



Achieve Your Goals Podcast #127 - [NEW BOOK] The Miracle Morning for Writers: How to Create a Writing Ritual That Increases Your Impact and Your Income

Hal:

Goal achievers, I have a very exciting announcement for you. The dates and location have been set for the first ever Miracle Morning Experience Live Event. That's right, go to miraclemorning.com/events to get all the details and to apply for a spot. When I say "apply for a spot", I mean that very sincerely. We'll have probably 10,000 people plus apply. It is narrowed down or it is limited to 200 individuals. The reason is this event will be unlike any event in history in that every person there will be working together to literally create history by planning the future of the Miracle Morning movement.

Every morning we'll start by experiencing guided Miracle Morning sessions to deepen and expand your abilities to benefit from the saver's practices; silence, affirmations, visualization, exercise, reading, scribing. We'll have world renowned experts in each of these areas to take your Miracle Morning to a whole new level. Then during the afternoon is where the collaborative part happens. You'll connect and collaborate with hundreds of like-minded Miracle Morning practitioners to brainstorm, plan, and execute the future of the Miracle Morning movement. How

will we continue to change millions of lives one morning at a time and you'll be a part of the future.

Then every evening, we'll celebrate together. Not too late of course, we have to be up early. Everything from helping to guide the vision from the Miracle Morning movie that we're filming right now to initiatives that you literally create right there in the room that I don't even know about. They'll be created collectively by the brilliance that comes together this June in the middle of the United States. Again go to miraclemorning.com/events for all of the details. I cannot wait to see you at the Miracle Morning Experience Live Event.

Nick: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He's the author of the number 1 best-selling book, *The Miracle Morning*, a hall of fame in business achiever, an international keynote speaker, ultra marathon runner, and the founder of vipsucces coaching.com, Mr. Hal Elrod.

Hal: Here we go you guys and gals, Achieve Your Goals podcast listeners. I'm pumped. We have a new book coming out. Actually, it came out 2 days ago, I think, as of when this airs. Of course we record these a little bit in advance. We have a new book coming out and I'm interviewing my co-author today. The book is *The Miracle Morning for Writers*. I'm very excited about this one specifically as I'm a writer, writing a book has

changed my life. You've heard me talk about that before. We've had Chandler Bolt on, the founder of Self-Publishing School. I'm a big believer that everybody has a book in them that you can write a book in a way that can change people's lives and create a movement and earn you a fortune, if you will, if you're committed to that. The subtitle of the book, *The Miracle Morning for Writers* is in alignment with the way that I see this which is, *How to Build a Writing Ritual That Increases Your Impact and Your Income*.

We're going to talk about the book in a little bit, but first I want to introduce you to somebody that I have been a big fan of for a long time. In fact, I actually asked him to co-author *The Miracle Morning for Writers* with me a year ago and he told me no. I'm going to put him on the spot and I'm going to ask him about that. Our guest today is Steve Scott. He's also known by a few different pen names, S.J. Scott being probably the most popular. Steve Scott is a top-rated self-published author. In fact, one of the most successful in the world. I actually found out about him before I read his books. I heard him on a podcast, and I hope that I'm not putting him out here, but somehow you earned up to \$40,000 a month. I know his not a big guy to talk about money a lot. He was actually awkward on that episode talking about it because they put him on the spot and they're like, "Tell us."

He earns a significant income and he really lives the entrepreneur lifestyle or the laptop entrepreneur lifestyle. He travels the world. He's with his family all the time. He sets his own schedule. I love it. Whenever I'm like, "Hey, when works for you to do a call?" He's like, "Dude, whenever you want. I don't have any set schedule." He's written, get this, over 40

books, almost all of them best-sellers including 1 on The Wall Street Journal best-seller list. He currently runs 2 internet businesses. One is developgoodhabits.com which teaches readers how to build 1 positive habit at a time, and then authority.pub which is a blog and a podcast that provides step by step information on the publishing process. When he's not working, which is hard to call what he does work, but he enjoys traveling, hiking, running marathons, and spending time with his wonderful family which they just had a new addition to. Steve, welcome to the podcast my friend.

Steve: That was a really extensive awesome intro, so thanks for that.

Hal: Yeah, I know. It was like 70% off the top of my head. I have like 3 bullet points and then I just was spouting from here and there. I'm going to ask you that first, before you get into your story, I actually want to put you on the spot. I asked you to co-author The Miracle Morning for Writers with me like a year ago, I reached out to you, you were like my number 1 pick for who I'd want to co-author it and I don't know if it was timing or what but you declined at that time. Then it was, I don't know how long, months later, you came back and like, "Hey, let's actually explore that idea." Why did you say no to me when I first reached out to co-author this book?

Steve: Wow. I feel like such a jerk. Actually this is the valuable lesson here is, when I find something that works, I like to be very singularly focused. I think at that time, I had about 3 or 4 book ideas I was currently working on and I knew that I couldn't really give my full attention to it, so it really wasn't until

months later that it came back and just really thought the idea was a great one. I think for me, what's really made the difference in my business, and I'm sure other people talked about this in your podcast, but the idea that you want to sit down, identify your one thing and just keep on working at that one thing and just try to ignore other distractions as much as possible. When I finally had time for The Miracle Morning for Writers, I was really excited because I knew I could just sit down and just completely focus on that and nothing else.

Hal: That makes sense. You're like the habit expert and that is your focus, right? Part of your tagline, your brand, is one habit at a time.

Steve: Yeah, exactly. Sometimes it doesn't always work the way I want to, but I've learned how to say no a lot. I think you've talked about this as well is just, you say no 80% to 90% of the time to most stuffs so you can truly focus on the 10% stuff that truly will move the needle.

Hal: Yeah. I agree. It's easier said than done. I'm entrepreneurial ADD man myself, like balancing around, but that's what we strive for is that singular focus. Before we get in to the book, and by the way I want to let everybody know, I'm going to share with you behind the scenes of how this book series runs, how the books are rolled out, how I find the co-authors. I've had people ask me this and they've been really fascinated in this system that I've built for Miracle Morning Book Series and it's creating these quality books but leveraging my time to where I actually don't have to put a lot of time anymore into the books

and I can still ensure that they are excellent. We'll talk about behind the scenes of how The Miracle Morning Book Series works.

First Steve, I really do want our listeners to hear your story. I mean, you're living the dream, making a phenomenal income, most of it is passive. You don't have to wake up everyday and go to an office to generate income. When you sleep, when you vacation, money rolls in, royalties from your books, your 40 plus books, roll in. How did this start? When did you decide you wanted to write a book? Like the idea of writing a book, when did you decide that and how'd you write your first one and how'd you turn it into this lucrative income and great lifestyle?

Steve:

It's a fairly long story. I would just give the condensed cliffs notes version. I've been doing some form of internet entrepreneurship since about 2004, so well over a decade, built a number of affiliate marketing sites. Then in 2010, I got into blogging. With blogging, I find that ... It was weird because I actually would spend a lot of time on my blogging side of things where I'd write article after article but it really wasn't making a lot of money, and here I was on the side having an affiliate business that pretty much ran itself. It's kind of reverse of the 80/20 rule where I would spend about 80% on my efforts and only 20% on my results would come from it.

In February 2012, I actually heard about self-publishing. I decided this would be a great way to get traffic and income for my business so I just took about 5 or 6 old blog posts and

slapped them together, took a fiber cover, really didn't do that much effort behind it, but I threw it up on Amazon and the book went completely nowhere. It like tanked. It just didn't generate any sales.

Hal: Which book was that?

Steve: The ultra spammy title, *55 Ways To Make Money Online*. It was literally a collection of 5 different blog posts I just gathered together. I'll be the first to say the content wasn't that great because at that time, I knew about affiliate marketing but I really didn't know that much about the other type of content. This book really didn't do well. I published another one in July but the other ... The difference between the first one and the second one was I decided to leverage the KDP Select program which is Amazon's give away your book for 5 days and you can gain traction on their platform. I gave that away. I gave actually the first book away which really wasn't that great of a book. Again, it wasn't that special a book.

Hal: Sure.

Steve: I gave it away for 5 days and then suddenly, I went away for a Fourth of July weekend and I came back and suddenly the book started selling. It started selling 5 to 7 copies a day, and I started to do the Math that, "All right. This is about \$10 to \$15 a day." I didn't put a lot of effort into it, so what would happen if instead of blogging, I just sat down and ... Again, going back to see your own focus, what if I just sat down and completely

focused on writing and nothing else and limiting everything else in my life? I started doing that in September 2012 and I just wrote a series of short actual books and they kept on building on one after another. As they say, the rest is history. I just focused on that. From 2013 to 2014, things just really blew up, especially when I focused in on the habits more and I just started talking about my personal habits. It was just doing one thing after another and then just seeing what works and just throwing out everything else.

Hal:

I know we're going to talk about that ... I would ask you, how do you write 40 books? How do you get yourself to come up with that much content? I know that we'll talk about that when we talk about *The Miracle Morning for Writers*, because that's where you shared it all. I'm looking at your books here. I mean, they're phenomenally rated. You're the number 1 best-seller right now, a book called, *How To Write Great Blog Posts That Engage Readers*, 193 reviews on that book and it's like 4.5 out of 5 stars. I mean really great book.

I think the first book I read of yours is called *Master Evernote: The Unofficial Guide to Organizing Your Life with Evernote*. Let me ask you this real quick and we can maybe revisit it if we need to when we talk about the book, but what's your process for coming up with content? I mean, 40 books, that's a lot of content. Most people dedicate their whole life to putting all of their knowledge into 1 book and you're able to come out with quality books that get great reviews over and over and over again.

Steve:

I would say it goes to a theory that I like. It's called inch wide mile deep. You take any broad topic and you drill down into just providing as thorough a solution as possible. Instead of just writing, I'm going to write 1 book about productivity and include everything I know about productivity, it's just a simple matter of just taking that topic and just doing extreme deep-dive. The way I liken this is if you think of a blog or a podcast, there's the broad theme. You have Achieve Your Goals, so that's a broad topic, but each individual episode, either with the guest or on your own, you just dive into the one particular specific challenge and you just try to provide an extensive solution.

I like to look at my books as just one broad market and inside each one of the books, I just tried to drill down into one particular topic. A lot of times, I just pull the topic from my own personal experience like the Master Evernote example. It's just that was an app that I use extensively throughout my life and I found just kind of geeking out in Evernote and showing how not only to use the app but also how to find a bunch of different hacks and ideas that you could leverage the Evernote app in your life. I find that that [inaudible 00:13:23] just because I just pull a lot of examples from my own life.

Hal:

Nice. I love that. I love that it's the organic approach. Whatever works for you is what you're sharing. I was going to say, did I pull you out of your comfort zone a little bit? Instead of writing 1 book going deep into 1 topic, I'm like, writing, right? Let's talk about how to monetize it and how to make a ritual out of it and how to to make it into a career and how to make good content. It's like I basically made you write 6 books in 1, right?

Steve: Actually, it wasn't that bad. I found that really it all goes down to habits and routines. That's really where we spent a lot of time in the book itself is just focusing in on that routine, and just by talking to people that are writers, that is the biggest challenge. Not only how to get up in the morning and actually attack the day, it's also, "All right, what do I do after I do my Miracle Morning? All right, I sit down and write. How do I build that habit in addition to The Miracle Morning routine?"

Hal: Yeah, absolutely. I know that your intro for the book, you wrote the introduction and it is your story about transformation and success due to The Miracle Morning. You want to talk about that just for a minute, just give a synopsis of what that was, that story of transformation, how The Miracle Morning helped you as a writer?

Steve: Sure. I follow The Miracle Morning, but sometimes I use variations of it. I like to add and tweak and test things in my own life, but for the most part, I was very much a night person. I tend, or at least when I was single, I tend to stay up till 2, 3, 4 in the morning sometimes. What I found is I would get up, even if I got a full night sleep, I would get up around 11:00 and I was just very groggy and I wasn't able to focus in on my writing. A lot of times, even though I knew it was an important part of my day, I would just find myself just doing a bunch of other task that I told myself were important but really weren't important. What I found is as soon as I've made the switch over to pretty much getting up, for me, first thing in the morning is 7:00 in the morning. I'm not crazy like you guys. You and Honoree are getting up at 4 something in the morning. I like 7:00.

Hal: That would be a great example of you can be a successful writer and not have to wake up at 3:30 or 4 in the morning. It's good.

Steve: Yeah. I like 7, 7 is pretty early and it's around the same time that my wife gets up. I just find that as soon as I get up, I complete a morning routine and then I just write my goals down for the day and I just immediately jump into writing that. By the time 9:00 hits, I get a major part of my day already done. Whereas back in the day, it would be 12, 1:00 and I feel like I barely got started with the things I needed to get done. For me, it was just a big mental shift. I felt I was better able to structure my day and have full control over the content I produce and just how I run my business by just focusing on what I did on the early part of the day.

Hal: Yeah, it's like Pat Flynn who is a friend of ours, an author as well. He talked about that, that when he switched from being a night owl to being a morning person, he was already very successful as a night owl. I mean, 7-figure business and marathon runner and great husband and father. When he switched though, his words are that it increased his productivity by at least 400% to have that morning ritual. Before we talk about the book, I'll give the behind the scenes and I'll transition into this because as you're going to hear right now listening to the podcast that I'm going to ask Steve a lot about this book. The reason is, and this is where the behind the scenes comes into play is that Steve wrote probably 60% of the book, maybe 70% of the book and I wrote the other 30%. The interesting this is I wrote the other 30% actually quite a while ago.

What I mean by that is The Miracle Morning Book Series, it's taken me years to develop it in a way that achieved my objective which is, number 1, if someone's never read the original Miracle Morning book and they read a book in the series because they are a writer or they are a parent with a parent's book coming out in a few months or they are an entrepreneur. Cameron Harold and I are co-authoring The Miracle Morning for Entrepreneurs. Any of these niches that we're going into and really customizing these books for and giving a lot of quality content around that niche, not just waking up early around the niche, the objective for me was how do I create really great books so that every book stands alone? A good way to measure that is typically Amazon reviews. You can look at Amazon reviews. If you're an average of 4 point something out of 5 stars, you usually wrote a good book, people like the book.

That was it. I'm like, "I want a 5-star." I want people to really get so much value from the book that they're compelled to talk about it and to share it, and that it makes that impact in their life that we're seeking. The objective was, how do we create a book that if you haven't read The Miracle Morning, the original, each of the series books gives you enough in the book to teach you The Miracle Morning and sells you on why to do it and all of that. Then if you have read the original book, the challenge was, how do we include enough of the original in the series books, but not too much to where people go, "Gosh, this is a rehash of the original." Nothing caused me more stress a couple years ago for like a year of us trying to figure this out through trial and error.

Now we have this formula down. Essentially the first 3 chapters of every Miracle Morning book are written by me, and then they are customized by the co-author when the co-author comes in to appeal to and be relevant to the niche that we're going into. Steve has gone in to these first 3 chapters that I've written that are fundamental and they basically recap the entire original Miracle Morning book but he's customized each of the chapters so that they're very relevant for writers and how to apply The Miracle Morning as a writer or as an entrepreneur, as a parent, et cetera, for each of the books.

Then, I bring in brilliant co-authors who are smarter than me, who have more knowledge and experience than I do in the area that we're focusing the book on. Steve is, when it comes to writing books, he's written way more books than I have. He's written them on diverse topics, he is able to do is systematically and he's turned it into this really lucrative career, and the way he's done it is much more duplicatable than the way that I've done it. Meaning, he's able to make a significant amount of money but relatively a smaller amount of money off of many books versus putting all his eggs in one basket, which most authors they write a book, they think it's the next big thing, and it rarely is.

When I bring in Steve, Steve comes in and he basically ... We figure out what the most important lessons are to share with our readers and then Steve actually writes the entire rest of the book. He writes the next 7 other chapters that we're written by Steve. That's the formula of behind the scenes of how The Miracle Morning books are produced. Then the book is sent over to me to look over, give feedback, edits, et cetera, et cetera, add my 2 cents or whatever. Then boom, it goes to print

and you get a phenomenal book even if you've read the original Miracle Morning or if you've never read The Miracle Morning, either way, it adds a lot of value for you. I think that covers the behind the scenes, and then Honoree Corder, she's on the business side of it. Honoree is my business partner and she actually manages all of the co-authors like Steve. Steve and Honoree are like besties now because they've been talking on the phone for like the last 4 ...

Steve: Definitely.

Hal: Right? Like 4 months. She's like, "I just love Steve." When I talk to her, "I just love Steve. He's so great to work with. He's so sweet." Then when she sent me over the first draft, she goes, "Oh my gosh Hal, he wrote such a great book, you're going to be blown away." I was. It's phenomenal. I want to just take 5 or 10 minutes here and just go through what people can expect in this book and of course I like to teach while we're going through this Steve so that you're given a tip based on each chapter. You're giving them like 1 tip from the book so whether or not they've read the book, they've got something they can implement right away. Does that sound good?

Steve: That's sounds perfect.

Hal: I am looking at the contents right here. How did I forget to mention this? The foreword for The Miracle Morning for Writers is written by James Altucher who I'm a huge fan of, wrote the book Choose Yourself and other New York Time

best-sellers. I was in an event and I asked him and he said, "Steve Scott and you were writing a book together and Honoree?" He goes, "Three of my favorite people. Of course, I'll write the foreword." I'm texting Steve, "Steve, dude, James said yes. He's in." Really exciting. Foreword by James Altucher. Chapter 1, Why Mornings Matter More Than You Think. This is really the case for mornings and why they are critically important to a writer's success, specifically, and what the alternatives are and the challenges if you don't take advantage of mornings as a writer.

Then we talked about how to become a morning person. Go over to Lifesavers for Writers. That's where there's a lot of customization, the Lifesavers for Writers really talks about how to apply silence to enhance your ability to produce good content, come up with great ideas, et cetera. That's true for all of the savers. Then Chapter 4, I'm going to turn this over to you Steve which is Not-So-Obvious Writing Principle Number 1, Building the Routine. Steve, just any thoughts on or tips for our listeners on what are the key components of building a successful writing routine?

Steve:

I think it just comes down to a couple of things. First off, the one thing I really want to cover was, the problem that writers have is often they'll get writer's block because they try to edit and write at the same time. They'll write a paragraph and like, "Oh no, that doesn't sound perfect," and they'll go over the same paragraph again and again and again. What I try to pretty much from the beginning of where you kind of hand the reigns over to me is get that out of the way that you really absolutely positively, you need to have a good outline ahead of time really, so a good rough draft of what you're going to be talking about.

Just don't be afraid to just write with the door closed as Stephen King would say, just try to get that first draft out. Don't worry about how it sounds. You're the only person who's going to be reading it.

Actually, you guys were the first time I've ever sent the first draft to just because I want a feedback. For the most part, I don't show that first draft to anyone because I'm always like, "This text sounds awful," but I feel confident enough or comfortable enough with Honoree to send it over to her. The point here is you definitely want to sit down and try to just get to that first draft and not worry about how it sounds because you will be correcting it in the second draft and the third draft. That's really the major sticking point that we talked about in that first section. It's a lot like that and we talked about willpower and a lot of the kind of psychological background, so why people struggle with writing as a habit and a number of suggestions about how to overcome some of these challenges.

Hal: Yeah. That is something that I used to deal with a lot and have to catch myself which is I'll spend hours on a paragraph and then by the time I'm an hour into it, I'm like, "This doesn't even ... I don't even remember what I was trying to say." It's like someone that gets too much plastic surgery, right?

Steve: Yeah.

Hal: Like, dude, you were good on the first try. You went too far. I think that all writers ... That's a big challenge. I like that we

start there to overcome what holds a lot of people back from even starting writing. Chapter 5, Not-So-Obvious Writing Principle Number 2: Treat Writing Like A Professional. What do we cover there Steve?

Steve:

That really is just a simple matter of just setting aside time every single day to write. Obviously since this is a Miracle Morning crowd, you should do it first thing in the morning but I do recognize that some people, they can't do both; a daily routine and write at the same time. They just don't have the ... Especially when it comes to having a job and family, that sort of thing. The point I'm trying to make there is try your best to do it first thing in the morning, but if you can't, schedule some time of the day where you absolutely do it but just make sure you do it on a consistent basis. What's more important is not necessarily the word count. If you set a goal of 2,000 words, I don't think that's a good goal. It's just better just to have that consistency of doing it every single day instead of trying to turn out a certain word count.

One of the famous quotes, it's often attributed to William Faulkner, but it's been passed so many times that no one actually knows who said it first. There is a line that he says is, "I only write when I am inspired. Fortunately, I am inspired at 9:00 every morning." The point there is people wait for inspiration, but often times, the people that do best with writing or pretty much any habit is they just set aside time, a certain time every single day, and they just get it done. That's directly related to The Miracle Morning crowd. It's just, you schedule something every single day and you just make it happen come hell or high water.

Hal: Yeah. You're right. Honoree, our other co-author, the supporting author for all the books says, "Butt in ..." I think she uses more colorful language, but, "Butt in seat." She goes, "That's how I write." She's written 19 books. She's, butt in seat. That's it's. Every day, same time, butt in seat. Even I am brain dead, nothing coming to mind, I sit there and I look at my draft of whatever I'm writing until something comes. Some days, I only get 1 idea, but that consistency is so crucial. I'm going to skip ahead little bit. Chapter 8, Not-So-Obvious Writing Principle Number 5: Monetizing Your Words. What do you talk about there? I mean obviously it's how to make money as an author, but I think that is the biggest misconception that you and I have been fortunate to defy, which is that you can make money as an author. The reality is, most people say, "You don't make money from your book. You need a back end." People will ask me, "How do you monetize your book?" I was like, "You sell a lot of books."

Steve: So I suppose.

Hal: "I thought you don't make money from a book?" One of the parts I was excited about for you and I to come together on this book is that we could give a lot of insights on, because most people that are writers, they want to do it full time. They'd love to get paid and be able to quit their day job for their writing, they just don't know how. Give at least 1 tip from the chapter on how to monetize your words.

Steve:

Sure. I broke it down into 4 kind of what I considered major income buckets. The first bucket is freelance writing. For people who are just getting started and just want to make a little bit of money on the side and they want to make it right away, probably the best pathway is freelance writing, freelance editing and what not. That's just the way, you could just hop on right now within the next week, bid on a couple of jobs and you could complete a job and make a little bit of money. That isn't the best long-term strategy but it's an excellent short-term strategy.

The other 2 ones, and I'll talk about the most important one, the one I like the best at the end. The other 2 methods are, you simply just go with the traditional publisher. That's the lottery ticket method where you try to write the best possible book, work with an agents and that you query all over the place and hope that someone eventually bites on your book and buys it. It's really, that's a 8 to 12 month process and it could be very difficult. The third method is actually the method that I've used in the past successfully and I know a lot of people who are doing this well, but again, it's kind of the long-term strategy is to build an authority website. You tackle one major topic and you write a content. Often, this takes a form of a blog or some sort of content platform. Now, again, it's a long-term strategy but people do it pretty well.

The final way that I suggest you can monetize your writing is through self-publishing. I know you had Chandler on. I'm sure he talked extensively about the opportunities in self-publishing. I believe just the same thing that you can make a full time income with your catalog of books. I know I do it, you do it, Honoree does it. I've talked to dozens of fiction and non-fiction

authors who all make a full time income with their writing. I'm here to tell you it's absolutely possible. You have to treat it like any other business where you just get your butt in the chair and just consistently do it on a daily basis.

Hal: Yeah. James Altucher is another good example.

Steve: Yeah.

Hal: He makes great income from his books. I love, by the way, and I forgot that until you just mentioned it, that you did cover freelancing and other forms to monetize your writing. That's important. For anybody listening to this, this isn't just how to write a book. It's about being a writer. Whether you're a blogger, a freelancer, an author, a fiction author, a non-fiction author, that is a decision that Steve and I made at the very beginning which is like, "Hey, let's make this not just a Miracle Morning for authors or would-be authors. Let's make it for writers. Anybody who wants to make money as a writer and maybe they don't want to write books. Maybe they want to publish daily content or weekly content, not just a couple of books a year." I love that we covered that. Then, last but not the least, Not-So-Obvious Writing Principle Number 6: Building a Writer Platform. Explain what that means and then give maybe your best tip on how to do that.

Steve: Sure. The problem with any, if you're a freelance writer, even if you go the traditional publishing route, you need an audience. You need people that will follow your writing and hopefully go

on to buy your books. This relates to Kevin Kelly's article where he talks about your 1,000 true fans. I know how you probably have 10,000 true fans, but you want to start with 1,000 true fans. These are people who will pay \$100 every year for whatever widget you have, and that will equal a \$100,000 a year income. Now with book sales alone, that's a little bit difficult so I would change that to your 10,000 true fans.

Hal: There you go.

Steve: The point of a writer platform is to just sit down and build your audience 1 person at a time. What I would recommend is you pick 1 of 3 types of ways to speak with your audience. You could choose a blog, you could choose a podcast or YouTube channel that really relates to your personal strengths. I like blogging just because I'm a writer by nature, but I know how you do a pretty good job ... You actually have a number of different platforms. You have speaking. You have live events and all that. I would say for someone getting started, it's just best to focus on 1 platform and also focus on 1 social media strategy.

Pick Twitter, Facebook, Pinterest, whatever strategy works best for your market and just focus on that. That all ties back into the topic of this podcast episode where you want to find just 1 or 2 things and just really focus in on that and just try to get those repeat readerships. That's how you build readers. Just build them 1 at a time like individual personal connections. I mean, you just started collecting them by providing them great content and just being an honest genuine person.

Hal: Yeah. Building a platform is one of the most important things for any writer, any business person, even a non-profit to do. The platform, the way that I define a platform is it's the group of people that you have a direct line of communication with that know you, like you, and trust you, right?

Steve: Absolutely.

Hal: Whether that is through the podcast, through the blog, through an email list, et cetera. That is your platform. It's your tribe, Seth Godin calls it. Again, if you are a writer, an aspiring writer, you can go get the book on Amazon right now. It came out 2 days ago, I believe. Gosh, I better make sure the publishing schedule's on track here Steve. Amazon.com and it's called *The Miracle Morning for Writers: How to Build a Writing Ritual That Increases Your Impact and Your Income*. Before we wrap up, a couple calls to action or actually really just one. Talk about this give away that it was your idea so I'm going to let you explain what people can do to enter this giveaway which I think we have a few more days that this is going on.

Steve: Sure. I'm, by nature, I love testing things. I like sitting in my little dungeon down in my basement experimenting with various techniques. One of the things I heard about is doing a giveaway. We are holding a giveaway where it's going to be over \$1,500 worth of prizes. This is an actual legitimate like \$1,500 of prizes. I'm giving away a free copy to my Authority

Pub Academy which I'm currently selling at \$600. There is a 1 ticket to Hal's event in December called The Best Year Ever [Blueprint]. I'm sure he's talked about that in previous podcast episodes, and also a copy of Honoree's Prosperity For Writers Course as well, so 2 courses and 1 live event we're giving away. I think we're going to break it down where 1 person gets each one of these things or 1 person gets one of these things, not all 3 of them. Just add a little bit of a greater opportunity to win the price.

Hal: Maybe what we do is whoever wins first gets to pick what they want and then whoever is drawn second then picks whatever is left, and then the third, they don't get a pick, but they get a price.

Steve: Sure. I'd feel awful as the third price, no one wants the Authority Pub Academy.

Hal: You're right, we're setting ourselves up for some [crosstalk 00:34:21].

Steve: No, it's okay. That's actually a good idea. I like that. I'll contact the first person to ... The first person to win gets the pick of the litter. If you go to developgoodhabits.com/hal, H-A-L, you can find out more about this giveaway, but just simply, it helps support the, not only the launch of Miracle Morning for Writers, but also give yourself an opportunity to win some pretty cool prices in my opinion.

Hal: Yeah, get 2 great courses and then you join me live in person and hopefully I'll be able to twist Steve your arm and get you to San Diego the second weekend in December 9th through 11th, I believe, for the Best Year Ever [Blueprint] live experience with me and hosted by Jon Berghoff. Go to develop ... Say the URL again?

Steve: Yes. It's a mouthful. It's developgoodhabits.com/hal.

Hal: Got it. Awesome, developgoodhabits.com/hal. Achieve Your Goals podcast listeners, I hope you enjoyed this episode. I hope you got some great tips and tricks and value to enhance your writing and your writing ritual to increase your impact in your income that you're making in the world. To all the writers out there, may your words change the world in ways that you have yet to even imagine. Achieve Your Goals listeners, I love you. I appreciate you so much. Thanks for tuning in. I will talk to you next week. Take care.

Nick: Thank you so much for tuning in to this episode of podcast. We'd love to know what your biggest takeaways were from this episode. Simply head on over to halelrod.com/127 for episode number 127 and just leave a comment there in the show notes page. Let us know your big takeaways. That's also where you can find out all the details about where to get Hal's latest book, The Miracle Morning for Writers. Head on over there and you'll find all the details there. Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to

halelrod.com/itunes, click on the little subscribe button and then if you would, please leave a rating and review, because rating and reviews truly are the best way for you to show your appreciation for the show because they help more people find out about the podcast and decide if this is the one for them. Now, until next week, it's time for you go out there, take action, and achieve your goals.

Speaker 4:

If you're looking to grow your business using podcasting but don't have the time to edit the audio, insert the intro and outro, write off the show notes, post the episodes to all the different sites, and do all of the ridiculous backend work that's required, then you need yourpodcastguru.com where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit yourpodcastguru.com right now to explode your audience and crush it in the podcasting world.