



## **Achieve Your Goals Podcast #149 - “You Must Write a Book” (Proclaims bestselling author, Honorée Corder)**

**Nick:** Welcome to the Achieve Your Goals Podcast. You’re listening to the podcast guaranteed to take your life to the next level faster than you ever thought possible. In each episode you’ll learn from someone who has achieved extraordinary goals that most haven’t. He’s the author of the number one bestselling book, *The Miracle Morning*, a hall of fame business achiever, international keynote speaker, ultra-marathon runner and the founder of The Best Year Ever Coaching. Here is Hal Elrod.

**Hal:** Hey, achiever of the goalers, goal achievers. This is Hal Elrod and I was just talking to our guest about how I always fumble in the beginning of our podcast episodes and she was making a joke, is this your first time? I said every time I like to feel like it’s my first time, so it stays fresh. I put myself in this beginner’s mindset as a mentor once taught me and then it keeps it fresh. All right, so our episode today ... Actually, this is I think ... Honoree, is this your third time on the show, second or third?

**Honoree:** Yes, I’m a threepeater.

**Hal:** You're the first ever threepeater.

**Honoree:** Nice.

**Hal:** First ever, this is a record. This is called Guinness Book of World Records. My chief of staff, Tiffany, who you know well, her dog's name is Guinness, so no coincidence there. Let me dive in. If you are listening to an Honoree Corder interview for the first time, so the first question, of course, is what rock have you been living under, write that one. Not only has she been on my podcast three times, she's been on dozens and dozens and dozens. In fact, do you know how many podcast interviews you've done?

**Honoree:** Not as many as you, but I am racing ...

**Hal:** You're up there.

**Honoree:** ...towards your number, yes.

**Hal:** Triple digits.

**Honoree:** Probably 200.

**Hal:** Yeah, nice, you're definitely up there. I got to get on some interviews.

**Honoree:** Yeah.

**Hal:** Yeah, so all right, I want to give Honoree ... I want to give you an official, formal, beautiful introduction for our listeners that are hearing you for the first time. Goal achievers, if this is your first time learning of the one and only Honoree Corder, here we go. She is the author of 20 books. She writes a book every few months, it's crazy and it's because the habit of ... She writes 1000 words a day and what do you know, just like anything you do consistent effort put forth and then you see the results consistently, so she is a prolific author including books ... One titled You Must Write a Book which we're going to talk about today. This is actually an interview. I really want to dive into that book.

One of her most popular books that I've promoted a ton of times on podcasts, when I'm asked what's one of my favorite books, Vision to Reality. She's also the author of Prosperity for Writers, Business Dating, The Successful Single Mom Book Series, If Divorce is a Game, These are the Rules, and The Divorced Phoenix. She's also my business partner in The Miracle Morning Book Series. She's literally the co-creator of The Miracle Morning Book Series.

She coaches business professionals, writers, and aspiring non-fiction authors who want to publish their books to bestseller status and beyond, who want to create a platform, and who want to develop multiple streams of income which I also want to ask her about today. She also does all sorts of magical things, other magical things and her badassery is legendary. You can find out more at [HonoreeCorder.com](http://HonoreeCorder.com). It's H-o-n-o-r-e-e C-o-r-d-e-r, [HonoreeCorder.com](http://HonoreeCorder.com). Honoree, my good friend, my partner in shine, welcome to the show.

**Honoree:** Thank you for having me again.

**Hal:** Again.

**Honoree:** It's so nice to be with you.

**Hal:** Yeah, is there any limit ... A few years from now is it going to be like here's Honoree for her 70th appearance on the Achieve Your Goals Podcast.

**Honoree:** I think no one wants to hear that, but thank you for the idea.

**Hal:** You keep putting out great content, it might be a possibility. Let's dive right in. What made you decide to write a book

called *You Must Write a Book* other than the title itself leads you to believe you have to write it. *You Must Write a Book*, what made you decide to write that book?

**Honoree:** One of my most often questions is Honoree, what's the first thing I need to do to write a book and then what's the second thing and what's the fifth thing. I wanted to write a book from a place of authenticity and real life bestseller experience that explains how to go from no book to a published, professional self-published author.

**Hal:** I love that.

**Honoree:** How do you do that, what's the formula, and so I wrote it all down.

**Hal:** Got it, and for me personally I can say that writing and self-publishing a book has transformed my life more than anything else. It's literally the best decision that I've ever made, so you and I are on the same page there. You explain the importance of creating multiple streams of income. In your introduction, like I said I wanted to touch on that because you've done a really great job of that. I'm a big believer on that. In fact, if you go to the *Achieve Your Goals Podcast*, the library of episodes, we did an entire episode on creating multiple streams of income because I believe in today's economy it's really important that we owe it to ourselves and our family not to put all of our eggs in one basket. As we've learned that the economy changes, industries change, businesses go under, on and on and on.

**Honoree:** Wow, yeah.

**Hal:** I'm a big believer in this, so can you share a specific example of the importance of creating multiple streams of income.

**Honoree:** Absolutely. You kind of touched on it, don't have all your eggs in one basket. I say have one big basket and every egg is a stream of income and then just watch the basket very closely. When you're publishing a book, when someone publishes a book the book actually itself is multiple streams of income. You'll have a stream from the digital version, a stream from the print version and, hopefully, you'll have an audiobook which will be another stream of income. As we've experienced with some of The Miracle Morning books we'll turn those into foreign books as well, so that's yet another stream of income. I actually want everyone to think bigger and broader when it comes to the content of their book.

Where I'm coming from with You Must Write a Book is every professional, every person in business should replace their business card with an actual book. When they're putting their book together to think bigger and broader in terms of what else can be done with a content of the book, so can they create a course, can they do a presentation, a keynote speech, a weekend. Can we do a companion guide like with the salespeople book or a workbook or a 90-day action guide like we did with the network marketers book. Then what else can you do with the book. Ultimately having multiple streams of

income is great for your wallet, your business, and your overall life because as one stream of income goes away or dries up for a minute or goes to recycle, low and behold, you'll have more money coming in from another stream of income.

**Hal:** Can you give me an example ... Tell us, I'm going to put you on the spot here, what are your or at least some of your streams of income?

**Honoree:** I think the last time I counted I have 63 individual streams of income and each book was ... I consider each book one stream of income. I have my original business that I started when I was in my early twenties, Shacklee, so network marketing. I built a huge downline with that. I did very well in my twenties and I've gotten a check for 24 years, every month for 24 years. Yep, so I'm old as you know. There it is everyone, you can do the math. Then I started doing coaching, so I have business coaching and book coaching and then speaking and training and then I have other businesses.

**Hal:** You certified other coaches, too, right?

**Honoree:** I have certified other coaches, so I have streams of income from those. I have a couple of courses. I obviously have all of my books and then I have interests in other businesses, so my success in one business or two businesses has allowed me to start other businesses and have silent interests in other businesses as well. P.S. and by the way I help you a little.

**Hal:** There's a few streams of income that come from us working together.

**Honoree:** Yeah, lots of things. I got past the point of having to worry about it and run like I was Indiana Jones being chased by the ball and started to be able to think about, okay, so what's my next strategic move. I think that it was all catalyzed by my conversation with Mark Victor Hansen when he said what do you do and I said I'm a coach and a speaker. He said oh, that's really sweet, honey, but everybody's a coach and a speaker. You need to write a book, you must write a book. All these years later I can say that the conversations I've had, the relationships, some of the relationships that I've started, the connections I've made and a lot of my success has started with that first book that I wrote and then the many after including our connection and our work together.

**Hal:** Yeah, yeah, absolutely, and Jon Vroman who founded the Front Row Foundation, a good friend of mine whose, I think, second book is coming out pretty soon. I was telling him for years you need to write a book, you must write a book. He goes I know, I know, I know, it's on the list, it's on the list, it's on the list. When he finally write the book and Jon Vroman is also one of the top college speakers in the country, but he finally write the book which is called Living College Life in the Front Row, he called me within a few months and he goes why didn't I listen to you two years ago when you told me I must write a book. He goes, man, my fees, I've been able to raise my fees, I'm getting booked more than ever, the feedback I'm getting, the impact it's making, on and on and on and on and on.

That's a real life example of someone who was told they should write a book. They waited a little bit and when they finally did they realized, man, I should have done that right when I heard it which if you're listening to this you are hearing it. It doesn't matter what you do for a living, if you're an entrepreneur. In fact, I'd actually love to hear that. Honoree, why do you emphasize that every professional should write a book?

**Honoree:** Everyone has a business card, yes?

**Hal:** Yes.

**Honoree:** Every business person says I'm the best at what I do, right?

**Hal:** Sure, sure.

**Honoree:** How do you know the difference? If you're the customer, if you are front facing and you're at a networking event and you meet someone how do you know that someone is the best at what they do?

**Hal:** How good the graphic design is on their business card.

**Honoree:** Sure, and what is a business card? It's a piece of trash waiting to happen. Unless you specifically say to someone I really want your business card, I want to reach out to you, they're going to say oh, thank you, thank you for this piece of paper I'm going to throw away later.

**Hal:** Yeah, Jerry Seinfeld had a bit where he said when someone hands you their business card or brochure it's like saying here, you throw this away.

**Honoree:** Perfect, yes. However, and you lead me into a great point which is no person that I've ever met would throw away a book. They just wouldn't. Even if they don't need your book they're not going to throw it in the trashcan. They're going to give it to someone, they're going to donate it to Goodwill, they're going to leave it in a Starbucks, but they are not going to throw it away like they will their business card.

A business card doesn't cut it anymore, your website doesn't hold the same sexiness that it once did. Everybody has a master's degree [inaudible 00:11:10], so what's the last thing that really leaves no question that you're awesome, that you're the expert, that you're the person that should be hired and it's your book. When someone says to you do you have a business card and you say nope, but I do have a book, would you like a copy? Even published authors go oh, you have a book, that's cool, I'm impressed by that.

**Hal:** Yeah, that's ninja. I don't have a business card, but I do have a book, would you like a signed copy?

**Honoree:** Yes.

**Hal:** Yeah, and actually I don't have business cards anymore, it's the same thing.

**Honoree:** You don't need one.

**Hal:** I don't, okay, ditto. By the way, I will say this, too, taking a couple of steps back on the multiple streams of income. If I could share two stories here that support this. One is a woman reached out to me, Carla Higgins, I think. This was 10 years ago when I was just getting into college speaking. I think I was averaging \$1,500, \$2,500, maybe \$3,500 at the most per speech. She reached out, she worked at a high school in North Dakota and she said hey, Hal, I'm calling a bunch of college speakers, I want to find out what your rates are and what you talk about and yada, yada, yada. I said, okay, great and at the end I said hey, by the way, can I get your address and I'll send you a copy of my book just as a thank you for your consideration. She said sure. I sent her a book, signed it, of course, and she ends up hiring me.

When I was out at the school I said, so you said you were calling a lot of speakers. I'm curious, it would be helpful for me

to know why did you hire me? She goes, Hal, she goes every other speaker, she goes most of them didn't mail me anything. She said quite a few of them mailed me brochures and those brochures are in my drawer in a file. Only one of them mailed me a book and it's been sitting on my shelf staring at me. A few days before I called you I finally took it home and I couldn't put it down and I finished it. I called you the next morning and booked you. She paid me \$6,500 plus travel which was more than ...

**Honoree:** Nice.

**Hal:** ... double what I was averaging. Again why write a book? You must write a book. I wanted to ask you this and I might tell you the other story later, but what does crafting your book mean? That's one thing that you talk about in *You Must Write a Book*, is crafting your book. How can our listeners do that?

**Honoree:** Sure, so crafting your book is the process of writing, planning, and preparing to write your book. I share a lot of the key tips for making time to write the book and how to actually get it done in *You Must Write a Book*, but let me just share the first step that's really important when crafting your book. That is to identify the problem you're going to solve or what advice you're going to share.

Everyone finds themselves repeating advice often which is where I got the idea for *You Must Write a Book*. I was always answering what do I need to do to write a book. I always say

what's the advice that you're giving most often or what do you wish your people, the people you're talking to, your potential clients, your prospective customers, what do you wish they would know, do, or not do? What's the thing that you're constantly saying, what pain are you helping people to get out of or avoid and what pleasure are you helping them to gain?

**Hal:** Yeah, sure.

**Honoree:** What are you passionate about people doing? If you're an estate state planning attorney then you want people to have an estate plan and why? Because you don't want people to die and find themselves with egregious tax consequences or not leave something to the heir of your choice. Every single professional has their own set of problems that they help someone to solve and pain they help them to avoid and perhaps pleasure they help them to get. Those are the types of pieces of advice that you're going to center your book around. It's also going to be based on who is your avatar. An avatar is another word for ideal client profile or prospective client. Who's the ideal person if they were to sit in front of you and hire you, what do they look like? What are their qualities and characteristics? That's your avatar, that's your ideal reader for your book.

Then you have to decide what do you want them to do when they read the book. I want you to write a book. That's what my avatar is, someone who knows they need to write a book and they have no idea where to start and how to make sure that they are publishing a book that is indistinguishable from New York Publishing. That they're putting out a product that is so

wonderfully done that it is a positive and quality representation of themselves because your book is you, but you're not there. You want to put your best book forward just like you want to put your best foot forward.

**Hal:** Yeah, and one of the ... To your point earlier about how it differentiates you as a business person. Even if someone doesn't read the book, even if they never crack it open in terms of it replacing a business card, but it immediately creates this ... In America if you're an author there is a positive stigma if you will around that that still ...

**Honoree:** Absolutely.

**Hal:** ... remains to this day.

**Honoree:** Yes.

**Hal:** One of the things that I think people get hung up on is title and it's arguably the most important, one of the most important components of writing a book. I know you share some tips for crafting a really effective title for a book. Can you share at least one of them and explain why it's critical for anybody that is writing a book.

**Honoree:** Sure, so you want your title to tell what the book is, so the title is the what. When you're thinking about a title of a book you think title and subtitle. The title is the what, what is the book about? I read Awaken the Giant Within by Tony Robbins who didn't because that's what I wanted to do. I wanted to awaken my giant within and then when I wanted to crush it I read Gary Vaynerchuk's book of the same name.

There's another book called Save the Cat which is a writing book fancied by screenwriters and Save the Cat is basically where you write in such a way that you ... This is for fiction writers, that you cause the villain to be likeable. In other words, they do something nice, so that you are endeared to them a little bit. You don't ever forget the title Save the Cat and someday if you ever want to write a screenplay you're going to go and get that book because it's a memorable title, okay.

**Hal:** Sure.

**Honoree:** Then the subtitle is the promise, what does your book promise, what will your reader take away from reading your book, how will they benefit from your advice. Will they save money, make money, will it set them up for success, again will it help them avoid pain or gain pleasure, what will they get from reading the book? The subtitle for You Must Write a Book is boost your brand, get more business, and become the go to expert. Those are the promises of the book.

**Hal:** Got it. The title, like 4-Hour Workweek is a great example of a book that is ...

**Honoree:** Perfect.

**Hal:** ... a bestseller and it's immediately ... It creates ... To me it induces curiosity, like what does that mean? It's also benefit-oriented like I don't ... If it has anything to do with a 4-hour workweek like it says I'm in.

**Honoree:** I'm in 1000%, yes.

**Hal:** I'll cut 36 hours out of my workweek, so yeah, I love it. One of the sections in your book, Let's Get Ninja, it's one of my favorites. Talk about what that means and what that is, what that section's all about.

**Honoree:** That section is about how do you sell your book and how do you get your book and your information into the hands of as many people who need it as possible without breaking the bank, spending unnecessary time or energy because basically what do we all want? We want maximize results with the least amount of effort in the fastest time possible.

**Hal:** Sure.

**Honoree:** Right?

**Hal:** Yeah, of course.

**Honoree:** I can share a couple of ninja-esque strategies if you'd like.

**Hal:** Yeah, please, please.

**Honoree:** Okay.

**Hal:** Before you do I'll say this. That is one of the biggest, I think, misconceptions for new authors is the idea that writing a book is the task. That's phase 1. That's phase 1 and it's actually a very short phase typically related to promotion because phase 1 might take you 6 to 12 months to write the book. Then phase 2 which is promote the book takes you the rest of your life.

**Honoree:** Right, I always say there's 2 phases of a book. From the day you conceive of it until 30 to 45 days after it's been released, that's phase 1. That's the writing, the prelaunch, and the launch phase. Then phase 2 is day 31 to 46 until the day you die.

**Hal:** Yeah, it's a long one, a long phase.

**Honoree:** Right, and actually to point out why this is beneficial when someone says, wow, it's a lot of work to do a book. I could do a course and make a lot more money. I think courses have a shelf life for application whereas a book will sell from now until you die and it will bring money to your estate until 70 years after your death, so your grandchildren's grandchildren can be earning money from your books long after you've past. Think and Grow Rich is a really good example of that.

One of the ninja strategies is to remember that you want to give your books away and remember that your book is new to the person who's not heard of it yet. There is someone right now on this earth that has never heard of Think and Grow Rich. As odd as that sounds to us who have read it ... I've probably read it two dozen times in my life. Someone is going Think and Grow Rich, wow, what a great book title and who's Napoleon Hill. They're going to discover that book for the very first time and tell someone who tells someone who tells someone and that money is still bringing ... That book is still bringing money to Napoleon Hill's estate. A ninja-esque strategy is to give books away.

One of the things I see people get hung up on is they'll order a book, so when I'm coaching someone through the process of writing a book I'll say, okay, buy 500 books and give them away. They're like what do you mean, isn't this supposed to make money? You have to seed the market and it's only going to cost you at most 2, 3, \$4 for a book and you want to give it

out like it's Halloween candy. Always have a book on you, leave them in Starbucks. If someone asks for a business card say oh, I don't do that, that is so last year. Now I have a book and here's a copy and if you don't have a book on you get their card and send them a

copy. Give them away as quickly as you possibly can.

**Hal:** How many books have you given away? Any idea on that?

**Honoree:** I have no earthly idea, thousands.

**Hal:** Thousands. Yeah, I've given away thousands of just The Miracle Morning and now ... One other ninja strategy to add to your ninja strategies is giving books to people around your community where you frequent. When I go into any business, I go get my smoothies at JuiceLand and everyone's like Hal, hey.

**Honoree:** Exactly.

**Hal:** In fact, there's this girl that works at the smoothie place, her name is Lovey. I don't know if that's her real name, Lovey, and she's awesome, she's so sweet. I walked in the other day and she's like Hal, hey, I just got The Miracle Morning from my mom. She read it. She's doing it every day, it's so cool to see.

That's awesome. Anyway, it's just kind of fun to give the books out around town.

**Honoree:** Absolutely, absolutely.

**Hal:** Everyone knows who you are and you got friends where they were strangers.

**Honoree:** I have my stamps of my book covers that I have made into stamps and I put them on letters. I went to the post office with my Successful Single Mom stamps and all three of the ladies at the post office are single moms, so they saw my stamps and they were like what is this and so I went back with books. You know we live in Austin, Texas and we probably go to the same post office and when I go in there they are just not friendly. They do not smile, they are just doing the transaction. I walk in and they're like Honoree, are you mailing books again today? I'm like books every day, all the time, all the books in the mail. They're like I have your book, I'm reading your book.

You're right, it's kind of a door opener, it's a conversation starter. When I notice someone has a need ... Today I had a coffee with a friend of mine who's a financial advisor and he said I was on the phone with this woman and she's going through a divorce. I just looked at him and he's like, "Oh, that's right, you have books on divorce." I said, "Let me run up and get you a couple books and you can send them off with your business card as a gift." It's a way you can help other people to enrich lives as well.

**Hal:** Got it, really, really cool. A book launch strategy is provided in the book. You provide the actual book strategy.

**Honoree:** I do.

**Hal:** One thing for people to know that are listening that Honoree is the co-creator of The Miracle Morning Book Series and she is very much responsible for a lot, most of the planning of the launches and all of that. I think unless I'm ... Correct me if I'm wrong, but I think every single book or just about every single book we've done Miracle Morning-wise has hit number one in its category on Amazon.

**Honoree:** Every single one.

**Hal:** Every single one.

**Honoree:** That is correct.

**Hal:** Yeah, so all of our co-authors they get to become number one bestselling authors which is really cool. In terms of the book launch strategy can you give us a peek into some of those tips?

**Honoree:** Yeah, so one thing that you want to do when you decide after listening to this podcast, okay, it's finally time, I'm going to write a book or you have a book in the process and you're not quite sure how you're going to launch it, you want to get a service like MailChimp or AWeber and you want to start building your list. Then you want to build a separate list and we call that the ART. In our language it's ART, it's the advanced reader team. You want to put together a list of people who would be willing to read your book in exchange for an honest four or five-star review on Amazon.

**Hal:** A brutally honest four or five-star review.

**Honoree:** A super honest four or five-star review on Amazon. No, you want an honest review on Amazon and that's what you say. You don't qualify it, you want someone to give you their honest feedback. The great news about an ART reader as someone who is an advanced reader is they are predisposed to like your book and want to help you to promote it and leave a review for it. Also, if there's any holes or missing loops or problems with the book they will mention it to you when you still have time to make some adjustments prior to the launch, so just start building your list of prospective readers and make sure that those prospective readers are your avatar, your ideal reader.

**Hal:** Yeah, or they are people that will read your book. Ideally they're your right avatar. For me it was my sister, Haley, my good friends, John [Broman 00:25:51] and John [Burgoff 00:25:52]. By the way, the feedback that they gave me to your point, Honoree, about they'll catch things. The feedback was

amazing. Literally we swapped chapters out, I added an entire chapter from something else I had written like a blog post that became an entire chapter that was pivotal. My sister came at me and goes, Hal, you're into all this personal development and stuff, but to the average person ... She kind of gave me feedback on some stuff that would not hit with the majority, it would only hit with people that are into personal growth already and Tony Robbins. She goes don't you want to reach people that aren't into that stuff yet?

**Honoree:** Right.

**Hal:** Yeah, right, so the feedback from your advanced reader team is incredible plus they can leave you the reviews and all of that.

**Honoree:** Right, and so you don't want your sister to leave you a review ...

**Hal:** A review, yeah, that's true.

**Honoree:** ... unless your sister ... No, listen, unless your sister is representative of the avatar because what you're wanting people to do and so this is real ninja strategy is when you're putting together your advanced reader team make sure that they meet the qualities and characteristics of your avatar.

**Hal:** Got it.

**Honoree:** Because when those people read and review your book on Amazon and, hopefully, they purchase it because a verified review is so much stronger and has much more weight than an unverified review. A verified review is just a book that's been purchased and reviewed versus just reviewed.

**Hal:** Purchased from Amazon.

**Honoree:** Purchased from Amazon, so when it's purchased from Amazon by someone who is the same as your avatar then Amazon's analytics pick up on that. They say oh, so we have 50 people that have purchased and reviewed their book, here are all the common qualities and characteristics. Amazon is the biggest search engine or the second biggest search engine. They actually do an analysis of all of those people and they say gosh, you know what, Charlie in Des Moines is exactly like these 50 people. We're going to send Charlie an email and we're going to recommend that he buys your book.

**Hal:** That's brilliant.

**Honoree:** Charlie is representative of millions of people, so when you launch a book you don't want ... You do, you want your mom to write you a review and you want your Aunt Joan and your brother Billy to all write you reviews because you want the

reviews, but then Amazon's analytics get really confused by these random people. Because they're like this doesn't make any sense, how do we market to these people that all seem to be related to you.

**Hal:** Yeah, and only your family members are getting shown in the search.

**Honoree:** Right, right, so you want to be really clear about who your advanced reader team is and then you want to go find some of those people and say look, I'm coming out with this book, I think it would absolutely be perfect for you, so it's going to be a win because you're going to get this information for free. I'm going to make the book available to you at \$0.99 right around the time that I launch it, so that you can buy it if you are so inclined and leave me a verified review. I would be so incredibly grateful.

For my advanced reader team if they read and review my book and they want a paper copy and that's what I've been doing all week is writing handwritten notes to people who read and reviewed the advanced copy of *You Must Write a Book*, I have copies with stickers and I'm sending them thank you notes because I really want to thank them for doing that. I want them to do it again, maybe the next time I write a book. You want to take really good care of your advanced reader team for sure.

**Hal:** Yeah, absolutely. Now for anybody listening that is going how do I publish the book. Give some real quick tips and resources on how, where do they publish the book once it is written.

**Honoree:** Awesome, so Amazon is a great place to start. In the book I have a list of all these things, so don't try to scramble and write things down. You're going to publish on Kindle Direct Publishing which is the digital version of Amazon. You're going to publish your print on demand paperbacks through CreateSpace which is the print version or arm of Amazon. Then you're going to go to ACX.com which is Audiobook Creation Exchange which is the audio version of Amazon, so just those three to start. You can also then publish through iBooks and Barnes & Noble and then there's something called Kobo which publishes in 170 or 180 countries.

**Hal:** Now where do you ... Because I don't even know the answer to this.

**Honoree:** Okay, great.

**Hal:** Where do you publish on iBooks because I did it through Smashwords which is great. By the way I will say this. For anybody if you want a one in all shop you go to Smash ...

**Honoree:** No, no, no, no, not anymore.

**Hal:** Don't, okay. All right, so tell us.

**Honoree:** Not anymore, that was so 2009, Hal. [Inaudible 00:30:14].

**Hal:** It was before I met you and then once I met you you took care of all this for me, so I didn't have to [crosstalk 00:30:19].

**Honoree:** I do, I handle all the stuff. The answer now is Draft2Digital.

**Hal:** Oh, okay.

**Honoree:** Draft2Digital is a one stop shop where you can upload everything and it converts it into the type of file although I recommend against that. I would recommend that people get a book formatter, someone who's an expert in book formatting. I don't know if you are comfortable with me saying who we use, but we ...

**Hal:** Yeah, you [inaudible 00:30:42], she's fantastic.

**Honoree:** Yeah, so 3csbooks.com, Christina.

**Hal:** So 3Cs?

**Honoree:** Yeah, 3, the letter C, the number s and then books.com

**Hal:** The number S?

**Honoree:** The letter S, English is my first language.

**Hal:** With a name like Honoree you can pass off it, just make up a country that you're from and ...

**Honoree:** Yes, perfect. Yes, I am French and isn't my English perfect? Yes, it is. Okay, so 3C like Charlie, S like Sam, books plural .com.

**Hal:** Got it.

**Honoree:** Christina does the formatting for The Miracle Morning books and for me. She will create a mobi file which is .m-o-b-i which is the type of file that's eBook for Amazon and then there's an EPub for everybody else. You don't want to upload a Microsoft Word version of your document and then let it do its conversion.

**Hal:** That's [inaudible 00:31:36].

**Honoree:** That's a big amateur mistake for sure. That's what we did with Smashwords, we put it through their meat grinder and then there were lots of complaints about pagination and formatting and yuckiness, so you just want to avoid all of that.

**Hal:** Like the random question marks all over the place.

**Honoree:** Right, yeah, exactly. Yeah, it's just an amateur mistake. You're a professional, so you want a professionally produced book. Then for the CreateSpace version then a layout and then design is usually created and turned into a PDF which then means that your book is beautifully laid out and a wonderful read for sure. That will take care of the eBook and the digital versions.

**Hal:** Yeah, and it's something that...

**Honoree:** The eBook and [inaudible 00:32:14].

**Hal:** One thing about a book it's a one-time investment both of time, money, and energy that returns forever, returns forever. Even in terms of legacy, I've always said that if it's in my will that my

kids have to read certain books including a couple of mine. They have to read Taking Life Head On.

**Honoree:** No trust fund for you, Howie, unless you're reading.

**Hal:** Yeah, they have to read The Miracle Morning and then they've got to read a dozen other ... Vision To Reality and other books that ... In terms of all of my philosophies on life are captured in a book. It's like they can get to know ... I'm not going anywhere, but they get to know ... They would know what their dad feels like. These are the most important keys to being happy and healthy and making an impact in the world and all of the above.

**Honoree:** Absolutely.

**Hal:** The last question I want to ask you is what can you tell our listeners who are afraid to write their own book or they don't think that their ideas are good enough?

**Honoree:** I think that every single person has a book in them and there are two different ways you can approach writing a book. You can write one from the expert's position which is I've lived through this. These are all the experiments that I went through, these are the stupid taxes that I paid, the bruises and cuts and scrapes that I got. Then voilà on the other side I'm successful and so here are the lessons that I'm going to turn around and teach.

Then the second way is to bring back Napoleon Hill into our conversation is to be a reporter. If you don't have a complete field of expertise or not an expert in your field completely then you can go source knowledge and put it all together and be a reporter. Just make sure that you are going open kimono and sharing that, that you're not pretending that you're an expert. You're not an expert, right. He didn't say I'm a millionaire, wink, wink. He said I'm going to go study wealthy people and then share what I have learned.

I used to think that all authors were old or dead or really successful professionals or professional writers. I would always assume that authors were lots of levels above me. It was very cool when I realized that a number of people that I had come to admire through their books were ordinary people just like me who happened to have written a book. What you want to think about is that your years of experience or lack thereof might not matter as much as you think. It doesn't matter whether someone's been in business for a couple of years or for 30 or 40 years. We always discuss the possibility of writing a book.

You and I know each other because we wrote books and I wouldn't trade our relationship for anything in the world. I count dozens of relationships like that all because I had the courage to go ahead and follow through on the advice that I was given which was You Must Write a Book. I sit on the other side of it and say to people c'mon, c'mon, you really want to do this. This is really going to be an amazing outcome for you. You don't even know. We can't predict what cool things are going

to happen for someone on the other side of writing their book. We just know there are going to be lots of cool things.

**Hal:** Completely. No, completely. One of the ... What I was going to say earlier around ... When I wrote *The Miracle Morning* I wanted to transition from being a college speaker to being a corporate speaker which also meant increasing my fee by 500% eventually, so that was something that I was able to do. To your point about the multiple streams of income, for anybody listening, it's not just the direct, the paperback, kindle audiobook, it's whatever you do on the backend, increasing your fees and having more clients and all of the above.

**Honoree:** Authors make more money and if you don't mind I want to just share really quickly the four cornerstones of a professionally published book. When I'm working with someone what they're paying me to help them do is to make sure that they're dotting their i's and crossing their t's. We talked about one which is formatting. You want to hire someone to format your books, so that it looks beautiful on the inside.

You want to have a rock solid, talented cover designer. You want your book cover to reach out and grab people by the throat. Don't skimp on cover design. You're going to pay handily for it, but like you said it's going to be a one-time investment that's going to pay dividends. Then the last two are editing. Spare no expense to have a really good editor and let me just say what I mean by a really good editor. It's someone for whom editing is their job, their full-time everyday job.

They're a trained professional editor. There are differences in editors.

**Hal:** Not your aunt who claims ...

**Honoree:** Who was an English teacher for 30 years. No, it's someone for whom editing and words ... They're word nerds, editing is their passion. They take the words in your brain that come through your fingertips which are sad at best. We get our rough drafts back and it looks like a crime scene. A really good editor is going to take your thoughts which are your expertise and your knowledge and your experience and your education and they're going to turn it into prose that someone when they read it are going to think you're a genius which is what we want.

Then finally there's copywriting and I didn't learn about copywriting until probably book 12. Copywriting you'll know is sales copy or the writing the sales copy that's on your Amazon page. Back cover, sales page, book description, all of those are the same thing. You want to have a really good copywriter who knows how to write sales copy. They are really going to be able to help you to sell more books. Those are those four things that are most important when you're putting your book together, so that it looks and feels as professional as you are.

**Hal:** Where do you find some of these people? Cover design and we've got our graphic designer, but is there anywhere you recommend, a go to for a new author?

**Honoree:** If someone is willing to invest in their cover design they can write me and I can make an introduction to my guy who is really talented. They're an online resource, it's 99designs.com. As far as copywriting, editing, and layout either reach out to us and we'll refer you out or find people that are really professional that do that.

**Hal:** Elance is an example of somewhere people can go.

**Honoree:** Yes, just not Fiverr.

**Hal:** Not Fiverr, yeah, sure.

**Honoree:** Not Fiverr.

**Hal:** That's right.

**Honoree:** If someone's willing to do something for \$5 then they're probably ... I'm not trying to be rude or anything like that, but this is your new business card. This is the outfit that you're wearing when you go out. Your goal isn't to just go out and to not look and smell homeless. Your job is to send your book out into the world and have many happy returns from it. You really

want to make sure that you're hiring good, quality people to be on your book team.

**Hal:** I love it, I love it. Honoree, the book is You Must Write a Book and how can people get a copy and how can they learn more about you?

**Honoree:** They can go to Amazon, the book is available on Amazon in eBook, paperback and our own Rob Actis, the voice of The Miracle Morning is also the voice of You Must Write a Book coming soon in audio. You can go to [HonoreeCorder.com/YouMustWriteABook](http://HonoreeCorder.com/YouMustWriteABook) to learn more about the book there and about me.

**Hal:** I forgot to ask, who wrote the forward for this book?

**Honoree:** There is just some guy who thinks a lot of himself.

**Hal:** Obviously, geez.

**Honoree:** Obviously. No, I will say I am so incredibly grateful for you. Thank you for writing the forward and I was incredibly honored by it. Honestly, for the price of the book to read your forward that is how forwards are done. If you're going to write a book and you're going to have a forward you want to send this

forward to your person and have them model it because you did an incredible job and I'm very honored by it, so thank you.

**Hal:** It flowed through me. It was from the heart and it was the easiest I had written, it was great. Yeah, and I believe in what you're doing.

**Honoree:** Thank you so much.

**Hal:** Thank you for being on the show and for everybody listening, grab a copy of *You Must Write a Book*. I highly, highly recommend it. Not only reading Honoree's book, but actually going out and putting it to work and writing your book. Thank you so much for tuning in. You know that I love and appreciate every single one of you for listening to the *Achieve Your Goals Podcast* and until next week. Go out there and make it a great one. I look forward to talking to all of you soon. Talk to you next week, take care.

**Nick:** Thank you so much for tuning into this episode of the podcast. You can find links to all the resources mentioned in this episode as well as all the past podcast episodes over at [HalElrod.com/podcast](http://HalElrod.com/podcast). Also, if you haven't done so yet please go subscribe to the podcast on iTunes by going to [HalElroy.com/iTunes](http://HalElroy.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 more people to find out about the podcast and decide if this is the one for them.

All right, until next week. It's time for you to go out there, take action, and achieve your goals.

**Nick:**

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 out 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](http://YourPodcastGuru.com) right now to explode your audience and crush it in the podcasting world.