

Thank you for downloading this sample chapter from my book:

### **You Can Make Big Money Writing Little Books**

This publication started out as a 460 page printed manual, but I am phasing that publication out. I plan on selling only e-versions in the future. The e-book from which this chapter is taken contains all of the body text from the printed manual, but all of the graphics, images, and marginal comments are left out. I do this to keep the file size of the publication at a manageable size.

The entire e-book from which this chapter is taken can be purchased at Booklocker. Go to the URL below and order the e-book at any time.

<http://www.booklocker.com/books/3311.html>

Keep coming back to the Booklocker site. By April 1st, 2008, I hope to have the complete book, with images, photos, and all for sale. It will be broken down into 4-5 chapter sections, so you can pick the topics of most interest to your own project.

The Big Money Writing Little Books manual shows exactly how to write and market nonfiction books and e-books.



Mike McMillan

**Below is the Contents page for the e-book  
from which this sample chapter was selected.**

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## About The Author

This stuff is pretty boring, I'd suggest you skip this page and get to the info you really want—and yet, a few of you might like to know a little about me.

I graduated from Western Michigan University in 1975, (yeah, I'm that old) with degrees in chemistry and mathematics. I started out as a high school chemistry teacher later that year. I spent 14 years teaching at an inner-city high school. During that time I came up with what I thought were some pretty good teaching ideas. I wrote a couple small 40-50 page booklets and mailed some little one-page brochures out to other teachers promoting my books. They sold!

I wrote a few more booklets and created a little 12-page catalog back in 1986. I mailed out 500 copies to teachers and it was so successful that I then mailed another 5,000 out. I wrote more books and the next year mailed out 20,000 catalogs.

By 1988 I had a 48-page glossy, color catalog featuring about 40 books I had written for teachers along with 20 instructional videos and a line of manipulative products. I mailed out 40,000 of those catalogs out twice that year.

I started getting my books into catalogs of major education companies and had about 20 companies selling my stuff. I began giving talks and selling books at trade shows for teachers. One day I was walking back to school from the post office (where I picked up my orders at lunchtime) and I had a couple thousand dollars in orders in my pocket on that day. I realized I was making about three times what I made teaching by selling my books. So why was I still teaching? I couldn't answer that question, so I quit the next day!

I began writing books on other topics and doing author interviews on radio and TV shows. I even created a little 60-second network quality mini-infomercial to run on late night cable stations to sell one of my titles.

A few years ago I wrote my Big Money Writing Little Books manual to help others who might have interests similar to mine. The book shows exactly how I've sold my books and how others can follow in my path. The book has been wildly successful and you are about to read one of the chapters from that book in a few minutes.

Quitting my job and starting my self publishing business has done one thing, more important than everything else for me: It has given me time to enjoy life with my family and friends. Yes, it has made me a lot of money—but trust me—the money isn't as important as the time thing. It really isn't! So go ahead and take a peek at the chapter that follows. If it strikes a chord with you, then please do consider obtaining the full e-book.

– Mike

## **Chapter 16**

### **Selling Books By Getting Free Radio & Television Airtime**

There are essentially two ways to sell books through radio and television media: Using paid advertising you pay to promote your book—and, by using free advertising. Only a fool would pay for radio or television ads to sell books. What we will discuss here is how to get free radio and television airtime to sell books.

#### **You Must Be Willing To Do What Your Competition Is Unwilling Or Unable To Do**

I want to repeat what I just said because perhaps you weren’t paying attention. In order to sell massive numbers of books on radio or television, you must be willing to do what your competition is unwilling or unable to do. What this involves is persistence, organization, knowledge and follow through.

#### **“Hard Sell” Marketing Is Not Our Game**

Hard marketing involves interrupting a potential customer and putting a blatant ad in front of them. This is what is done on late night infomercials. Everything is out front and obvious; The host of the program is trying to sell you some books and tapes. While you might think that guys like Don Lapre are making billions selling their books on TV; they are not. The thirty-nine dollar cost often doesn’t even cover the cost of the 30-minute infomercials they run. The money is made in sneaky follow-up sales. That is the topic of another book. The infomercials you see on late night TV programing are not what we will discuss here. Unless you’ve got a quarter-million dollars to get started, don’t even think about paying for TV spots to sell books.

#### **We Will Use A “Soft Marketing” Approach**

Why pay for radio and TV advertising for your book when you can get it for free? Here is how the game is played. An author of a nonfiction book contacts radio stations and offers to do a short interview on the topic of his or her book in exchange for being allowed to give ordering information on the air. This is great for the station because it provides them with a block of free entertainment for their listeners. (Radio stations have to pay to play music.) It is great for the author because in exchange for the 5-30 minute interview, large numbers of listeners will be introduced to their book. Some of them will order the book either during or soon after the program airs.

#### **Believe Me When I Tell You That You Can Do This!**

The vast majority of author interviews are conducted by phone. Many people get

scared at the thought of being interviewed on radio. This is mainly because they don't understand how simple the process is. And you don't need to be famous to do this. The vast majority of author interviews done on radio are done by authors who are unknown to the general population. I've done interviews on some pretty big radio stations while laying in bed in my boxer shorts with a beer and a bag of Cheetos at my side. Remember—the audience never sees you. They don't know if you look like Brad Pitt or the Hunchback of Notre Dame!

### **What You Must Have In Order To Sell Books On Radio**

Fiction books won't sell as the result of radio interviews. You must have written a nonfiction book. And almost any topic is acceptable. The big thing is that you are capable of entertaining the listeners. Radio is all about entertainment—never forget that!

Okay, first and foremost you must learn to speak well. Most people don't do this in everyday life, but it can be learned. I will show you exactly how to do this later in the chapter. Second, you must be cheerful and upbeat in your delivery. No one wants to listen to a grumpy old fart being interviewed on the air. Be cheery, bubbly, and excited about your topic. Third, you must make sure you create a demand for your book in the minds of the listeners. You must explain how having your book will help them in some aspect of their lives. And finally, you must make it easy for listeners to order your book. If you can do these things, then you can be successful in selling your book on the air.

### **A Case Study In Success**

Not too many years ago there was a young man driving for a delivery company in Santa Barbara, CA. He had accumulated a number of traffic tickets and was in jeopardy of losing his job. He started studying the laws related to traffic violations and eventually beat all of the tickets except one. His name is Alex Carroll. Alex decided to write a book explaining to others how they can, well—beat the cops. In fact, that was the title of his little book: *Beat The Cops*.

Rather than trying to sell his book in bookstores, Alex started calling radio stations to try to get booked to do author interviews about the topic of his book. He became very, very good at the art of radio interviews. To date he has sold well over 100,000 copies of his book for \$14.95—the vast majority of them from doing short little ten minute interviews with radio talk show hosts. An interview with Alex appears in the back of this book. You get in-depth information on his technique there. My point is this: Doing author interviews on radio and even television stations is an incredibly powerful technique for selling books.

### **Before You Even Think Of Doing An Author Interview**

I am about to provide you with some training that very, very few people ever receive. Before I show you exactly how to get booked for media interviews, I want to provide you with tips that will help you to sound well on the air. There is nothing more embarrassing than to tape an on-air interview, play it back, and then say “Oh, my gosh—did I really sound like that?”

After going through this diagnostic utility, I guarantee you will listen to others speak in an entirely different light. The best part is that you will soon have the tools that will allow you to sound better on the air than any other author you have ever heard interviewed—more than that—you will likely be able to speak better than most of the network program anchors you hear every day.

### **Preparing For My ‘Response Diagnostic’**

I call this my *Radio Response Diagnostic* because it will help to diagnose common problems in your speaking. To prepare for this activity is simple; only two things are required. First, you will need a tape recorder. Second, you will need to prepare ten questions you would like to have a radio talk show host ask you in an interview. The next two pages provide you with spaces to fill in your questions. After you complete the diagnostic, you can go back and fill in the ‘what went wrong’ section. Don’t spend hours making up your questions. It doesn’t really matter that much what they are right now anyway.

After you list your questions, turn on your tape recorder. Read each question as if you were conducting the interview and then give a fairly detailed response. When you have gone through each question, stop the tape recorder and proceed on to the following pages—and, no peeking ahead.

Question 1

\_\_\_\_\_

What went wrong

_____	_____
_____	_____
_____	_____

Question 2

\_\_\_\_\_

What went wrong

_____	_____
_____	_____
_____	_____

Question 3

\_\_\_\_\_

What went wrong

_____	_____
_____	_____
_____	_____

Question 4

\_\_\_\_\_

What went wrong

_____	_____
_____	_____
_____	_____

Question 5

\_\_\_\_\_

What went wrong

_____	_____
_____	_____
_____	_____

Question 6

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What went wrong

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Question 7

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What went wrong

<hr/>	<hr/>
<hr/>	<hr/>
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Question 8

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What went wrong

<hr/>	<hr/>
<hr/>	<hr/>
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Question 9

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What went wrong

<hr/>	<hr/>
<hr/>	<hr/>
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Question 10

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What went wrong

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>



## **Evaluating Your Responses**

- 1.) Times you used the phrase “uh” in your interview? .....  
*I, uh, enjoy alternative music, and uh, well, I uh, like rhythm and blues as well.*
- 2.) Times you shortened and “ing” ending to “in” ending. ....  
*I enjoy pizza and I am go-in out to our favorite pizza restaurant tonight.*
- 3.) Times you shortened a phrase such as “going to” to “gunna”, or “want to” to “wanna”. .....  
*I’m gonna get a second job because I wanna get money to buy a new car.*
- 4.) Times you changed the word “can” to “kin”. ....  
*I kin tell you that my favorite movie of all time is The Titanic.*
- 5.) Times you changed the word “to” to “ta”. ....  
*I like ta listen ta jazz piano and ta classical guitar.*
- 6.) Times you changed the word “for” to “fur”. ....  
*I wanted to thank you fur the help that you gave me.*
- 7.) Times you changed phrases such as “could have” to “coulda”, or “should have” to “shoulda”.  
*I shoulda spent more time preparing for the interview.*
- 8.) Times you changed the word “you” to “ya”. ....  
*I wanted ya to know that I will be moving out of town next month.*
- 9.) Times you mispronounced numbers. “Hunderd” instead of “hundred” or “tweny” instead of “twenty”. (Some people pronounce *twenty* so it rhymes with *many*.) .....  
*There were over a hunderd students at the rally and almost tweny football team members.*
- 10.) Times you changed a long vowel sound to a short one. Examples include “bacauses” rather than “because”, “balieve” rather than “believe”, “tamorrow” rather than “tomorrow”. .....  
*I like hip-hop music bacause of its energy.*
- 11.) Times you said “are” when you meant to say “our”. ....  
*It is are belief that the sales slump may continue into the next quarter.*
- 12.) Times you said “git” when you meant to say “get”. ....  
*As soon as spring gits here I want to get back on the golf course.*
- 13.) Times you put a “dee” ending on days of the week rather than the proper “day”. .....  
*My favorite day of the week is Thursdee.*
- 14.) Times you said “yur” when you mea “your”. “Your” rhymes with the word “oar” not with the word “fur”. ....  
*It’s yur turn to go to the grocery store.*
- 15.) Times you created nonexistent contractions to make the phrase easier to say. ....  
*Doanchu think it is time to leave for work? (Don’t you think it is time to go to work?)*

### **My Top Twenty List Of Commonly Mispronounced Words**

This isn't part of my Response Diagnostic, but here is my own list of words that are commonly mispronounced. Of course you can analyze your tape and see if these words popped up, but I'm sure you will find that other people do frequently abuse these words.

INCORRECT	CORRECT
accrate	accurate
famly	family
tempature	temperature
nuculur	nuclear
pitcher	picture
acassion	occassion
seprate	separate
excetera	etcetera
histry	history
perlected	protected
perpared	prepared
inta	into
finely	finally
intrest	interest
ramember	remember
objectuve	objective
gunna	going to
kinda	kind of
taday	today
tamorrow	tomorrow
kin	can

### **Use Inflections In Your Voice**

Another key point is to avoid speaking in a monotone. Use inflections in your speech. Sometimes speed up a little or slow down to stress key points. Make your voice rise and fall from time to time. Use inflections in tone and speed to keep from boring your listeners.

### **Mention The Program Host's Name From Time To Time**

Don't ignore the host of the program! When she or he asks you a question, sometimes begin your response with—"Bob, that's a very good question. Many people are curious about that. Here's what I would recommend . . . ." This creates a more personal tone in your talk than to simply answer questions one after another.

### **Remember Names Of Callers To The Program**

Often, talk radio hosts will allow calls from listeners to the programs. This is a good thing because it gives you a moment to catch your breath once in a while. Always keep a pen and paper at hand and record the names of each caller as they call in. Then, when you answer their questions, make sure to address them by name rather than to refer to them as the “caller.” Make your conversation personal and use their name.

### **Use Pauses At Appropriate Times**

When you are asked a question on air, pause very briefly so it sounds as if you are thinking about the response you are about to give. Don’t pause too long, but just a moment. This way the host or caller feels as if you are giving some thought to their question. Beginners will spit out answers immediately, or even worse—before the person even finishes the question. This is rude. Show consideration for your callers.

### **Always Thank Your Callers**

Thank every caller who asks a question. Make them feel like their question is a good one. When finishing your reply, thank them by name and say something like, “Good question!”

### **Make It Easy To Order Your Book**

There are a number of ways you can pull in orders for your book. During the course of your interview you will be allowed to give ordering information. If you are doing a five minute or less interview, you will probably only be allowed to give your contact info once at the end of the session. If you are doing a longer interview, I would suggest sneaking in more plugs for ordering your book. Most hosts will cue you up for ordering info from time to time, but make sure you get your plugs in—that’s why you are doing the interview!

Here are the most effective ways to get orders for your book.

#### **BEST CHOICE**

#### **PROVIDE A PHONE NUMBER FOR IMMEDIATE ORDERING OF YOUR BOOK**

Provide listeners with a number to call which will be functional during the course of the interview. If you have only one phone and you are using it for your interview, you will lose most of the orders people would otherwise make. I’ll show you how to handle this problem later in the chapter.

### **SECOND CHOICE**

#### **PROVIDE A NUMBER FOR ORDERING AFTER THE PROGRAM HAS ENDED**

If you are not able to have a second phone line manned during the course of your interview, then ask listeners to call immediately following the interview. You will lost some orders doing this. Many people rely almost exclusively on cell phones today. If they are driving, at work, or outside and they hear your interview—you want them to grab their cell and call immediately—while you are on the air. When you give your number, you want them to start dialing on their cell phone immediately as you give that number. If they have to call later many people will not remember the number. That's a fact of life.

### **THIRD CHOICE**

#### **DIRECT LISTENERS TO A WEB SITE TO ORDER**

Yup, everyone is on-line these days. But if you direct them to a web site, they cannot order immediately in all likelihood. They will have to write down your web address and order later. You will lost many orders. The easier it is to remember your URL, the most sales you will get. Many authors will do this, but probably 60-80% of the orders will be lost using this method.

### **LAST CHOICE**

#### **DIRECT LISTENERS TO BUY YOUR BOOK THROUGH A BOOKSTORE**

Yeah, this can work, but doing this means you'll take a hit by offering the bookstore a 50% discount (or whatever they take by arrangement). You might make a few bucks, but the way to make real money by doing radio interviews is to have listeners order books directly from you.

#### **10,000 Radio Stations From Which To Choose**

Sure, you hear a lot of famous writers interviewed on radio stations. But remember, there are about 10,000 radio stations in the U.S. So why would a radio station agree to interview an author without national name recognition like you or me? It's simple. Radio stations have to pay to play songs of popular artists. But talk radio is cheap to produce. Stations love to do author interviews. And don't be intimidated by music, entertainment, and sports personalities you hear interviewed on radio stations. Many of these people never wrote their book; a ghost writer did the writing and they provided a few details. And, many of these personalities, while

they may be good at their vocation, are not terrific on radio.

### **How Radio Author Interviews Work**

First we need to understand how radio stations work. Every radio station in the nation has a host and a producer for every program. On smaller stations, the host may double as the producer for their own program. To get booked for an author interview, the person you need to contact is the producer for the program in which you are interested. Contact may be made by phone, mail, or e-mail.

I will show you exactly how to contact program producers, but let's look at the concept behind selling books through media interviews. I have been interviewed on nearly a hundred radio stations; most of those interviews related to the book you are now reading. Here is how it works. I contact the program director and give them a pitch for my book. If all goes well they will schedule a date for my interview. About five minutes before the program begins, the producer will call and establish a phone link. We will chit-chat a few minutes before the host introduces me.

Once the program begins, the host will introduce me and the interview goes live. I will discuss this soon, but virtually all of the questions I am asked are questions I provided the producer with ahead of time. Several times during the interview, the host will ask me to give contact information so listeners can order my books. You can give a web site to order from, but my favorite technique is to give a phone number to call. However, if the only line you have is the one you are doing the interview on, the web site option may work better. In a nutshell, that is how it works. Now let's look at exactly how to go through every step in this process. And remember, selling books on radio means that you keep all of the proceeds; there is no bookstore to split the profits with.

### **A Sure Fire Technique For Booking Media Interviews**

If you have ever wondered how people who have written books get interviewed on the radio, then here is one answer to your question. There is a company that publishes a magazine (Radio & TV Interview Report) you can pay to put an ad in. The ads can run from \$300-\$600 depending on the frequency and size. The smallest ads are 1/4 page. Many are full page ads. I have shown a page from the magazine below. It is published by Bradley Media Publications in Lansdowne, PA. You can call for a copy and rates at 1-610-259-1070.

This page has ads that three authors have paid for. You get a photo and a few paragraphs about yourself and your book. The magazine is mailed out to radio station managers all across the country.

If someone who has a talk show at a station sees your ad and is interested in interviewing you live over the phone, they will call and set up a convenient time for both of you. Many of the people who are interviewed are common people like you and me. In other words, you don't have to be a big-time published author to get on a talk show. When you are interviewed, the host will give you time to give information on how listeners can order your book. If you have the right book and you can get on the right station you can make a lot of money this way.

I ran into the RTIR just before I did my very first radio author interview. I had booked that interview simply by calling the stations and talking to the producer of the program I was interested in. I did an in-studio interview and I talked to the host of the program for a few minutes before the program. I asked the host how he found most of the people he interviewed on his program. He handed me a copy of the RTIR and told me he found most of them there. He had a stack of probably a hundred back issues of the magazine next to his desk. He also said he booked quite a few authors who mailed him a publicity kit. We'll talk about how that works soon.

Should you decide to promote yourself in the Radio/TV Interview Report, all you need is a photo image of yourself along with the copy you want them to include. They will write your promotional copy for you, or—you can write it yourself. I have used the RTIR many times myself and I can almost guarantee you will get calls from radio talk show producers. In my case, I would often get calls from 15-25 calls per ad. Most of the producers who talked to me would end up booking me while I was on the phone during our initial conversation.

Starting out, you will probably get most of the calls from smaller stations. That's okay. I have done a couple interviews in which I never sold a book. But there were some stations where I would sell from 50-100 books at \$39.00 a whack.

Some interviews may last only 3-4 minutes, but most will run for at least ten minutes or so. I have done a number of radio interviews which lasted 60 minutes.

### **Using Bacon's Directory To Book Interviews**

Virtually all public libraries will have a copy of *Bacon's Directory of Broadcast Media*. Here you can find contact and programming information on virtually every radio station in the U.S. You will find web addresses, mailing addresses, phone numbers of program producers, e-mail addresses and more. The various programs aired from each station will be listed as well.

And here is the key thing: Arbitron ratings of all stations are given. These ratings are the key to understanding listeners in each market. Some ratings will boast of having huge 100,000 Watt transmitters. This is a huge transmitter. However, the size of a transmitter is not the best gauge of the number of listeners a station has. For example, a station with a 100,000 watt transmitter may be located in the middle of a prairie which is very sparsely populated. On the other hand, a station located in the heart of New York City (such as WFAN) with a 5,000 Watt transmitter may have one of the largest Arbitron ratings in the nation.

Arbitron ratings will run from small numbers ranging from 1-5 for smaller market stations up to the mid-twenties for stations in the largest markets. It is unlikely, although possible, that you will hook up with a station for an interview with an Arbitron rating over fifteen or so. If you do—great!

Another great feature of using Bacon’s Directory is that a number of talk radio shows are indexed in the back by content area. For example, programs focusing on gardening, cars, home repair, etc., are indexed. It makes it easy to find programs related to the topic of your book.

#### How To Utilize The Bacon Info

I’m not big on sending e-mails to program producers, although some authors do this. My best technique is to call producers directly. I would recommend calling about 5 minutes after the end of the program they produce. What do you say? Most important you cannot ramble. Your goal is not to have a lengthy conversation. I have had some producers who have booked me on the spot—on my first call to them. More often than not, the producer will ask for a copy of your book or a publicity kit. (Publicity kits are covered in the next section.) Unless the station has a reasonably high Arbitron rating I will not send out free samples of books unless a date and time is given for the interview. It’s just too expensive to do this.

Here is a sample of how a first-contact phone call might go. I will use the fictitious name of Karen Miller for the producer.

McMillan

Hello, is this Karen Miller?

Miller

Yes, but I’m pretty busy right now. What did you need?



### **McMillan**

Very quickly—I have a book titled, *You Can Make Big Money Writing Little Books*, which would make a great basis for an author interview on your. Tom & Bob show in the morning. I show average people exactly how to write and self publish books with the same quality and appearance as those found in bookstores and to have quantities of as little as 24 books printed at a time. The interview would be both informative and entertaining.

Would you be interested in setting up a prospective date and time for the interview—and then letting me send you a book and publicity kit to examine? Of course if you aren’t delighted with the material you can cancel if you wish. I’ll also include my web address where you can download a few audio clips of recent interviews to see how much fun we have with them.

=====

At this point, if there is hesitation on the producer’s part, I simply say, “Okay, thank you, I’ll let you get back to your work.” I then judge the producer’s response. If I feel they nibbled but didn’t bite, I may send them a book and kit anyway. If I’m not feeling it, I’ll go on to another station.

### **What The Heck Is A Publicity Kit?**

A good publicity kit is vital to the success of your radio marketing campaign. A simple kit consists simply of a copy of a book along with a one-page sheet giving contact info and information on the author and the key concepts of the book. Major publishers will develop slick kits for their authors to use, but the very best publicity kits I have seen (and I have seen literally hundreds of them) come from savvy entrepreneurs who know exactly the things I am teaching you here!

#### **Publicity Kit Item 1**

I include a contact info card just like the one shown at the right. I ask the producer to give it to the receptionist to help them field any calls they may have down the road about my interview. Every caller to the station is a potential buyer, so I make sure that the receptionist has my contact info at hand.

#### **Publicity Kit Item 2**

I also include a bio sheet telling about my experience and expertise related to the topic of my book. This need not be complicated. Just give the producer a little background on you and your experiences related to your book.



### **Publicity Kit Item 3**

It is imperative that you include a page or two giving the program host a list of potential questions to ask you concerning your book. Producers and hosts are very busy; they will not likely read your entire book. Most likely they will take no more than 60 seconds to scan through the pages. By providing them with questions you save them time and guide their questioning to exactly the areas you wish to cover in your interview. I have done many interviews where the host has gone through my list of questions exactly as written. This item cannot be left out from your kit!

### **Publicity Kit Item 5**

Include testimonials and success stories from readers of your book if you have them. I have given you a few actual examples I have used here. It may take a while to get testimonials from readers, but when you do get them—don’t be afraid to use them!

## **McMILLAN STUDENT WRITES 46 PAGE BOOKLET**

**Now Being Sold By Bruce Williams On 400+**

**Westwood One Affiliates**

Can Mike really show someone who has never written a book before how to make big money by writing a simple booklet?

Ask Jeff Dobbin, an auto mechanic who got a copy of Mike’s *Big Money Writing Little Booklets* manual and followed the directions to the letter. Jeff wrote a little booklet of 40+ pages about how to buy a used car. It was the first book Jeff had ever written.

One of the things Mike’s book talks about is how to sell books on the radio. Well—Jeff sent a copy of his book to Bruce Williams, the host of one of the leading financial talk shows on radio. His show is syndicated on over 400 stations across the country on the Westwood One network.

Bruce liked Jeff’s book so much that he called Jeff and asked if he would wholesale his books to Bruce so that he could sell them on his program. Today, less than 4 months after writing his first book, ads for Jeff’s book run on The Bruce Williams show, the Jim Bohannon program and the David Essel program... all Westwood One nationally syndicated hosts... at no cost to Jeff! During Jeff’s first month, he sold over 1,000 copies of his book using this technique.

**McMILLAN STUDENT WRITES BOOK;  
SELLS 12,000 COPIES IN 45 DAYS &  
OVER 1,000,000 BOOKLETS TOTAL!**

Enter Jimmy Krug of Bradenton Florida.

Jimmy bought a copy of my *Big Money Writing Little Books* manual and in less than 45 days he sold 12,000 copies of his simple 16 page booklet. To date, Jimmy has sold over 1,000,000 copies of his booklets! You can check it out for yourself by visiting Jimmy's web site at [www.simplepublications.com/](http://www.simplepublications.com/)

*Hi Mike,*

*"I wrote a booklet last weekend. It was a short booklet, only 16 pages including a few blank pages for notes. I wrote the booklet on a subject that has been used many, many times. I simply modified it. I spent \$0.00 on advertising. And so far, I've sold 12,000 copies! How did I do it? I took a few tips from your book titled **You Can Make Big Money Writing Little Booklets**. In short ... I pocketed thousands of dollars with one small idea less than 5 weeks after buying your book. Thanks Mike" —Jimmy Krug, Bradenton FL*

I would highly recommend you visit Jimmy's web site and consider obtaining his self-publishing guide. The cost is \$24.95, but it is filled with great information.

**[www.simplepublications.com](http://www.simplepublications.com)**

**Note On Jimmy Krug**

On the previous page, I mentioned Jimmy Krug and showed you a comment he kindly sent to me regarding my book. Jimmy is a very heads-up guy; he's an extremely savvy Internet marketer. At his web site ([www.simplepublications.com](http://www.simplepublications.com)) you can get free self publishing tips and also obtain his self publishing booklet for \$24.99. I highly recommend you read what Jimmy writes. He uses an easy-to-understand writing style and will help you fine tune your self-publishing business. Highly recommended reading!

**Publicity Kit Item 6**

Oh, make sure to include a copy of your book with your publicity kit too!

**How To Package Your Kit**

Some authors simply include loose pages and their book in a package and send it out. I recommend using some type of simple binder. The kinds of binders

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### **Chapter 16: Radio Sales of Books**

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used for school reports work well. I usually go to an office supply store and get a portfolio cover like the one shown at the right. There are two pockets inside and the front cover will accept a slip sheet. I slip a cover from my book into the front cover. I also cut my inside sheets to different heights and use different color paper for each page. This makes it very easy for the producer to find everything fast.

#### **Shipping Out Your Publicity Kit**

If I get booked for a good sized station (one with a high Arbitron rating) I always FedEx the package for overnight delivery. Your promptness will impress the producer and they will receive your materials while your phone conversation is still fresh in their mind. On other stations I will send the materials out by UPS or DHL ground.

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1-800-431-1579 [www.bookch.com](http://www.bookch.com)

O.K. tiger—you’ve read my book and you come out of the gates flying. You get a call from one of the top syndicated talk show hosts in the country and they want to interview you tomorrow night for a full 60 minutes. You say YES. You are booked baby! But then you realize that you don’t have a toll free number yet, your answering machine is broken, your web site has crashed, you don’t have a merchant account yet. Don’t panic.

Call a very nice young lady named Dianne Musto at Book Clearing House. Give her your name, address, phone, and the title of your book. She prevents heart attacks, nervous breakdowns, and anxiety attacks for people who do talk radio and TV promoting books. During and after the interview, people will call your toll free number to order. Their operators will handle the order taking and process all major charge cards and checks for you. The next morning you will get an e-mail listing all of the people who bought your book.

The best part—there is no set-up fee whatsoever. They keep 25% of each sale. Sounds like a lot, but they burden the processing fees, operator salaries (24/7), and paperwork. It’s not a bad deal. And—if you want them to ship the books they can do that too. Give Dianne a call today. It doesn’t hurt and she is nice to talk to.

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*I HEAR LOCAL ADVERTISING AND PUBLIC SERVICE ANNOUNCEMENTS IN BACKGROUND  
FADE IN TO EDIE'S THEME SONG*

[EDIE] The Edie Hand is WYDE talk 850 AM. Our phone number here is 942-8585. We're talking about writing and publishing, self publishing or going with a much larger publishing house. I have Bernadine Tillman here in the studio with me—thank you for hanging out.

[BERNADENE] Thank you. I'm glad to be here.

[EDIE] She is the author of *A Woman Place*. Uh—L.A. was just in here and saying that she sure enough is stirring up trouble! I want to let our listeners know that this woman knows how to get it going, and she also knows how to solve some problems.

[EDIE] And I also have a gentleman here on the line named Mike McMillan and he says that you can make big money writing little books. Welcome Mike! How are you today?

[MIKE] Hi Edie. Well, I am doing pretty well. I understand you are right in the middle of a thunderstorm down there—huh?

[EDIE] We certainly are. We have been off and on the air... it's been like riding a wave.

[MIKE] Well—if a lightning bolt hits your transformer there and you lose power I won't take it personally if you cut me off.

[EDIE] You know, as an author myself, I have found that strategizing has been the most important key to writing your book... doing that research to find out—hey—is this going to be something that I am going to find a niche for or even if my audience is ready for this. Is this something that you would agree with Mike?

[MIKE] Sure. And—I want to make this clear. This isn't the first book that I have written. I have done about 40-45 books previously before completing my *Big Money Writing Little Books* manual. You are absolutely right Edie. One of the things I do in my seminars is to really look at how to sell books before we get in to how to write them. Actually writing the book is the last step in the process. What we do is to find out first if there really is a niche for their book and then to see if we can find a way to reach that niche.

[MIKE] Just as an example, when you go into a book store and you pick up a book and of course look at the back cover... well that is an advertisement. And one of the first things that an author might want to consider is to try writing the material to go on their back cover first, before they write the book. That really condenses everything down into just a few paragraphs. Then when you come to writing the book you can say O.K. this is what I have promised them, now I have to deliver with the content inside.

[EDIE] That is true. Now the 40 books that you have put together... have they been long books or short books? How big have the books been that you have written?

[MIKE] Well—Edie, yes... I have written all of them. I started out when I was teacher about 15 years ago and the first couple of books I wrote were both under 30 pages long. But they did really well... and over the years I have written some books that run 300-400 pages, but most of my best books run about 80-150 pages.

[EDIE] And—I should mention that they are all nonfiction books. In fact my *Big Money Writing Little Books* manual deals exclusively with writing nonfiction books. But some of my 30-80 booklets will sell for 10-15-20 dollars and some of my bigger books will sell for \$59 to \$79 each.

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[EDIE] Self published?

[MIKE] All self published, and that’s what I show people how to do... to not go through a publisher and to handle everything yourself. And—because of technology it is getting easier and easier to do that today.

[EDIE] Well Mike, we have a lady in the studio with me today—Bernadene Stillman—that is self published... so everyone say hello...

[EVERYONE] Hello- hi- hel-lo-o-o

[MIKE] A kindred spirit—hey?

[EDIE] She’s had a great experience in doing just what you’ve said. And if people are interested in finding out more about your book Mike... and—as a matter of fact you’ve got a contest going on don’t you?

[MIKE] Yes—absolutely. But I did want to mention... and I don’t know exactly what her book is about, but I did want to mention that I’ll bet /Edie breaks in...

[EDIE] Her book is called *Places Of The Heart* and it deals with women’s issues.

[MIKE] Well I just wanted to say that I’ll bet that her book deals with a topic that she has some interest or personal experience with and wrote something that was pertinent to her life... and that’s exactly what I do is to tell people to write about things that they have a passion for. So that if they are interested in karate, stock car racing, religion, or schools or whatever—

[EDIE] Well Mike, I’ll tell you Mike this is just a lot of information that you have.

[MIKE] Well it has been a fifteen year project. One of the things that I did want to mention in my book, about 3/4 of the way back there is a section where I talk about e-books and just how easy it is for people to write a book on their computer and market it right from their own home. There is no shipping or printing expense and some people have been very successful in doing exactly this.

[MIKE] In fact in the back of my book I have an interview with Carla Ledbetter who has a best selling e-book titled *Blue Moon*, that is on the Barnes & Noble list right now and this book was the first book that she ever wrote! Her book is even above some of Stephen King books and some books of other very famous authors. The amazing thing is that the book was never printed. It is available only as an e-book from the Barnes & Noble web site.

[EDIE] Now that is pretty amazing isn’t it.

[MIKE] Well you know what precipitated this whole e-book craze was a few months ago when Stephen King released his book *Riding The Bullet* as an e-book and this is hard to believe but I have the write-up in the June Writer’s Digest... and people downloaded over 400,000 copies of his book within 48 hours of its release on the Barnes & Noble site.

[MIKE] Now I don’t guarantee that my readers can do that... but anything is possible.

[EDIE] It certainly is. Uh—I know that you can’t make those kind of guarantees but if people wanted to contact you and wanted more information about your book... why don’t you tell us how they can do that.

[MIKE] Sure—well, I try to make it easy so they can call me at 1-888-206-6015, that’s 888-206-6015... toll free, or they can visit my web site at [www.mcmillanbooks.com](http://www.mcmillanbooks.com) that’s mcmillanbooks... spelled m-c-m-i-l-l-a-n book dot com.

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[EDIE] Well that is an easy way to order nowadays. And I would like to remind people that if they would like information on either of our guests today they can visit my web site at [www.ediehand.com](http://www.ediehand.com)... and we’ve got a caller on the line.

[EDIE] Hi caller.

Hi Edie how are you doing? I just wanted to call and say hi and see you you all are doing.

[EDIE] What do you think about our guest Mike McMillan’s topic of You Can Make Big Money Writing Little Books?

[CALLER] Yea—well I have been thinking about writing a couple of small books dealing with the ministry and I’ve got his 800 number there so I plan on ordering Mike’s book to see if he can help me get started. And I’m going to go to his web site now and get to business.

[EDIE] Hey Mike you made a sale.

[MIKE] No—you made it for me Edie... you make this look so easy. Say, I was going to tell the listener—Arlis—and he mentioned that he had a couple of books related to religion that he was interested in. And I wanted to mention that one of the chapters in my book deals with turning books into audio tapes. Arlis might want to think about that because a good book is always a potentially good audio tape and a lot of people who can’t read while driving to work can certainly pop in a tape and enjoy it that way.

[EDIE] You know caller, just to reiterate that, that if you have a good voice that putting a book on tape gives variety doesn’t it? Because I buy a lot of audio books and of course... you think about it, especially for a shut it... just how much they would value a book on tape that they can enjoy at home.

[CALLER] Well Edie you know I am not a huge reader myself...I kind of read things for what I want out of them... I kind of dissect a book for what I want out of it so I don’t read a lot of fiction I read more how-to type things and so tapes are really good for me because I can sit up in the car while I am traveling and learn something.

[MIKE] Absolutely. Absolutely.

[EDIE] O.K. caller then get one of Mike’s books and we are going to look for your name in the published book division.

[EDIE] I want to remind out listeners that you are listening to WYDE Talk 850 AM and we are talking with Mike McMillan who is the author of over 40 books and he has a new book out that is called *You Can Make Big Money Writing Little Books* and we will give you the toll free number when we come right back. Our number here is 942-8585 or STAR 850 on your Bell South mobility.

*FADE OUT TO GOOD LOVIN’ BY THE RASCALS  
TRAFFIC REPORT & NATIONAL NEWS*

*FADE IN*

[EDIE] The Edie Hand show is live talk 850 AM. Our phone number here is 942-8585 or STAR 850 on your Bell South mobility. And we also have in the studio with us Bernadene Tillman and she is the author of *A Woman’s Place*. And we now have Jeff Dobbin on the line with us and Jeff is a self publisher also?



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[JEFF] Yes.

[EDIE] So tell our listeners hi Jeff and let’s welcome everybody again.

[MIKE] Let’s all shake hands here together.

[EDIE] We’ll all put a hand up in the air, no pun intended, but this is the Edie Hand show.

[EDIE] Jeff—where do you live?

[JEFF] I’m up here in Hastings Michigan.

[EDIE] Michigan—oh, but is it raining up there in Michigan Jeff? We are in a thunderstorm here today in the South.

[JEFF] No. It rained pretty good this morning but it has cleared up and it looks pretty good right now here in Michigan.

[EDIE] But you sound like you are from Canada.

[JEFF] Ha ha. Nope—strictly a Michigander

[EDIE] A Michigander... ha, ah, ha.

[EDIE] So as a Michigander, what have you written?

[JEFF] Well, I have written a book called *Buyer Beware* and it is a step by step guide to buying a used vehicle.

[EDIE] Gosh... a lot of these women out here... and I being one of them, could have used that a long time ago.

[EDIE] What was that like for you?

[JEFF] Actually it was a lot of fun. I have been in the automotive for 13 years and I have owned my own shop for almost 6 years and I took Mike’s class and got his Big Money Writing Little Books manual and tried to figure out a way to put some of my ideas on paper and turn it into a book and it has actually done really well using Mike’s advice and it has worked out real well for us.

[EDIE] Well, see Mike you’re a hero.

[MIKE] Well Jeff is the hero. I always kid people because when Jeff took my class he was always paying attention and taking notes and about two weeks later he called me and he said, “It’s done!” I said, “What?” and he said—my book. And I said wow. So just to help Jeff out when people go to my web site there is a link at the top with Jeff’s name and they can check out his book and order it there.

[MIKE] But he did a really good job and it is just another example of somebody that had a great deal of knowledge in a particular area and committed that to paper.

[EDIE] You know Mike sometimes we all need just a little bit of that push or information to get us started that it can make all of the difference just to have that little formula... it can really enhance one’s life.

[MIKE] Well just ask Jeff too. He has got it there on the radio and it can make money but he has done some book signings and he has it in some retail outlets... its been a lot of fun and there is a lot more

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to it than money. It really opens a lot of doors and it is a personal development thing.

[EDIE] Do you find, Jeff, that it is a part of being able to empower other people to knowing how to go out and buy that right car?

[JEFF] Yes very, very much so. I implemented in my own shop a couple of years ago some car inspections that are in my book. I have explained what to check and what to have your mechanic check when you bring in a used vehicle... and it worked out really well for education of the consumers. It really puts the consumer in the driver's seat when buying a used car and it's not just that but it teaches them some things that they can check so that they don't buy that used car and find out that their transmission is used or that it has problems. It is kind of neat because Mike really gets a lot of credit here because in his book taught me how to do it. I followed it to the letter and what was neat is that if you go to this page and do this and that and then go to the next page... and it really works and this is my first book and I am actually working on a second book right now as we speak.

[JEFF] It is going along real well and I think that people out there really need to know that if they buy Mike's book and follow it that Mike is more than willing to help in any way possible. I got a quick idea at home and he would get back right away and say here call this person or do this and it really works.

[MIKE] Well Edie one of the things you mentioned earlier... and I do want to mention that if anyone is interested in Jeff's book that it is advertised on the Bruce Williams many times every night on his financial talk show and it can be ordered from Bruce's show as well. The Bruce Williams show is syndicated on over 400 stations all over the country so people can find Jeff's book through Bruce as well.

[MIKE] So Jeff got his book done and in a very short period of time made the big connection on radio and now his *Buyer Beware* book is promoted all over the country every single day.

[EDIE] So Jeff, did you buy the air time? Were you a guest on the show and then start buying the spots to promote your book? Because that might help some of our listeners.

I am calling a time out here. I couldn't have scripted this better myself! I love it. Edie asks Jeff if he bought the air time. Remember—NO McMILLAN GRADUATE EVER BUYS RADIO AIR TIME—THEY GET IT FOR FREE !!!!!!!!!!!!!

**I'M SORRY PLEASE EXCUSE MY INTERJECTION... I JUST HAD TO SAY THAT. THIS IS THE ENTIRE POINT OF THIS WHOLE DARNED CHAPTER YOU ARE READING RIGHT NOW!**

[JEFF] No actually, what I did was that I had heard his show and he was explaining to people how to buy a used car and I thought here I am an ASE master mechanic... and I thought... well that was kind of Mike's idea, why don't you send this guy a book and see if he takes it up. And about three weeks later he called me up personally up on the phone and we sparked up a deal and before I know it I am literally selling copies to Bruce for him to sell on his radio show.

[JEFF] I don't pay for any of the advertising whatsoever. It's strictly his advertising I just sell him (Bruce Williams) the book at a discount of the list price. I just bind up the books and send them down there to him and so there is no money out of my pocket. So it takes very little money to get started.

[EDIE] Oh Jeff—that is just a wonderful story.



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[MIKE] Edie, I kid Jeff sometimes. I am sitting there at night writing and every 20 minutes I hear one of the ads for Jeff's book running on the radio in the background and it really makes me happy to see his success. It gives me a very good feeling. And as Jeff said, I point out in my book that this is not an inventory thing. In fact Jeff and I don't even print books until we have orders for them. I don't want to have people go out and print 3,000 copies of a book and then not be able to sell it.

[MIKE] Edie you did mention a contest earlier and when I do a station like yours and I sell some books I give them an e-mail address... and I make this offer for what it is worth, that if some people out there buy my book I will take them by the hand over the next few months and what I would really like to do is to take some people from your own community Edie and bring them back on your show in a few months and let people hear their success stories just like Jeff's. And try to make somebody famous down there.

[EDIE] Callers if you are still listening there is your opportunity.

[EDIE] And Mike it is [www.mcmillanbooks.com](http://www.mcmillanbooks.com)?

[MIKE] That's right Edie. And they can call 888-206-6015, that's 888-206-6015 as well.

[EDIE] And we want everyone to call in at [www.ediehand.com](http://www.ediehand.com) and see who are guests are and what is going on each day. And I want to thank you Edie, it was a lot of fun and you guys keep dry there. Thank you guys for being on my show here today. You did marvelous. And I want you to know that you are both welcome to back on the show anytime.

[EVERYONE] Thanks, thanks, thanks...

[EDIE] It is WYDE Talk 850 on the Edie hand show.

*FADE OUT*

*Edie hand is a business woman, lecturer, author, radio personality and mother. She is an accomplished actress who has starred in nationally syndicated commercials, as well as on the daytime soap opera As The World Turns. Edie has appeared on Sally Jessie Raphael, Live With Regis & Kathy Lee, TNN, CNBC and the Home Shopping Network. She is the author of several books including her newest... Recipes For Life available by calling the publisher, Pelican Publishing at 800-843-1724. Info on her books is available by visiting her web site at [www.ediehand.com](http://www.ediehand.com)*

### **Closing Thoughts**

The most sure-fire way to get booked to do radio author interviews is to place an ad in the Radio-TV Interview Report. There is a trade off, because it will cost you money. However, I can almost guarantee you will get booked for some interviews. I would generally get calls from about twenty radio stations per ad I ran, but that varies from person to person. Some people get more and some get less. This technique is exactly how I got booked to do my ABC World News television interview in New York.

I have also tried faxing one-page ads for my interview to stations, but with limited success. I have mailed out post cards to producers with contact info. This works, but there is the cost of printing and mailing. If you don't want to pay for a RTIR ad, your best bet is to place calls directly to producers.

In the back of this book you will find an interview with Alex Carroll. Alex offers to sell his list of major radio stations as an electronic file. Names, addresses, phone numbers and other key information is given. I have used Alex's database with great success. Alex's contact information is given in that interview.

The least expensive way to book an author interview is simply to call radio stations yourself and ask to speak to a specific program producer. Names of producers can be found in Bacon's directory or with Alex's list I mentioned above. If you are willing to devote a solid hour of making continuous phone calls, I can almost guarantee you will get a booking if you have a book of interest to significant numbers of people.