

# E130 EPISODE AUDIO

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## SUMMARY KEYWORDS

book, jodi, writing, marketing, students, tracy, process, author, nonfiction book, journey, business, publishing, authorship, collaborated, dreamed, navigate, entrepreneurs, logical leap, piece, people

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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.

00:38

So Tracy, welcome, I'm so happy to have you here today. Thank you so much for having me, Jodi, I'm excited to be here. I love when a lot of my guests, their book sort of helps their business and sort of like a roundabout way, and you kind of have to sometimes make the leap to make the connection. But yours is, it's such a logical leap that I can't wait to talk a little bit more about that. So let's start there. Let's talk about why you decided to write a book, you know, to sort of work with your career and your business. Yes, I was always someone who wanted to become a published author, I dreamed about it as a young child. But early in my life, I developed an understanding that publishing a book was only for a select few elite people. Luckily, my author journey chose me early on in life. So as a teacher, I always had scripts or prompts, things of that nature for my students, regarding the subject matter.

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I found myself more and more trying to engage students in other topics besides the subject matter. So I teach criminology, but a lot of my students were struggling with emotional intelligence and impostor syndrome, and basically trying to figure out how to navigate college. So we've filmed myself each semester preparing these mini primers, if you will, explaining how to navigate college. And I've been at this about two decades now. And so you can imagine I have quite a few primers, I would think, yes, in early 2022, I decided to put all of the primers together and develop a more formal student packet. And while preparing for the fall, 2022 semester, I shared my project with a colleague of mine. And to my amazement, my colleague said, Tracy, this should be a book, this is a book.

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And so I looked at it myself, and I was like, Yeah, this should be a book. So I decided to embark on that author journey that I wanted to do so many years ago, but didn't realize that I could do it myself. And

my business is all about that, right? It's, I help students and educators prosper by clarifying their goals and resources, sharpening their skills, and empowering them to strive for success. And so I was like, this is a logical leap. And of course, I have been paying close attention to all of the industry professionals. Jodi Brandon, editorial, tell me, Hey, that book of yours, you need to make sure it's representative of you and your business, and it does what you need it to do. So here I am. I Tracy, I love what you said that the very beginning of that story. My author journey chose me. Yes, that's so great. That's so great. And first of all, how lucky are all of the students in your life that you recognized that, you know, they needed this other help? Not just you know, like, the textbook classroom? stuff? Yes. It's such I have. I mean, no, I was a college student wants and had trying to figure it all out. And I have nieces and nephews now that age and it's so interesting to watch them. You know, it's such a it's such an exciting time going to college. But it's also you're trying to figure out so much. Yeah, trying to figure out who the heck you are as a human being, also, and it's just a lot. So how lucky they are to have you and now you can go beyond your classroom, which is awesome. Yes. And you know, that story resonates with me as well. It took me 10 years to navigate undergrad. Now, right once I navigated it. I was able to do grad school, my doctoral program last week, things of that nature, but I did not know how to begin undergrad. I was first gen

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variation. I didn't have a lot of mentorship or coaching or anything early on. So I had to really find my way. And I just didn't think that I wanted to allow my students to have to go through such a arduous task when I could just, hey, here's a heads up. Yeah, here's let me just show you exactly what you need to be doing. Yeah, I mean, well, in that age to you're not, most I shouldn't generalize. But most young adults at that age are not, even if they are good at asking for help. It's harder when you don't even know what the heck to ask. Yes, definitely. Oh, man, I, yeah, I couldn't use the book like you're straight.

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You and I both, and that's

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only I had this book.

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You hear that a lot. When you read a book these days, a nonfiction book. And I'll say, Man, I could have used this book when I was going through this stage of my life or this age. But this is one that I think, you know, that is so true for so so so many people. So yeah, let's talk about the process of you know, the writing and the publishing and now the marketing. Which parts did you love? Which parts? Did you not love so much, this is one of my favorite questions to get to. So I may be in the minority here. I love Well, first of all, let me give this Preface. I love collaboration. So I love to collaborating with my cover designer and my editores. And interior designers like, for me, when we're professionals, when we are entrepreneurs, a lot of times we're siloed. And so when I get an opportunity to collaborate with industry professionals, Hey, I am like a kid in a candy store. So those were my favorite parts of the process collaboration, whether it was covered design, interior design, or editing. My least favorite part of the process was the marketing.

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So when you are someone who is an entrepreneur, and you're putting out your debut book, and it might meet like this, right with subsequent books, but your debut book, you're focused on the quality of the product, you're focused on you being the expert in the thing that you are teaching, specifically with a nonfiction book, right? That was my focus, I was focused on learning about industry standards for trade publications, so that my book could stand out in a good way, right? Yes, exactly.

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I was not focused on marketing. As someone who is an introvert by nature, who operates as an extrovert, in my profession, I was not ready for, hey, you need to be the salesperson and you need to be a copywriter and ready to write have this process for engaging the people the audience? I was not ready for that. Social media. Oh, my goodness, right. I was on social media, right as an individual person, but I use it as a tool. It's so figuring out, what do I need to say? Which platforms do I need to be on? How long do I need to be on? How often do I find, like that whole marketing piece? That was something that I was not ready for. So it was my least favorite part of the process. Now I will say, I'm kind of getting used to understanding what I'm supposed to do. Putting that into a plan, though, is still a little bit shaky for me, but I'm working on it. Well, I mean, I always say the beauty of a book is it's out there. But then the beauty of a book is it's out there. Yeah, you have time to figure out the marketing, because now it's the the book is out in the world. And it's gonna stay out in the world. So you have time to figure out and do testing and figure out you know, what you like, what works, what works for you, what works for the audience, with your audience, especially obviously, social media is, it's gonna be a big part. That's where they are.

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Yeah, definitely. Yeah. I, by the way, very much appreciate that conversation about collaboration, because that's not everyone's favorite part. Yeah. And it's, it's so refreshing, as you know, as an editorial professional, and I know I'm speaking for the book design professionals as well, to have someone who's really interested and engaged and really wants to a lot of times I'll work with people and they don't care about the why they're just like, tell me what to do and I'll do it. But to handle it, but like that back and forth and the conversation is as much

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more fun, honestly. Yes. So yes, it was very refreshing for me that you enjoyed that part of the process. So know that the guidance, right, I am hugely coachable. And so the guidance that I received, specifically from you, right, and then I believe in giving people their flowers when I can give them their flower. So right here are your flowers. You were such a professional throughout the entire process, that it allowed me space and opportunity to not only understand the why, but also to understand how that why applies to me, and how it will impact my audience. Right. And so being able to see the 100,000 foot view, and write the microscopic view in front of me, is something that I hugely appreciated that you brought to the tea. So thank you for that. Well, first of all, you're welcome. And thank you for those very, very kind words. Yeah, I think it's important, especially when you're using your book, as a tool within you know, your business, you know, for your consulting work for your students, all of that every single project really, is there a common threads for sure. But every project is so unique and different in the way, you know, the author works, the way the author understands information and processes

information, and then is going to use that tool in their business, I think you really have to, from, you know, from a professional standpoint of the member of the book team, you have to understand that and be able to communicate what the author needs to hear. And it's not the same for everybody. But it's not the same for every book. And that's for me, that's one of the fun pieces is sort of figuring out, okay, this is how I best communicate information. This is how Tracy best receives information. Where do we meet in the middle to make her book as strong as it can be? Yeah, that it will do what she wants it to do? That's right. Yeah. And I really appreciated that from you. Like your guidance also allowed me to set expectations for my collaboration with other folks like you were the one of the first folks I reached out to I had a developmental editor. But then there was Jodi Brandon. Right? And so you were like my go to All right, encompassing knowledge poured that I could plug into and be like, Okay, what would God do?

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And what would God expect me to do? Like you were on trade standards and industry standards, and right, where I didn't have an understanding, you were able to educate me. And I collaborated with others. I had that education as like my baseline to say, Okay, this is what I should expect, right? Yeah. Well, and I hope that that was helpful for

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someone who is going to go on to write other books. I feel like that education piece is really I mean, it's important to understand because the next time you do this, or the next time an author does it, it should be easier because now you speak the language of book publishing way more than you did. You know, first time you do it? Definitely. Yeah.

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Okay, so now the book is out there. The book is out there, it's out there will tell me something, you know, fun or cool that's happened? And like, how are you using it now? And when I it's I know it's in the early stages, your book has been out for so long. So how are you using it? And then how are you planning to use it? So it has been overwhelming like I you know, how you get a little you want to put the book out there, then you're like, second guessing, like how we receive it like will be by this thing besides my mother. Right. And so I will say the early reviews are overwhelmingly positive. I took a peek at the numbers the other day, and I saw that it did rank on Amazon new bestsellers, right lists a couple of different fantastic organizations, as well as Ingram Spark, it also had a number one listing. So I found that so that was pretty cool. Also, serving on my book tour, like having the asset of the book, to walk students through the process is hugely important for me. And so having that that asset is really something that was key to the book tour, and to me helping to mentor students. I'm also developing my certification course, to allow the book to be adopted in schools around the country so that

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I have landed Oh, my goodness, several speaking engagements, including podcasts engagement. So that's been great to get the word out there. And then, overall, Jodi, for me, helping students enter college and persist through college.

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and graduate college. Feeling more competent, is something that I've dreamed of for so long. So that would have to be like the best thing that has happened to me since the book release, knowing that I have this tool that they could use this asset to change the trajectory of how they experience college, and then life. I mean, yeah, and

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yes, you are correct, yes. Yeah. I love that you have this container now. Because your vision, your vision for what you want to do is so big and so good. And I feel like the book is just going to help you sort of like propel, to, you know, to reach all of these people. Yes. Well, you know, my dream is to help 1 million, 7 million knowledge work.

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Listen, and some people would say that, and I would have to, you know, very cautiously, I'd be like, maybe we dial back those expectations a little bit. I think you can totally die think that number is not at all out of your reach. Listen, I am counting on my hands. Yes, definitely. I feel I can get it done. I feel I can get it done. Give me several years, but I feel I can get it done. Well, and that's the thing, you're not you're met again, you're managing those expectations. You're not expecting to reach a million people within, you know, a month of the book being released.

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I love that. I love that.

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You taught me managing those expectations. You know, that's a piece where a lot of people get they get caught up.

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Yes, we manage the expectations. But then when it's time to actually publish the book and put it out there. It's hard. Like you said, you peeked at the numbers the other day, it's hard, then even when you understand, Okay, I'm not going to sell a million copies of this book within a month, I'm not going to reach a million people within a month, I'm not going to make a million dollars off of book sales within a month. It's hard, though, once it's actually happening to keep those expectations, reined in and managed because you kind of get caught up in the excitement. And then you know, the Amazon bestseller status and all of that, which of course is great. And then you can use that status. Anytime you're talking about the book, you know, you can say it's a number one best selling book, which is of course fantastic. But it's sometimes then hard to you know, keep your keep your blinders on and you know, stay focused on what you're supposed to be doing and not get caught up in some of the vanity stuff. So and yeah, you're doing a great job of that. Thank you. All right, so let's talk about advice you would give other people who wants to use a book as a tool in their business in some capacity. I love what you talked about earlier about, you know, the collaborative aspect of it. I think that's great advice. But what else would you tell people who are thinking about it? So many things. So one of the things I had to grapple with was comparing myself as an author in my authorship journey with others, right? My first piece of advice would be to take your time and run your race, right? This is your authorship journey. You are a unique individual, you are the expert on your journey. You know what you want the book to do

you know how it will fit in your business, you know, personally, how you want your journey to proceed. And so right, run your own race, don't spend a lot of time comparing yourself to other folks, or to having these unrealistic expectations that put so much pressure on you. I can honestly say that my authorship journey for this particular book was really smooth. It was a lot smoother than I thought it would be. I had timelines when I collaborated with folks. They said, hey, it will take this long, and it took that long, you know what I'm saying? So there weren't any huge surprises for me. So running your own race and taking your time to write enjoy the experience specifically for debut authors. Like you only get to be a debut author one time, right. So it's experiencing that right savor it as if it were a a good meal that you were consuming for the first time or a new relationship, right? Enjoy it live in the process. My second piece of advice would be continuous learning professional development yourself. Like I learned so much about the expectations for trade publications and marketing and editing. And you know, I served as a writing advisor for several years, but I learned so much more. And I wouldn't have learned this if I wasn't open to the process of continuing to learn about this craft because even

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Know you are an expert in whatever it is that you are writing about, right you have this new set of skills that you need to learn. And so, right being able to accept that coaching or mentorship or what have you, is hugely important. Another tip that I have is, I always overestimate the time that I needed throughout the process. And I overestimated because I know I can thrive under pressure. I don't prefer to live in a hyper vigilant state. So I included buffer time in hospital writing, yeah, my writing timeline, and write editing, drafting, whatever it was producing marketing, I included this buffer time because I didn't want to find myself in a space where I ran out of time. And then my last piece of advice would be to realize that this is a journey, right? It's a marathon, it is a sprint, getting the book to market is its own feat, but you must continue to market the book, right? It is something that is never ending added to your calendar, do the things that you need to do. Because once it's out there, right, you have to cultivate and nurture those relationships with your audience to keep your book front of mind. So those are the tips that I think I would like to offer. That's all fantastic advice. And I will say is that the buffer in your calendar piece is especially especially important, because there typically is a hiccup of some kind. Yes, you know, and you never know where it's going to be, or how long it's going to take. So just Yeah, I mean, I find that a lot of people get themselves into a pickle by not doing that. So that's I mean, all of that was fantastic advice. Yeah, run your race. That's a that's a great analogy.

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That's a great and and it fits right in with the book marketing is a marathon and now

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yeah, I always talk about how it book marketing is the is the piece that yeah, people they think it's going to be you can put it in a container like the writing piece and the publishing piece, but nope, it's just it's there now. So like you said, put it in your calendar.

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Won't animal and it does what it does when it works. Absolutely, absolutely. Oh my gosh, that was great. Great. Great advice, Tracy. Thank you. I don't let anyone leave the podcast without me a book recommendation Much to my husband's irritation. I keep buying more and more books to put on my

nightstand or load up my Kindle. So anything goes here anything you love, fiction, nonfiction, whatever. Yes. Well, you know, I am huge on continuous learning and professional development. Regarding using my book in my business. I am currently rereading two nonfiction books. The first is speaker way to cash by Ashley Kirkwood. I don't know if you've heard of that before? I have not. Yes. So the speaker way to cash book is about developing the mindset that you need to be a professional speaker you know, at once you put your book out, right, folks will come knocking and they want you to engage the community. So this book helped me to develop my speaking brand. And so I just want to kind of think about that. Also. I'm thinking about licensing my course that corresponds with the book and so make your way to cash teaches us how to assemble these corporate speaking offers, including licensing, so I'm rereading that book fantastic. I am also rereading unclosed marketing by Adria Richmond. This book, basically is helping me to establish myself as an authority in a creative way that only I can write being, if you will, unclothed. So what makes me different than someone else who wrote a college readiness book. I was like, hey, I need to reread this book. That book I have on my Kindle, but I have not yet read it. Oh my goodness. It is such a helpful Great, okay, move it to the top of the pile. Got it. Okay. And then like one fiction book, so I love the murder mystery books. And I don't know if you're familiar with Dr. Ian K. Smith. I have heard Yes. I don't read that genre because I'm a big chicken and a baby.

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But I've heard good things. So which which one? It's not back group somehow. So

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because it said in my hometown, Chicago and so he mentions like, places that I know. That's fine. That's why no, but he just released the overnights the third book

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I am devouring that now. I should be finished with it tomorrow, but I can't put it down. I'm reading in case Smith's the overnight and then I also recommend books one and two, the unspoken and Wolf point. So do they have to be read in series? Like in order or no? So you should I believe in meeting people where they are, but he does mention at the beginning, as a lot of authors do at the beginning of the book, something that happened in a previous book. Okay, so it would be helpful to read them in order. Okay, well, maybe I'll give them a try in the daytime when I'm not

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that bad. Is that bad? Okay. Okay, those are good. Those are all good. Recommend a lot of good recommendations there. All right, I'm gonna move on clone to the top of my,

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on the Kindle, and check out the others as well. Tracy, this was so helpful. Thank you so so much, you're such a joy to talk to, and I know that you are going to reach those million people and, and well beyond. Well, thank you so much for having me, Jodi, and I so want to thank you for helping me to understand and to navigate this authorship journey. And I'm in the process of writing book number two. So I think I'll see you in a little bit. I'll listen, that's a fun little spoiler alert there at the end.

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No, this was seriously thank you. This was so so fun. Thank you so much, Jodi, I appreciate you.

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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.