

[00:00:00] The why has to bring you back to why you cannot stop. Why you have to follow through with this. And the bucket list usually isn't enough. It's like, you know, I'm going to jump out of an airplane. There's a bucket list check. Like, is that powerful enough to keep you going when you want to quit? Probably not.

[00:00:17] So like really anchoring in that, why putting it somewhere, put it on your computer, have it be your screensaver. Like, this is why I'm doing this and who I'm doing it for.

[00:00:31] Welcome to into the wild, a podcast that helps you grow your business and shapes you into an industry authority. My name is Renee Warren, and I'm the founder of We Wild Women, a PR company that helps get female entrepreneurs off the sidelines and into the headlines. Each week, I'll unravel mindset, marketing, and PR secrets, plus chat with expert guests to teach you the fearlessness needed to step into your greatness.

[00:00:58] Are you ready for it? Let's get wild. Hey wild women. My next guest is a bestselling author, international publisher, motivational speaker, podcast host, and business coach to creative entrepreneurs. She is the CEO and visionary behind F Empower Publications, formerly known as the YGT Media Company, a publishing house for female thought leaders.

[00:01:25] As a survivor of the beauty industry and a fashion model in recovery, Sabrina is passionate about positive body image advocacy and empowering women's self worth. She is a self proclaimed rookie farmer, raising a number of fur and feather babies alongside her three human ones on her 70 acre farm in the woods.

[00:01:45] When she's not farming, or mummifying, or speaking on stages, or running her business, you will likely find her somewhere near water, ferociously writing or reading a good non fiction book. In this episode, Sabrina and I talk about why we should be all considering writing a book, the leverage that a book has, especially as an entrepreneur, and the first steps to getting the book written, published, and marketed.

[00:02:08] Please welcome the incredible Sabrina Greer. Hello. Thanks for having me. I love it. So you are, if you can't see this, there's a bunch of books behind Sabrina because she is a publishing queen. Ooh, thank you. Tell us a little bit about what you do. Absolutely. Well, it's funny because publishing queen is a new title for me, but I will wear it with honor.

[00:02:31] Often people refer to me as the book doula. Because I help people birth their book babies into the world. And let me tell you, birthing a book is very much like birthing a human. It takes about the same amount of time. It takes about the same amount of energy and it is a life changing experience. So I wear that badge with honor as well.

[00:02:52] So I came into the publishing world. Not in, you know, I didn't grow up and have my guidance counselor say, you're going to be a publisher. One day. It wasn't even on my radar to be completely honest. I had published a book in the traditional sense and had what I like to call a creative difference. And during that creative difference, it created about an 80, 000 and two year lawsuit slash creative difference issue.

[00:03:22] And from that, I learned it was the catalyst to starting my business. I learned what I did not want to see in the publishing industry. And I wanted to do a better, I wanted to offer something that didn't exist. And so I created it because I believe if something doesn't exist in the world, create it. And that's what I did.

[00:03:40] So we actually have a very unique publishing model. It's not self publishing assistance, which is very popular right now. It's not traditional publishing, and it's not even hybrid publishing. We have what we call blended publishing. So we really, truly try to blend the best of all worlds and modalities of publishing that currently exist and remove the stuff that's not so great.

[00:04:02] Because there's a lot of that, too. I've seen it all, most of it anyway. So who are the people that typically come to you? Entrepreneurs for sure. And a lot of female entrepreneurs who are looking to grow their portfolio and their platform. And leverage a book as a business tool and a marketing expense to scale their existing business.

[00:04:26] So yeah, we work with a lot of six and seven figure entrepreneurs who are ready to add a book to their already successful business. So many questions. Actually, I was thinking of this morning as I was putting on my red lips, who should have a book and when is the right and right time to be publishing?

[00:04:46] That's such a great question. And honestly, it's a really personal one, I think. And I know that's not what you want to hear because that's a blanket thing. But I would say if it's on your heart, if you know, like if it's nipping at you, if you're like, Oh, I really have it in my heart to write a book, I really want.

[00:05:04] This message that is what I teach, you know, a lot of our authors are coaches and service based service providers that are teaching something. So if you want that message to get out into the world in a way that's really accessible, because when you think about a book, it's a 20 investment for your audience versus a six figure or high five figure investment for a coaching container or something else.

[00:05:30] Right. So they can get all of the good stuff that you teach. In a 20 investment and maybe like a five hour read versus a six month or 10 month container that is costing them a larger investment. So I would say any entrepreneur who has a framework or a system that they teach. Or a step by step program or something like that, something that they're teaching that's ready to get out into the world and become more accessible because from the business owner's perspective, it's a great magnet to introduce people to what you do to show your work off to the world.

[00:06:07] But one hidden thing that people don't realize that these entrepreneurs don't realize is once you publish a book, you own it. The copyright to that intellectual property. So it also, if somebody was to, I'm doing air quotes that nobody can see, but if somebody was to, quote, steal your system, your framework, your modality of what you do, and it's published in a book, that is copyright infringement.

[00:06:34] So it also provides some protection to the amazing work that you're doing as a coach or a service provider. Your IP. Mm hmm. I mean, I don't know that space at all. So, hey, consult a lawyer, please. We are not professionals in this industry. But it's also the notion of like first right of refusal. If you share or conceptualize a name or a framework and you publish it publicly, uh, Then you essentially have like the first right of refusal, but especially if it's something that you're teaching around, if you're a coach or consultant, and it's been something you've been doing for a while, you really do want to hold on to that genius.

[00:07:07] And there's no better way than to put it in a book. It's a win win. So where do people usually start? So there's like the typical, okay, because you and I have already talked about me being an author and potentially working with you. And it was like the seed's planted. I know there's a book in me. I don't know what it is yet.

[00:07:25] But there's something that needs to come out. What is the first step from there? So I think a lot of people like yourself and we'll use you as the example because everyone listening knows you. You have a framework, you have a system, you work with clients, that's content, right? If you're posting on

social media, if you're on LinkedIn, on Tik Tok, on Facebook, on Instagram, wherever you're posting content, you're creating content.

[00:07:51] You are a content creator. Even this podcast, how many episodes of this podcast do you have? That's all. 200 and something. Yeah. That's insane. That's amazing. Right? So that is a lot of content that in itself is a book, right? So it really is just sort of like collecting the content, putting it in a place where it's visible to sort of zoom out and look at the big picture.

[00:08:13] Look at the themes, look at the systems of what you do. Zooming in and creating these little pockets or buckets, if you will, of the theme. So it's, it might be more than one book, right? You have so much content at this point that you probably have like five books really. So really getting clear on what is your audience asking for right now?

[00:08:34] So I call it like the four C's, right? It's like the catharsis piece is See, number one, because it's a very healing experience. So where do you need to work on yourself? Like essentially as a leader, because we're always growing and developing ourselves. So the catharsis piece, where do you need to explore your own things?

[00:08:52] And they say that most authors write the books that they need. Yeah, absolutely. Yeah. And oftentimes when you're writing a book nonfiction specifically, cause that's my niche, that's what we focus on is nonfiction. You're writing the book that you wish you had. When you are going through X problem that your client base, your customer, your audience is going through, right?

[00:09:15] So you want to write the book that you wish you had. So if you're healing something right now or working through a problem right now, What better way to introduce a book in the world than do it real time, bring people along for the ride with you, right? Like as you're learning, as you're growing, because it's a really cool experience.

[00:09:34] So that's C number one is the catharsis piece. C number two is connection, right? Connection, community. It really is about what do your people want? Where do they need support? What's keeping them up at night? What are they Googling? What's in their search bar? How do I do X, right? Where do you help them?

[00:09:52] That's the book they will read. That's the book they will buy. Right. And then C number three is credibility, which I know is a big thing for you.

Adding a book to your world is huge credibility, regardless of what, you know, my book that I'm publishing this fall is a memoir, even though it's my personal story, it's going to promote my business.

[00:10:14] It's going to promote my growth because it will give me the opportunity to have a physical, tangible product that I can leverage. To sell my services. And then the fourth C is contribution. It is a legacy, right? And I think that's actually stumps a lot of people. Cause they're like, Oh, legacy. That means it's like my life's work and it has to be amazing and perfect.

[00:10:36] And the best work I've ever put out into the world and blah, right. They're so nervous to put this legacy out in the world, but that's where it goes back to the trademark and the copyright piece, like you're putting your work into the world. And it's going to change, you know, I think it's Mel Robbins talks about it all the time, how like her first book was not, she doesn't even resonate with the content from it anymore.

[00:10:58] And so many authors who are multi time authors who have written a lot of books feel the same way, right? Their content changes. We evolve as humans, as entrepreneurs, as women, we evolve. And Our content will evolve too. Don't let that stop you from writing a book thinking that the story has to have an end or a conclusion or it has to be perfect or it has to be all of your life's work put into one piece of work, right?

[00:11:22] So when I walk into bookstores and I see that there's thousands and not millions of books out there that could literally solve all of the world's problems, I get discouraged. Because I think, who am I to write this book? It's already been written 10, 20, 50 times over. When I know the person next to me who has way more experience and leverage is writing something similar.

[00:11:45] How do people get over that feeling? Yeah, I think that happens in all aspects of business and comparison on social media. Like, I can't show up because there's 10 other people. I'll use an example. I have several peers who I now call friends who I've mentored, who have mentored me, who I work with, who are in the publishing world in different variations.

[00:12:08] You know, we have publishing agencies, self publishing coaches, but really getting clear on this abundance mindset piece that like, there's enough, there's enough to go around and your unique perspective and experience, right? Like I'm reading. All the memoirs I can possibly get my hands on right now to see what lands for me and what doesn't like what am I fast forwarding through that I find kind of boring and annoying.

[00:12:34] What really like resonates that I want to listen to over and over again. Right. So I think in experiencing those things, I'm collecting information on what works for me and what doesn't. And I think it's the same with a book. It's getting over the imposter syndrome. It's really understanding that your unique story.

[00:12:54] Experience, perspective, qualities, the things that only you can add will touch the right reader, will engage the right reader, right? So we talked about the 4Cs, catharsis, connection, credibility, contribution, so it might already answer this question, but what do you think is the biggest leverage, especially for entrepreneurs?

[00:13:14] To have in publishing a book that anchoring piece, right? It anchors your message on a global scale. So the credibility and the connection, I think are the two most important because the connection piece, now you're available on different platforms. So a podcast is a really great. I don't like the word lead magnet because it makes people sound like they're like little magnets that you put on the fridge or something.

[00:13:39] That's not what we're talking about here. We're talking about connection to real life humans out there, right? That's why you do this podcast is to, so people will listen to you when they're driving so that people will pay attention on different platforms than just social media, right? So you're, you're reaching a wider audience with this.

[00:13:57] platform. It's the same with books, right? Now you're available on Amazon. That's the world's largest retailer. People can order your book and have it drop shipped to their door the next day within 24 hours, right? That's not something that's accessible through like the product that you're selling at your store or social media.

[00:14:15] If you're selling a service. It's very noisy. And yes, there are a lot of books out there, but there's also a lot more options for people to buy books. If you're available on Amazon, if you're available on Audible, if you're available through an ebook, through Kindle, right? There's just more. And it's a global thing.

[00:14:33] You know, we have authors who are in Australia, who are in Bali, who are in New Zealand, and it doesn't matter because it's an international, uh, truly global experience when you publish a book. So it's a wider audience, bigger connection. Yeah. And it opened so many doors. There's a couple of things I want to double click on here.

[00:14:52] One is I helped my husband publish his book, Buy Back Your Time, which was, the publisher was great, but I took over all the podcasting just because I knew Dan's intimate relationships with other people. And it just made sense for me to do that. And when we were going through the motions of finally got published and like, The sale started coming in.

[00:15:10] There were things that happened that were very unpredictable. And you don't publish a book to make money off the sale of the book. That used to be the case back in the day, but now that's not it. It's kind of like your ultimate resume, your ticket to. Speaking gigs for him and for many people actually I've seen it opens the doors to more speaking opportunities.

[00:15:31] It positions you as the expert or the authority in your space that people want to come to you to buy your coaching program or your services or your products. It makes people get to know you better because a lot of people, a great writer will inject some of their very intimate, detailed, personal stories to elaborate a point, which makes people connect to the writer more and make them more relevant.

[00:15:54] But it's not an easy journey. But coming back to like the leverage of the book, it's almost like it can be calculated, but it can't because the things that happen after it, and if it's a decent book is some things are the most beautiful, like unfolding. that happens. And there's like one woman in particular, her name is Marina.

[00:16:17] She was at an event here in Kelowna as a, she had a booth and she was attending this event. It's called the Sheik Summit. And my friend Chantal Adams, who is a really good speakers coach, wanted to do, she did, her talk was a session. She wanted to do a live thing that she does with all of her clients that go through her speaker session.

[00:16:37] And she is. A genius at this. So she brought Marina on stage and then just in front of the audience starts kind of asking her the questions about, and these two women don't know each other. Chantel met her but minutes before. I had met Marina either the day before, hours before, and I actually got to hear a little bit of her story of which she doesn't share.

[00:16:56] She wrote a book. That helped her recover from trauma and one of the stories was that she was pregnant with twins, which were already hard to conceive. And she got into a car accident and she lost her twins, which is devastating. And Chantel had Marina on stage to just to get this. out of her. Everybody in the audience was crying.

[00:17:17] It was such a beautiful, heartbreaking story. And at the end of it, we found out that she, Marina had already wrote the book that helped her get through the trauma of that experience to the today, when now she has a six month old daughter. And after that moment, everyone was shocked that she had a book.

[00:17:35] Everyone wants to buy the book. And now she's been asked to speak on, I think, three stages. Because of it, because of that one event, one moment, and she shares all of this in her book. Yeah. That's leverage. Absolutely. And I think that's such an important piece because marketing of a book is huge. Marketing of a brand, of any kind of brand, of any kind of message is obviously huge in itself.

[00:17:58] Right. But having a book to. Back that up is amazing because it gives you a physical, tangible product, right? It can be the swag bag gifts. It can be something that you give to your new clients as a freebie. It can be, it's like a expensive business card, right? It really is like a business card, right?

[00:18:22] But it's worth it because it really does exactly that way. You said it, it leverages Your success, it anchors in your message in such a powerful way because we all know, and I'm sure you talk about this a lot on the podcast is like storytelling is everything, right? People want to connect with real people.

[00:18:40] We can go on YouTube and Google and figure out an answer to a very simple question in seconds. It's the connection piece. It's the storytelling. It's hearing like exactly that example. It's hearing people's lived experiences because that inspires us to come out and share our own experiences. The human desire, what we desire most in this world is to be seen and heard and understood and valued and feel like we're not alone in our experiences.

[00:19:14] And reading somebody else's experiences. And to all those listeners that think that they're not enough, they don't have those lived experiences, unless you're two years old, we have stories to share. We've all overcome difficult situations in our lives of which I hope that we've all learned from those situations.

[00:19:34] And it's almost like we do the people around us a disservice by not sharing how you got through that, or even by sharing that you're experiencing it. To people that are so vulnerable and saying, I'm going through this thing, like I'm having problems with my, my money, my, I've been in the red for the past five months in my business and I don't know what to do.

[00:19:55] Well, people who've been through it will jump in and help get you out of it if you're open to that feedback. And the book is the way of sharing how you've, the hero's journey. How you've overcome that obstacle to make you more relevant, to make you more believable, to build the authority, the credibility, everything I teach in my programs and what I do for my customers as well.

[00:20:18] Okay. So the process goes like, how can we simplify the process, especially how you take your people through the programs from start to finish? Absolutely. I mean, it starts with the message. So really getting clear. So clarity is number one, clear on the goals and clear on the message. So what's the point of writing a book because if it's just simply to check it off your bucket list, that's great, but be aware of that.

[00:20:43] So really get clear on the goal. Does the, just the bucket list idea make it harder to write a book? Yeah. Okay. Yes, it does. Absolutely. Because. Your why, I always say the, the what and the why, or the who and the why equals the what. So if you get clear on your why, your reason for doing it, your goals, your big dreams, like what you hope to achieve with the book, you get clear on the who, the audience that you're serving.

[00:21:11] And we get super niche and super, like we boil it down really, really tight. So that, that reader avatar, the person buying your book, you're the one life that you want to change. Transcribed Get really clear on who that person is, then we can expand out, you know, moms struggling, mom entrepreneurs, like, get more vague on the audience as a whole when you're talking demographics.

[00:21:34] But when we boil down the who, it's like one person. Who's that one person that you really, truly are going to help and change their lives with this book. And then that equals the what. What are you going to write about? Right? So if you can get super clear clarity on the why, the reason, because the why has to be powerful.

[00:21:55] And we've heard this in business. We've heard this in all kinds of things, right? Like the why has to be so powerful that on the days that you want to quit and throw in the towel, because there will be days, I promise you lots of days where you're like, this is too hard. I'm not a good writer. I'm not cut out for this.

[00:22:12] Like all of this is crap. There's going to be days where you want to throw it in. The why has to bring you back to why you cannot stop, why you

have to follow through with this. And the bucket list usually isn't enough. It's like, you know, I'm going to jump out of an airplane. There's a bucket list check.

[00:22:28] Like, is that powerful enough to keep you going when you want to quit? Probably not. So like really anchoring in that, why putting it somewhere, put it on your computer, have it be your screensaver. Like, this is why I'm doing this and who I'm doing it for. Because that will always bring it back to, okay, this is what I'm writing about, right?

[00:22:49] It's like, maybe the who you're doing it for is the younger version of yourself that really needed this when you were going through it. That's why you have to be vulnerable and why you have to open up about your story because of the younger you. We'll return to the show in just a moment. If you've ever found value in this podcast and wish to support its growth, to keep it serving you with more knowledgeable guests, please take a moment to leave a rating.

[00:23:14] And a review, whether you're tuning in on Apple podcast or Spotify, our show remains entirely ad free thanks to your support through social ratings and reviews. This enables us to attract more remarkable individuals like you, other entrepreneurs and go getters, as well as to elevate the caliber of our guests.

[00:23:35] Your feedback truly brightens our day. So if you're inclined, we'd greatly appreciate your rating and review. After you've left your review. Snap a screenshot and share it with your audience tagging me, Renee underscore Warren. It means the world to us and we'll sure to share it with our followers too. If you haven't already, please take a moment to leave us a rating and a review.

[00:23:58] And now let's get back to the show. So with the women that you've worked with. And the women entrepreneurs, is there a common why amongst them? Yeah, I think a lot of the entrepreneurs I work with, it really is that credibility piece. It's the connection. It's their business growth and opportunities. On the goal side, but when it comes to the actual, like getting the book out there, the why is usually their message is so strong.

[00:24:29] It's why they teach what they teach. It's why they coach what they coach. It's why they have a business. Why they do what they do is for the people that they're helping through X, Y, Z problem. So I think it's twofold, like the personal side of the Y, the not selfish, cause it's not selfish to desire growth or to want to be wealthy or to want to be seen and famous and all the things, right?

[00:24:55] To be visible. The other side of it though, is that Usually the same why of why they're in business. It's because of the people they get to support and serve. I was going to ask that. Is there an overlap between like the, the female entrepreneur's ideal customer in her business and the person who might be reading the book?

[00:25:14] Sometimes. I think overarching, it's usually the same, but there's always that Boiled down a little bit farther, right? Where it's the specific experience that the author has been through. It's the storytelling piece when you're in a professional setting as a coach, you might not share all of those like darker parts of life and the how you got to where you are.

[00:25:39] I see a lot of money coaches sharing their money milestones and sharing how they did it and sharing the strategy. But it's very rare for them to also share, like, I was living in my car and using food stamps and now I'm a money coach and a millionaire, right? Like, it's funny because they're willing to publish that in a book, but when they're sharing it in their coaching programs and things, it creates imposter syndrome for them in that situation.

[00:26:02] So I think we get more of the full story. And the gold nuggets and like the truth serum comes out when we're publishing a book. You're convincing me. Yeah. So what makes for a great book? Oh, it depends who you ask, I think, honestly, because all readers experience things differently. Right. Like I've read a lot of memoirs.

[00:26:26] I read a lot of personal growth and different nonfiction books. I think something that solves a problem, something that supports a transformation, something that makes for me a really good book is something that doesn't leave me hanging. I leave feeling lifted up. Right. It's the same with like a good movie.

[00:26:47] It's something like, I don't know about you. I personally don't like movies that like end abruptly and there's no closure and there's no like finish line. I'm just like, Oh, why did it end there? That's awful. Right. So I really like when there's some kind of like. Call to action. There's some kind of like, okay, here's my story.

[00:27:05] Here's my experience. This is how I did that. A little bit of the hero's journey, full circle. And then it's like, you can too. Like, I really believe that a good book for me is defined by something that can motivate, educate, inspire, and empower. If not all of those things, at least one really, really, really well.

[00:27:25] But if it has all of those things on some level, then that's a good read for me. In terms of business books in the last six months, what have been some of your favorite new ones? Whether it's something you've published or not. Whew. So I'm like one of those odd birds because I listen to a lot of audio books and I do that.

[00:27:44] So, yeah. For pleasure, for fun, instead of watching Netflix or movies, I listen to audio books. And then of course my, I'm doing air quotes again. I forget people can't see me on podcasts. I air quote, my job is to read our manuscripts because I have like the last set of eyes after our editorial team, get it.

[00:28:03] And the author signs off on it. I'm the last one to put the okay on it. So I read a lot is my point. I read a lot, a lot, a lot. So I think. Right now, my genre that I've been reading a lot of are memoirs specifically because my book, even though I really wanted it to be a personal development book and a nonfiction book, because I have so many things to say, it came out as a memoir and it was sort of out of my control.

[00:28:29] So my story is about surviving double decades in the fashion industry and modeling overseas and doing all of that. So I've been reading memoirs from, you know, I read Britney Spears memoir. I read, uh, All kinds of celebrity memoirs, which are not usually my go to. So nonfiction, I haven't been dabbling in my typical personal growth and development books lately.

[00:28:55] I have your hubbies on my radar. It's, it's going in, in the next few things, but typically I do love, you know, I love Mel Robbins. I love Brene Brown. I love the classic, like softly kick you in the butt. Kind of books, right? Like feminine energy infused with like, get off your ass and do something, get off your butt and do the work.

[00:29:18] Um, yeah. So I hope that answers your question. I don't have a list of like my top five for 2024 at the moment, but there's a 2023. Yeah, me neither. There's been a lot of good ones, but let's not reflect on that because I want to really quickly get to you. So say the question really is when do you start marketing your book?

[00:29:40] Yeah, I think I'm learning a lot from people like yourself, right? Like, so I always say, you know, we're a publisher, not a publicist. So we really focus on like the logistics of the development of the book itself, like creating a really. High impact, high quality product that is packaged in a really powerful

way that can then be promoted out in the world from people like yourselves, right?

[00:30:06] There's publishing and then there's publicity, right? And they're very different areas of expertise. But what I'm learning is the longer the runway, the smoother the landing. And oftentimes, we pride ourselves in the fact that we can do things really quickly. I have a great team. They're super effective in how they work and how we work as a team together in our systems and our operations.

[00:30:29] But where I've been discovering that we could benefit from a longer runway for sure. So I'm thinking like minimum six months is when you want to start at least talking about your book if you haven't been already by that stage. But yeah, I think definitely things like this, getting on podcasts, like putting yourself out there, a lot of publicity and marketing, I find they don't even really care about the book itself as much as they do the message and the person behind the book.

[00:30:58] So if you're already clear on your message, you already know what your book is about. Start promoting you as the thought leader, as the expert in that area, in that demographic, to that audience where those people are showing up in the media and let that be the leading thing and then be like, Oh yeah, by the way, my book is coming out.

[00:31:18] Go get it. Because now you already have fans. Yeah. Thank you for, for bringing that up, because six months is a minimum. For many reasons, we won't go into detail, but say you're going on a podcast roadshow. It can take you that long before you even get a yes, let alone recording and things going, going live.

[00:31:35] But when it comes to the promotion, there's a framework we have called the visibility ladder. When essentially you look at the bottom ladder, the part where the ladder leans against the floor on the wall is like, do you have the foundation covered? And it's as simple as your messaging, your website.

[00:31:52] Social media. So the destinations that you would be sharing to people to build your credibility and authority. Because realistically, most people these days, and I'm talking about podcasters, particularly, they don't care if you have a book. They don't, they don't want to go like the hosts don't really care for you to come on the show to talk about your book.

[00:32:13] The book is something that you do mention and it's important, but when you're building this authority around your personal brand. But it's just

what we talk about. It allows you to more easily sell books because if people already think that you're the go to in the industry for this particular topic, Oh, and look at, she's launching a book or publishing a book, then it's an easier sell.

[00:32:34] And we won't talk about like the pre order framework and all this stuff, but really. The most important thing is your messaging and your destinations. Where are you sending people to? And it's a very simple, there's lots of free stuff on my website, wewildwomen.com. There's a freebie section that talks about this too, but looking long term too.

[00:32:54] So we had one client, he wrote a book called Startup Santa, and he used to be in the toy business. He was one of North America's top toy distributors back in the day. He was kind of like a memoir. He was inspired by timeless toys and he wanted to tie a business lesson to the popularity of some of the best toys in the world.

[00:33:14] So he had an original launch date of like some time in September. And I thought, Looking at like the PR calendar, let's move this closer to the holiday season. Like not in December, but closer. So we did it in November and that made sense. So when he first reached out to me, it was about eight months out from pub date.

[00:33:34] And I said, we could start now, gives us a longer runway, as you explain. And we ended up starting six months out, but it gave me the time to actually brainstorm too, before we started. And there are still episodes today, two months later that are being published. From when we pitched them a long time ago, this also allows you to create the creative capacity needed to actually create a good PR campaign, social media.

[00:34:00] So you're not doing it all last minute. I've had a woman, she reached out to me a couple of weeks ago and she's a Canadian, but she lives in the UK and her fiction book was launching in Canada and she wanted help promoting it. And essentially it was coming out in a month and that's just not enough time for me to build up the momentum because when you do book launches, one thing I've learned is you really want to try to hyper focus all of those publications or the podcasts and whatnot at the same time.

[00:34:30] So it's all happening within the first month of the pub date. And what happens is that some journalists too, they will be interested in potentially talking to you, but they really actually sit back and see how well the book did. So I had a ton of podcast hosts with my husband's launch that only followed up and

replied to my pitch a month after he published, because they wanted to see the traction that he was going to get.

[00:34:54] And that was the leverage you needed to get on bigger shows. So it's like, it's really, it's a year's worth of marketing and promotion. So you don't do the marketing though, you're mostly the publishing. But what do you see as a really good timeline for promoting a book? Yeah, so it's interesting, because this has been coming up a lot in our world, right, in publishing.

[00:35:15] Because we do things, I call myself the book doula, as we were talking about earlier. It's like, cause it's like a nine to 10 month period that it takes us to actually. Publish the book from draft to whatever, but that we should be doing marketing alongside of that the whole time. So one interesting thing I tell my authors is if they're not creating content, like if their book isn't their existing content, and they've now written a book from scratch starting over, it gives them content.

[00:35:43] So I'm like, go start sharing that, you know, so many authors get stumped where they're like, well, I need the book to be out to promote it and it's like, no, you don't because it's your message that you're promoting. So take bits from your book, even if they don't live in the book later, if they get cut out or in editing or whatever, that's still your intellectual property.

[00:36:02] Go share quotes, go share snippets, share the experience. A lot of people want the behind the scenes, like what it looks like becoming an author. They want to see the hard times of like writing and when do you write and where do you write and what were the struggles for you and what were the challenges for you and how did you find a publisher and what was the relationship like and like, what did you do for marketing?

[00:36:28] Like people want the experience. They want like. Reality TV version of your publishing process and your writing process and your book process. Right? So using that as content, leveraging that as content, I think is huge. So a lot of people say, well, how do I start the marketing process when my book isn't done?

[00:36:48] And it's like, involve them, involve your people in the process, let them vote on the cover, let them, like, ultimately you're going to be the one that decides anyway, but make them feel like they're part of your journey. Because that's what people want. That's what's going to connect them. That's what's going to make them buy the book.

[00:37:04] They're going to be like, Hey, I voted that cover. That's me. That's why that cover is what it is because I voted that, right? So it just, it makes them feel like they're part of the journey. And I think that's really one of the best organic marketing tools you can have as an author is bringing people along for the ride.

[00:37:22] Oh yeah. I think Jamie Kern Lima just did this too with her book. I remember her posting on social. I think she had like four different cover options. And there was so much engagement on her social. And I was like scrolling to see what other people thought. And I'm like, yeah, I agree. So I voted on the cover.

[00:37:37] I don't even know if it's the one that I voted on. I can't remember. But I do remember being a part of that process. And now she's promoting the book. And so it's a gentle reminder for me to go and buy the book. Because I felt like I contributed, even just in a little way. Exactly. And even long after the book's published, like my book, we published in 2018 or something, it's still relevant.

[00:37:59] And I look at it on my shelf on the other side of the camera and I think, there is, I could still go and share. I probably forgot about still works, the methods and frameworks. They still apply. Okay. So any final words about publishing or about marketing your book? Ooh, okay. Final words. Let's see. I think if it's on your heart, just do it.

[00:38:23] And I know that sounds super cliché and like overdone and all the things, but like, if it's on your heart, if it's picking away at you, if the universe is telling you it's time to write a book and just do it. Right. And I think the only thing I would say when it comes to the publishing process, and this isn't, you know, a shameless plug, but do your research because you don't want to cut corners in certain areas like editing.

[00:38:50] Like promotion, if you're going to publish a book, don't just do it for the sake of doing it. If you're going to do it, get started and do it, but do it right, right? I agree. Write it well, get support in writing it. Get it well edited because that's a huge thing. Like if I open a book and like on page four, there's a typo or a spelling error.

[00:39:11] Like you've lost my trust, especially as a professional writing a nonfiction book in business. Like if there's issues in your grammar and spelling, I'm gone. I So you want to like sticking to that no like and trust factor when you're publishing a book, make sure it's well edited, make sure it's well written

and the content is exactly how you want to promote yourself in the world and then get support with promoting it because that's everything.

[00:39:34] Marketing really truly is everything when it comes to you, your book. Because it is about marketing yourself and your brand. That's what I could do for you guys. Okay. I have one last question for you. When I ask you what it means to be a wild woman, what is that to you? I love it. Cause I truly am a wild woman and I live in a forest in the middle of nowhere.

[00:39:55] And that's very intentional because I think it means connecting with your sacral power, which is your. Creativity. So that's why I absolutely love what I get to do for a living because I get to connect with that every day. So yeah, I really think connecting with nature, connecting with your spirit, whether that's your spirit animal or simply just yourself and just Being free to be yourself.

[00:40:22] So there you have it. Thank you for tuning into another episode of Into the Wild, to make this girl happy and to help reach other women who are dreaming of starting their business. Please leave us a five star review on iTunes and everywhere you listen in. Also, if you wanna find me in the wild. Check me out on Instagram at Renee underscore Warren.

[00:40:45] That's R E N E E underscore W A R R E N. And leaving you with one of my favorite tips of all time, the best advice you could ever receive is from someone who has successfully done it before you. Until next time, ladies, peace out.