

Thanks for requesting my latest book, it is will be published in March 2018.

Meanwhile, here is an interview I did recently discussing taking your authorship Beyond the Best Seller.

If you would like to discuss your path to using your book to 10x you business, let's talk.

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TO BEST SELLER AND BEYOND

*Insights from international best-selling
author Tamara Patzer*

By: Tamara Patzer

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INTRODUCTION

Every book starts with an idea that excites the creator. Before even one word is written, there are dreams of becoming a best seller, appearing on television, radio, and being offered speaking engagements begin to possess the soon to be author. But how do you get there? After writing what you know to be a best-selling book how do you achieve this goal? How do you get to the point where you can share your story or knowledge not only with those who read your book but thousands of individuals via interviews and speaking opportunities?

These are some of the questions that people ask me often. As soon as I met someone and they know that I am a multi international bestselling author, I can see the questions in their eyes – “How can I do that?” However, becoming a best-seller by itself is just a status. What you do with it is what will make a difference in getting your message to thousands and even millions of people.

I was interviewed for the Business Backstage Summit earlier this year. The summit featured 21 kick-ass entrepreneurs (including myself) who shared their secrets and strategies to achieve abundance and impact in their area of expertise. I was interviewed by Cat Stancik and in that interview, I shared my journey to becoming a Beyond the Bestseller expert and offered nuggets to help authors, influencers, innovators and trendsetters become bestselling authors and access the media exposure they need to turn their books into an income generating business. This book represents the written content of that interview.

My hope that this interview will reveal information that will help you with your author journey. I trust it will motivate you and drive you to action.

So, who am I? Everyone calls me “Tami.” I am a number one best-selling international author, publisher, and video producer at Blue Ocean Authority. Creator of Women Innovators Radio with its sister book publications - Women Innovators: Leaders, Makers, and Givers book series, and Big Message, Big Mission book series, I work with authors, influencers, innovators, and trendsetters to become best-selling authors and get media exposure.

THE INNOVATOR BEHIND THE BRAND

Cat Stancik: *Tell me about how you got into what you do. You don't just wake up and go, "Hey, I want to be basically a book coach and a marketing expert."*

It's funny because I didn't know this until recently - I was born to be the messenger's messenger. I started to work with different book authors and a lot of spiritual/healer type personalities. All of a sudden, these people were saying to me, "When were you born?" "May 3rd." After doing my chart they said, "Oh, you're doing exactly what you're supposed to do."

In the 3rd grade, I wrote the Girl Scout news, and it was published in a local newspaper. That's when I started journalism - the 3rd grade. As I grew up, I did the school newspaper, the yearbook, and I went to college for journalism. I had a little, let's just say a sideway path - I got married, had a child, then got a divorce. Life happened and I had to quit school, and I didn't get back until the mid-90s. When I did I got a Creative Writing and Business degree. Later I pursued a master's degree in Mass Communications and started teaching at USF in Tampa and other colleges in the area.

During all this time, I was a newspaper editor and a college professor. In 2009, I went to work for a real estate company, helping them with social media. At some point, it was like, "You know, I want to do this for myself. I want to be a social media consultant." Accordingly, I wrote my book "*Ask Tami: A Log Book of 365+ Social Media Tips, Tricks, and Tools.*" This book started to open doors for me. I was invited to speak at different venues – mostly local events at first. For example, I went to the Chamber of Commerce, Score, and the Small Business Development Center.

On one occasion, I was invited to the local community foundation. In the audience was the head of adult education for Florida Gulf Coast University, and he asked me to do some courses for him at Florida Gulf Coast. This led to me creating a social media certification program. That is an example of how one book opened doors for me for speaking and other opportunities. After this, I went off on my social media consulting adventure.

A couple years ago, I told myself, "You know, you really have to focus. What is it that you'd really like to do?" There were two things. One of them was I really loved to interview people and the other I [what is the second]. So, I said, "Okay, I'm going to start interviewing people." I started working on a show "*Business Innovators Radio.*" I

started to interview several individuals, and interview, and interviewed one person after another. Then I said, "Tami, you have to make some money."

One day, I got up, it was a Saturday morning, and I composed an email:

"I am interviewing women for Women Innovators Radio, and I'm going to turn it into a book. Would you like to do it?"

People started to say yes, yes, yes. Over that weekend, I had like 25 people who agreed to my proposal. Originally, I thought I was going to have like eight, maybe ten people. The Women Innovators Radio show and book series turned into eight books, six of which have been published to date. I've interviewed more than 64 people inclusive of women innovators, leaders, makers, and givers. That's kind of a long short story of how I got to today.

Cat Stancik: *That's a big differentiator. I've written a book and it was an Amazon bestseller. There's no intent that I was going to change the literary world with my book. What I had the intent of doing was leveraging my book as a marketing tool, and that's kind of what you help people do more of, right?*

Yes, exactly. For example, the book "Ask Tami," I've only sold 100 copies of the book, if that. However, this book has made me probably about \$500,000 since 2011. One of the ways was when I went out to speak, I was invited to do other project such as creating courses at Florida Gulf Coast University. So far, I've created about six courses for them - that's ongoing income.

In addition to the various project, I became a book marketing consultant. Authors hires me to consult with them to help them become bestsellers. I offered bestseller campaigns as part of my services, which also included interviews and big press packages. For example, interviews on an online radio show, an AM/FM terrestrial radio show, or even TV. Additionally, I helped my client with their marketing or sales funnel, by using the book to grow their list and capture leads - either by selling the book or giving it away or creating a package with the book.

I think it's really important, if you learn nothing else - and that is - it is not about creating the great American novel. It's not meant to be. My book, for example, opened the door for me to become a social media marketing consultant and it helped me get on TV as an expert. That's what being a best seller is all about – leveraging opportunities.

THE STEPS TO BEST SELLER AND BEYOND

Cat Stancik: *What is a simple way to go from idea to published to bestselling author to notoriety?*

Step one - you obviously need to find a topic. You don't have to write about everything. Find one topic or one problem, one solution.

I am sure you have so many books inside you. But, you must choose a topic to start. That's probably the hardest part. What I do is I'll set a timer for 15 minutes, and I'll say, "Okay, what do I think people want?" I'll write it all down and do a brain dump. Out of all of that, you go, "Oh, look, people are talking about this or this, or people want to know this." You may survey people in a group, or if you have a Facebook group, or even on your personal page. You say, "What do you think of this?" They'll tell you.

Here's another tip - brainstorm the top frequently asked questions. Let's say the top 10 questions people ask about a topic and what should people be asking about this topic that they don't even know to ask? That will give you 20 questions to answer, and you probably could come up with either a very short book or 100 plus pages, depending on how in depth you go.

The easiest way to get a book out of your head and onto the computer screen is to speak it - record it. You can ask your friends to edit. Then publish! Push that button on Kindle or in CreateSpace.

Cat Stancik: *A lot of people self-publish. This isn't about having some big publisher, is it?*

Yes, self-publishing is easier. If you do a big publisher it is going to add years to your process. Take the Women Innovators book series as an example. I had the idea the Saturday before Thanksgiving of 2016. Less than a year later I've already got six of them published, and they're all number one international bestsellers. I've helped 48 women – the subject of the books - become bestsellers. They now leverage that in their business. It doesn't have to take years and years of your life. We're talking about you could spend 30 minutes or an hour doing an interview and the result of that is a chapter – maybe even an ebook.

[There is gap here – there no talk about how to become a best seller. Maybe we can add some content to fill the gap]

When authors become bestsellers, it is a big deal - Yay! Everybody celebrates, for a whole 15 minutes of fame type of thing. But this is not the end. No, in fact it's the beginning! Once you're a bestseller, now you have to take that status and leverage it for opportunities. It is important to talk about it - Facebook, YouTube, interviews and local radio stations. There's a variety of community radio stations that would love to have an interview with a best-selling author. You can even get on TV and talk about your book as an established expert. Use the press release strategy to grow that online footprint. Do not be afraid to talk about your book. It's called a humble brag. You're not really being pompous. You're just saying, "Hey, I published my book! Hey, my book was a number one bestseller!"

You can update your promotional graphics after your best-selling status. I make my graphics on a KeyNote or a PowerPoint. I put my photograph on it, put a copy of my book cover, and my bestseller badge. Boom! "Available on Amazon." Then I talk about it, and I share it. You can grow your audience and drive traffic to your book in so many ways. There are more formal book funnels, where you might have to spend money. But everything I have shared so far is all organic marketing - time versus cash.

You have to make the decision to do the work. My book has helped me earn more than \$500,000. It didn't all happen in a couple months. This has been since 2011. Now I can look at the various projects I've done and go, "Oh yeah, that was because of the book. That was because I was perceived as the expert in social media marketing." Even if I just walked on stage and hold the book in my hand and never even talk about it, they saw it – it was all visibility and authority.

When individuals google me they will see that I'm an authority speaker and book author. If I am being considered to speak at an event they will look at the online footprint and say, "Oh my goodness, she's been written about. She's been on TV. She's been interviewed. She interviews people." There's a lot of transparency. There's a lot of credibility. All of that is very important.

The big secret is you just keep at it, a little bit every day. If you only have a couple minutes, you share. You just do one little thing every day. Think about it, one thing a day adds up to 365 things every year. Over the years, it becomes thousands. There are so many ways that you can take your book and repurpose it for continuous marketing efforts, that don't cost anything but time. Just think, if you add a budget to that and you start to maybe have Facebook ads or spend a little bit of money - you could grow one simple book that you self-published into a business.

The least that a book can do for you is give you that sense of accomplishment, but when you know how to leverage your status as an author and best-seller it can give

you that authority as an expert, because you wrote the book. Being a best-seller allows you to have influence, impact, and income.

Now, the income doesn't come from selling a book. Because I've talked to so many people, and I dash their dreams - "I'm going to write a book and retire on the royalties. I'm going to sell a million books." I'm going to... "Well, you may sell a million books, but your odds actually are probably not that great to do that. However, think about it as one book at a time and having an impact on one person at a time. If it's only one – the right person – that one person could make the difference. That one person could end up being the one.

For example, I remember a story about Dr. Wayne Dyer, who passed away recently. He told the story of how he was going from radio station to radio station with his books in the back of his Toyota. He would get on these radio shows like at 2 o'clock in the morning. One time he's on this radio show talking about his book and Johnny Carson, who used to be the host of the Tonight Show, heard him, invited him to be on the Tonight Show, and that was all he need. That one person made his career. Think about that.

Don't think that you're going to make a bunch of money selling books. You want to use it as a tool. You want to use it to make more impact and to have more influence. The Women Innovators books, for example, gave each author a voice. I talk to them, and they tell me their big message and their big mission.

I remember interviewing one woman who at the beginning of the interview said "Tami, you know, I don't really know why I'm here." I said, "Well, let's do the interview and we'll find out." Sure enough, this woman had parents – who were still alive – that were part of the Holocaust. She had actually done a lot of work in educating people about the Holocaust. I said, "Well oh my goodness, people need to know about this. That is one of the reasons you're here." We talked, and in our conversations, she had at least four different books in her. When she came to do the Women Innovators chapter with me, that got her foot wet, and now she's working on a book with a ghostwriter. But the one conversation opened the door.

You don't have to do any of this yourself. You just need to be the content expert. There's so many ways - you can do interview-style books, brain-dump-style books and give it to a ghost writer, or write it yourself. The longest path is going to be if you sit down and type up the book. That's going to take the longest just because we speak probably 120, 150 words a minute and last time I checked I was a 55 or less word per minute typer.

Don't let the fear of having an error stop you or the fear of it not being 100% perfect. Do it. Do the best you can do. Some authors include something like this in the front of their book "If you find a typographical error or grammar errors or anything, please contact me and tell me so we can fix it." Authors, especially those who are rapidly creating books, if you just get the ego out of the way and say, "Hey, there may be some errors. Tell me about them. Let me fix them." Then you will get the projects completed quicker and even engage your readers a lot more.

I know you want to show your best work. At the same time, your best effort may take a couple versions to get to that level.

THE LESSONS

Cat Stancik: *What would be something that you know now that you wished you'd known when you first started out on your path?*

I wish that I had started building my email lists before publishing my first book. I know that there's always this controversy about whether email is dead. But, people still use it as a communication tool. If I had done a marketing funnel with my book as I know to do today and built my lists, I would probably have tens of thousands of people on the lists - instead of a few thousand. I think that's important because a lot of people, they don't understand the power of having a following of people who really are interested in what you have to say. Normally, if people buy your book or they opt in to your list, they're making that choice and you can share future books and other projects with them.

Pay attention to building that list and create an honest system so that you can keep communicating with people repeatedly. These are the people, who like and trust you. Once people know you, they like you, they trust you, they will buy your courses. They'll want to come and see you at live events. They'll support you. They'll share your social media. They'll become your advocates – your super fans even. I think that of all the things when I look back, that that is one of the things that I wished I had understood when I started.

List-building is important, especially if you're an author. Again, it's not about the book, it's about gaining more influence, making more impact, and of course generating more income.

It's really important to create a marketing or sales funnel. This is another lesson for authors. Essentially, if you like my book, maybe you also like the audio version of my book. If you'd like the audio version of your book, maybe you would like to be part of my group. If you'd like to be in my group, maybe you'd like to have me coach you about the particular topic. With a funnel, you can create a very lucrative business with your book as your tool. Not to mention the live events or speaking engagements. Start in your own home town. Expand with speaking at chambers, libraries, do book signings, participate and attend events associated with the topic of your book.

Even if you're a fictional writer, the principle is the same. People want more from you. You definitely want to get out and do book signings so that people can meet you. They love to meet the authors. This goes for nonfiction and fictional authors. I specialize in nonfiction business-related books. Most of the women I talk to, are either entrepreneurs, professionals, or coaches, or in the healing profession.

Cat Stancik: *What is it that you have to do, to get that speaking invitation?*

It's simple. I'll use chamber of commerce, for example. Some chambers, you have to be a member to be a speaker, but some you don't. With any group, you want to find out who does their programming. This could be for any club, organization, chamber, or other institution. You want to find the right person. The way to find them, typically, is to pick up the phone and say, "Hey, who should I talk with to book either a presentation or to come in and talk about my book?" Something like that. It could be that simple. It could be as simple as sending an email and saying, "Hi, I'm the bestselling author of XYZ. Do you have book speakers?" They may come back to you and they may say, "Yes, when do you want to speak?" They may come back and say, "We only book this type of person."

You just have to reach out either by telephone or by email, or you can even use social media. Most of the time, if you are in business, you probably belong to some club or organization. Start there. The short answer is "just ask."

Doing teleconferences or web conferences are also very useful, too. It helps you to develop that rapport, talking about what you do in a conversational way. Number one, it's fun because you get to meet cool people, but it also helps you get into the practice of talking about your book.

The book I wrote, "*Ask Tami?*", is a tips and tools book – with about 365 tools and tips. I designed the book so that the reader can do one thing a day. That's my philosophy. Just do one thing. I think that's really important.

A lot of the other elements you will learn as you go. I bet you many people have coaches, and the coaches are saying, "You need to write a book!" You go, "Okay!" The coach is like, "Well, go do it." "But I don't know how to do it." I always think that's so funny because I would never do that to someone. I was always like, "You want to write a book? Okay. I'll help you write a book." Then I tell them different ways. Of course, different people have different personalities. One person might say, "Oh, the only way I'm going to write a book is to actually type it myself." Other people, when you give them the simple tool of "come up with some questions and answers, answer them, record them, get them transcribed, get it edited, get the cover made, upload. Boom. Let's do this." Then they're all ready to do that.

Again, the most important thing to remember is that it's not about the book. The book is a tool. You want to leverage that and get interviews, get the press. Use all of the systems and technology that are available today that weren't available years ago – It is time to go beyond the best-seller status and build a business from your book.

RECAP AND NEXT STEPS

There is no doubt that a book is a great way to share your story, build influence and authority in your area of expertise. Becoming a best seller is a natural progression in status after publishing your book. But if you think that all the opportunities are going to automatically fall into your lap once you book hits number one – think again! Becoming a best seller is just the beginning.

To go beyond the best – seller you must leverage the status as follows:

1. Share with your current audience
2. Look for local opportunities to speak
3. Use your book to build a list of your target audience
4. Take steps every day to market your book and brand
5. Get help if you need it.

Becoming a best-selling author can happen overnight, but building a sustainable platform that can generate a sizable income takes time.

There's more....LOTS more...talk to Tami Patzer...learn how to LEVERAGE it all.

941-214-4847 keyword: TAMI