

Rob Kosberg:

All right. Again guys, Rob here with Best Seller Publishing and welcome to our module one of our Launch Your Best Seller: Done With You Program. We're going to go through five weeks together or five modules together of our publish, promote, profit program.

Today, we're going to talk pretty specifically and dive deep into building out your foundation. Now, at the end, I'm going to open it up to some Q&A, so don't worry about that. You can hold your questions to the end and then just type them into the question box as we go as well which is totally fine to do and then I'll get to those at the end.

I've been working for a while on this material, it's stuff that we do on a regular basis for our clients, but it's a little bit different when you have to compile all the things that you do and that your team does to help somebody to achieve a result. We've been working pretty hard to make sure that nothing is left out and that we really give you all the information that you need to make your book a best seller and for to lead to incredible things for you, for your business, for future books that you do and that you sell.

Let's jump in. Here's what we're going to focus on today, today as I mention, we're going to really go deep into your ideal customer and audience. We're going to lay the foundation for your book.

Now, I know in many cases, your book may already be done, you may already have a title that you love, you may already have a cover design. I'm going to ask you as much as possible to try to leave some of the preconceived ideas at the door because you may see some things a little bit differently as we discuss this from a book selling and marketing perspective, rather than a literature or education perspective.

You may want to make adjustments and changes, so do your best to put those things at the door, leave them at the door. We're going to dive deep in the ideal customer. We're going to really try to nail how you discover your book's purpose and the outcome that you want, and then we're going to talk about you creating your hook and your benefit list. Your hook and benefit list of course make up the title and subtitle so that you can really attract the ideal person to you.

I always like to lay out what the challenges may be, first and foremost and why we want to do this as carefully as I'm going to outline it. If the foundation isn't laid correctly, then we have three big problems.

I love Wile E. Coyote, I feel bad for the guy so I thought, "Gee, [inaudible 03:00] some picture." Here are three big potential problems that we may have and why we really want to dive deep in this foundation part. The first is if we don't have a really specific goal or outcome that we're looking for from our book, then success is really difficult to achieve. Occasionally, it will be achieved but honestly, it's rare.

I went to a dinner the other night with Michael Port. He's a great guy, New York Times best selling author, wrote Book Yourself Solid. I met this guy, never heard of before, his name is Srinivas Rao, R-A-O. He basically wrote a book not long ago within the last year that was a compilation of blog post, as well as a different podcast material and Facebook post. He compiled it all, it was called "The Art of Being Unmistakable," I believe is the title.

Anyway, long story short, when he launched that book, initially it didn't do very much but somehow, that book got on Glenn Beck's desk and Glenn Beck loved it. Actually, Glenn Beck had Srinivas on his show and the book hit the New York Times best seller list that week and sold something like 15,000 copies. Now, in one sense, I'm telling you a story that completely goes in the face of what we want to do.

The point is you can get lucky and if you write great material, you can get lucky. What I want to do for my clients and what I want you to do for yourself is as much as possible, I want you to remove the equation of luck from your book launch. I want you to know that outcome that you want, not just throw something together and hope that someone falls in love with it and finds it on the right person's desk at the right time.

Without a goal, then success is very hard to achieve. Number two, if we don't recognize our audience's problem, then how can we communicate our solution to their problem? What I find with experts and this is certainly true, not just with non-fiction but with fiction as well. If we don't think about what their needs are, and their difficulties, and their pains are, then we really can't communicate to that kind of soul, to that emotion.

Without recognizing our audience, and their challenges, and their aspirations, and desires, then we can't communicate that to them. Number three, if we don't know the audience, then we can't hook them.

As a kid, I used to go fishing a lot. I don't fish anymore because I'm a golfer now. It's difficult to do both of those things. I used to fish every single week and we would go bass fishing in central Florida. When you're

bass fishing, you use shiners or you use worms, really specific bait to hook your bass.

There is only one kind of fish that literally, you could put anything on the hook and catch it and that was a catfish. Whether you like catfish or not, I don't know but they're known as garbage fish, they'll eat anything. Well, our audience, that's not who we're trying to attract. We're trying to attract and hook a very specific fish. To do that, we really need to know what it is that they bite on, and we're going to talk in depth about how we discover those things. Okay?

The first thing we're going to do is we're going to really dig the foundation. This is actually a photo of the foundation of the freedom tower in New York and you can kind of gain some perspective on how deep it is, how deep they have to dig. I'm sure you know this as a truth or an analogy, but the taller the building, the deeper the foundation must be, so we really need to lay a very, very nice specific foundation.

Here's what we're going to do, we're going to talk about two specific things, we want to have our goal. We want to start with the end in mind, remember talking about that? Starting with the end in mind and want to do that in two specific areas, the first area is the "who?" Who is the person we're trying to reach with our book and if appropriate, our products and services? Because in many cases, you may be a consultant or you may own a business that offers products or services, or maybe a speaker you're trying to get on stages, etc.

We want to know first, we want to start with the end in mind who is the person that we're trying to reach with our book, and it could be even a fiction book and we just need to think in terms of the audience itself.

The second is the "what?" The "who?" is first, the "what?" is second. In other words, what do we want them to ultimately do with us? What is the thing that we're interested in at the very, very end of the equation?

I have to explain this to my authors many, many times because authoring a book is in many ways, it's the culmination of a life-long dream for people. It's exciting, it's years, and years of work but the reality is the book is the lowest rung of the ladder. It's the first way in some cases that people will come in contact with you or be interested in you as an expert, author, etc.

You have to think, "What's at the end of the ladder if the book is the first rung? What is it I'm trying to bring them to?" Maybe you're trying to sell

products, you want them to buy them your products or maybe that you're in the advice business and so you want them to buy some kind of consulting services. Perhaps, you just want them to buy future books, you're building a series and maybe they're information products, and maybe audio books, or maybe it's a series and so it's book two in the series, book three in the series.

Maybe we want speaking engagements as I've mentioned before or radio, TV, free publicity, which being a best selling author opens tremendous doors to those types of opportunities. Maybe we want to generate leads as I said to sell products, advice, etc.

You need to think through this stuff now. You need to consider what goal you're trying to achieve, what the end result is for that "who?" What do you want them to do? Because your book could literally lay the foundation for the next 10 or even 20 years of your business. I mean, consider some of the expert authors that you and I have never heard of that wrote a book and it literally laid the foundation and the ground work for the entire next 10 to 20 years of their life. That's the idea, and that's what we want to focus on, the "what?" and the "who?"

Let's start first and jump right into the "who?" as far as what we would call our "audience avatar". The process of finding our "who?" and really discovering it is what we call creating an audience avatar.

There are two questions that you need to answer besides all the specific fears, and frustrations, and wants, and aspirations. The first is out of all ... this is what you want to ask yourself because this is what your audience has asking of you, your potential customer. They're asking, well, out of all the available options of books, or services, products, etc., why should I read yours as opposed to anybody else's or in fact, read nothing at all?

That's a phrase that I learned from Dan Kennedy who's the father of more recent direct response marketing and he speaks about that in relation to people selling consulting or services, but the statement is true and rings very, very true when it comes to your audience and when it comes to selling books or what your book would lead to products, services, etc. afterwards.

Out of all the available options or out of all the available books on your particular topic, why should I read yours? Why am I attracted to yours and as opposed to somebody else's or not reading a book at all? That's the first question that you want to ask as though you are your avatar.

Number two, looking at your audience avatar, you want to consider what problem am I solving for my reader or potential client? Now, this is not just true of non-fiction type books, this is true of fiction as well. You have to consider what it is that the audience is finding attractive about your book. That will either mean a problem, it could be just entertainment, what it is that is entertaining about your books as opposed to the merit other options that they have, or if you're solving a very specific problem for them.

Now, this is a little bit different but I thought I would at least share it with you. It's a little beyond kind of the scope of this particular class. I'm in a mastermind group and spend significant amount of money, \$18,000 bucks a year to be in this group and we were having a meeting in San Francisco, maybe a year ago or six or eight months ago.

One particular session was on further developing your customer avatar and there are about 40 or 50 of us in this group. We actually had a guest speaker in and this was a really successful guy in Silicon Valley who had retired after selling his text startup. Very successful but now, was kind of pursuing his passion which was more along the psychological help people to really discover who they are and who were they meant to serve.

He ask this question, he says, "Who would like some help in digging deeper into who their customer avatar is?" As I said, there's 40 or 50 people in the room. I'm sitting up at the front, I raised my hand and I get this big smile on my face and I'm like, "Do I really want to do this?" Yeah, I really wanted to do it, so I raised my hand. What could go wrong, right?

He calls on me and he says, "Okay, so you want to talk a little about going deeper into who it is you're meant to serve?" Little different than your customer avatar. As I said, this is a little beyond the scope but it has some applications so I thought I would share it with you guys. He said, "Great. Let's have a discussion. You feel comfortable discussing this in front of everybody?" I said, "Well, yeah. Sure. Of course."

He goes, "Okay. Here's the first thing I want you to do, I want you to get a pen and paper and I want you to answer this question and I want you to tell me, tell me, what is your first most traumatic childhood memory?" I was like, "Wow, my most traumatic childhood memory? What in the world does that have to do with my customer avatar?"

The interesting thing and where we dove in, and I could tell you a lot about that. I mean, I had a pretty good childhood but I grew up with my grandparents and didn't know my mom and so he latched on to that as

you might imagine. I talked about what my business was and of course, everybody in the room, all these light bulbs are going off because really, what my business is is making people famous.

Getting people attention, getting people notice, that's what Best Seller Publishing does. It helps people to get attention and get notice. His whole idea in concept, and this is where the customer avatar part comes in for you is that the reason that we aspire to certain things, reason that we go into certain directions is because there are deep yearnings within us. Deep needs within us that are kind of based in maybe a childhood want, or traumatic memory, or difficulty, or whatever.

Here, I've created this entire business, all about helping people to get attention and become best sellers, and get noticed, and build their business, and etc. He could see the obvious direct connection and really soak at everybody else, see the obvious direct connection between what I do as kind of my business that I love and what I was missing or lacking as a kid. I was like "Wow, I thought we're going to talk about customer avatar."

The point is, your customer is lacking something and in fact, perhaps the fact that you're on in serving a particular customers because of what you were lacking or because of something deep within you. The idea with your customer avatar is you really want to think deeply about what it is that they're missing, what it is, not just at the surface level. Here are their fears, they're afraid that they won't have enough money at the end of the month or they're afraid that lights are going to get turned off or if they're financial-based, or they're afraid that a relationship is going to end, or something like that. In one sense, that's real but in another sense, that's very shallow.

You want to go as deeply as possible when you're considering these six things. On the left hand side, you have the negatives like their fears, their frustrations, or problems. On the right hand side, you have the more positive which is their wants, their aspirations, their desired outcomes.

You want to think really deeply about your audience when it comes to these things because if you can not just meet their felt need, their obvious need, but if you can go deeper and meet kind of that subconscious need that they have within them and give them the outcome that they really want, holy cow, then you've tapped in to something remarkable and amazing. Not only will you have an avid reader of everything that you write, but you'll have a customer for life. That's the idea.

I'm trying to set this up for you because I want you to see really clearly how important it is to know exactly who it is that you're writing to. Let's dig in. This is a form that we have our author clients fill out. You may have already seen this and you may have already begun to fill it out but regarding the client you wish to attract, we want our clients that come to us to spend some time thinking about this before we dive in deep with them on it ourselves.

We ask them these questions, we ask them, "Regarding the client, what is it that they're thinking and feeling?" and that's obviously in regards to the subject that you're writing about. You're writing about a particular subject, what is it that your audience is thinking and feeling about that subject? Maybe they are pre-conceived ideas about that thing and so they think about that.

Maybe they have something that is more deep-rooted or deep-seated that is knowing at them about that thing, or maybe they're worried about an outcome, but what is it that they're thinking and feeling? Now, on a similar but different note, we want to know what are they're hearing or being told about that particular subject. Again, your subject.

They have these kind of secret thoughts and feelings about it but then, there's a public perception about this thing. We can use any examples, but we can use the example of Best Seller Publishing. With Best Seller Publishing, my clients typically come to me because they're thinking and feeling, "You know what? I don't know how to get my book sold. I don't know how to market it. I know my topic, I know I'm an expert on it, I know what I wrote, or I know I wrote something good. I don't know how to market it."

Well, what are they hearing or being told? Well, traditional publishing tells them that you have to go this traditional route and that really, it's just a big guessing game and there's no way really to ensure success. If you get a book deal, then you're going to be on the right path but if you don't get a book deal then, "Gosh, what do I do? Maybe I just have to hire someone and I send e-mail blast out."

For my clients, they get all this different feedback. Well, that's what they're thinking and feeling, and that's what they're hearing and being told. When I think through all the specifics of that, I can begin to craft a message that meets them where they're at. Next question, what did they stand to gain? What did they stand to gain from reading your book? What did they stand to gain from the next step with you which may be your consulting services, or products that you might sell, or maybe as a

speaker, or a coach, or maybe it's just the series of books that you would be doing.

Next, what are their pains and fears? In other words, their reasons, their motivation to be interested in your book. Then we look at the solution, describe your transformative power and how your book will help your audience to meet the above four questions that we just asked. We start with these questions, get our clients thinking and to begin to dig deep.

Now, often times, what we find is sometimes these answers are a little bit more superficial. When we have our first consultation, when you have your first consultation with the project manager, you want to go as deep as possible on these things to really discover and for some light bulbs to go off when it comes to your hook, your subtitle, the benefits and really knowing who your ideal customer is.

As I mention, I pulled one of these from a recent one and I thought we would go over a little bit together and look at how these things connect and maybe I can give some feedback and talk a little bit about what may be lacking here or a way to go a little bit deeper. This is a book specifically of teens. Now, I'm starting with the second half of the form. I'm not looking at the title of the book, I just want to talk about who this customer is for a minute and how we can help this audience.

What are these people feeling? Well, it looks like there are three kinds of people, we have teens, we have counselors, we have parents. Teens; they are confused, they're depressed, they're anxious. Counselors; they are lost for how to help. Parents; frustrated and concerned. I'm going to go through it in a cursory manner and then I'm kind of double back to it just a second.

What are they hearing or being told? Well, teens are hearing, being told that no one likes you, no one understands you. Counselors; talk therapy will help if not, turn to pharmaceuticals. Here are the solutions counsel are hearing.

Parents; life is really dangerous for teens right now. I have two boys that are now 20 and 22 and I have one 13 year old that's still a teen so this resonates with me. What are they stand to gain? Well, teens mastery over depression and anxiety by their ability to use the right tools themselves, improve understanding of relationships and a better self worth. Okay, good stuff right there.

Parents; greater knowledge of their kid's brains, brain and mind, a growing curiosity about their own thoughts, feelings, and behaviors. Counselors; they have ... again, they stand to gain tools that work. What are their pains and fears? Increasing epidemic of depression and anxiety. I guess that would be true for all of them because they're all concerned about that and how it may relate.

Describe your transformative power how you'll help others. These time tested tools for the field of cognitive behavioral therapy empower the reader to observe their thoughts, notice their automatic negative thoughts (ANTS) and replace their thoughts with a balance perspective that will improve their mood. As we read through this, it's pretty clear we're talking about a book to help teens with specific issues.

There's a couple of things that we need to consider, the first is who is the reader of this book? With what I see right here, I'm not really sure. Now, we're going to look at the title and some specifics about it but we have to think about the audience and it's probably pretty clear to everybody that a teen audience is very different than an audience of counselors which is very different from an audience of parents.

If we're trying to write a book that all three of those groups or audiences will get and understand and want to buy, then we're going to have a really difficult time to craft a book that resonates with all three groups of those people because they're so diverse. Teens may not even know they have that problem and parents may be the ones that are trying to push them, but perhaps the book is more geared towards parents.

We really have to think about the audience, who is pulling money out of their pocket and putting it down on a cash register or buying online to get this book and if they're doing that, are they they doing it to read it themselves or they say, "I don't need to read it, my teen needs to read it?"

We're looking at something that I would say, "We want to get a lot more specific with the author." We want to know who do you intend on reading this book? Yes, it's going to help teens, but is it going to help counselors help teens? Is it going to help parents help teens? It is going to help both parents and counselors help teens? Because there's a different language that parents speak than counselors speak.

Hopefully, you guys understand that and that's clear so we want to really think who is our audience for this particular book and if it is all three of these, then we have a very, very unique challenge on our hands because

we have to find a way to communicate to all three of these people and they're going to communicate. These three audiences are going to communicate in a very different manner. Who is the audience for your book is what we want to know.

The second part is we want to look at and this is kind of the beginning of the form actually, I've done it a little bit differently because I wanted you to see it without seeing the title. These are the questions that we ask specific to the book itself, if you already have a title or an idea for the book, what is it? As to your title, what one or two or even three words come to mind that describe your content? Those are kind of power words that we want our authors to think about.

Then this is just one box, but as much as possible, we want you to describe your ideal customer who you want to attract with the book. Again, as much as possible, we want to think about the age, the sex, whether they are business owner, a homeowner, what their income level is, what things do they read, what are the characteristics are there.

As you can see, if we want to be that specific about who our audience avatar is, then we certainly can't communicate both to counselors and teenagers because they're different ages. Also if we're communicating very specifically perhaps with a parent, well, who's more apt to read the book? Is the mom more apt to buy the book or the dad? That's important because we want to have a title that is attractive for the person that is more apt to purchase the book.

We have to think that deeply about our audience. If mom buys the book, then she's going to give it to dad to read it perhaps. I don't know that for a fact, I'm just giving examples of what it may be within the audience of this particular teen book, but those are the questions that you have to ask regarding your manual or regarding your book. Okay?

Let's go back to this particular form and this is the first half of the form, answering the questions that we just dove into and then I'll answer some of your questions. I see we had a few questions coming in and maybe specific to this one. Noreen, I can get to it in a second and we can even go back and forth towards the end and help in any way that I can.

Again, having to do with the title, if you have a title, what is it? The particular title that's picked out is "It's Your Mind, Own It: A Manual for Teens." Cool. As to your title, what are two words come to mind that describe your content, owning the power of your mind? I would even say,

"Own it" are the two words that probably describe the content the most because you have that already in your title, which is powerful and catchy.

Describe your ideal customer, who you want to attract, so teenagers, high school, guidance counselors, parents, pediatricians, child therapist, mental health professionals, all socio and economic backgrounds and ethnicities. Care was given to depicting all racial groups in the illustration.

As I've said, this is a really, really wide and broad audience. It's going to be very hard to communicate to all of those people, so we have to think about the path that our book takes before it gets into our ideal customer's hands.

Let's use this example and perhaps I understand it, perhaps I don't and I can give some insight. If the end user is this a book for teenagers to read that teenagers will understand and that will help them to overcome their challenges, then will the teenager be the one to go on to Amazon and purchase the book? Probably not.

In most cases, the end user is going to be the book buyer but in this case, perhaps not. We have to appeal to the book buyer, not just the end user. The book buyer would be perhaps the high school guidance counselor or the parent or pediatrician. We have to appeal to them and at the same time, not be abrasive, or nerdy, or whatever might turn the end user teenager off to reading the book.

We need to have something that hooks the teenager to read it just as much as it hooks the guidance counselor, parent, pediatrician, etc. As we dive deep into who our ideal audience is, we'll find some various things. I picked one that was a little bit more challenging on purpose because I wanted to show that we have multiple layers here that we have to deal with. We don't just have the end user. With teenagers, we also have who is perhaps going to be purchasing the book.

Now, maybe it's a lot simpler with your situation if it were a romance novel or fiction than it could be just whoever that end user is and that could mean 48 year old female whose average income is 72,000 a year and she's married and she has two children and she lives in this state, etc.

You want to be as specific as you possibly can be, so here's the thing that I would say about this particular survey that was filled out. Number one, we have to think even more specific about who the buyer of the book is going to be. If we want to target parents, there's enough parents in this

world for us not to worry about ever targeting a high school guidance counselor, or child therapist, or mental health professional.

Sometimes we get overly concerned with "Wow, if I narrow my market too much, then no one is going to buy my book." Listen, that's just not the case. You want to narrow it and focus it as much as possible because if you keep it broad then from a marketing perspective, nobody is interested in it.

It has to be really specific, so I would suggest or recommend that we try to get as specific as possible with who it is that we want to purchase this book. If it's for high school guidance counselors, you know, that's a really target audience.

It would be very easy to get this book in front of high school guidance counselors because you know how many high schools there are in the country. There are, gosh, must be tens of thousands, hundreds of thousands. There's opportunity there for it to lead to not just book purchases for every teen in the high school, but opportunities perhaps for speaking engagements and for consulting, or coaching, or that sort of thing.

I want to take some time and look more specifically at the benefits. I didn't mention benefits at all but before I do, I want to make sure that I've been really clear on how to dig deep within your audience. You want to think as narrow as possible about who's going to buy the book, who's going to be the end user of the book, and what it is that you want to accomplish in that relationship.

Obviously, you want to impact them and you want to help that individual, but are there additional steps that they'll need to take or that others will need to take that might lead to you getting speaking engagements, or you getting free publicity, or you doing coaching and consulting. What is all that look like?

You need to narrow down the "who?" and you need to narrow down the "what?" When you have those goals in place, then you're going to see much higher likelihood of great things happening and you're reaching your goals with your book in the next year, five years, 10 years, how ever long you stay in the business you're in because your foundation will be established with your book.

One of the questions that we ask because we want to discover the audience, want to do three things, want to discover the audience as

much as possible, our audience avatar. We want to really figure out how to hook them and then we also want to figure out how to communicate to them what the benefits of reading this book and if there are additional steps, what taking those steps, how that would benefit them. Again, that might be coaching or consulting your product sales, or cd's, or dvd's, or any of those things.

We want our clients to make a list of benefits to the reader, to the audience and so these were the benefits that were listed and I'm going to talk a little bit specifically about this in the next couple of slides.

Number one, helping teens to understand how their adolescent mind works. Good. How the average mind works in any age, reduce bullying, helping kids grasp the fact that thoughts lead to feelings which in turn, lead to behaviors. Shed light on the thoughts that lead to depression and anxiety, low self-esteem, improve motivation, increasing self-esteem. Good. All of those benefits are applicable to teenagers, not to parents, not to guidance counselors or child therapist.

Now, you could say, "Well, if a teenager's benefited, then the parent will be benefited." That is true but again, this is for the reader. This audience, everything that was listed here is very specific to the adolescent, very specific to the teenager.

Let's talk for a second about benefits and features and what the difference is. A feature is a surface statement. What something is is a feature? I have an iPhone 5s, already out of date and a feature of it is it has a camera, right? I can take pictures, I can take selfies if I want to. I can make telephone calls actually with my iPhone and that's amazing. You can actually make phone calls with it. Those are features of my iPhone 5s.

Benefits are what can be accomplished for the user. Benefits are what something does for the user. Benefits, when it comes to the camera on my iPhone have to do with maybe capturing the memory of my wife and I at Pebble beach last year when we visit it for our 25th anniversary. It's not the feature that's important, it's not what the thing is and think in terms of your book now.

It's not just your book will teach them about X, Y, and Z. We need benefits of reading the book, what is that going to do for their life? How is that going to transform them? Remember their pains, and their worries, and their fears, and their difficulties. Remember their aspirations, and their desires, and their wants. Well, a feature doesn't meet any of those questions, a benefit does though.

A benefit helps them to overcome the pain. A benefit helps them to solve that challenge or that problem. A benefit helps them to reach their aspiration or their desire, so we want to speak in terms of benefits, that's what can be accomplished by your book.

Let's go back here for just a second and let's look at this. In this list of benefits, we have helping teens to understand how their adolescent mind works, is that really a benefit? Well, no. It's a feature, the book is going to help them to understand what's the benefit of that. There are benefits of that. What are they? Well, the author, you need to tell us what the benefits are of that.

What's the book going to do or what's the benefit to the reader? How the average mind works in any age? Is that a benefit? No, that's more of a feature. This is not splitting hairs, this is important because we need to really discover what the benefits are to the reader so that we can communicate that, that's the emotional level that people are interested in communicating at.

Reducing bullying, well, that's getting closer. There's actually one other thing besides a feature and a benefit and that's an advantage. I didn't talk about that, but an advantage is kind of the bridge. Reducing bullying is an advantage. It's not exactly a benefit. A benefit is more like if you're not bully, then you're not going to be shamed and what your pants at school, or something much more traumatic in your life.

Reducing bullying as an advantage, so it's more than a feature but it's not quite a benefit. Helping kids grasp the fact that thoughts lead to feelings which in turn lead to behaviors. Shed light on a thoughts that lead to depression, anxiety, and self-esteem. Again, these are more about the feature or the advantage and less about the benefit.

Improved motivation increase self esteem. Again, advantage. We're getting close but what we have to do using this, because this is really good material is we have to really think deeply how does that benefit the teenager. How is their life going to change? The teenager using this example does not go to bed wondering how their mind works, maybe sometimes, but they don't go to bed wondering how the average teen mind works. They go to bed worrying about somebody picking on them at school or they go to bed worrying about the test that they didn't study for or they go to bed with fears because they're entering a new situation.

It's really about the things that you're writing here will change their life, but we have to communicate that in a way so they get, "Oh, okay. I get

it." That's how I can read this and translate the book into like real life changes for me that can help me to overcome all of these fears and help me to reach my desires and my aspirations. Okay?

The form is only as good as the depth of thought that you give to it. Sometimes, we hear words every single day that we are sure that we know what they mean, words like "benefit." Sometimes, we have to take a step back and this exercise about building a foundation is really about digging as deeply as possible into the mind and emotions and the heart of our audience. If we do that and if we take the time to do that, and it might only be a few hours of work but it will be the best few hours that you can spent.

The first step is the form that we would have a client or a new client fill out. We want to know as much as they can tell us about their audience, but it doesn't stop there. We want to do some market research in conjunction with what we already know about our topic, about the needs of our audience.

When we combine what currently is going on in Amazon or in Google on our topic with what we already think we know, then we're going to have a pretty deadly combination. I did a little bit of research beforehand, there are bunch of books as you might imagine on teen behavior and teen emotion and teen depression. I found this one, it's a long title but very descriptive and very specific benefits.

As you can see, it's got 64 customer of use, most of them are five star to \$10 book. It's been purchased certainly, thousands, and thousands, and thousands of times. It's not a very long book, it's a reasonable length, 160 pages. The title of it is Don't Let Your Emotions Run Your Life for Teens: Dialectical behavior therapy skills for helping you manage mood swings, control anger outburst and get along with others. You can't see the "and with others" there.

That's a lot and there are plenty of other books but I chose this for a specific reason. The first reason was it had the most reviews of any other book I could find in its specific category and good reviews which means that it's well-received, that it's been bought thousands of times. It's priced well for the author at 10 bucks, nothing wrong with that, and it has a hook.

Now, if I were specifically directing this author, I would have said, "Your title, your hook is a little long; Don't Let Your Emotions Run Your Life," but that's the hook. Because immediately, you're hooking in to that

teenager that their emotions are running their life. Immediately, that language, they get that language immediately.

Now, dialectical behavioral therapy skills, probably not so much but that's where more than likely, they are communicating with guidance counselors or with the buyer of the book. Look at the benefits that are spoken about in this subtitle, the benefits are like really, really clear. It's not about understanding the teen mind, it's about skills to help manage mood swings. I mean, really specific benefit like "Wow, if I could just manage my mood swings to ..." Skills, to control angry outburst. Skills, to get along with others.

I don't know the quality of this book at all and if you're in this industry, you may say, "Well, that book is garbage" and it may be, I have no idea but what I can tell you is it's been bought tons of times, it's really well-reviewed and it started powerfully. It started with a great hook and it started with a subtitle that is very descriptive and communicates the benefits to the reader.

The benefits are clear; I can gain skills to manage my mood swings, I can control my anger outburst and I can get along with others, crystal clear. When we talk about creating a list of benefits, those are the things that we want to list. If this author and I were having this discussion prior to titling, I would say, "Tell me what the benefits are to the reader of your book." They would say, "Well, one benefit is that I'm going to teach some skills to manage their mood swings." Fantastic, write that down.

They're going to be able to control angry outburst, they're not going to be able to get out of depression when they're feeling like the first signs of depression. I don't know if that's the case, I'm just making things up here.

Whatever the expert, we would begin making this list of benefits, "I'm going to teach these skills so that you can get along well with others," see the benefits there? You want to make your benefit list thinking in terms of what your ideal "who?" is and what are their needs are with their fears, what their worries, the stuff that they deal with on a daily basis so that you can answer the question and give them the solution in the title of your book.

In my webinars, I look at Malcolm Gladwell from time to time, he's one of my favorite authors. As an example, I think of the title into kind of sections. I think of the title as the hook, which is your one, two, or three word kind of curiosity-provoking-just-hook-them, just snare them right

out of the gate. For Malcolm Gladwell, the title is Outliers, or the title is The Tipping Point, or the title is Blink.

That's the hook, Blink. "Just what is that about? That's cool." You gain perspective that that's something that is happening quickly, the blink of an eye and there's curiosity having within the title. It's interesting. If you can come up with and as much as possible, you need to try to come up within your title, a one, two, or three word, initial title that hooks your audience, just something that hooks them.

I'm going to give you some resources to maybe do that in a second. Your one two or three word captures your readers, your client's attention, it provokes curiosity or emotion then you craft the subtitle. The subtitle is your descriptive benefit-rich wording that explains the promise of the book or the promise of working with you. Gladwell uses very short ones but think in terms of the book we just looked at, the human mind often thinks comfortably in three's.

I would recommend you either have one clear benefit or three, don't go with two but go with one or three. Gladwell likes to use one like "How Little Things Can Make a Big Difference: The Tipping Point" or like "Outliers: The Story of Success" or "Blink: The Power of Thinking Without Thinking." That's the board descriptive and benefit-rich subtitle.

If you were to make your list of benefits and you had 10 great benefits and you had one, two, or three power words then our simple formula ... and it's not always formulate, but a simple formula is you take those one, two, or three power words as your main title and then your subtitle is "Your Benefit-Rich." Here's benefit one, benefit two, benefit three. Here's what you're going to get from reading this book and from working with me and that will help you to create a really powerful hook and attractive piece as far as your headline and almost like think in terms of an ad where it captures your reader.

Often times, it's difficult to really come up with that one, two, or three word kind of powerful hook. These are two books that I use that are really great, Words That sell and More Words That Sell.

Basically, there are thousands of words that they've been studied and these books are ... I mean, you can see, even the title of these books uses the exact framework, "More Words That Sell: A thesaurus to help you promote your products, services, and ideas." There's the benefit or "Words that sell more than 6,000 entries to help you promote your products, services, and ideas." There's the benefit right there.

In this Words That Sell, you'll find power words just like you would in a thesaurus. If you can't come up with something that you feel like both captures the essence of what your topic is about and captures the essence of what your audience needs like Own It, I love Own It. Own It, that's both kind of teen, attractive, and you get it, "I need to own it," as we're talking about in the previous book. If you can't come up with that, then these are two really good resources that you can use, Words That Sell and More Words That Sell.

At this point, all of you have been sent the forms of that I've gone over. I've taken a little bit more time. Some of you have filled amounts, some of you have not filled amount. I've taken a little bit more time to discuss what you need to be thinking about as you fill out these forms and how you need to dig deep. Hopefully, I made it clear why we want to go as deep as we do and how really we're laying the foundation for everything.

Your book may be complete. You can still make adjustments to your title so that you hook your ideal audience and then hold their attention all the way through the end of the book, that's the idea. With that in mind, a little homework for you, do your audience avatar. Spend some time going to your form.

Buy these books if you need these resources. Consider some power words for your hook. Take some time. Make your benefit list. If my explanation of a benefit versus a feature, even an advantage was a little confusing, then just Google it, look it up. Spend a little bit of time digging in deep so that you can come up with one, two, or three words.

Now, you're going to have an opportunity to have a phone call on this form with your project manager that will be assigned to you. What I'd like to know from you guys and you can e-mail Rebecca on this is do you want to start working with your project manager right away?

Maybe your book isn't done and so you want to work with your project manager when your book is completed, either way is fine but your project manager will be able to dive in a little bit more deeply, help stimulate some thought but also of course, this is being recorded so that you can go back through.

The idea is the questionnaire or the form is fairly simple, it's not complicated but hopefully, my explanation of it why we want to dig deep and also how you dig deep in these things will get you to look at it a very different way because it shouldn't be something that you can fill out in just a few minutes. It needs to be something that you spend some time

on really consider and perhaps for the first time ever, really consider who your audience is and who your market is. When you found that, then you have real power in reaching those folks. Okay?

Again, do your audience avatar, consider some power words, get the resources if you need for your hook, make your benefit list so that you can discuss what the title of it should be. Okay?

Let's open it up for some Q&A. If you guys have questions, then let's spend some time and open it up. I see some comments here and I can mention some of them. Noreen, do you have any specific questions that you'd like to go over regarding this? Mark says, "I did see these forms, didn't fill them out." Okay, so take some time, Mark. Fill the forms out, send them back in and if you're ready to get with your project manager, then all that stuff can be done.

Mark says, "Yeah, I want to work right away. My book is done, published in July." Good. Excellent. Regina, "This has been very helpful." Thank you. I'm glad it was. We've been going for about 55 minutes so if there aren't any specific questions regarding the stuff that we've gone over, then I'll give you 30 seconds or so and then we'll cut out, otherwise, you know what your homework is and what you need to do to dig in deep.

Of course, next week at this time, we're going to go into the setup itself for the launch which is going through much of the initial steps, KDP setup, category selection, all those things. We'll be diving in deep there so I would really love you to have this nailed down this week if you do want to launch your book now.

Noreen, "I have a lot of thinking to do about whether to market to parents or counselors." Good. Excellent. Don't choose both, make a choice. There are plenty of both of those things. Mark, "Avatar question; my market." Are you asking a question, Mark? Let's see here. Jim says, "Excellent drill down into the audience avatar." Thanks, Jim, appreciate that.

Let's see ... Mark says, "I'm helping professionals write books in less than 90 days." Good. Excellent. Yeah, I got your e-mail, Mark. We were communicating back and forth via e-mail. Tell me specifically what your question is regarding the audience avatar or how maybe you want to go in a little bit deeper on your audience, happy to do that. If not and you were just making a statement about who your audience is, that's cool too. I'll give it another minute or so and if there are no other questions in will, we'll stop here.

Mark says, "Okay, so attorneys in Silicon Valley, CPA, etc., realtors." Realtors? Yeah, realtors are a big category in that regard. Well, one thing I didn't mention which is important to mention at least I didn't go into depth on it, and this would be relatable to what you're asking about, Mark. If this is a specific question about who you should choose is you always want to choose an audience that can pay for whatever it is that you're selling.

If you're just selling a book, then just about every audience can pay for that. That doesn't mean that every audience will by the way, but just about everyone can. If the book is just the first rung at the ladder and you want to take them and you want take them into higher price services, higher price programs, higher price products, then you really have to consider who has the money to buy what it is that you're selling.

You also have consider when it comes to the thing that you're offering, are you going to have to educate the market on the importance of it for them? If you can avoid re-educating a market, then do so. What I mean by that is attorneys for example. I have a good buddy of mine that I'm in a coaching group with and he coaches attorneys and he's a really smart guy. He's an attorney himself but left his practice and now, he teaches attorneys how to build multi-million dollar practice.

Anyway, long story short, it was a no-brainer for him to do that because he knew his audience very, very specifically. He knew what their needs were, A, B, and C, and he knew that he didn't really have to communicate or re-educate them on their need for a marketing plan, or to no direct mail, or to teach a direct response marketing because these attorneys were starving and they realized that they didn't know what they needed to know.

In your business, you would have to decide, do attorneys know the importance of having a book and how a book can help them to take the next steps in their business? Obviously, it's not the attorneys that are starving, it's the ones that area already successful, maybe modestly or above average success and they want to take it to the next level.

You juts have to think through the specifics of "Can they pay?" You're saying, "Yes. My clients are professionals so I have high value clients and are ambitious to grow." Then there you go, then they're an ideal audience. Now, you just have to think in terms of the very, very specifics, predominantly male or female, what age range, what income range. All the audience avatar stuff that we just went over, what are their fears?

Another buddy of mine in Florida who coaches attorneys, he's saying is "Make a great living, live a great life" something like that because one of the big issues that he found in coaching attorneys is that the successful ones live for their jobs and their relationships are in tatters and all of that.

You have to think in terms of what it is that needs to be communicated to them specifically that your solution will solve and how it will solve their problem. Noreen says, "If we choose to market to parents, would that be too broad a target?" It's a broad target, certainly but I don't know that it's too broad a target.

You may want to consider, you know, language is different for male versus female, so you may want to consider is it mom that's going to buy this book, or is it dad? Right at the top of my head, I'd probably say it's mom that's going to buy this book for the teenager more than it's dad. Maybe it's not so much parents as it is moms, now you just narrowed even more. There's also an age range of parents that this is applicable to because they have to be old enough to have teenagers. You can still narrow it enough Noreen, for to be parents, so absolutely.

Good. Okay. Margaret has the same question there. All right. Any other questions about what we've covered today in the foundation building, module number one? If not, then guys, I'll sign off. Thanks for being on. Our next class will be next week at this exact same time. We'll be going through the setup. If you haven't filled your forms out, please do so. Please take this week to do it and if you're ready to launch your book, then please let Rebecca, my author liaison in the office know so that we can get you setup with your project manager.

If we don't hear from you, then we'll assume that you're not ready yet and you're going to the class and maybe go to it again via the recordings. If you're ready now, we want to get you setup with your project manager for these one-on-one calls and we need to know that you're ready.

Please contact Rebecca in the office. She did e-mail everybody, a welcome e-mail, it's rebecca@bestsellerpublishing.org. The office number in Pasadena is 626-765-9750. I don't see any other questions, guys, thanks so much. Again, really excited to be doing this with you and looking forward to all the success that we're going to have together. It's going to be a lot of fun. You guys have a great week and we will speak again next week.

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