



SPI Podcast Session #42 - Killer Kindle Publishing Tips with Jonny Andrews

Show notes at: <http://www.smartpassiveincome.com/session42>

Pat: This is the Smart Passive Income podcast with Pat Flynn, session #42. Let's do this!

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host: He was a pitcher in little league baseball--Pat Flynn!

Pat: What's up? Welcome to another SPI podcast session, session #42. I have a great interview to share with you today, which is very, very relevant to what I've been up to lately--book publishing.

That's right, I'm right in the middle of publishing a book right now for the Amazon Kindle marketplace. This is a self-published book, and I'm going through this as we speak. I'm actually looking at my desk right now, and all the post-it notes I have in my outline on my desk.

In case you're interested in following along with my progress of publishing a book on the Amazon Kindle platform, I'm actually documenting this entire process and sharing my thoughts along the way. If you want to follow along--you don't HAVE to, but if you want to follow along, maybe you're interested in publishing a book of your own, or you're just curious or you're a stalker--I don't know. But you can go to patsfirstbook.com.

Doesn't matter how you spell first, it's patsfirstbook.com, and that will take you to a private Facebook group where you can choose to join, there'll be a button that says "Join", and in less than a day I'll approve you and you can go and join nearly 1700 other people who are in there following my progress and asking questions and offering advice because some of them have already published books on Kindle, which is awesome.



It's a great, amazing, supportive, inspiring community. So if you're there already, awesome. If not, I would love to see you there. So again, that's patsfirstbook.com.

While I go through this process, I'm really excited about it. I've been picking the brains of people who have already had success in the marketplace, and I've met several.

That's sort of why I'm doing this, there's SO many wonderful success stories out there from people who are killing it on Amazon right now, from a wonderful side income to their already existing jobs, to some people doing it fulltime.

One person in particular I want to mention just as a shout-out. Jeff Goins over at goinswriter.com, he is an amazing, humble human being who's sort of pushed me to do this, and I really am excited about it like I said. If you aren't following him already, you SHOULD, and I'm going to have him on a later podcast, too, to share his thoughts about the marketplace and a few other people, too.

But today, I have someone on who when I was asking around--asking my Twitter followers and Facebook followers "Hey, who should I get to know about this industry? Who can give me some great advice? Who should I get on the podcast?"

This person's name came up over, and over, and over again. He teaches this stuff. People rave about his methods, which is why I'm happy to have Jonny Andrews here today, accompanied by his business partner, Hollis. So what's up guys? Welcome to the show, thanks for being here.

Jonny: Thanks for having us!

Hollis: Thanks for having us.

Pat: Let me ask you guys straight up before we get into the details--what kind of success are you actually seeing with publishing books on Kindle? If you don't mind sharing, how much are you making or how many books are you selling? I know it's a huge number, but I'd love to hear it from...

Jonny: I'll give you the answer, but I'll steer it in a slightly different direction. When you were researching your stuff for Kindle, you probably came across a lot of courses and whatnot that were published out there that were recommending that people publish in volume, to publish things like private label rights; basically, books other people have written and that have mass sold and upload that way and try to make it up



in volume.

Pat: Yeah, I did come across that a lot, actually.

Jonny: Yeah. One of the big, big, big things that Hollis and I like to steer away from is the thrust that this is a business where we look at the dollar signs as the primary motivator, because the way that we look at this is, our goal when we create a book--whether we have that ghost written, whether we do it ourselves, whatever--the goal is to provide as much value to the end reader as humanly freaking possible.

That the book, when they buy it, whatever it is--it could be vampire fiction, zombie horror, who cares? "How to Toilet Train Your Cat," I don't care WHAT it is, the book is original, it is amazing and it is specifically amazing for THAT person that it is best suited for.

What that does is it flips the entire equation around, because a lot of folks are like "Oh wow, how much money can you make?" The answer is, an astronomical amount of money, IF you first focus on providing value.

The equation really goes like this--you provide the most value possible to the biggest market possible, more than likely you're going to see some pretty big returns.

Pat: I'm really glad you touched on that first, because I have been doing the research and I have been seeing a lot of things--you know, do the niche research just like you do keyword research, but when you find a hole, basically fill it with something as soon as possible.

I've learned that there are some things you could do, whether you provide value or not, to increase your exposure, but bottom line, I love that – provide value to the end reader. That goes very in line with what I teach on [Smart Passive Income](#), in any sort of business model. I'm really glad to see that's what you're doing on Kindle as well.

Jonny: That was the big shift. That was our primary goal. I think probably the reason my name might come up and what Hollis and I are doing now has kind have been at the forefront of everyone's thought process when it comes to this whole method, is because the concepts that we're using--literally, it's hilarious because they're, it's so transparent, it's so white hat. We literally reject any kind of sneaky, weird, manipulative kind of stuff.



In the internet marketing space, where we have come from in the past, it's all about finding the loop holes and exploiting them. And that, unfortunately, lead to marketers creating books for money, when in reality it should've been--unfortunately, the authors don't know how to market, and so there's this weird kind of dichotomy where the crappy books were shooting to the top because those guys knew how to sell 'em, but the good books were kind of dying, so we flipped around and we're like "Let's find the best books possible and position them in the best way possible so that the most people can benefit from them."

It really comes down to not even keywords, it's about the readers. We find pools of readers. Keywords are actually irrelevant.

Pat: Really?

Hollis: Yeah, I'll let Jonny touch on the keyword concept a little later, because I'm actually just going to be on here for the beginning because I got to run to a dinner with a PR company because of the success of these books.

But that's one of the things that we look at--if you're providing value to this marketplace, not even providing value but providing quality. Books have an inherent way that we think about them. A certain kind of quality.

Coming from people wanting to do keyword research and fill a niche, they think in reports, not in books. Books entertain people, they build trust, they build rapport. There's a lot of things that can happen from a book.

For instance, we've figured out how to rank on Google using this. We figured out how to apply this to getting on the news. All kinds of different benefits that come outside of the direct money. But I know people always want to hear numbers and things like that.

One of the last books that we worked on, I think it was about 10 days, 14 days, I can't remember--it ended up making about \$35,000?

Jonny: Actually, it did \$45,000 in about two weeks.

Pat: \$45,000 in two weeks?

Hollis: That's one book.



Pat: From one book--how much was that book selling for?

Hollis: \$4.

Pat: Four--that's MASSIVE volume right there!

Hollis: Yeah. The great part about it was, the way that we looked at it was not--that money is windfall, because I look at it like this. You're spending all this money on running ads and doing all these different things. You're basically flushing it down the toilet hoping that it comes back to you in the long run.

Now, just by producing some good value up front, we're getting new customers and new people that are exposed to our message that we're doing with these books, and we're getting paid for it instead of having to go out and spend all of our money on advertising costs. The book is the best ad you could possibly have for your business, which is extremely helpful and really helps us to do this.

By doing that--and, you know, always providing more, we have a lot more opportunities to not just be limited to what our little box we've been put in for eBooks and it's only growing.

Now that the mass market--real readers, not just people who are out searching for things -- are literally sitting in this digital library all day long, where they can press one single button and it's hooked to their credit card and they buy books.

They'll buy one, two, three, four, five, six--they'll buy a bunch in a day, they get into these buying sprees. Fun little fact is, Amazon has about 300 million credit cards on file of people who are sitting there buying books. You can tap into that and you're looking at a really great customer base as long as you treat them correctly and you deliver the value that a book is associated with, and then--same with Amazon.

It's all based around this whole trust thing where you provide good stuff; they're going to do good stuff for you.

I mean, we've even had Amazon running ads and sending emails out promoting our books because it's running up the flagpoles, Jonny likes to call it. It does do some pretty amazing things when you just shift the mentality of trying to make money from a book to "What kind of money will come from a book?"



Pat: I love that. What kind of books are you guys writing? Are you guys just in one niche and crushing that, or are you all over?

Hollis: Well, it's across multiple niches, but we do try to focus on ones that have enough eyeballs to be worth the time. There are some very specific ones that you can do well, but you obviously need to know what the backend on those are.

There's a huge, epically huge, difference between fiction and non-fiction, obviously, and how you deal with that customer base. We've scaled it from vampires to health to cooking--you know, a lot of different niches, all the different ranges in which they can really take off in.

But it really comes down to the end goal of "What are we trying to achieve with this book?" Is it to sell a lot of books? Jonny had a great line that he's been using a lot lately, which is "You're a best seller because you're selling lots of books and you're a best seller because you're selling a lot of the books."

Jonny: Almost! You've almost got it!

Pat: [laugh] What is it, Jonny?

Jonny: It's "You're a best seller because you're selling a lot, and you're selling a lot because you're a best seller." It seems like a catch 22 until you're able to leverage the natural algorithms that exist within that ecosystem.

Amazon really is an ecosystem. If you're in the water, you can fight it and drown or you can go with the flow, and usually that river's going to take you to some spectacular places. That's really what this kind of environment is, and that's what it offers you.

When I came forward with what I knew earlier this year, it was like you could hear the record scratch, you know? Everybody kind of stopped and went "Oh, dude! We didn't think about it that way."

I'm like, "CLEARLY, because Amazon's beating the hell out of ya!" Because they were literally wiping out accounts left and right and banning people for life, and I'm like "This is going to get uglier before it gets prettier" so I had to kind of step up and say "Dudes, no. Ya'll doing it wrong. Here's how it goes."

Pat: Right. It sounds like you can't just write one book--just from the sounds of it, you



can leverage so much more by putting yourself out there more. You can--it's not like you're going to publish one book and it becomes these best seller, ultimate--*Fifty Shades of Grey*, whatever. It sounds like you have to put some work into it, and put yourself out there in multiple places.

Jonny: Well...yes and no, actually. I mean, you're always going to have those crazy out of the park homerun kind of things. Mommy porn, obviously--who would've saw that coming?

Come on! But the *Fifty Shades of Grey* and *Hunger Games*, *Harry Potter*--all of those books were these super-sized mega best sellers. There was something there; that it was a cultural phenomenon that caught on.

One thing that's very interesting is seeing the kind of reader base. Those people aren't necessarily--like, *Fifty Shades of Grey*. The people that are buying that right now? That's a lot of curiosity. You're not going to be able to--I don't think there's anybody who's going to be able to manufacture that outcome at that level again. Or at least, for the foreseeable future, because that was a culture phenomenon. Right now, it's curiosity-based. It's not a REAL market.

I mean, there's a real market that exists. Erotica is huge, it's massive, it's read by men, women, and it has always sold, it always will sell. *Fifty Shades of Grey* came out and all of the sudden because of the timing with the eReader phenomena, you can't see what people are reading. You don't see the cover. So who cares what you have?

You could have something to do with six dudes and a goat. Who cares? It's on your eReader, man! No one's going to know!

Pat: That's a good point, actually.

Jonny: Exactly. That's the kind of situation where you're in, so it's safe now. People can explore that, and it's OK. But had *Fifty Shades of Grey* come out ten years ago? Never would've happened.

It's this curiosity phenomenon, and everybody's like "Wow, that's huge!" and it'll get more eyeballs on that marketplace, and that marketplace will naturally grow because of it, but it's just like zombie horror or vampire horror.



They have a natural diehard fanbase, and then *The Walking Dead* comes out and all of the sudden post-apocalyptic zombie miniseries are huge. Then you get--what is it called? Whatever the twinkle-y vampire people--I should know this! I do books for a living! I can't even remember-- *TWILIGHT*!

Pat: *Twilight*, right.

Jonny: Yeah, see?

Pat: Twinkling, yeah. Ha, ha.

Jonny: You get the *Twilight* thing going on, and that sucks in all of these people, who are like "I wonder what else is out there?" So the whole genre benefits from these spikes, but the likelihood that you'll manufacture a spike like that yourself? Don't go for it. Because unless you really plan a loooooong, long game, you're probably not going to hit that.

Instead, what you want to do is shift your mindset to the natural eyeballs that Hollis was talking about. You've got natural readers in that genre. You've got maybe--I think John Locke might've even touched on this. If you know about him, the first dude to do the 1.5 million eBooks.

Pat: I've heard of him, yeah.

Jonny: Yeah. It was interesting, interesting reading his book is. But you shoot for the natural people that exist there anyway, and then if you get lifted up, THEN you can celebrate that. But don't expect it. Expect to build a business based on existing people who like that and are looking there anyway.

Pat: Right. You said earlier about going where the eyeballs are--how do you make sure that when you're publishing a book for those eyes, and they might not necessarily be in something that you're an expert on, or something that you're even interested in, but you know that there's a market there from research. I think I remember you mentioning ghost writers?

Jonny: Mmhmm.

Pat: How do you make sure the ghostwriters are providing that value for the end reader like you guys are seeing?



Jonny: It can get a little difficult, but the first place you want to start is you always want to hire a ghostwriter that writes in the language of your target market. This goes without saying.

One of the big problems was people--they could get cheap articles written in the Philippines. Well, a lot of Filipinos speak very solid English, but the slang is off. A lot of the grammar is not quite right. And clearly, anybody is going to notice that that's not written by--so what they would do is they'd get 6 or 7 of these people to write 3 or 4 articles each and then compile them into a book.

Yes, topically speaking the information was correct and accurate, but thematically and grammatically, it was just god awful.

Pat: Right.

Jonny: There was no central voice. So what you do, let's say you're targeting the American audience, which is the biggest audience out there. English speakers in America, let's say, who want to lose some weight. Hey, there you go! There's 92% of the population.

So you target these guys. You actually have someone who has the experience in that. So you look for somebody with the experience in that marketplace who can write correctly and that will put together that full book.

That's what it is--you use one person who represents the market. It's not very hard to find. It'll take a little bit a of doing. It might take two or three days of bouncing emails back and forth. But ooooh, whoop-di-doo.

That was the big problems, people were like "spend the \$2 or \$3 an article, get a book written for \$100." I'm like, "No. Spend \$200, get one book written that people actually enjoy and they might recommend to their friends, rather than hitting the spam button and everybody emailing Amazon that your book is crap and then your account gets banned, blah blah blah."

Pat: Right. So where do you start--I know most of my audience, most everyone listening now, might not necessarily have a big enough audience already or platform.



I'm actually going through this process myself, when I'm writing a book FOR my specific target audience that I have in my blog, so my process is going to be a little bit difference since I already have some topics that I'm kind of authoritative in already. But if you don't have a platform--a lot of people are like "I'm not, I don't want to get into this because I don't have a platform, you know?" They still have a chance, obviously, like you're saying. But where do they start?

Jonny: Ah, it really starts with what their interested in. I would come up with maybe 5 or 6 different subjects and then check on the best seller list in Amazon under those subjects, and look at the top 6 books and see if their sales ranking falls somewhere between, let's call it 2000 and 20,000. Because what that indicates is that there's a natural flow of eyeballs there.

I guess that's kind of the long and short of this. This is a subject that you're interested in, and that you would be entertained reading a book someone else wrote on it. That's good enough! You don't need to be an expert, go find an expert! There's other ways. And you could interview experts. Nothing wrong with that, you know? That's totally cool. Tons of books get shot out that way.

You can record the interview, get it transcribed, have an editor break it up, super simple. At no point in time--think about this. The editor in chief or whatever they're called in the traditional publishing world from say, Simon and Schuster. More than likely, that guy does not have a freaking clue about 90% of the books that they're shooting out on a weekly basis. Who cares? It doesn't matter. That's not his point.

You could take publishing and just publish that kind of stuff and have those things ghost written authentically, or you could have someone--you could interview someone who is. Like let's say you want to do a workout book, or some diet or something.

Go to the gym, find someone who looks like they know what they're talking about, six pack abs or something, and go interview them about the process that they went through. What did they eat, how did they sleep? What is their daily activity like? How can someone replicate their physique? Done. Then you just give them a slice, publish it yourself.

Pat: Okay, so do I just write the book at that point? Is there anything important that I have to think about specifically for Amazon, before I write the book and upload it? I know, obviously based on my research, that the title is important. That's your headline, that's how you're going to be found, but is there anything else that is extremely



important to take care of?

Jonny: Make sure you have an extremely professional cover that looks good. One thing you have to keep in mind is that there are--this is something like nobody ever thought of. It was hilarious, I put this idea forward and everyone kind of stopped and went "REALLY? I didn't even think of that!"

But you have to keep in mind, the majority of Kindles sold, regardless of the 2011 Christmas statistics, were regular Kindles, NOT the Kindle Fire, so yes, Amazon might've been shipping over a million Kindles a week, but those were the grayscale.

So people are going to be buying on those, they're not just buying on iPads or Droids, so your cover has to communicate its message visually across both color as well as grayscale. What happens is, most people create a cover that looks HORRIBLE on grayscale, so you end up alienating a good 80-90% of the market right out the door.

Pat: Because they're buying directly from their Kindle.

Jonny: They're buying directly from their Kindle, and their Kindle is grayscale. If you take your cover and just shoot over it grayscale, which is just a little flick of a button in whatever program you're using, and if you cannot read the subject anymore, if you cannot read the title, you need to go back and have whoever made that cover for you fix it.

Pat: Big, bold text and pictures I presume are eye-catching? Not too much, obviously, because it would then kind of be counter-intuitive and kind of get distracting and people would overlook it, right?

Jonny: Ahhh, it depends. If it's distracting, then yeah. You can get away with some interesting things. It's one of those things where what's beautiful about the digital publishing world is you can test it.

People always ask me "Hey, does this stuff work with a physical book?" Absolutely, totally! It's easy! HOWEVER, do it digital first, because within 20 minutes of finding out that maybe you don't have the right cover, you can upload a new one, and it maybe takes a day or two for the [KDP](#) people and their little minions to get you shuttled out there with the new cover, no big deal.



But think about that process with a physical book. It'll be six weeks? So you can really dial in your process, dial in your title, make sure you got that message to market match, and I promise you, those reviews are going to reflect it. You've butchered something, there's not a single person in Amazon who's shy of telling you. That's why you want to have a really good book.

Pat: And the reviews are important for selling after the book is published.

Jonny: The reviews are almost more important than the book itself because it's social proof. People have a tendency--and you know, I'm like this too! Kind of the way I figured out a lot of this stuff out was literally just, I borrowed my father-in-law's Kindle one night and I was like "Holy crap, is this REALLY how it is?"

Because I never had one before, and I was publishing on this, and it literally changed everything as soon as I had that device in my hand.

You go through and you'll find—if you try to disengage from the marketing brain, which is hard to do I know, but if you just sort of disengage and look at it like just you, as a reader, as a buyer, what you're looking for? I find it's easier to do it if you go in fiction.

I'm always looking for marketing books, because I like to keep my edge, kind of thing, so I'll go into fiction and just be like "Huh, what's going to catch my eye?" And it's always going to be some kind of highly professional, stunning cover, title that just delivers the message of what I'm going to be getting, and above all else, the number of reviews. 3 1/2 stars, and I'm like "Ehh, do I really want that?"

People now--people won't even download a book that much. There's always exceptions to this rule. But people won't even download a book for free if it doesn't have reviews, sometimes.

Pat: So how do you--I mean, when you first published a book, though, you have zero reviews. How are you going to get downloads?

Jonny: Just go and ask people to give you reviews! You can gift the book to someone and say "Hey, read this, and tell me what you think! And by the way, tell me what you think on Amazon, so...UNLESS YOU HATE IT!" No, just kidding.

Pat: I have a business in the iPhone app industry, and a lot of people who get into that business spend all this money and all of this time creating these iPhone apps and they



put them on the app store and they just hope. They just hope, and nothing ever happens.

Jonny: Not a thing.

Pat: And I know that a lot of people would or probably ARE doing the same thing with their Amazon books.

Jonny: Oh, absolutely.

Pat: Is there anything that you can do to just boost your sales besides asking your parents to buy your book for you?

Jonny: Well, there are two things. First of all, do NOT buy reviews. EVER.

Pat: I'm glad you said that.

Jonny: Do not go--there's all--

Pat: Fiverr and...heh.

Jonny: Exactly. Don't go to Mechanical Turk, even though it's an Amazon company. Do NOT buy reviews. EVER. It is awful. It's a bad, bad, bad, bad, bad idea. Amazon's actively sniffing those things out.

Because, think about this: What I was just talking about earlier, the thing with Amazon is that whole company is based around consumer trust. And what says "trust" like a fake-ass review? It's like "Hey, absolutely! I trust you! Five stars for the Cuisinart thing over here, too, and you're a man in this review and a woman in this one. Here you had four kids; over here you have a dog and no kids."

That kind of stuff was happening ALL the time and buyers are becoming savvier and they'll actually check out the reviewers.

It's excessively important to have desperately authentic, real reviews, and let people tell you that they hate you. Really! I mean, it'll happen sometimes. If you put a book out there, there will be people that dislike your book. GASP!! Look at what happened to *Fifty Shades of Gray*. They're split right down the middle, like "I LOVE IT!!" "I HATE IT!!"



Pat: I was actually looking at the reviews yesterday for them, because my wife picked it up on the Kindle. I was like, "Really? You got this book?" and she's like "Yeah, everyone else was getting it, so I wanted to see what it was all about."

Jonny: And there you go! That's EXACTLY what I'm talking about. It's social proof. "Everybody else is doing it. I've gotta know." Think about this--it's the typical restaurant effect. You've got two restaurants, one of them is absolutely packed to the freaking gills, and the other one's got a dead dog in the parking lot and no cars, but they're both open. Which one are you going to be more likely to go to?

Pat: Yeah. I'm not having any dead dogs near me.

Jonny: Clearly! Who needs that meat in our soup?

Pat: [laugh] Yeah, I was looking at the reviews and they were split down the middle. It's kind of interesting to see how mean some people were to the author, actually.

Jonny: Well that's because at the level she's reached, I mean, Amazon was sending out stuff that they were the fastest books to ever hit a million sales. I don't think it outsold *Hunger Games* in terms of overall volume, but in the short span of time that they've been around with the buzz that's its generated it's really been about--yeah.

They broke a million sales just, as far as I know, on Kindle. That's not even including all of the other platforms.

Pat: That's crazy.

Jonny: Absolutely.

Pat: So there's a lot of opportunity out there.

Jonny: It's unholy. It is absolutely insane, because we are at the cusp of--think about this. If you could've been--if you had a band, and you were one of the first hundred bands to ever get into iTunes when the iPhone started coming out, you could buy that stuff? Just think about the exposure right now!

Right now...it's funny, because when Hollis went to the [Book Expo of America](#), so that's like the big thing that everybody goes to. And our publishing company was new and we



were #2 on the Wall Street Journal and cool stuff like that, #10 in [Amazon](#) and everyone was like "Yay!" It was funny, we actually turned down an offer from the senior editor of [Penguin](#) because it just didn't make sense, you know. The mainstream guys don't really have it dialed in yet, they maybe will soon.

But it was cool because he went there and the guys at the Kindle platform, who were in charge of developing this thing, were asking us to give them assistance, because what we did--they said no one had ever done. As an independent publisher, no one had ever done what we did, EVER. They were like "Everybody's watching you right now."

It was great, because Hollis does not dress like a publisher, and neither do I, so we could be schlepping around in sandals and absolutely no one's going to pay attention to us, which is ideal. You don't want that stuff.

So they were actually asking what we would suggest they do with the platform. AMAZON, they built it! They don't even know. We just have this overwhelming opportunity. EVERYBODY does. It's like, if you're not taking advantage--because, what is it, the statistics are like 98% of the world thinks they have a book in them, and want to get it out?

Pat: Yeah. It seems like--and I've looked at the process and actually helped a friend with the publishing process of putting it on Amazon. It was extremely easy! I had no idea it was THAT easy. It was scary how easy it is.

It's a lot easier than building a blog and putting yourself in front of zero audience as opposed to really quickly, after you have a book, putting it on Amazon in front of 300 million potential credit cards.

Jonny: Yeah. Absolutely. It's night and day. It is the Internet back when there were only a couple of websites and people were getting lists of "Hey! Here's the new websites that came out today! Here's this one about punching dogs, and this other weird stuff." And everyone was like "Yay!" But this is where we are right now.

There's tons and tons and tons and tons of books and everyone thinks "Oh wow, there's so much competition." No there's not! There's NO competition at all, and the reason I say that with the upmost conviction, is because I can tell you, having come from that world--before I got into business, and before I got into marketing, I was an artist.



I mean, I've been a writer my whole life, I've been a musician my whole life. I can tell you, flat out, why 99% of the books die on the shelf. Even the greatest things you've ever read! You know, that have sold like--the BEST book in the world probably has only sold two copies, and that was to the author's mother and probably their aunt. We're never going to hear about it because that author had no clue how to get that information in front of the right people.

And it starts by knowing who they are and then reverse engineering that process. You can have the best book, but if it doesn't get exposure...and THAT'S what Amazon is. It's like assisted exposure, it's so cool.

Pat: Yeah, it's awesome. I'm really excited to be going through this process. It's not easy to write a book, and I COULD outsource it, but this is for my audience so I feel like I have to write this one, but I guess you don't have to if you can make sure that the quality is good.

So I know after hearing this a lot of people are going to...you know, think of what book is in them that they want to write and put on the marketplace. This is the last question--what are some of the most common mistakes that brand new people to the Kindle Marketplace are making that people who are listening today can hopefully avoid?

Jonny: Well, I'll start with the big one that actually addresses what you just said, which isn't necessarily a mistake, because I do the same--I'm crazy too and I like writing my own stuff, but it's an epic amount of work.

One thing you can do, and I did this with a lot of the fiction that I started putting out, just because I didn't have as much time, but a lot of people make the mistake of thinking that being an author means they wrote every word of it. I would turn your eyes toward James Patterson.

He's the most prolific author of all time. I think he made \$84 million, or something like that, last year. Just INSANE. And the guy works with other authors, and so one thing that I have done many, many times is I will create the outline of what I want, I will say "Okay, this is the story that I want in here, this is the information, here's all of the stuff." Essentially, create, almost craft an entire--like how video gamers do, almost...

Pat: A storyboard, yeah.

Jonny: Exactly! And then give that to a ghostwriter, because nothing is more horrifying



than a flashing cursor on a blank page. So I'm going to pay a guy to overcome that problem, and then they give it to me and what I'll do is literally sentence by sentence-- this is just how I work, because I work better like this. You might have a different process, maybe you enjoy doing it from the Blank Flashing Cursor of Death, but most people, I have found, do not.

So what I do, because if I want it to be authentically mine, I literally take what they did, rewrite it word for word, sentence for sentence, the entire way through. All of the sudden by the time I've done and I give it to an editor, that's me.

Pat: Yeah, it's your own voice at that point.

Jonny: Yeah, I just needed that OOMPH to get over that one thing. That is probably the biggest one, is thinking that "I want to write the book, but I don't have the time" or all of those things, because then what you do is you manufacture obstacles between you and success.

Jonny: Let's not be doing that, because that's lunacy.

The other big one is probably epically large. Not looking at the audience first. A lot of people will write a book and they're like "Okay, here's the book; here's what it's about." Cool. Who cares?

You don't start with the end in mind. Is the purpose of the book to just be a book? Is it to get best seller status? That's easy. You can do that in 15 minutes with a picture that you literally draw on your hand and take a snapshot of it and upload it with 12 words and then hit your email list and say "Buy my book right now and I'll give you a bonus." You'll get 2000 buyers and next thing you know you'll probably be in the top 100 and look at you, you're a best seller! But it's meaningless.

What is the point of the book? Who is it going for, and what do you want them to do when they read it? Because we have the opportunity now--this is something that the big publishers, one of the reasons why they are dying is because they do not get this. I think that they fight against it. These books are more than books. They are a gateway to a much larger picture.

I was having this same conversation with some extremely large names in Internet marketing, who were like "We're going to get on the New York Times Best Sellers list!"



and I'm like "Soooo...?" That's a forgone conclusion, dude. You and your entire posse can hit send and 6 hours later you've sold 100,000 copies.

What then? Is the book made in such a way that it is naturally lifted up by your audience and carried on their shoulders, higher and higher and higher?

I call it a buoyancy point. This is why we test our books before we launch them, and that's why when we published Isabel, her book is still hanging out in the best seller list, in the top 20, because it was manufactured to be carried by the masses and live for a long, long time without us doing anything to it.

Pat: Yeah, so it's selling itself.

Jonny: Exactly! You can manufacture that outcome. I'm not going to say it'll become the next *Hunger Games* or *Fifty Shades of Gray*, but it's doing exactly what it needs to do to be what it is in that market.

Pat: Love it.

Jonny: You should do that too.

Pat: I love that buoyancy point. That's great. Just a couple clean-up questions you can just answer quickly. Ghost writers, where do you get them? Good ones.

Jonny: Actually, colleges are pretty good.

Pat: Colleges, yeah....

Jonny: Yeah, try to find some desperate kids who will do anything for \$6. I'm completely [inaudible] pay them good money.

Pat: Yeah, absolutely. Can you preview your book on an actual Kindle to get the experience of what it's like before you--

Jonny: [inaudible] --where....that you can download and you can--there are little tabs. If you go into the backend of your Kindle publishing thing, you can upload the book, you download the software. Before you hit the publish button, you can actually suck your book into the reader viewer and you can see what it's going to look like on all of the different faces of Kindle.



Pat: This is on your computer?

Jonny: Yeah.

Pat: Oh, that's handy!

Jonny: It is very handy!

Pat: And then last question--images. Can you put images in your books? Is it smart to do so? Is there a max that you should be doing that?

Jonny: Yes, absolutely you can. Images do typically increase the perceived value of your book. However, Amazon charges the authors the download rate because a lot of those Kindles are connected to Wi-Fi networks. So for a split, sort of burpy second, they're tapping into the 3G network kind of thing. So that's costing the author money, even though it's typically pennies.

But if you have a lot of large images, your cost can be in the dollars. I've read stories of guys who had HUGE images in there. The full size kind of thing? Even though you're only going to see like 72 dpi, you know? They had the full...1200, this epically massive thing, and they were almost losing money any time somebody bought their book so they had to go back through and dumb those images down.

So just remember, make sure the images are still very pretty, but don't make them like Playboy Magazine quality.

Pat: Right. And they should still be readable in black and white.

Jonny: Absolutely. Very important.

Pat: All right, great! I could talk to you about this for hours. There's so many things that we didn't touch on, but I'm wanting to respect your time and I'm sure there's more information out there to be found through you, so if people wanted to learn more about this process through you Jonny, and I don't believe Hollis is still here, but if he's listening to this thank you for your input there at the beginning, Hollis. Where should they go to learn more about you?

Jonny: Well, basically there are two places, really. You know what, I'll just give you



one, it's probably the easiest. We're building right now a website called publishingedu.com.

That is going to very rapidly become the hub for this kind of information, in the industry and whatnot. Right now, literally we put it up today. We have a course in stuff like that that we sell, but if you hunt around you can probably find a link there or something. PublishingEDU.com, we're going to be populating that stuff with tons of info, so if you get there and it's not done yet, welcome to the cusp of a new thing!

Pat: Awesome, cool. Good luck with that and I appreciate all of the great information. I'm sure everyone else does, too. And of course, the inspiration as well!

Jonny: Hey, no problem. I had a great time!

Pat: Thanks Jonny, and thanks to Hollis, too.

Jonny: Cool.

Pat: All right, I hope you guys enjoyed the interview with Jonny Andrews and his business partner, Hollis, who had to leave in the middle there but that's OK. If you're interested in any of the links that we talked about in this episode, you can go to smartpassiveincome.com/session42. It'll take you to the show notes and all of the links of the things we talked about in this session.

Lastly, as a reminder, if you're interested in following along with my progress on publishing a Kindle book, you can go to patsfirstbook.com. I'd love to have you in the group. Click on the join button, I'll approve you in less than a day.

Join the community, and if you're interested in running a book or whatever, I'm happy to have you there. Thank you all so much of the support, for the inspiration, and I'll see you in the next podcast session. Bye!