere on their page and they say, give me your name and email and then go to step two. And I'm like, yeah, can't I see the price before I, you know, decide? Now you're trying to trick me into giving you my email address. And I'm not talking about, like, a freebie here. They're not giving me anything at this point. They're saying, give me your email address to see the price of this thing I just said was so great. That's a turnoff to me. I guess it works because some of the high funnel hacker people do it. Not for me. It doesn't work. If I can't see the price of the thing before you take my email or do anything, you know, it's more of a hassle for me then to have to go and
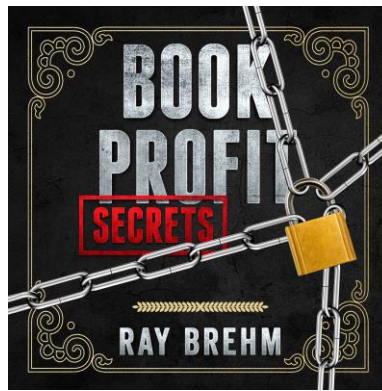
unsubscribe. And you're not giving me anything of value to get my email at that point. So, you know, that's out. The other thing is, is it hard to consume? So, you know, we've got to make purchasing easy. We've also got to make consumption easy. And I've also covered this, too. We've got to make the decision easy. So, OK, you write a good sales page, that makes the decision easy. I'm in, but then you stopped me with, but you can't see the price until you give me your email address. OK, the decision was easy. The purchase was not. Now, if you fix that and say this thing's amazing, it's $99, click here to buy. OK, and I don't have to click through a bunch of stuff. I just click. It's a shopping cart page. Probably auto-fills my stuff. PayPal makes it easier because I can just click a couple of buttons. I don't have to type in or, you know, hope that the credit card I want is already kind of programmed into my browser, which I probably shouldn't do anyway. So you've made the purchase easy to get that done.

The third thing is for customer experience, you've got to make the consumption easy. Now that goes into a bigger viewpoint of everything. But, you know, one is, I'm just not a fan of huge books and I think everybody should have a flagship book. But, man, I would really cap that at, I don't know, maybe 50,000 words. Most of my books are ten to fifteen thousand words, with the exception of a couple of them. Virtual Summits Made Easy. That's a little longer. Book Profit Secrets, that's the book that's coming out. Those are a little longer, but you want to make consumption easy. Both of those books, by the way, the chapters are very clear and concise. And so they're more of an index, the book itself to getting to things. So, for instance, in audio books, that's another thing. Book Profit Secrets, if you want to learn about memberships, you can just go to the chapter on membership's and read about it. You don't have to read the whole book. That's easy consumption. Or if I create a series of books on all the different topics which I considered for Book Profit Secrets. And I do in a lot of my other series like my Youru.tv for Authors series and my Youru.tv Virtual Summit series. If you want something specific, there's a smaller book on it. So consumption made easy. I do the same thing with the courses. Any video on my course should not be longer than five to eight minutes in my opinion. I want to be able to get to things quickly, find what I need quickly, watch them quickly. And if you make it easy to consume, the next thing people are going to be more interested in, because it was not some huge ordeal and commitment just to consume the content. So I look at books on Amazon, even if it's like two hundred pages, I'm like do I really want to learn about this? But if it's 60 or 70 pages, like, OK, now I know I can get through that and yeah, I do want to learn about this. So that's the concept there of easy consumption. Friend and mentor Troy Broussard just said this the other day to a group of us. And he said, you know, would you rather if you made a 250 page book and it was one chapter, 250 pages, or if it was twelve chapters of, you know, whatever, 20
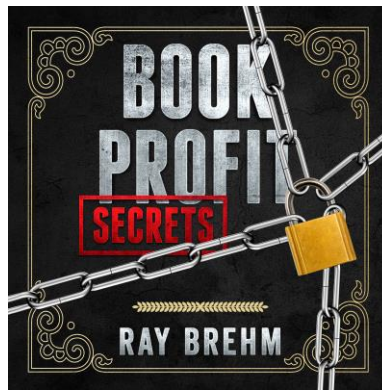
pages or whatever that would be, which one would you get? You wouldn't buy the one with one chapter, 250 pages. It needs to be easy to consume, easy to go back and find information in. You know, the people that we are targeting with all of our thought leader type of quality content, they're getting more discerning as they go on. And so I look at books and I you know, if I think eBooks should be able to cover a topic in 67 pages and it's 200, 300 pages, like, no, that's just going to be fluff. And there was a book I was really looking forward to reading, and I won't say who it was by, but it was by some popular authors, people that I'm fans of that co authored this book together. And the first 50 pages I kid you not was all like, here's why you want to do this. Look at this study and that study in this study and that study. It's like, hey, what page can I turn to if I've already agreed that I want to do this? I don't need you convincing me with all these studies, get to the point. And it was clear that they were just adding fluff to this book. And it kind of turned me off like I stopped reading books from those authors because of that. And so make the decision easy, make the purchase easy and make the consumption easy. That's your easy button for your consumer, your client, your reader.

Let's talk about the flip side, what you need to make it easy for you. It should be easy to develop, it should be easy to maintain and it should be easy to enjoy. So you got to be able to hit that easy button for all these things. And let's talk about developing. So, you know, do you have a system in place? It's always tougher to start out when you're starting out, but it can't be this chore. So I remember my first book. It took me ten months. You've heard me talk about this in another episode of Book Profit Secrets. Took me ten months, launched it, hit bestseller. Two weeks later, it's making twenty bucks a month on average. And I'm like, oh my God, that'll take me forever. Every book, ten months for twenty dollars a month. OK, that's going to take me a hundred months. No, I should say fifty months to get one hundred dollars in passive income on that route. Since then I've learned, you know, books and marketing and all that better, but that was like, OK, that's way too hard to develop for the reward. And then I came up with a system that made it easier to develop. And I came up with a system that made it easier to market. But it's got to be easy to develop or you're not going to keep doing it easy to maintain. Same thing. I've had multiple recurring membership programs. And the more complex I made them for me to do on a monthly basis, the more it's like I'm going to have to end this soon. I'm going to have to end this soon. I'm going to have to end this soon. It just wasn't easy, it didn't fit the technology. Whatever the problem was, it did not make sense for me to continue to maintain those things because they were just too difficult.
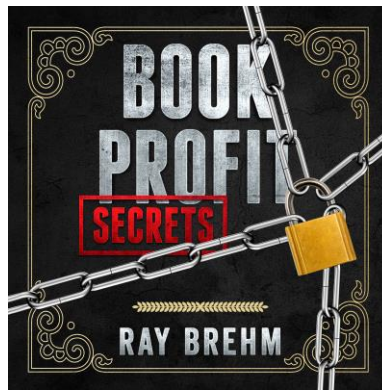
And the third one is going to be easy to enjoy. And this encompasses, this is another Troy Broussardism, if you will. It has to be worth your while. So you may enjoy it in the beginning and not be making any money on it. But it has to be worth your while at some point. Either you got to be super passionate about it and you would do it for free and you are doing it for free or it's got to make you enough income that it's worthwhile. And really it needs to be both. To enjoy it, it needs to be worth your while and you've got to be passionate about it. And that's part of this whole easy button equation. You've got to make sure, you know, easy to enjoy means passion, profits. So when you're developing something, you've got to pass that test and you may not know till you actually do it in some cases, but that is the key. And that will lead me to one of my mantras.

My two mantras with everything now is it has to be worth my while. Is this worth my while? Do I enjoy it? Will I profit from it? And, you know, and really the profit means, will it support me so I can do it full-time and enjoy it? Something I'm passionate about. The second mantra is getting to the second try as soon as possible. So that means, you know, as I mentioned, you may not know if something's easy to develop or easy to maintain or easy to enjoy if you haven't done it yet. So if that's the case, every first attempt is kind of a case study. You got to get to that second try as soon as possible because one, you're going to determine that it checks all those easy boxes. And two, you're going to get better at it, much better. So the difference between your first try and second try is astronomical. And even from there, it's diminishing returns. So getting to that second try is really one of the keys to making that easy button work for you. And one of the ways you can do that, by the way, is take the mantra, done is better than perfect. Your first try, done is better than perfect. Or get help. So, for instance, for this podcast, I've had a couple of false starts trying to do podcasts. And I just said, you know what, I'm really not going to do it until I get a pro to help me. So I've got somebody that helps me take care of all the behind the scenes stuff. And I just need to get on recording and interviewing and all that good stuff and get it done. So, you know, getting help is a good way to get to that second try. It's a good way to make it also easy to maintain. And that's a key for me that way as well. And that's why I help people with done-for-you summits. I help you with book launches. Those are my skill sets. I don't need to be an expert at podcast launching and maintaining. I got somebody else to do that. You do what you're good at. Get somebody to help you do the things that you're not good at. And so if I could leave you with one thing today and you know what that is, make sure you've got an easy button for your clients. That means the decision, the purchase, the consumption, they're all easy, and make sure you've got an easy button for you. It's easy to
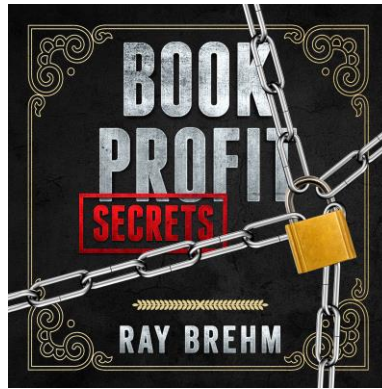
develop. It's easy to maintain. It's easy to enjoy. And you can do that, in a lot of cases, with a little bit of help.

Thanks for joining me today. And we will talk to you soon on another episode of Book Profit Secrets.

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 axe. 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 axe, increase your influence, income and audience, and we'll see you next time.