

# Success Profiles Radio with Brian K Wright



2/13/2012



This week my special guest is Stephanie Chandler, author of several books including "*Own Your Niche*". On this show, I talked with Stephanie Chandler about how to build authority in your business by writing a book, blogging, and using social media. We discussed how anyone can write a book relating to their business or target audience, as it opens up many promotional opportunities that might otherwise not be available. We discussed the value of using Facebook, Twitter, and LinkedIn and how these tools can be used to get more attention for you and your business.

**Brian:** Hello and welcome to Success Profiles Radio. I am your host Brian K. Wright and it is a pleasure to be with you here today. I'm honored that you chose to spend part of your day with me here and this is going to be a really fantastic show. I'll be introducing my guest shortly and I promise this will be a fun and informative hour. It's going to be terrific. I just want to take a minute or two to share some things I've been learning and thinking about lately. I'll do this every single week.

My parents are visiting here in Arizona. They are snow birding out here in Arizona and we went to a nice Italian restaurant here in the Phoenix area. One thing I noticed was that everything was done first-class. The dining atmosphere was really great, the menus were well designed, and the wait staff was very polite and professional.

The thing that stood out to me most was what happened at the end of the meal. Most restaurants train their servers to ask for the dessert upgrade at the end of the meal. Basically, it's an effort to add extra revenue to the meal to improve the bottom line, and to the server's tips. So that's very common. The most amazing thing about this experience was that the server didn't just simply ask if we wanted dessert.....she brought out a dessert tray and SHOWED us what was available. This tray had 6-8 different desserts that we could see for ourselves before making a decision, and she answered our questions about the choices she presented. The big lesson here is that IF you have a business where it is possible to show, demonstrate, or perhaps even allow a sample of what you are offering before a customer is asked to commit, then by all means do it. It's a way of showing goodwill and also a way to set a customer's expectation for what they will receive when they do business with you. If it's a great experience, they'll come back again and they will certainly tell other people about their great experience with you. It's a wonderful way to add value to what you are already doing.

## Interview with Stephanie Chandler February 13, 2012

With all of this in mind I want to introduce my guest, Stephanie Chandler. We'll be discussing how she built a very successful career as an author and entrepreneur and the skills that she mastered to achieve her success. Let me tell you a little bit about her. She's an author of several books, one of those which is her newest one, called *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*. Another is called *From Entrepreneur to Infopreneur: Make Money with Books, E-books and Information Products*. And yet another book is called *Leap! 101 Ways to Grow Your Business*. Stephanie is also the Founder and CEO of [BusinessInfoGuide.com](http://BusinessInfoGuide.com), which is a directory of resources for entrepreneurs, and Authority Publishing, a custom publisher specializing in non-fiction books. She's a frequent speaker at business events and on the radio. She's been featured in *Entrepreneur* magazine, *Business Week* and *Wired* magazine. She's also currently a contributing blogger for *Forbes* magazine. Stephanie, it is a pleasure to have you on Success Profiles Radio. How are you today?

**Stephanie:** Thank you Brian. I'm great and I'm still trying to get over the fact that your parents are there to go snowboarding?! Is that right?

**Brian:** I meant snow birding.

**Stephanie:** Oh, snow birding.

**Brian:** Did I say snowboarding? I'm sorry!

**Stephanie:** That's what I heard. I don't even know what snow birding is.

**Brian:** That means they come down for a couple of months to get away from the cold and the snow and they come spend it in a nice warm climate like Arizona.

**Stephanie:** Oh!

**Brian:** So can you tell us just a little bit about your background? How did you get from where you were to where you're currently at now?

**Stephanie:** I'm a Silicon Valley refugee. I had a software sales career. I had a \$4 million quota and a crazy, hectic life. In 2003 I left it all behind to open a bookstore in Sacramento, California. My big master plan was that I was going to write novels in the back office, which I laugh about today. I knew I wanted to write and I didn't know how to make a living doing that. So that's what I thought my next best option would be. What I discovered was that one, I didn't have the imagination to write novels, and number two, I hated running a retail business. What happened in that whole process was I got really inspired by the whole process of marketing my business. It was in a strip mall with very little street visibility. I started using the internet to market it and people started paying attention. Then I decided to start writing the books I wanted to read. So I started writing business and marketing books. I ultimately sold that store and my career has taken on a life of its own. It's been a remarkable journey.

**Brian:** That's really awesome. Your newest book is called *Own Your Niche*. Tell me what that means.

**Stephanie:** We all have competition and no matter what field we're in we have competitors out there. I've always had this healthy view of competition. It's a good thing. It means there's a market for what you're doing. I believe there's plenty of business to go around. But at the same time I also believe we should work to stand out within our category or within our niche. So that is my focus. How can you stand out and present your target audience with great information and get their interest that way. That's the focus of the book: How do you stand out on the internet? How do you get their attention? And by the way, how do you define your niche? That's another big concern I have with small business owners. They are trying to reach too many people. When you cast the net really broadly, you really miss out on connecting with a more defined target audience.

## Interview with Stephanie Chandler February 13, 2012

**Brian:** There's a wise mentor I have who says "choose your niche and then get rich". You have to really target what you want to do. So how does someone go about becoming an authority in their chosen field?

**Stephanie:** A big part of that these days with our online presence is great content. It's owning what your skills are. That's also something that can be challenging for some people; to step into the role of being an expert. It can feel kind of intimidating and you might think there are other people who know more than I do. The bottom line is there are more people who know less than you do. When you think about what it is you know that your target audience needs to know or needs to learn, that becomes a really empowering place to start your marketing campaign.

**Brian:** I do follow you on Twitter and you do post some really awesome content. I have bookmarked several of your articles I plan on returning to. I do appreciate that you provide that kind of value to the people you are trying to have follow you.

**Stephanie:** Thank you.

**Brian:** You're welcome. You emphasize target audience and the important of community. How does that factor in to how you market online?

**Stephanie:** The community thing is really important because I see so many business owners going after prospects one at a time, right? You go to your business networking meeting and you hope you meet one person who is going to buy your services this week. And to me that's so counterproductive. Your time is valuable and I'd rather go after my community of target audience. So there are ways to do that certainly with social media but for example looking to groups. What are groups that your target audience belong to, maybe on LinkedIn or on Ning or even locally in your own backyard? [Meetup.com](http://Meetup.com) is a phenomenal resource for finding communities that reach your target audience or starting one. I started a Sacramento Speakers Network here five years ago. We're the largest business-based Meetup in the Sacramento area. It's been a wonderful client generator for me. The same is true of LinkedIn groups. Also think about your trade associations where your target audience participates. Can you go out and be a speaker? Talk about a fabulous way to win over an audience, to be the expert at the front of the room. These are the approaches that I personally would rather take to win my audience over than trying to get them one at a time.

**Brian:** That's a great idea because if you are the speaker and standing at the front of the room, people are basically going to afford you that level of authority that you have because you are the one standing that speaking for however long they give you to speak. A lot of people probably come up to you afterwards and ask you questions about what you talked about. It's a great way to continue building those one-on-one relationships within the large group that you just addressed.

**Stephanie:** It is. And when you're up there, talking about an educational topic, and you're not selling anything, it's amazing how quickly you'll connect with the people in the room and they're going to want to know more about how you can help them. So afterward is when the action really happens, you get people signing up for your mailing list, asking about your services, maybe buying books from you if you sell books. I love speaking. It's a great tool.

**Brian:** Great. We all do want more website traffic. Can you explain search engine optimization in a way people can understand? What does that mean to you and how do you do it?

**Stephanie:** Put simply Google searches or crawls across websites to understand what the sites are about so it knows how to return your site when people search for what you do. So the content, the text in particular, on your website is incredibly important. If you're a life coach in Phoenix, your website should very clearly state "life coach in Phoenix". What I want everyone listening to do is to identify key phrases that your users would use to search to find you and then incorporate those into each page on your website. Each page on your site should have its own keyword phrase that's very specific and you want to put it in the title, the header on the page, repeat it two or three times in the content on the

## Interview with Stephanie Chandler February 13, 2012

page. I know that sounds crazy and redundant. But this is what helps Google understand what that page is about and it's going to help you show up better in search.

**Brian:** That sounds fantastic. We do have a caller on the line. Joel, are you there?

**Joel:** I'm right here Brian. Hello Stephanie.

**Stephanie:** Hi Joel. How are you?

**Joel:** I'm excellent. You know of course that Sue and I were members of the Sacramento Speakers Network and you mentioned networking. I know you put that group together as an act of generosity.

**Stephanie:** Yes, I did.

**Joel:** That's just a magnificent group of people. Turning that around and looking at it from a business perspective, growing our own business, did building that network and giving all the time and effort that I know it takes to manage that group, I have a two-part question: do the folks in that group view you, do you think, as a leader that they look up to or do they view you as a peer? And more importantly, for my question right now, has managing that group had a positive effect on your business or has it really been primarily just a way for you to give to other people?

**Stephanie:** Thank you for asking that question. Joel and I have known each other for years and the Sacramento Speakers Network was something that I started five years ago before I had a speaking business. I started this group because I personally wanted to network with other speakers. We started with four people in a Starbucks five years ago and we've grown to this enormous size. I started this and in the beginning it was all about, how do I network with other speakers. I just wanted to bring people together and learn from each other. But Joel, without a doubt, that has turned into a definite business generator for me. We've done a lot of books for members of that group. Do they view me as a leader, I'd say, yes, they definitely do. And it's not as time consuming as it sounds. People ask me that all the time. It must take you so much time to manage a group. It really doesn't. I schedule speakers in advance, have a reminder that we send the speaker prior to the meeting. It's pretty well managed and probably doesn't take me more than an extra hour or two a month to manage that group. So yes, I think it's incredibly worthwhile. I know a couple of other people who are running similar types of groups through Meetup and doing really, really well. There's Patrick Schwerdtfeger down in the Bay area. He's got over 2000 members in his Bay area entrepreneurs group. That's pretty powerful.

**Brian:** That's awesome. Did you have another question Joel?

**Joel:** No. That really covers it. I really appreciate it. You know Stephanie what a sparkle brain I am so I'm really looking forward to reading your new book. The cover art alone tells me I need this book.

**Stephanie:** Thank you Joel. I appreciate that.

**Brian:** That's great. Thanks for calling Joel.

**Joel:** You're welcome.

**Brian:** So moving right along with our conversation. Let's talk a little bit about blogging. That's also a very big buzz word right now. People talk about blogging and think, oh my gosh, do I have enough to write about? Can I actually sustain something over the course of a long period of time? How much effort does it take? How can blogging benefit a business and what's really involved in doing that?

**Stephanie:** We kind of touched on the search engine optimization, just the very basic part, which is getting your keywords right. Another big way to show up in Google more often is to add more content more frequently to your website. In other words, Google does not like it when a website sits idle for

## Interview with Stephanie Chandler February 13, 2012

weeks or months at a time. Google gives higher priority to sites that are updating their content quite frequently. You might notice when you search for something on Google, usually the top ten search results are sites that are updated on a regular basis. Blogging makes it easy for you to add content to your site on a regular basis, as well as connect with your target audience.

Years ago when I started Business Info Guide, my site, back in 2004 I noticed that the more articles I shared, the more links and resources I shared, the more traffic I'd get. Basically what I was doing was blogging before I knew what blogging was. When I was finally able to plug a blog into that site, then things really took off. The power of blogging should not be underestimated. In fact, I'd say for those listening, if you were to do one thing from our discussion today, it would be to add a blog to your website and update it two to three times a week. I promise you if you do that consistently you're going to see more traffic from Google.

**Brian:** So it's important to stay on top of it on a fairly regular basis. If you feel you're not really a writer, it probably would not be that hard to get an intern, hire that out, or get someone to help you do that. There are people out there who write blogs who are really, really good at writing. And there are some who may not be so good at writing but the key idea is to get your content out there. Get something out there for people to look at. Like I talked about early on, if you can give someone a sample of what you do and who you are, that's the first step.

**Stephanie:** Definitely. And for those who don't want to write you can have a video blog. You miss out on some of that text. I'd try to mix it up and do some text as well. But video blogs are very popular as well.

**Brian:** Google loves video blogs, don't they?

**Stephanie:** They do. They love multi-media on a site. So it's definitely a good idea to add videos to your site regardless. I would still encourage you to add text so Google is still pulling your text and understanding what your site's about.

**Brian:** Let's talk about content marketing and how listeners can use that to promote their business.

**Stephanie:** We just mentioned video. I'm a huge fan of putting videos up on YouTube for example. Here's another thing you'll notice. If you search for how to bake a chocolate pie, or how to fix a muffler, or how to install a smoke detector, nine times out of 10 Google is serving up a YouTube video in response to that. People are tagging their how-to videos on YouTube. So here's a huge opportunity, another way to stand out. Create short, simple how-to videos for your niche, put them up on YouTube, share them on your website, share them on Facebook.

Another great way to build your audience, get traffic, and a favorite marketing strategy of mine for years is to market with articles. Again, this requires you having some writing skills or hiring someone who does. For every article I write I get a lot of mileage out of it. I will share it on websites that reach my target audience. In order to do that you just want to go out and start searching for websites that reach your audience and look for submission guidelines. Many, many sites will gladly accept article submissions. You can also share your articles with article directories like [ezinearticles.com](http://ezinearticles.com), [scribd.com](http://scribd.com), [ideamarketers.com](http://ideamarketers.com). These are places where you can make your articles available for others to view and reprint. They will include your bio with a reprint so you can start getting attention from these people's audiences. Articles are fabulous. Then you can take that same article and submit it to print publications like your trade association newsletter or a local newspaper or magazine. Article marketing is one of my favorite, for many years, ways to market your content online.

**Brian:** That's great. And you are also an article writer, a contributing author to *Forbes* magazine.

**Stephanie:** I am, to the *Forbes* blog. It's a lot of fun.

**Brian:** How did that happen if I can just sidetrack and ask you that?



## Interview with Stephanie Chandler February 13, 2012

**Stephanie:** I love that you ask that. That happened because of everything I'm talking about right now. They came to me. I didn't pursue that. They found my blog and contacted me and asked if I would like to write for them. This kind of thing happens to me all the time. My blog has probably brought me more media opportunities, corporate sponsorships, than you can even imagine. Years ago when the recession was just starting, I did a lot of blogging around the recession: I reject the recession; this is how I'm going to do business in a recession. I was really passionate about not dealing with this recession. I can't tell you how much media I got from that. The media were out there Googling for authorities talking about the recession. I did Australia's version of the *Today* show, a number of print articles. It was really incredible. Blogs are so much more powerful than people realize. Part of that is giving consistent content and finding your groove. It took me a while to find my groove with my blog. But once I did, boy, has it paid off.

**Brian:** And you did all this without a PR person. You basically just stepped in there and said I'm going to do X number of things everyday to make this happen and you watched the snowball roll down the mountain.

**Stephanie:** That's exactly what I did. I'm a big believer of three things a day to promote your business or book or whatever you're promoting. We can all make time for three things a day. I just spoke last week about this topic. Inevitably someone asks what if you don't have time to do this stuff. Nobody has time to do this stuff. But what happens, if you start to carve out an hour a day to get your blogs done, pre-schedule for the week, you start updating your social media, and then you start seeing the results, suddenly you're able to make the time. You think it's this huge time commitment but on the flip side once you've made the time and start seeing the results of it, it's totally worthwhile. You're going to be sorry you waited so long.

**Brian:** Absolutely. We tend to make time for the things that are important to us. If it's important enough to you, you will find time. We all have the same number of hours and the same number of minutes in every single day. It's just a way of trying to decide what's important to you and how are you going to divide up your time. Successful people focus their time on what's really important to them. The next thing I'd like to ask is can you talk a little bit about information products, such as e-books, books, reports, podcasts, etc. and how can we use these to build our business.

**Stephanie:** Yes. To me a book is the ultimate information product. When you author a book you become an instant authority in your field. I always say there's a reason why the word authority begins with author. A book is such an incredible tool. It's something to dazzle your clients with. It will get you booked for speaking engagements. I just calculated that one of my books, *Leap! 101 Ways to Grow Your Business*, has generated more than \$200,000 in corporate sponsorship opportunities. When you look at all the opportunities within a book, it really is the ultimate information product. If you want to be perceived as an authority in your field, do not pass go. Write a book. Get a bunch of people together to produce a great book. Interview your clients. Do whatever it takes to put an interesting, well-produced book out there and things are going to happen for you.

Beyond that we've got e-books today, which are easier than ever to publish. I encourage people to do both. If you're going to do an e-book or a print book, you might as well do both because you're going to miss a chunk of the reading market.

And I've always been a fan of giving away information. I hate brochures. Do not hand me a brochure. Hand me a special report that's going to teach me something about what you do. That's the whole concept with information products. How can you give your target audience information that they want? I used to give out these little booklets at speaking engagements with tips on optimizing your website and I would hear from people two years later. I still have that booklet on my desk. I could go on for hours about information products. There are so many things you can do with them.

**Brian:** People will throw away a postcard or a brochure; but they will keep a book. They'll always keep a book. That's a really brilliant idea. Something just to satisfy my own curiosity. You said that book

## Interview with Stephanie Chandler February 13, 2012

about 101 ways to grow your business attracted a lot of corporate sponsorship opportunity. Is that because they came to you, they saw your book? Did they see you speak somewhere? Again, this is about the idea of getting yourself out there and being visible.

**Stephanie:** I would say two different ways that's come to me: primarily through them finding my book and also the website. The book itself, for whatever reason, has attracted a lot of corporations. I think they like that it speaks to the small business audience they want to reach. It's been amazing, beyond my wildest expectations.

**Brian:** When you do interviews like I do, like we're doing right now, this is going to be podcasted right after the show, probably within 30-60 minutes after the show. It's going to be available on the RockStar Radio Network site, on my site [www.SuccessProfilesRadio.com](http://www.SuccessProfilesRadio.com). That's one way that I use a podcast to perpetuate the interview. Do you find that you do a lot of the same things?

**Stephanie:** I'm not doing audios like you are. If I were I'd definitely do that and put them up on iTunes as well.

**Brian:** Yes. And I'm glad you brought that up because this program is also available for free on iTunes after the show as well. Let's talk about books. You talk about the idea that writing a book is beneficial. It has advanced your career substantially. What about someone who isn't an author by trade? What if they're running a landscaping business or daycare or something like that? Can writing a book benefit a business that you wouldn't normally associate with a book?

**Stephanie:** Yes. Your book doesn't have to be directly related to what you do. One of my favorite examples is a family law attorney. She co-authored a parenting book, which you think doesn't really have anything to do with divorce lawyer. She decided to send copies of her parenting book out to all the local marriage and family therapists. They became her biggest referral partners because they would be counseling people on their relationships, mentioning this little parenting book and then ultimately sending this attorney their divorce clients. It sounds crazy; but she built the largest law practice in town. This is the kind of thing. Your book doesn't have to be directly related to your business; it can still open doors for you. A daycare could create a children's book and promote it at local children's events or school fundraisers. There are so many creative ways to go about it.

**Brian:** That's really awesome. You have to just think way outside the box sometimes to get what you want. I read Tony Robbins. A few weeks ago I talked about the whole idea of life being like a Jeopardy game. All the answers are there if you just ask the right questions. That's sometimes all it really takes to be successful. Ask the right question and then do something about it.

Let's talk next about electronic newsletters. A lot of people have ezines or newsletters in their businesses. Is it still a good tool for businesses? They've been around for a while. Is that still in vogue or is that going away? Do you see that growing?

**Stephanie:** I think people want it to go away, but it's not. It's harder than ever for people to give up their email address. The good thing is I think it's made it easier for those of us who really care about doing it right to stand out. I hear constantly from my friends in business, all I do is unsubscribe. These newsletters drive me crazy. I've had my own experience where I'll sign up and then I'm getting *daily* emails with affiliate links packed into them. What a turn off. The fact is a lot of marketers don't care that you're going to be turned off because they're just going to generate more. So here's your opportunity. Do it differently. Do it better. Be more interesting. Don't send email so often. I send a monthly newsletter. I've been doing this for seven years now. The first one went out to eight people. Today it has thousands of people. But I don't send it out very often. I send it out once a month; sometimes every other month if I'm really busy. People respect that. I have an extremely low unsubscribe rate. You want to give really good content like everything else you're doing. You want to keep your readers engaged. It is harder to do than it ever has been before. But if you have that mailing list, it's going to pay off in the long run. Whenever I have something new to promote, I'm very happy to have the list.

## Interview with Stephanie Chandler February 13, 2012

**Brian:** If someone does choose to send emails out to their list a little more frequently, do you think there's an optimal ratio of content, content, content, then offer? Obviously it sounds like you're not a big fan of someone who makes an offer or tries to sell you something every single time they email you. I've unsubscribed from lists that I felt got way too over the top in that way too. Is there an optimum ratio? How would you ideally do something like that?

**Stephanie:** I've always said the 90/10 rule: 90% content, 10% sales. I do think you can send more often, but it better be really good content and pay attention to your unsubscribe rates. If you're losing people rapidly, then you probably need to scale it back or change your content. I think it's pretty hard to be successful with a really frequent newsletter unless you've really got phenomenal content.

**Brian:** Or unless your list is so big it doesn't really matter. Although you never want to say it doesn't matter because you don't want to lose anyone off of your list anyway, right?

**Stephanie:** Well, I don't. But the reality is there are marketers out there who just don't care. They are so busy working to generate new subscribers that they know they're going to have attrition. That's not how I operate. I respect my subscribers and try to make it valuable.

**Brian:** How do you go about attracting subscribers? Again, it's all about being out there and be visible. But are there any strategies that you use to try to gain subscribers?

**Stephanie:** My main strategies are number one, on my website I give away a free report that you really can't find anywhere else. It's 101 Small Business Tips, Tools and Resources or something along those lines. Then certainly with events. I've been speaking a lot lately. At every speaking event I'll get sign ups. For an event I did last week I passed a bag, collected cards, and gave away a book at the end of it. That's a great way to get people to sign up and they knew they were getting on the mailing list that way. I used to do free teleseminars years back. I don't do them anymore because there are so many out there. But that was one great way. You get people to sign up for an event or something you're doing online and in exchange they're put on your mailing list for the free event. So that was another strategy that worked pretty well.

**Brian:** I suppose there's a whole method of doing that like an opt-in page. I know sometimes when I click on something like that and I see that there's a capture page where they want my email, then they'll give me the free thing and then I'm on their list. Basically in the industry I believe it's called a bribe.

**Stephanie:** It's called a squeeze page. But I have to tell you Brian I hate those pages. You just want a sign up box on your site in prime real estate, the header or sidebar. Squeeze pages, do they work? Yes, absolutely. I don't like them because of what you just said, it's a bribe. It doesn't really make you fall in love with the person, right? It just says, well I kind of want it, so I'm going to sign up and I'll probably end up unsubscribing. I don't really like the tone of a squeeze page. I'd just rather keep it low key, have a sign up box, do it that way.

**Brian:** I do not have a squeeze page on my website for exactly the reason you said. It's like there's the squeeze page. I do want the report. But do I want it badly enough to give my email address? Sometimes, no. So I don't. There's a lot of buzz about social media and how people use social media to promote whatever it is they're doing. Where do you recommend we focus most of our time? There's Twitter, Facebook, LinkedIn. Where do you start and where do you go?

**Stephanie:** The truth is the strategy is different with each site. You should master one before moving on to the next. But if possible, take advantage of all of them. On Facebook I think every business needs a Fan page. That's a professional page, not your personal profile. You can learn from my own mistake. I used my personal profile on Facebook for business and now I regret it for a bunch of reasons. Facebook maxes you out at 5000 contacts and it's not visible to Google. So you want to make sure you have a professional fan page. You also want to take advantage of Twitter. I have to



## Interview with Stephanie Chandler February 13, 2012

say as a content creator, Twitter is phenomenal. You mentioned earlier you've tracked some of my stuff. I use all of my content, blog posts going back two years. As long as they are still relevant, I share them on Twitter, repeatedly. We're not all looking at Twitter at the same time. So I have content scheduled to post once an hour. It's been phenomenal since I've upped the amount of content I share how many retweets I get in a day, how much traffic comes to my site. It's powerful.

**Brian:** I've retweeted your stuff.

**Stephanie:** This is where your blog becomes the heart of your social media strategy. You take every new blog post and you share it on Facebook. Then share it on Twitter. Then you repost it on Twitter. I will repost 10 or 12 times over the next three months. And you share it on LinkedIn. What happens is those people click the link and they come back to your site. That's how you're building traffic. Then when somebody retweets it on Twitter or shares it on Facebook, you're getting visibility to their networks who are clicking and coming back to your website. It's just a wonderful effect that it has. If you're creating content, videos, articles, blog posts, whatever it is, you should be on social media, taking full advantage of it. It's a game changer.

**Brian:** I've been discovering the joys of Twitter here in the last couple of weeks. I didn't really know how to use it but I spent some time talking to someone who's an expert in how to use Twitter. She gave me so many tremendous ideas and this last week has been absolutely phenomenal and I'm addicted to Twitter now.

**Stephanie:** It is addictive.

**Brian:** Facebook was my previous addiction; now it's Twitter. I've never been on LinkedIn. I know we have a show on the RockStar Radio Network about LinkedIn. That's on every single day. If anyone wants to check that out, go to <http://rockstarradionetwork.com/> and you'll see all the shows that are available. So Twitter, Facebook, LinkedIn and everything just sounds really time consuming. How do you make it manageable?

**Stephanie:** I definitely use tools to make it easier. I'm a huge advocate of Tweet Deck. It's a free tool you can download and use it to monitor your Twitter activity. I also pre-schedule a lot of my content. I use Hoot Suite for that. Another fabulous free tool where you can schedule your content to post on your social networks. That's a huge timesaver itself. Let's say you sit down Monday afternoon and you write two or three blog posts for the rest of the week. You pre-scheduled them to post as they come up in the coming weeks. It's a tremendous time saver.

**Brian:** I like the idea that you can basically auto schedule when your content goes out, is that right?

**Stephanie:** You can. And I don't want to give the impression that I think you should pre-schedule everything. Because I don't. You still have to have that live engagement. But certainly every new blog post that you've got, you need to make sure that's getting posted.

**Brian:** That's wonderful. Let's talk about PR for a little bit. Is it possible to get media to come to you? We've talked a little bit about how you've already made your position in the industry really attractive where people have come to you for corporate sponsorships and speaking engagements. How do you get media to come to you?

**Stephanie:** That is a big part of what we talked about earlier with the blog and the books. Everything I'm talking about here with owning your niche is about establishing your authority in your field. When you do that the media starts to find you. They search Google, they search [Amazon.com](http://Amazon.com) for sources. If you've written a book on a niche topic, and they're looking to write a story about, they're going to find you on Amazon. These things that you're doing, when you're blogging regularly, and you're getting good feedback on your blog, you know it's going well; the media's going to find you. You'll get other blogging opportunities. It's kind of like that snowball effect. It all starts to build on each other and creates some pretty powerful stuff.

## Interview with Stephanie Chandler February 13, 2012

**Brian:** What's your favorite kind of media to do? Do you prefer print interviews, audio interviews? What percentage do you typically do? I'm sure it's a pretty healthy mix.

**Stephanie:** I love internet radio. I think it's an under utilized opportunity for a lot of authors. I do a lot of internet radio interviews because guys like you who have programs need guests every week, right? Wouldn't you love it if more authorities contacted you and said I'm available to do an interview?

**Brian:** Absolutely!

**Stephanie:** I hear that constantly so I do a ton of internet radio. I always love a print interview. They are fun because usually they get archived online. But quite frankly I'm happy for any interview requests.

**Brian:** Absolutely. Any opportunity you have to promote your work is awesome. On that note if anyone thinks they'd be a great guest for our show, Success Profiles Radio, or for any show on the RockStar Radio Network, go to the website, [www.rockstarradionetwork.com](http://www.rockstarradionetwork.com), or to my personal page, [www.SuccessProfilesRadio.com](http://www.SuccessProfilesRadio.com) and please let me know and I'd be happy to entertain that.

Given everything we've talked about today, what are the top three strategies that you'd suggest our listeners focus on if they're building a business?

**Stephanie:** Number one is that blog. It's so important. You can't get online and really have a presence there without it. Number two is a book. You may have some resistance to that. If you do, look for other ways to do that. You could collaborate with others; you can hire a ghost writer. There are so many ways to write a book without actually having to write the book. But I think you'll be so glad you did that. And number three is embrace social media. Like it or not, it is not going away. I still hear about so much fear about social media and how much time it's going to take. So many still do not understand how it works. There are so many resources out there now to learn about it that that's no longer an excuse. Get out there and start using it for your business.

**Brian:** I'd like to ask one more thing. This is something I like to ask all of my guests. I firmly believe that all leaders are voracious readers. So I want to ask, is there a favorite book out there that you're reading? Who influences you in your work in terms of what you like to read?

**Stephanie:** Oh, I am a voracious reader. I'm going to admit I haven't read as much business lately. Of course I'm a fan and friend of Michael Gerber. Jay Conrad Levinson has had a tremendous influence on my career over the years. Seth Godin. Those are probably some of my favorite authors. Then there are books that don't get a lot of attention like *Speak and Grow Rich* by Dottie Walters. She was a wonderful woman. She passed away a few years ago. She wrote a wonderful book for those interested in speaking. I could go on and on. There are just so many wonderful books out there.

**Brian:** One of the books I've been talking a lot about is Jack Canfield's book *The Success Principles*.

**Stephanie:** Loved it!

**Brian:** When that came out in 2005 I read that thing probably three times. I can say almost exclusively that's the only book I spent a lot of time reading that year. One of the things he talks about in that book is creating a list of 101 things you want to do before you die. And that was before the term bucket list became popular. One of those things was to host a radio show and here I am.

**Stephanie:** Oh, cool!

**Brian:** Yeah. Got to love it! In fact when the opportunity came to me, I looked at that bucket list and I hadn't looked at it in a long time. I saw it and just stopped. I looked at it and thought, well goodness there it is!

## Interview with Stephanie Chandler February 13, 2012

**Stephanie:** That is cool. I have to mention one more book you have to read. It's called *The Big Leap* by Gay Hendricks. It does not get enough deserved attention. It's about how many people sabotage themselves when they are in the midst of becoming successful. I highly recommend it.

**Brian:** I am typing this as we go. I've heard of Gay Hendricks but I've not heard of that book. I definitely have to go out and check that out. So, Stephanie, how do we get a hold of you if we want to follow you on Twitter?

**Stephanie:** On Twitter I'm [@bizauthor](#). I'd love it if you'd come on over to [Businessinfo guide.com](#). By the way, we also feature guest articles; we accept interviews with business owners and authors. You can look for the Contribute button on the navigation. I invite all of your listening to contribute to the site. Then there's <http://www.stephaniechandler.com/>. And I'd love it, love it, love it if you all went out and got a copy of *Own Your Niche*.

**Brian:** I plan on doing this. When this interview opportunity came up, I saw your new book, *Own Your Niche*, and I thought this looks really interesting. I have to get it. So I will be buying that book very shortly.

**Stephanie:** Thank you. It's everything we just talked about. I think you'll enjoy it Brian. Thank you.

**Brian:** That's fantastic. Also, not only should you be linking with Stephanie Chandler but link with me as well. I'm on Facebook and Twitter and if you're on the website listening to the show live, you can see a link on the webpage to connect with me on Facebook and Twitter. If you happen to be listening to the podcast or download it from iTunes, you can still go to [www.successprofilesradio.com](http://www.successprofilesradio.com) and see the link to connect with me.

Thank you Stephanie for being on the show. It was a tremendous pleasure and honor to have you here.