

Angela Kelly Smith

Sylvia Becker-Hill:

The 10 Benefits of Curating Your Own Multi-Author Book

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Podcast Transcript

[Angela Kelly Smith]: Welcome to Brand + Design Scoop, where I share practical, relatable tips on branding, design, and building a business. I'm Kelly, a marketing strategist and Squarespace website designer. Today I'm interviewing Sylvia Becker Hill.

Sylvia is on a mission to ensure women's stories are told, and by telling those stories change history. By combining 20 years of experience as an executive coach with a master's degree in philosophy, linguistics, and gender studies, Sylvia uses her deep knowledge of change management, coaching, and applied neuroscience to liberate new women authors from the subconscious blocks that are stopping them from voicing and publicly sharing their stories and messages.

Welcome, Sylvia! I am so happy that you're here today.

[Sylvia Becker-Hill]: Thank you! I'm delighted to be here. Thank you.

[Kelly]: So, you have such an interesting background. You are one of the most creative, innovative, and risk-taking people I know. You were the first ICF-certified coach in Germany. You are an artist. And now you are an author and book publisher. Can you tell us about your background and the journey that led you here?

[Sylvia]: Okay. How many books will we write now together? So, let me give you and our beloved listener or viewer some bullet points. So, I was born in Germany into a family of my beloved parents and my mother's parents—four adults. And they were all very traumatized from the Second World War, which I obviously didn't know as a child. They all had different levels and forms of PTSD, which creates a certain heavy, energetic, emotional, heavy, dark environment.

I was a single child. I grew up in a German house, well-built with thick walls, especially after it was bombed out in the war to last now a hundred years. So, I share that always because it energetically, it creates the container in which my soul developed, which we all do as early children, our values and our longings.

So, I felt literally in my early childhood as wearing a too-tight corset where I couldn't fully breathe and wear a heavy cloud of doom, which I didn't understand as a child, was somehow always there. And there were always these sayings from these adults around me, “What will the neighbors think?”

There was a lot of fear but not voiced, not talked about. But, as children we are like sponges. We suck in. We take in everything in our environment. So, I think my childhood upbringing seeded in me a hunger and longing first of all to understand what's going on. Why is everyone so stiff, so unexpressed, so, you know, mask on their faces?

So, a deep hunger for understanding, which caused me to study and read a lot. My biggest longing is freedom, freedom to break out of the corset, to breathe, really to get rid of this heaviness.

And also these four adults. they love me to the degree of being able to express that as adults who suffer from PTSD. So, that created a lot of other issues—where I could write several other books about it. But, anyway I loved them, too. So, I developed early without knowing it consciously—because we children, we just do things, and then forty years later, we go to therapy or to coaching and then understand what it did.

So, I developed the commitment to make them happy. They called me, I'm their sunshine and the sunshine of their life. And I'm now 55. If I look into my life, who am I for my husband, my two boys, teenagers? Who am I for my clients? They maybe use different words. They don't call me “my sunshine of my life.” My husband has not that kind of romantic language, or my clients don't call me that. But they might say, “Oh my gosh, Sylvia. You are the biggest inspiration in my life. Oh, Sylvia, you are the biggest creative person I've ever met.”

So, there are these real threads throughout my life, which literally, I think, got formed in the first four years of my life through the circumstances and the things I inherited without conscious knowing, through osmoses by growing up with four adults, especially my parents, who had me late in life.

There was also an age and generational huge gap, much bigger than I have now with my boys. All that is the fertile ground for the hunger I have. So, I fall in love with books before school because my grandfather was a teacher. So, he taught me reading and writing before school. I had read by the age of 30 over ten thousand books because I was also often lonely, and books were my friends. And for me that's okay to say. For me there is nothing sad or, “Oh, poor girl.” Know that I'm grateful.

I love books and, jumping out to current times, I believe we live historically in a painful, super, super messy transition. As humanity, we see all the collapsing of patriarchal systems and structures. We have the climate crisis. We have a global pandemic. We have now a war again in

Europe, where everyone said after Hitler, this will never happen again. And here we are, Putin, playing out Hitler's dreams just from the different direction on the globe.

So, during that time I believe it is absolutely crucial to have something in our life where we can fall back to for inspiration, for support, for learning, for education, And, for me, it's books. I mean, I'm am reading like like crazy in the moment. In my house, you walk over puddles of books everywhere.

So, I love books, and I believe that, in the right way, bringing them to life, books are still a better source of information on self-education than necessarily social media, which reduces complex things often to horrifying simplicity. And I don't say Google is not an evolutionary progress, Internet, etc. And it's just, sadly as we all know, there's a lot of power plays going on on social media, which an author can do with the book, too. But somehow it's harder because it's a more voluminous container for knowledge.

And, so, I stop now here because I could go on and on why I want people to read real books.

[Kelly]: And you've written several. Several years ago I think was your first, wasn't it?

[Sylvia]: Yeah, I became a published author first in Germany, and if you like, I can show you the very first book I was a co-author of. This book is sadly now out of print. The English translation of the title is *More Passion for Performance*, and it was a small publisher who knew about me through the media because I, when I started my business at the age of 30, I was in Germany a shooting star. I was one of the first coaches, and coaching was the new English word. At the time, people were very ambivalent about it. They were wondering, "What is this weird stuff coming from the United States?"

Germans have a love-hate relationship with everything American because of the history, because, you know being defeated but also rescued by Americans. So, there is this kind of classic love-hate relationship. So, the coaching world never translated the term into German. There is no word for coaching in German.

So this publisher knew about me and my innovative concept. So, I became a publisher with something which is known as a multi-author book. Now in the United States, where I was invited to write a chapter in a companion of a book, and the photo is so funny. So, I'm at years like 25 years ago, my hair long and thick.

And the chapter was about my passion for sustainability. Sustainability was the core value of my business and how to use coaching for the sustainable implementation of corporate trainings, So a very tight niche. This is how I started my business career. I worked with corporate people who went through training where the companies put money into training, but then life took over in two, three, four weeks after each training. Most trainings were a waste of time and money 'til I

came along and offered training with the sole focus of creating the bridge between the training and the reality of corporate employees.

And I've written about that model in that book now 22-3 years ago, And then the second book, and this is still in print since 17 years on the German non-fiction bestseller list, it's a coach, a book about coaching tools, where the league of first corporate coaches in Germany got invited to provide a chapter.

The German publishing industry is very different from the American one. And at the time you never got paid for doing that. Yeah, it was like an honor. You got invited, and it was an honor to be part of this: book. Yeah, and the one who organized, the curator, was the big guy. It's so very different from now, modern publishing, but I'm proud of my chapter.

Here again about sustainability, how I used email means now I'm outing again my generation, my age. Emails were, at the time of writing of this book, a new thing, So, I used email support in coaching and an online questionnaire to help my clients create a frame around the coaching sessions, a preparation, and afterwards an implementation questionnaire. Now, you would think, "Oh, my gosh, it's so, you know, natural and easy." At that time it was revolutionary, and I invented it to create sustainability of the coaching.

So, I forgot counting, but I think in Germany, I'm around ten books, maybe as the co-author, and only later when I moved to the United States a few years ago I wrote my own book, which became a bestseller with a small publishing house from Canada. And working also here locally in Southern California, which is, it's a different paradigm, and yet I can say that the being invited to be part of a book is just a beautiful acknowledgment and obviously a result of marketing.

And I know most of your beloved viewers or listeners, you are entrepreneurs. You are business owners, and a book is from my perspective one of the most powerful, powerful tools you can use for your own personal evolution and for your business growth. And so, yes, this is why I'm very proud, happy, grateful to have been published in Germany, but also in the United States and in different multi-author books, and in recent years not any longer focusing on coaching, but rather woman's empowerment.

And something I'm grateful to the American culture, living in the United States helped me to heal a lot of my old German wounding, my ancestral view wounding, And I learned to share my story, which, in Germany, culturally, we don't do. We were so traumatized by the holocaust and two lost wars that no one looked into the past. Who wants to talk about painful?

[Kelly]: Just move on.

[Sylvia]: It was taboo, absolutely.

So, a few years ago, a multi-author book of women's stories where I was invited to contribute was literally a healing process for me because I had written business books about corporate topics. It's very safe to hide behind your expertise and share my academic deep knowledge. But it is very scary making yourself vulnerable when you share your own story. And this is now, fast forward to my business.

Now this is why I combine book publishing with writing, mentoring, and training, but also with women's empowerment coaching—because it is scary and vulnerable to bring out the depths of your own soul—pain, longing, values, stories. But this is what people want to read. This is what helps people. This is where people relate to. And to get my authors to that depths and feel safe while doing it, this is why my publishing house, as small as it is, has this unique positioning—because I'm combining literally everything I've ever done in the service packages for my beloved clients.

[Kelly]: That's awesome.

[Sylvia]: Thank you.

[Kelly]: So, you mentioned a moment ago, why is publishing a a book helpful for an entrepreneur's business?

[Sylvia]: Before I answer the why, I want to, because we want to focus here today on one specific form of book. Let me quickly distinguish what could be different forms of publishing a book.

So, beloved viewer, business owner, entrepreneur, maybe you have a book dream in you—a personal story. This is so interesting. When you do a survey, when you go to a party or an event, where you even do an online survey, there's a huge number of people everywhere and every culture who have a book dream inside of them. And that has to do with the history that books are the number 1 credibility-giver still in society.

Everywhere, despite Internet, despite social media, despite celebrity rival, whatever, being a published author is just a dream. Most, like, I would say, eight out of 10 people, share the dream. So, writing your dream book on a personal journey is something different than what we will talk about today. A solo book is where you are the author and you just pour whatever you want to pour out of you, and you publish it. That's a solo book.

A multi-author book is, as the name says, a book where a group of authors and writers come together. And there are again two forms. One is—and this is something I do but we will not focus on here to day—where the publisher creates a theme, a topic, and then does marketing for that theme and topic and enrolls different authors from maybe different walks of life, or niche group to contribute their stories to that theme. For example, I published last year a wonderful book with 20 women from around the world, under the theme *You Matter: How*

Women Reclaiming Their Power Are Changing the World. That was this kind of multi-author book. So, the overall philosophy, the framework of the book, was mine, the publisher.

So, here today on Kelly's podcast, we are focusing on a different theme, the second kind of multi-author book, which would be your book, you, the business owner and entrepreneur. You want to create your own multi-author book where you are the one who gives the theme and the topic which is aligned with your business and your mission and your values, etc. And I become your partner working on the whole concept, strategy, etc., together.

So, before I go into the benefits of that, does it make sense, Kelly, these distinctions?

[Kelly]: Yes, yes, thank you for making that distinction, because I don't think people realize that there are those two different ways of creating a multi-author book.

[Sylvia]: Yeah, well, the one we are talking about, I think I invented it because I've never seen anyone doing it, and it developed out of this book because one of these authors, who was just writing a chapter on this multi-author book, she is a business owner with the expertise of parenting. She teaches parents how to redefine parenting and get from overwhelm and being stressed out to joyful parents, creating thriving families. And we are together working now. She approached me. She wanted to have a multi-author book supporting her business and wondered how would that work. How could that look like? What would be the benefits?

And this is how I came up with this really, I believe so far, unique new business book model to support entrepreneurs creating their own book.

[Kelly]: That's great. I'm an author under my previous, married name and an author in a multi-author book under one theme. And one woman put it together but did it through what was called CreateSpace, Amazon's self-publishing company. And she hired an editor and someone else to design the layout and the cover and all that. But there wasn't a publishing house like yours that did it. It was all self done by outsourcing the different tasks that had to be done. And she sort of curated it, but then didn't have a publishing house to actually put it together.

[Sylvia]: Yeah, yeah, yes, so that's always an option. And it has its price regarding quality, strategy, etc. It can be financially cheaper than going with a publishing house who does everything for you. And yet, here in the model I will explain here today, the way I have designed it, it's also a revenue producer for the business owner the way I am doing it.

So, it's not that the business or you, beloved viewer or listener, you would not pay me to publish your book. Nor we become partners with some risk, but also big rewards and share the revenue, which is not genuine.

This is now here as a side note, huge myth-busting—because people who have never published a book think that the book itself is a money-maker. Drum rolls...

[Kelly]: No!

[Sylvia]: Books don't make money.

[Kelly]: No, they do not!

[Sylvia]: People think that when they, I have these books, I call them books sheds, with potential authors, they asked me so very sweetly with big hearts, “Okay, how much revenue? I’m starting a new business and I want to start with a book.”

So, the only one who makes really money from the books is Amazon. There's a reason why how Bezos could, you know, have his own spaceship and conquer the universe. He makes the money —or not any longer. But Amazon makes the money from the book industry. It's not the author.

But here in this modern, I going now through the benefits you ask. In this model, the money is made because the authors of the different chapters are ideally entrepreneurs, business owners themselves. But they don't have to be. It's just, as again as a side note here, your listener could have a multi-author book filled with chapters written by people who are retired or who are employees or who are your family members. Total private people. Absolutely. it's just when you will sell the spots in the book, it's just the nature of the relationship with money. It's easier to sell to entrepreneurs because entrepreneurs are trained to invest money into their own evolution or their business growth, which then is tax deductible, etc., versus corporate people, whose employees often have an attitude of expecting the employer to pay for training or investment into their leadership. They are simply not used to investing a few thousand dollars into their own leadership. Some do. Strategically, it's easier for this model to work and not stress you out when you as a business owner have clients who are business owners themselves. But it's not that it doesn't work for employees, as well.

Does a disclaimer make sense?

[Kelly]: Absolutely.

So let's get into the benefits.

[Sylvia]: Yes, so the first thing is, obviously you become a published bestselling author. You fulfill this dream, but literally now eight, nine of 10 people have for life. It's one of those big bucket-list kind of things. And from way to the Internet and modern technology, which made print-on-demand possible, what we are doing now was literally technically 25 years ago not possible. It was not possible. Producing a book was so expensive that, an individual, unknown, non-celebrity person, couldn't do it themselves, or a small-business publishing house like my business wouldn't be able to financially make it doable for people. So, thank you, the gods for the Internet and modern technology,

So, first benefit is you, beloved viewer, listener, will use what technology makes possible for you, elevation and to stardom of being a bestselling published author.

[Kelly]: Just real quick about the technology, in case anyone doesn't know that print-on-demand means you don't have a garage full of books that you have to sell on your own. It means that people place the order, and you aren't sending it to them. You would have some, so you can autograph them. But, otherwise, people order it, and the fulfillment center prints it right away, immediately, and sends it directly to the buyer.

[Sylvia]: Perfectly explained. Yes, exactly. So, no more filled garages. I still have two, three boxes of books from a bit over 20 years ago, and they are so outdated now that those times are over.

So, the first benefit of being a published bestselling author leads to the second benefit which is a double one. You gain huge credibility, credibility in the eyes of the world, which I call the credibility in the outer game, which is one side of a coin—and the other side is a huge confidence boost. And that is the inner game, and we all know our businesses succeed or fail in complete correlation to our confidence. When we are bursting with confidence, we know our services and products work, and we have a great faith in our own life, where we feel physically, energetically, emotionally on top of our game, marketing and sales happen by itself because people are so energized by our energy. They ask us, “Hey, whatever you sell, I want it because I want to be and feel like you.”

So, you get these kind of boost, which, obviously, doesn't stay on the same level forever, But it has these waves. Yeah, my little solo book from a few years ago, I have these waves where someone hears a podcast where I read my whole book in like each chapter as a podcast episode. So, books, once they are in the world, they come back to you in waves.

Even for years from now, this boost of credibility and confidence, you get this infusion again and again. Someone finding your book, you are talking about it. You find it in your own shelf, or the anniversary of the book publication day comes up with something. It's amazing. A book is a product you produce, which keeps giving back to you, to the producer, and not just giving to to the audience.

Benefit number three, when you create or curate a multi-author book in collaboration with me, you will write the introduction, which means a full chapter of around 3,000 to 3,500 words, which forces you, with my support, to become crystal-clear about your core message and mission of your business. And that is a bit more space than just a post or a tweet or a little meme. And yet it's not a full-blown 75,000-word book

Just to give some numbers as 75,000 words is a book of around 250, 300 pages. So, a chapter in a multi-author book is normally around 3,000 words, So, it's enough space for you to go deep

and establish the essence of your business. So, it's like, "Yeah, this is me. This is why I'm selling what I'm selling. This is what I'm selling." Et cetera.

But because it's an introduction to a book, it gives the framework for the following chapters to come. It's not a marketing pitch. It has zero sales-y-ness to it. It's just a beautiful outpouring of the soul of your business, which is—oh my God, it's a challenge. But you have me as your partner on your side. But it's so valuable to just get this done and written, which, leads to the next benefit...

Number four, because you keep the copyright of everything you contribute to the book, you can multipurpose that introduction, that chapter, in multiple ways. You can split it into an article series on LinkedIn. You can put it as a monster article on medium and create a followership for. Through it you can use it as a speech or as the outline for public speaking. You can multipurpose it. It's your chapters, your content. I don't own it. And these are details. If you ever would talk with me, we talk about copyright and what is my copyright as a publisher. Obviously, there are things I will protect for myself, but even I will have a contract. It's everything spelled out.

So, number four is the introduction, the written-down essence of your business, positioning, uniqueness of your expertise, You can use it in so many ways and spaces, which again keeps giving and giving and giving.

[Kelly]: That multi-purpose, repurposing of that content is so important because I have talked about this on other podcasts, written about it on my blog, and people ask me about it, "How do I create enough content to blog or podcast regularly?" And one of the biggest suggestions that I give is that you do a general topic, and then you break it up into very specific subjects that then you blog about, podcast about, post about, do videos about, whatever.

So this is really great. You would have that intro and that creates a ton of more specific content for you.

[Sylvia]: If if you split it for social media post, you can literally make 100 posts from this one chapter, 50 reels on on Instagram. You can quote yourself. You can create beautiful, designed-on-Canva posts with just a sentence of your introduction linking to with your web page, either to the book or to your business or to a current offer. When you have, whatever it is, you can have the logo, the the icon of the book, the image of the book as a tiny piece in the whole graphic. I mean it's just the credibility of or getting quoted by others from your own book.

It huge. It's huge It. It saves you money in the long run. Oh, this is benefit number eleven. I have not thought about it. It saves you a lot of money regarding social media or content production, if money regarding either your own time, because you don't need to do it again and again, or, if you were like me, I outsource a lot of social media stuff which costs. So, you save money by

having this introduction being so powerful in the condensation of what your business is about. And you might repurpose it.

So, now we're switching a bit in the benefit number five, my old numbers. You get 20 or more, that depends a bit on how well you and I will sell the the chapter spots, 20 to maxing 30 chapters of the book, which are case studies, case studies of your work. What does it mean? You want to share a story. Come and join our book. No, you, the business owner, invite either past clients or new clients who comes through the book, marketing into your world, to write stories of their personal transformation thanks to your services and products, and to make it very clear for whom is this book model ideal.

Obviously, you have to have some services like training, coaching, speaking, or products in the field of providing change. So, if you have, well, I go now into a difficult example. I've not worked with them, but my mind just told me, if a restaurant owner came to me wanting to write a multi-author book, we would sit down and creates the strategy. Who are your long-term loyal clients who come again and again to eat in your restaurant? How is your restaurant different and what stories of transformation could this... is what the world wants to read? The world wants stories. Who are these hero stories?

Struggle, first, crisis resolution, and success, and, yeah, so the people who maybe have, let's say dietary health needs and couldn't find in your home town, any other restaurants where they feel they can eat healthy. But in your restaurant they can. So your restaurant, providing a physical, tangible service and not coaching or training or online stuff, would still be able to get a group of 20 happy clients who share their transformational stories and how they changed their relationship either to health or their body or their families, because they go out and have with their families dinner time or lunchtime at your restaurant.

So, I bring this example to show you don't always need to be another coach or another online content provider. For those of you, if you are, then this model is easy. But I show this example or better. My intuition, my muse just chose it to show. Even a brick and mortar business owner can benefit from this kind of book model, because the authors of the chapters, the 20 to maximum 30, they share stories, which the audience....

I mean, the book needs to be sellable, and this would be part of our strategy. What are stories people want to read? Transformational hero stories were in such a way that the reader. when they read these stories, can find themselves as the hero of the story, And the benefit for you is these chapters turn into testimonials. But not tiny testimonials, which feel market-y, sales-y. No, they are deep stories, which become case studies without feeling and sounding like marketing and sales.

That's the brilliance of this model. The whole book is your marketing tool without ever feeling like marketing or sales. They, because it will be a beautiful, gorgeous book, bringing hope inspiration, tips and tools to the readers.

[Kelly]: What if those people writing the chapters don't write well?

[Sylvia]: This is where I come in.

[Kelly]: Do you provide coaching?

[Sylvia]: I have a whole 7-module online author-empowerment training which every author who works with me, solo or multi-author, gets access to. This is why my packages, so, where the author what they pay.... I'm not the cheapest on the market. If you want to go for cheap, don't work with me because I offer more. I provide more, and I'm all about quality. I'm German. I drive a BMW. I've been a multi-author book chapter author in books where I paid less than what I charge now, and sadly, the books show it. I never in multi-author books got editorial feedback from the publisher.

What does that mean? Every publisher does this so-called proof reading, editing, which means grammar, spelling, punctuation, etc. But most publishers, because it's expensive and time-consuming, don't bother to give the authors individually developmental feedback while they are writing that chapter before it even gets submitted. I do that because of my own pain as a writer and author to have no books where I'm in. And I'm not talking about them because I feel a bit embarrassed.

But when you, after a few months read your own chapter, you can see where the flaws are, which you couldn't see while you wrote them. And I had situations where I begged the publisher, even in the contracting, "Hey, when I give you whatever, \$1,000, \$2,000, will I get editorial feedback? Will you read my chapter?" Of course, guess how often I got it?

All the books I've been in, zero times. So I do that. They get training. They get even a template, which, in the multi-author book business collaboration with the business owner. We, you and I, work together closely as partners. I'm a strategic coach for the book, and we create a chapter template which then gets put into the author empowerment training so that it becomes a bit like a paint-by-numbers where you have a file on a Google Drive where I explain the steps.

This is the intro. This you put writing here. This part of your story comes here. So, there is so much guidance and training and coaching that at the end every author writes a chapter they are proud of even a few months later after the book is published. And they can read it at a distance, because I know from my own experience, if the authors are not proud about what they wrote, they will not market it. And, if we don't market it, this is the thing with my author books. We all become a team to market the book. Nowadays, where books are being published much more easier, we have more books being published, and without proper marketing we don't reach the number of people we want to reach.

So, great question, Kelly. Not everyone is a born great writer. I'm writing now constantly in English, which is not my mother language. Here in the book I published last fall, 20 women from around the world, only a third had English as their mother language to the other two-thirds didn't. So, of course, there needs to be developmental editing and also proofreading of quality so that everyone in the end, me the publisher, beloved business owner, partner, and the authors are proud about and that costs money and time and effort, period.

[Kelly]: Absolutely.

[Sylvia]: You get what you pay for in that regards. Then back to the list. We have still forgot. Okay, good, faster.

So, the clients, who become the authors of the book turn into happy clients with loyalty for life. I mean, the relationship. You, the business owner who creates the book, who is the creator of the book, who creates the the vessel, with my support, for these authors, creates a depth of relationship which goes beyond the normal classic client business relationship.

You will lead this community of clients, and, as I said before, turn the whole group, with myself and yourself, into a team for the marketing of the book. And that guarantees the success. That guarantees the bestseller status.

I have a team, called a publishing concierge team. They know Amazon very well, all the tricks and games and rules of the algorithm, games, and keywords, etc. I have experts on my team. It's my publishing house. It's not just me. I have a team of, depending how big the scope of a book is, between four to eight people working on the book. I have designers for the manuscript, designer for the cover. I have Amazon algorithm, bestselling launch experts, etc.

So, the benefit is of a multi-author book, you have a community of people who work together joyfully because it doesn't feel market-y or sales-y. We joyfully work on spreading the word about the book, which makes our life as business owners just so much more easy. I mean, who loves marketing besides the marketers, right? I have not yet met a business owner.... I myself, if I could delegate marketing forever completely, I would. And, as we all know, it's not really possible because it needs to have our soul and voice in it.

[Kelly]: Absolutely.

[Sylvia]: But then you have 20 voices or more who speak in alignment with your voice. It's amazing.

[Kelly]: It's ideal.

[Sylvia]: We are moving towards the end. We are now at the benefit number eight. The book will be a marketing tool for years to come because it is something physical like this book here.

Sixteen years on the bestseller list. I got an email in December or so for the next print cycle. If I wanted any updates for my bio page, author page.

So, books can live a long time. And even if you change your business drastically, and you would think, “Oh my God, no, I have a different business.” What with the book, the credibility, how you conduct business, the happiness of your clients being the proof for your credibility and your personal branding, how the world sees you, which was produced through the first book... that stays, even if the restaurant owner goes now into real estate. But this leader, his or her leadership, and how they conduct themselves, the credibility and personal branding is timeless. So, even if you ever, in five years or ten years, change your brand and drastically your business, the book being produced with high quality, will keep giving and giving and giving, especially if you do any form of public speaking, podcast, online platforms.

After the promoting is over in person, events, et cetera—because a speaker, I am a public speaker, when you have a book or multiple books, you get more invitations. You have something physical to show on stage. You have something to give away from stage to either sell it or give it. Where some corporate speaking platforms who don't have budgets for speakers, they have...

This is now yet a tip for those who work with HR departments. Often there is no budget for speaking, but most companies have budget for education. And books run under the category education. So, instead of paying, you they buy maybe a thousand of your book or two-thousand of your books. So, you make indirectly some money through the books. It is an exception to what we said at the start on books never make money. There are sometimes moments where you have a bit of revenue boost.

That was number eight. Let's go to number nine. I said you make revenue, so you might wonder, “How much money will I make when I sell a multi-author book as the curator?” So, it depends a bit on the price of, if you, for example, my current client, the parenting expert—she has an online parenting training. So, the authors of our book will be clients who went through the training either already or when they sign up for the book, go through the training now before they write the chapter.

So, depending how big your service is you provide to the authors and how much you price that—obviously the price to be in the book changes for the authors, which changes your revenue. So, I calculated briefly here to answer this question. It's like, we have production costs, which go off the revenue. There are costs where I get paid for all my coaching training and everything I provide as a publisher. And then the rest goes to you. So, expect it to be between \$20,000 to \$30-40,000 for twenty authors. Obviously, every author more brings much more because the cost of the book production don't go up exponentially because there are certain things like cover design cost the same if there are twenty or thirty authors in it. So it's a range, but just to be here transparent, minimum around \$20,000, and maximum \$30-40,000.

It depends also a bit on your market, your audience. If you have a luxury training, if you were, for example selling a retreat with the book which costs \$10,000 to go through, then this would be added, right. So, you can then calculate a bit yourself, depending on, because this will be the author price, one price. The author pays one sum. But these are the different things which get paid off the book production—my coaching training services and your business owners' services, whatever that is

Last but not least we're coming to number ten. That's not bragging about me. You get me as your partner. You get me at 25 years now of corporate executive coach and leadership mentoring, writing expertise. To get all my expertise, we are partnering. You get one-on-one. The most intense time is at the start, to get the strategy right, to do market research. If you theme your title and subtitle, even in our work, ultimately in the reader's market are wanted because we want to prove right from the get-go that the book is so well-positioned to the potential author, "Hey, this book will be a success because look here, we have metadata, metadata research of the market for that book with that title."

So, we produce the book cover, everything, before we even sell the spots. So, all that's number ten. You become my partner, and I'm a boutique publishing house. I can't take on gazillions of these kinds of projects per year. It's around four, five. More I can't simply do with the way I live and want to have time for my health and my paintings. And I think, looking back now into my own writer's biography, for over 20 years, I never had that. I never had a partner in in my book-production processes. Never ever. And so, I think that's for me, that's nearly priceless,

[Kelly]: Yeah, that's really very special, especially to get your time and your guidance.

[Sylvia]: Thank you, thank you.

[Kelly]: So, you have a three-minute exercise that you want guide listeners through.

[Sylvia]: So, and this is the disclaimer. Don't follow the exercise, if you're listening to us while you're driving a car.

[Kelly]: Right. They need a pen and paper, don't they?

[Sylvia]: Yes, you need a pen and the paper, So, only if you are driving, stop, park, and then get out a notebook and a pen. It's very, very simple and, Kelly will play you. She follows along so we can show something. Yes, oh, Kelly, I'm putting you here on the spot.

[Kelly]: Got mine right here.

[Sylvia]: Perfect. So, what we are going to do, and I'm turning here in a second my timer on, because there will be a moment, there will be a minute of silence. Ooh, onerous spot on a podcast. A minute of silence. Imagine that.

So, I want you to write down your personal intention on the piece of paper big in the middle, and wait for doing it—an intention for the topic of your potential book dream, as a business owner.

I want you to write something like, “I want to know the title of my book,” or “I want to know the core message of my book for the reader,” or “I want to know the core effect the book has on me.”

So, you write down your personal intention, what you would like to know from your soul, your intuition, your higher yourself, your inner muse—however you label or call this place of your inner wisdom. Write down your personal intention on a piece of paper. And you, Kelly, will tell me when you're done and we use you as an example,

[Kelly]: Okay.

[Sylvia]: And now you take your piece of paper, and what we are doing now is something. I want to honor one of my teachers for, Shilo Sophia, who lives in a Sonoma. She calls it metacognitive drawing, which is, we move our hand, holding the pen over the piece of paper where your intention was written.

So, you wrote here your intention in big words, whatever your intention is. And now you take a pen or a marker, and I will start. It's one minute where you allow yourself.—this is now the trick for us as business owners. Our brain wants to be in control. Our brain wants to move the hand in a certain way to produce something nice or beautiful.

No, no, no, no, no. Imagine you are back as a pupil in school, and you are doodling. You allow yourself and your brain to not control the outcome. You put your pen on paper when I say go, and you allow yourself to just move your hand—because, time-wise, I'm not going into the neural science which is behind this. Just please believe me. It will activate your two brain hemispheres in such a way that you get access to your inner knowing into your intuition to receive the answer to your intuition.

Ready?

[Kelly]: Yes. Sounds good.

[Sylvia]: As the timer starts, now, enjoy a minute of doodling. And, yes, you quickly crackle-doodle over your intention.

Don't forget to breathe.

You can look at it or even close your eyes. The key is that you are not controlling the movement of your hands.

And ten more seconds. And time.

You turn over your piece of paper. Turn it around and allow yourself to spontaneously write down what's coming in alignment with your intention. Just write it down. Don't control it. Just allow yourself to answer the intention you had, and go for it. Just write down what's coming. And if it's not making sense, or if it's weird again, the key is not to control it.

What's coming. Just let it flow.

[Kelly]: I'm stuck with what. I'm not getting an answer because I was just, like, “making art.”

[Sylvia]: Ooh, what was the intention?

[Kelly]: My intention was, I want to know the best topic for a book. But I ended up, as I was breathing in, my hand went up, and as I was breathing out....

[Sylvia]: Hello, duh. Hello, sweetheart. You just answered your question: “Making art.”

[Kelly]: That's not going to help my marketing strategy business!

[Sylvia]: No, it will. I get goosebumps for me. Goosebumps is always when my upstairs team claps on my shoulders. What if you make a book for entrepreneurs where you shift the paradigm of marketing, where marketing is making art?

[Kelly]: It is. To me it is an art.

[Sylvia]: I get again goosebumps. I know my own suffering for years through marketing and how much I hated it and was struggling with it and putting myself out there. And now, being an artist myself, if I had someone like you telling me 15 years ago, “Sylvia, marketing is not sales, the horrible throwing yourself out. Marketing is art” — oh my gosh, I would have broken down in tears. Like, I feel a tear is coming now in front of you.

[Kelly]: It's the art of being yourself.

[Sylvia]: Write this down. Write this down. “The the art of being yourself.” And, sadly, we can't see. I'll be you, beloved listener, but I want you to reach out to Kelly and tell her, would you read, would you buy and read a book where there are chapters of transformed business owners who transformed their relationship with marketing. And I will write one of the chapters who hated and struggled with marketing and fell in love with marketing because they discovered through you, Kelly, that marketing is the art of being yourself. Beloved viewer, please tell Kelly through email, social media, somehow, if you would....

[Kelly]: Comment on this podcast post on my website.

[Sylvia]: Comment on this podcast. Would you read that book? I want to be a chapter writer because I want to learn that. I want to go through the transformation. I want to love marketing and see it as art. And, so, Kelly, if you ever write that book.... Amazing, amazing. That is the answer. "Make art."

[Kelly]: Thank you for that little exercise! I didn't realize that I was going to do it, so I didn't have a proper piece of paper. I had an envelope and pen right here. Yeah, but that was great. That was awesome.

[Sylvia]: I get again goosebumps. It's the perfect example because her cognitive drawing, you can do it on a napkin. I have here always a dirty napkin on my own desk because I spill often my cacao tea or whatever, and sometimes when I don't find my notebook, a crickle-crackle on that napkin.

It's about the brain integration. It's about letting go of control where we have learned from highly-paid gurus, teachers, and trainers "the 10-step blueprint to success," which never works for us, because it's *their* blueprint to their success we pay a lot of money for only to discover it doesn't work for us. Oh, my gosh, here.

[Kelly]: And different brains need different techniques. You know, more, right-brain people need something more like that. And more step-by-step people need more step-by-step. And I often need a mixture of the two.

[Sylvia]: Thank you so much for playing along. That was not planned here. We had a pre-tech check here, but we didn't talk about how the interview will run. Perfect example, and also perfect example for thinking or believing you were stuck when the answer was right there. I mean, hello!

[Kelly]: Right!

[Sylvia]: I would love to see that with the raised hands. Please comment under the podcast. Do you know that from your own life that sometimes the most brilliant answers are too simple to be true, or too close for you to see and hear?

[Kelly]: Absolutely right.

[Sylvia]: Poignant.

[Kelly]: And the answer? So, I said, "making art," but it doesn't, you know, sometimes the answer is right there, loud and clear. But it may require a bit of interpreting. So, I don't think that my book is about how to make art or a memoir. I mean, a memoir, I think a memoir is in my future,

but that doesn't help me in my business necessarily. But, as a business book, and certainly this will give me some blog posts and podcast topics—essentially that marketing is the art of being yourself. It absolutely is. I haven't used that exact phrase, but it totally is.

[Sylvia]: Yeah, I get goosebumps again. Totally, totally. I mean that I can even see like a movement, a movement of of business owners who just say even the f-word to the old paradigm of marketing, which is, you know, using neural science-based hacks to manipulate people into buying things they don't really need, which is such a different paradigm from a marketing of the art of being yourself—resonance and alignment, attracting the right clients who do want what we have to offer. I mean, I can see a whole movement pouring out of that and more books and podcasts, and, oh, I go on.

See, it's so beautiful. Thank you.

[Kelly]: Thank *you*, Sylvia!

[Sylvia]: Thank you for playing along.

[Kelly]: Well, this was awesome! I really appreciate your being here.

And, so, the book club starts April 10th, is that right?

[Sylvia]: Yes, thank you. Yes, it's my newest baby because I love books, and I think I started at the beginning here. I want people to read more books. And yet, when I interviewed some of my clients in my newsletter subscribers, most people wanted to read more books, and most people even love books. But then it's time. So, a lot of people start books, but they don't finish them. Or, they finish them, but in the moment, especially their brains are so overwhelmed that they literally, two, three weeks after reading the book, it's like they never read it. It's like gone, and that goes for me to my own roots here to make a circle in the whole podcast.

I started my business focusing on the value at 25 years ago on sustainability, sustainability of learning. So, for me it's also about a book. If I'm not reading for escaping, I'm, you know a secret, I read romantic love novels as an escape. Yeah, if I feel overwhelmed or the news were just too horrible, I take one of my \$7.95 at the grocery check out, trashy love novels.

I'm not talking about this kind of books. The books we business owners read to evolve ourselves or our business or our leadership, we need to implement. So, my book club has the mission to bring books to life. So, where the book is not the focus, but you, the reader, and how you benefit from the book.

So, even if you come on the April 10th and have no time to read the book, the first book club meeting will be about, I will quickly show you what the book will be. Some people might consider it academic and dry: *Anchored*. It's about polyvagal theory. Most people have no clue

what it is, and you don't need to. Even if you can't read the book time-wise, or you don't like the style, I provide a summary, and then we will have a discussion, and then we will do creative experiential exercises a bit like what we did right now with the metacognitive drawing—because my goal is not only that you read latest after the book club the book, but to bring it to your life.

In this book, I start, even though it's not a bestseller. With some people said, "Hey, why don't you start with the Brené Brown book everyone knows," and I said, "Well, my intuition told me to share this book, which kept me sane in the last two years. I suffered in 2020 from huge anxiety. You know, the election process, the United States, pandemic, and being German, a lot of old ancestral stuff was triggered. This book kept me sane and taught me so much about fear-management and self-management. I want everyone one to know about this. And polyvagal theory is a big concept. Except there are other books out there. I read six. This is the most easiest to understand, most practical. So, a link will be below the podcast and it will be not the usual book club.

Books will come alive, and you will be in the center, and we will have break-out rooms. There will be a discussion. It's, yeah, I have a big, big vision for my sweet little book club.

[Kelly]: Fabulous! I will put the link to the book club in the show notes and on my website. So, you can follow that. There'll be a few other links to various things in the show notes and on the website.

So, again, I really appreciate your being here today and sharing all of this and the exercise. Just thank you so much. It's been awesome, Sylvia!

[Sylvia]: Absolute, absolute pleasure. We know each other for so many years. I'm really grateful about our growing friendship and mutual support. And also, I'm in awe of you, a genius—how you have reinvented yourself again and again, and you are always more encompassing, more flourishing, more serving. Such an inspiration. Thank you!

[Kelly]: Oh, thank you so much! Well, I would love to read y'all's comments on this episode's page on the website. Link, of course, in the show notes. And I will be back next week with more branding, design, and business-building tips. So, I'll see you next time on Brand + Design Scoop!

Links mentioned in the episode:

[Sylvia's Book Club](#)

[Sylvia on Instagram](#)

[Sylvia's Website](#)

[Link to this episode](#)



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