



Martin: Okay, another exciting podcast. This one, another one of my mentors, and a really big part of how I got started, but let me give this gentleman a proper introduction.

Today, we have Mr. Steve Harrison, and Steve is a dream maker, to say the least. If you are willing to dream big and live your dreams, Steve can show you the way to create unparalleled success in your life.

Dating back to 1987, he has been consulting authors and entrepreneurs how to promote their books, products and services. He has been responsible for getting more than 15,000 people, including over 12,000 authors, hooked on radio and TV talk shows, which is more than any PR firm on the planet.

As a publisher of “TV Radio Interview Report” he has helped launch bestselling books such as 'Chicken Soup for the Soul', 'Rich Dad, Poor Dad', 'The Worst Case Scenario' Series, and the 'Dummy' Series, just to name a few. He is also the creator of the Quantum Leap program for authors.

He also represents the National Publicity Summit in New York, where he opens up his personal Rolodex and gives 100 publicity seeking authors and entrepreneurs a once in a lifetime chance to meet face-to-face with producers, editors, and journalists from shows like 'Good Morning America', 'Time Magazine', 'Family Circle', 'Live with Kelly and Michael', ABC's '20/20', 'Dateline NBC', 'CNN', 'Fox News', and more than a hundred others.

Let's jump right in. Steve, welcome to the podcast.

Steve: Martin, I'm glad to be with you.

Martin: Thank you, thank you. There are so many things I would love to ask you for our listeners, really extracting everything we can out of this interview. How did you get into this business?

Steve: Well, there were three factors. When I was in high school I was a reporter for the local Gannet [SP] newspaper, so I learned about journalism and covering stories. Then I went to college in North Carolina, Davidson College, I majored in English.

During the summers I actually sold books door-to-door for this company that didn't pay you anything, it was straight commission, but they trained you really well to do it in an ethical way and an engaging way. We were really selling educational books that helped kids with their homework and reading.

Because I was away during the summer and went to school in North Carolina, there was a girl I met in college, we dated for ten weeks. She was two years older. She graduated before I did and she was in the Philadelphia area, and it turned out my brother was living in the Philadelphia area.

He was starting a magazine for the media, actually for Radio and TV producers and it was promoting authors who had books to sell. So I figured I would work with Bill for a few months and we'll see if we can get this thing off the ground, and see how dating this girl goes.

And what do you know, here we are more than 25 years later basically, the woman is now my wife, we have three kids and our business is booming and Bill and I are still partners to this day. People think that the real miracle there is that two brothers can work together for 25 years.

Martin: Amazing. Wow, it's a nice story. You know you have some pretty strong accolades, these are some big books, 'Chicken Soup for the Soul'. Jack and his partner have done some really special things, 'Rich Dad, Poor Dad', The Dummy Series. How did you come across these? How did you do it? You are at the top of your game. That is very impressive.

Steve: The neat thing is that we were in a situation where we were creating a breakthrough way to get publicity, without having to spend thousands of dollars with a PR firm. We were writing really good copy and we were learning how to position books to the media.

That's how we met Jack and Robert and John Gray [SP] and we really just set to work to position their books to the media, and they had huge success. That is one of the things you have got to do, you have got to look for a way to separate yourself from everybody else, to create a new way of delivering a service, or a new way of presenting a message.

That's what I love about what you do. So I think that is something that is really important and you just have to deliver great value, where people feel that for what they paid and what they got they got great value and were over-delivered. It is critical that you do that.

Martin: That is perfectly said. Before I ask you the next question, I had the opportunity to, just to be forthcoming, I went through your program and went through the interviews with Jack Canfield, and really immersed myself in that. It wasn't a course, it was an investment.

A part of that was that I got to travel to Philadelphia and I was able to meet with publishers and really got a realistic view of everything. You really put things together such that, if you are serious you can take it to any level you want, but if you are looking for someone to just hand it to you that is not the case.

I got a first shot, I was like, "Wow, this is good". So I agree with you that you really have to over-deliver. Which I guess is a perfect segway into my next question. Steve, what advice would you give to an individual who wants to get published?

Steve: Well the first thing that I would really look at is to just start writing. A lot of people say they want to write a book. They need to just get started. People think it has to be perfect and they have to have it all figured out. They feel like they have got to have their title before they begin writing, or they have got to know everything. I would say, just get started.

I am a big believer in getting rolling, but then once you get a little bit of momentum you might want to get some education or some training about how things work and what your options are. And so I know that you are talking about our 'Bestseller Blueprint'. You know what is great about that?

If you go to [BestsellerBlueprint.com](http://BestsellerBlueprint.com) you get three training videos from me and Jack Canfield. And you just start getting some education and learning.

In terms of getting published you have got, typically, two options. You either have a publisher that publishes your book, or you can publish it yourself. There are a number of different advantages we can talk about, but I think the main thing is to have a clear idea of who your best reader should be. The best reader for you is going to be in a market that is going to champion you.

So for example, Robert Kiyosaki, he preaches a philosophy of 'have a side business' or another income. So, one of the markets that ended up being really huge for him was multi-level marketers.

So you want to look at who is going to want to propel, who is going to take a look at your book and your message and is going to say, "Wow, we really agree with this philosophy. I am going to promote this book, and I am going to tell my friends about it because I agree with that message." That is how a book gets promoted and goes viral.

So, for example there is a book called 'Skinny Bitch' that was actually started and promoted by animal right's activists. That is because it really promotes a vegan lifestyle. The authors were giving animal right's activists a book that they

would want to promote and want to get behind. So whatever you are writing about, who is that group that is going to promote it?

For example, 'The Purpose Driven Life', by Rick Warren, that was actually originally promoted through a website called Pastors.com. He actually did a book that was called, 'A Purpose Driven Church' for pastors. So first, what I am saying is that he was very focused that his prime market were the ministers and the pastors. They then would tell everyone about the book. So that is a big key that a lot of people don't realize.

Martin: I totally agree. That is the sort of thing that I got from you and Jack: to get started and stop trying to self-edit as you go and just take action. I am thankful that you said that for a second time.

You know, being mindful of the clock, and segwaying into the third question, because I could ask you a ton of them. What are the top things that a potential publisher looks for in a would be author?

Steve: The main thing they are looking for is someone who is a marketer, someone who has, what they call, a platform. Like in your case, a podcast, or a facebook following. Someone who is showing that they are learning about how to market. If you do a lot of speaking, or if you have a blog, or have a lot of industry relations.

You know, I helped a guy get a major publishing deal and he didn't have anything except that he was a successful entrepreneur and had a lot of relationships with companies. I told him, "Go to your contacts and ask them if they would agree to add you to their list, or at least buy copies and give it away as a gift." So he did that and he was able to list those companies.

So what they are really looking for is for you to give them a vision for what you are specifically going to do and bring to the table, to help them feel like they can sell five or ten thousand copies.

If you are a marketer and are someone who has got a following and you are showing them how you are going to go out and be speaking, and you have some potential people who have agreed to promote the book. These are the kinds of things that, ultimately, they look for.

The other thing they look for is someone who is talking about a new trend and talking about something other people are talking about. They just want to see that you are as marketing savvy as possible.

Martin: Exactly. That is one of the big take-aways that you had actually mentioned to me when I met you in Philadelphia. There was a pre-introduction the night prior which I think was on a Saturday or a Friday. You had said a lot of the same

things. I take a lot of copious notes and I try to go back to those things, and as you know I am building up a platform.

Before I ask you my next question. In your business, how do you stay sharp? Are there certain books you read? Coaching? How do you stay on top of it? Because you really seem to have your finger on the pulse.

Steve: Well, I have about five coaches, in the sense of either a coaching program or a one-on-one coach. The big thing you have to realize is that you have got to go to seminars, and get coaching, and realize that you are not going to do everything that you learn.

Some people have a philosophy that they are just going to go to one seminar and they are not going to invest in another seminar until they have done everything from the first one.

But what you really need to do is get around multiple people and gurus. Because actually the things that you hear repeated are what is most important to do, and not necessarily all of the fancy bells and whistles.

The other thing I like to do is that whenever I am working on a project I like to do contextual learning. So that when I am working on a speech, that is when I will go to the bookshelf and get some books on speaking. That is when I might get a coach to work with me because I have got to get to work on that project.

Now is a great time to learn and to make this thing that is right in front of me really good. Then I end up learning things that I can use in future presentations. So rather than learning for learning's sake, there is something to be said for that, no doubt.

Whatever I am working on, be that improving my tennis game, or a speech, or whatever, that is when I look for books and look for coaches. Because then I find that I really implement them.

Martin: Well said. Thank you for letting me digress there. Can you touch on some of the mistakes entrepreneurs make while attempting to get published? Things that you see since you are there?

Steve: Well, one of the things that entrepreneurs do is that they say, 'I have a book for everybody'. Rather than asking themselves, 'Who is the best audience?' Nobody has everybody. It may be a book that everyone could benefit from, but there is going to be a certain group of people who are much more motivated to buy it. That is the first thing.

The second thing that I find is that a lot of time people talk themselves out of coming out with their book because they feel like they are not unique, or who

are they to put something out there. And what I often say is that there is a saying in Scriptures that 'There is nothing new under the sun'. It is not a question about new. Robert Kiyosaki, it was not necessarily that his message was new, but he is a new messenger. And being willing to be a new messenger and to not look at what you don't have but what you do have.

The reality is that if you have been doing what you do for at least six months, you probably know more about that topic than I do, whether it is real estate, or software, or whatever. There may be another guru or expert that knows more than you, but the point is that you know more than I do, and you know more than your audience.

So I would say that you shouldn't let that hold you back. What you know can be worth a fortune and can make a huge difference in other people's lives.

The other thing is that you should realize that there are many different ways to write a book. You can talk your book, you can turn a speech into a book, or you can blog a book. There are certain strengths and weaknesses you have as a person.

Maybe you hate editing, or maybe you hate writing. Robert Kiyosaki said, "I don't want to be the best writing author, I want to be the bestselling author." He practically failed English.

So look at your strengths and look at your weaknesses and hire people to compensate for your weaknesses. You can even co-author the book if you need to. Any gaps you see can be compensated for, you just have to move forward.

Martin: Very nice, I really appreciate you expanding on that. I confess that at one point I thought, "Am I going to put a book out?" and I replied to myself, "Of course I am going to put a book out." But it wasn't until I heard that second voice coming.

You know, Steve, here are two really basic questions to wrap it up. You mentioned in the initial part of the interview that you learned to sell door-to-door. You have had great success, would you say that door-to-door, by putting the time in and the sweat equity, is paying dividends today?

Steve: Yeah. I think that the single best skill that you could have is to learn how to go to someone and get their attention and let them know what you have. Of course, when you sell door-to-door that is exactly what you do.

You know, I want my kids to do whatever they want, but one thing I do want them to have is the experience of having to call someone who is busy and doesn't have a reason to pay attention to them, and get their attention and present

something of value and bring them into a decision. This is just a fancy way of saying, learn to sell.

I think that this is both a skill and an attitude. I don't think that you have to be a natural born sales person, it's just a skill. But sadly, there are a lot of people who have valuable messages and services who really look down on selling and think that it is beneath them. They think that salesmen are conmen or what have you.

I really think that sales, when done right, is really about loving people because you are listening and thinking about why they should be interested and what is in it for them, all of this with enthusiasm and passion and persistence.

This is probably the most important thing that you could learn. If you are an entrepreneur and you are not good at it, then you need to partner with someone who is.

Martin: Well said. I think Zig Ziglar said that sales people have skinny kids.

Steve: think I heard that as well.

Martin: My last question, which you did touch on, but if you could just elaborate on it for our listeners who may be a little bit confused. Can you please touch on the differences between traditional publishing and self-publishing.

Steve: Well self-publishing is where you are actually going to do the work yourself. And it is getting easier and easier to do a book and put it on Amazon, or publish an e-book. There is even print-on-demand where you can write a book and simply print two or three copies at a time. That is where you publish it yourself.

Now through a traditional publisher it is going to take about a year and a half for the book to come out. However, you are going to have a professional team design it, and they may pay you an advance as long as you write a chapter and a book proposal. They may pay you an advance of a few thousand or I have even had some of my clients receive \$100,000 or more for doing their book.

So what you have there is that it is easier to get into a bookstore, and it is easier to have the book go international and get major press in the top magazines. Because when you are published by a major publisher, the media and major bookstores and the marketplace of gatekeepers can take you more seriously.

However, I mentioned previously that, 'Rich Dad, Poor Dad' started as a self-published book where he helped him sell his first 250,000 copies, then they were purchased by Warner Publishing.

So however you start is how you start. The thing about going through a typical publisher is that you are going to want a literary agent. We even do some events

where you can meet literary agents. They are people who shop your idea to major publishing houses and they only get paid a commission if they make a deal happen.

So those are some of the differences between a traditional publisher and self-publishing.

Martin: That was perfectly said. You have a whole plethora of great stuff, I thoroughly enjoy your stuff and endorse it. For our listeners, can you please give them a couple of resources and where to go for more Steve, since you are just a plethora of knowledge.

Steve: Yes, if they go to [steveharrison.com](http://steveharrison.com) they will certainly find out more about me, and find out more about what we do, and get on our list. We do a lot of free trainings and tele-seminars. So that is probably the best, and they can also find out about 'Best-seller Blueprint' which I know helped you become a best-seller and what you have been referring to here, Martin.

Just to go [steveharrison.com](http://steveharrison.com) and they can find out about what we do. If they get on our list they can find out about a lot of seminars that can really teach you specific things that you can grab hold of and implement whether or not you even become a client.

Martin: Perfect. I want to say thank you on behalf of myself and our listeners for you giving us a call. I know you are on the East Coast and this has been a long day for you. I thank you for your time and I look forward to having you on again.

Steve: Well, thank you Martin, I really appreciate it.

Martin: Thank you Steve, we'll talk soon.

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