



## **SPI Podcast Session #206**

### **SPI 206: How SPI Reader Robert Duff Is Building Passive Income with Books on Amazon**

Show notes: <http://www.smartpassiveincome.com/session206>

**Pat:** This is the Smart Passive Income Podcast with Pat Flynn, Session Number 206. I'm in your head.

**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 used to compete in Pog tournaments. Pat Flynn.

**Pat:** Hey, what's up everybody? Pat Flynn here. Thank you so much for joining me in Session 206 of the Smart Passive Income Podcast. I appreciate you being here. Apologize about the whispering at the beginning and realize how creepy that might be. Anyway, we have a great guest today. His name is Robert Duff. You can find him at [duffthepsych.com](http://duffthepsych.com), P-S-Y-C-H like psychologist because that's what he is. That's what he does. He's generating a passive income by publishing books on Amazon. Kindle books, audio books, and all those sorts of things. We get into strategy. We talk about why he's doing this, how well it's doing. We get into some numbers and just to show you, it's really cool because he's not a super marketing expert. He even admits that on the show. He's doing really well and he's building this great base business for himself with these books on Amazon.

A lot of you know I recently last month published a book myself and I plan on doing more. For those of you who are interested in that, it is a way for you to produce a passive income. It's a lot of work to write a book, but we get into production of the books as well and how Robert positioned himself in the space where there are books already on the same topics but how he was able to stand out and just really knock it out of the park. It's a great story. Without further ado, here's Robert Duff from [duffthepsych.com](http://duffthepsych.com). Here he is.

**Pat:** What's up, everybody? Thank you for joining me and I am here with Robert Duff, Ph.D. as it says on his Twitter account @duffthepsych. Man, Robert. Welcome to the show. Thanks for coming on.

**Robert:** Thank you, Pat. This is a little surreal. It's pretty cool to be on the show.



**Pat:** I appreciate you being here and actually I want to talk really quick about the way you reached out to me is nice because you actually reached out to me via Twitter and we had a conversation about the show and what you were up to. You were a perfect fit because a lot of people know that I'm looking for, and I don't want to say you're a regular person. That's how you mentioned it on the direct message, but I'm looking for stories from people who are making it work for themselves online who aren't necessarily the A-listers, as we all have come to know, in the online space. You are definitely one of those people, Robert, so I'm happy to share your story. Anybody else out there who's listening, if you have a story where you're making it work online or even if you aren't and you're looking for some help, I know in previous episode like 186, I talk about how I'm looking for stories where I can help people through consultation and that sort of stuff.

Anyway, there's a lot of ways that we could potentially work together for those of you listening and myself. Just keep those ideas flowing and keep those emails and those messages coming. I'm always looking at inspired, feature awesome people on this show. Robert, why don't you talk a little bit about not just why you reached out, but what you felt you had to offer in this particular episode here today?

**Robert:** Yeah, definitely. You're right. I am one of the mere mortals. I represent the contingent of people that I think can use passive income as a boost and as an add-on to supplement other income. My background's in psychology, so I recently got my doctorate in psychology in 2015 and there's a lot of struggle built into pursuing a degree in psychology. There's a lot of different steps that you have to go through. It's kind of like becoming a medical doctor where you have to do a lot of work for not so much money, eventually. I think that integrating passive income has really opened me up to help even more because I'm not so concerned about putting food on the table, making rent and things like that, which I think is a really big trap that people in this field fall into. It really opens me up to do that more flexibly, if that makes sense.

**Pat:** Oh, absolutely. In terms of how you initially got started with generating passive income, can you tell us how you got into that? Did that stem off of what you do in the psych world or where did it all start?

**Robert:** I've always been a bit of a hustler, so to speak, in that regard of just wanting to have other sources of income, and I've listened to your podcast since pretty early on, in the early days of SPI. It's always been in the back of my mind to where people in my cohort were talking about



people in the field of psychology, I'm talking about Pat Flynn, Gary Vaynerchuck, Tim Ferris, people like this, and they're like, "Who?"

**Pat:** That's awesome.

**Robert:** It's something that's always been there for me and I decided at one point to pursue passive income in general and I wanted to find out what that would be later on. I tried a few things that have failed throughout the years, different blogs and YouTube channels and things like that. In 2014, later in the year, I was having a conversation with my wife, and I was explaining a psychological concept to her. I don't remember exactly what it was, but I was explaining it in language that was very normal, just dude language, if that makes sense.

**Pat:** Dude language. That's totally my language.

**Robert:** Yeah. You're from San Diego, so you can get it.

**Pat:** Yeah, dude.

**Robert:** I realized that's something that I've always been good at, and I've been told that in therapy, for instance, with clients of mine, by other professionals, that I have a good way of taking complex concepts and talking about them like a normal person. She was like, "You should make a book like that." I was like, "Well, there's nothing really stopping me from it, so let's do it." About a week and a half later, I had my book out.

**Pat:** A week and a half later?

**Robert:** Yeah.

**Pat:** Wow.

**Robert:** I pounded it out. It's not a long book. It's short, but it's dense, and I had the high.

**Pat:** Yeah. We're going to get into that and how you accomplished that, but I want to rewind a little bit back to when you first wanted to get into passive income, all these experiments and things that you did that failed, what were, if you don't mind sharing, some of those things and why do you think they failed?

**Robert:** They were just feelers. I wasn't really serious about it and I wasn't engaging the audience interest or anything like that. I didn't even have an



audience quite yet, so I had done some things. One of the things I had done throughout grad school is actually bartended, which is a little bit unusual as well, and so I made a mixology blog that I was putting Google ad words ads on and that didn't really go anywhere. I had a podcast for a while that was actually was totally unrelated. It's not around anymore. I've let it pod-fade out, but it was about homelessness, and I interviewed homeless people on the street, and that was pretty early on.

**Pat:** Wow, intense.

**Robert:** Yeah, yeah. It was pretty intense, and that was something that I never intended to make necessarily income off of except to maybe keep it going, but all of these things gave me different lessons. Through that, I gathered more about video, audio recording. Through this other experience, I learned more about blogging. There are all kind of stepping stones along the way and all that was right at the beginning of grad school, which was about a 5 year period, and coming into the beginning of grad school, I had all this background in those things which no one else in my cohort really had. It set me up in a way to naturally transition into something that's working out better for me now.

**Pat:** Yeah, I love that. You've learned these skills that you've then incorporated into what you do now, and that on top of what I would like to assume is your unfair advantage in this space, it's created a nice combo for you into what you do now. If somebody were to ask you, in terms of what you do here for online business, what do you do, what is it that you do? How are you generating an income?

**Robert:** Through e-books right now. I have a book series out. It's called "Hardcore Self-Help." I wrote one book about anxiety, and I'm about to release another one about depression, and it's an anti-self-help book. I describe it as a self-help book for people that hate self-help books so instead of talking in deep psychological terms about why things are going on, I say, "Why your brain is a jerk and how you can beat it into submission in different ways," and talk very colloquially like that.

**Pat:** Mm-hmm (affirmative).

**Robert:** Yeah. I have a book out. It was released in September 2014 and I started off with just a Kindle e-book, and then I recorded an audio book myself with it, so I did that through [ACX](#), the Audible exchange. Then eventually, I updated it to a 2nd edition and released it through [CreateSpace](#), and that's really where things have blossomed from.



- Pat:** For those of us who don't know, can you explain what ACX in this audio stuff, and then we'll get into also, what is CreateSpace, because I know that there's a lot of people who might now know what that is. The audio first. Kindle, I think a lot of people understand. You wrote an e-book, published it on Amazon. What is this next step that you took at audio book? What did that all entail?
- Robert:** Like you said, Kindle is pretty self-explanatory. You can upload a Word document and have a book the next day, pretty much. The Audible one, I just looked into it. I Googled Audible, saw how it was done, and you have different options to upload an audio book. You can hire somebody to do it, and I believe that they have the structures in place on Audible's website to help you do that, but there's another option where you can record it yourself. If I remember correctly, you tried to do that first for your book too, right? Your first book?
- Pat:** Yes. I have an audio book but it's not published through Audible. It was an initial offering on audiobooks.com, which is separate than Audible, but in the future, or at the time of this recording, in the future, my book "Will it Fly" will be on Audible if not already.
- Robert:** Yeah. The cool thing about Audible, the ACX like I refer to, it's called the Audible Creator Exchange, something like that. It gives you the option to upload your own file, so it gives you the guidelines. It tells you how much white noise you need at the beginning, exactly what files you need to put together to, and what bit rate and all that stuff. It's a little dense if you don't have any audio background, but like I was saying, with those previous experiences set me up to be able to do that. I just used a mic that's a little bit worse than the one I'm using now, so I'm actually thinking about updating it at some point. It was just a Blue Snowball mic that I got from some creepy dude on Craigslist for dirt cheap.
- Pat:** Creepy dude.
- Robert:** Yeah. I used that and I used a pop filter that I got off of eBay for like 5 bucks or something like that, and I just locked myself in my closet where there was good audio and busted it out.
- Pat:** Nice. I love that. In terms of the audio book and the upload of it, are you saying that anybody could upload any audio and essentially have that become a book, or does it have to be something that is the same as something that's on Amazon already?



**Robert:** I think they're independent. I think you can upload an audio book by itself. It doesn't have to be matched to a Kindle book. They have to approve it, obviously. There's a process that's a little bit longer than it is for Kindle where they review it. They'll give you feedback if you need to fix anything. For instance, I needed to put more room noise in my recording so that they could use their own compression for it. After that, I think that it's open to things that aren't already existing as a book. The good thing about it, and we'll talk more about CreateSpace as well, but the good thing about it is that through Audible, it is an Amazon product, so they're linked. When you look for my book, you see available in 3 versions on Amazon.

**Pat:** That's Kindle, the audio book and then the paperback book, right?

**Robert:** Exactly, yeah.

**Pat:** Then that goes into what CreateSpace allows you to do is the paperback stuff. Can you talk a little bit about and help us educate people in dude language what CreateSpace is?

**Robert:** Yeah. It's amazing is what it is. It gets your book into print and you don't have to hold any inventory. It's what's called print-on-demand. Basically they have their little elves that work for them and whenever somebody wants to buy a print version of your book, those little elves put it into paper, ship it out of the factory directly to the consumer. You don't have to carry any inventory and you actually don't have to buy anything. You just upload the document and Kindle, or Amazon, rather, takes a certain percentage out of that for every sale.

**Pat:** What is the percentage?

**Robert:** It varies. I don't remember off the top of my head because if you order directly from CreateSpace, you get the highest royalty off of it. If it's ordered through amazon.com, it's slightly less and if it's ordered through other distribution channels that they push out to, so for instance, you could go to barnesandnoble.com and buy my print book, it's a little bit less than that. Every step along the way, there's a little bigger cut that's taken out.

**Pat:** Okay. Then you had mentioned-

**Robert:** It's pretty decent.





**Pat:** You had mentioned earlier that CreateSpace was amazing in terms of where everything changed for you in your business. Can you talk in terms of why that was so important?

**Robert:** Yeah. One thing that is really interesting that happened, I had these worries that maybe putting out the audio book or putting out the print book would somehow detract from people downloading the e-book, but really kind of tripling down on it helped each separate one. My e-book sales went up, my audio book sales went up and the print sales exploded. One thing that I think contributed to that was the print book seems to have a different interaction with Amazon's whatever you want to call it, their SEO, how their search engine works, so that if you go to Amazon.com, just plain old amazon.com, and search for anxiety, my book became the first result entirely. I think that happened after the print book came out.

**Pat:** Ah, okay. There was a little bit more in the Amazon system that showed them that this was something worth putting closer to the top.

**Robert:** Right. Yeah. I'm no SEO expert or anything like that, but it seems like they reward the interconnectedness of it. The more each of these books are pointing to each other, and it's more available, even the SEO on Google, as I search for it, became stronger and stronger as I was putting out these other versions of the book. It really helped bump it up there. It's just been amazing because I realized that people still want print books. I didn't think that when I first put the e-book out, but people totally do. I make more from the print book now than the e-book, and that was a huge surprise for me.

**Pat:** That's awesome. Would you be able to share a ballpark of what kind of income you're making from these sources?

**Robert:** Yeah. Like I said, I'm not one of the A-listers, but it's definitely helping out. I can say that. I come from a pretty humble background. I grew up very humble, and the reason I've always been a hustler is because I just have an ingrained sense that I need to make sure that I have money because I've struggled for a long time. It's amazing to think that I have an automatic rent payer now, which is, it's just crazy. My biggest month was this past month, December. Biggest month that I've had and I made \$5,000 from the book in that month.

**Pat:** Across all the different channels put together?



**Robert:** Right. I made \$3,000 something from CreateSpace, like \$500 something from the Audible, and then the rest of it from the e-book on Kindle.

**Pat:** Is that profit you're talking about too?

**Robert:** That's total, yeah. You've got to do your own work with the taxes and stuff like that because they just give it to you straight up unless you specify otherwise.

**Pat:** Okay, but that's after Amazon royalty is taken away, right?

**Robert:** Oh, yes. Yes.

**Pat:** Okay. That's pretty darn good, Robert. You're doing a great job. I think a lot of people would be very happy with, you had started that answer with, "Oh, I'm not one of the," I wasn't really sure what number you were going to share, but that's incredible, although I know a lot of people would just a few hundred extra dollars, would do a lot for them.

**Robert:** Like I said, that was my biggest month. It's definitely calmed down since then. It was the holiday that bumped that up, but I'm regularly making 2, 3,000 from it and like I said, to know that if I was "unemployed" right now and I had no income, I would still be able to pay my rent, is like a huge weight lifted off my shoulders.

**Pat:** Oh, I bet, I'm sure. A follow-up question I have is, okay. You put out this book and you're telling me these numbers which are great. How did you get people to find the book?

**Robert:** Mm-hmm (affirmative)

**Pat:** Where did that happen? How did that come about?

**Robert:** A few different ways. One thing that I knew going into it just from my own sense of it was that the title is a bit provocative. I didn't share the whole title on here because I don't want to get bleeped out, but there's a swear word in it. It's bleeped out in the title, so it's basically F Anxiety, and I knew that that would be something that caught people's attention and there's a certain virality to it that you would want to share with other people. I knew that there would be a component of that to it, if it went well.

Then I did everything that I could aside from that to start getting it out to people. I started with my own network of friends and family, and I also, I



have a YouTube channel that's unrelated, well, slightly related. It's more like relaxation videos and things like that, and I had at that time a fairly big audience. I think it was, at the time of release, probably 50,000 subscribers on there. It's a bit bigger now, but I found ways to integrate what I was doing with this book into that channel, so I would do something that fit with them such as a softly spoken reading of a chapter, or something like that, to introduce that channel to my product. I'd try to find a way to make it fit and I tried to build up as much as I could convert them to email list and things like that so that when it did get released, I would have a bump of people who were buying it and reviewing it. It totally worked out in that way.

**Pat:** That's cool. At what point did you realize that this was actually going to be something that was going to be successful for you? Was it the day after you published on Kindle? Or was it the audio book, CreateSpace? At what point in the journey were you like, "Well, this is working for me?"

**Robert:** Honestly, probably nothing to do with money. Probably when I started getting feedback from people because I put- The cool thing about e-books and this whole, going away from textbooks, which is what other people in my field tend to look towards, you can be very interactive. I put in my book, "Hey, Tweet at me," or "Send me an email with the subject line 'Feedback' and tell me how this went for you," and stuff like that. When I started getting feedback from people that said, "Oh, my gosh, my life's changed. I was at my wit's end and then all of the texts that I've read have been so complicated that my anxious brain couldn't even begin and then I got your book and I read it in one sitting and now I feel hopeful." That it gave me chills. I got a chill right now thinking about it.

**Pat:** That's cool.

**Robert:** I think that's where I realized that there's something there. Then of course, a few months down the line, when I was doing our budgeting for the month and I sat down with my wife and I'm like, "Hey, this is part of our income now. We're actually, we don't have to worry about rent this month because of that, and on top of that, all my normal job and things like that, we don't have to stress about it." That was a realization and we were tentative at first, like, "Okay, well, it could be a fluke. It could be a boom and bust thing," but it's growing. It's still growing right now. Every month is better than the last for the most part. It's real.

**Pat:** That's cool. Thank you for sharing all those feelings and thoughts that came along with it, and then I wanted to go back to something that you mentioned at the beginning was the fact that you had just taken a week

and a half to write this book. Yes, you said it was a little bit shorter than normal, but I know from my own experience that the book writing process can be quite challenging. I'm curious to know how you learned to write a book, what did you do, what made you so productive and efficient with the writing of the book, which I know is a big reason why people don't write a book is just it's such a scary thing. How did you do it?

**Robert:** I took it one step at a time. The initial chapters flew out of me. They just flew out of me. My fingers couldn't type fast enough. That's like the first two or three chapters. Then I sat down and outlined the whole thing. I did something very similar to your Post-It technique where you go through and outline the whole thing in a visual way. From there, it was just about finding time where I could. I certainly didn't have a huge overabundance of time. I had yet to realize that when I wrote this book. I had no business writing a book when I did because it was during my doctoral internship, so my pre-doc internship, which is a full-time, 40 hour a week, I'm basically a working psychologist in a busy healthcare setting. 9 to 5 or 8 to 5, rather, I'm there at the office. Between patients, over my lunch break, if I had a cancellation, when I got home in bed on the iPad, kind of just fitting it in wherever I could, bit by bit. Then on the weekends, going hard on it when I could get to a coffee shop or something like that. It didn't take too long to get the whole thing done.

**Pat:** Then what was your next step after you finished the manuscript? What was the first thing you did after that?

**Robert:** Regained my senses and was like, "Whoa. What just happened?" I took a bit of time away from looking at the text because I went through the whole thing by myself. I didn't get it edited by somebody else, which, it's a plus and a minus. It could be tighter in that regard if I had hired somebody, but I didn't have money to at that point. Maybe we could talk more about that later, but it was from the ground up, my project. What I did is I took some time away from the text and started talking to my wife about what strategies we were going to do moving forward, and she's become my de facto creative director. She has her own creative entrepreneurial projects and so she designed me a website, made me a Facebook group and stuff like that, and started getting the buzz going for it. I started sharing tidbits from different chapters, my chapter list, "What are you excited for?" Starting an email list and giving people a free chapter, giving away different things, and trying to get some buzz going for it so that when I hit the publish button, there would be a big spike.

**Pat:** Yeah. Awesome. You said that you were coming out with another book and I'm curious, how does this all play a role in the long-term game here?



I'm curious to know what your ultimate goals are with this. Is this settlement that you feel like is just a series of books, or does it turn into something else down the road? Now that you know that you've validated this process and it's working out for you, where do you want to go with it?

**Robert:** It's really changed the landscape of my life, really, and my view of my career. Like I mentioned at the beginning, there's a trap that a lot of people in psychology, a lot of psychologists fall into, which is, especially in private practice, you have to really, it's like a business situation where you eat what you kill. You have to constantly be working in order to get the money and put food on the table. People get burnt out from that. I'm really pleased to have this success and continue the book series as a means to help me do what I love, which is helping people, indirectly. One on one through therapy or psychological assessment, these are the things that I do. I have more freedom to do that as a passion, not as a desperation sort of thing. That's really freeing to me, and continuing forward, I'm about to release this next book probably, just a little after your book coming out in February, which will be about depression, and after that, I think I have some other projects that I want to do. It's like once you do one, you have the language for doing it. You have the, I don't want to say muscle memory, but I know the process now. I'm planning on my project list is going to be this next book. I'm probably going to write a book with another person in my field about dementia, and that one's going to be in a similar tone, but not quite as crass. It's going to be more like a normal person's guide to does my mom have dementia? How can I tell? What is normal aging? In words that they can understand, and then another thing that I really want to do is make a course, like an e-course, and I want to make it on basically Psych 101, for people that are a little too bored at their normal psychology class.

**Pat:** Oh, okay. Yeah.

**Robert:** That will be a natural flow from these 2 books, taking the same tone, taking the same approach, but converting it into a course where people, the night before their final, they forgot to study, they need something that's not boring. They need some language that they can understand, and that's what I want to be there for.

**Pat:** Are you building a brand around these books? Is there a website and you're building a community there too?

**Robert:** Yeah. It's an offshoot of my website. I do have the domain [hardcoreselfhelp.com](http://hardcoreselfhelp.com), and that just redirects to a page on my site where I talk about the book. My main site is just [duffthepsych.com](http://duffthepsych.com) and I'm trying



to get people to get onto my email list right now. I know that's important. I hear you talk about it all the time, so I'm like, "Okay, okay, okay."

**Pat:** How are you getting people to do that?

**Robert:** Right now I'm giving people a free chapter of the book when they sign up for it, of my next book on depression. Also, taking opportunities wherever I can to redirect people to it. For instance, there's a blog post of mine that is, it really blew up virally. It's basically an animated GIF and it's an exercise where you breathe along to that animated GIF when you're having anxiety, and it was shared all over the place. I went into that post and put something at the bottom trying to redirect people to my email list. Things like that. I have certainly not perfected the email game yet. I'm taking it one step at a time, trying to get this book out, and then it'll be a 20% doing the book and then 80% pushing it out there and hustling with it. That's where I'm at with it right now.

**Pat:** Nice. I'm looking at here on your website because A, I was just initially curious about that GIF, which I can't- Where can people look up to find that GIF file?

**Robert:** I believe it's [duffthepsych.com/stopanxiety](http://duffthepsych.com/stopanxiety), I want to think, or I want to say? Is that right?

**Pat:** I'm on there now. Let's see. This GIF can stop your anxiety.

**Robert:** Yeah.

**Pat:** Yeah.

**Robert:** It's basically an animated GIF that I didn't make. I found online, and obviously I gave credit for it there, that somebody made, and I thought it was a really good breathing tool because it's a geometric shape that expands and contracts kind of like your diaphragm, and so I wrote a little narrative talking about what's going on in your body when you feel stressed or when you feel anxiety, how it's not something that can hurt you physically and taking you step by step and helping you breathe through it.

**Pat:** That's cool. I'm looking at it now. It's kind of hypnotic.

**Robert:** Hypnotic, yeah.



**Pat:** In going through your site, I came across this interesting thing where you were giving away 5 signed copies of your book.

**Robert:** Oh, yeah.

**Pat:** You're using a tool here. Can you talk about this tool and how it's helped you? I've heard other people talk about it. I've never mentioned it before, but I'm curious to know how it has helped you in terms of managing this contest that you did?

**Robert:** Is that the Rafflecopter?

**Pat:** Yeah, exactly.

**Robert:** Yeah. [Rafflecopter](#) is a tool that you can use. You can embed it in your website or they have a Facebook app and they have a lot of different ways to push it out there. What it does is it allows people to enter drawings, giveaways, through a variety of means. Every method that they use to basically follow you or, you can set different things. You can say "Follow me on Twitter, or sign up for my email list, or like my Facebook page, or Tweet about this." Each of those different things gives them another entry. It motivates them to, "If I do all of those things, I'll have 5 entries, and so I'll be more likely to win whatever the prize is." Then you set it for a certain amount of time and you can automatically pick the winners just through the app. You just click a button and it will post the winners there.

**Pat:** That's cool. Is that a WordPress plugin?

**Robert:** They have one, I think. They have a lot of different tools there. I would check out the site for the definitive answer to that.

**Pat:** Cool.

**Robert:** I do know they have a code that you can paste in and all that kind of stuff.

**Pat:** That's sweet. Again, that's Rafflecopter, and I remember going to a couple conferences last year where I saw people wearing a shirt with a little helicopter with a smiley face on it, and I just made the connection here that that's what it was. Probably a tool worth considering or using. Thank you for sharing that. I just randomly found that coming across your site here. The last question I'm going to ask you before we finish up, and again, thank you again, Robert, for taking the time and for sharing this. I



think this is one of those episodes where you go into it and you listen and you don't really know who the person is, but then you come out it and you're like, "Wow, this person was just like me, and then I just have to do those things or take action or-" People have heard that all the time. A lot of people reference Shane and Jocelyn Sams and [Episode 122](#) is one of the best episodes ever, and nobody knew who they were before they were on the show. Not to say that people can get famous on my show. That's not what it's about. It's about people who are here, like yourself, Robert, who are willing to share what you've done, how you've done it, and just give us inspiration as a result. Again, I just want to thank you for doing that.

**Robert:** Absolutely.

**Pat:** The final question I have for you is just, for everybody else out there who feels like they have a book in them and they want to get involved with something like you did with Kindle and the Audible book and CreateSpace, what are one or two things you can share with them about you and your journey that you wish you knew before you got into it so that you can help these people out who are just getting started.

**Robert:** I think that it's actually gone pretty well for me. I really don't have any regrets, and part of the reason for that is because I think it's important to recognize that e-books in particular are a live format in some ways. You can always update them. You can always change things. I put out a 2nd edition to my book, but before that, I put a few corrections in, changed a few things around as I started getting feedback. My tip would be to go for it. Really, you can write something down, you can upload it to Kindle, and the next day you can be making 70% on every sale from it. Just go for it. If you have some sort of expertise, if you have some sort of unfair advantage, like you said, something unique about you, doesn't even have to be exactly what you're doing with your "real person job." There's no risk to it. I've put literally \$0 into this and I've gotten so much back from it. Time is the currency that you're using here, and the passion that you have is the currency that you're using here. I would say go for it.

A few particular tips about publishing on Kindle. I would say just have some self-awareness about your book if it's the kind of thing that can spread, just based on the title, based on the cover. Be aware of that. If it's not, you're going to have to do more legwork on your own and you want to be aware of your categories that you post it under. You have different categories that you can use, so for instance, somebody who's making a detective book about somebody who goes back in time and solves mysteries and then donates all the proceeds to cat charities, right?





They're probably not the most viral book in themselves, and they want to be careful with their categories. Instead of saying 'mystery novels,' which is probably super saturated, they might want to look at cat lovers or something like that and for me, the humor category has worked out really well.

**Pat:** Oh, wow. Nice.

**Robert:** Not necessarily just self-help, but it's self-help and humor, and that has really helped narrow down people looking for my book. Be aware of the categories, I would say, as well.

**Pat:** I love that. That's great advice. Thank you, Robert, again, for coming on the show. Where can people find out more about you?

**Robert:** Yeah. What I want people to do most is go to Twitter and follow me, and it's @duffthepsych, and psych like we said is just P-S-Y-C-H like psychologist. @duffthepsych, you can check out my website. I was wondering if you would mind if I offered a little something something to your audience.

**Pat:** No, I love something something.

**Robert:** I'll put up a separate page, so [duffthepsych.com/pat](http://duffthepsych.com/pat) with one 'T' and I'll put something up there. I'll do a 30% off coupon for the print book, because I can do that through CreateSpace, and we'll see what else I can throw in there.

**Pat:** Awesome. Thank you so much for that. I appreciate it and I'm sure everybody else does, too. Best of luck to you on the launch of the next book.

**Robert:** Thank you.

**Pat:** I am sure by the time that this episode comes out, I believe it will be also out, and so we'll make sure to put a link in the show notes to both of your books and again, thank you all for listening and thank you Robert for taking the time.

**Robert:** My pleasure, my pleasure.

**Pat:** All right, I hope you enjoyed that interview with Robert Duff from [duffthepsych.com](http://duffthepsych.com). That's D-U-F-F the P-S-Y-C-H dot com. As always, if you want to get the show notes and the resources and links mentioned in



this particular episode, head on over to [smartpassiveincome.com/session206](http://smartpassiveincome.com/session206). Again, that's [smartpassiveincome.com/session206](http://smartpassiveincome.com/session206). Robert, thanks again for being on.

I also want to thank today's sponsors. First up, one of my favorite tools. Probably the best find over the last year in terms of WordPress plugins/web application. This is [CoSchedule](#). I've gotten to know the team over there very well. This is a tool that my team and I use every single day. I go in there, I see what tasks I need to do, and this is all related to the content that you publish. This is what we're using to get ahead on our content, to plan ahead, to have an entire team come together in one place to manage the content that gets posted in the future from the blog content, to the social media posts. You can actually ahead of time schedule your social media posts to go out. That's one of the coolest features, I think, is when you write a post, you draft it actually in WordPress itself. You'll see how you can schedule. You can actually write out your Tweets below and your Facebook posts below hand before you publish, and then you can have them set out to go one day, two day, a week, two weeks, however many days after you publish that post, it gets sent out automatically. It is attributed to a ton of extra traffic coming to the site, so I highly recommend you check this out. Makes it really easy to do all those things. CoSchedule. You want to check it out, go to [smartpassiveincome.com/coschedule](http://smartpassiveincome.com/coschedule). Again, that's [smartpassiveincome.com/coschedule](http://smartpassiveincome.com/coschedule).

I also want to thank today's other sponsor, which is [99Designs.com](#). For those of you who need any sort of design work done in your business, which is of course, most of us, and if you can't afford that one designer that you have on your team for good or for full time, well then, [99designs.com](#) is a great economical sort of bootstrapping way to get images and design done for your business and your brand, whether you need anything from a logo to t-shirts to mug designs, all the way up to an entire website or a food truck wrap or anything that you can think of, really. What you do is you set your job description up for what it is you need and then within a couple days, you're going to get dozens of different designers from around the world competing for your favorite design. You pick the one that you like best and after 7 days- That's all it takes. The turnaround is only 7 days. If you aren't satisfied with any of the designs that come in, you can get your money back. I highly recommend checking it out. Go to [99designs.com/spi](http://99designs.com/spi). Again, that's [99designs.com/spi](http://99designs.com/spi), and you'll be able to get \$99 credit to put towards your next design project. Again, [99designs.com/spi](http://99designs.com/spi).



Thank you so much for listening and I appreciate it. One more time, the show notes available at [smartpassiveincome.com/session206](http://smartpassiveincome.com/session206), and I look forward to serving you next week because we have a lot of great stuff coming actually this entire year. I'm looking at my content schedule right now and I just want to just let you know that you're in the right spot. There's a lot of good stuff coming in, including some more coaching calls with other people. That was one that I experimented with last year. It wasn't a show or an interview, necessarily. It was an insider, you guys were sitting in on a coaching call between myself and somebody who's struggling with a launch. There's more of that kind of stuff coming later, too. A lot more success stories from SPI readers and listeners just like Robert today, and a lot more interviews with the experts as well. A lot coming.

Thank you guys again so much. I appreciate you and I look forward to serving you on the next episode of Smart Passive Income Podcast. I'll see you on the blog. I'll see you in the Facebook community. For those of you who don't know about that, you can check that out. [Smartpassiveincome.com/community](http://Smartpassiveincome.com/community). Man. So much good stuff out there. Looking forward to serving you guys next week. Til then, cheers. Bye.

**Announcer:** Thanks for listening to the Smart Passive Income Podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com).

### **Links to Resources Mentioned in This Episode:**

[duffthepsych.com](http://duffthepsych.com)

[ACX](#)

[CreateSpace](#)

[Rafflecopter](#)

[Smart Passive Income Episode 122](#): From Teachers to Totally Rocking It Online—Shane and Jocelyn Sams Share Their Success Story

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