

**Welcome to The Boomer Business Owner. My guest today is Rory Carruthers. Rory is an honorary Baby Boomer, Award-Winning #1 International Best-Selling Author, and Founder of Best-Seller Book Academy. He is an international book launch expert who has over 20 years of business, sales, and marketing experience. Rory has been featured on ABC, NBC, CBS, and Fox, and is a member of the National Academy of Best-Selling Authors.**

**Hey, Rory. Welcome to the show.**

Hey, Charlie. Thanks for having me.

**If I ever had any questions about what you do, my guess is it might have something to do with books. Is that right?**

Yeah.

**In the intro we talked about you being a book launch expert. I want to talk more about books, but what specifically is a book launch expert?**

A book launch expert is someone who can help someone become a best-selling author. It's not just about releasing a book, but it's also about what you're doing in the promotion and the marketing behind it so that you actually gain that status, that best-seller status. In the case of the clients I work with, we're shooting for #1 international best-selling author because it's something that holds a lot of weight in the perception of yourself. If you're developing a business for yourself or have partners that you're bringing on, or anything like that, then what you want to do is give it the best shot that it can have. One of the ways to do that is to position yourself as a best-selling author.

**I want to get to that in a second, so let's just step back and talk about the concept of a book. I get that you're going to help me market and promote my book. Will you**

## **help me at all or your team in writing the book, putting the book together, or conceptualizing the book?**

Absolutely. There's been this myth that's been permeating throughout culture for probably hundreds of years now that it takes a long time to write a book. There were some famous authors who went out to a cabin, left the world for a year or more at a time, and wrote their books. We all have this fantasy of doing that, but that's just not the reality of what is needed to get a book done. You can actually get a book done in a relatively short period of time, whether that's 30 to 90 days. That's the time period that we shoot for our clients to get books done because the longer it takes for your book to get out in the marketplace, that's the longer period of time where you're not actually getting the benefit of having your book out there and doing something for you.

**Okay, so I meet you at a party and I say: "Hey, Rory," that's really interesting. I'd love to write a book. I have X, Y, Z Business, but I'm not really sure about what I would really write it on, what the title would be. I don't know how long it needs to be. Again, I can engage you or your team to help me through that process. Will you write the book for me or will you counsel me on writing the book? Tell me what services you can offer to get me to the point where I have a physical book in my hands.**

What I've found is that if you just go it alone it doesn't tend to happen. 81% of people actually want to write a book. That's a pretty high percentage. But of the people who actually start a book, only 3% actually complete a book. The reason for that is because when you're going it alone, you just don't know the process. You don't know all of the ins and outs of the things that need to happen to get your book out into the marketplace, whether that's formatting, cover design, or whatever it may be.

A lot of times when you're starting out and you're wanting to get your book out there, the thing that I suggest is to look back on your life and figure out what it is that you've learned and that can be of benefit to someone else. That's a starting place to figuring out what your book is going to be about.

For example, if you are a fantastic dishwasher, you make the kitchen just a spotless place for your home and all your dishes are done just perfectly, and you have figured out the secret to washing dishes, and you get it done very quickly, and people are always impressed with what you do – there's a lot of people out there who don't necessarily know how to do dishes properly, so then what you say is: "You know what? I've distilled all of this information of years and years of perfecting my dishwashing down into five simple steps, and I'm going to teach you those five simple steps, and then you too can wash dishes how I was them and get your mess that's been piling up for years in your kitchen well taken care of.

**Okay, I get it, and it begs the age-old question: Does size matter? If I was a great dishwasher, I might be able to tell you in five minutes all the secrets or I can jot down a couple of bullet points or something like that. Does it matter if this book is 10 pages, 30 pages, or 50, 100, 150 pages? I think what might scare a lot of people and what would scare me is thinking: "Okay, when I go into a store and buy a book, the darn thing is like 200 pages long. How do I talk about dishwashing in 200 pages?" How do you respond to the size, the length of the book issue?**

I will say that every market has its own perception of what is considered a book. In some spaces if you put out a 300-page book, it's way too much, no one's going to read it. In other markets, if you put out a 300-page book you're right in line with what everyone else is doing. So the first thing is you have to know the market that you're going into, and just do some research. Look at what other books are doing out there, and say:

“If every book that is out there that is getting good reviews, that is making an impact in the marketplace, if it has 200 pages, let’s shoot for that.”

The thing about pages, though, is that you do have a little control over how that actually ends up, and that’s partly in the formatting and partly in how you develop your content. If we’re looking at what you are wanting to share, like you said: “Maybe I can tell it in 10 pages.” What other things could you go into? What stories could you tell about your experiences? Instead of just saying: “Do A, B, C,” what story could you share that helped you arrive at the solution of A? Maybe you’ve taught someone else to do these steps. What were their experiences? What can you pull from that and then share with the audience so that it’s going to help them on their journey to get them to the place where they want to be from the information they’re getting from your book?

**Okay. I’ll give you the benefit of the doubt, we’re going to come up with a great book. Now we’re done. I have this book in my hands, and I’m going to the National Dishwashers’ Convention with my book in my hands. Are you suggesting that in two different scenarios, one, I say: “Hey, Bob, here’s a copy of my book,” and in the second scenario I say: “Hey, Bob, here’s a copy of my book, and on the front cover it says `#1 international best-seller,”” are you suggesting that that makes a material difference than just giving somebody the book that says here’s my title and my name on the book?**

It absolutely does. The reason for this is because being an author in and of itself holds some weight. When you talk about: “I’m an author,” people get intrigued and they’re like: “Oh, what do you write about?” That’s usually a good entry point, but if you’re looking to stand out from your competition and if you’re looking to change the conversation that you may be having with potential clients from: “What’s your background? What gives you

the right to be sharing this information?" You want to change that conversation to: "You're a #1 best-selling author. I want to work with you. I want to learn from you." It changes their perception of you. It does it subtly in a way that it makes that shift from focusing on your credibility and your background to them being intrigued enough to almost say: "You know what? You've written a best-selling book on this, I know you have information that's going to help me."

What that allows you to do is actually start helping people, because you're not always just fighting against whatever their fears are or whatever their preconceived notions are about you or what it is you do. You start to actually get to the point where they're like: "Help me," and you get to go: "Here's how I'm going to help you."

**Let me make this statement, and you could agree or not with it. I'm going to make an investment of X to get to a point where I have a book in my hands, and there's going to be an incremental investment of Y to get that book to be a #1 internationally best-seller. What you're saying is: Charlie, you're going to invest X one way or the other, and the little extra you're going to be investing to have me and my team to get you to best-seller status is going to more than pay for itself. Is that a fair comment?**

Yes. I'll use an example to illustrate this. I have a client, she is in the relationship space, so we created a book for her about a very specific website that she's very, very familiar with, and knows and has created a system around how to be able to pick and find the perfect mate. It's a great system, and she's gotten fantastic results. But what she found is that when she was having conversations with people, they'd always ask her: "Do you have some degree in psychology? What's your background?" and she always was fighting against this.

So once she became a #1 international best-selling author, she was at an event and the questions started coming in like that, and she put her book down on the table and said: "I'm the #1 international best-selling author of this book," and it's in German so I can't pronounce it. She said that instantly that whole conversation changed, and they started asking her for advice and for her business card, and wanting to work with her.

That's the power of what I'm talking about is that you're changing the perception of how people see you by having this. You don't only just use it with your book, you use it in other areas of your marketing. You use it in your bio, you use it on your website, you use it on your business card, and you start to see this shift. If you're just starting in business, there's no real better way to get credibility than to have a #1 best-selling book.

But if you've been around for a little while and maybe you've been struggling, having that #1 best-seller status is key to really getting past those barriers and really getting to the point where you're doing what it is that you love. Because you may not necessarily want to be sitting there all day long just dealing with these types of questions. You want to actually be helping people, and a #1 best-selling book, at least in my opinion and in my experience, is the way to go about getting that.

### **Can writing and having a #1 best-selling book benefit an employee of a large company, as well as it could benefit an entrepreneur or someone who has their own business?**

It can. I actually was helping a gentleman create a book on behalf of the company he worked for. He got to be the author, so he worked out a deal with them where they paid for the book, they paid for the marketing behind the book. The idea was to share their services and their client experiences with their services through the book. Then as part of that, he got to be the front author for the book. So in a case like that, he's leveraging a company that he's working for as an employee, and then is

being able to say: "Here's what we do as a company, and I'm the author of this book." That's just one way to do it.

Another way could be if you're a salesperson and you're trying to stand out from all the other sales companies and competitors out in your marketplace, in your space, when you are meeting with a client and maybe you have someone who's competing against you for business from another company, you can say: "Look, you can definitely go with them if you feel that's okay, but if you go with us then you're getting the #1 best-selling author of (whatever the title of your book is) working on this project for you."

**Wow. What should someone who's listening to this who may want to write a book budget for this process? Range is fine. To get from conception to having #1 best-selling book, is that a \$500 investment, \$5,000, \$50,000, \$500,000? Just a rough range: What should someone be thinking in their mind that they're going to invest to get to the point they have a #1 best-selling book?**

If you've never done a book before and your goal is not to be on the New York Times' list, your goal is to become a #1 best-selling author or #1 international best-selling author, you're looking in the \$10,000 to \$20,000 range in most cases. When you start trying to go after something like the New York Times', there's way too many variables there and you end up in the half a million or more range to do a promotion like that. This is actually one of the best ways to leverage the credibility of being a best-selling author without having to have such a high expense upfront to be able to do that.

**Got it. In your intro we talked about you being featured on ABC, NBC, CBS, and Fox. I'm looking at your Skype photo, it says you've been featured on CBS, Fox, ABC, and NBC. I look at your LinkedIn profile, you've been seen on those things, so apparently there's a recurring thing there. What**

**is the benefit? Do you help people with that kind of stuff as well, getting exposure on these larger networks?**

Yes. The reason for that is something I talk about, I call it the credibility trifecta. The #1 best-selling book is at that top point of that triangle. The other two aspects of that are media placement, and testimonials or reviews. When you utilize all of those in your business, you set yourself up really well for massive authority. You set yourself apart from other people because most of other people don't have a best-selling book, most of other people aren't featured in the media, and most people don't have that great testimonials or reviews. When you go out into the marketplace and you have this behind you, it changes the perception of how everyone sees you. So then you just focus on getting people to see you.

As you pointed out, you notice that I use that everywhere. It's on my LinkedIn profile, it's on my Facebook profile, it's on my Twitter profile, it's in my bio, it's on my website. Everywhere that people are seeing me and finding out about me, I want them seeing that same message. Then it gets engrained, because they may check me out on one place, and then go to another one and to another one, and they start seeing that over and over again and they're like: "Oh, now I get it. He's a #1 international best-selling author, okay." Sometimes it just takes people seeing it over and over a few times for them to really make that connection. If you've only got it in one place, well, if they go to all the other places then they don't actually get the benefit of that.

**I get the book, okay, and you're going to help me with credibility factors and things like that. There seems like there's a lot of other pieces, like I have to have a website set up, I maybe want to get an email list set up. It seems like there's other factors here. If I don't have that set up... Again, I'm coming to you and I'm green. I have this goal in mind, I know you can help me reach that book. Part of**



**it is a book, credibility, and things like that, but it seems like there's a lot of fundamental platform-building things that need to be done. I don't have them done, I don't know how to do them. Do you and your team provide that service as well?**

We do. I think the key thing, though, is when I sit down with any client I'm looking at: What are the most important things for you and for your business? It's not so much: "Here's everything in the kitchen sink to try to get you to spend a bunch of money," because that's not actually going to be beneficial. We're going to say: "Okay, if we do this, this, and this, this is actually going to bring return on investment to do every aspect of it."

As you go along and as you're building out a business, over time you're going to want to add more to it. For example, the first year of doing this business I didn't even have a real website. My business came from word of mouth, it came from other marketing that I was doing, such as through LinkedIn, Facebook, and live events I was going to. The website wasn't a necessary component to what I was doing, and it may not be in your case as well. If it is or it becomes the time when it is a necessary component, then you handle it.

You don't have to do everything all at once. You just have to say: "What are the key things where I need to be with my business?" then go after those and make those work. Don't be on 500 different social media platforms. Pick two or three that you can make work, and then use those and maximize those to the best of your ability, or hire a team to help you with those and get your message out there and get your marketing done.

**To be clear, part of the services that you offer to somebody who's working with you is helping them think through these things and figure out what needs to be done, what doesn't need to be done right now, what should be done, etc. Correct?**

Yeah. I go through that in the initial consultation with someone figuring those things out, what's the most important aspects of where their business is at, or if they're just starting out, what should be the focus. It varies by person. I've never seen it just be 100% the same across the board because all markets have their own platforms that make more sense, and same with businesses, budgets. If you come in and say: "I've got a \$300,000 budget," that's one way of looking at things. If you come in and say: "I've got a \$10,000 budget," then we have to look at it from a different point of view.

**Understood. Rory, let's finish up with this question: You are a successful business owner, I'm your friend, I'm your neighbor, we're talking over the proverbial fence post, I'm probably working for somebody else, I want to do something entrepreneurial, I may or may not have started something yet but I'm at the very early stages. Are there a couple of high-level tips or pieces of advice you might give me as a successful business owner to help me on my path to hopefully becoming a successful business owner as well?**

If you're trying to decide what to do, I think there's this myth or maybe it's a misconception about people having to have an extreme passion for what it is you do. I think that's a mistake to think like that, because for the most part, you can make money at doing everything, but it depends on where you want to be at and what you're looking to achieve. If you want to just make a few extra hundred dollars a month, then that's great, but if you're looking to build a business then you have to think through: What is actually connecting with people, what's making a difference? The way to look at it, instead of: "Is this something that I'm extremely passionate about?"

You can be passionate about bird watching, and you can find some ways to make some money there, but let's just say you're wanting a multi-million dollar business, well then you have to

say: "I need to choose something that I can become passionate about." That's the slight shift in the mindset. If you can become passionate about anything it is that you're doing and become really great at it, then it doesn't matter so much what it is you're doing. Obviously you want to look at your morals and ethics behind what you're doing, but outside of that stuff, if you are able to...

Using the example of washing dishes, that might not be the most glamorous thing ever, but if it's something that you're just naturally good at and you can just sit down and show someone how to do, then I would say explore that as a business because the results that you get behind what it is that you're teaching and the information that you're sharing with other people, that's going to help propel your business. You can be passionate about something, and if you're not getting other people the results then you don't really have a business.

I hope that gets you going down the path just to think it doesn't necessarily have to be this huge passion project. You can choose something that you just happen to be good at, and you can learn to become even more passionate about it.

I'll use an example of myself for this with books. I was never a big book reader growing up. Because I'm younger, actually most of the reading I do is on computer screens. That was something that when I realized I had an ability to help people with books and to even get books out into the marketplace for myself, I was like: "Wow, I want to learn more." By learning more and becoming better at it, I actually developed quite a passion behind books, and I see so much value now, whereas before maybe I didn't necessarily see it as much value, but now I'm like: "Wow, this is something incredible." Books are incredible, and they hold so much authority and ability to help build our businesses that it just makes me have such enthusiasm for them.

**Rory, this has been a great value-add. What is the best way for our listeners to reach out, connect with you, and find out more about your services?**

You can reach out through my website, [www.RoryCarruthers.com](http://www.RoryCarruthers.com). Just go to the contact page and you can get my contact info.

**All of the great resources mentioned in today's episode, along with a full transcript of today's episode, will be available on the show notes page at [www.TheBoomerBusinessOwner.com](http://www.TheBoomerBusinessOwner.com).**

**Rory, thanks so much, on behalf of all of our listeners; we really, really appreciate your help.**

You're very welcome, and thank you for having me, Charlie.