

Daniel Hall Presents



Episode 140

Formula for Author Wealth Creation

With JV Crum III

Hello! Welcome to the RealFastResults.com podcast! Today, JV Crum III is joining us. *Inc. Magazine* recently recognized JV's show, *Conscious Millionaire* podcast and radio network, as one of the top 13 business shows. Over 1,800 episodes have been recorded, and it has been listened to in over 190 countries. JV is also a #1 bestselling author, speaker, and serial entrepreneur who made his first million at the young age of 25. He is known as the "Conscious Millionaire Mentor" to entrepreneurs and small business owners all over the world. Please welcome him to the show...

Promise: Discover the Formula for Creating Wealth for Authors

That is such a great question. First of all, I just want to say hello to all of the authors who are out there. I wrote my first book, and I'm pleased to tell you that it became the #1 book on all of Amazon. It was #1 in 34 categories simultaneously. We had over 50,000 downloads in just over three days. **So, I think books are one of the most important ways to not only get your message out there, but also, to give you credibility, and to open doors.**

Before I answer the question, I want to tell a little story. My book was in prepublication, and I was at a conference where a person named Arianna Huffington was speaking. So, I arranged to meet her, and I had already signed my book for her. The front of my book says, in gold and white, "[*Conscious Millionaire: Grow Your Business by Making a Difference*](#)". I held it up to her, and I said, "I'd like to give you a copy of my book."

Arianna didn't say anything for three or four seconds, which is actually a long period of time, if you've ever sat there with someone for three or four seconds without speaking. This is especially true when

you are meeting someone new. Then, she looked directly at me and asked if I would like to write for her? Well, I'm not the dumbest kid on the block, and I said "yes". Two weeks later I had my own column for three and a half years in the *Huffington Post*. **This all came out of having a book with a great title an awesome cover.**

You might know about Amy Collins, at [New Shelves Books](#). She was the one that helped me with my book cover. She liked the title, but she said the design would never work. Amy directed me to the person who redid the cover before we published it. That book has opened up so many doors for me because of its well-designed cover and powerful title. Of course, some people actually have read the book, and that has opened doors as well.

My promise, today, is to discuss the formula for creating wealth for authors. I'm sure that it has occurred to you, as it did to me when Arianna came up to me... What if I were to say, "Would you like to make some money in your lifetime? Perhaps today will be the day that you'll get the formula." If you will apply it, you will start growing your business.

Building Wealth with Your Writing

Well, I have to be straightforward with you. **The only way that you are going to do that is to stop seeing yourself as an author.** I know, you're thinking, "Hey, wait a minute. I thought this show is for authors." It is, but I thought you wanted to make money? So, you've got to change your mindset a bit here. **You need to start seeing yourself as an *entrepreneur* because entrepreneurs build wealth.** In contrast, authors publish books and go broke. We all know that; it's just the truth. I'm telling you the truth, right? So, you've got to start thinking of your book as part of a vehicle called your "business" to grow your wealth.

There's got to be some other components of that business. So, what I have come up with is a model that you can apply to make, literally, as much money in the timeframe, pretty much of your choosing, because this will apply to anything. I turned the model, "conscious, focused action" into a full model by also having results and learning. Let's imagine a triangle for a moment, and the bottom is conscious, focused action, result, and learning. Learning is the critical part. If you don't learn, you're going to iterate, or do it again. You aren't going to do any differently, you aren't going to make more money, and you aren't going to connect with people anymore. No more podcasts, or stages, or clients. It's all going to be the same.

That's a trip to nowhere. That is not the formula for creating wealth. You've got to learn, but let's start at the "conscious stage". I like to work in short-term increments. The reason I do this with all of my private clients is that I discovered that when there's a very short timeframe, it's amazing how much more you can accomplish. When you allow yourself 180 days to do something that you could get done in 30 days, you can be sure it will take 180 days, right? Since we've all written a book, or you are in the process of writing a book... I'll let you know that I wrote my book seven times in seven years, and I do not advise you to do this at home, kids.

The Four Stages for Creating Wealth from Your Writing

I'm writing another book, and I think it's going to take about three months. I've kind of learned my lesson on this. It's a great book, and I'm really proud of it, but seven years? Come on! Some of you may be doing the same thing. That's why I'm bringing it up.

1 - Conscious Stage

So, let's start with the "conscious stage". Now, at each stage of this model, there are three focal points. **What's a focal point?** It's what you are going to focus on. Let's say your book release is 30 days out, and you want to make some money. **The first thing you're going to do is discover what you want to achieve in 30 days and why it's critical that you achieve this outcome above any and all others.**

This is a short, little advertisement for being laser focused. I help entrepreneurs get to their first million. That's my main focal point, and then I help 7, 8, and 9-figure businesses grow as well, but that's my private coaching. So, when it comes to what you want to focus on and why, most entrepreneurs never get passed \$100,000 a year. That might sound like a lot of money to you, until you get there. That's when you realize that, after all the taxes and everything else, you might want to make \$200,000 or \$300,000. You want more, and there's a reason for this. By having more money, you can build your business better and reach more people, which is probably why you wrote that book to begin with. Right? That's why I wrote mine.

So, you want to define what outcome you want and why it's important that you achieve it. Let's say that outcome is that you want to make \$10,000 in the next 30 days. Why is that critical? (And, by the way, you can up that figure to whatever you are really looking to achieve. I'm just giving you an example.) Well, above and beyond all other priorities is that it helps to move your business forward and make you profitable. That way, you can pay your bills and your business' bills, and now you can grow. You now have some money for marketing. That's why it's critical.

The second part you can think of as the resources you need. I call it, "Who do you need to come help you?" You may not be able to do everything that's necessary to make that \$10,000. You might need to partner with someone. You know, you might need some images from Fiverr, or whatever. Then, the third question to ask is, "How?" What's the path that I am going to create to get to that \$10,000? Every day you are going to be doing something to get you there.

Instead of just doing one path, let's do three. Now, why three? If you have three different options... Maybe you are going to affiliate with someone, or you are going to be on two or three different stages, and you're going to sell something that relates to your book. So, you're going to have a product. You don't even have to have the product designed, folks. It may be a six-week course that you have, and you just want to sell it first and have an outline of what's going to be in it. In that case, you can create it as you go along. So, don't get concerned about that.

Maybe you want to have an affiliate relationship, and this goes back and forth. So, you are going to promote someone else's product, and they are going to promote yours. Well, when you have three different ways to get there, now you can look at those and question, "Are there some elements out of two or three of them that I can combine into one pathway?" Now you have a more robust pathway. The whole goal here is to maximize your probability of getting to that outcome that you want. We've already determined that for this example scenario. The goal that you want to achieve is \$10,000 in sales.

2 - Focus Stage

Now let's get conscious focused. There are three ways to focus. **The first is your mindset.** The best way to focus your mind, so that you are constantly thinking about that outcome, is to ask yourself questions, like, "What can I do today to get \$10,000 in the bank," or, "Who should I call," or, "Who should I partner with," or, "Who can I get as a client today?" Right? So, you're asking yourself questions, but here's what's really interesting. Maybe you've heard of the HeartMath Institute. The HeartMath Institute found that the energy coming out of a heart is 5,000 times stronger than your mental energy. The way that I'd like to think of that is whether or not the outcome is something that you have your whole heart into.

I guarantee that if it is, your chances of getting there are pretty high. And, it may be that you've chosen an outcome that you felt like you should do, or maybe someone else suggested to you, or maybe you chose it because you felt guilty. This is the point in which that's going to come out. **This is the stage in which you want to really ask yourself, "Is my whole heart in this?"** If it's not, then you need to go back to Step 1, which is the "conscious" step and the stage in which you determine what you want. You need to tweak it and change the outcome that you are trying to achieve and continue to do that until your whole heart is just totally in it.

The third part is your body. Now, what this means, as entrepreneurs and authors who are now entrepreneurs, is that you need eight hours of sleep now. You've got to get plenty of sleep, you've got to eat clean, and you've got to take in the right nutrition, and you've got to exercise. When I get through recording this, I'm going to Orangetheory. I'll give them a shout-out here because I love them, and I'm going there five or six days a week. In fact, tomorrow I'm going there at 5 am. Why? It's because that's a very unlikely time for JV to be up. I'm doing it because I have some high goals for the next four months. So, for the next two weeks, I'm going to do my workouts at 5:00 in the morning, just to pressure myself to go to the edge.

Your body has to be ready and focused to take action, which brings us to the third level, "action".

3 - Action Stage

Here's what I want you to do. **Whether you use a whiteboard, your computer, or a piece of paper, I want you to write down all of the steps that you think you need to take.** Don't worry about the order right now, just start brainstorming on how to put that \$10,000 in the bank. The second step of this process is to organize your steps in the order that you need to take them. You'll probably leave out some steps that are in the back of your mind and seem automatic. You need to think about, "What

would I need to have listed if I wanted to explain to someone else how to go about getting that \$10,000 in the bank?”

You've got to make sure that every step is there and that every step is in the right order. Then, there's the third part, which is very critical. You need to ask, "Is there anything that needs to take place externally from my business of being an author, or maybe even internally, from someone else that's a team player?" This "team player" may only do five hours of work for you a month, but they are still on your team. Does something have to happen?

Well, here's one obvious example. Let's say that you are preparing for a Valentine's Day special related to a product that's associated with your book. That's an external event. You need to have everything ready so that you're ready to hit it when it's Valentine's Day. Now, if it's months ahead of Valentine's Day, you've got to wait. You cannot do a Valentine's Day special for Christmas. It won't work, right? So, sometimes there are external constraints, and you need to know what those are.

4 - Results Stage

Now, the fourth part is the exciting part because we are going to talk about results. There are three kinds of results. The first is you actually getting what you want to achieve. So, you want to measure how well you did there. Let's say that you ended up generating \$12,000, which means that you made \$2,000 more than you set out to gain. The second type of results is the unintended outcomes. In this scenario, you made the \$10,000, and you made \$2,000 more than you expected. You may have also gotten on three TV shows, and that wasn't even on your radar. So, that's even more kudos to you because you got on television.

Now, maybe you also put some posts on social media, people didn't like it, and they just bashed the hell out of you. That's an unintended consequence that's negative. When you do the learning segment, and when you do this again next month (because you want to make another \$10,000, except you might move up to \$15,000 by then) you want to make sure that you don't post the same kinds of things on social media because you don't want to get bashed again. That wouldn't help your brand, or your book, or you at all, as an entrepreneur.

Let's look at the learning segment. You are going to take each one of the levels: conscious, focus, action, and results. If you remember, each level had three focal points. You are going to review them individually, to see how well you did. So, you are going to see what worked, what didn't work, and what may need to change. Now, the reason why you want to review them individually is because it's possible that you did 80% of the things you set out to really well, but you still didn't reach your goal. Maybe you got to \$5,000. By nature, most people would say that they failed, but that's not true. At 80% of what you did, you were amazingly successful, but that also means 20% of it was done wrong, and you need to know which 20% of things went wrong.

You need to know what mistakes you made so that when you do this again next month. Praise yourself by saying something like, "Keep doing the 80% of what you did right." Don't change it. Congratulate yourself and duplicate it but change the 20% that did not work. Unless you analyze each piece, you don't know what that was. You might find yourself going back and changing things that don't need to be changed. You need to celebrate what's working and change what isn't. The "conscious/focused/action"

model will not only allow you to set any outcome you want, but also, whether you completely achieve your goal or not, you're going to gather a lot of information that's going to help you to achieve at a higher level throughout the months to come.

How Do I Know If Things Just Aren't Working Yet?

That's a great question, and this is why you'll want to have some time restraints in place. That's because, otherwise, we could just delude ourselves by saying something like, "Maybe I didn't give that enough time?" That's possible, but remember, your outcome was very specific. You might have said, "I want to put \$10,000 in sales in the bank within 30 days." Well, in order to reach your goal month after month, you need to measure everything against that.

Something might work in 60 or 90 days, but that's not the outcome that you set out to achieve. The outcome, in this scenario, was to have made \$10,000 in 30 days. So, you always want to measure things against the outcome you set out to achieve. That way, you can see what worked and what didn't in bringing about, or not bringing about, what you intended to. Now, just because something kept you from meeting your goal for that specific month, it doesn't necessarily mean that you just toss it out, but you might have to change it.

Let's say that you wanted to lose some weight, and you are using a special diet to do that and going to the gym three days a week. Well, maybe you are sticking to your diet well, but you still often eat late at night and only going to the gym those three days. So, let's say that the next month you decide that you want to begin going to the gym five days a week and stop eating any food after 7 pm. That doesn't mean you are going to change the food you ate; you're just going to put it in your body at a different time.

What Specific Advice Do You Have for Authors and Publishers?

When I published my first book, I made the mistake of thinking the book would be a profit center. Nowadays, I would tell anyone that the book "itself" is rarely a profit center. **When you write your book, I advise that you think it through, as an entrepreneur.** Look at it from the beginning as though you are a business owner who wants to make money with your published works. Define it. You might want to make \$100,000, \$300,000, or even \$1,000,000 off of the project. Whatever it is, you'll define it.

Think about the products and services that can go along with your book. Can you provide coaching? Can you have great clients? Think about groups or trainings that you could put together and let yourself imagine different seminars and events that you could hold, pertaining to your book. Plan out two or three things that you want to do over the next 12 months after your book comes out. You'll be promoting the book, but really, you are promoting that book to give yourself an excuse to get on a show.

So, you're going to promote the things people can actually buy and will make you money, and you need to have this planned out before you finish your book. That's because this might make a difference in how you write the book. For instance, it might influence a chapter that you decide to put in the book, or it might change whether or not you end each chapter with an exercise. You need to think through that as you are writing your book.

What If I Don't Want to Worry About Making Sales?

I'm going to be very blunt with you now. I work with clients, and frankly, my clients pay me \$25,000 - \$100,000 each, and if they are going to pay you that kind of money, you better tell them the truth. I call this "taking the elephant out and putting him in the middle of the room." Here it is. Here's the issue that you have with money that you have not worked through yet. You've got to start with the threshold question, "Do I want to remain broke / poor / never have enough money to really live the way that I want, or do I want to take care of this issue and start dealing the fact that I, too, would like to have money in the bank so I can take a nice vacation, buy the home I want, drive the car I want, give to the causes I want to, and not have to worry about paying my bills 30 days from now, because I already have that money in the bank?"

This is the real issue, and a lot of people hide behind all kinds of thing. This is something I deal with, practically every day with clients. You've got to change your perception of who you are and what you're worthy of. This isn't really even about limiting beliefs. It's much deeper. It's about who you are, what opportunities are right for you, and the money that you want to be paid. Let me assure you of something, and this is in my book as well. It's what I call "money purpose wound".

A lot of good-hearted, wonderful human beings on the earth do not have much money because they say something like, "God gave me this gift, and I was born with this gift. I can use this gift naturally. Therefore, I'm supposed to give the gift away because I already had it." Listen, this is my take on it. "God, the Universe, by birth, or whatever you want to say... This is the big hint. This is what you are supposed to be doing to make a living, and you don't have to do it for free."

Now, here's another hard thing to get down. It took me a while to get this one because I wanted to help everybody, and I had to finally realize that it just wasn't going to happen. Here's the truth, and it's not why you should charge more. You should charge more because you get a big return on investment (ROI) when you do. It should always be tied to your ROI. It's a lesson that we tell ourselves at one point in time. We tell ourselves, "These people need my help, and I just can't charge more because then they wouldn't be able to afford my help." Name that group, however you want, but I guarantee that these people don't have much money, and that's why you've put them in that group.

What I have found is that, actually, the more you charge... Interestingly enough, I was told this, but I had to go and experience it myself. The more you charge, the easier it is to close and the more eager someone is to get results. Therefore, they are more motivated to do whatever exercises you told them to do, and they get bigger results. So, you have to make a decision about how big of an impact you want to have on this earth. Here's another hard story. It turns out that there are three types of people. At

least 80% of the people on the planet, are good-hearted people who do things like run neighborhood watch groups, are involved in activities at their church, and all kinds of other great things, but they never play big. So, they never make the really big impact that they could.

Then, there's the people that I tend to work with. They want to create a big wave with their life. They want to make a big mark, and along with that, they'd like to live well. That's what it is to be a "conscious millionaire". Do you see how it comes together? So, the deal is that if I, JV, want to have a tsunami effect on the world (which is the third group) the way for me to do that isn't alone. It's through all the people that I impact. It turns out that if I impact people who are eager to impact other people, they go out and create big waves, and it actually does change the world. But, if you don't aim to work with the people who are already determined to make a big wave, you're just going to be making another little ripple.

You have to, honestly, look in the mirror and decide, "What is the path that I want?" Do I want to just keep making little ripples? If you do, that's fine! That's your choice. Or, do you truly want to make a big wave or even a tsunami with your life? If that's the case, then you are going to need to impact people who are going to go out and make big waves as well. It's the only way it will work.

How Can I Change My Perception?

Here's my 24-hour challenge for you. **I want you, sometime today, to write out a list of what you want your life to have stood for. This is your "legacy list".** What I have found is the thing that will really get us, as entrepreneurs, the most motivated isn't actually the amount of money we can put in our bank. It's the big impact we can make with our lives. I want you to start where it all begins. What is that big impact you want to make? What is it that you want to stand for? What's the legacy that you want to leave behind when you are gone?

I think that's what will get you motivated, but I'm going to tell you, in order for most of us to be able to do that, we need to aim at something that allows us to make enough money that we can actually build our businesses and impact more people. Then, amid that, we need to have enough money to live a joyful life too. We need to have our own financial freedom. It all starts with the impact that you want to make, so get serious with yourself today, about how big that impact is. How do you want to be known for having been on this planet? What's your legacy? All of these words add up to the same thing, so use whatever terms resonate the best with you.

Final Tips

This is going to be so good because this is the question I would never let on my own show. Where does "woo woo" come into play? I'm actually referencing Chapter 7 or my own book here, but I wrote it in a way that it didn't sound "woo woo". Let's just call it "woo woo" here, and the topic is, "How you live in the flow". I'm going to give you three keys to getting into the flow anytime you want, anywhere you want, and start producing synchronicity. The first is just to get present, although, it helps to get hyper-present. You do that best by taking in some deep breaths and just becoming present, and then open your mind up to the fact that there are many possible ways to get to your outcome.

Just because you have a path marked out, which is really what we talked about today, doesn't mean something won't happen that will get you there 10 times faster. Maybe you don't have to take all of those steps because you might meet the right person who puts you on the right stage, and God was just really good to you today. The third thing I want you to do is to be authentic. That one can be a little unclear to people. Here's what I've learned. When I am taking my steps and making my decision and literally moving my mind, or my body, or my emotions through time and space, if it feels real to me, I keep going.

If something doesn't feel real, I ask, "Should I turn left, or right, or what should I do next, because this doesn't feel real." So, when you are present, open, and real, all of the sudden it's like a portal opens up, and you walk through it, and you are in the land of synchronicity. People start showing up, and opportunities start showing up, and you walk into a room, and you feel drawn to go talk to someone. Or, you pick up the phone, and you feel inspired to call someone. If you feel compelled to call someone in particular, I'm telling you, pick up the phone and call that person. I have these kinds of inspiration on a regular basis, and when I follow them, usually good things happen.

It's not necessary for you to know what's going to happen from making that phone call, but I can guarantee you that something magical is about to happen for you and whoever you are calling. So, if you'll learn to listen and play the game of life and business that way, you can still make your strategic plans and know your outcomes. You still have steps to get you there, but you simply allow for this magic to happen because it's there at every turn. It's there every day in your life. Open yourself up to having that magic of being in the flow come in, and amazing things will happen.

Connecting with JV

The best way also involves giving you a gift, and that's the "High Performer Formula". You can go and get that at ConsciousMillionaire.com/HighPerformer. To download it, all you have to do is put in your first name and email address. If after you've reviewed this interview today, you are convinced that you actually are an entrepreneur, I work with entrepreneurs, and I help them make upwards of 6 to 9-figures. If you would like to tell me about your business, and you would like to talk about how I can help you get to that first million, you can just text me on my cell phone.

Tell me about your business, tell me about you, and I absolutely get back to everyone who texts me. My phone number is 303-641-0401. Again, if you are at 6-figures and you want to get to your first million, then please text me, let me know about your business, and tell me why it's important for you to get there. What does that mean to you? I can't wait to hear from you.

Resources

[*Conscious Millionaire: Grow Your Business by Making a Difference*](#)

ConsciousMillionaire.com/HighPerformer

Real Fast Results Community

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