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WRITING
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with Pat Iyer



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Cooking: the Books

Felicia Slattery

Are you thinking about writing your first book? Do you want to switch your teaching and writing focus? Do you wonder how you can turn your passion into profit? This podcast is for you.

From compilation books to cookbooks, with titles ranging from *Kill the Elevator Speech* to *Daily Business Meeting with God*, Felicia Slattery's writing experience is widely diversified. As an educator and public speaker, she has a gift for sharing what she's learned. This podcast is a virtual mini-course in how to write that first book and how to turn life experiences, hobbies, and even chance remarks into books.

If one phrase characterizes Felicia's approach, it's her ability to seize opportunities. When a publisher asked her to act as an advance reader for a new book, she agreed and asked the publisher if he'd be interested in hearing about an idea she had for a book. He responded positively, and before long; she had a book contract.

Initially, the pandemic flattened Felicia's business, which was largely based on public speaking and teaching and coaching others to do the same. She switched gears and began teaching online. Seeing that the platform from which she was teaching also featured cooking classes, she used her love of cooking to break out into a new area of teaching, writing, and publishing. To promote her new passion, she also launched a successful YouTube channel.

If you have a question, Felicia has an answer. You'll want to experience this *Writing to get Business* podcast more than once.

- How can you turn a teaching program into a book?
- What is the easiest way to write a first book?
- What do publishers look for in a book?
- Why should authors with a strong platform NOT have to pay a publisher to get their book published?
- What is the benefit for a first-time author of doing a compilation book?

Patricia: This is Pat Iyer with *Writing to Get Business*. And I have the pleasure of bringing to you a person who I have met from the front of the room

for a number of years. She was a speaker at, let's see, it was called the Niche Affiliate Marketing System, and then became From Novice To Expert Marketing System, or NAMS, as it got rebranded. Felicia Slattery is a person who has extensive experience as a speaker, as a coach, and as an author, and has, like all of us, developed new interests in new areas of expertise during the year 2020. Welcome to the show, Felicia.

Felicia: Hi. Thanks for having me, Pat.

Patricia: What I wanted to do was to focus for you on the books that you have written and how they have contributed to your business. Because I know that you have been very strategic in the types of books that you've written, how you've published them. Take us back to your first book, because many of the people who watch the show on our YouTube channel or listen to it on our audio channels are stuck with, "Well, how do I do the first book? How do I go from zero to one?" What was that journey like for you?

Felicia: Well, I thought for fun, I would pull out all of my books that I have written. And so, my first book, you can't buy it anywhere anymore. I'll tell you why. It's called *Cash in on Communication*. We published this in 2010. And the reason you can't buy it anywhere is because the only reason I produced it was for the reason that you and I discussed, which was I was a speaker and I had something to sell at the back of the room when I was on stage.

Meeting planners, around that time, did not ask if I would have a book, but would I be bringing my books? And will I have enough for everybody to buy? So, I needed to have something, as a professional speaker, to share with people in an audience. That's why I produced this book. Let me tell you how.

I had also, around the same time, it was 2009 that I did this part, a membership program. And it was a fixed-term membership program. That's just a fancy way of saying there were lessons, and it had a beginning and an end, and I delivered it over the course of one lesson a week for 12 weeks. Well, guess what? Each one of those lessons became a chapter in this book. How about that? Twelve lessons, 12 chapters. That's a nice, as you can see, little book, but a book that added to my credibility in a really big way.

So, that was what I did. And I initially planned for the membership program. And then I looked at what I had, and I said, “Wait a minute, I have the content here enough for a book, but it's missing a few things.” So, I took the membership content, and I tweaked it a little bit. If I was going to make this first lesson into a chapter, I'd probably have to add a couple of paragraphs about this, and a couple paragraphs about that. And well, maybe in this third chapter, this doesn't even make sense to have if it's part of a book, let me take that out. And that was really my process.

But it didn't take a ton of time, because I'd already done the work. If you've already been blogging, if you've already created some kind of content somewhere in the world that's either written or spoken, you can take that spoken content, you can turn that into a transcript.

And that's what I've done with clients over the years, is I've helped them take transcripts and turn them into a full-blown, really nice book that people enjoy reading. Repurpose something that you already have, that's already out there, that's already serving people, that people already find useful, interesting, and valuable, and put it into a format like a book.

Not everybody is reading your blog. And even if they are, are they going to go back and read every single blog post? Are they going to dig back through, maybe you've been blogging for years like I had. I started blogging in 2006. I mean, by the time, 2006 to 2010, that's a lot of blog posts for somebody to have to dig through and find what, I believe, are the 12 most important lessons that went into this first book. So, that's the first book: is recreate something, repurpose something that you already have. And that's kind of the sneaky easy way to get it done.

Patricia: Let me stop you there because you've brought up a really important concept in terms of repurposing. Novice to Advanced Marketing System is where I met you. Jeff Herring, who is a person I'm sure you know, has taught a lot about the concepts of different types of blogs and is also focusing in on repurposing, putting that content into membership sites. You can learn a tremendous amount by listening to the ideas on how you can repurpose your content.

Felicia: Jeff was one of my first online mentors. So that's exactly where I got the idea from. I thought, "Hey. Wait, I can use this."

Patricia: All right and tell us about the second book.

Felicia: Okay, second book. Let me think, what's the order? So. the second book, well, I'll tell you. I got the contracts for both of these books in the same week, week or two. But this was the one that I got first. So. this is *Kill the Elevator Speech: Stop Selling, Start Connecting*. And it's all about public speaking. I was a public speaking professor. I've been speaking in front of audiences since I was seven years old. And I was a college professor of public speaking. I had my kids, I wanted to stay home with them. And so. I thought, "Well, how can I do this stuff from home?" And that's how I discovered the internet, which looked way different than it does today. Hallelujah, for today being easier.

And so .people would find out that I teach public speaking, and they'd say, "Oh, you have to teach people how to write the elevator speech." And I would always have to say, "Over my dead body; they're the worst things in the world. They're horrible."

And then I was at an event, I was emceeding the event. And Michael Port, *New York Times* bestselling author, was speaking at that event. And we speakers congregate together in the back of a room so that the paying customers can have the front row seats, right. So, we all hang out in the back and listen to each other.

And Michael Port was speaking, and he said, "You know, we should just kill the elevator speech." And I had this hallelujah angel chorus moment. "Yes, we should, Michael. You're so right." And so, I said, "That's going to be the title of my next book," *Kill The Elevator Speech, Why Are Elevator Speeches So Bad, And What Do You Need to Do Instead?*" And so, this particular book, then, happened, because I had that hallelujah moment.

And then, the following week or so, I got an email from a publisher through someone that I had met, again, as a speaker at an event. And that particular speaker was writing a book himself, he was at the end stages of writing his book. And he had asked me if I would be an advanced reader willing to give an endorsement for his book. I said,

“Absolutely. Send it my way, I'd be happy to take a look at it.” So, he gave my name and email to his publisher.

And the publisher sent me an email and said, “Hey, So and So Author would like for you to be an advanced reader, and would you be interested in that?” I emailed back and I said, “Absolutely. By the way, I have an idea for a book.”

So, if any, ever in your life, ever in your life, you have a chance to talk to a publisher, and you want to be published traditionally, immediately say, “Got an idea for a book.” Publishers are looking for three things. They're looking for the right book, written by the right person, for the right audience. All right, I'll add a fourth thing, at the right time. So that's what they're looking for. And so, in my case, I had all those things going for me. And that's how *Kill the Elevator Speech* was born.

I got on the telephone with the editor of the publishing company and I, apparently, kind of rerouted myself, and I did not go through the acquisitions editorial process, I actually went in right at the top. And I had a conversation with him, he said, “I love it, we'll do it.” He sent me the contract right away; we signed it; they sent me a little advance. Little advance, because I said it was always my dream to have an advance that made me a real author in my mind. He sent me a little tiny advance, which was the sweetest thing ever. And then I got to work on this book. So that was “*Kill The Elevator Speech*.”

The same week was this one, *21 WAYS to Make Money Speaking*. And a friend of mine, who is a publisher, I would say she was more of an indie-type publisher that acted like a traditional publisher. And so, she was building this 21 Ways series; that's why “21 WAYS” is giant because she was branding her series. And she said, I think this was the fourth, fifth, or sixth book in the whole series. I think she wrote the first three. But 21 ways to make money speaking. She said, “Felicia, would you write 21 ways to make money speaking?” I pondered, “I don't know. Are there 21 ways to make money speaking?”

Patricia: You found them.

Felicia: We sat down, and the reason I'm sharing this part of the story is because it's valuable to watch this process unfold. So, first of all, she

said, “I want a tiny book, I only want it to be 10,000 words.” This is what a 10,000-word book looks like. It's teeny tiny. But that's the brand that she was going for. And she said kind of short, bite-size, “I want somebody that will pick it up and read it in an afternoon.” “Okay, great.”

We sat together and brainstormed, “Okay. What are all the different ways?” I instantly came up with, I don't know, 14, 15, 16. Now what?” And so, again, we started brainstorming, and we came up with 21 ways. And in fact, since then, I've brainstormed another 21 ways, 21 more ways to make money speaking, which hasn't become a book yet.

But I got a list and I'm ready to write one when I'm done writing other books, because we always have lots of book ideas. Well, I always have lots of book ideas, as an author. So that's how 21 ways was born. This book was done within seven to ten days. Because once I had the list, the rest was easy. I just had to fill it in. And remember, it only needed to be 10,000 words, which isn't a ton. I mean, if you think of a typical blog post as somewhere between 250 to 500, maybe even 1,000 words, that's 10 medium-length blog posts, and that's pretty easy to do. So that was this one. And then we launched this one.

I got the contract for both of these books in December. I launched this one on February 29th, 2012. It was leap year. So, we launched it on Leap Day. And it became number one on Amazon within hours, by noon on launch day, and stayed there for, I don't know, weeks. It was so fun and cool. And it's in its category, not like all of Amazon, the whole world doesn't want to know how to be a speaker and make money on it. But for the people who are interested, they stayed interested for a long time. This book actually is still selling, I'm still getting royalties from it today, which is super fun.

Patricia: I think the content is timeless, too.

Felicia: Absolutely. It really is. I mean, at some point, I guess it will be obsolete, but so far, it is not. I mean, last year, we're going to take 2020 out because it was a weird blip year where there were no speakers doing anything, which is part of the story for why I'm standing here in an apron in my kitchen. We'll talk about that in a little bit. These books were done for me. This one we did, we published

through Lightning Source, and I don't know that I would recommend using them again. I would just use KDP now. But that's the way we did it back then. We did that one. And then these were done, as I said, for me through publishers. So that's these two books.

Patricia: Now, did you have to make a financial investment with the indie publisher to get that book done?

Felicia: No. I did have a contract at one point. I had an idea for another book that never got done because they wanted me to pay some \$5,000 number, and I reacted, "No, I'm not doing that. I don't need to do that." And I, personally, feel like if someone is coming with a platform, which I was, and in the author world, platform is people following you and reading your stuff and already buying things from you, I don't think that there's, necessarily, a reason to pay a publisher to publish your book if you've got a platform. Because that means you know how to sell something, and your books are likely going to sell.

Now, that doesn't mean you're not going to pay anything to put the book together. I mean, if you don't know how to write a book, you need to pay a ghostwriter to help you write that book, or some other person to help you put that book together. If you don't know how to lay out a book, you're going to have to pay a layout editor. If you don't know how to design a book cover, you're going to pay somebody to design the cover. I mean, there's lots of pieces, right? You need to pay somebody to edit the book.

Would I ever pay for a book to be done? I probably wouldn't. If somebody's brand new, and you've not sold anything, but you really want to have a book, and you're not bringing a platform, I don't, necessarily, think it's a bad thing but I would say shop around a lot. Because certain publishers are really great and certain publishers are, we'll just say less great.

Patricia: Well put. And where did you go next in your publishing journey?

Felicia: Okay. I'm trying to think of the order of events. I think we did this one next. This was my *Daily Business Meeting with God*; this is a journal. This is actually my real journal that I write in. But it's blank. It's basically blank. And I actually revisited not that long ago; I was on Amazon, and I don't remember why, but I went and looked it up on

Amazon, and somebody gave it a one-star review because it's just a bunch of blank pages. I'm like, "It's called a journal. What do you want in your journal?" Don't read the reviews on Amazon, at least don't read the one-star reviews, or like don't read anything less than a five-star review, is what I want to say, because people are weird. They are.

This is my *Daily Business Meeting with God* journal, which is funny, but I am a prayerful faithful person, and I happened to read another book from a friend and colleague, her name is Shae Bynes. She wrote a book called *Grace Over Grind*.

I was an advance reader of that. And in that book, she talks about the idea—you've heard the term, probably—that we're grinding it out and you've got to keep grinding and hustle and all that nonsense. She stated, "If you're a faithful person, that's not how God intended our world to be." God doesn't want you grinding. God wants you working in your gifts to give glory and honor and worship to Him. I thought, "Yes, I agree with that."

I called Shae after I read it. I said, "Love your book. Listen, tell me about this business meeting with God thing. What's that about?" And she said, "Well, just sit down and pray and listen to God and see where you should go with your day."

"Yeah, but is there an agenda? Is there a thing? I prayed about it. I sat down just with a plain old notebook and a pen. And over the course of probably a week, every single day, I heard, "Write it as a book, write it as a book, write it as a book." "No, I'm working on another book, God."

I did this just to, I say this with all tongue in cheekiness, I did this just to shut God up. "Okay. Fine, I did your project. Thank you so much. Now, can I do my own?" This book was done within seven days, also. I laid this out, I did every single thing, "Okay. Fine, I will do it. But I am not doing a ton in this book. I'm not investing a ton of money. I'm not."

I did this book, as I said, in seven days. I laid out the pages using PowerPoint. PowerPoint. I'm a speaker, and I know how to use PowerPoint, and it is a fantastic graphics tool. If you've never used

PowerPoint to design graphics, you're missing out. Super easy, especially if you know how to use it. I laid out all the pages on PowerPoint. And then I did hire somebody on Fiverr to create the cover, but I gave him this photograph. This is a sunset photograph. And I got the photograph on Pixabay. And I wanted something that looked like a sunrise. I sent that off to my designer and I got what I feel like is a really beautiful cover. And there's not a lot of editing in one of these.

I gave it to my kid, who's an excellent English student, I said, "Hey, Grace, can you read this and tell me if there's anything spelled wrong or sounds weird?" And she took care of that. I had Shae write a foreword. She replied, "People don't really put forewords in journals." "I don't care." She said, "Okay. I'm in." Shae wrote the foreword for me.

That book got done. And it was up on Amazon in time for Christmas sales that year. That was great. That was the next one. And then, after that, I belong to a networking meeting, because one of the ways to kill the elevator speech is go to a weekly networking meeting, which, by the way, I mentioned Michael Port, the bestselling author, *New York Times* guy, he wrote the foreword to this book.

I actually made a video, it's still on YouTube, you can see it, where I got in an elevator with a mutual friend, somebody else from NAMS, who you know, Lou Bortone. And Lou and I got in an elevator at a NAMS event, in fact. And we made a video asking Michael Porter if he would write the foreword to my book because Lou knows Michael. So anyway, and he said yes, so it worked. He wrote the foreword to that book, the *Daily Business Meeting with God*.

What I have found, in my experience is that if you want somebody to write a foreword to your book, most people, especially authors, tend to be, first of all, honored that someone thinks highly enough of their work that they would want them to write a foreword, and second of all, super busy. And some of them will say yes, and some of them will say no, and then some of them will say, "Okay, but you write it and then send it to me, and I'll tweak it a little bit." It depends on who you're talking to, and how that works out.

But anyway, so that's one, two, three, four. Those are my first four. Number five is *How Did You Get Started?* In *Kill The Elevator Speech*, the question I asked people is, instead of asking people, "What do you do?", ask them "How did you get started?" That's the thing that I do from the stage when I do my *Kill the Elevator Speech* talk. And then your hand is open, and you can shake hands, "How did you get started doing the work that you do?" Blah, blah, blah, right?

You have this whole conversation with somebody without ever saying, "Well, what do you do?" Because people don't know what to do with that question. Again, I got a whole book about it. So "How did you get started?" is a really important question.

I belong to a weekly networking group. And I have, since I started my business in 2006, we moved from Illinois, where I lived and grew up pretty much my whole life, to Knoxville, Tennessee, where we live now. And when we moved here, I joined a networking group. I had been going to this networking group and I thought, "Well, how can I provide value to the people in this group?"

I sat down with the founder, and there are Networking Today International groups that are all across the country. Last I checked, they had sixty-some chapters around the country. Maybe there's one near you, Today International. I talked to the founder, and we had a nice conversation. And he said, "Well, I want to write a book." And I said, "Okay."

I told him what it would be for me to organize the book and do the book with him and for him and so forth. And he said, "So is there another way?" I said, "Sure, there's another way." There's always another way. I said, "Well, here's a way to get a book done. Why don't we open it up to everybody in Networking Today, and anyone who wants to tell their origin story of how they got started doing business, and then use this as their own big business card to give to their clients and say, "Hey, my story is chapter five. Go ahead and read my story."

We had, I want to say, 12 or 13 folks decided they wanted to have a chapter in this book. And some of them sat down and wrote their chapters out. But a lot of them I interviewed them, just like we're doing right now over Zoom, and then I created a transcript. And then we edited the transcript. And that transcript then became their chapter.

I was the editor of this book, less than the author, but I'll tell you, I had enough blood, sweat and tears in this book that I'm going to call myself the author, I'm just going to say. So that's this one.

Patricia: Yeah, a compilation book. And some people use that as a way of generating revenue by charging a fee to each person for having their chapter included in the book.

Felicia: And that's exactly what we did. We did that. And it's a fantastic way to put together a book. If you've never put together a book, get help from somebody who knows what they're doing, find a coach, Pat. But it's a great way to get experience of putting together the book without having to write all of the words yourself if you're feeling intimidated about writing words. You could do a compilation book, and you could use it as an income generator, if you would like to, if you've got a path for the other folks in the group to feel like they're going to recoup their investment, which we had with this particular book. So that's *How Did You Get Started?*

And then it was Memorial Day. I want to say maybe two or three years ago, it was 2019. It was Memorial Day. And in the summertime, my family loves to go to various amusement parks. We actually live close now to Dollywood. And they have amazing roller coasters. And I love roller coasters. And I thought it would be great if myself and my kids had a way to record information about the roller coasters that we've gone on.

And then when I go speak, depending on where I go, when I've spoken in Orlando, I'll run over to the Magic Kingdom and ride a roller coaster or go to Epcot or whatever. I just love them. I love roller coasters, they're super fun. And so, I created *Roller Coasters Rock!* #BestRideEver.

And it's another journal. Because why not? And it's got room for a date, and the name of the roller coaster, and the park, and the city, and the state, and the type of coaster, and the top speed, and the time on the ride, and what I love, what could have been better, more about my experience, and then overall rating, just so that you can kind of look back over your life and go, "Let me look at the fun stuff I did." This is another journal.

Journals are a great, super fun way to write. And then I printed a bunch of them, and I gave them to my nieces and nephews and my own kids, and said, “Have fun. We're all going to Dollywood, everybody.” And we said, “What?” So, it's just a fun thing that I did. I didn't market it, I didn't launch it, I didn't do anything. It just lives there on Amazon. If I wanted to do Amazon ads to it, now that we're back able to go to amusement parks again, that would be something that I could do if I really felt like I wanted to. But this is a book that I did because I needed it for myself. I wanted it for myself. That was that one.

And then, life's going, it's good. And then we had a pandemic hit. I don't know if you heard, Pat, but every event in the entire world shut down. There was nobody who needed a person on their stages. And my whole business was me being on stages, and teaching people how to make money being on stages. All of that went away like that, literally overnight.

I went from my very nice six-figure business working here in my house at my kitchen table, at my dining room table, wherever I felt like, getting on planes and going to speak and having a great time to next to nothing overnight. Not only for myself for events, but nobody was coming to me saying, “Hey, Felicia, how can I be a speaker?” “Hey, I have an event coming up. Can you help me write my speech? Can you help me prep my speech? Can you help me create my product for my speech? Can you help me put my book together for my speech?” Nothing, nothing. Zip.

I had all these streams of income, I thought I was fine. I was not. I questioned, “What do I do now?” That's when I started a few different things. One of them was teaching on a platform. I had been a college professor of, as I mentioned, public speaking and communication. I found this platform for kids because kids, suddenly, couldn't be in school. I thought, “All right. Well, I taught college students, and this platform is from ages 3 to 18. I'll create classes for the older end of that spectrum. It's the same thing teaching an 18-year-old in a classroom as it is teaching an 18-year-old online. I've been teaching online for years. No problem, I could do that.”

I found out that that particular platform also allows people to teach not just academic kind of courses, but literally anything under the sun.

You could teach crocheting, if you know how to crochet, you could teach art, you could teach dance. Some people are teaching dance online. That's super cool to me. And you could teach cooking.

Way back, when I was 18 years old, I got to a point in my little, short, tiny life, where I had to decide, am I going down the path of going to culinary school, or am I going to go down the path of communication and public speaking? I got a scholarship to go down the public speaking route, and it's clearly served me well in my life. But I've been cooking for almost longer than I've been speaking on stages. And I said, "I am just going to do some of this cooking stuff, because I think it would be so fun."

I started a food blog in 2013, just to keep my own recipes. Because back when social media was brand new, and you could start to post pictures of food on the internet really easily through social media, I had about five topics I would share about. We talked about this all the time in communication and with small businesses, you don't want to be all business all the time, because people will say, "Stop. You're selling constantly in my face."

You're not going to have any more friends or followers on social media constantly selling, selling, selling. You've got to be a well-rounded human being. Part of my well-rounded human being-ness was one of my favorite hobbies, cooking. I would always be posting pictures of food, and recipes, and all kinds of stuff. And I've done all kinds of different diets and so forth over the years. Not diet, like I need to lose weight diet, but ways to become healthier kinds of tweaking what I'm putting into my body.

I've always shared those things freely with folks. And when the pandemic hit, I thought, "Oh, I'm going to teach this cooking stuff online." And I absolutely loved it, had a blast. My classes started selling out. I had become a plant-based eater in recent years, so I was teaching plant-based cooking. I have a friend who has a podcast called "Plant-Based Eating for Health", another NAMS instructor, by the way, Kathleen Gage. Shout out to Kathleen.

The publisher of my seventh book, my first cookbook, reached out to Kathleen, and they said, "Kathleen, we've heard your podcast. You think you would write a cookbook?" Kathleen said, "No, I could not

write a cookbook.” Kathleen is not a cook. She’s just not, she can make five things. But now she can make a hundred because she got my book. She said, “But my friend knows how. She writes recipes all the time.” And she introduced me via email, one of those introduction emails.

I was off to the races. The first book turned out not to be a great fit for me. But the second book did. No. Sorry, second book didn't either. The first book I turned down because they wanted it to be something that I wasn't. They wanted it to be plant-powered protein stuff for athletes, and I considered, “I am not an athlete, clearly.” And my husband's a personal trainer but he's not a plant-based eater, unless I'm making it for dinner. But I can't legitimately claim expertise in making high-protein plant stuff.

That's something that you want to keep in mind when you're thinking about your books. Even if somebody brings you a book and you're really excited, you really want to do a book, don't try to fit your round self into a square hole. Don't. Because it will become obvious. Could I have done it? Sure, I could. I mean, it already takes more hours than you're going to ever possibly imagine, if you're going to write a book and sit down and write all of the words and type them all out. It's going to take you way more time than you can imagine.

Now on top of that you’ve got to do tons of research because you don't even know the topic, “No thank you.” And for me, cooking recipes that I had never made, no, I was out. So, then the second one, but I stayed in touch with them.

That's another thing, once you meet a publisher, you just love on them, “How are you doing? You've got any books for me?” And she said, “Actually, we have this one.” And it was a plant-based beginner book or some kind or another. I submitted my proposal to that.

They came back and, ultimately, selected another author. And the reason was not because there was anything wrong with me or my proposal, it was that they looked at the marketplace and they said, “Oh, all the people who've written this kind of book have nutritional college degrees.” They’re RDs, they’re RNs, or some kind of medical or nutritional. Well, that's not me. I'm a home cook. That disqualifies me.”

But then, the third one was a charm. And they said, “Hey, we got this one. Can you do plant-based slow cooker?” And I love my slow cooker. I used to use my slow cooker before I went plant-based all the time, probably two or three times a week. And then I went plant-based, and I thought, “Really, slow cooker for plant-based?” And then the more I thought about it, the more I decided, “I could make my chili in there, I can make all my soups that I make in there. Yes, I'm in.”

I just said don't try to do something that you don't know how to do. But if somebody offers you something that you mostly know how to do, say yes, and then figure the rest out. Okay?

That's what I did with this one. And this is a hundred recipes. And we just launched this about two weeks ago, three weeks now. I had to think, “Where are we in dates” So, three weeks ago, we launched this book. Again, it hit the bestseller list, which was exciting. But interestingly enough, that was not the goal of the publisher. They did not care about bestseller status. I thought, “It's interesting.” So, what the publisher of this book cared about was when someone types in the keywords that they were targeting for this book, does this book come up on the first search page on Amazon? That's what they're looking for.

If somebody goes to Amazon, and they're looking for this kind of a healthy, plant-based cookbook, and I think it was “plant-based cookbook” were the keywords, does this book come up on the first page of search terms in Amazon? It did that, which they were thrilled with. And then in preorders, it did a certain number of preorders that they wanted to hit that number for. I was able to do that through my marketing techniques that I use. It just has worked out really, really great.

Cool thing about this particular book is, over the years, I thought about doing a cookbook, but I was always intimidated, because I was worried about the pictures. And I'm not a photographer. And I mean I snap a picture with my phone and edit a little bit, that was a bookmark, so it doesn't look horrible when I put it on social media. But I'm not a food stylist. It's just not my thing.

I thought, “Well, I don't know if I'm ever going to be able to do a cookbook unless I become best friends with a photographer who's going to come over and take pictures of all my food, and style it, and the whole thing.” I thought, “I don't know if I was ever going to be able to do that.”

Sure enough, I got a publisher who did it for me, which was great. And also, there's not a picture of every single recipe in this book. There's a lot of pictures, a handful of pictures, but most of the recipes don't have photographs with them, which turns out to be just fine. And that's how they have done it.

Another lesson there is just because you think something has to be done one way, look around, look at the market and see, is there a way for you to make it work. Because if I wanted to do my own cookbook, I could hire somebody. I could do a cooking day and cook 10, 12 recipes, and hire somebody that I either know or I network with in my area and say, “Hey, I need you to come on in and style these photos for me,” and pay them to take photos. I could find a way to do my own cookbook if I wanted to. I didn't have to because about two or three weeks after I finished this one, the publisher liked the process that we had done together.

They were happy with my work. They were happy that I always met my deadlines, that I answered all of their queries. That's what they call them when they send you an email after you submit the book right on time. They were very happy with everything, and they said, “Hey, you want to do another one?” I asked, “Do I want to do another one?” My daughter cried. She wailed, “No more soup!” But I said, “Yes, I do want to do another one.”

I have a second cookbook coming out. We're recording this right now. We're June, in the beginning of June, the second cookbook's coming out on August 17th. I haven't seen the cover of it yet, but I just saw the interior. It's beautiful. I'm super excited about that one. So, two cookbooks in less than a year. Woo wee. When you want something to happen, it can happen. You've just got to focus and get it done.

Patricia: And you sent me a copy of your book, which is beautiful.

Felicia: Thank you.

Patricia: My husband and I are vegetarian, and we use slow cookers. And just as an aside, I was so excited that you had a recipe for making what's the equivalent of the soy crumbles that you can buy in the supermarket that are filled with chemicals.

Felicia: The soy curls?

Patricia: Right. It doesn't refer to any chemicals at all.

Felicia: Nope. It's very exciting. What am I calling them? My meaty tofu crumbles. Oh my gosh, they are so good. I put those in my buffalo cauliflower dip, and I served them at my launch party the other day that we had. People went crazy for it. I will admit, I spiced it up a whole lot more.

My daughter complained, "It's supposed to be spicier." I agreed, "All right. Let's put some hot sauce." I have a recipe for hot sauce, not in this one, in the next one. I had to think which one is it in. But I have a recipe for hot sauce that doesn't have any oil or salt in it but it's plenty spicy. I put some of my super-duper hot sauce in there. And it made it super spicy, delicious, not hurt-your-mouth super spicy, but flavorful super spicy buffalo cauliflower dip, which is in here. Use those tofu crumbles and put it in that dip. Oh my gosh, it is so good.

Patricia: I also noticed that a lot of them were low-sodium recipes, which is important for my husband and me because he has kidney disease. I had to throw out half of my cookbooks because they didn't have the nutritional value defined for every recipe, and your cookbook does have that.

Felicia: That's another thing about the whole publishing world. If I was going to do my own cookbook, all by my little self, I don't know how to do that. I would have to pay somebody and hire a nutrition calculator person. And that's actually what this company, this publishing house does, is when they publish a cookbook, they hire a nutrition calculator who has special software, and they input the recipe and the number of servings that I said the recipe would have. And it's a super scientific process. It's really, really fascinating.

As you've seen, I've been doing books for a long time. And I learned a good bit with this process. It was fascinating to see.

Patricia: And your love of cooking came through in your descriptions of your recipes, particularly the ones that you associated with childhood were noted in those recipes.

Felicia: Thank you for saying that. I'm in a group with copywriters and other writers on Facebook, and I said, "My copywriting skills are coming in handy." I didn't think they would with writing cookbooks, but in my storytelling skills and all the skills that I've developed over the years from being on stage, and learning how to be engaging, and draw people in, and make people interested in something, apparently, that works for cookbooks, too. Who knew? It was really fun. I thank you for saying that.

Patricia: I know that you shared, earlier in another program where we were talking to each other, about how you got a different publishing arrangement with this most recent book that's coming out, that the book will be financially very attractive for you even before you have sold a copy. Can you tell us a little bit about that?

Felicia: There are so many ways to make money from a book.

Patricia: 21 ways?

Felicia: So many. At least, 21 ways. And I'm trying to remember what we specifically talked about, and if you want to give me a clue so I can go down the right path, but I'm going to say something and you can say, "Yeah, that's good, too."

I have a YouTube channel, and I'm using my books on the YouTube channel to, number one, in the book, so I use all my stuff to point to everything else, right? So, in the book, in fact, at one point, before the YouTube channel was live, I think somewhere, I'm trying to remember. Yep, it's on the back. Right here, "Award-winning home cook. She's a creator of plantbasedhomecooking.com." That website didn't exist until about a week before the book ... No, not even. Like three days before the book launched.

And the YouTube channel, "Plant-Based Home Cooking with Felicia Slattery," also did not exist until about two weeks before the book launch. And the publisher's marketing team sent an email and said, "Do we need to change the copy on the back because we don't see

these things?” And I thought, “They’ll be up. It’s fine. It’s fine.” Nothing like a deadline to make something happen.

I got the website up; I got the YouTube channel up. And my plan is, and the reason I’m on set today is because I’m cooking; you see my pots behind me. I’m in the middle of video making. I’m making two different recipes right now.

I’m going to build up my YouTube channel, and I’m going to get sponsors. I’m going to have sponsorship dollars coming in, because people are interested in watching what I have to cook, and do, and say. They’re sponsored videos on YouTube; that’s in another world unto itself of making income. That’s one way.

Another way is I am teaching my cooking classes. Way back, when we talked about my very first book, which is buried on the bottom now, but when we talked about my very first book, we talked about repurposing.

Let’s just pretend I didn’t have my second cookbook written, right? Well, I’m teaching cooking classes. And I’m going to take the recipes from my cooking classes, they can become blog posts, and they can become recipes in the cookbook, depending on who the publisher is.

With this particular publisher, they’ve got that 20% rule, so they don’t want any more than 20% of the book written out in the word for word. But this is something important to learn: what can be copy written and what cannot. A list of ingredients cannot be copyrighted. The word-for-word description in the book that says do this first, do this second, do this third can be. Here’s the cool thing, almost every recipe in here, except for those bonus recipes at the end, which don’t necessarily require a crock pot or a slow cooker, all of them are in the slow cooker.

Guess what? I could easily make my, I just happened to open to this page, *Mama’s Mighty Meatless*, this award-winning chili from page 90, I could make this on the stove. And I can write, it’s all the same ingredients. And then I would just write up how to do it on the stove. I’m not infringing in any way, shape, or form.

In fact, I had this conversation with the publisher, with my couple different editors, in fact. “Hey, this is what I want to do. Is it okay

with you?” They said, “Yeah, we can't copyright an ingredient list. Feel free, go crazy.” And then what I'll do is in that same blog post, and that same recipe that I share with my clients who pay for my cooking classes, I will write, on the bottom, “By the way, if you want to make this in the slow cooker or crock pot,” crock pot is a brand name, like a Band-Aid is a brand name.

I had people at the launch party say, “A slow cooker is that like an instant pot, is it?”

“It's a crock pot.”

“Oh, okay.”

Slow cooker is a crock pot.

I'll put on the bottom, “”If you want to make this in your crock pot, you can. Here's my go get the recipe and all a whole bunch of other ones for your crock pot in my book.” Boom. There are lots of different ways to make money from your content.

Think about how you can teach what is in your book. It doesn't matter what kind of book you have; it just doesn't matter. Most people are not going to read your book, they're not going to go through everything in your book. Most people, right? Let's look at the 80/20 rule, which applies to pretty much everything in life. Thank you, Pareto Principle.

And so, well, 20% of the people who buy your book will read every word, and from those, again, 80/20, 80% of them will love it, and 20% of them will hate it. All right, great. Who cares? But those 20%, they're gone. What about the people who love it? Great. Let's give them more. What about those other 80% that got it and we're reacting, “This is great. I made two recipes.”

Okay, I got 98 other recipes in here. And if you read two of them, and you liked them, and you're sticking around watching my YouTube channel, reading my blog, in my Facebook group, all these different places where I can touch people on my email list, “Well, you want to come and take the class?” “Wow. That sounds like fun. Yes, I do.”

And I'll make a recipe from in here. I'll make my buffalo chickpea cauliflower dip that we talked about. Not chickpea, Buffalo cauliflower dip, there's no chickpeas in that one. I'll make that one. And I'll make it not in the crock pot, because you don't have to. We could bake it in the oven.

I'll give them the recipe for that and say, "Oh, by the way, if you have the book and you want to put it in your crock pot, and put it on your party table," because people are starting to have people over again, hallelujah, depending on where you live in the country. Caveat, little asterisk.

Eventually, for the next Super Bowl, maybe we'll have people over. Yeah. And you want to make a hot dip. Get this and put it in your crock pot, right? I've got all of these ways that I can make money from my book and the content in my book before I do anything.

Now, let's pretend you don't have a cookbook. Okay. Let's pretend you got a book about, I don't know, public speaking. When I launched this book, I knew I was going to make money from this, this book, the publisher charged \$7.97. And I had some measly, little, tiniest ever. Maybe I got 10% or 15% or 70 cents per book. I can't even buy a tank of gas with that; you know what I'm saying? But I made with this book, within two weeks of launching, I think I made it six or seven thousand dollars, and then just continued to make money after that. And the way I did that was knowing that people are going to buy this little book, and even though it's teeny tiny, and it's super easy, and super-fast to read, they're not going to. They're not.

They're going to read one or two chapters, go, "Well, that's really super cool. I love that." Or, they're going to read it and go, "Wow, I love that. But I need to know more." Because it's super tiny on purpose, because that's what the publisher wanted. And so, I said, "We're going to dig into the 21 ways. And not only that, but I'm also going to do it with a small group of people. And with my small group of people, you can each tell me which of those ways are your favorite, and we'll dig deep into those."

And I customized the training for the people in the program based on specifically what they wanted out of the 21 ways. That was super easy for me to do because, guess what, I've been teaching all these 21 ways

for a really long time. I just thought, “Oh, okay. Let me pull some of that. Let me pull some of that. Let me create a little bit of this.” And bada bing, bada boom, we had great content for people, they were super happy. People paid money. I made money. The world was happy.

Look at your content and think about how can I monetize this content? What will people buy? What will people invest in? What kind of businesses want to be in front of people who will read this book?

One of my clients, wrote a book. She owned daycare centers for a long time, and she was very successful with that. And she decided to work with other daycare centers and teach them how to build their daycare center businesses up. And she decided she was going to write a book.

And she went to businesses that offer services or products to daycare centers and said, “Hey, you want to be in this book? I'll charge you,” whatever it was, maybe it was \$1,000, maybe it was \$2,000, maybe it was \$5,000, I don't remember. But it was a business paying to be in this book that she was going to market to the world of people who own daycare centers. So, it doesn't matter, don't be thinking, “Oh, I don't have recipes. I want to teach speaking.” It doesn't matter what it is. You can do this with anything. Did I hit one of the things we talked about?

Patricia: Yes, you did.

Felicia: Okay.

Patricia: I was listening to a podcast, yesterday, from a woman who was going through a divorce, and so she was interviewing divorce attorneys. And she suddenly realized that she could have them prepare a chapter for a book. She charged them \$5,000 to have their chapter in the book, in which they described their services. And she got something like 10 attorneys who invested in her book. And I thought, “God, is that brilliant?”

Felicia: Easy, right? Easy. I mean, 10 attorneys times \$5,000, that's more money than a lot of people make in a year. And she didn't have to write it.

Patricia: Right, she didn't. She provided the editing, and she assembled it, and there it was as a useful guide for people looking for divorce attorneys. And, oh, by the way, if you need one in Scarsdale, or you need one in Nashville, you need one in Chicago, well, we've got an author who contributed a chapter in the book.

Felicia: Yeah. Here's the thing. I know attorneys, they don't think in marketing terms, they just don't. They think in legal terms. She would say, "You know what, here's what you want to do. Buy a bunch of the books and then you can give them to people and say, "Here. Here's my chapter," with a little bookmark with their picture on it. "I'm chapter eight. Read that, and then come back to me, and let's talk about your case."

They can give them away as big giant business cards, and they look like they're a way big deal. The cool thing is, once you have a book or you have a compilation book, there's a way for everybody in the process to benefit from that. I don't do business where only one person benefits and somebody else feels like, "I just got taken advantage of." That's never a good thing. Let's look at how can everybody win in this process? A compilation book is fantastic for so many reasons.

Patricia: I know that anyone listening to this or watching this on our YouTube channel is convinced that there are more books in you, Felicia. This is not the end. Your publishing history doesn't end with that stack that's in front of you, but there'll be more books when we check in with you again in the future.

Felicia: Thank you so much. I appreciate that, Pat.

Patricia: Tell our individual who's watching this program where they can find out more about you, about your book, about where, if they are interested in exploring plant-based eating and living, where they can find out more from you.

Felicia: Real simple. I have plantbasedhomecooking.com. I have a YouTube channel by the same name. If you're interested in plant-based home cooking, and learning how to do it on your own, come check out the YouTube channel. I'm making videos today.

I'll be in the same shirt and everything. You can say, "Oh, I saw her." It'll be fun. You can pick up the book, if you want, on Amazon, everywhere books are sold. Actually, my daughter went to one of the

local bookstores here, yesterday, day before, and she called. She goes, “Mom, your book is here.” I replied, “That's so cool. It just came out.” So anywhere books are sold. If you're interested in getting help with speaking and putting together, because I'm already speaking at events, by the way, related to my book. Because events are back. Yay. And so, if you're interested in that, and how the whole process works together, you can learn more about me at feliciaslattery.com.

Patricia: Thank you, Felicia. I know that you've inspired our watcher and our listener with your ideas. You truly have the entrepreneurial gene embedded in your DNA, and that's very impressive.

Felicia: Thank you very much. I mean, I don't know what else I'd be doing if I wasn't, you know. I get an idea, “Hey, let's write a book.”

Patricia: Right. And we'll make it easy. Two of your books, I have noticed, you've done this in approximately a week. For anyone who feels that they're going to have to commit years of their lives to writing a book, you've established that that's not necessarily the case.

Felicia: Exactly. It could be very easy. And two of them are journals. I mean, they're considered what we call low-content books. And you can market a business with a low-content book, a journal, a workbook, a record keeper of some kind. I mean, really, the possibilities are endless.

Patricia: Absolutely. Thank you so much for being on the show. And thank you to you, who has been with us as we've shared Felicia's enthusiasm during this program. I hope that she has said some things that stimulate your thought, help you understand that this need not be a complex process, and that writing the book is not the end of the journey.

It is where you take it from there in the form of a YouTube channel, a Facebook group, coaching, consulting. I think that we've talked about several ways that you can monetize your book.

Be sure to tell other people about *Writing to Get Business*. Our podcast comes out weekly. And we do interviews just like this to inspire you and give you the opportunity to peek into the book stack of our authors. Thanks so much.