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**Interview with
Amazon Best Selling
Author Brad Gosse**

12 Insights into Writing, Promoting, and Launching a Book

How did you arrive at the title of the book "The Chronic Marketer"?

It started with doing some pot smoking during some webinars. I noticed that there is an audience who enjoys smoking pot but who is not marketed to at all. Many of these people are successful. I decided to market to them. It may be a small segment of society as a whole, but it is still a large market.

How did you come up with the idea for the book?

Two books influenced me. Fear and Loathing in Las Vegas by Hunter S.

Thompson. Steal This Book by Abby Hoffman. I've always wanted to write a book. These two authors influenced me the most. These books talked about thinking differently. They made me think about shaking up conventional thinking. So, after I had the idea for my book, I completed it in about six months. Another influence was Tucker Max, who wrote Assholes Finish First. His off-the-cuff style of writing appealed to me. It gave me permission to be a free thinker in my writing.

How did you determine what to put

into the book and how to style it?

I wanted to impart some of the lessons I learned during my entrepreneurial years so that other people could benefit and not make the same mistakes. I wanted to write something direct and to the point that you could read in about 3 or 4 hours.

How can you help other people believe they can write a book too?

First you need to decide what you want your message to be. It helps if you have a blog, etc., or have mentored, but even if you haven't,

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whatever you've done that you're good at, you know more about than other people do. You can share that with others. Don't focus on your field per se, but focus on the problems in your field and recommend options or solutions.

How do you determine what to write about?

What are people coming to you with? What do people defer to you about? These are the areas you should write on.

How do you get a book published?

I started with Createspace. It's free. The template is in Amazon. Export it as a pdf. Make sure the layout looks good and that the chapters flow naturally or in an order that makes sense. I used Keynote and Illustrator to do the cover. The templates are in Createspace. One place I like for graphics and covers is 99Designs.com. You can expect to pay \$500 to \$1000 for a good branded cover.

How did you handle the editing process?

I gave some copies out to about five people who read the book and returned notes to me. I didn't proofread it myself because I was afraid I'd inspect it too closely and never get it done.

How did you decide on using Amazon as a publisher?

I've done a lot of digital things, and I decided I wanted to do a physical book. Having a real book that can hold in your hands is 100 times more valuable than having a Kindle book. You can sell multiple copies to organizations, which you can't do

with Kindle. Also, it's a tangible marketing tool that others can use to help sell your book. There's something special about a book taking up physical real estate in people's homes.

What was your pre-launch execution?

I spent four months before the launch date doing media buys, doing a white paper, branding the book, buying Facebook ads, and sending emails asking people to purchase it on a certain date. I used Facebook Connect to target self-confessed pot heads, which equated to about five million people in my target group. I had them download the white paper and told them about the book in emails. I spent \$1 per lead, which always works for me down the line. I attached an ICS file to my emails. This reminded people when to buy the book so I could hit the bestseller list. I gave a discount on the book and a bonus if they bought at that time. Basically, I had a well-thought-out plan and was persistent and consistent in letting people know about the book.

A copywriter might be able to do this for you, but I wanted to inject my own personality into this book, so I did it myself.

I mentioned the book at several events and got partners to promote it. One thing to avoid is publishing the book before things are set up to promote it properly. For instance, I sent out 75 copies of the book from Createspace to bloggers and authors and people who might help me promote the book.

What did you learn during launch day?

One thing I learned was that many copies bought by one person don't count. What counts at Amazon is the volume of individual people buying.

Another thing I learned is the power of a live event. We did a live webcast using ustream.tv. Lots of people bought the book so I could call out their names on the live webcast. It created a lot of excitement.

What happened post launch?

First, I found that people treat me differently after the book came out. For one thing, people seem to respect my time more.

Second, I've started to get more speaking, consulting, and coaching offers from people who have the money to spend.

Third, people have started giving me equity in their companies in exchange for my time on their board or my expertise.

Fourth, I've learned to say no to opportunities that are out of my realm based on the time I have available.

What's the take away for people?

Try to find a way to force yourself to do the book – if it's really something you want to do. You can dictate the book or use a ghostwriter. Going forward, I'll use an editor/ghostwriter so the book will have more flow. Make a plan and stick to it so the book gets accomplished.

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