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The Best Seller Loophole

Jack: That's right. It's time for another episode of ...

Brian: Authority Alchemy with Jack Mize and Brian Horn. And I am Jack or am I Brian?

Jack: Jack. You're Jack. I'm Brian. We confuse people. I know people often look at pictures of us and think, "Are you guys twins? Are you brothers?"

Brian: Doppelgangers.

Jack: Yeah. It's uncanny. But if you're confused, just pick one of us and assign a name. There we go.

Brian: You'll join us in being confused. I live my life completely confused.

Jack: It is. You know? Confusion and lucidity, it's all right, on occasion, but I wouldn't recommend it as a lifestyle.

So what are we doing today? We are exposing. We had a debate over that word. If that word is negative or positive. Exposing. Who knows? I guess it all depends on your mind. But today we're exposing the Best Selling Author Loophole. Something we get asked a lot of questions about and something that seems to be that golden ring that is out of reach to a lot of folks, when it really does not need to be.

But first, I want to run through and do the Shout Out. Can we come up with another word? I feel so awkward saying "shout out."

Brian: We'll have to ... Leave comments on the blog post and tell us what we should call this section.

Jack: Yeah. What should we call this section? The Shout Out.

Brian: We'll have to get a song made for this also, possibly.

Jack: Yeah, that's it.

Brian: A song for each section.

Jack: But we do want to give a shout out to folks that are kind enough to leave us reviews and ratings out there on iTunes and Stitcher. So who do we have today, Brian?

Brian: Well, we did iTunes last time, so we decided to do Stitcher today. And we have got one from Olympia. And she said, "It's solid advice that no one else is teaching. I've never even heard of these techniques that Brian and Jack are apparent masters at already. You won a loyal listener, guys." So that was a really cool comment. Just to reach out to us and say that what we're teaching really is working and it's something she's never heard before.

Jack: That's fantastic. Now, I want to know, Brian, what gave you the impression that Olympia's a she?

Brian: Olympia is a woman's name? First thing. Olympia. Maybe it's Olympia Dukakis?

Jack: Oh, maybe so. But it's even spelled, I don't even know. Don't get me into spelling.

All right. Olympia. And if you're not, let us know.

Brian: (laughter) If you're not a woman, let us know so I will officially apologize on the air, if you are a guy and I've offended your masculinity. I'm sorry.

Jack: That's it. So, how can Olympia go and claim her or his iTunes gift card?

Brian: Facebook.com/authorityalchemy. Let me know it's you and we have to an iTunes gift card for you.

Jack: All right. Beautiful. If you want to join in, just go to iTunes or Stitcher, leave us a review, let us know what you think and we will pick one in a random or non-random fashion. We can't officially say we go by any rules with that.

Brian: Yeah. We are our own business. We do not like rules.

Jack: Yeah. So maybe we'll pick you and maybe we won't. But we do appreciate it.

So, let's get on to today's topic, Exposing the Bestselling Author Loophole. Think about that term. That's been something that, before internet, before anything else, Bestselling Author had a certain, what was attributed to that? If somebody said, "I'm a bestselling author."

Well, let's even forget about bestselling author. Let's just say about a published author. You know, that's almost a big delineation if somebody said, he was a published author versus just a regular consultant out there.

Brian: Oh, yeah.

Jack: What that difference is and we're going to talk to, and we're certainly not here to tell you that it's the end all, be all, but, my goodness. I've seen some really remarkable things since I have published books, and also have bestseller status attached to my name.

Brian: Uh-hmm.

Jack: And a lot of people don't realize how powerful that is today. They think of the internet age. Books, who reads books any more? Did I just expose something?

Brian: (laughter)

Jack: Books. I love books. I do. But books, it seems like the sad fact is, in our society, you know, people write 200 page books. Very few people read 200 page books. And if you want to wag your finger virtually at me, that's fine. But I want you to go look on your bookshelf and tell me how many of them you've read. How many books have you actually cracked open and read and went through them? Right?

So I know we're going to have some that say, I read every one of them. But some of them, you know, you're actually smiling kind of sheepishly right now and thinking, I've got a lot of books I haven't read.

Brian: Yeah.

Jack: So that's the state of affairs. But it's not about, and I think we want to stress this, it's not about how many people read your book, right? When you're a published author, a best selling author, it's about how many people know that you have a book. How many people know that you wrote a book. How many people, and that's where it really is to, we're not trying to condemn, condone or make a statement. We're just telling you the facts.

When you publish a book or you are established as a bestselling author, you've won. You've reached the effective dose as soon as people know that you wrote the book or you're a published author.

Brian: Right.

Jack: It rarely has to go to them actually reading the book, right?

Brian: Absolutely.

Jack: And so, you've had that experience. We have a lot of clients that are published authors, bestselling authors. When did it hit you how powerful it was that, wow, this kind of still is a big deal?

Brian: Well, first, I've got two stories. One was when I was speaking at an event in Australia. And it was a multi-thousand dollar package there. But the bonus, I had several bonuses, but the last little bonus I put at the end, I said the first ten people back there will get an autographed copy of my book.

As soon as I said that, you would think I was giving gold bars back there. There were people that were jumping over rows of chairs and running back there to get the book. I was standing there thinking, you've got to be kidding me.

This other guy, he gave away iPods. He was giving away iPods. It did not have the same reaction that my book did. It was absolutely amazing. And then they're back there and the people, the girls who were taking the orders in the back said, "Do you have any more? Do you have any more? We

have different people that are wanting more. Do you have any more than ten?" And I said, no. I wish I had, if I had known, I would have brought a lot more and just stood back there and basked in the glory of being a bestselling author.

Jack: It is. It almost makes you think, wait a minute. I've put a lot of work into this other stuff, you know?

Brian: I know. That one I didn't because, we'll be talking about this later on the show how you can do this easily. And it was a lot less work than all this other stuff. They cared way more about that. And you're taking pictures of people and signing books and you sign the book and hold it in front of them, smile and take a picture and they're posting on Facebook. And you, I'm just.

Jack: I think that actually crosses you over to celebrity, when you have something to sign. One of the things that I, when I go to different events and if I have a book, when people want me to sign their book or, it's still even awkward today when people want to take their picture with me. And I always say, well, who are you going to show this to that's going to be impressed? All right?

But I'm more than happy to do it. I love it, meeting folks. But that's it. When you have a book, it automatically raises your stock in a lot of people's minds. Just the fact that you had a book.

Now you said you had one more story.

Brian: Yeah. This is one where, showing people how it would work for you. Not everyone goes and speaks, but everybody has meetings with customers or with clients, who tries to win new business.

In this particular case, I was going and bidding on a pretty big job. It was a five-figure job over the course of the year. They were talking to a lot of other people, obviously. So I went in there, kind of gave my pitch and at the end, they said, "We're getting business cards and pamphlets from everybody. Can we have one from you just to keep with your stuff?"

And I said, "Well, I don't have a business card but here's my book I wrote on the subject." And it's a big hard back, just thudded it down. And with my picture on the cover. And I said, there it is.

Jack: That's it. So you're no longer the guy that does this. You're the guy that wrote the book.

Brian: Right. And their faces were just, boom. They just stared at that and were like, wow! It was totally the Chris Rock thing, you know, where you just drop, he drops the microphone and just walks off stage. Thud. Drop. And he said, see you later.

Jack: That's it. Peace out. I'm done. There's my book. That's me.

Brian: Right.

Jack: And so, I don't want to seem like, act like the world is full of shallow people, but the fact is, they are, right?

Brian: (laughter)

Jack: So that's why having a book. Because it's something that has, people that have written over the ages have always been put on a pedestal. They've always been positioned as educators and advocates.

A book is one of the easiest ways, and again, it's not about people reading your book. You'd love for people to read your book. But the fact that you have a book automatically positions you as that educator and advocate in a lot of folks' minds.

So it is very, very powerful. But, so let's go into the exposing part. All right?

Brian: Sure.

Jack: The realities of the, what you would call the business guru industry. And I always look at guru, I think of that term as being an educator and advocate. Some people, it's an interesting term and people will use guru in a derogatory way to someone else, but soon as they're called a

guru, it's all of a sudden, it's a great thing. I love being a guru versus, oh, that guru.

So it really depends on how you look at it. But if you think of guru as being that educator and advocate, then you're covered.

And so here's the exposing. Here are the facts. As a business owner, a speaker, a coach, a consultant, you can create expert status and even celebrity status because you have a book.

Sorry to say that it takes as little as that and we're in a shallow society as that, but that can be one of the most powerful things that you can do.

Brian: Right. It goes back to your comments about what people paint the picture of. And before I had a book myself, I never thought it was possible to do it. I said, okay, I'm going to have to set aside a year to do research. And I'm going to sit late at night in front of my computer and just type paragraph after paragraph and go through revisions and I have to go and then find different publishing companies to sell it to and pitch them. I have to fly to New York to go into meetings to pitch people. And there's no way I can do it.

Do the people, I thought there's no way I could do it. So when I see people that did do it, my immediate picture is that's exactly what they did. They did all this incredibly hard work and are just amazing individuals with so much knowledge and education to teach in their heads, that they have to be just way better than me. They're better people than me.

Jack: That's it. And here's one of the other sad situations, is a lot of those people that did that, they can't park their car in the garage any more.

Brian: Very true.

Jack: Right? Cause it's full of books.

Brian: Right.

Jack: They publish the book and they put that book, and I've met a lot of folks like that, that their garages are full of books.

Brian: I've got some in my attic of mine. I've got about a hundred of one and about fifty or so of the other.

Jack: Yeah. And so it's that dream the fizzles, that changes, that they want to be authors.

So let's talk about the realities. I'm going to tell you some truths about being a business guru, bestselling author, published author. Some of them you may not like, but take them as it's just the way that things are. And you can either accept them or you can be bitter about them. But it's just the way it is.

So first, let's start with this. Brian, who makes money from selling books?

Brian: Publishing companies.

Jack: Publishing companies make money selling books. What authors make money selling books?

Brian: Not very many. You've got the top elite ones that get deals where they make money.

Jack: Stephen King makes money selling books. What's the Shades of Grey, Pink, Purple, whatever, makes money selling books.

Brian: Harry Potter woman. And probably, some of the other guys, like the Bill O'Reilly has some top books right now. He's able to get the book deals.

Jack: Yeah.

Brian: He did good, but, even then, most, a lot of them, unless you're talking about these very elite ones, most of their money doesn't come from that. It comes from other products they sell and upgrades on their website and infoproducts.

Jack: That's exactly right. So really, in the business world, the business guru, the business authority, if you just eliminate the expectation of generating revenue from book royalties, remove that from your mind and

realize that it's the Stephen Kings that make money selling books. People in the business world, the business guru, with few exceptions, they make money because they have the book.

That's why I say that you've won, you've won as soon as people know that you have a book.

Brian: Right.

Jack: All right? It's not about how many people have read the book. It's how many people know that you have a book. And know that you're a published author.

So if you are in those industries, if you are a speaker, a consultant, even if you are, and I'm talking about in the mortgage industry, even if you are setting yourself up as that authority, the fact that you can put on your website or the fact that when people look up your name on Google and can find something that you are a bestselling author, they never have to buy your book or see your book. The fact that it's established that you're a bestselling author is the win for you. So that's the mindset that you have to get around this.

Brian: Even just having that Amazon author page is huge. I've put links to that on everything. When somebody says I want more information about you. I say, yeah, you can Google me. And my Amazon author page has my most recent updated information.

Jack: Yes, exactly.

Brian: And they just look, it sounds just totally awesome when you say that.

Jack: And that's a great subtle way to point them to information without saying, hey, I'm a bestselling author or I, you know, go check this out.

Brian: Yeah.

Jack: You're just saying, hey, well, you can look on my Amazon Author page.

So, let's talk about going above and beyond in the bestselling author. First of all, well, before we do that, let's go back to the fact that there are a lot of people out there with books sitting in their garage, because they wrote a book. And then the problem is they wrote the book and they thought they were going to sell a bunch of books.

And unfortunately, there are a lot of companies out there, a lot of people out there on the internet now especially, if you go and Google "how to be a bestselling author" or "how to publish a book," there are a lot of folks that are going to take people down a path that probably isn't the optimal for them.

And that's where a lot of people end up with a bunch of books that they're never going to sell, because frankly, it's tough to sell a lot of books.

Brian: Oh, yeah.

Jack: And especially if you're banking on that as how you're going to make revenue. Or you're going to get it to pay for itself by selling books. It's not going to happen.

Brian: Never.

Jack: Can it happen? In rare instances. But I don't, I'm going to tell you, I would never set someone up for that expectation that they're going to make money by selling their book.

Brian: Most people, even, we were talking about Brendon Burchard last time, he's a New York Times bestseller using his book strategies. His money didn't come from the book at all. The book was a breakeven strategy for him. It was the upsells and the bigger things. But just by being that bestselling author is where it all, where it came from.

Jack: Oh, that's it. Yeah, just to be able to put that out on, to attribute that or have other people introduce you as that.

And that brings up another case, is that a lot of people say, well, how can I get on more radio shows? How can I be invited to do more interviews on podcasts or things like that? Well, the fact is, a lot of times, especially on terrestrial radio, you get ten minute segments. Right?

Brian: Uh-hmm.

Jack: Any time I do radio for business shows or anything, it's generally a ten minute segment. And there's not a lot that you can do to share or educate or, you know, your expertise. I talk about five times faster than I normally do to try to get the information out.

But the fact is, when they're trying to decide who they're going to have as guests, they're less interested in how much you know about your subject, versus how is this going to make me look good as a host? How is this going to make it look like we're connected? How is it going to make me look like ...

Brian: You scored the big deal, yeah.

Jack: And one of their favorite things, and this also goes with speaking, if you are looking for more speaking engagements, you want to be invited to speak at any events. Whether it's local events or anything, the fact that they can introduce you as bestselling author makes a huge difference.

Brian: Oh, yeah.

Jack: Especially if they're coming down to who are they going to decide to pick to be their author. They want to be able to introduce or say, we are going to have bestselling author, so-and-so, Jack Mize, Brian Horn, is going to be speaking.

Brian: Right.

Jack: Today's guest on today's show is going to be bestselling author Brian Horn, Jack Mize. That right there is a huge, huge difference and so,

again, it's not about them actually reading the book. Very few of them actually do.

So a lot of people are thinking, well, that's all great. How do you become a bestselling author? It reminds me of that, I think it was Steve Martin. You know, he had that book that was out, How to be a Millionaire.

Brian: Yeah.

Jack: Okay. Chapter One. First thing you do is you get a million dollars.

Brian: (laughter)

Jack: All right? So I don't want to make it sound like, hey, all you got to do to get on the radio and to get speaking gigs is just become a bestselling author, you know?

Brian: Yeah, that's all you need.

Jack: So we're going to tell you exactly how the loophole's done and how this occurs. You mentioned the New York Times Bestseller List. So let's talk about what is the official legal definition of bestselling author.

Brian: Very important.

Jack: It's a trick question. What's the legal definition?

Brian: There is no legal definition.

Jack: That's right. I've never seen the FBI bestselling fraud squad, you know?

Brian: Not yet. It'll come swinging in through the rafters right now.

Jack: We've got information that someone is claiming to be a bestselling author without meeting these guidelines.

Brian: Yeah. So it's, there are several different ways which we're going to go into.

Jack: Yeah. And so, first thing I want to do is don't lie. I would never encourage you to lie about any of this stuff. This is all about positioning. If you're going to call yourself a bestselling author, be a bestselling author. Be a legitimate bestselling author. And since there is no legal definition, let's go by the common definition.

When most people think about bestselling author, really what it is is that you've been ranked in the top 100 of a recognized bestseller list. And really, how you rank on that is determined by each one of the people that publish those bestseller lists. Some of the big three that most people think about, especially in the business world, are what? The New York Times.

Brian: The Wall Street Journal.

Jack: The Wall Street Journal. And Amazon.

Brian: Right.

Jack: Right? So those are the three big, and probably without question, recognized bestseller lists. I'm sure you can find tons of them. I'm sure you can probably find Hank's Bestseller List out on the, you know, whatever. I wouldn't go that far as to do that, but generally, if you find yourself on the New York Times, The Wall Street Journal or Amazon's bestseller list, that right there is going to be, I think, it's going to give you that credibility.

Brian: That was impressive.

Jack: And I wouldn't try to imply or infer that you've done anything else. I don't even like it too much when people say bestseller. I'm a bestselling author. If they've hit the New York Times, obviously, people when they hit the New York Times, they say I'm a New York Times Bestseller.

Brian: Right.

Jack: If you hit the Amazon.com, that's still just dripping with credibility. Call yourself an Amazon.com bestselling author. It is perfectly

fine. But to me, being that specific gives you far more credibility and legitimacy than just saying bestselling.

What are some other things that people have used that are very arbitrary and, you know, award winning.

Brian: Yeah, award winning.

Jack: Yeah. I'm an award winning author. What the heck is that? An award? I don't know.

Brian: Those things work, they still work. It's crazy, but yeah, the more specific you can get, the better. Because then there's a lot more credibility with it and you're being more honest also.

Jack: All right. So, when we're talking about credibility and honesty and integrity, this is the part that may get a little hazy for folks. Because let's talk about the realities. This is where we're exposing the bestseller loophole.

And we're just going to flat out let you know, if you don't already know this, that when someone hits a best seller list, New York Times, Wall Street Journal, Amazon, it does not necessarily mean that they organically went out there and sold a ton of books to the public.

Brian: Absolutely. These things, all these things can be bought.

Jack: And so we're not trying to tell you that, well, they did it, I do it. Sadly, it's the fact. It's the way that things work, in even places like New York Times bestseller. There are actually companies and consultants out there that do nothing but orchestrate. It's the same thing with politics. You know, the spin doctors and all that that go out and make these things happen.

And a lot of times, that's what's required to do that, because whether it's advertising to drive people to your book or it's using these loopholes. And these loopholes have kind of been secrets to the guru world for quite some time. And that's why we call it exposing them.

So let's talk about this. And this isn't just my speculation. I've read articles on Forbes, Wall Street Journal, talking about how this is done and how people are doing this.

And so, let's talk about what the requirements are to be on these different best seller lists. First of all, bestselling author is a great achievement, regardless of how you get it.

Brian: Right.

Jack: You've done something. One, you have a book. You have something out there. And you've set yourself apart from the majority of society, in the fact that you are an author. So just being a published author is a great feat.

But when it comes to being a bestseller list, there are people that buy their way on to the bestseller list daily, weekly. It's an extremely common practice.

Brian: Right. So, the New York Times. Wall Street Journal is an example we have. It costs, how many books was that one? That other page we had up?

Jack: Oh, yeah. So here's what, there's actually a consulting firm that will go in and orchestrate this. So the numbers, and these are numbers that, we got these right from Forbes magazine's website, that actually put out these numbers. So what were the numbers on the, I think on the Wall Street Journal. Let's do the math.

All right. What's an average book cost if you go into a bookstore now?

Brian: Well, a hardback book is what, about like thirty bucks or a little less than thirty bucks.

Jack: Yeah. Twenty-five, for a business hardback book. So when an author wants to reach a bestseller list, for the Wall Street Journal, they say it takes about selling three thousand books in a week.

Brian: Right.

Jack: To be able to hit the Wall Street Journal Bestseller List. Three thousand books. What is that going to set somebody up that buys their way on there?

Brian: About seventy-thousand dollars.

Jack: Seventy-thousand dollars, just in book cost.

Brian: Right. Just in book cost.

Jack: Not the consulting that a lot of folks do. And that's before they've ever sold a single book organically on their own.

Brian: Right.

Jack: And I think it really puts a spotlight on the fact that the reason they do that is not because they're trying to make money selling their book. They're making money because they want people to know they have a book and by being on the bestseller list, they can get introduced and be on these shows, radio shows and things, as a bestselling author. They want to become. They're buying the fact that they can call themselves a bestselling author, more so than they're buying that I want a lot of people to read my book.

Brian: Right.

Jack: Now, New York Times Bestseller, which a lot of people think of as the big kahuna.

Brian: That's the best one.

Jack: It takes about three times that many to hit the New York Times Bestseller. Think about it. Nine thousand books just to hit the New York Times Bestseller.

Brian: Yeah. It's insane.

Jack: What people are spending on this, some people are spending a quarter of a million dollars in order to call themselves a New York Times Bestseller. Again, just to hammer this in. It's because calling yourself a

bestseller. Being able to attach that to your resume, to be that on your, as part of your authority, is extremely powerful. It sets you apart. Extremely powerful.

Brian: Right.

Jack: Now, these companies, they decide what makes a bestseller. So generally, when you're looking at the New York Times and the Wall Street Journal, they, I think, do it weekly. Some of them are very secretive about how they do it.

Now, Amazon has a bestseller list, as well. But they are kind of secretive about, you know, they're kind of like Google. They don't let you know exactly the how's and why's of what makes a bestseller. And they have a very kind of complex system of ranking and complex system of the different categories they have. But because they are online and they're a digital marketplace, they actually update their bestseller list on an hourly basis.

So, literally, when you're on the New York Times Bestseller, you can be on the New York Times Bestseller for this week. Where on Amazon, you can be on the Amazon bestseller list for an hour. But guess what being on the Amazon bestseller list for an hour allows you to do?

Brian: Be a bestseller.

Jack: You are a bestselling author and can legitimately call yourself a bestselling author.

Brian: And a lot of people listening are probably in the marketing world, you've heard other courses that teach how to become an Amazon bestseller, and they may have lost some of its cache with you, using a little cool word. But if you think about your audience, for most people, they have no idea about that stuff. We get blind and kind of cold to that type of, that title.

But I can tell you it still works. When I did it, it was about this time three or four years ago, the first time I did it. I remember going to Thanksgiving with my family and I brought them copies of the book and you would just think I

was able, had just risen from the dead or cured cancer. They were all crowded around, looking at it. Flipping through and just so impressed with it.

Jack: Oh, I have family, I go to visit family now that they actually have it in their living room, on their shelf.

Brian: (laughter)

Jack: You know? That, look at that. It really is that powerful. And so if you are jaded, be very, very careful about that. Because you may see people that are Amazon bestselling authors and think, oh, you know, big deal. Well, I can tell you, it is a big deal in the real world, and to the average consumer.

And especially now, where a lot of people, remember when you were a kid and you listened to, bought albums. You actually bought albums from a band. How special it was to hold that album and look at the liner notes.

Brian: And smell the vinyl when you first opened it up.

Jack: Yeah, and now that everything's digital, you know, don't you kind of romanticize and how important that was to have that. However, is being a music star with the number one on iTunes any less impactful or valuable or, maybe monetarily to artists, but it still has that same effect, that same power that I hit number one on iTunes, versus I sold, I got a gold album, platinum. I don't even know what, gold, platinum, what that even means any more.

Brian: Yeah, on iTunes all the time also, 'cause they'll have, like right after The Voice is over, some no-name guys happened to get on a reality show a couple of weeks ago have the number one song on iTunes. Whereas before, it was Michael Jackson and The Beatles and Madonna and really well-known people. Now, some Joe Schmoe who's on a reality show is hitting number one. But he's still, he's a number one, that's a number one hit single.

Jack: That's right. And it almost becomes what's feeding what? Are they a music star because people fall and do they hit number one on iTunes because they rose to fame and they earned it and built up a fan base? Or do they now have a fan base and are famous because they hit number one on iTunes?

Brian: Chicken and the egg.

Jack: That's it. And that's exactly it. It's the chicken and the egg. What comes first? Fame. And we often have to let people know because it's something that is so hard for people to get their heads around. So many people think that well, in order for me to be a bestselling author, I have to spend years building up my expertise so that someone will recognize that and publish my book. And hopefully that will, people will recognize that and I'll sell a lot and if I do the right thing and if I market it right, I'll sell enough to hit a number one spot or even get on a top one hundred best seller list because I've built up this following of people, that consider me an expert and authority.

That's hard.

Brian: Yeah.

Jack: And I wouldn't want to do it. And that's one of those things that if someone went and laid it all out for me exactly, step by step, I think I would end up with "nah."

Brian: Yeah. No. Just looking at the list, that's too long for me to read.

Jack: That's exactly it. But instead, just like the music stars, do it the other way. Is how about, people come and be magnetized and gravitate to you and become your fans and become your followers and see you as that educator and advocate, because you have a bestselling book, that you are a bestselling author.

Brian: Right. And instead of doing it the hard way, use the minimum effective dose to get that title.

Jack: And so we're talking about something that is a path of years, where people are used to saying, oh, down the road it would be great to be a bestselling author down the road. To no, no, no. Let's make that happen in the next thirty days. You can do that in thirty days.

Brian: Yeah.

Jack: And you really can do that and so it's just about making that decision and getting your head around the fact that it's not as hard as the illusion. It's like the magicians. It's all illusion. Most of this is an illusion. Celebrity is an illusion. Being a big business guru oftentimes is the illusion. The bestselling author is oftentimes the illusion.

Brian: Absolutely.

Jack: And so, this isn't something new. This has been a very common practice for many, many years, but it's been kind of something that's kept behind closed doors. Really only accessible or talked about in the big business guru world or if you had access to high paid consultants.

Now, you can go out, and this is something that I want to make just crystal clear, so there's no, no misunderstanding about this. If you go out and google "how to become an Amazon bestselling author" or you can find all kinds of programs with people charging you a thousand, two thousand, three thousand dollars to help you get your book, help you, tell you how to write your book, how to market your book, and they'll guarantee you that they're going to get you to be an Amazon bestselling author.

Well, here's where I have a problem with that, ethically, is that by saying that they're guaranteeing you that you're going to be an Amazon bestselling author, they're implying, or at the very least, allowing you to infer that you're going to sell a lot of books.

Brian: Right.

Jack: And I want to say this right now emphatically, and I'll repeat it, you do not need to sell a lot of books to become an Amazon bestselling

author. I will tell you, you will not make money just because you're an Amazon bestselling author.

Like we talked about at the top of the show is eliminate your expectation that you're going to generate revenue by being a bestselling author as a business expert. You are going to generate revenue, your business is going to grow because you're a bestselling author. Not because you've sold a bunch of books.

Brian: Yeah. Your books, if you are going through a publisher, you're going to get, if you sell the big thirty dollar books, you're going to get like a buck or something a book. And when you publish on your own, if you're selling like a nine dollar Kindle, you're going to get like three dollars off those.

Jack: Yeah.

Brian: You have to sell, you'd have to find a way to sell a thousand a month just to make three thousand dollars a month, which is nothing. That would be, there's no way you can buy traffic for that or anything else you're going to make a dime off that.

Jack: Yeah.

Brian: So and that's really where it is. And also where I was leaning before with iTunes and things, Kindle, you can be a bestselling author just by having a Kindle book. You don't even have to have a physical book. And it doesn't lose any of it because of the way that this society is going.

People are, that's just the way they're moving to it. In fact, some generations, it's sexier for you to be a Kindle author than you are to have a book. I don't want to buy that. I got to carry it around. I've got to actually, oh, no, no. Oh, Kindle? I can download it? Yeah.

Brian: Yeah, I love it. I bought the four, what's the one after the 4 Hour Work Week? Whatever Tim Ferriss' second book was. 4 Hour Diet, 4 Hour Body?

Jack: Yeah.

Brian: 4 Hour Body. That was the first, I had bought other books on Kindle. I remember that one. It just blew me away at how he used all the features within, with it being a Kindle book. I read it on my iPad. Just having the links and the videos and that kind of stuff.

Jack: Oh, yeah.

Brian: Since that point, I've been a Kindle guy. Still get some books I like to have on hardback, but, man, I love those Kindle books.

Jack: Yeah. And it's, yeah. And so it's becoming the de facto and so there's nothing less value about it.

Brian: No.

Jack: And you can call yourself an Amazon bestselling author whether you sold a physical book or Kindle book or anything like that. So I want to let you know that where, you know, we talked about the Wall Street Journal and the New York Times, we talked about selling thousands. Well, a lot of you may think that, well, yeah, I know it doesn't take as much to hit a bestseller list on Amazon. I might only have to sell a couple of hundred, a few hundred to hit that bestseller list.

Well, I'm here to tell you that it doesn't even take that much. If you, as long as you're not a hermit, if you have a handful of friends and family, you can become a bestselling author publishing on Amazon. And that's the big loophole that we really want to expose today, because we want to eliminate anyone's idea that that's something that needs to be done down the road or that it's something that they're not capable of.

Brian: Right.

Jack: You, yes, indeed, can be an Amazon bestselling author and start using that in your marketing and allowing people to introduce you as that. Ethically and legitimately by doing it the right way by these loopholes

that the big business gurus have been using for many, many years. And I think that is bringing on ...

Brian: I hear it.

Jack: It is.

Brian: I think I have to dance.

Jack: The Authority Hack. (Authority Hack music)

All right. The Authority Hack. You know, today's authority hack is so appropriate because it is exactly how to be an Amazon bestselling author.

And I'm going to say this right now, publically, because it's the way that things are done when you hear this. I've probably created over forty bestselling authors in the last sixty days. Part of what we do in building authority, it's such a powerful thing to be able to use that you're an Amazon.com bestselling author.

Brian: Right.

Jack: And so, by doing this so many times, I've kind of understood the mechanics and the workings of this and how it's done. So I'm going to tell you exactly how this is done.

If you have a book, if you've written a book and you have all these books sitting in your garage, if you put a book out on Amazon and it's done nothing. Your expectations have been, let's say, not met. You can still take that to become a bestseller. I don't care if it came out a year ago. I don't care if it came out three years ago. You can still turn that into an Amazon bestselling book and attribute that title, bestselling author, to your name.

And here's exactly how it's done. So we talked about the New York Times and Wall Street Journal having their bestseller list weekly, and the fact that Amazon updates their bestseller list hourly, right? So what it means is you need to sell the most books within an hour period of time than other people in your category.

I'm not saying that you're going to be on the top Amazon bestseller list. But Amazon has several departments. If you go to Amazon.com and you look over to the left, you'll see all these departments broken up. They have everything from Beauty to Computers & Technology to Investments, Business, those categories.

And if you go into those categories, you still, you'll see the Top 100 Best Seller List for that category. Well, you can go and drill down even deeper. Those categories, within themselves, have sub-categories. If you click on those, you'll see right at the top for these categories, 100 Best Seller List. Each one of these categories and sub-categories has a Best Seller List.

So if you're one of the top 100 sellers in that industry, in that department within an hour period of time, you're going to hit the Amazon bestseller list. Now, I will tell you, I've reached the top ten in Amazon bestseller list, selling as little as twelve books.

Brian: That's amazing. I was so shocked when you told me that, because I've done things on bigger scales before. I had no, I never even knew it was that low. That's incredible.

Jack: So, if you have twelve friends and family that you can get to buy your book within the same hour period of time, you have a very high likelihood of hitting the Amazon bestseller list.

Now, the key is Amazon doesn't, since it's hourly, they're not constantly publishing out these hourly results. You have to look at your actual book page. Because on there, it updates where your ranking is at that time and you'll see what department, what category that you've ranked in. As soon as you see one of those hit within a hundred, I'm going to tell you it takes a while. If you get people to buy your book at 10 am, it may not show till 7 pm that you hit the bestseller list.

So you need to look at that. But if you can get, like I say, ten, fifteen people to buy, you're going to generally hit the bestseller list, if you have your categories selected right and you choose the deeper categories.

And what you want to do after, when you do that and you see that you've hit the top 100, go take some screenshots. Now, don't use that in your marketing. I'm a best seller. Look here's the proof. You don't need to do that, right?

Brian: Right.

Jack: But have that just for your own records, to have that proof that you hit the bestseller list. And you can then legitimately say that I'm an Amazon bestselling author. And oftentimes, you'll think, wow! Did that just happen? I'm in the, when I've had authors see themselves in the top, generally, they'll be ranked in the Top 100 most of the times in three different categories.

Brian: Right.

Jack: And they see that. And this can be just with a Kindle book even, as well. And it's something that is really, I've had people get emotional that, you know, a lot of people that are authors, that we turn into bestselling authors, thirty days, forty-five days prior to them hitting the best seller list, they never even conceived or thought it was remotely within their reach to being a bestselling author.

Brian: Right.

Jack: But after that happens, and when they're able to use that in their marketing, and one of the big things I have to tell you. It's not about people reading your book. It's the fact that you wrote a book and you're a bestselling author. And when they say, it reinforces what you said earlier. People change. People have a different way that they talk about them. They are given this respect and sometimes even reverence that you are an Amazon bestselling author. And it changes their value. It changes the value of what they're saying.

It changes because now they have that one more piece of authority that says they're the educator and the advocate. That they are up to something. They not only wrote a book. They're a bestselling author.

And when you do that, using this authority hack, and I always like to tell people. Go and do it. Don't just say you're a best selling author. Go do it. And you'll see a lot of people say, oh, just give your book away for whatever. To me? If you're a bestselling author, how about sell it? You know? Sell it.

Brian: Yeah.

Jack: You know, you can sell it for ninety-nine cents, but sell it. Be a bestselling author. But you can do this and it's extremely effective and it's just another way for you to position yourself. Because, Brian, what is the natural thing that someone would want to do after they've become an Amazon bestselling author?

Brian: They would like to start selling more things.

Jack: They would. But they would also like to have other people talking about them, the fact that they're a best selling author. They don't have to go scream it to the world, I'm a bestselling author, do they?

How about letting big media?

Brian: Yup. Do a nice little authority press release on you announcing that you have become the bestseller list and have that ranked for your name in Google. Tying back to your last two episodes.

Jack: That's exactly it.

Brian: Stack it all on top of each other.

Jack: When somebody goes and Googles your name, how about letting them find that you're an Amazon.com bestselling author. Again, that's taking the power of being a bestselling author, not by taking someone all the way to reading your book. Remember, you won the second they see you have a book and you are a bestselling author.

Brian: Right.

Jack: And it is, it is extremely, extremely powerful. If it's something that you thought was beyond your reach, then get that out of your mind. Because that's what Authority Alchemy is all about.

Brian: Right. And one of the things, a good way to look at this also, is if you look at what you spent on the time you invested in education, your college degree, at this point, it's not, I can tell you, being a bestselling author is worth well more than your college degree is right now, as far as impressing people and getting you new business.

Cause they, at that meeting I was at where I landed the big client because I had, was a bestselling author, they never asked me where'd you go to school. What degree did you have? Didn't ask any questions about that. And it is all about hitting this one little trigger that set me apart as the authority.

Jack: Yeah. And that's exactly what it is. And there are lots of little nuances and things that, strategies, very purposeful strategies about your book cover and things like that, that set you up. But really, you go look at any Dave Ramsey or Suze Orman book and you'll see the common thread amongst those books and what they look like and kind of follow their lead.

So that is the authority hack and I would love to hear back from folks as they become those bestselling authors. And if you use this authority hack, if you have those books sitting in your garage, if you have that book that you thought was a waste of time that's sitting on Amazon that nobody bought, go and apply this and get that out of it. Become that Amazon.com bestselling author.

If you don't have a book, if you think I can't write a book or, man, writing a book is a long chore. Just like Brian talked about the research and all that, well, we obviously have a solution for you to that. If you want to, if you're interested in becoming a bestselling author and then having third party media talk about you within the next thirty days, just go ahead and go on to AuthorityAlchemy.com and hit the Claim Your Authority button and you can find out more about how to do that.

So, Brian? I think this one, we've got a lot of information on here.

Brian: I think we put a lot in there, yeah. We just can't stress enough the importance of how powerful the bestselling author is. We talked about the other media appearances in the past, of being featured in those places. This is right up there also.

Jack: Oh, it is, because it also gives you something to talk about in those media places. So I think the main points are, one, don't think that you're going to make money selling a book. You're not going to make money selling your book.

Two, don't think that you have to sell a lot of books to become an Amazon bestselling author. Like I said, I've done it with as little as twelve sales and commonly do it regularly with twenty sales or less.

And three, don't think that the end game, the benchmark for winning is to have people buy and read your book.

Brian: Right.

Jack: It's not. You'll be sorely disappointed. You won the game the second they see that you have a book and that you are an Amazon bestselling author. As long as you get your head around those, and you understand that that is the, that's the game you're playing, that's the parameters, then you can be extremely, extremely successful with this strategy. And hopefully, that we've exposed this bestseller loophole, and it doesn't diminish your thought about bestselling authors, New York Times or otherwise. You know, maybe they spent a few hundred thousand dollars more than you need to, to become an Amazon.com. Don't let it keep you from buying books. I still buy books.

You buy books for your kids, don't you?

Brian: I do. Last, was it last night? Last night, I actually took a picture of my son who was going through books. He loves books. Now, I didn't say he reads them, but he loves just to go through them and he literally will pull every book off of his shelf and just make a pile and he'll sit in the pile. He'll

pull it out, open up to one page and go like, ta, da, da, da and close it. Boom. Ta, da, da, da. Close it. Boom.

Jack: And that's exactly it. And you know, and that's where kids are the greatest. Kids are the best litmus test on what's really impressive. Cause when my kids see me on a book, because that's what they are looking at at school, that's what they do and same thing with YouTube. They see a book, all of a sudden, hey, maybe dad's up to something.

Brian: Yeah.

Jack: And it becomes real. So that's really the power of this. We hope you've gotten a lot out of this. Congratulations to Olympia, whether that's a him or her. Brian just so rushed to an assumption on. Olympia, again, if you want to claim your iTunes gift card, just hit us up at Facebook.

Brian: [Facebook.com/authorityalchemy](https://www.facebook.com/authorityalchemy).

Jack: [Facebook.com/authorityalchemy](https://www.facebook.com/authorityalchemy). And if you want to be up for grabs on the thing, the iTunes gift card or whatever the spirit moves us to give away in the future, then just put a review up there on iTunes and Stitcher, if you would. And we will see you next time.