THE TRIAD VIRTUAL FIRESIDE CHAT SERIES™

featured speaker | CHANDLER BOLT

Chandler Bolt is the CEO of Self-Publishing School & SelfPublishing.com, and the author of 6 bestselling books including his most recent book titled “Published.”. Self Publishing School is an INC 5000 company the last 3 years in a row as one of the 5,000 fastest-growing private companies in the US. In addition to hosting the 7 Figure Principles Podcast and the Self Publishing School Podcast, he was recently awarded Top 30 Under 30 by Forbes.

For Financial Professional Use Only. Not for public use.
Copyright © 2023 Triad Partners, LLC. All Rights Reserved.

CHANDLER'S "M.O.R.E." WRITING FRAMEWORK

M - Mind Map
- Sit down and write out a mind map of EVERYTHING that comes to mind about the topic at hand

O - Outline
- Review the Mind Map you created in step one and organize the various topics into groups based on themes and relevance
- Ideally, each section represents three primary subtopics
  - Those three subtopics will represent individual chapters

R - Rough Draft
- Look at each individual chapter from the outline and do another Mind Map for each chapter
- Organize the Mind Map for the chapter into individual sections
- Write a rough draft for the chapter

E - Edit
- There are four milestones inside of the "Edit" stage:
  - Self-Editing
  - Professional Editing
  - Designing the cover of the book and the book's brand assets
  - Formatting the text for the final published format (physical or e-reader)

There will be situations where it makes more sense to speak & transcribe your book:
- Usually makes sense when you're an expert on the topic and speak to it regularly
- You can take the recording and have it transcribed
  - Chandler likes using Rev as his transcription tool since it is done by humans vs AI. Better quality transcription.
  - **CLICK HERE** to go to Rev's website

HOW TO LEVERAGE YOUR BOOK

How you leverage your book should be broken into three categories:
- How do I get more *LEADS?*
  - These are the people who find out about you and enter your funnel because of your book
- How do I get more *BUSINESS?*
  - In order to get more business as a result of your book, you must be able to leverage it strategically in order to get people to take the next step towards becoming a client
- How do I get more *REFERRALS?*
  - How can I make it easy, pleasurable, and valuable for people who refer your book to their friends?

When your book is introduced to a new audience as a LEAD or REFERRAL you need to:
- Be able to capture their information
- Immediately, proactively, and personally reach out

For Financial Professional Use Only. Not for public use.
Copyright © 2023 Triad Partners, LLC. All Rights Reserved.

Inserting your book into your sales process:

- Start by thinking about where your biggest bottleneck or drop-off occurs. Is it ...
  - Getting people to sign up?
  - Getting people to show up?
  - Getting people to book the appointment?

Use the book as an incentive to get people to take that next step:

- **For a Seminar or Webinar:**
  - Reference the book in the advertisements for the event and offer it as a show-up bonus
  - Make sure you tell them on the front end that you give the book away at the end AKA if they want the book, they'll have to stick around til the end
  - You can offer the slides for your presentation + a copy of your book if they book an appointment
- **Before an appointment:**
  - You can ask people to read specific parts of book as homework before attending your meeting
    - This is where audible/an audio book can help

If you're using your book at a seminar as an offer ...

- Be wary of not confusing your audience
- Don't make booking an appointment a requirement to get the book
- At the end of your presentation, strategically segment between the two groups:
  - **One:** Those who are ready to go - go ahead and schedule that appointment
  - **Two:** Those who aren't sure about an appointment - offer them a free book
    - Have them fill out a card with their cell phone number to get the free book
    - Text and follow up to set up a time to continue the conversation, move closer to booking the appt

When you're speaking at/participating in SOMEONE ELSE'S event:

- You can use the book as a carrot: "Have you gotten your copy of the book yet!?"
- Same thing, have them fill out a card and have someone on your team text them to try and meet with them before the event is over.
- You can also put plug for a landing page to grab your book on your PPT to capture leads from audience

Create relationships with businesses with similar audiences via your book:

- Ex. There was an advisor who focused on divorcees. He dropped his book at a local divorce attorney's office and tripled his business that year.
- Anywhere who gives out some kind of Welcome Kit could be a good target
  - Ex. Welcome Kits for Retirement Communities or Golf Clubs

MISC. COMMENTS ON BOOK WRITING FROM CHANDLER

Self-Publishing: Getting your book published by a Publisher is NOT for everyone.

- 99.9% of people should self-publish.

Amazon: Your book should absolutely be available on Amazon:

- 70% of all books are purchased on Amazon
- They print, bind, send, distribute your books for you

TV: Local TV won't do a segment on your business, they'll ask you to run an ad

- But if you have a book that helps people, they'll let you talk about that

The Audience: If you think you're being way too specific, you're probably specific enough
Ex. Entrepreneurs who struggle with work life balance

For Financial Professional Use Only. Not for public use. Copyright © 2023 Triad Partners, LLC. All Rights Reserved.

DO BUSINESS.
DO LIFE.

AS A DBDL INSIDER, IT'S OUR GOAL TO ADD AS MUCH VALUE AS POSSIBLE.

This document is an excerpt from a private, Triad Member-Only mastermind with Chandler Bolt.

We are sharing a portion of it with you as a special give for being a DBDL Insider.

To explore what membership with Triad Partners looks like (and gain full access to this document)...

CLICK HERE TO SEE IF MEMBERSHIP MAKES SENSE