

Write Publish Market.Ep 133_Nikki.mixdown

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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. We have a fantastic guest today listeners, the CEO of sales Maven, Nikki Roush has the unique ability to transform the misunderstood process of selling with 25 plus years of selling experience entrepreneurs and small business owners now hire Nikki to show them how to sell successfully and authentically. She has written three books all available on Amazon. And she also has a podcast called sales Maven, which you can find on your favorite podcast platform. And I am so excited to talk to her today. Welcome, Nikki, I'm so happy to have you on the show today.

01:12

Thanks, Jody. I'm excited to be here with you. We haven't

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met before today, but you're someone who's been, you know, sort of in my orbit for a long time. So I'm excited to have the chance to speak with you. Oh, thank you. I would love if you could just start by giving us sort of just like the lay of the land, like tell us a little bit about you and your business. And then also your books. Because as I was mentioning, most people who come onto the show to talk about about their books have done one, maybe a few people have done too, but you have three books. So I would love to sort of hear a little bit about them. Okay, we jump in. Okay,

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cool. So I'm a Sales Coach and Trainer. And I specialize in teaching people how to have more strategic sales conversations that take out all of the, like uncomfortable awkwardness of a conversation and allows for it to flow smoothly. And I teach a five step process to the sales conversation, I call it the selling staircase, actually wrote a book about it. And I'll tell you that in a minute. But the objective really, for me is to work primarily with business women, so that they get more comfortable with those sales conversations. So they're able to make a bigger impact in their business and in their lives, and, frankly, in their communities. So that's me, that's what I do. And it's fantastic. As far as the three books go, the

first book that I ever wrote is part of a series, it's called six word lessons. My book is called six word lessons on influencing with grace. I wrote that book using tips from my background in neuro linguistic programming. And if that's a new term to you, or to your listeners, it's essentially the study of communication. So I am a master certified practitioner of NLP for short, with over 200 classroom hours, which Wow, just to give some comparison, most people with the same certification as I have have less than 40. So I have a real deep dive into NLP. So I wrote this. I wrote this book, because I found that I started studying NLP because I thought, well, it'll, it'll help me with my sales career. But what I found is that it helped me be a much better communicator in all areas of my life. So the six word lessons on influencing with grace, break down different types of relationships and different tips that you can use for that. And then the second book that I wrote was after I started sales, Maven, and it covers buying signals, buying signals, our verbal and nonverbal cues that people give that indicate interest. And I really wrote that book, just to be of service, because I found that when I started talking about buying signals, and what to do, and say, when you get buying signals, people are like what there are people give you signals. And because I was working with a lot of women who were starting out, a lot of them couldn't really afford to hire me and work with me privately yet. So I wanted there to be a resource out there where they could get this information for like \$10, and that it will change their business. And that has been the impact of that book. And then the third book I wrote when I had had my business for a few years, and I wanted to put out kind of my book around sales. And so that book is called the selling staircase. And that is my signature framework for a sales conversation. It's a five step process. And that again, is just to be a resource out there for people who maybe aren't ready to work with a sales coach, but really do need to up their sales game. So those are the three books.

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That is fantastic. I also I love alliteration, so the selling staircase is such a clever type. It's a It's I like the alliteration, but I also love the visual that I get when I say the title. Thank you. So thank you love that love. that. Okay, well, so you've, you're already way ahead of me. And if you because I typically start with talking about, you know how these books, how a book came to be in your business, but you sort of covered all of that, which is fantastic. But I would love to know a little bit more about, I guess how you knew it was time to write a book, or the how the next book. So for example, you had buying signals? And then what made you think, okay, instead of, you know, reworking that book, I'm going to do a different book, the selling staircase to talk about my signature framework?

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Well, I think it's because when I wrote buying signals I hadn't, I didn't really have I mean, I had the framework, but it wasn't as it wasn't as clear as it is today. Short. So for me, it was feeling like, as you know, as happy as I am about the first two books and getting them out into the world, neither of them were like, my thought leadership. I mean, they they are, but it wasn't a complete look at sales. And I wanted the book that really encompassed my philosophy, around sales, around rapport about building relationships. And so the selling staircase was really that place of I felt like, it's time to put this book out into the market. Because my thought leadership was so had so much more clarity around it.

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Right? Well, and that makes perfect sense, right? We all we evolve, our businesses evolve. So that makes perfect sense to me. Can you talk a little bit about the the timeframe between the books?

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Yeah, so the first book came out in 2013. And that was, it actually came out right after I started my business, but I wrote it before I started my business. So by the time it was, you know, out into the market, and I really wrote the first book with the intention of, I was just about to turn 40. And or actually, I was turning 40 that year. And I just had this goal that I wanted to have written a book by the time I was 40. And so that book was kind of like, an I was in a real transition period in my life. And it just felt like the timing was right to challenge myself in this way. Sure. So in all honesty, I didn't write it thinking people would read it, I wrote it, because I thought, I'm gonna put this out, I just want to challenge myself and see if I can accomplish this goal. And so that's what I did. The second book came out in 2018, end of 2018. Okay, and, and again, it was more around this idea of I was working and meeting like these super cool women that were really struggling to make money in their business. And I'd had a few of them say, like, Gosh, I wish I could hire you. I know it make a difference, but I just, I just can't swing it yet. And I knew that if I could give them this one thing, it would allow for them to make the money they needed to really get the coaching they needed. And so I wrote that book, again with this with this idea in mind. And then the third book came out, I think, 2018, we spent 2018 putting it together. And I think it actually hit the market in 2019. Okay, yeah. Okay.

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Okay, so well, then your dude for another book, if I could.

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Alright, so now I always say like, well, I have a podcast. Absolutely, absolutely. Yeah.

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That model though. That's exactly how I use my book The same exact way. And that's it's such a great model for business owners to give, you know, like you said earlier, a \$10 resource for those people who are just not there yet to work with you one on one. It works so beautifully. For so many business owners. So

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yeah, I mean, I had somebody just sign up to work with me this week, who said, I've read your selling staircase three times. Wow. Like they want to, like this person read the book three times before they were ready to like, dip their toe in the water and work with me privately. So I get that and that's what those books are for. They're for the people who just need that. Like, I just need something. Yep.

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Well, and it's an I mean, it's an evergreen resource at this point, right. You've done all the work. They're out there. You can repurpose so much from a book or into a book and I know that that's a big that's one of your your sweet spots is repurposing so we'll we'll get back to the book questions. But let's talk about repurposing for a little bit because I mean, I know that that's a huge subject that business owners are so interested in especially like What's your philosophy on repurposing whether it's related to the book are not sort of just anything goes here.

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Yeah, so I have a little bit of a rule of thumb for me, which is if I say, or break something down for five times to five different clients, it becomes content. And then the content as soon as I create any kind of content, so whether it's a podcast episode, whether it's a chapter in a book, whether it's a training, I then repurpose it a minimum of five times. So that's kind of cool.

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Okay, and why five, just you just

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like five trial and error. like to, I'd like to number five, and I feel like it's doable. I think if I said, I'm gonna repurpose this 25 times, I might feel overwhelmed and then not do anything. But five, you know, if I can get to three, I can figure out like two more two more, right? Yeah. Or, you know, so I'm just always looking for, like, I want to push myself and I want to stretch. And repurposing content has been a game changer in my business, because it has allowed me to, to do so many things. And to reach people in a lot of different ways.

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Yeah, I people, I think it's one of those terms. Now that is used so much that it's sort of becoming a little bit watered down. But when you actually step back and think about it, and I've actually, I don't know, that I've ever spoke with anybody who has, you know, sort of a specific, like, you could call it a rule of thumb that this is what you're doing as far as your repurposing strategy, which obviously, is so smart. And we should all be taking a page out of your book, quite literally, rather than just saying, Oh, I'm going to repurpose that podcast episode, oh, I'm going to repurpose that YouTube video, I'm going to, you know, I feel like that's such an easy thing. And a lot of business owners get, you know, trapped, and then we say it, but then we don't actually, you know, heed the advice and do it.

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Yeah, and yet, like, it allows for you to kind of hone your message to, and the thing that I think most people think as well, I already put this out there one time, and so people can find it. But unfortunately, even if people found it the first time, if they weren't ready to take it in, they, they dismissed it. And so it's that kind of goes back to that quote, I don't know if you know this quote, it's like, when the student is ready, the teacher appears. And so if you're, if you want to make an impact with the content that you have put together in your book, you have to be willing to put it out multiple times and in multiple ways. So that when that person who maybe came across it that first time, that didn't really think much about it, by the time they see it, three, four, or five, or even 20 times later, yeah. Now it starts to sink in, it starts to resonate with them. I mean, this is this is, you know, you see this in advertising all the time. This is why when you like, make a comment, right, you're on a phone call with somebody, and your phone hears you, it starts showing you ads, and then it shows you all different types of versions of the ad. And you might be going like, Well, why? Well that has to do with in our brains, we have what's known as a convince our strategy and convince her strategies are. They're context specific, but we all have them. So in certain contexts, you're convinced our strategy might be really low, like, you might only have to hear about something once or twice, before you're like I'm all in. But other times in certain other other contexts of your life, you might be like the first time you hear about something, you might actually say

out loud, that's the dumbest thing I've ever heard. And then it comes around a couple more times, and you start to go well, I guess it's not the dumbest thing I've ever heard. But maybe who would that even before? And by the time you see it, let's say that particular commencer strategy for you is 20 times you're starting to go, you know what, I see how I can actually incorporate that into my life and improve my life in some way. So that's your commence our strategy. So same with your content and with your books. We don't know what people's commence our strategies are. So we have to continue to put things out there and make it really easy that when we've hit their commencer strategy, were there in front of them so they can take action.

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Love that. Love that. I think that's the key to is that we don't know what it is for someone else. Yeah. So I you hear to a lot. You know, if you're sick of talking about it, you're still not talking about it enough. And I think that's a much nicer way of putting like that sets. You know, I heard that from a business coach over and over and over again, if you're sick of talking about it, but you're still not talking about it enough. And it just was like, that doesn't sound fun, though. Like, this sounds more fun. The way you're putting it, you know, like it's almost like it's like a puzzle. You're trying to figure it out for all of the different people you're trying to reach. So I love that I love Okay, let's talk about Let's shift back a little bit to your books because I, it's my favorite one of my favorite things to ask is, you know, which parts of the process of the book Writing, Publishing marketing, anything goes? Which parts did you love? Which parts did you maybe not love so much. And since you have so many books, I'd love to know if it was the same for the three books,

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it was not the same. The first book, I loved the writing of it, that's the challenge of the writing. And I followed a really specific format for it. So this might go a little deeper than what you want. So you can tell me stop, I mentioned that I studied neuro linguistic programming. And at the masters level, in order to get master certified in the program that I went through, we had to do what's called a master's project, and the Master's project is you have to pick a topic, something that some people or some, you know, small group of people really, really excel at. And then you have to go out and we did it in groups. And so there was multiple people in a group, you'd go out and you'd interview these people who had excelled at something. And so the presupposition of NLP is there a structure to excellence. So what you're looking for is people who've who've exceeded or or excelled or reached a level of excellence in a particular area of their life or business. And then you interview them, and you ask him really specific questions. And then we come back together, and we basically gather all the data and we start looking for what are the commonalities, what, what's the structure behind how this person excels in some area of their life. So when I was assisting, as a as an assistant, and a master's level project, I actually was teaching a class one day, and I came back to the masters level project, and my teacher had volunteered me to do a second master's project. I was like, wait a minute, what a lot of work. And the topic that the particular student had picked was how to become a published author. What does it take to become a published author. So then I had to find people who had been published, and I had to go and review them. And then we came back together. And we we looked for what was some structure behind it. So I had done this master's level project. So with the first book, I just wanted to follow the format, and see if I could get the book done, which I followed the format. And I got the book done. And I got it done pretty quickly. That a second book, I was like, I already know how to do this. So I'll just do it my way.

And it wasn't getting it written. And so then I had to go back and like, Okay, I gotta let this this process the structure back in place, in order to get the book done. So I kind of beat myself up with the second book and writing it. The second one felt like a lot more pressure, because I thought people were going to read it. Like the first book I mentioned, I didn't think anybody would read it. So what I enjoyed the most about the second book was the feedback from the audience from the people who read it. One of the best compliments is somebody said to me, and I've gotten this compliment many times since. But the first time somebody said to me, I could hear your voice. Oh, wow, every word that I read, I could just hear you saying it, it felt so much like you. And that felt like the best compliment ever. What

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a testimonial. Yeah. And then the third

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book, we did some different stuff with that when we did a full launch event where I pulled in and gave people the opportunity to be a part of a launch party. And we did this month long promotion and fun things for the people that were on the launch party. And so we I really enjoyed that piece of it. And I hadn't done that for any of the the prior two books.

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Okay, that sounds very fun, but also very tiring.

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Lot of fun. And my, my, my assistant, she really dug in, and she carried a lot of the weight. So I got to be the person who said like, show up, like, like, I was a big deal. Like, oh, here's, here's Nikki, you know, and I was just behind the scenes like, oh my gosh, I can't even believe people want to like, talk to me. And, you know, anyway, it was super cool. That's

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exciting. I love that you I love that they each have their own story. I think that's really that's really neat, and that you're using them. The second and third books in a similar way, but probably for maybe different subsets of your audience. It sounds like yeah, so yeah, that's super neat. Okay, so now what would you say to someone, another business owner comes to you and says, Nikki, you wrote three books. I'm thinking about writing a book. What advice do you have for me?

19:46

Well, the first piece of advice is I would say you need to think about what do you ultimately want this book to do for you? Yes, like what's your outcome and writing the book because I think if you don't know your outcome Is your outcome realistic, because I hear this a lot where people are like, I want to be on the New York Times bestsellers list. So like, you don't even have an audience. So it's pretty hard to make the New York Times bestsellers list, and a lot of that involves PR, and there's a lot of money spent to get to have that type of a budget, you know, and it's, it's those types of things. But really to get to the nitty gritty, the first thing I think everybody who's who's serious about writing a book, and really wants to put a message out into the world, in the form of a book is that you need to schedule time to

write, you need to block out time on your calendar to write. And if you don't block out time on your calendar to write you probably are never gonna get your book done.

20:45

Right. Well, and then block it out, but then also honor that commitment. Honor, yeah, yeah, I work with a lot of people who do the blocking, but then are still not getting the book done. Because, yeah, they're not not taking that next step. I could go on a soapbox about the New York Times bestseller list and bestseller lists in general, but I will spare everyone from that little rant for the day. But that was very good advice. For anyone thinking about the bestseller list, please go back and listen to what Nikki said again. Very good advice.

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Yeah, I actually have a great episode for you to really break that down

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for people because my background is actually in traditional publishing. So I definitely have strong thoughts and opinions on that, that I probably should do that episode. Thank you. Yeah, please

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do it. Please do it. Because I'd love to send people to it to be like, please listen to what God has to say about this. Because there's just so much misconception. I think

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there's a lot there's a lot of misconception about traditional publishing in general, yes, but it's specifically about those best sell your You're so right. And my assistant will be thankful that you're helping to fill up our editorial calendar. So thank you very much for that. Okay, before, before we go, I don't I like to get a reading recommendation from all of my guests. So it can be something you're reading now and loving something you recently read and loved. Okay, anything, anything you've got will take,

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you know, I did just read. Actually, I listened to it on audio. It's called Lessons in chemistry. And it's so good. And it has such a great take on, you know, it's kind of based in the 60s, I think, yes. And just like what women have kind of had to do to really kind of stand in their own place of credibility and authority. And the challenges, I think, but it also is a really well told story. It's so it's

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a great book. I read that earlier this year. And then we actually I reread it actually my book club, read it. Did the author read the audio version? Do you know,

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I don't think the author read the audio version. But the the person who did read it was delightful to listen to. Yeah, I mostly read like I like to read but I also like, I'm a huge podcast listener. So to me, it's not that much difference between different Yeah, so

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I am not an auditory learner. I learned I was traveling one month before, like right before a book club, and I hadn't read the book hadn't read the book. So I said, Oh, I'm gonna listen to the audiobook, and I listened to the audiobook. And then at book club, we were like, you know, they have the discussion questions. And somebody asked me the first question or whatever. And I was like, Who's Tom? They were like, the main character. Like, I just had totally blocked it out. Because I was multitasking instead of listening to that audiobook. Yeah. So I was like, oh, that must not be the way I learned. Yeah. Yeah, that's great. I heard they're making I don't know if it's a movie or a Netflix series about lessons in chemistry.

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Oh, I hadn't heard that. Oh, my gosh, I'm super excited to know them.

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So I haven't heard any more details than that. So we'll have to keep our ears open for that. But that's a great recommendation for anyone who has not read it. I agree. Great. Great, great book. And one more thing before we before we shut down here today, Nikki's I know you have a very generous, free offer for our listeners. So I would love to hear a little bit about that.

24:13

Yes, thank you so much. So anybody who's listening, if you want to up your game in sales, I have a little mini training that will be my gift to you. And it's how to master the sales conversation. So I actually break down those five steps of my signature framework from the selling staircase. And you can get it by going to your sales maven.com forward slash right. So this is specific for your audience. So please go grab that I'd love to gift that to you. You will walk away with some new ideas of how to get some clarity around your sales process and how to say things in a way that lands really softly to the other person.

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Fantastic. We will put that link also in the show notes for this episode with your all of your other, you know, information and links and all of that. So that is That's a very generous, thank you so much. Thank you. Well, this was I mean, a delightful conversation. I could talk to you all day. I hope everyone's paying attention as you were talking about your your free training, because it sounds like that free training leads right into the selling staircase. Yeah, a little bit more about that five step framework. So, again, using that book the right way and your business, which I love. Thank you so much, Nikki, for taking the time today. This was a great conversation.

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Thanks for your time to Jodi, I appreciate you.

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Thanks for listening to today's episode of the right published 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 your soul 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.