

# 67 An efficient way to finally become a best-selling author ...

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## SUMMARY KEYWORDS

book, author, publish, people, writing, publisher, bestseller, nice, coach, category, outline, amazon, write, self publishing, life, clients, strategy, business, manuscript, happy

## SPEAKERS

Murielle Machiels, Jyotsna Ramachandran

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Murielle Machiels 00:00

Hi there, do you have a story to write? Is it your dream to one day, write a book? Well, today I'm talking with your snuff from happy self publishing. And we're talking about how you can publish your own book and become a best seller on Amazon. And I don't know if you know this, but I decided to write my book. So in one week, I'm leaving for Costa Rica for some holidays, but also some writing time. So maybe it's your dream as well. And you would like to know if you have what it takes to become a self published author. So listen to this episode, because you will learn a lot. I'm Murielle. CO mom, an educator, I used to work really hard and sacrifice the important things to me until I lost my motivation. Fast forward past many failed attempts and lessons learned. And I found a way to reach great results while working less. Today, I'm obsessed with helping other leaders build meaningful lives. So each week, I'll be sharing inspiration to change your life and organization. This is rebel leader with our hearts. Hello, and welcome in rebel leader with our hearts. Could you start by telling us a little bit who you are and what you do?



Jyotsna Ramachandran 01:28

Sure. So I started this business seven years ago, Yuria. So that was the phase when I had first published my book. And after it became a bestseller that a lot of people around me started asking me that it's been their dream also to become an author someday, and if I can help them, and I thought, wow, I didn't realize that so many people out there, aspire to become authors, but they did not know how. And I kind of felt the success of writing a book because I started getting interviewed, my, you know, my company started growing. So I really understood the benefits of becoming an author. So I thought, why not serve these authors and I started happy self publishing, because luckily, I already had editors and cover designers in my network. So I just put them all together and created this company. So I really love the advantages of self publishing your book, instead of waiting for a publisher to pick your manuscript, you get to retain your rights, you get to keep the royalties, and you decide everything about the book, you have the creative freedom. So I wanted to give that to my clients, but also add the professional elements so that their book doesn't look self published. So that's how I started it. And, you know, by the grace of God, or, you know, by the hard work of my team members, now, in the last seven years, we've worked with more than 500 doctors from 35 different countries, thanks to the business being an online business, I was able to, you know, scale up fast. So that's how the journey has been.



Murielle Machiels 03:02

Great. Great. Congratulations for that. And, you know, I, I'm leaving to Costa Rica in one area. And I'm going there to let to have some holiday, of course, but also, because I wanted to write my first book.



Jyotsna Ramachandran 03:19

Amazing. Yes. So you've been thinking of writing a book for a while now?



Murielle Machiels 03:26

Yes. And I've already written two half books. Now I'm going to try the third one. I know, hopefully, it will be the good one this time. And I know I'm not the only one, I can feel it. A lot of people would like to write a book. So according to you, what are the benefits of writing a book?



Jyotsna Ramachandran 03:47

Well, so many, it also depends on by that particular author wants to write a book. For some people, it could just be a childhood dream that they want to accomplish. For some it could be to gain more speaking opportunities. And for some people, it could be to attract more clients for their business. So it all depends on the purpose for writing the book. But once the book is published, it has a life of its own, you cannot imagine the kinds of opportunities that can knock at your doorstep, right. So the first benefit I would say is you get the satisfaction that you're putting your message out there. So it's not just your small audience who follow you on social media, but it's the larger audience out there who can possibly learn about you and benefit from your message so you get the fulfillment that you've created a piece of your legacy through your book, because so many other people are going to read it and learn new stuff. It could be your story, it could be your journey, it could be some knowledge. It could be just anything. It need not necessarily be a how to book it could be in any genre, but it definitely adds value to this. The other huge benefit for authors who especially a writing a nonfiction book, would be to build upon Sell brand as an author, and thereby gain brand credibility visibility which can attract potential clients into your business. What I've noticed my clients say is, when they were without a book, they were attracting a certain level of clients. But now that they are an author, people look up to them as a premium brand. So they are able to increase their prices, increase their positioning, and thereby increase attract better quality clients.



Murielle Machiels 05:25

And even if you're not a best selling author, because there are lots of authors out there that write a book, and then they sell 200 copies of it. And



Jyotsna Ramachandran 05:37

that is true because not every book becomes a bestseller, again, bestseller is a very confusing terminology. Some people call a bestseller, a bestseller only if it's on the New York Times bestseller charts or The Wall Street Journal. But other authors are happy with the Amazon bestseller chart, which is also a very credible and recognized chart. So hitting the Amazon bestseller chart is not difficult, even if you're a first time author with zero audience, if you do it the right way. And I can talk about that a little bit. But even if you don't do all of that, if you just have your book out

there, a lot of my author clients have had several benefits by just publishing their book, and not worrying about the sales. See, I think the book sales is a great thing. If you end up selling 1000s of copies, it's just adding to your income, it could be a nice passive income stream. But keeping that aside, the book could serve you in so many ways, right? The next time you meet a potential client, instead of giving your business card, when you give your book, it immediately creates a rapport. So people use their book to attract people to their online courses to their coaching programs in the backend. So for doing all of that you need not necessarily sell a million copies.



Murielle Machiels 06:50

Okay. And how hard is it because you've coached 500 People in writing 500 alters, how hard is it to write your first book?



Jyotsna Ramachandran 07:02

Well, this totally depends because some people just write a book without a strategy. And when that happens, it could even take five years, and you will still be you know, struggling to finish the book. But if you do it, you know, with proper focus, a purpose and a proper methodology, then I've seen authors finishing their book in less than three months, and then getting it published in another couple of months. So I think the important things one need to have in mind is the real why behind writing the book. And also having the accountability, this could be in terms of your book coach, or it could be in terms of your accountability partner, or people who are following your work. You know, just let them know that you're writing a book. Yes, everybody plays a very, very important role. And that's why



Murielle Machiels 07:51

I sent this email because now people know that I'm writing a book, I'm contributions and so I'm, I felt okay, now I don't have a choice I have to write it



Jyotsna Ramachandran 08:02

takes a lot of courage, but then it really works in your favor, because you know that people now know that you're writing a book, right? And finally comes the books outline. A lot of people make the mistake of writing a book without having an outline, and that's where you will get demotivated, you will get digressed, you will not finish the book. But if you have an outline, it acts like a GPS, it will track you and you know, nudge you in the right direction. So get clarity on who your reader is, what topic will serve them the best. And creating your outline based on that topic will really help an author finish their book in less than three months.



Murielle Machiels 08:36

Yeah, yeah. Yeah. Great. Yeah, I did that. The the brainstorming and the outline. And well, I'm pretty structured. And I, of course, I also sell online programs. So when I develop an online course, I start with the the outline before.



Jyotsna Ramachandran 08:54

Very similar, right? Yeah,



Murielle Machiels 08:55

yeah. Yeah, exactly. But what



Jyotsna Ramachandran 08:59

difference, sorry, the only difference I see between a book and a course, is, the book should be all about what to do. And the course should be all about how to do it. The book should inspire people to take that next step. And then you present them with your course. So those people who are really serious about getting results will end up upgrading themselves to the course. Yeah, I think both of them go hand in hand. I call it the author funnel. The book comes first people, a lot of people will find you through your book, but a percentage of those people who read your book will move to the next level and also be a part of your course.



Murielle Machiels 09:35

Yeah, yeah, no, it's true. And but what I find difficult is when I read books, I've analyzed them, of course, a little bit and I saw that the books that really score well are the books where there is so much storytelling. So there is a clear message and a lot of storytelling, but it takes time to find all the stories and it's Not easy. So do you work with with people that can help you search for stories to illustrate your book?



Jyotsna Ramachandran 10:08

Oh, well, most authors who come to work with me are already experts in their subject. They have been doing it for years, but the only thing that was missing in their ecosystem was their book. So what I've noticed is, authors usually have a lot of their own personal anecdotes from their life, and stories from their clients lives, which could be used as case studies. But if you have time, then by all means, do some additional research, get the statistics and, you know, research done by Harvard University or McKinsey study, or whatever, because all that will add more credibility to the book. But as you rightly said, Murielle, you need to have a combination of the strategy in the book, which is your framework and your teachings. And the story because only strategy makes the book look like a textbook. The story will make it look like a novel, and people won't really understand the takeaway, so it should be a good balance of both strategy and story.



Murielle Machiels 11:05

Yeah, yeah. Yeah, no, yeah, you're right. And yeah, so you, you are a self publisher, and you help people Self Publish. So why would you self publish? Well, of course, I thought about it. I, I've met publishers, I was a publisher, I used to be the CEO of a publishing company. Well, educational publishing. So that's completely different. But it gives me an idea of how you can bring a book but not how to market it's because it's completely different. But how, why should people self publish instead of go the official way?



Jyotsna Ramachandran 11:46

Yeah. Yeah, I think everybody's dream is to be published by HarperCollins, or Penguin Random House, it's nice to have those kinds of opportunities mainly for the brand name and recognition that a big publisher has approved your manuscript. It's a nice feeling, right. But in reality, for most first time authors, such opportunities are very rare. They

keep knocking at the doors of these publishing houses for years, and most authors face rejection after rejection. So what happens is, a lot of times they get demotivated, and they never end up becoming a published author. But luckily, about 10 to 15 years ago, Amazon came up with this platform called Kindle Direct Publishing, which has opened the doors it has become a level playing field for everyone now. So you don't need a stamp of approval from a publisher to say that this manuscript is worthy enough to be published, if you feel that you have an important story or message to share with the world, and you want to become an author, you can self publish yourself without waiting for a publisher to really back you up. Having said that, there are a lot of cons of self publishing, because you're doing it for the first time, you will probably not know how to write the book or how to format it well, making sure that the book is well edited, making sure that the design of the cover is good. All these are expertise that a publishing house will bring in. And that's where I think a middle path is effective, but you don't try to do it yourself. Just because you're self publishing, it doesn't mean you have to do everything yourself. You can work with agencies like mine, where we will let you have the advantages of self publishing by helping you have your royalties have your rights over the book, you choose where you want to distribute it, you choose the creativity behind the cover, you have all the freedom and flexibility. But at the same time, you don't have to do everything yourself. There is a team of professionals who are going to help you through the whole process.



Murielle Machiels 13:43

Yeah, and the whole process. It's the cover the illustrations, if there are the the editing and the formatting, yeah, what what you



Jyotsna Ramachandran 13:53

mentioned just now these I would say are the essentials, they are the basic things that need to be done professionally. There are also several nice to have things like a an author, website, you know, a book trailer. All these are additional things that you can add on to what you're already doing, but what you just mentioned, which is the cover design, the interior design, the editing, all these are some important things that an author should not miss.



Murielle Machiels 14:19

Yeah. And, you know, also the reason why I wanted to Self Publish is well, I've been in a publishing company, so I know the royalties are really low.



Jyotsna Ramachandran 14:31

Yeah. The industry average is about 7% for an author.



Murielle Machiels 14:36

Yeah. And, and on top of that, often you have to do your own marketing. So in fact, you only get the help to to really make that book a reality. Well, you can find a lot of help No, yeah, he's like yours are on Fiverr if you have the, the courage to look for, for all these Different people and to find the right ones because there are a lot of, of not good ones there also. So yeah, but the other question, you talked about it in the beginning of the podcast is, yeah, how to

become an Amazon Best Seller. You say it's not that hard. But that's for me, for instance, that's really a blank box, because you you don't want to put hours and hours in a book that then doesn't generate leads or doesn't sell. And so it's just a book. Yeah.

J

Jyotsna Ramachandran 15:34

Right. you rightly said that an author has to take full responsibility for their marketing, a publishing house is not going to help you even if you get a deal. So when it comes to marketing, I look at it as two different things. One is the launch marketing when you're launching the book, and the other is like the an evergreen marketing plan to continuously keep selling the book. So for the launch marketing, reaching the bestseller on websites like Amazon really helps because you instantly get give your book the visibility in front of a lot of people. And you can also proudly call yourself a best selling author for the rest of your life. And that's a nice credibility, too. So how Amazon list works is it's an hourly list. Unlike New York Times bestseller charts are the USA two day chart, which is updated once a week, this list is updated once every hour, so your chances of getting the number one position is high. So every hour, Amazon will make a list of all the top 100 books in not just the overall Amazon store, but inside every category and subcategory. So that also increases your chances. So if your book has sold more than every other book in that particular category, it will automatically be in the number one position for that hour. And you can obviously, you know, push more traffic to your book page so that it stays at the number one position for a few more hours or a few more days. So that you get that nice looking orange badge that says you know, bestseller in the entrepreneurial category or something like that. Yeah, so what you need to essentially do is send a lot of traffic within a short span of time. So if you have like 100 friends who are willing to buy your book, don't tell them to buy it in December, tell them I want you to buy on the 20th and the 21st of December, if you make it very specific, you will get a lot of sales happening within a short span of time, you can either do that with your own traffic, like your own followers, or you can reach out to other promotional websites, pay them for advertising your book and make sure that you take advantage of other people's audience, right. If you have already been on other people's podcasts, this is a good time to reach out to them and tell them to talk about your book. So it's a nice way to use your traffic and other people's traffic to go to Amazon and check out your book. And make sure you price discount your ebook and keep it at the lowest price of 99 cents. So that way the price barrier is removed, and a lot of people will end up buying your book. And the most important thing, choose the categories wisely. Do not place your book in a large, highly competitive category. Instead, place it in a medium, a moderately competitive category but relevant one, so that you increase your chances of hitting the bestseller charts. So if you do this, you know, strategically, then there is no reason why a new author should not become a best selling author.



Murielle Machiels 18:17

Yeah, nice, great, it's great to know all these strategies. And I saw also in your bio that you were talking about a book coach. So when you say what is a book coach exactly, then?

J

Jyotsna Ramachandran 18:33

Well, so there are a lot of people who struggle with writing, right, because not every author is a gifted writer. So a lot of people feel that in order to become an author, they should be fantastic at writing. Not necessarily. Some people love writing. And those are the people who write book after book, you know, every year they publish for books, that's a different category of authors. But most authors that I meet on a daily basis are experts in whatever they do. But writing is not their number one passion. But without writing, how can they publish their book, right? That's when an author coach or a book coach can play a key role. So just like hiring a fitness trainer to achieve your fitness goals, you just need to work with a book coach who can understand what are your writing challenges? Where is it that you don't have clarity, they can take a look at your work on a weekly basis. They can hold you accountable. They can



give you assignments before you come and meet them the next week. So what we do at happy self publishing is we have a 12 week program. So every week you get on a zoom call with your book coach so that in 12 weeks time with their guidance, we'll be able to finish writing your book. So a book coach plays a very important role because for you it could be your first book, right and that's why you're getting stuck. But a book coach has not just read 1000s of books, they would have also worked with several authors. So with their knowledge of the publishing industry, they can give you some very key You know, advice and feedback that will really improve your writing quality as well?



Murielle Machiels 20:05

Yeah. Okay, interesting. And so just to have an ID Imagine no out there, there is someone who says, Hey, I've always wanted to write my book. And now that I have all this knowledge, I would like to be yet to get some help. How long? Does it take your program? And how much does it cost?



Jyotsna Ramachandran 20:26

Yeah, great question. So if there's somebody who already has finished their manuscript, there are quite a few others who do that they finish writing, and then they look for publishing options, and then they start working with us. For those authors with a manuscript, our publishing program starts at \$3,000. So we take care of all these things professionally, and we publish it using their Amazon account. So that that way, there is totally transparency. But there are also a majority of them who want to write a book, but they haven't started yet. For these authors, we have two different programs. One is called a platinum program, where they work with our author success coach. So they get coached for three months, where they use that time to write the book. And then the next three months is dedicated towards publishing and marketing. So that's the platinum option, then there is something called the plutonium option. This is for authors who are super busy, or they're entrepreneurs running their businesses, they have like three kids and 10. Team members, and they just don't have the time to write their book. Even if I give them a book coach, they're not going to be sitting in writing. For these people. We offer something called the platinum plutonium option, which has an angel writer replacing the author success coach. So an angel writer would also be coming on a call every week with the author. But instead of asking the author to go back and write the book, they would interview the author just like how you are asking me questions. And I'm just going on and on. That's what an author will typically do. So the entire conversation is recorded, the engine writer goes back and listens to the conversation and writes the book in the author's voice without losing their tonality and things like that. So this also takes the same three months of time to write the book, followed by the same process for bright publishing and marketing. So our pricing for at this point of time for the platinum program is \$8,999. And for the plutonium, it's 15,999. So yeah, these are our most high value programs. And we specifically offer these to entrepreneurs or professionals at a senior level in their corporate career. Because by then you've already achieved a lot of things in your life. But the book is that one missing piece and that one dream that you want to accomplish? Yeah, you don't want to be trying to do everything yourself, you would rather work with a team who can do all of this for you.



Murielle Machiels 22:49

And when you say you do all it's been from the interviews, the writing the cover the editing every variation, up until the bestseller list. Absolutely. So you even help them reach the bestseller status, then,



Jyotsna Ramachandran 23:05

yes, that's like one of our, you know, well known signature programs. So bestseller is we do not guarantee it for fiction novels, because that's a different ballgame altogether. But for nonfiction books in like the self help genre or the

business genre, we guarantee your number one bestseller in Amazon.



Murielle Machiels 23:26

Great, great, that's nice. So you've already coached 500 authors all over the world. And in which language is



Jyotsna Ramachandran 23:37

actually all of our books works are in English. And I was surprised when I initially started that we thought we will only have authors coming from English speaking countries like the US and the UK and Australia. But then, one day, we had wire transfer from this tiny little island somewhere in the Caribbean. And I haven't heard that country's name before. That's when I told my team members, let's just pull out the addresses of all our clients and make a list. And we realized that the list crossed 35 countries. And it's so strange that you know there are so many authors from around the world. And since English is such a popular language, even if that's not their native language, a lot of authors write their books in English. Yeah,



Murielle Machiels 24:17

yeah. I'm also going to write my book in English my online courses in English. You know, there are lots of countries like Belgium where you have different languages and then it's much easier to use English otherwise you have to do in Belgium, you have to do it in French and in Dutch, that's a lot of work so easier to do it in English.



Jyotsna Ramachandran 24:37

What I've seen authors do, Muriel is they first write their books in English. And a year later because of the success of their book. They get deals from other language publishers, like French and Spanish and then they end up translating their books to other languages.



Murielle Machiels 24:54

Yeah, okay. So if someone out there would like to be published and thanks, ha, no, you know, I wanted to have my book for such a long time. After listening to this podcast, I'm ready now I want to start working there find you.



Jyotsna Ramachandran 25:11

Well, they can go to a couple of places if they are ready to get started. And then they can schedule a 30 minute book strategy call with me. So the best place to do that would be [happy self publishing.com](https://happyselfpublishing.com), forward slash apply, just fill out a quick form and book a time to speak with me. Otherwise, I also have something called our auto success boot camp. This was a five day boot camp that I did. And I have the recordings of this boot camp, which you can get instant access to. So head over to [happy self publishing.com](https://happyselfpublishing.com) forward slash bootcamp, if you want to watch those videos and get absolute clarity on what should be your books topic, who should it be for how to create your author funnel, and the entire strategy behind writing your book before you want to get started with writing?







Murielle Machiels 25:54

All right, thank you. Sure.



Jyotsna Ramachandran 25:57

Thank you so much, have a great day. Well,



Murielle Machiels 25:59

I learned a lot. I really liked this conversation because it helped me because we're always afraid when we try writing a book. And in fact, I've already tried writing two books. And every time I stopped halfway, so here she gets some tips, also some strategies on how to get through this book. And I'm really tempted to follow her lead, and maybe use her services to make my book a best selling book on Amazon. And maybe you too. So thank you for listening to this episode and to this podcast. I know there are so many podcasts out there, but you choose to listen to mine. So we thank you for that. Don't hesitate to share it with someone else. Because maybe you know someone who would really like to write a book and could benefit from these strategies. Or maybe you know, a colleague that you think should write a book or a friend. So share this podcast episode and also leave a review. Leave me a comment and I hope I'll see you next time for our next episode. Bye