

Transcript of Interview Between
Elsom Eldridge Jr. (<http://WillieCrawford.com/obvious-expert.html>)
and Willie Crawford (<http://WillieCrawford.com>) on...

Why You Must Publish A Physical Book.

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Elsom: Good evening everybody this is Elsom Eldridge Jr. with the Obvious Expert teleseminar series. And we are so honored tonight to have Willie Crawford on the call with us. I first heard about Willie, my gosh, it's been at least a year and a half now since I realized what a powerful impression he is making throughout the internet world and the internet marketing world and he sort of began really making a major impression as a result of a book he wrote.

Not a book about internet marketing as it turns but something else. And in order to really get right into this because those who are on the call are mostly becoming coaches and or consultants or freelances of one kind or another. But for that matter anyone who owns any business should consider the power of having a book written and authored and published as your name being the author.

So as we get going Willie tell us a little bit about your background.

Willie: Ok, Elsom I'll be happy to do that. I first discovered the internet back 1996 when I was still in the US Air Force and I was looking for a way to... looking for something I wanted to do after I got out of the Air Force, I wanted to start my own business and I didn't know how soon I would be getting out, so I wanted something that was portable that's why I turned to the internet.

And I saw all of these money making opportunities all over the place so I signed up for a bunch of those but I kept reading more and more and more that you needed to find your niche, you needed to find something to focus on and to build a site around that, and after much reflection I thought the only thing I really knew other than the military stuff... a few other things, was mostly the stuff I learned while growing up on the farm in the country.

So I decided I would write a... build a site around my cooking and then write a cookbook. That's what I decided I would do. And it worked.

Elsom: Now was that because you were a famous cook?

Willie: No I was completely unknown as a cook, when I decided to write a cookbook it was basically making a list of recipes and writing them down, and the ones that I wanted in the book that I didn't have it was a matter of testing and coming up with them.

Elsom: Interesting...

Willie: I was completely unknown.

Elsom: And so... I guess I have to ask at that point then since you weren't known as a cook and as somebody that could provide recipes off the top of your mind as a result of the book, I know that's probably not where you were going with this, but did that suddenly put you in different kind of limelight in terms of now being a recognized cook.

Willie: People assume I'm a chef now or something. They very often email me and ask if I have a restaurant or some offline... a line of food and things along that line. So now people do consider me an authority on that genre of cooking which is soul food or southern cooking.

Elsom: Of course, that's great. Now, did you write a physical book or an ebook?

Willie: Well what I actually did was I put a bunch of my recipes on the website using that as search engine bait. I was told that search engines like content, and that when people are looking for a specific topic found the content, they would come to visit your website through the search engines.

So what I really did was I posted about 15 of my recipes on my website with the plan of drawing people to the site looking for other affiliate products I could sell. Then I was told I needed a mailing list so decided to build a mailing list that was basically other people submitting their recipes to me and me forwarding them out to the list members.

As this went on people started liking these recipes so much, a lot of them I guess assumed they were mine even though they had been contributed with the email address on them, so they started asking me if I had a cookbook.

At that point that... no I didn't but if there was enough demand I'd write one. My list members and website visitors through a survey told me that they would buy it if I wrote one, so I said "ok guys I'm writing a cookbook and I'm taking advance sales," and I had about a hundred orders before I wrote my first word.

I announced that the ebook was going to be available first because I didn't want to invest a lot of money in a print book but so many people insisted that I give them a print book rather than an ebook that I committed to going ahead and having the book printed.

Elsom: Ok, then you obviously had a... at least a concept in mind that a physical book might be superior in some ways to an ebook.

Willie: A cookbook is unique in that people want a cookbook to take into the kitchen, I didn't really at that point appreciate the fact that a physical book gave you more credibility and separated you from the pack, if you will, because back then I wasn't thinking... well anybody with a word processor can type up something and call it a book and turn it into a PDF file and sell it.

But it takes a... more commitment, more belief in yourself and just more guts I guess to physically pay to have a book printed, it's more of an investment.

Elsom: Right. Then let's talk about how people can come up with a topic for a book... and also they know they might want a book, they know that... the people that are on the call most of them certainly know that they should have a book but mainly don't know how to begin with what the topic for their book should be.

Willie: I would begin with a topic that I was passionate about because I think it's easier to write about a topic you are passionate about and it would also depend on the purpose in writing a book.

You may want to just write a book to get information on a pet project out and then you would just do your research or use your knowledge to use that to create a book, but if the book is for profit I would begin by... again with a topic I'm interested in but also research and confirm that people are willing to pay for information on that topic. Because not every topic is going to be profitable and I'm a capitalist.

Elsom: [Laughs] Ok so in other words you'd like to see the book make a profit, I want to come back to that, but before we go there, let me ask you what is your process for actually writing a book.

I assume that one of your ideas is to of course, is to collect recipes is that what happened there? What would you recommend to others that they weren't collecting recipes, what else they should do to actually write their book?

Willie: And I've written actually several since then, I've written a biography and I've written several books designed to train people in network marketing, one of which was sold to another company and my process has evolved into mind mapping.

Into taking the central idea, just jot down on a piece of paper and then putting concentric circles around the topic and making each of those like maybe a major main idea. And those will be my main chapters, and then off of those circles I

would put additional circles, and those are my subchapters or paragraphs. And so I use a mind mapping if you are familiar with that process.

Elsom: Let's explain mind mapping just a little bit for those who are not familiar with it.

Willie: It's almost like doing a flow chart, talking a thought and writing it down and then letting other thoughts flow from that thought and writing those down and using a... I use circles and I use lines to connect those thoughts and gradually I have an ever expanding series of concentric circles and each of those is a thought or a sub-thought that's branched off the main thought.

And when I'm finished I put it down, and then go back to it a day or two or a week or two later. Eventually I have about everything I could think of that's important on that topic on paper and then it's just a matter of arranging them in some logical sequence and writing from that.

Elsom: So, let's take an example, for instance let's take an internet marketing example which you are really familiar with and if you are going to start out writing a book about internet marketing, sort of describe... or a specialty within the internet marketing and you are going to sort of begin the process, describe to the group on the phone how you would start.

Willie: Ok, if I were going to write a book on internet marketing it would probably be either product creation or generating traffic for a website. So I would start with generating traffic for a website and then I would look at the different sources of traffic...

Elsom: Let's get a picture of that, so we have in the middle of the page, is it in the middle where you put the circle?

Willie: In the middle of the page is the words website traffic.

Elsom: Ok now we go from there...

Willie: And maybe some thoughts like "without traffic to your website you would make no sales", something along that line and then around that central circle I would have different sources for website traffic such as organic search engine traffic, pay per click traffic, and media exposure and links from other websites, offline methods for generating traffic...

Elsom: These are sort of like little branches coming out of the circle, all sides maybe.

Willie: Yes, all sides.

Elsom: Ok.

Willie: And so and then maybe I'd go to one of those branches like media methods for generating website traffic and I would have a circle coming off that for interviews and one for press releases, and one for book reviews and one for human interest stories, things along that line.

And then off of those I would still branch farther if I could.

Elsom: Right and so by the time this process gestates, if you will, you can sort of have this huh, almost the entire book mapped out if you will...

Willie: You could have it mapped out and you could literally write from that map, it's almost like an outline.

Elsom: Right, that's fantastic.

Willie: That's a very easy process that I use for writing.

Elsom: So what would you say the time it takes you from to come up with the idea, you've got the circle in the middle and you keep adding these out takes from circle number one, the branches, and then other circles of major, major key components I would gather which also branch, have their own branches coming out of them...

Willie: Right.

Elsom: So now you are looking at this map which is now finished, you sort of, I gather, work on it maybe for one, two or three days or a little while until you get it, everything you can possibly think of in advance.

Willie: Yes I've written books in as little as... well I've written rough manuscripts in as little as a month, I do like to go back and refine and so it's takes me at least a month to get a rough manuscript out. I've also written one book which was based on articles I'd already written and that was incredibly easy just to take articles I'd written for newsletters, online newsletters, and just pick 12 or 15 that were related to my topic and just compile those and with turning those into a book was basically adding transitions between them to show the inner relationship and to smooth out the flow.

Elsom: That's a good point isn't it, because people appreciate, a series... first of all that they... if a book itself is too daunting a task in the mind, anyone could decide ok here's the topic and I'm going to write a series of articles with solving problems, first of all defining problems and then solving problems with the concept in mind that eventually those articles could flow into the book itself.

Willie: And we would look at the task of writing an article and it would certainly be much less daunting.

Elsom: Yes, perfect. Exactly, exactly the way it could be. What, guess I need to ask, why did you self publish, you had a cookbook, you had it done, you had it ready to go, I would imagine cookbooks are really quite popular with publishers as well. Why did you decide to self publish instead of using a traditional publisher?

Willie: Because I was realistic... as an unknown, my chance of getting picked up by a traditional was very, very low. I mean I know they get thousands of titles submitted each year and they only select, most publishers only select a handful.

And even then most publishers expect the majority of the titles they publish to be losers and that their few winners will pay for all of the losers, so unless you are known or connected or have some topic that's a real winner and it's a real literary work of art, I knew my chances were very low of getting accepted by a traditional publisher.

But I knew that if I self published there was no question that it would be published.

Elsom: The chances are really good that if you decide to be the publisher that you will accept your work.

Willie: I mean if I were a celebrity or a well known chef, if I was a celebrity who couldn't even cook, I would assume I could get my book published. But generally it just that... I've studied so much people trying to get published and I viewed the task as daunting and I look at it as having very little chance of me actually getting published by a traditional publisher. So I decided to self publish.

Elsom: Ok, so the book is written, you sort of collected, collated, edited a number of recipes, your own and others that came in to you as you requested them, now you have this collection of recipes or collection of articles, or collection of pages, in this case recipes.

How do you go about handling the design and the layout and everything else you need to do in order to self publish?

Willie: I did my entire book in Microsoft Word, just laid it out, took photos and drawings and pasted them in, actually I did my very first cover in Power Point where it was easier to arrange photos and things like that.

But I just designed it all myself, later on I did a second edition of the book, I went to eLance.com and requested bids for a cover and some interior drawings too and I received a bunch of them, got one from a person in the former Soviet

Republic, and I accepted his bid, but I had difficulty conveying exactly what I was looking for as far as what “soul food” is.

[laughter]

You know when I said I wanted some chicken and fish and some vegetables, I kept getting you know... what looked like oriental dishes and different things. We went back and forth and finally I threw my hands up in the air and said “ok just..”, I settled for something that wasn’t exactly what I was looking.

So I would, if I was doing it all over again I would get a graphic artist who would certainly do a cover for me...

Elsom: One that spoke English...

Willie: One that... one that understood the topic.

Elsom: Ok, good point.

Willie: English is like the international language of business so he understood what I was saying, but he just, he’d never experienced the food before.

Elsom: Sure.

Willie: Yeah. I was happy with the quality of what he did, I just was not happy with the pictures he kept sending me. So I would basically, you could do it all yourself, but it’s better to get a professional to do it, because you want a professional looking product.

Elsom: Ok, so we’ve got the book, written, edited, and now we have it printed. Ok, I guess I want to come to how you printed it ultimately but let’s go to how you marketed it. We already picked up on the fact that you sort of advanced marketed it, that’s interesting.

Willie: Right.

Elsom: Even before you had finished the book you had orders in your hand.

Willie: My market told me it was willing to buy my book. And proved it to me by putting their money where their mouth was. If I were marketing... I would always confirm that the market wants the book before I printed it.

And being an internet marketer I would test first by running some type of survey, or perhaps even taking advance orders again for the book. Explaining it’s not available yet but I’ll give them a special pre-release discount price, something to prove to me that people are going to buy the book.

Or I would research to make sure that people were already buying a similar book on the topic and would just want to somehow improve on what had already been done.

Being an internet marketer, I use the web a lot for marketing, and so I would certainly plan on having a website that I managed to get placed very high in the search engines, and then I would use things like press releases, sending review copies to appropriate publishers. Putting lots of content on the site that was about the topic the book was about so that people searching on that topic through the organic search engines find my website and then notice the book on the site.

Elsom: I'm going to make assumptions that everyone on the call may not be as versed in internet marketing as you are.

Willie: Ok.

Elsom: So let me ask you a couple of questions for those who aren't, and even for those who are, you said a couple of things such as, you would research in terms of whether there was a market for the topic.

So give us a couple of ideas about how to go about doing that, now I'm also making an assumption maybe that everybody on the call doesn't have their own website yet. So where do they start?

Willie: Ok, the reason I think first of all you should have a website is because it is like a home plate if you will. It's some place that people who heard about the book can go to get more information.

You may want to eventually make it available in stores too, but you need some place where people can go to find out more information no matter how they first heard about it. So that's why you need a website. And that's just a matter of going to any of a number of companies who can throw a website together for you fairly inexpensively.

Elsom: Right.

Willie: If you've never done your own I would advise to hire a designer or some company to do it... do your first site for you. It's not that expensive.

Elsom: It's the one for; how do they determine... now they've got a website, and that's up now with their particular topics where they are. Now what in terms of how do we find out if the topic has the potential of a buying audience?

Willie: I would check to see if other books on the topic are selling by going to the search engines and typing in my search term. Typing in the words people are using describing that product or words people are using describing the problem the product's going to solve.

And then after you get those returns in the search engine listings, I would click through on the top 50 or so, actually visit those sites and see what solution they are offering. I would also go to online bookstores and offline bookstores and check to see... like Amazon.com and BarnesAndNoble.com and check to see if there are already books on the topic or something already being sold on the topic.

The reason being, I've been trained that if there's absolutely, positively nothing available on a topic, or no product that solves a certain problem then perhaps there is no market for it. It's probably not that no one has thought before "let me create something to solve this problem", it's probably because someone thought let me create something to solve this problem and it didn't sell.

Elsom: Right.

Willie: In other words there's very few things that haven't been thought of already, and I've also been taught it's easier to just improve upon something so I would look to see that "yes" there are already people, already books published on that topic and then I would look at... I'd even buy some of those books and read them and ask myself what questions do these books leave unanswered.

And I would perhaps plan on making mine better by asking those questions and making it an improved version of what's already out there, or maybe just deal with the questions that aren't addressed in the other ones and hope... I would do that and probably planning on approaching the people who have already written books on my topic and wanting them to offer my product to their customers, since they didn't answer certain questions.

Elsom: Good point.

Willie: I would think in those terms probably.

Elsom: So we've talked about it being a self published book, and the difference between a self published book and an ebook from a marketing perspective is what? In other words what is the difference in marketing a self publish book that is, we will call it a trade or a paperback book versus marketing an ebook where people can just download? It's the same material but they can download, is there a difference?

Willie: I would market them the same and in many markets an ebook is even preferable because when people go to the book store and buy a book, a

paperback or hardback book, they have fixed in their mind what that book is worth.

And your job if you produce a book that's maybe a product in that same format is to convince them that your product is worth what you think it is... which may not be what the typical book sells for in the bookstore. So, ebooks often sell for more than say paperbacks do. It's strange but they do. Because people have fixed in their mind what a paperback's worth. So I would market them largely the same.

Elsom: Would you charge the same price for either the regular trade book and the ebook?

Willie: It would vary. I would do some testing there. My talent at marketing my cookbook when hundreds of other cookbooks, thousands of other cookbooks flop, is the ability to convince my potential customer that my cookbook is unique. Contains unique content they won't find anywhere else. There are 10,000 recipes for fried chicken, but I'm able to, with my copy, to convince them that this is a recipe that I learned at my grandmother's knee, that was exclusively something that she carried in her head and therefore they won't find it anywhere.

And yet at the same time that it's something that's going to bring back childhood memories so I position the product as something that's unique that they can't find anywhere else and therefore they are willing to pay more than they would for a book they buy in the store.

You can go to Wal-Mart and buy a cookbook on the same type of cooking that mine's own, for four or five dollars, and I can charge \$16.00 for mine.

Elsom: Right.

Willie: It's all in the marketing.

Elsom: Let's go right to that then because what I just heard you say is... which I think is so important for everybody here, is that once you've done the book, once you've got it ready to go, there's something about it's uniqueness that's going to make it different as to how well it sells.

Willie: Absolutely. Another point is when you go with a traditional publisher, they are going to do so much marketing, so much promoting of the book initially and so a lot the marketing does fall on your shoulders as the author anyway, and I do much harder job because I have more riding on it than any publisher would in promoting my book. I understand that traditional publishers that throw all of their titles out there but don't push any particular one until they get some initial indication that's it going to be worthwhile.

Elsom: Right.

Willie: So the majority of books that are published are languished, they make it into libraries and a few stores but a lot of them fizzle.

Elsom: I can't remember what the statistic is but it's something incredible like one out of every one thousand books actually makes their full worth.

Willie: Yes but that one of every one thousand more than pays for all of the others.

Elsom: That's what it takes of course. That also therefore 999 didn't make it. But I guess the point is so whether you are a published author with a major publishing company or you are a self published author the books don't look a whole lot different necessarily do they?

Willie: No they don't look a whole lot different. I mean you would have to look at the cover and look at who published the book you know. And I have friends in the industry who, in the internet marketing industry who create their own publishing companies, some fancy sounding name so they can put on the cover of the book that it was published by XYZ Publishing House. When XYZ Publishing House is nothing more than an entity they created.

Elsom: Right. And when we say nothing more than an entity we kind of not belittling the fact that when you create a publishing company for your book... everyone that's on the line, that's another whole thing that you might wind up doing is publishing your first book and then your publishing company publishes another book and then you might have a friend's book your going to publish. Interesting what can happen out of that.

Willie: Yes, but I have, you know... like we have both seen publishing companies created too, because you don't just want to see, to put the website address on the book or whatever, you want to have it listed as being published by some firm, generally speaking, I would imagine.

Elsom: You might imagine that, for instance my book is published by Mastermind Publishing Company that's us... laughter

Willie: [!]laughter] oh ok...

Elsom: To give you a very prime example. The very first book I did, which was on the SATs, was published by National Test Preparation Center. Sounded good, the book was good, but I knew in the publishing of it, it needed to have a presence that would take it further than just the name.

Willie: Yeah.

Elsom: And it made a big difference. What are some of the fringe benefits of being a published author and this whether you are self published or published by a major author. But when we are talking about this, which we really are talking about starting out by being a self-published author.

Like Willie says it's really hard to get publish by a major publisher the first time around. Not only is it hard, there's three things that I think I wrote in my book about several reasons you might want to consider self-publishing, but three of them are these, Willie has already talked about the length, the time or difficulty it might be to get selected to be a published author by any of the majors.

The other reason is they don't... which Willie mentioned, was that they don't really promote you, it's nice that they print, they pay to print them but because they are paying to print them, they also don't give you much return.

You may get a 10 or 15% royalty if you're lucky. If you self-publish, and you retail it, then you make the major part of the revenue for yourself to do more books, do more things you want to do in growing your business. Personal opinion at least.

Willie, therefore tell us some of the fringe benefits of being a published author.

Willie: You just mentioned one which is that you've made more money. For example, my book, my cookbook cost me less than a dollar a copy to print and I sell it at \$16.95 plus shipping and handling, and one of my secrets is that my shipping and handling covers the cost of the book and the shipping. So it's all profit.

Elsom: Let's repeat that one more time, that's a very... in fact I just learned about... I'm now learning something...

Willie: Yeah, people are accustomed to paying a shipping and handling charge, and you can set the shipping and handling charge to cover shipping, and the cost of the product itself.

Elsom: Excellent, excellent...

Willie: As long as it's not exorbitant. People don't mind paying that so you know if someone orders my book... well I'm getting off topic there. Another benefit though is that you are an instant celebrity especially for people who have never even published an ebook, but just telling someone you have written a book makes you an instant celebrity.

Elsom: Right.

Willie: You are also a perceived expert because to know enough about a topic to have written a book on it means that you know a lot about that topic.

Elsom: And in our world they call that what Willie? “The obvious expert”...

Willie: “The obvious expert,” right.

Elsom: Because when you have a book, you are perceived as the obvious expert, that’s whoever sees the book with your topic on it, they know that you are the expert, it’s a wonderful thing about having a book out.

An obvious expert I believe should have a book. Start with a report, start with articles but at least as soon as you can go towards having a published book out there and a self published book to start with.

Willie: And we have a mutual friend for example who tells the story of how he declared himself the foremost authority, or the leading expert, on a given topic and when questioned about that he said I wrote the book on the topic.

Elsom: Did you write the book.

Willie: I wrote the book... so that makes you the leading expert on it.

Elsom: It certainly does, so everyone on the call remember that, take action accordingly. Let’s see, when people are thinking about writing a book and then getting a book publish, something that goes through one’s mind is well how much could I possibly make from a published book?

Willie: And that’s difficult to estimate, I’ve seen from a published book you mentioned if it’s not self published, the royalties are going to be fairly low generally speaking...

Elsom: Ok, let’s talk self published.

Willie: Self published, it’s a matter of choosing a topic that people are willing... that people are desperate to solve a problem on. If you do that people will pay a much higher price. I’ve seen 20 page books or reports that sell for \$97.00.

Elsom: Right.

Willie: And people happily pay that if it solves some pressing problem for them, so how much you can make is predicated upon how serious the problem is to an extent. Now my self published cookbook I would expect it to be making about \$300,000 this year. All my sales aren’t strictly one sale at a time over the internet now though.

They are... people coming to me and asking if I'll let them use the book for fund raisers and things along that line too. So I do some sales of several hundred copies at a time, but at a wholesale price rather than the retail price.

But with a simple 190 page self published cookbook I'll earn a quarter of a million dollars this year. And it took some time to build up to that level though.

One of the things I've noticed about ebooks and self published books, is that self published books seem to have a longer shelf life. Because with an ebook there's a... generally a big push and then it sort of fizzles, and it's sitting on people's hard drives and they may never look at it again.

Elsom: I'm afraid I'm guilty of... I have several file folders on my hard drive filled with ebooks I really intend to read someday.

Willie: But if you had a print book, if your print book sits on people's coffee table or on their bookshelves and they are going to be forced to at least look at it again sometime you know...

Elsom: That's exactly correct.

Willie: And that will pull them back into your world.

Elsom: Right that is. Absolutely. I'm going to the question of how much can you make. That's very useful in terms of what you just said. I have a quote by Jay Conrad Levinson who has a whole series of books and just let me take a minute, because it kind of says to all potential obvious experts on the line, this is an important message. Here's Jay Conrad Levinson talking, he says:

"My personal experience with book writing is mind boggling. Someone ask me how much I made from my first guerilla-marketing book. The answer I gave was ten million dollars. The book itself paid me about \$35,000 in royalties but the speaking engagements, the spin off books, the newsletters, the columns, the boot camps, consulting and wide open doors resulted in the remaining \$9,965,000. If any consultant wants to open wide doors and a myriad of opportunities, my suggestion is to write a book."

And if I remember correctly, I remember how you were talking about how once you had the book out yourself, didn't that sort of open doors for you...

Willie: It did, it did. The internet marketing arena, which is my arena, my niche, my main niche actually is full of people who are creating products and struggling with those products.

And so when I looked... when I started having real success with my cookbook I started teaching people and I started letting it be know how much I was actually

making from a simple cookbook, and based on that I was noticed by some internet marketing seminar hosts who invited me to speak and teach niche marketing. And the very first seminar I attended, I spoke at.

Elsom: That's great. And that worked for me too, I have to add, and thanks to you in fact.

Willie: Great.

Elsom: Once I got the Obvious Expert book out, I started being invited... actually I have to confess, I didn't initially get invited, I called and said, I called the people who were promoting the seminar, and by the way those on the call should do this too, once you have your book.

I called and said I have this book called "How To Position Yourself As The Obvious Expert" and I've got a thirty, forty-five minute talk I can do that if you would like to include it in your seminar. That turned into an invitation and it grew from there.

Willie: You often have to do something to get the momentum going, and if you just wait for people to discover you there's a good chance that they will never discover you.

Elsom: So keep those calls going but it does open the doors. I remember one of the seminars I called and they promoted me as the appearing at it and it was... I guess this is the difference between a regular paperback book such as I'd published and an ebook which I've now also published.

But they... the way the marketing came out ... and Elsom Eldridge he wrote a real book in quotes, ok... I would take it for that. But the interesting thing was and I... by the way didn't think necessarily that internet audience would be that interested in my topic. But they ate it right up, and so whatever your topic is find markets where they are having meetings and, those who are on the call, and call and invite yourself in a way, in a nice way.

You are going to find... at least both Willie and I have, that sometimes you get to attend seminars... some seminars charge hundreds and thousands of dollars and when you are a presenter at it, guess what you get to go, attend, listen to everybody else and absorb the knowledge, make yourself even more of an expert than you already are and it just has tremendous additional benefits you might not have even though of before.

Willie: And when you become enough of an expert, even if you're not, even if the line up of speakers is such that they can't fit you in, some promoters would consider it a very good investment to allow you to attend free just to have you in the audience so that the audience would have some celebrities in the audience.

Elsom: Yeah very good point. How do you sell more copies of your book, and as an ebook in addition to the ones you that are... let's say... regular self-published or do you worry about that?

Willie: About selling more copies?

Elsom: Yeah.

Willie: It's aggressively seeking publicity, I mentioned I do media interviews for example and piggybacking on the fact that you invited... you know... asked to be invited to speak maybe at a seminar, suggest that I noticed in certain niches that there are radio shows that do interviews or that feature guests and I've emailed or called the host of these shows and said I'm a great guest - invite me.

Elsom: Good.

Willie: And they did.

Elsom: Alright, it takes active, action on your part everyone, to take advantage of the fact now that you've got the book. Do you have any resources you'd recommend to someone wanting to publish their own book.

Willie: When I published my last book, I looked in... actually my first book, I just looked on the internet for a publisher and I found... I noticed a couple that were in the state of Florida near where I was, or within driving distance, and I wanted to physically visit their facility and see what was happening, and to let them show me the different layouts and all of that type of thing.

But now I recommend to my clients, a lot of them, that they... if they are not sure how... first of all do they use a print on demand publisher, and one of my favorites is a company called [Profit Publishing](http://www.1shoppingcart.com/app/afrack.asp?afid=146382) which you are familiar with I think. (Profit Publishing - <http://www.1shoppingcart.com/app/afrack.asp?afid=146382>)

Elsom: Indeed, I've used them too.

Willie: And there are others, for just laying the book out I use Microsoft Word and I use Quark which is another program that's more for designing things but I don't have a lot of special resources actually that I use.

Elsom: Ok. On the ebook you PDF?

Willie: Yeah I use PDF because it's portable and it can be viewed and looks exactly the way you laid it out on any operating system.

Elsom: Can you eventually sell a self published to a traditional publisher from what you know?

Willie: I have one client who's done ...and the client self published the book with the intent of building up enough sales to be able to go to a traditional publisher and say look, people want my book, I've already sold 200,000 copies or whatever. So I even thought of doing that myself because it's a little work doing the sales myself. I could go to a traditional publisher and say look I've sold X number of copies and why don't you take over and sell it for me. So yes you can do that and many people do look at cashing out at some point. In fact when you look at traditional vanity publishing they call it...

Elsom: Yes...

Willie: A lot of publish... a lot of authors have traditionally used vanity publishing to just get their work out there and hope some traditional publisher would notice their work.

Elsom: Right and so it can happen and we know of instances of where that has happened. I'm going to open up the lines and see if anybody on the call has any additional questions for you. I've got one more before we wrap up, still got about 5 minutes left, I'd like to see who else would like to ask Willie Crawford a question you can start yourself in... and...

[beeps as unmuting]

... this would be a good time to do that.

Anybody?

Participant: I have a question. Is it better to start off with an ezine if you have a subject or would you try getting the book off the ground and promoting that first or...

Willie: What an ezine does is it allows you to build a relationship with an audience and to keep inviting them back to your website so that over time they get to know you better and feel more comfortable with you.

But when we are talking about branding yourself as an expert I would actually probably write the book first and build the website around the book and then also offer an ezine as a way to bring them back to the site. But I would do the book first. Because ezines are so easy to do, anybody can just find existing articles or write articles and put out a newsletter. But again people think of you more as an expert when you've done something that they perceive "as hard" as writing an actual book.

Elsom: Great, any other questions?

Participant: Bruce in Virginia, Hi Willie.

Willie: Hi Bruce.

Participant: Hi, I apologize, I missed the first 25 minutes or so of the seminar, I was very intrigued by the email that went out, it said that your cost for publishing a book can be one dollar per copy.

Willie: What I did was I printed in volume, the printer I use, if you do more than 4,000 copies my 195 page book or 190 page book with 250 recipes went down to like 85 cents a copy.

Participant: That's very impressive, did you give the name of that publisher or...

Willie: No I didn't but it's a company called Rose Printing, R O S E Printing, and they are in Tallahassee Florida, but I'm sure their prices are in line with most publishers.

Elsom: But I'll add to that publishers are over the place with their pricing so you really want to shop it around and get a sharper pencil as you can, right Willie.

Willie: Right I've actually had other publishers give me prices at twice as much, but the thing is that... once the real expenses and the initial setup for the book, so you might pay \$3,000 for the first 1,000 copies and then 5,000 copies may only cost you \$5,000 or \$6,000 so the price drops dramatically after they've set up for things.

Elsom: Now with a print on demand company that Willie mentioned ProfitsPublishing.com right...
(ProfitPublishing - <http://www.1shoppingcart.com/app/aftrack.asp?afid=146382>)

Willie: Yeah...

Elsom: They also have very affordable... you become a member actually and then they have very affordable pricing and you won't... you're printing only one, two or ten copies, it's amazing how inexpensively they can be done that way now.

I want to remind all of you on the call especially anyone that just joined late, you can pickup the entire call and listen to it by going to <http://www.obvious-expert.com/audio> it usually takes two or three days before the call gets posted but all of the calls we've done are there so if you missed any others you are welcome to listen to them at any time. And we will get this one up as quickly as we can.

Any other questions? We've got about one more minute.

Participant: Yeah Willie this is Kip from Connecticut.

Willie: Hi Kip.

Participant: How are you doing?

Willie: Great.

Participant: I have a question if you are going to self publish what would be a decent number that would be a right number amount of books to print for the first time out so you are not overloaded but yet you are not skimping on books so you can give them away at conferences or clients or whatever.

Willie: It would depend upon how many you thought you could move. I have lots of friends that joke about being stuck with a garage full of books. Now you touched on a good point, especially if you are going to give them away, I sort of view my cookbook as a calling card now. Now it has in the about me section links to my website so I want to push as many copies out there to the market place as I can and don't care if I don't make any profit at all off them really. Because I use those as a tool to drive people back to me for more expensive things.

Participant: Hi Willie. Hello...

Elsom: Yes go ahead

Participant: Hi this is George Simmons from New Jersey, how are you doing?

Willie: Hi George.

Participant: I just have a question is there any requirement to publish a book like government regulations or what's the specifics...

Willie: You are talking copyrights?

Participant: No, just like if what I wanted to do if there were any difficult steps I have to do or...

Willie: No there are no difficult steps you have to do, anybody can write something and turn it into a book. If you want it carried in bookstores and to get it into the system you do need an ISBN number, what is it International Serial Book Number?

Elsom: Right, International yeah.

Willie: Because that's what the stores use when they reference, and libraries, when they reference a book in order to order copies and to stock them.

Participant: And without these numbers you can publish still but not in a bookstore?

Willie: Right. At some places like Amazon.com and BarnesAndNobles.com but also want you to have an ISBN number and they are not that expensive and most publishers could get one for you, or most printers could get one for you.

Participant: Right. Are there any minimum of pages I should have like to publish a book? Like 10, 20, 50, 100 or...

Willie: If you are going to go less than a 100 pages I would call it a report rather than a book.

Participant: Ok.

Willie But there is no minimum number of pages if whatever you feel comfortable offering someone and calling it a book, I've seen books with 85 pages in paperbacks.

Participant: Thank you.

Willie: I personally don't believe in adding fluff just to make the book bigger.

Elsom: Let me ask you one other question to wrap to up, because I think this is something we all need to sort of learn from. How do you actually force yourself to go through with writing a physical book?

Willie: I... the way I do it is I tell someone that I'm doing... so that I'm accountable to someone, but I've also been taught by my friend Fred Gleek that you can make writing like brushing your teeth, where you just do it every day until it becomes a habit and you don't have to write a lot every day, but just do some every day. I also set aside a space that I use just for writing so it feels like when I'm in that space I should be writing.

It's just... once you get started the discipline is not that hard, you also, by mind mapping or breaking it down into bite size chunks, it doesn't seem like such a big intimidating task and so it's easier to get started that way.

Elsom: Well Willie Crawford I've admired you for long and I really appreciate your being on the call and sharing this information with us and I can... and everyone that's on the call.

Thank you for joining us tonight and once again to pick up on the call and to share it with others because this is such important information, you really need to think about getting your own self-published book and I'd say as soon as possible.

You know that's part of our strategic plan anyway and so something not to delay on, and you can go back and listen to this call again to sort of revel in the importance of it all at <http://www.obvious-expert.com/audio> We have a couple of more teleseminars coming up shortly, watch your email for them and once again thank you for joining us. I'm going to open up the call so we can thank you Willie Crawford.

[Chorus of many voices "Thank you"]

Note: This recording is a typical example of the numerous teleseminar Willie Crawford has conducted on been on. You can find many more like this at Willie's private membership site at:

<http://TheRealSecrets.com> That site also has recording from brainstorming sessions Willie holds with his subscribers and clients many Saturday mornings. On these calls we do a live critique of 3 websites and then discuss marketing issues. The calls are usually from 11:00 AM - 12:30 PM, Central Standard Time.

To get complete details on and register for the free networking and brainstorming calls, just send a blank email to:

willie3-56875@autocontactor.com