

# Extending Your Book's Reach with a Professional Publicity Partner

## SUMMARY KEYWORDS

people, podcast, book, publicist, publicity, pitch, marketing, interviews, christina, host, business, hear, clients, important, audience, absolutely, authors, writing, jodi, listening

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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host Jodi Brandon book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet.

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Our guest today is Christina Lenkowski, a forward thinking podcast publicist, and educator for entrepreneurs, speakers and authors looking to expand their credibility and go from Best Kept Secret to go to expert in their industries through being a guest on other people's podcasts. Love that. In 2019, after 13 years working in the PR realm, Christina discovered what being a guest on podcast did for her online based business. And since then, she's dedicated her work to helping other business owners particularly women see the same kinds of results. Christina has been a guest on more than 40 podcasts including her Empire Builder profit podcast and the heather sacre show. And she's helped her private clients get booked on more than 250 top rated shows including Hello seven with Rachael Rogers, the online business show with Tyler McCall, the copywriter club and get paid with Claire Pella trial, among others. Christina lives in Boise, Idaho with her husband and daughter and we are lucky to have her here today. Welcome, Christine. I'm so happy to talk to you today. Thanks for doing this. Thank you, Jodi, I am so jazzed to be here in front of your audience. I love talking to authors. So this is truly truly a really fun for me. Awesome, I'm so excited. I always tell my my people that have the you know, the three legged stool right published in market like that third piece is my weakest link. So I love when I can bring some experts on to kind of help me reinforce that leg of the stool. So no publicity is your bag. If we could start by just I know a lot of people get marketing and publicity confused. So if you could just kind of like give us the quick primer on publicity before we really do a deep dive. That'd be awesome. I love it. Yes, I'm totally down to do that. So publicity is a part of marketing, but it is one part. And so the way that I like to describe it, I love what you just said a three legged stool because I kind of

say that about there's three pillars in your marketing. And so for that you have owned, earned and paid marketing. And paid marketing is what you would imagine it is which is ads and you know, influencer campaigns, anything where money is exchanged, and you disclose that if necessary. And then there's owned marketing, which is all the stuff that you own. So your website, if you have a podcast, your E newsletter, all that type of good stuff, where you control the content that goes out. And then earned marketing, which is what I focus on, is publicity. And what that means is you are giving value to someone else you are going on their platform, giving them you know, incredible value. And in turn, they are putting you in front of their audience, but no money is exchanged. You're essentially going on a third party's platform, and you're not paying to do so. And so that is earned marketing, and that is where publicity falls in. All three of these are important. A lot of people are scared of publicity, though. That is something that they don't feel like they have a good grasp on something that they feel kind of scared on that they think like only celebrities have access to or right, you know, people with big rolodexes or something like that. I love it. I said rolodexes, as long as

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we are, you know, they don't think that it's something that they can access. And so I love to be able to come on, say to people, Hey, this is actually what publicity is, this is what it can mean in your business, and you absolutely have access to it. Your potential customers believe publicity and earned earned marketing the most to the tune of 70% more than they believe in AD. Okay, so this is something that you need to be paying attention to. That's a mind blowing statistic right away. Yeah. Yeah. That's really I mean, it makes sense that that's the that is a high number. But that's, I mean, that's a really high number. Right. I know. And that that was on the consumer marketing Institute. This is a recent study that they did. Now. People just like to the you know, they want to hear from someone they trust about something. Yeah. And that is what's so great about publicity is you are going on someone's trusted platform, right. So here I am talking to your audience, God that they trust.

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trust you and what you have to say, and they trust who you bring on to talk to. And that is why that competence is so much higher than if someone were to just see an ad. Now, I'm not here to like, crap on ads.

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Right? Ads are fine, they serve a purpose. But it's a completely different thing for your customers to be buying from you based on hearing you and hearing you talk and your story, and all that type of good stuff versus just coming across an ad. Yeah, that's, that's a great point. Well, and like you said, all three of those pillars, those marketing pillars are important. But especially, I mean, there's so much noise out there today that if you can sort of break through some of that noise and casein and heighten that know, like, trust factor that you get with publicity versus something else get to get there quicker that makes I mean, it makes perfect sense. I love that you just said that. Because I like to I heard this before. And I think it's a very, very apt thing to say, which is, attention is the new currency, right? Attention is what people want in this day and age. Now, this is a big example. But Kylie Jenner did become a billionaire, because she dropped an amazing product. I'm not saying anything about our product, or product is neutral. But she became a billionaire, because she had millions of followers and a lot of attention. When right, he dropped her product. And so I think that it's very important to, to make that distinction of like,

attention is what you're going for, you know, in this day and age, and that might make you feel really uncomfortable. When you hear me say that, you might be like, ah, you know, like, I don't want to have all this attention on me. It doesn't have to be I'm not talking about Kylie Jenner.

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You know what I mean. But like, going on podcasts, or, you know, other forms of publicity, or things like that are a great way, just like you said, to really up that know, like and trust factor and get someone's attention. There is truly nothing better than being someone's AirPods, while they're listening to you maybe even going about doing other things in their day to day. Yeah, this is going to veer us a little bit off course. But I know that we can get back

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with podcasts especially I find that a lot of book authors are not as intimidated by a, like a podcast tour versus something else. Because it's, you know, it feels less intimidating, because you know, they're not always on video, and they don't have to, you know, they don't feel like they have to, you know, become an extrovert or, you know, down a Red Bull or something before an interview. But it's so it's sort of that, you know, that barrier for them kind of goes away, which makes it more appealing. And then the flip side of that, like you just said, well, someone's going about their day, I think is for me, the biggest revelation as a podcast listener and podcast host. Yet people are just sort of, they're taking you along with them in what they're already doing. Yes. You know, it's not like an intrusion on them, that some types of you know, marketing and publicity can feel like sometimes, but the number of people who say to me, and I'm sure that you hear this type of thing all the time, you know, oh, well, I was listening to your podcast in the car waiting in the pickup line for my kids, or I was listening. Your podcast was on the treadmill. And I'm like, people are just like bringing you along along their day. Yep. 100%. I mean, obviously, I have I listen to podcasts for

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podcasts that I listen to for pleasure. And that's absolutely like, when I'm going to go pick up my kid when I'm on my walk in the morning. I mean, yeah, it's things that I'm already doing that, like you said, I'm just adding this in. It's not Yeah, it doesn't take more work. I'm not like having to sit and watch something or having to do whatever. I'm able to just do it with what I'm already doing. And I think that that's why it's been why it's exploded so much. For so many people is like realizing that Oh, I don't this is something that I can listen to something I want to listen to. But I don't have to do anything special to do. Yeah, yes. I'm not trying to find more time. 100% Because man, that ain't exist.

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So it is absolutely like Where can I find these moments of like, my own pleasure? My own learning things like knight in what I'm already doing? Yes. I love that. I talk about that all the time with book writing, is that there are lots of people who aren't going to have you know, an hour a day to sit down and do it. So you've got to find those pockets of time. So it's the same kind of thing. Like to extend that into book marketing. Yes. Oh, I love that. I love that.

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Okay, so you said something earlier that that's going to be this is going to be our transition back to where we're supposed to be talking about, about how you don't have to be Kylie Jenner. We're not talking about like that cause you know, that kind of person. So I think one of the things that I hear a lot from authors

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says that they think publicity is sort of like out of their reach or hiring a publicist is out of their reach. So they need to kind of shoestring it together. Sure. So could you kind of speak to that a little bit? Yeah, absolutely. I mean, I think that the thing you need to remember about publicity is it is something you can absolutely do. But it is something you need to be consistent with, if you want to be seen the movement that I'm sure everybody here is interested in seeing. And what I mean by that is, you don't need to be getting on big podcasts, you don't need to be focusing on like, well, if I don't get on this, XYZ podcasts, like, it's not even worth it, or I'll pitch myself to this one show. And if I don't get on, it doesn't happen. No, you're gonna start getting on shows that you can get on, you want them to be full of your ideal customer. So it doesn't matter what size they are your ideal customer, that person that you want reading your book, who is that person? Now? How do I get in front of them, do not get hung up on the size, a lot of people will do that, though. They'll come to me or whatever. And they'll be like, Well, I don't want to be on shows that have less than XYZ downloads. Okay? First of all, we don't know how many downloads a show has, that is not public information. So that isn't something that I can that I can give you. But beyond that, it really shouldn't matter. If I can get in front of 100 of my ideal customers, I will do that, I would rather spend my time getting in front of 100 of my ideal customers, as opposed to 10,000 people that don't give a crap about what I have to say. And I think that's a really, really important thing for you to remember is the size truly doesn't matter. It's strategic about who you are getting in front of. And I think that that can be a big mindset shift for a lot of people. With that being said, you want to be consistent. Like I mentioned publicity, I always like to equate it to ice. And what I mean by that is before ice freezes, all this stuff is happening under the surface that we don't see, right. And that is a lot of how publicity works. You're gonna go on all these different shows, you're going to be talking about your book talking about your message over and over and over again. And then boom, that ice solidifies. You become the expert in what it is that you do, you become the thing that people are the person that people think about the book they think about when they think about something specific. And I think that that's really important to remember, this isn't a one time thing. I hear that a lot from people. They'll be like, Well, I was on a podcast, and it didn't do anything for me. I don't really know that this works. And I'm like, okay, so you're the one podcasts like, that's not how this works like, for our clients. And what I recommend is two shows a month. Okay, on average, all right, we are guessing on. And for some people, you might hear that and be like, well, that actually doesn't sound like a lot. You know, like, is that enough? I guarantee to you after you've been on 24 shows over the course of a year, your business and your messaging is going to look a lot different than it did at the beginning. And I think that that's really, really important to to remember is this is about the long game. It is about the consistency. This isn't just a one and done type thing. Yeah. Man, I could just play that on loop for my clients over.

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Yeah, yeah. Well, the long game is what I think intimidates so many people, right? Because they've done all this work to write their book or whatever they're promoting on a podcast or book tour or

whatever. And it's exhausting. And now we're done. And we want to just like put our feet up for a while, but it's like, well, no, actually, now. You know, the real work starts now.

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Yeah,

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well, I say that's the that's both the beauty and the curse of a book. Like it's out there now forever. But it's out there now forever.

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What are you gonna do about it? Yeah, exactly. Exactly. Yes. And I love it. You just sorry. I'm just gonna say I love that. Because I think that's true of so many things in life, we have this like, end goal, or like,

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I just got to do this, and then I'll be then I'm going to be scot free. Like, I wouldn't be good to go. And then we actually get to that, like, obviously, publishing a book, I'm sure is like that. But you know, really, and you know, really many things. And then suddenly, we're like, oh, now I gotta do this. Like, yeah, wait, what? And that can definitely take you back a step. And I, you know, I want you to feel encouraged knowing that what you just said is true is like, the nice thing about books is you can do this for the long game. This is something that you are always going there's always going to be out there and always going to be available. So like for that it makes a lot of sense to be doing podcasts. Yeah, absolutely. You have to play the long game with book marketing. I mean, you just you have to

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Though I mean, if you want your book to be successful

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or not

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find that those who are meeting their goals are doing. So. Yeah. Okay, so let's talk about now somebody has written a book, they're ready to, you know, really make a difference in their business, they've got their goal clearly defined, they've got the message of their book thoroughly defined. How do they know if they're ready to, you know, hire someone to help with publicity? Yeah, I mean, I think that when you a big thing that will tell you that you're ready to hire a publicist is just that lack of time and bandwidth, pitching yourself on podcasts on a consistent basis is, is work. And that is why we have clients, you know, this is, this is stuff that you you can do yourself, you absolutely can be pitching yourself, especially as writers, like, you know, this, this is something that you can be doing. The fact of the matter is, it just takes a lot of time to do. And so I think that for people that tends to, that tends to be when they kind of start looking to, to hire a publicist is when they're like, I just don't have the bandwidth to be doing this on a regular basis. And so I think if you are honest with yourself, and you know that you're not going to have the time to be able to do that, of course, you have the time to do the interviews, you're like, Yeah, I have the the time to do you know, over the next year, year plus to do 24,

let's say, take 24 hours to do those interviews. But like other than that, I don't really have any more time. That's a good time. Another thing is just knowing that you're ready, like, you're just like, I'm ready, I'm ready to take this seriously, I know this is going to be a big thing in my business. And I want to make sure that I have the strategy, and I'm getting in front of the right people. And I know that a podcast publicist can help me do that. Yeah, I think also, it sounds like the foundational piece, yes, you can do this yourself. I mean, you know, like a lot of things in our lives and in our businesses. But the foundational step of you know, like getting a pitch nailed down or getting that really targeting that messaging. That's the piece that a lot of people really need help with. Right, right. And so in that instance, I mean, it's really going to come down to kind of what, what is that message that you want to be putting out there, just like you already spoke about, and when it comes to like, the actual tactics, or the actual getting that pitch written and stuff like that, you can find trainings on my I have a training, you know, I'm sure we'll have trainings on how to do that. But really, the big thing to remember is you don't have to be sending a different, like, new pitch every single time. So if that helps you take a deep breath right now, then I'm Brad, I know what you what you need to have as a just a solid pitch template. And then you're going to customize that based on the show, but not something that you're going to be reinventing the wheel every single time. You know that that you do it. But getting that really solid pitch template down, is going to really help you in your journey if you decide that you're going to pitch yourself. Uh, yeah, absolutely. I think so much of it. The whole, you know, marketing publicity book, every industry is world. It feels so unfamiliar when you're not a part of it. Yes, that I think that intimidates people as well. I mean, I get a lot of questions, as you might imagine about it, like literary agents for people who want a traditional book deal. And they're like, Well, why do I have to go through a literary agent? It's all about those relationships. Because the the literary agent knows how to get your book into the right hands. Yep. Yeah, like, I know, you want to cut out that middleman, but they know what they're doing. Exactly. Exactly. And, and I love that you said that because that is truly what we're there to do as well. You know, I we've worked with like, personally, we've worked with over 350 shows, right? So that means that those connections are there, and we very much value our hosts like our hosts are we take we take them very seriously. Without them, we wouldn't be able to do what we do. So you know, the the connections being there. It's just going to take all that off of your hands if you decide to go with a publicist. With that being said, I also want you to make sure though, that you go with a publicist that's going to do the things that I've told you to do. And what I mean by that is, and what I mean by that is the strategy. Okay. And the reason I say that is there are a lot of people out there and I hate to say that there are even a lot of podcast publicists out there that do what I call a spray and pray style of pitching. Okay. Oh, yeah. And yeah, Jodi's like, yeah, yeah, yeah, yes. Let me just confirm this is true. Yes. And so, you know what that essentially means, and this is what I do not want you to be doing if you decide to pitch yourself is that they write out a pitch and they send that exact same pitch to like 100

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people and just kind of see what happens. There's literally no personalization, there's no anything, it is just like, well, I did it, I did what I said I would do, I would send out these 50 pitches, you know, or these 100 pitches or whatever. If we get anything, we get anything, if we don't, we don't. And like for me, and for a few other agencies out there, that is not how we work, you know, you obviously been pitched by us, you can speak to this, but charmer, for me, I come from the agency world, and I hated that we could never give a guarantee. So when I started my company, we have had a guarantee since day one. And what that means is that each of our clients are guaranteed over the course of a year working together,

that we're going to get them on 24 podcasts that are full of their ideal audience, okay. And so for us, it really shouldn't matter to you how many pitches we send that right, that doesn't matter. What should matter to you is how many bookings and quality bookings, we are getting new. And so I think that it's really important for you to suss out that, like, you can find someone that's just gonna send pitches, okay, but that might not do a whole lot in your business, there has to be that strategy behind it. And that's what I think is really important to know about a publicist, if you find the right publicist, then you're going to you're going to be able to have that all taken off, you know, taken out of your brain space, you just have to come drop your amazing knowledge on the interviews, and leverage that relationship with the host from there. Yeah, that's a great, great, great point. Yeah.

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I don't want to like toot our own horn. That's not what I'm saying. I'm just saying, like, do your research, like, obviously, who it is that you're looking to work with, because working with a podcast, publicist can be a big investment. So make sure that it's with someone or some company that is going to actually get it done for you in the way you want it done. Right. Well, and that goes back to what you were saying before, it's not about you know, the number of downloads the size of the audience, et cetera. It's about getting in front of the right people, even if that's a smaller number. I mean, yeah, the audience of this podcast is mainly business owners writing books. So I mean, this should not sound surprising.

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to you right now. Yes. I, I think that that's like that, it's really important to note that, like I say that, but that's actually true, like our clients myself, when we go on shows that are our ideal, full of our ideal audience, even if they're smaller shows. I and my clients have seen way bigger ROIs from those Yeah, then some of the shows that are just bigger shows, but don't necessarily have the the audience that, you know, is that interested in what it is? We have to say? Absolutely, yeah. Well, I mean, that's like a lot of things we deal with in business, right? When you're, you know, part of, you know, like a bundle or something. And it's like, oh, I got, you know, 4000 new people on my email list. Well, great, but I mean, are any of them ever buying from?

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I mean, we're warming these people up, there's not enough nurturing, they're not my people.

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I mean, I it's the same kind of

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sense. Yeah, it is. It's like that's But whereas if I go and speak in a master class, to somebody's group, that I know is full of the right people, it's way smaller than being absolutely brutal. But those people are really, you know, and I'm fact I'm doing that in a couple hours, you know, is there I know that they're going to be really interested in what it is, I have to say and probably be interested in working with me. Right? Yeah. Well, I mean, it's, it's again, it's, I mean, it's taking that like, first step of the process away, because you're already you know, like being on a like, like you were saying that my this audience trusts who I'm bringing on the people in that group trust the host to bring you in for this so that your your master class teachers are people that are already you know, you're already in front of those people that

are your people. Yes, exactly. Exactly. And I, I think one thing too, just to go off, this is like the reason that I'm in this masterclass, like if you're thinking if you're listening to this right now, and you're like, Well, I want to be in masterclasses like that sounds like her, I know that that's a really good avenue for mation like that guest on podcasts. That is the step that's going to take you there, because what I do and the reason why I speak in many masterclasses or things like that is because after I'm done interviewing with a host, if I'm on their podcast, I say to them, and this is this is a hot tip for me to y'all is to say, now how can I support you? Right? Okay, so I say that to every single host that has been on their show because being a host is a lot of work, y'all. Like Jodi putting me in front of her audience like I am grateful for that. And that is the attitude that you need to have when you go into a podcast interview. It is never Oh, they're lucky to have me.

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No, no, no, that ain't how this works. Y'all. You are lucky to be

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He in front of in front of their audience. And so with that, I always want to see how I can bring value. So if that is me teaching to maybe if they have like a, you know, a mastermind or something like that, maybe that's doing an Instagram Live, when the interview goes live, all these types of things are stuff I can do. But you guys like a huge thing people miss out on is leveraging that relationship with the hosts. And that is such an important thing, because you just had an in depth conversation. You know, me and Jodi have been talking here we're we know each other a bit now like, like, it's not as though you're cold, asking them to

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write well, and everything comes back to relationships. Yes, it all comes back to relationships. And again, it can be a long game. I mean, you could hear from I just got a referral email this morning, as a matter of fact, from somebody that I worked with, probably two and a half years ago. Oh, wow. I mean, and she, you know, I mean, I get I don't have a lot of repeat clients, because a lot of business owners aren't trying to be professional authors are trying to write that one book,

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one book out of my brain, and they're not Yeah, I'm not trying to be a New York Times bestseller. I'm not trying to, you know, create a bad list of the trilogy.

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Yeah, I mean, that's a long time for someone to come back and say, hey, you know, I still think all the time about what a great working experience we had together. This is someone that I think, you know, really, you should know, and they should know you, which I mean is lovely, obviously.

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And of course, we've kept in touch over these two and a half years. It's not like

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it's a relationship, though, that has been cultivated, like you're saying, so that's, yeah, that's, I think, a fantastic point. I think a lot of people just kind of hit and when they do, just, and this is coming from a guest perspective, but they kind of hit end on Zoom or, you know, whatever. And then like, they never think about it again, they never think about the podcast again. Exactly. Yeah. And not only is that super annoying for the hosts who are putting a lot of work in, like when you never even share the episode. But you just need to recognize that, you know, this is something that you can leverage. That's a relationship that can be there, like you said, for the long term. And I love the long term. Absolutely. Yeah. Oh, my gosh, this conversation was incredible. And I'm sure so, so helpful. And I also want to mention, we're going to include it all in the show notes, Christina, I mean, check out Christina's website, if you have not already, whether you're looking to hire a publicist for your book, launch marketing needs, there are so many you have so many great resources on your website and your social media. So we're going to include all of that in the show notes. If you listen to this podcast, Christina, you know that I don't let anybody get off of zoom. Pastor without giving me a book recommendation.

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Yeah, oh, I'm ready. I'm ready. So for me, I'm actually reading quit like a woman right now. I don't know if you know that book. But it's all about like, essentially stopping drinking in today's society. I heard about this book, but I have not read it. And so I just started it. I'm just starting like about six months of not, you know, having any alcohol. And so and I'm someone like, trust me, girl. I love my wine. So this is like a new this is this is a new venture for me. But it's something that I'm that I'm doing for the next like six months ago, I've committed to for that period of time. And so my, my actual, my health coach sent me this book. And so I've just started reading it, but I'm really excited to kind of dive in because you don't really realize until you're in my opinion until you're not drinking, how much of our culture like revolves around drinking. Yeah, that's a really interesting point. I have heard great things about that book. Yeah, I'm excited. I like I said, I just started but I'm really excited to dive in and and yeah, get some. Okay, that's a good info. That's a good recommendation. Thank you very much. Well, thank you. This has been super enlightening. I cannot thank you enough for your time. And like I said, we're gonna include all of your links and whatnot in the show notes so people can, you know, keep the conversation going and learn more. I love to hear from folks, if you want to come on over, hit me up on Instagram. I love when people hear me on podcasts and shoot me a note there is is really fun. And if you don't mind, Jody, Can I say one last thing to everybody listening. Okay, so I know that there are those of you listening to this right now that are like, I'm never doing that.

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Like they're like,

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so scary. Like, I do not want to get on podcast like that. Just that sounds a bit like what's gonna happen, everything's gonna go wrong.

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And I want you to think for a second, if that's the reaction that you're having. Now, some of you are the opposite. Some of you are like, I'm ready to go. Like, let's get on some podcasts. I gotta go. And I'm like, Cool. I'm with you. You're my people. But I also think that it's important to remember that on the

other side, there's a lot of people that are very nervous about this. They're very nervous about the thought of doing this. And so I think that if that's where you find yourself if you're more leaning towards I feel very anxious

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About the thought of doing this, I want you to think to yourself, What is the worst that can happen? Like, what do I think, is the worst thing that could possibly happen in this instance, you know, if I go on a podcast, if I have this interview, and for a lot of people, they'll take a second, they'll think about it. And they'll be like, well, I say something wrong. Okay? Most of these are not live, if you really, really, really mess up something that you are saying, you can always ask the host to edit it out. Okay, so I want to get that right off the bat, okay, none of these hosts are out to get you. Okay? Don't worry, you know, they want to be creating the best show they possibly can. So, if that's something you're worried about, I don't want you to worry about it, you know, then people have their other various reasons why, you know, they're nervous, I guarantee to you, I can counterpoint any of them. But the main thing that I want you to think about or to remember if this is where you find yourself, because I truly believe that this is true, is the worst thing that can happen is you do not put yourself out there, our businesses will not grow our books will not sell these things will not happen if we are not getting out in front of new people. So please, please know that you're gonna stumble, you're gonna words are going to come out wrong, you're going to accidentally swear I do that all the time. You know, things like that are going to happen. But you have to be getting out in front of new people, if you expect for anything to shift in your business. Yeah. And so that is truly what I believe is the worst thing that can happen. And so I hope that that can give some of you a little bit of a mindset shift today around, maybe finding a little bit of that courage digging deep to put yourself out there. That's a great point. Christina, I say all the time, a book is a tool that you can leverage. But if you're not leveraging it, it's not it's not going to do anything for you. Yep, yeah. Yeah. And that's, I mean, that's why go through I also say, on a very regular basis, why, like, why are we doing like putting all this blood sweat, tears time, effort, mental energy into creating this thing? If then, we don't want anyone to know about it. Exactly, exactly. Like, do you want to sell this to anybody but people that know you like, then you need to be getting out there. You need to be putting yourself out there and it's gonna be it's gonna be nerve wracking. It's, you're gonna sweat your way. Through the first couple interviews, you're going to stumble your way through the first couple of interviews that happens. Everybody, extroverted, introverted, does center, everything is nervous in that moment, and that's totally going to happen. But what happens is, after you do a few, you're going to get a lot more comfortable and

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easier, like, you aren't going to be as stressed out about stuff, you're, you're gonna feel competent in your messaging, you're gonna have you know, your stories that you like to tell, like it is totally just like with writing, it is something that you're gonna get better at with time, time and practice. Yep, I'm in practice. And that's it. You know, I have my clients like we do a messaging session at the beginning. And we legit practice, like their intros and outros and stuff like that, because it can be a little nerve racking and I completely get that, but you got to do it. You know, you got to kind of get uncomfortable, but it's going to become much more comfortable fairly soon. Yeah, yeah, we just absolutely just have to live through that little bit of discomfort to get the other side. Great. Great points for us to wrap up on Christina, this was an amazing conversation. I can't thank you enough for your time. Oh, thank you, you

know, girl, you know, I'm happy to be here and very, very excited to be in front of your audience, and I appreciate it. Absolutely. We are very lucky to have you. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab.