

Daniel Hall Presents



Episode 70

The “5 Ways” Solution to Establish Your Expertise and Sell More

With John Kremer

Welcome to this edition of the Real Fast Results podcast! John Kremer is today’s special guest. Essentially, he’s an expert on book publishing and marketing. In fact, he’s the author of what some people would consider the bible of the book marketing industry, which is *1001 Ways to Market Your Books*. He’s also the primary lead instructor for the course [1001 Ways Masterclass](#).

John has helped a lot of people to be successful. Stephen Covey, who wrote [7 Habits of Highly Effective People](#), is just one example. Stephen actually said that Kremer was instrumental to this book becoming one of the most influential business books of the 20th century. [Jack Canfield](#) and Mark Victor Hansen are also big fans of John’s work. As a matter of fact, [Jack actually said](#) that if you wanted to sell 600,000,000 books like they had, with the Chicken Soup for the Soul series, you should read and use John’s book.

Promise: How to Become an Expert in Your Topic

We are going to show people how to become experts in their topic and promote that expertise over and over again. We are going to do this by showing how to develop a very simple technique. I call it my “5 Way Technique”. Simply, you

come up with five ways to do something, to be something. Five recommended blah, blah, blahs. Something like that. It's really easy, and you can do this in a couple of minutes. It doesn't matter what kind of book you have written. You can come up with something quickly.

Very simply, it's so you can establish yourself as an expert in your keyword topic. This is true not just for non-fiction. I mean, we know, as a business book author, that I'm using a book to establish my expertise. With a cookbook author, it's the same thing. I'm establishing my expertise as a developer of recipes, and possibly as a restaurateur, or something like that. It's also possible for fiction, poetry, children's books, and memoirs. For example, if you are a romance novelist, you can come up with, "5 Tips to Have a Romantic Weekend," because you are an expert in romance and relationships.

You could do the same thing if you are a fantasy novelist by coming up with, "5 Ways to Have a Fantasy Weekend". You know, you could do that for science fiction, westerns, and anything like that. An example might be "5 Ways to Have a Cowboy Weekend", or even a romantic cowboy weekend.

How the "5 Ways" Technique Works

There are multiple ways to employ this technique, and that's what's so neat about it. This means that you aren't just doing something with this once and that's the end of it. You can actually do, "5 Ways to Have a Romantic Weekend," and then create a tipographic with it, featuring your book cover. We call it a book-o-graphic. You can post that to your website, and you can encourage other people to post it to their websites.

You can do a slide show with five ways to have a romantic weekend. You could do a video, or you could do a short audio, or a podcast. You can release a news release with it, so that you can actually syndicate it all over the Web or all over the real world.

Pick Something that Establishes Your Expertise

You pick out something that you are comfortable with, which establishes the expertise you want. Like, if you are a romance novelist, you want to be the expert on romance. So, you would pick up something like "romantic weekend," or five romantic movies you would recommend, or something like that.

Now, if you were a memoir writer, you would focus on people. You are a people expert. So, you would want to focus in on, "5 People to Admire this Month", maybe who has birthdays this month, or "5 of the Greatest Biography Movies Ever Made". Maybe you could do something about five movie characters that you really love. There are lots of ways to do this. You can do this as a poet. You could do, "My 5 Favorite Movies that Focus on Poetry."

Why Should I Try to Establish My Expertise this Way?

To sell more books, or to sell more of whatever it is that you have to offer. It doesn't have to be books. It could be a product, a service, or whatever you wanted to promote. Once you establish your expertise... It's sort of like what internet marketers do. They'll say, "Become *the* plumber in Austin and dominate the search engines for 'Austin Plumber'." You can do that, but you would want to establish yourself as *the* plumbing expert, in that case, and then you would become *the* local plumbing expert by creating something about your "5 Favorite Waterworks in Austin".

Promote It

The next step is to promote it in whatever way you feel comfortable, or all the ways.

- You create a tipographic and a blog post that goes with it.
- You do a slideshow.
- You do a video.
- You might do a podcast. You syndicate it out to your partners and say, "Hey, you can share this video (or this slide show) in any way you like; you're free to use it." It could possibly even go viral on YouTube or on some other platform.

You know, one of the key things that happens on the Internet is that people like "Listicles," which are listed articles or list blog posts. So, if you can dominate with your "5 Ways," and you keep doing this, the neat thing is that it's repeatable.

One day you might come up with your five favorite movies and another time five different romantic people, or even five ways to have romance on Valentine's Day, or five ways to romance your mom on Mother's Day. You know, blah blah blah. You can keep doing it over and over again so that you can have ongoing publicity or an ongoing internet viral phenomenon that will keep pointing links back to you and your website.

Obviously, what you'll want to focus on are people signing up for your newsletter. That's the first thing because that's where the money is. You get people to sign up for your newsletter, and they find out about all of these romantic things that you are sharing, or all of these plumbing things, or all of these people things, or cooking things. Just whatever your subject matter is. That way, you become one of the experts in that subject, and when people are looking for someone to come to, they come to you. You'd be surprised how often major TV shows are searching the Internet for people who have expertise.

Back in the day, when Watergate happened, there were people that established their plumbing expertise because they talked about the "Watergate Plumbers". So, it's possible. There were TV shows that were interviewing plumbers. Who knew? I have a friend that's an expert on earthquakes, and whenever an earthquake happens anywhere

in the world, he gets invited because he wrote a book on the subject, and he established his expertise.

Now, obviously, all of this is designed to drive traffic to your website. That's where you'll capture their email and give them the pitch. Ideally, you'll have a clear pitch on every blog post or article you've released. So, if you're doing a press release, you always say, "Go here for more information." In the press release, you'd say, "The person that's giving us these five recommendations on how to have a romantic weekend is Mary Smith, author of 'Special Romance' [or whatever the novel might be]."

Then, again, all of the time, traffic is being sent generically to your main website. If you're doing a blog post, the traffic might come to that blog post, but at the end of that blog post, you make a pitch for your novel, or for your book, or whatever it might be that's related to your topic. But, the first thing is that you have to have traffic. You have to give people a reason to come. You even have to give the people that want to share your stuff a reason to. So, if you are sharing "5 Recommendations," or "5 Videos," or "5 Podcast Episodes," or whatever, there are a lot of you partners that might be happy to share that, or maybe people that just like you. Members of your tribe or your fan club would be interested in sharing that kind of information.

In this way, it gets back to your website. That's ultimately what your friends and partners want to do. They want to share your book, your website, and so on. The neat thing is that once you start doing this, you've got another book or another thing to sell. You can't make a lot of money selling just one book. You have to develop a line of books or other products to sell. Once you become *the* romance expert, all kinds of doors will open up for you, besides writing more romance novels.

Build Your Email List

Let's say that you had, "5 Ways to Have a Romantic Weekend." You could have a free offer of 20 ways to have a romantic weekend. So, you just expand it. There's a natural audience. People are coming there because they want to know about those five ways, and then they find out, "Wow, there's 20 ways." That is something that, I think, they would click through to get. Again, you could do that multiple times in different ways, no matter what your topic is. Whether it's self-help, romance, business, science and the future, politics, it doesn't matter. **All you're doing is trying to attract the kind of people that would be interested in what you have to offer.**

A Book-o-Graphic or a Tipographic

If you'll go to RealFastResults.com/70, there will be a tipographic associated with this show so that you can see an example. **Now, a [tipographic](#) is basically five tips put into a graphic format.** Usually, I like to add an extra image to it. If I'm promoting my book, I add the book cover, and then it becomes a book-o-graphic. But, if I were, let's say, promoting my speaking, I would have a picture of me on stage.

So, you can have whatever image you want. If you are doing, “5 Ways to Have a Romantic Weekend,” and you don’t want to promote your book, you can have a romantic image like a couple having a romantic dinner, or something like that. The idea is that you have that image. I usually put it at the bottom, so that it pulls people through the image, from the top to the bottom. It’s just five tips, so you can easily create it using [Canva](#), if you want, or [Pablo](#), or of course, Microsoft Word, which is one of my favorite ways of doing it.

How Do I Know What Kind of People Would Be Interested?

That’s because you are targeting a keyword that you hope they would be looking for. There are a number of different ways to find out what people are interested in. There would be the possibility that you could find the right keywords that would work to appeal to the kind of people you want to reach. Let’s say that you really want to target people that only read romance novels. Then, you’d to say something like, “5 Romance Novels to Share with Your Partner Before Valentines”. Now you’ve got “Romance Novel” in there, so people searching for that will be... And, it’s timely because you tied it to a date. So, you’ve got two strengths there that are going to pull people in, you know, at least a month ahead of time.

That could draw a lot of traffic, and it would be the right kind of traffic because they have raised their hand and said, “I’m interested in romance novels.” Again, you can do it with very, very ultra-specific genres, like chocolate novels, or Steampunk novels, or zombie novels. You know, “How to Have a Zombie Romance this Weekend”. I have those every weekend. [Laughs] So, you know, you can think about that in terms of how to do that. It could be... Like, a poet could say, “Here are my five favorite rap stars,” because rap is essentially poetry. Perhaps they’d do their five favorite rap videos on YouTube, and they’d make a playlist.

There’s lots of different ways you can do this, and I know I’ve been putting a lot of emphasis on fiction, and poetry, and memoirs, but it also works for children’s books, and of course, I think most people could figure out how this would work for any kind of non-fiction book. For that matter, you could use this for any business. It doesn’t even have to be a business in which you’re selling books. It could be anything that you’re selling. It’s the old Austin plumber.

Final Tips

I think people should really understand that this isn’t necessarily a thing that you only do once. You can do it multiple times. **You can come up with “five recommendation” lists forever, so you can continue to promote your website, and your book, even years after the book first came out.** That’s, I think, a really key secret because it’s the people that promote... I mean, I know some

bestsellers that took four years to become a bestseller, and then they became a New York Times bestseller, but they were plugging away all the way along. This is a way to plug away all the time. Five favorite people, five favorite movies, five favorite songs, etc. Again, with your keyword topic in there.

So, it could become a very effective way to continue an ongoing promotion, to draw traffic to your website. It's not always old, and you're not just relying on one or two things. You know, we talked about those [tipographics](#), and the neat thing is that a tipographic, when you create one, you can make it square, but you can also make it tall and thin. Those go incredibly well on Pinterest, and I'm really amazed because 80% of the people that access Pinterest do it on a smartphone, and yet, my most valuable images on Pinterest have always been the tall and thin images that dominate the timeline for Pinterest.

People click on them, and they can read them within Pinterest, and then they click through to find out more information. That's what you are really hoping for, that no matter where you share it on a social network, other people will re-share it, and comment on it, and re-pin it, and re-tweet it, and so on. That way, it will draw even more traffic, and then you ask your friends and partners to re-share it as well. That builds and solidifies your relationship with your partners and the people that love you, your fans and your tribe. That gives you even more traffic on an ongoing basis because people discover your page and realize, "Oh, he wants me to share this."

Connecting with John

If you are interested in checking out the on-demand webinar for 1001 Ways Masterclass, you can head over to 1001WaysMasterclass.com. You can jump in and pick a time and date to watch the on-demand webinar. That's one way for you to reach out and connect.

If you want to connect with me, I would rather you come to my BookMarketingBestsellers.com website. That's my active website. I have a legacy website, but BookMarketingBestsellers.com is my active site. You can easily connect with me there, and there's tons of information on that website for you to take advantage of. And, of course, I would like you to go out and buy *1001 Ways to Market Your Books* at Amazon, or in your favorite bookstore.

Resources

[*1001 Ways to Market Your Books*](#)

1001WaysMasterclass.com

[*7 Habits of Highly Effective People*](#)

[How to Create the Mindset of a Bestselling Author With Jack Canfield](#)

[Canva](#)

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