

## Book Profit Secrets Episode: 014

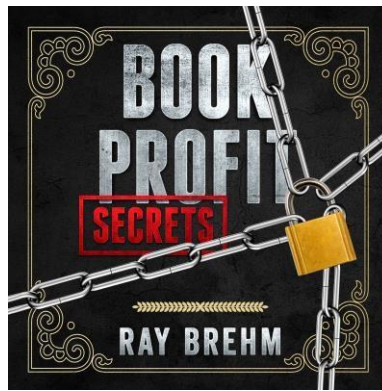
### *The Anti Connector*

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 Secret with Ray Brehm starts now.

Hey everybody, Ray Brehm here, welcome. I'm excited to talk to you, this is another car edition, but at. I think I get my best ideas while driving it, certainly not when you're sitting in your desk, right. You know, you get your ideas in the shower or when you're laying in bed before you fall asleep. And, of course, you forget them the next morning or you driving. Usually when your mind knows you can't write something down, that's when it decides to deliver your best stuff. So let's see if it does it today. But you know, what I really want to talk to you about today is what I'm calling the anti-connector. Are you doing things? It's one of those things like you're either moving forward or you move back when you're over here, your business is either growing or it's dying. And I think the same thing applies to connecting with influences, which I'll be honest. I mean, this is one of the most I everybody talks about it. I think it's still one of the most underrated things in having an online business. Everybody thinks I'm going to do it myself and I've got to get famous for first before I connect with people. And the bottom line is you're either trying to connect me or not. Now, I know I spent a lot of time in the beginning when I was doing things that I was like, someday I'm going to reach out to this person someday when I'm big enough. And then the truth is, all I did was decide I was big enough and nothing had changed to reach out and see if this person want to work together. And I'm going to give you one.

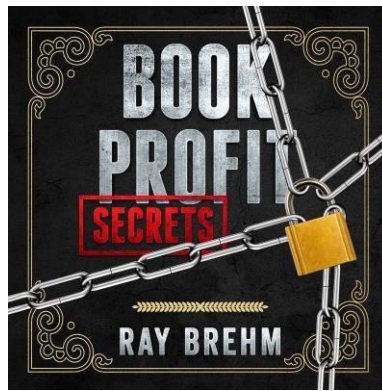
This is so, for instance, if you've got I'm trying to think when I probably had three or four hundred five hundred, eight hundred people on my email list before I started reaching out to people I know, like one of them was Derek Jeter. And I tell it for all time. It took me like twenty four hours just to try to friend him on Facebook, which is an influencer. You're happy to find people that are nice to you, you know, social media and so forth, and you're happy to have people on your list. And, you know, being a part of it is just the decision to actually go and decide, I'm going to reach out and I'm going to reach out as if I am worthy of this person connected with me. You know, from a standpoint of can you know, there are things we can do to work together. And the big thing when you're reaching out to somebody is why would this person, you know, you're telling yourself, why would this person work with me? You know, if their list is bigger than, you know, maybe if Derek's got a he's got a huge let's just say it was something far smaller than I think he is, is like ten thousand. And I got eight hundred on my list. Why would he work with me? You can do that. You can go through that in your head and say, no, never mind, I'll wait till I get bigger.



But let me just say something from the opposite side of that equation, which is I've had multiple, multiple people that I assume their list was smaller or they were just starting out contact me. Hey, do you want to get on a zoom and just see if we got something in common that we can work together on? Some things I've said, yes. They've turned out to be my some of my best partners, my best friends. It's because if the influencer you're reaching out to is big picture oriented, there's nothing better than partnering with somebody that's an up and comer. And those people that I partnered with, I know they've grown their list tremendously in the last couple of years, too, so that the idea that this influence you want to reach out to will only accept invitations from people equal to or greater than them. If they do think that way, that's a little crazy. If they're you know, if they get a million people on their list, they're probably pretty busy. They might be tough to get in touch with. But why wouldn't you, partner? You know, if you've got a four thousand people on your list, why wouldn't you partner with somebody? You got 500 of those 500 people. You might find some, you know, some great long term customers in there. You're building your audience and you don't you're not you don't build your list to 4000 by doing it in chunks. Four thousand. You know, you've built it one at a time like everybody else. And every little bit helps.

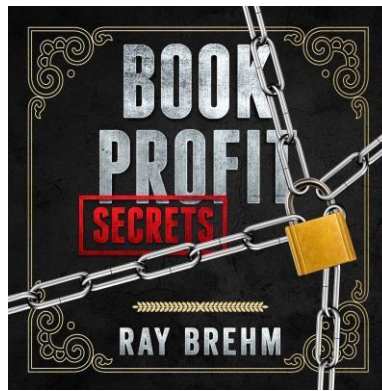
And that's something I learned from Ben Settle is this as an influencer, you shouldn't be only reaching out to people that have a bigger audience that you should be reaching out to people that audience smaller because that's how you can grow and you can. And a lot of value to them as well. So he's got he talks about a lot of this in his e-mail lists as well book, which is awesome. And just some of the ways that you could partner with people to basically both grow your lists and you want to make it a win win. And one of the things he says is don't try to reach out to someone who is bigger than you should be reaching. So, like, for me, I should be reaching out to people that are a little bit, you know, behind me. This is only some people, everybody on their list loves them and response them and reads their emails. Some people have huge lists and barely get barely an interaction. And they only send an email once a week or once a month and try to sell something which is different then. I mean, I literally have something somebody can do on every email, but I email almost every day and it's usually about a story or a tip or something to get some value out of reading the email. And by the way, if you wanted my current thing I'm offering today, click on this link.

But the idea is, you know, are you doing that or are you actually, you could be sitting still. You could be what I really call the anti-connector type is damaging those relationships before they even get going. And the first way you do this, trolling people and making comments on their list, I just this this just bewilders me beyond belief. And I rant on it at least once every couple of weeks in an email and everywhere else, but where people will reply to an email and make some kind of snarky comment. I don't know how that serves you. And I'm not saying you do it. If you're listening to this, you most likely don't do that. I've never seen Frank Brennan or Jeff Walker, any of these guys troll or, you know, people are successful. Don't do that. And I don't know what purpose it's mentally like. It's a waste of energy. I'm on a lot of people's lists. Sometimes they say stuff I don't like. I don't hit reply and say that was blah, blah, blah, blah, blah. Snarky, snarky snark, because you just you just burn that relationship for good.



And if you think people don't don't keep track of that, guess what, their email or Google or whatever else keeps track of it for it. So if I get an email from somebody that I'm going to work with or wants to buy something or need some help or or just even wants a special item, but I have a special request refund, whatever it is, or they just say, hey, I can't get at something that's going to cause me work, like I can't access this free thing again or whatever. I had something to do that month or so a couple of months ago. Hey, you got me blocked. I can't get into your summit like, oh, well, it's probably true. They probably have more spam on too many emails to, you know, uncourteous flagged them or something. So let me check. I go check and no, Carta didn't find them. So I go to their profile and I, I basically put a note in there, oh, this person sent me a snarky message and I went and looked and sure enough, I searched in my, you know, my email account, which is Gmail business at this point, although I'm switching to fast mail. But and. They if I said, you know what, take that back, if I catch them and if I do, you sent me a nasty gram sorry. And then they sent me something back and then they told me more when wrote a bad book review and tried to tell me that people are talking bad about me on social media, which I'm not even on anymore.

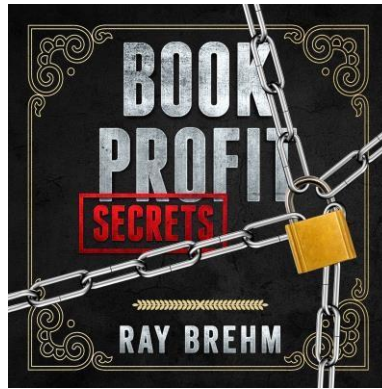
So it was comical. But this is a person that's obviously if you're on my list, the very least you're thinking about writing the book or you're going to be writing a book and you go out and make enemies of people. It just makes no sense because I happily promote books for people to my list that are clients and friends. And and you decide you're going to just give yourself one point five seconds of virtue by something and ask somebody that it just doesn't make any sense. But people will sabotage it that way. The only thing people I found this this happened to me two or three weeks ago, another influencer, which this is just like, wow, you know, it's one thing for somebody that's just starting out to not know any better and write a snarky comments like I was mentioning before. But this other this person is an influencer as a business makes money. And we I had somebody and who had looked at something I offer and just kind of ghosted me afterwards done for you summit goes to me after the virtual done for you after we talked about it twice. And then a year later I have a client about to sign on the dotted line to done for you summit and the client comes back, writes emails, e-mails us and says, hey, can we, can I get the, can I get the invoice ready to go and then mean it doesn't come through. And the next day is a I was talking to this other influencer and they said I could get a better deal. And I was like, whoa. And I said, that is bewildering to me, somebody that's got some influence, some name recognition, and then basically sabotaging a deal with now, you know, with another influencer who you should know, who is already kind of we already partnered on a couple of things and I want to do it now. But they based that person basically said, oh, I you know, I had a better deal about a year ago. Well, yeah, you had a deal when we were first starting out, we had some special pricing. And a year later and you disappeared, you acted like you were going to do it and then you disappeared, which that's fine. Then you're telling some other potential client that you're friends with that they should ask for a discount. I almost told the other client, forget it. You can't even have it at full price. And I probably will do that future. But in this particular case, it was 100 percent my decision. Also, the client came back right away and said, OK, no problem. But that other influencer and talk about the entire connection, ever, that was just like, well, I can tell you there won't be anything else going on in. You know, between you and, you know, I hate that stuff, I hate not having I'm the type of person who does



have a great relationship with everybody, and I know that's impossible. So that's why that stuff, just like now I can now I work and we probably wouldn't have been too much to do, but it was just a really interesting decision to try to interfere with some of the negotiation that you had nothing to do with. It wasn't like this person, this influencer was an affiliate for this particular client. It was just, oh, you should try to get a better deal from them. And anyway, that is what I call anti-connection behavior. So I just you know, this stuff they say the Internet never forgets. And I think that's true. And I've I've asked around, you know, when I was getting some troll like behavior in the beginning is like, you know, it's always painful when you first start trying to deal with it. And I you know, I talk to people. They're like, oh, yeah, I keep a list and I've got it. I've got I've built a little took me 20 to 30 minutes, but I got the whole tagging system. So somebody treats me bad. I just sign a tag to them and I will know till the end of time not to work with this person. So, you know, I've had that with, you know, people treating us. I did some I do some partner work with virtual summits. And I had a group of guys treat us badly and national summit that we're looking at every one of our summit service. And then they came back and said, OK, I want to talk to you about this. I want to get on the phone. It's like, don't you remember sending us nasty grams or bad, bad mouthing us. No. Pick and choose. Always be willing to pick and choose your customers even if it financially hurts.

And I'll tell you the other thing. Somebody mentioned me. I can influence you, you would know the name of I can't remember which one it was, but they basically said there is nothing more satisfying than saying no or giving somebody their money back when they're a bad fit. And then you're like, wait a second, everything you have just nothing more satisfying than getting rid of a potentially bad or currently bad client. And, you know, so that's the beauty of the trolls in these anti connectors. They're letting you know long in advance never to work with them. But that behavior bewilders me. You never know who your next partner might be, and it just does. I mean, even then, it just doesn't make any sense why you troll people to make yourself feel good for a second. So that's the theme for today, is anti-connectors. Now, if you want to be a connector and you want to work fast. And connect with other influencers fast.

There is no better way than to host a virtual summit until you meet so many new friends and great business partners just by sending e-mail saying, I'm doing this, you know, summit on book profiting, would you be interested in talking? And then you I can tell you it's just a little chit chat before we recorded interviews or afterwards. How much business has evolved from that? Nothing beats that that little. Let's just narrow it down that five to 20 minutes after you record an interview with somebody and you chit chat and ask them what you can do for them. There is not been one better detail in my business than that. Five to 20 minutes that has made me more money. And that is why you should consider a summit. If you want to know more about that, you should check out the summit lab dot I O or just go to Ray dot FM and find out more.



But don't be the anti connector. Be the connector, connect with influencers, grow your business, be audience centric and build relationships with your online business, with your book, with whatever you are doing. And we just dipped in my ears, plugged up, changing our altitude here. So I'm going to wrap it up with that. Thanks for joining me. And we will talk to you soon.

Hey 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 dot FM, to check us out there and sharpen your ax, increase your influence, income, and audience. And we'll see you next time.

