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| Chalene: | Yo, what is up? This is Build Your Tribe 2.0, where I answer your questions about anything related to owning, operating, and growing your business. My name is Chalene Johnson and you name it I've done it in business, from selling knives door to door, to infomercials, to used car lots, to online businesses. I've either done it or I've coached somebody else to a level of success that you too can achieve. You just need to know the formula, to have a little persistence, and some inside information. That's what we're going to do here. I'm going to answer your questions. No question too small. No question too big. If I can't answer it, I'll tell you where you can probably find the answer. You can ask your questions by going to ChaleneJohnson.com/askchalene. So let's get to it y'all. |
| Female: | Hi Chalene, this is Rachael. What software programs would you recommend to write e-books, and what route would one take to publish them? Thank you very much. |
| Chalene: | Was-sup Rachael and everybody else who's interested in writing an e-book. Here's the answer to that question. It's multi-faceted. Number one, just start writing. Don't let all of the processes and steps slow you down. Start writing that e-book now. However, what you should know is that there are many different routes for publishing an e-book. |
|  | Many people use an e-book, or what they call an e-book, as their freemium, or what they give to people to basically attract them onto their email list and start a relationship with them as a customer. If you're going to go that route, what you can do is simply type it out in a word document, send it off to somebody on e-lance to convert it into a form of a book or an e-book, and then they will convert that document into a PDF. A PDF is the easiest, most universal way to deliver a document, especially if you're going to be using your customer, or CRM, or your email list to deliver that freemium to your new customers. |
|  | However, if you're considering selling your e-book, which you certainly can do, I would suggest that you do your research. First, look into the different services that make that available to you, including Amazon, and then publishing it yourself. I've got lots of great friends including Natalie Jill Fitness, or Natalie Jill Fit, if you're looking at her on Instagram, and Doctor Sarah Soliman, who have had tremendous success. Six and even seven figures selling e-books themselves. What's really cool about doing that is you get the entire fee all yours. That is to say you don't have to give a percentage to Amazon, and then a percentage to your book publisher, and a percentage to your agent. You wrote it, it's your baby, you get to decide what goes in it, you get to decide what comes out, and you get the whole kit and caboodle when there's an order. |
|  | The downside is, or I should say the challenging pieces to that is, that really works quite well if you have a pretty big customer list. Both of those individuals have spent considerable time building their social media platforms, and then getting people to opt into their list, and building a relationship with them before they even offer them an e-book. E-books, you can see them being sold for a little as a $1.99 on Kindle or on I-Tunes, all the way up to $100.00 for a very detailed, complex e-book. |
|  | There's so many different variations. There's tons of opportunity. My suggestions to anyone who's listening is start with the letter 'R'. Research, research, research. Look up your niche. Figure out who has written a book similar. Order theirs. If it's one that you're giving away, opt into a ton of different lists of books that are similar to the one that you're thinking about writing and receive theirs. See what you liked about it. See what you didn't like about it. Take note of the form that it came it. Did you like the way it read on your I-pad or on your phone? Was it mobile responsive? If you're buying an e-book, what's the right price range? What would you expect to be included? |
|  | All of these things are very, very simple. You can do them in the next five days. My suggestion to you is to break this down into bite sized pieces. Each day for the next five days I want you to spend twenty minutes just researching your particular niche and everyone who's written an e-book that's somewhat related. Keep a cross reference of how much they're charging, how they're delivering it, what you liked about it, what you didn't like about it, and then move on from there. |
|  | There's so many opportunities for people to create a full time living just by selling e-books. If nothing else, especially for people who are in network marketing, offering a really robust e-book of how to do something is a fantastic way to attract the right type of customers to you, who you want to be on your team. That applies for network marketers as well as people who are in sales, and anything else for that matter. An e-book is a wonderful way to deliver your very best content and and the same time attract great customers. |
| Male: | Hello Chalene, this is Brett Campbell. If you can't tell already, I'm from Australia. My question to you is what's the number one thing that you took away from Experts Academy and having Brandon in your life as a mentor etc. I'm really intrigued and interested to see what you've got to say. Look, keep doing what you're doing, you're making a massive difference and it's really inspirational. Hopefully I'll be talking to you soon. |
| Chalene: | That's a great question, Brett. I love that you brought it up because it's something that I think all entrepreneurs need to do. That is have a coach, have a mentor, and go to the experts. It's scary sometimes because when you're just starting out you don't have any money. It's really hard to imagine yourself paying to learn from something that you're like, "Well, I can figure this out myself for free." That is a myth. You can't figure it out for free. It's going to cost you a fortune because your time is valuable. It's so valuable and you need to be using your time doing the thing that you do best, especially when someone else has already figured all this out for you. If there's an expert who's learned how to do this and is now teaching other people how to do it, yeah. You might think you're going to save yourself some money by figuring it out yourself, but you won't. Go to the person who's done it and done it well, and yes. It is an investment, but I promise you if you implement, you will receive a tremendous return on your investment. |
|  | I can't tell you how many times I have spent a lot of money. Enough money that it made me very nervous, and made me sweat, and made me have a very serious conversation with my husband because I needed to invest in an expert to teach me how to do something. Without fail, there's little nuggets in the first hour and fifteen minutes of video lessons where I'm like, "Okay, there's an immediate return on our investment." I can't say enough about going to experts. That's what Brendon Burchard is. |
|  | Brendon Burchard is one of the very first experts who I found online when I decided I had to change my life. I had to figure out a way to take my message and deliver it online. I wanted to teach personal development and business development. I didn't know how to do that. I thought I would have to tour the country, and speaking on stages, and I would have to put in a couple of years of that. Little did I know, after doing some research, that no. I could actually teach people online and the expert that I found was Brendon Burchard. |
|  | The very first event that I attended was 'World's Greatest Speaker'. There I met Brendon. I met Bo Eason, Roger Love, and Mel Abraham. Four people who I still to this day consider very dear friends. People who I also consider mentors and advisers. We are of the type of relationships where we can share information back and forth and give each other helpful tips. We are always routing for each other and sharing our best practices. The person who you see on stage, Brendon Burchard, super hyper, energy through the roof, right? He is like that 24/7. That's not an act, that is Brendon. That is legitimately who he is. I so appreciate that. I can be pretty energetic on a stage, but I also like to chill. |
|  | When you ask me the two best pieces of advice that I would say I've got from Brendon, number one is that he really encourages all of his students to believe that you don't have to be the expert, the smartest, the most knowledgeable, the person who's written the books, any of those things. You don't have to have a degree. You just have to be an expert at the way you do it. For me, that was liberating. I was, like many of you, had this incredible fear, this self doubt that somebody would say, "Wait a second. We've heard this before." Or "You know what? You're not an expert. You don't have a degree, blah blah blah." I always remind myself, and I'll say it form the stage, "I am not the expert, I am an expert at the way I do this and here are my best practices. I'm not saying that this will work exactly the same way for you but here's what I'm doing. I hope it does." |
|  | The second most valuable piece on information I would say I received from Brendon was to respect the fact that your energy is very valuable, and I was being irresponsible with my energy. When I would do live events I would go into the audience and get bombarded by people and questions, and I would stay for hours answering questions, and taking photos, and hearing stories. Then the next day I was on empty. I had no energy. I felt emotionally drained. I had a very difficult time getting through live events. Not to mention the fact I was also losing my voice. |
|  | I did a private mentorship with Brendon and specifically I just wanted to get to him to ask questions about doing live events. I knew he had a system. He shared with me that system starting all the way with where to have my room placed when I book a live event so I can get directly from my room to the elevator. How to get off the stage and not get swamped in the middle of a large crowd at your own event. Which isn't to say he didn't want to interact with people, but he gave me a system by which to make that really fair so that I could serve the people who wanted to go to the next level and, most importantly, so I could do a great job the next day and really pay attention to my energy. To not be so irresponsible with it. To understand how much sleep, and time to process, and to think, and to be alone, I needed when I really have to deliver. |
|  | Great questions. Everybody needs a mentor and everybody should learn from the experts. Here's a new bonus thing I've learned from Brendon. It's number three. I didn't go to Expert's Academy Live with Brendon. I did World's Greatest Speaker live. I did Expert's Academy online. From the very first learning module I did I thought to myself, "This is it." I don't like travelling to attend events. I'll do a couple a year, but as a student myself there's so much I want to learn, and I want to learn it online in twenty and thirty minute chunks. It opened up my eyes to realize there were other people out there just like me who probably either couldn't afford to leave or didn't want to leave their families, and they wanted to learn how to be a better entrepreneur, personal development, from their homes. That very much was the inspiration behind the creation of the Smart Success Academy as well as Marketing Impact Academy, Courageous Confidence, and Instagram Impact. |
|  | Great questions. I really love your accent Brett. I was going to try to imitate it but I'd just sound like I'm English and that would probably be offensive. Anyways, dudes, I love that the dudes are calling in and leaving me their voice mails. Don't forget to leave yours. You do so by going to ChaleneJohnson.com/askchalene. Like Charlene, but there's no 'R' y'all, there's no 'R'. No 'R' in Chalene. ChaleneJohnson.com/askChalene. To the right hand of your screen there's a little widget that says, "Leave a message." I think it says, "Leave a message." Click on that. Either way I can't wait to hear your lovely voice and answer your questions. |
|  | Don't forget to share this podcast with your friends and if you would like a chance to become a Marketing Impact Academy student for life, all you have to do is leave me a review by going to I-tunes. Leave your review at Build Your Tribe and use the hashtag #iwantmia and we'll be selecting one lucky reviewer each month. You guys rock. I'll keep it brief. I love you, I mean it. Talk to you soon. |