

How to self publish a book

This is the *Small Business Big Marketing Show* with Tim Reid and Luke Moulton. This show is lovingly put together for small business owners by small business owners to get practical ideas about attracting more customers more often. So, if you're serious about building your business, strap in for the ride. Now here's your hosts, Tim and Luke.

Tim: Lukee, Lukee, Lukee, how are you buddy?

Luke: Very well, Timbo, yourself?

Tim: Very good. We are back for another episode of the Small Business, Big Marketing show, Luke.

Luke: That's right, Timbo.

Tim: Number one podcast for marketing in Australia.

Luke: On and off.

Tim: More on than off. Also, we thought we'd partner with...

Luke: We're assisted by...

Tim: Who?

Luke: FlyingSolo.com.au

Tim: Did you have to read that?

Luke: It's in my show notes, Timbo.

Tim: I'm very conscious of that.

Luke: So am I. This is our first time that we're actually videoing this so if we're a little bit coy and shy. I've never seen Timbo coy and shy but anyway.

Tim: My Safari keeps crashing.

Luke: Really?

Tim: Yes, I don't know. That's weird.



Luke: (inaudible) 1:02

Tim: Lucas.

Luke: Timbo.

Tim: I reckon we should get straight into this because we've got a really good guest.

Luke: And we have.

Tim: (inaudible) 1:07 to her when we've covered what's on our mind.

Luke: What's on your mind, Timbo?

Tim: Funny you should say that. Maybe we'll do the intro first?

Luke: Okay.

Ladies and gentleman, it's time to dig deep down into the crevices of Tim and Luke's minds with *What's on Your Mind*.

Tim: All right. Well, Lukee, what is on my mind is that bloke came from Fiverr.com. I don't know who he is but I have been having a fear bit of fun with Fiverr.

Luke: You love Fiverr, don't you?

Tim: Yes, I do. Let me tell you some of the fun that I've been having with Fiverr.com. That bloke did like three or four voiceovers which we've chosen that one and I reckon if we can find the time we get a different person each time doing a voice over. So, if any listeners want to do an intro voiceover to *What's on My Mind* then send it on in.

Luke: Yes, send it on into questions@SmallBusinessBigMarketing.com.

Tim: Before we talk Fiverr. I've lost you into Fiverr but we should really talk much more important business.

Luke: Timbo.

Tim: That nearly slipped right under the capo.

Luke: It did. Actually at the start of this week, since we did a soft launch, would you say?

Tim: We did a very soft launch and it was very much a launch for both of us. It was like sending a ship out into sea.

Luke: We're talking about Small Business, Big Marketing Academy, which is at sbbmacademy.com.

Tim: And isn't it beautiful?

Luke: It's something that Timbo and I have been working on for quite some time.

Tim: Well, you know, here's the thing. So, Small Business, Big Marketing started off as a hobby and it's grown beyond a hobby. It's now proving to be a little business, which involves both time and money [clearing throat] excuse me. And what we've discovered is that people want a little bit more of us in ways that we never thought or dreamed possible, Luke?

Luke: We've been getting some fantastic feedback, particularly through iTunes. People have been listening on iTunes.

Tim: They have.

Luke: And also emailing. It's been fantastic so we decided that we'd set up the academy so we could basically give people some more marketing.

Tim: This is a great listen because one of the things I learned when we had Joey Martin speaking earlier this year, (inaudible) 3:19 stage. One of the things she said was if you are going to speak to people in sheer knowledge then it's disrespectful not to give them the opportunity to get more of you. Because essentially when you do speak, like the podcasts, I mean we do 30, 40 minutes shows and people invariably want to hear more. I always thought we went to long but people are saying, "Give us a little bit more." Maybe the average commute is getting longer. Maybe the traffic is getting heavier. And on that, we're bouncing around everywhere here but apologies for the audio for the last few shows.

Luke: Yes, that's my fault. I sincerely apologize. One of our listeners has kindly sent us in a...

Tim: One?

Luke: Many. No, one's kindly sent me a tool that should hopefully average out the audio. So, I fixed up the last one. I'll be going back and fixing up the last couple so I apologize.

Tim: Stick with us, guys. Stick with us. So, Lukee, the academy, what the academy is it's a monthly membership. We have a very special deal until the end of December. And every month in your inbox people or members will get freshly delivered marketing goodies from you and I, created by you and I. I think one of the big things that I don't think we pushed hard enough at the start of the week was the fact that every single guest who appears on Small Business, Big Marketing I go back and do an interview with them, between 10 and sometimes 30 minute interview with them, after they've appeared on the show getting them to share a list of some sort. For example, in the academy Module 1 we have got the lovely Renee Mayne, Bra Queen. Renee shares with us her top five ways to become known as an expert in your field. That's an MP3 and it's also transcribed as a PDF. And who's the other one, Lukee?

Luke: The other one is...

Tim: (inaudible) 5:07

Luke: The other one is the iPad, sorry...

Tim: David Curry. You're unbelievable. He's a (inaudible) 5:15 one too. Dave Curry, who is—I spoke to him yesterday. Dave designed a benign iPhone App, which is making him a lot of money. Is benign the right word? It's a big word. But Dave shares his three secrets to launching a successful iPhone App. Dave, as of yesterday, had sold I think it was 300,000 apps. Doing okay.

Luke: In the space of what 12 or 9 months?

Tim: Ain't it nuts? And he said Vogue in America had just picked it up as a little article which has some kind of distribution of like 10 million or some silly number.

Luke: Wow.

Tim: He's doing okay then.

Luke: That is incredible.

Tim: Other things in the academy, Lukee, what do we got? Five minute power tips where I share...

Luke: Five minute power tips, we've got...

Tim: Silly secrets to presenting like a pro.

Luke: Yes. We've also got worksheets. We've got two worksheets—a couple worksheets that both Timbo and I have done. One is *How to Choose a Domain Name* where we run through with you whether you go for a keyword based domain name or a brand based domain name.

Tim: Don't tell them.

Luke: And some tips around that too.

Tim: There's productivity reviews. You're going to get a couple of productivity tour views from us every module. There's a heap in there. I reckon the best way to look at it as a member is like getting a little marketing magazine and you read books once a month? Yes?

Luke: Little?

Tim: Well I would—fickle, fickle. So, basically what happens guys every month a new module unlocks and here's the deal. It's going to be \$97.00 come on January 2011. Right no it's \$67.00 if you lock in at that price you will be price protected. The price will never go up. It will be \$67.00 AUS a month. So, to our over sees listeners.

Luke: It makes it \$120.00, no.

Tim: Yeah, that's right. The way the dollar is surviving.

Luke: Before we launched the Aussie dollar was lower than the US dollar.

Tim: It was. I like the idea of putting it in Aussie dollar because so many of these online products are all US based in US dollars and it does put you off a bit when you try to figure out the conversion. I don't bother anymore. I just kind of buy cause it is kind of on pare. But, so sbbmacademy.com, go there. You'll see a video of Lukee and I rattling on about it. You can buy it there. It's \$67.00. It's like buying a share. You know it's going to go up. It's like get it now, lock it in, price protected for \$67.00 a month. I'm so excited about the content we're going to create over the coming months. It's just going to relay to your marketing senses.

Luke: It is good stuff and if you enjoy the podcasts I think you're going to love the academy.

Tim: Lukee.

Luke: Timbo.

Tim: Let's get back. That was seriously on my mind. I'm excited about that because it's just like having a product and it's something we can now go and sell at the backend of a speaking engagement or whatever it is. That's exciting stuff and it's got a lot of blood, sweat, and tears in it. What else is on your mind, Lukee? Fiverr? Fiverr?

Luke: It hasn't been on my mind but I know it's been on your mind.

Tim: Okay.

Luke: What's been on my mind? I've actually been looking for a supplier. I'm actually looking to sell some physical items online, Timbo, on one of my sites. I approached a fairly large Australian supplier recently and asked them if I could be an online etailer of their stuff. And they said, "No, you can't." You need to have a physical shop front.

Tim: Did they follow that up with, "What we want to do is make it really hard for you to buy from us?" Is that the idea?

Luke: Yes, look I couldn't believe it. I reckon the particular site I'm looking to promote and sell these items probably 50 to 60,000 visitors per month.

Tim: Wow. Did you tell them that?

Luke: I didn't. No, actually I did. I went back to them and said that. I reckon that's probably more than most retail shops, little retail shops. Anyway, that's been on my mind and it pissed me off.

Tim: You just [noise] pulled out the stamps and walked away?

Luke: I've gone back to them so I'm waiting for them to come back to me. Anyway...

Tim: What's been on my mind is a good question to ask ourselves as small business owners, "Are we making it hard for people to give us money?" And sometimes I think we are. It's like when I send an invoice on the invoicing system I use, which is FreshBooks.com, bloody good.

Luke: Yes, it's great.

Tim: There's a button there that allows people to pay you by Paypal and I kind of often forget to deselect it and when I do deselect it people pay me by Paypal, which means I cop a heat on that and Paypal is a decent heat too. But that said it's just making it easier for people to give me money so may I should just leave that button selected. It's a very good question I ask if I'm making it hard for people to give me money. And if you are how can you make it easier?

Luke: Yes, indeed.

Tim: That is interesting, Lukee. Going back to Fiverr. I've been splashing the fiverrr out like you wouldn't believe. I don't know what I bought here though. This guy said he would submit our website so I gave him the academy to 70,000 different indexing services for \$5.00.

Luke: Wow.

Tim: What's that?

Luke: I don't know.

Tim: Oh, really?

Luke: Indexing shows.

Tim: You're the online mate. You're the online guru.

Luke: I'm guessing it would mean online directories possibly of which there are 1,000s. I'll have a look at it, Timbo.

Tim: All right, okay. I would have though indexing services would have been fairly self explanatory to someone as high faulting as you.

Luke: They could be directories of which there's literally 1,000s and 1,000s. They could be RSS directories.

Tim: He did it within 12 hours and sent me back a report. He said, "You had 53,000 successful direct indexing listings." So, I don't know. Let's just watch and see what happens. It was just \$5.00.

Luke: Yes, send me the report and I'll check it out.

Tim: It's not a very distributed report, let me tell you. The other thing I bought was a girl is going to be doing three one minute videos for Small Business, Big Marketing.

Luke: Fantastic.

Tim: (inaudible) 11:11 shut that down but...

Luke: (inaudible) 11:12.

Tim: Yes, yes. The other thing too, absolute ripper, (inaudible) 11:19 for Fiverr.

Luke: Yes, usually I pay I saw some high \$7.00 to \$9.00 depending on the quality.

Tim: Ripper. Well, this was really good. I gave him a brief to write about small business branding and it came back and it's really good. I want to find some software where I can chuck that copy in and find if it's actually just cut and pasted from somewhere. There is something.

Luke: Yes, there's a tool called Copyscape.

Tim: Copyscape.

Luke: Copyscape.com.

Tim: Okay.

Luke: Which if the copy is online it's free but if you actually have to plug it in I think there's a small fee. I've actually got an account so I can plug it in for you, Timbo.

Tim: Cool. If it isn't copied then this writer is fantastic. One other thing I found on Fiverr a transcriber.

Luke: Yes.

Tim: Unreal, \$0.80 per audio minute.

Luke: After our last transcriber had left us.

Tim: They did leave us.

Luke: Anyway.

Tim: That's an interesting conversation for another time.

Luke: Yes.

Tim: But the \$0.80 per audio minute and she's transcribed. This lady, hello to—her name is Randi and she's in America somewhere. And she has just been offering fantastic service within 24 hours turning around each podcast, getting it transcribed, and for us, listeners, we transcribe it for two reasons. It means if you don't listen to us you can read us. Well, if you don't want to listen to Luke. The other thing is that it's great. What is it? Search engine optimization.

Luke: Yes, it's great for us to though because essentially the content become researchful by search engines.

Tim: So, we just make sure we set up the keywords. We'll just spend a minute...

Luke: Marketing, marketing, marketing...

Tim: Marketing, marketing, marketing, small businesses, marketing, promotion. Okay. So, Fiverr, mate. I have been having a lot of fun with Fiverr and when we first announced it I just thought it was a bit of fun. You know what it is? There's a lot of people on Fiverr who are willing to do something for \$5.00 in order to get ongoing business and that is clever. That is clever. More and more people, the providers, are realizing that and I'm finding that. They are going to do something for \$5.00 and you say, "You know what I'd like to employee you on a more full time basis. Not full time but on a contract basis." And you struck a deal.

Luke: Yes, it's like providing a \$5.00 trial essentially, isn't it?

Tim: It is.

Luke: So, maybe that might be something that you can do for your business if you're looking to perhaps get more business and you provide your service online check out Fiverr.com

Tim: It's good fun.

Luke: That's F-I-V-E-R-R.com.

Tim: Correct, Lukee. Have you got anything else on your mind? You're little mind there.

Luke: No, minds good.

Tim: Really?

Luke: Yes, no. I've got plenty on my mind, Tim.

Tim: Have you?

Luke: Yes, I've been checking out a lot of different ecommerce shopping cart software as well and it's amazing. I think it's really difficult particularly for someone fresh to online if they want to set up a retail business. There is so much stuff out there and it's like I've been working online for over 10 years, Timbo, and I've been around that kind of software and it was really difficult choosing.

Tim: That's interesting you say that because I do think—we try to make marketing simple. We can't fix what's out there. We can only report on what's out there but the barriers to entry are sometimes are quite high in the sense that how do you choose a shopping trolley or an ecomm solution? How do you choose an auto responder? And I've been looking at lots of auto responder discussions, Awebber, Campaign Monitor, (inaudible) 14:49, the list goes on. Where do you make the decision that one's for me? And my view is even if your marketing budget is modest I reckon like try and find an outsourcer. That would be view for someone to do it for you because you're not in the business of setting up shopping trolleys, you know?

Luke: Yes.

Tim: You're looking exquisitely and saying you have no idea what their talking about.

Luke: I think you've got to ask someone who knows about it. Not just necessarily go to Alance and go, "Hey I need to sit up a shopping cart," because you might not be getting the best advice. People that are providing the service are just going to provide what they recommend themselves. I've actually gone with Interspire shopping cart.

Tim: Interspire?

Luke: Yes, Interspire. They're in Australia, or originally Australian one. They do have offices overseas. There's free stuff out there. This wasn't free. It was around about \$400.00 but for that you get 12 months of support. Look, it's got lots of different things. I was pretty happy with the features as well. If you're wanting to go cheap and small then you can probably by a shopping cart at Word Press but I'm looking down into the future of having a lot of different products.

Tim: What I want to plug in, which is completely unrelated here but part of the plugins or one of the little add ons we've put on the Small Business, Big Marketing Academy is a Zendesk.

Luke: Yes.

Tim: And if you go to sbbmacademy.com, listeners, on the left hand side there's a little tab and that just allows you to very quickly raise a ticket and ask us a question. That's very cool.

Luke: What makes it better than email is this is essentially a support platform. And what can happen over time is that you can actually build a knowledge base so when someone comes to your website or you have a customer that asks you a question instead of immediately emailing you that question you can actually automatically pop up an answer after you've built up essentially a data base of Q&A answers, which is what makes Zendesk so fantastic.

Tim: I love how you answered to the camera there. That was fantastic.

Luke: Thanks.

Tim: Did you think you were on telly or something?

Luke: Yes.

Tim: Fantastic.

Luke: I'm trying to get used to it.

Tim: We will put the link on the show notes so you can see Lukee answering that question for camera listeners.

Luke: All right, Timbo, enough babbling. Who do we have on the show today?

Tim: Babbling?

Luke: Babbling.

Tim: Boy, oh, boy. That was brainy babbling I hope.

Luke: Yes.

Tim: We have got Wendy Blume.

Luke: The lovely Wendy Blume.

Tim: Don't say the lovely. You will get an email from someone saying you're a slovenliest and politically incorrect. But she was lovely.

Luke: No, Wendy is great.

Tim: Wendy has a business called Vegie Smugglers and what I love about Wendy is she is a self publisher.

Luke: Yes.

Tim: I just love the fact as small business owners we can be authors, Luke. We can have our own books. So, we started off by asking Wendy how she came to getting herself onto our show. Hey, Wendy.

Wendy: Yes?

Tim: You bought your way onto this interview I reckon because for our listeners benefit you came up to me after Flying Solo after I had given a little peep talk at Flying Solo Live and you very kindly gave me—you seeded me.

Wendy: I did seed you, yes.

Tim: Why don't you tell our listeners how you seeded me and what it is that you do?

Wendy: Do you want me to tell you how I seeded first?

Tim: Yes.

Wendy: It was pretty straight forward. I went to Flying Solo and made sure I had a few copies of my book with me and I just picked out a couple people and thought, "I might give them a book." I really enjoyed your talk and they mentioned in the intro that you had three kids. So, it seemed appropriate of value at the end of the day and give you one.

Tim: Good idea.

Luke: And he loves to eat too, Wendy.

Wendy: I mean that's hard to tell but...

Tim: You think it's hard?

Wendy: I had to guess.

Tim: Well, yes, I am large but Lukee I'm large. Lukee is getting large. I'm comfortable with my largeness.

Luke: Come on. This is about Wendy.

Tim: Lukee's got man cans.

Wendy: I don't really know.

Luke: Wendy, for our listeners out there can you tell us just a little bit about your book and how you went about publishing it.

Tim: Yes, absolutely. Good question, mate.

Wendy: Well, Vegie Smugglers is a project I've been working on for about two years and sort of picked up my mainstream with the blog launching about three months ago. The book arrived hot off the press a month ago so now I'm in the middle of putting together the fundraising program which will be my main distribution stream. A couple of years ago, I think most self publishings come out of your own experience, of course. I was really struggling with my own kids getting them to eat and just having constant food battles with them. I was spending so much time cooking food that they would reject and I would scrape it into the bin and it was just a really demoralizing cycle I was in at the time. So, they weren't eating and they weren't healthy. When kids aren't healthy they're sick and then they don't sleep and parents don't sleep and you get into this horrible negative cycle.

Tim: Feeling your pain.

Wendy: Yes. So, I looked for help and couldn't find anything that was really practical and helpful in the market. So, I went in and got all the worthy books by nutritionists and they're not really practical. They're sort of sitting my kids down to a bowl of barley and vegetable soup just wasn't realistic. It wasn't going to happen. And then at the other end of the scale you've got a lot of books that are cooking with kids, which is good and helpful but again not realistic or practical in the day to day.

Tim: So, you identified a rather large gap in the marketplace and thought, "You know what? I'm going to write and publish a book myself."

Wendy: Yes. Well, I made the book I couldn't buy, really.

Luke: Oh, yes.

Tim: I love that. Look at that.

Luke: Yes, find a need.

Tim: There it is, Lukee. Made the book she couldn't buy. Did you have any experience in publishing before?

Wendy: Well, I'm a magazine designer. And it was sort of funny because...

Tim: I thought it just came out of the blue.

Wendy: I did have that background. It was funny. I was going to work, I was working part time and I was laying out three pages actually in a weekly magazine and the woman who was editing them was in the same situation as me. We would have these conversations and she was only feeding her kids cheddar (?? 21:23) and rice every night.

Tim: Oh, gees.

Wendy: The battle had gone so badly at her house.

Tim: She might have moved onto Wiskers by now.

Wendy: Right. No, I gave her some of my recipes that I've been designing and she had—she came in and said to me, "I can't believe how much you changed my life in 10 days. Her kids were eating lentils, mushrooms, and all sorts of stuff." She said to me, "Why aren't you making a book?" And I was just so stupid that I went, "Yeah, why aren't I making a book?"

[Bubbles]

Tim: Lucas.

Luke: Timbo.

Tim: I am reading the book Rework again. I know it's yours and I've borrowed and I lost and I bought it again and I'll put it back when I'm finished but...

Luke: You really love that book.

Tim: I do. It's so simple.

Luke: You've been banging on about that for weeks.

Tim: No chapter is longer than two pages and it's in big type. But here's the thing one of the things I say is, "be aware of the byproducts that you may be producing but not doing anything with," in particular not making money from. So, using in the physical world, the product world, like a wood mill, a saw mill, will create long planks of wood but they also have sawdust and wood chips. The sawdust can go to automotive. (inaudible) 22:36 butchers don't put it on their floor. Woodchips can go into making various concrete products, all this types of stuff. So those are byproducts which they have a choice of throwing out or making money from. I think I'm going to say that even in the service business we are creating byproducts all the time. And like Wendy just mentioned the thing is someone said, "Why don't you turn that into a book?" She's doing the stuff anyway so a byproduct for Wendy has been the book and now it's making her money. I just think that's a really interesting question to ask. What are the byproducts that are naturally occurring from your business that you could turn into a revenue strain? Do you like that, Luke?

Luke: I do like it.

Tim: Do you want to say anything about that, Luke?

Luke: Look at something we...

Tim: That was harsh, wasn't it?

Luke: It was. It's certainly something you and I need to keep in mind while we're creating the academy, Timbo, because there's probably a lot of byproducts that can come out of that.

Tim: Oh, yes, how to create an academy for example.

Luke: One, how to create an academy and being able to spit out essentially little books.

Tim: Yes, from the worksheets we're creating. So, listeners that was about us but what about you? Figure out what products you can be creating, what byproducts are coming out of your business because I think it's just a really interesting question. For example, can we use the example of the glass guy? So, we have this glass cleaner fellow in Perth.

Luke: Oh, yes, good one. Yes.

Tim: Hello, is it Peter? I can't remember his name. I wasn't prepared to share but we will. So, he's given us some feedback on the email that our show has lead to him being booked out however many weeks ahead. He can't take on anymore business because he's implementing our ideas.

Luke: And he couldn't find employees as well.

Tim: Couldn't find employees. His byproduct for him is to go and create an information product about how to start a glass cleaning business and have all the clients you want forever. That is a byproduct. So, you can get all the tools, become an internet marketer, make millions of dollars, and send 50% our way, that's fine. So, I love it, great question. Let's get back to Wendy.

[Bubbles]

Tim: So, Wendy, as a self published author the idea of a book—okay. Two things, a book is a wonderful marketing tool for many reasons.

Wendy: Yes.

Tim: It clearly positions you as an expert, provides a new revenue channel, allows you to get your point of view across, all those types of things.

Wendy: Um-hum [indicating yes].

Luke: That's if you're looking to promote your own personal brand, Timbo. What if you're looking at the book from the point of view of the book itself?

Tim: Oh, Luke. You always pull me up at the most inopportune times. Okay. You're just being nasty.

Luke: Sorry.

Wendy: That's a good point though. If you're looking at self publishing, which is a term I really hate. I prefer independent publisher.

Tim: Okay.

Wendy: Because self publishing is just—it really has the reputation of poor quality.

Luke: It reeks of e-book.

Tim: What's wrong with e-book? I've got an e-book.

Luke: Yes.

Wendy: You know, it depends on how their done.

Tim: If a small business owner, who we've got many listening to our show, Wendy, wants to go and be an author, have their own book, what's your advise? What do they first need to do once they've got an idea for that book?

Wendy: I think the first thing they need to do is just really research and figure out what it is they—why they want to do it. Because if it's a marketing tool it's like any other marketing thing that you budget and you put the money into it and you'll workout what you get later I supposed. But if you're wanting to create a product, which is what I was wanting to do. Then, you have to take it a little step further I think and really make sure you've got the structure around you to be able to create the quality that you need to produce in order to have a sellable product.

Tim: Um-hum [indicating yes].

Wendy: So, they would really need to do their research and find out why. And then of course you've got to think about your distribution because self published books as we know are often not very good. And because of that reputation you're not going to get them into any bookstores is the problem.

Tim: But is the idea to get them—a lot of self published authors that I speak to it's not about getting into the book stores. It's about selling them at the back of the room, selling them on their websites, selling them face to face is a much greater margined.

Wendy: Yes.

Tim: Is that your idea?

Wendy: My idea is that around the time I decided to go ahead with doing the book myself and I came up with the term vegie smuggling and that really appealed to me. I could see then that it wasn't going to just be a book. I could talk about parenting techniques and tools. It was sort of growing into more than just a cook book for me. Around that time—sorry. I'm totally off my checklist too.

Tim: That's okay. Come on, Lukey, you killed the question really.

Luke: So, Wendy, how have you gone about doing sales and distribution into retail channels?

Wendy: Okay. So, I'm retailing online at the moment as sort of a soft launch.

Luke: Would you like to give us a website?

Wendy: Yes.

Tim: Nice.

Wendy: www.Vegiesmugglers.com.au.

Tim: Ripping name. We'll come back to that.

Wendy: So, I started the blog and now I'm selling there but really wouldn't have gone ahead with whole project if I couldn't see a good distribution message.

Luke: So, will you tell us how you came up with the idea to sell your books in childcare centers?

Wendy: Well, I know for me self publishing works when there's a niche, when you've got your niche market, and you really want to target your market where they are. For me mothers and fathers with small children are not browsing around bookstores looking to buy a cookbook.

Luke: Um-hum[indicating yes].

Wendy: They are dropping their kids off to school and daycare. That really to me I realized that had been where I had been making purchases myself in the last few year, so, taking the book directly to my target market in a way that was also going to help the daycare center. It seemed really logical and a good fit for my product.

Tim: I'm proud of you.

Luke: Yes. I've seen that sort of thing done in our local area, Timbo, at the wineries on the peninsula. Someone has created this wonderful book with recipes in it and also profiling local wineries. They're distribution method is to go and give it to the wineries to then sell to the customers.

Tim: Lukee, you hang out at the local winers?

[Bubbles]

Tim: So, Lukee, we are just going to stop Wendy there because one of the things that I'm wanting to do with this interview is give people the hope they have the ability to write a book because it can seem very large. I remember before writing *Cha-Ching* it was like, "Oh, my God." And it did take me a while. I just slightly chipped away at it but there are three things we can share here. One, is very simply get a writer. I found this writer on Fiverr for \$5.00 an article. I'm sure giving her ability in the article that she wrote she's probably able to write a book. So, if you could just talk into a microphone and have

one guy start a conversation in which he interviews you or not someone particular but find a writer that could interview you and they create the words, you just provide the stimuli. So, that would be one. And that's just an outsourcing way.

Secondly, you've got this little site here that has got a very weird name.

Luke: You can just do a search on Scrivener. It's s-c-r-i-v-e-n-e-r or we'll put it in the notes for the show. I haven't used it, Timbo, but from what I've seen it's essentially a writing tool that will help you first of all outline a book and then author it. And one of the other things that it can do is if you're into using Mind Maps ? 30:22. I know I've been using Mind Maps.

Tim: I do Mind Maps.

Luke: It can actually import certain formats of Mind Maps too, which essentially can form the...

Tim: Chapters?

Luke: The outline of your chapters and the outline of your books, so, Scrivener. Another one, Timbo, down the track that will actually help you publish a physical product is a website called LuLu.com.

Tim: Yes, it's good isn't it?

Luke: Yes. Basically you can send them an electronic version of your book and I think they can do one off (inaudible due to over talking).

Tim: Yes, they do. You don't have to have a whole lot of stuff but I think also if you hand your book over to them they'll get it in the format that Amazon will retail your book in.

Luke: Yes, I think that's the .pub.

Tim: The .pub format. Lulu, another not in the shadows of that, Lukee, I'm going to go into detail on another. Well, actually I'm going into absolute detail because I think this will form a really good section in one of the module in the academy. Okay? I'm going to explain how I've done a number of books for my clients and for myself, right? So, what you do it's using crowd sourcing as a technique. So, the first thing you do is—I hope I get this right first go. What you do is you figure out the question that you want to get answer. It's like we're writing a book that is essentially a list of people's opinions. Okay? It's not a long flowing copy book. But what you do is you go and you print out the question and you put it into a Google spreadsheet. All right, you with me so far?

Luke: With you so far.

Tim: Okay. You then create that Google spreadsheet and say, "Here's the question I want you to answer. Please answer it in more than 100 words and write your answer in one column of the spreadsheet, put your Twitter ID or your email off or some way of getting some exposure for yourself because you're going to be published." People love to be published. You then grab the link to that Google spreadsheet because Google will just give you a link to share, and you put it out on Twitter,

Facebook, LinkedIn, email it to people, wherever you want to put it and say, “Hey, I’d love your opinion for this book I’m creating. Can you click here and fill it in?” And over the course of time you get a long, long list of responses from people from all different walks of life depending on the content that you want to create. You then take that, send it off to your designer, and turn it into a very, very nice looking e-book.

Luke: That’s a great tip, Timbo. I know that you’ve been using that method quite a bit.

Tim: It’s just so simple and not only does it take the heat off of you what you also do is you write the forward or the introduction so you kind of put your mark on it. I did one recently, *73 Things I Wish I Would Have Know Back Then* or something like that. It was career advice. So, I went out and got career tips from people how have been in the business for a long time what was the one thing they wished they would have known back when they started that they know now.

Luke: Yes.

Tim: What a great book. You know it? So, that’s a really good way. We’ll cover that in detail in a module of the academy.

Luke: Indeed.

Tim: Back to Wendy.

[Bubbles]

Tim: Hey, Vegie Smugglers is a great name, clearly about hiding the veggies.

Wendy: That’s right.

Tim: Was that hard to come up with? Did you have a lot of names, was it easy?

Wendy: Well, actually without making my brain look like a strange place it just kind of popped in there one day. I didn’t go through any method. I was telling the story about all these recipes I had devised with my kids and how I was having success and it just kind of slipped out. Oh, la, la.

Tim: Brilliant.

Wendy: I thought, “I might be onto something there.” It was interesting because once I had the title I could see the product and if anything that kind of inspired me to (inaudible) 34:02.

Tim: Great. Everything became clear. Did you, though, out of Vegie Smugglers the book you now see Vegie Smugglers the brand being much more than a series of cookbooks. You want to move it into kind of in the circles of parental help, healthy kids.

Wendy: Yes.

Tim: What other products could we expect to see out of the Vegie Smugglers brand?

Wendy: Well, the next thing that I'm working on is this craft sheets that I'm putting up on the blog. A lot of parents don't do anything creative for their kids because they think they can't draw so I think that's a real shame. I love to draw with my kids and I find it to be really good quality time. It puts no pressure.

Tim: Are you a good drawer?

Wendy: Yes, I illustrate.

Tim: Wow. Your stick figures are kind of not stick figures.

Wendy: Yes, they're not too stickish.

Tim: There they are. They're pretty good. So, we've got sort of craft sheets. What else?

Wendy: It's craft sheets. They'll be another cool book possibly and a bit of merchandise in the future to and organizational things, that kind of stuff.

Tim: Have you thought of—

Wendy: I'm sorry. I'm just looking—sorry. I'm just looking at all the different topics of parenting that cause difficulty and just trying to make them all easier.

Tim: Have you got something for—Luke's got a newborn, little Isabella, clearly putting on weight. Is there something for Luke that he can...

Luke: Putting on weight?

Tim: Well, Isabella hopefully is. You're not meant to. You're doing what I did. Anything for overweight newborn fathers, Wendy?

Wendy: I'll get into the sort of healthiness of parents soon too, maybe.

Tim: Hey, last thing is there a resource that you know of, an online resource, if there's small business owners out there wanting to become an independent publisher?

Wendy: Well, if you do just want to do it for marketing purposed then there are heaps of good companies that can help you. I think bookpalace.com does it and that will be one copy of something.

Tim: Cool.

Wendy: You can get those ones that will go up to 500 copies and if you just want a vanity project really that's perfect. If you're wanting to go up beyond that you're going to have to get into offset printing and it gets a bit more complicated.

Tim: Yes, it does. Nothing wrong with a vanity project.

Wendy: I know. Even Selfpublish.com that's what they use. There's a lot of good resources actually just guiding you through the process and whether or not it is right for you.

Tim: And another one is Blurb and another one is MagCloud. Blurb is a self publishing website. MagCloud allows you to create your own magazine. Very cool. We might put them in the show next week, Lukee.

Luke: We just might.

Tim: Hey, Wendy Blume, thank you 100 million times for the book and for coming on the show.

Wendy: You're welcome. Thanks for having me.

Luke: Thank you, Wendy.

Tim: And looking forward to the next...

Luke: Vegie Smugglers.

Tim: I was going to say pudgy smugglers but that is wrong. Thanks a lot Wendy.

Luke: Thanks, Wendy.

Wendy: Thanks, guys. See you.

Tim: See you.

[Music]

Tim: There it is, Lukee, the very, very intelligent, academic, lovely Wendy Blume.

Luke: Wendy Blume.

Tim: Great name.

Luke: Isn't it a great name for an author?

Tim: Yes. Wendy Blume, maybe it's not her real name. We should have asked her that.

Luke: Yes, maybe.

Tim: Wendy Blume of Vegie Smugglers guys. What I think I have just authored a check dabble, a book called *Takers of Auction* or something like that. I can't remember the name but Renee Mayne, Bra Queen previous episode, had approached me and said, "Do you want to write a chapter for this book I'm putting together?" And she's got 12 of us including herself writing a chapter about how we take action in our business lives. We had to pay for the privilege, which I think is quite interesting, and then we get a number of books, 1000 books, once it's published. A real book this time. A real book and I'm excited

about that. I just showed you the cover. That will be available later in December but I thought that was a clever way of again having a book published, you know?

Luke: Yes. It's very much along the lines of what you had talked about before, Timbo, in terms of credit source and the content of your book. And something I mentioned in there too, just in regards to a book that's going around the track at the local wineries where I live. It's actually a wonderful method.

Tim: You want into these wineries and they go, "Hello, Luke, welcome back," rubbing their heads together, oh, the old soul.

Luke: No, we've got some friends down the road that run a winery. Anyway, it's the same sort of thing. They actually charged each one of the wineries to be featured in this book.

Tim: That's excellent.

Luke: And they might get 100 or 1000 books or whatever and make money hopefully out of selling them.

Tim: Yes, good start. So, that was a fun interview. Lukee, the academy listeners go to sbbmacademy.com and check it out. It's a \$67.00 deal between now and the end of the year. Lock it in and you'll never pay another cent per month and I'm excited about the content that we are going to grab. I was jotting down notes during the interview, Lukee, of some of the stuff we're going to put in teaching modules.

Luke: Indeed.

Tim: Very academic of us small business blokes to have an academy. Don't you think?

Luke: Sounds good, Timbo.

Tim: It's event coming up in our Intensive is St. Eliza School of Business.

Luke: La te da.

Tim: Hey, isn't it la te da?

Luke: Very la te da.

Tim: I couldn't believe when they said, "Yes, you can hire us as a venue."

Luke: They didn't do a background check I guess.

Tim: No. Not while working with children around police chicks, oops sorry. But, Lukee, that is a nice venue. And listeners if you haven't bought and you still want to come go to small—what's our website?

Luke: SmallBusinessBigMarketing.com.

Tim: SmallBusinessBigMarketing.com and click on the academy because there are a few spots left in Intensive.

Luke: (Inaudible due to over talking).

Tim: I meant Intensive. That's a two day marketing workshop, Lukee. And finally I know Paul Burfett, who had a wonderful offer for our listeners in our last show, \$2000.00 for 5—was it 5 or 6?

Luke: Six.

Tim: Six internet TV shows for 45 minutes long. That is unreal and now he's had a couple of takers and that is a really, really good deal. We'll put another link into the show next to that. One of the things we're trying to do here listeners, we are pumping a few more things to get you to dig into your wallets but it all in the spirit of giving you marketing channels to promote your business that aren't going to cost you a fortune. So, and offer high value and high impact, Lukee.

Luke: Indeed.

Tim: Lukee, I think that's enough. I'm fed up with you. Okay? Until next week.

Luke: We must also say, of course, thank you to all the people at FlyingSolo.com.au.

Tim: Yes, get over there.

Luke: If you want more information on marketing there are some great articles and there's also a forum that you can check out.

Tim: Yes, absolutely. I reckon it's coffee time.

Luke: Indeed.

Tim: You haven't had breakfast.

Luke: No.

Tim: You're fading away. I shouldn't really say that, should I?

Luke: You've gone really hard on me this episode.

Tim: I am hungry. I'm going to go and smuggle some veggies into your..

Luke: What are you going to have?

Tim: Eggs Benedict. I'll smuggle some mushrooms out of the toast.

Luke: There you go. Thanks for listening and we'll catch you next time. Love your work.

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