

EPISODE 115: SIMPLIFYING DATA FOR AUTHORS – WITH JOHN P. LOGSDON

Announcer: Two writers. One just starting out, the other a best seller. Join James Blatch and Mark Dawson and their amazing guests as they discuss how you can make a living telling stories. There's never been a better time to be a writer.

James Blatch: Hello and welcome to the Self-Publishing Formula podcast, a special edition live, sort of, from the London Book Fair.

Mark Dawson: Hello James.

James Blatch: Hello.

Mark Dawson: How are you doing?

James Blatch: And what's behind us, Mark?

Mark Dawson: It's my office. No, it's the Oval Office.

James Blatch: It's the Oval Office.

Mark Dawson: Remember, those of the people who are not watching on YouTube.

James Blatch: Yes. Not everybody's watching on YouTube, but do you know what? This is an episode you should watch a little bit on YouTube, even if you're on your jog at the moment and listening to us audio only.

We're at the London Book Fair, as I say, and it's a place where you get all the major, traditional publishing, all the service industries publishing, little bit of the independent writer-centric area which is behind us, but I have to say, whatever we say about the traditional industry, that is a fantastic publicity set for a new book.

It's James Patterson's book *The President Is Missing*. They've got a bespoke Oval Office, complete with Secret Service in there. It's cool. You'd love that if they did that for you.

Mark Dawson: I probably would. That's true. Yeah. Maybe I'll do it myself when the new one comes out.

James Blatch: We should, exactly.

Mark Dawson: Have a Milton lookalike. Perhaps you could ... No, forget that.

James Blatch: I must look like an action hero.

We're going to introduce the next three episodes of the podcast here from the London Book Fair and we're going to start with our three from the London Book Fair focused very much on writers because we've got a new product to talk about. We mentioned it briefly before.

We do get quite a few people in our community who are always thinking about ways of making their life easier as an author and a writer. Sometimes, if that coincides with them being quite IT and tech savvy, they can develop this platform for themselves.

In one case, in this case, it's a platform that's now available for other people to use. It's called ReaderLinks. It's developed by somebody who's been an early friend of SPF's called John Logsdon.

Mark Dawson: John took the course, the first Facebook ads for author's course. How long ago was that now?

James Blatch: 2015.

Mark Dawson: 2015 and John grew his email list from, I think it was 27 to two and a half thousand. No, more than that, several thousand quite quickly and John was one of our early testimonials.

He's been a friend of SPF and us for some time now and also has a background in software and was able to put his various skills, software, writing, all of that stuff to good use and put ReaderLinks together.

James Blatch: John got together with a business partner for this and we're talking to the two of them. So let's hear from John and ReaderLinks and then Mark and I will be having a chat off the back of that.

It's a three way, which sounds a bit dirty. We don't do this very often. We've got John Logsdon in North Carolina. It is north, isn't it?

John Logsdon: Yes.

James Blatch: I've been to your house, so I should know whether it's north or south.

Ben: Yeah. That's right.

John Logsdon: North Carolina, yep.

James Blatch: Frankly, when you get a little bit south of New York, or Washington, anyway, until you get to Florida it all looked more or less the same to me so I wasn't entirely sure where I was, but somewhere in the Carolinas.

John Logsdon: Same here. Welcome to America.

James Blatch: We stayed the night in a place called Florence, which, I've been to Florence in Italy. It's beautiful. And now I've been to Florence in America and it's-

Ben: Which is not.

James Blatch: Wasn't the same, but it was very nice, very hospitable. Lovely ice cream and nice chats with people. Welcome along, Ben.

Ben: Thank you.

James Blatch: Your first time on the SPF podcast.

Ben: Yeah. First time.

James Blatch: Tell us a little bit about you first.

Ben: I am an author. Been doing urban fantasy series called the Relics series. Just got into urban fantasy and really enjoying it, especially the sales numbers. This genre's incredible and it's wonderful to be writing in a genre that I really love.

I also teach at the School of Visual Arts in New York City in a master's program. I teach marketing for visual storytellers, which can be, it's very fulfilling but it's tough because, as we know, creative people, authors, et cetera, can kind of have a difficult time with marketing, which is one of the reasons we made ReaderLinks. And a dad to a son and a husband to a wife and just living the life.

James Blatch: Sounds like Gladiator.

Ben: Except different ending maybe.

James Blatch: Yes, hopefully.

Ben: I don't know. We'll have to see.

James Blatch: Okay. Well, look, welcome Ben and John.

Ben: Thanks.

John Logsdon: Thank you.

James Blatch: John, we know from the past that you're an energetic, entrepreneurial, inquisitive guy, I think, in this space. You're looking to find ways of making life easier in automations.

You've got a bit of a background in tech and I think you and Ben together have come up with a product that we're hearing great things about and we immediately liked right from the moment you approached us with it. It's called ReaderLinks.

Some of the people listening will be already on there and be using it, but for those who aren't:

Why don't you kick off, John, and tell us what ReaderLinks is.

John Logsdon: Sure. Basically, ReaderLinks started out as a tool that, like you said, I'm inquisitive and I'm also a programmer. I wanted to create something that would make my life simpler and one of the things that I was doing was a bunch of work trying to use Bitly and various other url programs and so I just decided to write my own.

That way I could put the links underneath each one of the books and silo them, each book that I have. So anytime I wanted to I could just click on one

of the books and I could see all the links specifically for that, how they're doing, click rates, everything else that was going on for it.

I shared that with a couple of folks, including Ben, and we just started iterating from there. Next thing you know, we're adding all of these other features to it, including auto tweeting and the ability to manage ARC teams, reader teams, just so on and so forth.

It just grew and grew and grew and then, finally, we had a number of authors that were just using it who were kind of friends and helping us guinea pig it and so on, and next thing you know, people were saying, "Can you make this available because we've heard about this?"

We decided, okay, let's go ahead and do the industrial version of it, which took a bit longer than we had hoped.

James Blatch: Always does.

John Logsdon: Yeah. So we did that and then next thing you know, now we have everything from tracking your reader, your links per book, you have your own my books page that you can do. You can do reader teams, we call them reader teams, but same thing as an ARC team.

Ben: ARC team.

John Logsdon: If you have a blurb that you use for Amazon, you can instead, it's right in the book on ours, so you can just actually do it right there and also we support now the KDP reports and we also do ROI so you can pull in your Facebook ads data and your Amazon ads data and you can see what your ROI is on that.

We're going to be working on pulling in the BookBub ads data as well and we just recently released the auto scraping for KDP so that it automatically grabs your data and does that every 15 minutes, which is cool because I

bring my phone around with me a lot. If I'm gone for three hours I have to wait to get home to see where my stuff is.

Ben: See your sales.

John Logsdon: If I leave it running on a tab I can just refresh the page and I see what's going on all the time. We're doing a whole bunch of stuff and it's just a lot of fun.

Ben: Yeah. That's one heck of a list. I had a hard time following all of that and, yeah, I'm on the team.

John Logsdon: Yeah.

Ben: It's a lot of stuff.

James Blatch: Let me ask a couple of questions. It started with you working out that you could track single books in different channels. You needed to do that. And people do need to do that. Goodness knows we become quite competent at spreadsheets in this business without this stuff.

John Logsdon: Yep.

James Blatch: What you've brought together is not just papering over the lack of good dashboards, which you get with things like KDP and the other services. They do a great job in many ways, but often the data presentation isn't great.

You've also brought together your books, as I say, from these different channels. Ben, is that the selling point of ReaderLinks?

Ben: Well, I think what we'd like it to be is to address some of the key pain points of all authors. There are fundamentals, right, and I think that you and Mark talk about this.

There are parts of our author businesses that are always going to be the same. There are a lot of tactics that happen around that, but when we started to build this number of different tools we realized that the tactics that we use we need to be able to change. We need to be able to shift.

Usually we'll need newsletters with some kind of social media platform, we need to know our sales, but one of the more important things is we do also really need to know about links.

That's the second most important data point for authors. This is besides sales, as far as I'm concerned. I mean, you want to be able to ... When there's a sale, that's a solid piece of data. If you can figure out where it came from through the links, that is extremely valuable.

So we wanted to put it all into one tool without making something that was going to run out of steam after a while, so while the list is long, we want to make and we're continuing to make a product that really allows you to bring in things like a Twitter tool, like a calendar, like a link tool, even an Amazon description tool.

Something that brings all of your books into one place, allows you to see data about that book, the sales, the links, et cetera with affiliate support, geo friendly links, et cetera but see it in one place instead of having several tabs open or checking several times during the day you can have the fundamentals there. There's always going to be little things you can go check out but the fundamentals will be there.

James Blatch: John, from an author point of view your author life is a little bit complex because you've got three different, at least three different series that I know of and slightly different genres and I think you use the same name across them all.

There's two of you write some of the books and so on. If you could take a step back, I know you're going to say yes, it's great, but take a step back.

From an author point of view, what sort of tangible difference has it made to your everyday author life?

John Logsdon: You're right. I'm biased, but the point is is that the reason I coded this is because my author life was a pain. I write a lot of books. I write them fast, I get them out quickly and I do write a lot of series, so a few things.

Number one, one of the things I hated every time I released a book I had to go and create 25 links every single time. Since I had to create 25 links every time I didn't want to deal with that.

Now I have this ability inside of the ReaderLinks to create what's called a core link. I just create 25 links one time in the core links. Every time I add a book I automatically get 25 links added to that book. So that's one pain point done.

Another one that was huge is the ARC teams, just as another example. For example, what I would end up with there is I would have a Google Sheet, plus some people would send me emails with, "Hey, we found this problem, we found this bug, whatever." Typos, grammar issues, story issues, continuity issues, things of that nature. They would fill all that.

Now with ReaderLinks, the reader team apply to be a part of my team so number one, I can see how have they participated in the past? I don't necessarily require anybody to leave a review but I require participation.

So I can see did they report issues or do I have notes on there that says this person asked a lot of questions and was really participative in the group or they shared on Facebook, they tweeted, whatever. I can see that information or I can see did they leave a review because they post in there,

"Here's where I left my review and here's a copy of it or here's a link to it," so I can go and see. I don't require a review, again, but I require at least participation.

What I can see is the next time a person applies for one of my books, I don't have to go hunting through spreadsheets, I don't have to try to remember what this person did. I can see right there this is their participation level and I can approve them or decline them at that point.

Plus, when they go to submit issues to me, I get 300 issues, let's say, in a book that are reported. I don't have to go through emails and remember all the places, go through Google Sheets or my own spreadsheets. I don't have to manage it.

I just go straight to ReaderLinks. I see all of the open issues. I can choose each chapter to see which ones are in which. I go ahead and fix them and I click, I do a response like I'll say fixed or if it's a question I'll answer the question and click closed. It moves to the closed list and it just makes life incredibly easier dealing with those things. So those are two primary things that allowed me.

I want to touch real quick, though, on something that Ben said about the links and being the important data point.

What we found is that it's the tracking against, you can actually see it when you look at the KDP report and you can see the links and you can kind of see the correlation of it going up and down with things, which is really cool.

You're never going to be able to know exactly where a sale came from as long as they keep the black box on Amazon the way that they have it but it does help you to try to figure out what the correlation is or what your trends are across the board. That kind of thing has been very valuable to us.

Ben: Yeah.

James Blatch: That's a really important thing Ben, isn't it, because occasionally authors will do things that they cannot directly track because you don't get Amazon's behind the scenes data.

Ben: That's right.

James Blatch: You have to second-guess it a bit and I guess this really helps you do that.

Ben: The best way to do that is to own it and I think that's one of the philosophies, if you will, behind what John and I are doing. We want people to take this seriously. We want this to be a business for them.

Absolutely an art, absolutely a craft, absolutely something that fills a part of us that ... We need to write, but we also, for a lot of us, we want to make a living at it. To do that, we need to treat ourselves as small businesses.

One of the most important aspects of being a business is to follow the data and to track because there is no growth without tracking the data.

I think the thing about that that's tough for authors is, first of all, getting that premise down as being something that actually applies to you, but then the work of actually figuring out how to make these links, how to track them, how to get data out of them that makes sense. I'm sure it's something that you and Mark and the team deal with as well.

It's a tough thing for me to get and I think it's a tough thing for everyone and ReaderLinks is not there yet. We're still working on it. It has some great insights, great data, you can even use Google Analytics to get more detailed information if you use our WordPress plug-in, which allows you to use your own domain for your marketing links.

I think it's the kind of thing where you've got to take that couple hours to do it. You've got to set it up. You've got to get your head around it and then you just have to figure out what you want out of this.

Do you want to sell 100 copies of this ebook this month? Well, go put your stuff out there, track the links, look at the data, see where your sales could have been coming from and improve on the stuff that works and stop doing the stuff that doesn't.

Hopefully that is something that ReaderLinks can help people do, spot those things that are working and really push the other stuff to the side.

James Blatch: I suppose that brings me on to my next point, really, perhaps one for you, John.

How much work is involved for the author when they first get on to ReaderLinks?

John Logsdon: Good question, actually.

Ben: That's a great question.

John Logsdon: There are other KDP tools out there where folks get stuff like instant gratification but with our system-

Ben: Push a button, go.

John Logsdon: ... it wasn't originally configured as a KDP tool. It's not a KDP tool, but it does allow you to pull in your KDP reports and stuff so people are instantly comparing it to other things like that.

ReaderLinks is really a very large system. It has a lot of stuff and we try to cover all of the pieces, and we still have pieces to add, but covers many of

the pieces of all the things you have to do anyway and you're using 10 different systems to do it, just in one spot.

You don't have to go to 10 different places to do the same thing in one spot. But setting it up can be a little bit time consuming, especially if you have a lot of books.

Ben: A lot of books, yep.

John Logsdon: Now, one of the things that we are planning to do going into the future here is to find ways to make that simpler, make it faster for people.

One thing is, for example, if you download your 90 day KDP report and then upload it the first time then we can go ahead and grab all of your books and put them in there for you.

But we still have things like, "Well, what about all of my ISBN numbers? What about all that?" That stuff doesn't come across in the KDP report unless, of course, you're publishing all of your paperbacks through the Amazon system as opposed to CreateSpace, for example. That doesn't all come through.

Also, what about Audible? What about Audible U.S. versus Audible U.K.? All of these things that happen there, so we're trying to figure out ways to make that smoother so that it can pull all that data in, but right now, yes, it is a bit of work.

Ben: I think the least amount of time it's taken, from what I've seen in the feedback from customers, is about an hour for several books. I think, again, to John's point, it just comes down to some of the data you have to fill in manually.

Eventually, one day, that will be automatic, but for now, this again, like John said before, it started as a project that was really about making our business easier to spot trends, easier to see the big picture and it's really grown. We don't want it to grow too quickly.

We have a really good, tight, small community right now on Facebook and we're having a good time getting feedback from them. I think there's a lot of room for improvement but I think the product that we have, I use it, it's open 24/7. It works.

John Logsdon: A lot of that effort, just to point out again, a lot of that effort is front loaded, but once you get there, then it eases your life a lot.

Ben: Yep.

John Logsdon: So that's kind of the thing.

Ben: Yeah.

James Blatch: You know what I like about this is there's a very SPF philosophy here in that it's not going to be for the author who's at arm's length from the data and the front line marketing wise.

It's for the author who's in the weeds and knows that that's where the differences are made. The SPF message is you need to be that author.

John Logsdon: That's right.

James Blatch: You shouldn't be the author at arm's length because that's not the world we live in now.

John Logsdon: And it all comes from, honestly, when you were sitting at my house doing the filming of me and you were asking these questions, one of the things that came up was I said, "Mark had taught me one thing that was

the most important of all the things that I had learned from him was that this is a business."

If you're coming into ReaderLinks and not thinking with that mindset, you might actually find yourself frustrated right now because there's a lot to the system.

It's not intended just for the fly-by-night customer. It is intended for somebody who really wants to dig down into their business and get this stuff rolling.

We have a lot that we're adding, of course, but it is front loaded work. You do have to put in the effort to get there. We're willing to meet with people and do a 30 minute discussion with them, a video, to help them get set up, to show them different things.

We've done that with a number of people and once they start using it the majority of these authors that are really hard core authors that are serious about their business and so on, it takes them a couple of days to really get things moving around.

Once they're ready to go, they're like, "This is great." That's what we're, we agree with you, in other words.

Ben: That philosophy is one that I wish I'd had and I wish that, because it was 2011 when I got into this business. I made the worst decisions of my life at that point.

I left my job because I thought I was going to write a book and it was going to sell like crazy and I was going to make a living out of this. It didn't work out that way.

I think that when John got into the business, he has that kind of bold, also extremely, bluntly honest kind of way about him. We had worked together

previously and I jumped in without thinking. He jumped in with thinking, so that's always a good thing.

I think the key to taking yourself seriously is actually getting somebody else to. If you can make a friend in this business, just one buddy that kind of fills out your team, begins to build a team, our team now, the people I consider part of my community is probably close to 20 people that I would consider this guy is awesome, she's amazing, I'm going to ask her for help, whatever.

I think that's where the professionalism starts is when you actually make that link with another author who doesn't necessarily fill in your weaknesses or things like that, but just somebody to talk to because it is such a lonely business. That's really, I think, the first step to beginning to take yourself seriously as a business.

John Logsdon: Hang around the people you want to be like, yeah.

Ben: Absolutely. Definitely in your case, John.

James Blatch: You've launched it and we'll talk about the price and the plan structure in a moment.

From your point of view, how's the launch gone?

Ben: Great.

John Logsdon: It's going really well. It's a launch of software so you are fully expecting bugs, you're fully expecting issues to arise, you're fully expecting people to compare it to other people's products instantly, all of that kind of stuff.

We've had some issues, we've had some things we've had to correct real time. That's going to end up happening over and over again. We're doing a push today, which, obviously, is when we're recording this. By the time

the podcast comes out and stuff, there will be a lot more that's in the system and so on, but it's going pretty well, actually. I'm kind of impressed with it.

Ben: Yeah. The usability stuff, we're going to work on some of that. That's been the biggest feedback, just kind of how do we maneuver around, how do I get into the system. We'll be addressing that.

James Blatch: And you're at that stage, particularly happens with software, I think, where you're maneuverable yourselves at the moment because it's kind of fresh and new and you want to get that right now because best one in the world, three or four years down the line, and we see this with MailChimp and stuff, they can't change the fundamentals any more. They're too big.

Hopefully, that will be your problem in two or three years, but now is the time, isn't it, to think, "You know, let's stop doing that and do this in a slightly different way."

John Logsdon: Yeah. And I think that one of the things that might help people, and we try to be very transparent about what we're doing. The bottom line is we're authors too.

We're not trying to price gauge anybody, we're not trying to deal with any of that. We want to make a system that we want to use but the one thing that comes up is that, "I want this, I want this, I want this, I want this." We're like, "Yeah, so do we."

But each one of them takes time to develop and, as you just pointed out, when you get three years down the road, your system is getting larger and larger and every piece you put on that system causes ramifications throughout the system so you have to be even more and more careful as time goes on, which means you have to select very carefully what you want.

And we also drive that through the community. We recently put up a poll on our group and basically asked them-

Ben: What do you want?

John Logsdon: "What do you guys want?" We gave them the top five options that we're ready to work on next as soon as we're done with this current thing that we're on.

We're getting feedback from people saying, "Here's what we want." That's how we end up prioritizing things. The community drives the product at this point.

Ben: And always.

James Blatch: Great. You'd better tell us how much it is.

John Logsdon: Go ahead, Ben.

Ben: It's usually \$19.99, but we're going to be offering your listeners a deal on that. The coupon code will allow you to get it for \$14.99 per month if you pay monthly, or \$9.99 per month if you pay annually, which is \$119.

John Logsdon: Yep.

James Blatch: The annual fee, with the coupon code, we're going to give a link out in a moment to get the coupon code, annual fee with that, that makes that a very, very affordable thing if it's going to save you a lot of time.

And something we'll come onto in a moment, I will give the link out in a second, because I want to talk about how this makes you money as well, because if it's done right, it should do.

The link, by the way, to get that coupon code that the boys have very generously donated to SPF podcast listeners, if you go to selfpublishingformula.com/readerlinks, we'll send you out that code and you can go to readerlinks.com, enter it and set yourself up with that discount.

Just to recap, \$14.99 a month with the discount code, works out at \$9.99 a month if you pay a year in advance.

Ben: Annually. Which comes to \$119 and that's locked in. It doesn't go back up after a year.

James Blatch: That's brilliant. That's great.

Ben: Eventually the price might go up, but just not yet. It won't go back to the normal price after a year.

James Blatch: I wanted to come onto that. If you get this right, because one of the things that authors are guilty of, in fact, frankly, every business person's guilty of is they put a lot of effort into things that don't make them money and they kind of ignore things that are making them money. The reason they do that is they can't see.

John Logsdon: Yeah.

James Blatch: The data's not presented to you in a palatable enough fashion for you to make those decisions, "I'm going to stop doing that and I'm going to start doing that."

I think that's what ReaderLinks is trying to get to, isn't it?

John Logsdon: Absolutely it is. We have struggles with it. It's easier with Facebook because Facebook gives you actual daily data so you can download each one of your days' data.

Amazon currently doesn't so we basically have to work on baseline data, meaning that what you upload at 5:00 today, let's say you've paid \$100 or whatever, and then tomorrow it looks like you've paid \$5. That's because the different between 100 and 105 is \$5.

What we really want Amazon to do, of course, is to provide us the same daily reports like Facebook does. Then we can give you much more accurate data.

Those types of things are always going to happen. They're going to come up. We are working on BookBub ads, bringing in their reports as well, things of that nature.

But absolutely. It's a huge issue. Just the ability for me, for example, I want to point this out. I'm going to toot my own horn here for a second. I wanted to point this out because you guys were very instrumental in this. Mark's course and your help and everything that you guys have done, as of December 15th, I am a full time author.

Ben: Yeah.

James Blatch: Fantastic.

John Logsdon: Well, and a ReaderLinks developer, obviously.

The point is I'm not working for anybody else anymore and a lot of that comes from the fact of application of the things that you guys have taught me and so on.

Now, it's even more important for me to know this information because now it pays for my house, it pays for my car, all that from being an author. Therefore, when I look at, like I'm looking at my screen right now, for example. I can see that yesterday I made revenue of \$333 and my ad spend

was \$40, so it's telling me my ROI right here on ReaderLinks is \$292.85 for yesterday, which is a 724% ROI. That's a good ROI.

James Blatch: That's a good day.

John Logsdon: That's based on my Facebook ads, that's based on my Amazon ads and everything else that's coming across there and I can see what's happening today so far.

I can see the trend of what's going on. I can also look at this month, see how much my ROI is this month, how much is trending this month. I can see all of that stuff.

We're going to be adding in the ability coming up here in the future, to allow you to also put in things like, "Oh, I had a Bargain Booksy. That was \$40 for that day. I had a BookBub, that was \$260 that day and so on.

Cover costs, any costs basically. If you add in the cost value for a particular day, it will go against your ROI for that day, for that month, et cetera.

Just the ability to know here's how much I'm making, here's how much I'm spending, here's how much I'm actually getting back from it, that is huge.

Ben: Yeah, it is. And I think, if I could just add to that, the other tool which surprised me in how effective it is was a very simple tool that we added, and you don't need to get ReaderLinks to do this, but we always need to make note of.

I call it a marketing journal or a diary, what worked, what didn't? What's your sense? Yes, you can look at reports, you can generate reports, but what specifically did you do that day?

I keep a daily journal in ReaderLinks because it has a calendar and I just named it diary, and I just say what I did today. I can go back and make little

notes about what I had done on the fringes of marketing and promotion that did work or didn't work.

I think that's one of the important things to do because if you write it down, I think we all know this, it just becomes so much more real. You think you're going to remember this. You think you're going to remember that. We don't.

James Blatch: Yeah. The data takes you so far, I completely agree. Ultimately, you do have to have a sense of stuff. And something might not be working for two or three months but you know it's going to be the one in the long run, so you've got to have that sense as well.

Ben: Exactly right.

James Blatch: This can only help, right, having this information?

Ben: Exactly.

James Blatch: So, that's great. I should say we're not affiliates, right? I don't think you do affiliates, do you?

John Logsdon: What do you mean by affiliates?

James Blatch: We don't get a cut of anyone who signs up to ReaderLinks.

John Logsdon: Oh, no. No.

James Blatch: I just want to make that clear to people. It sounds like the reason I'm talking this up is because SPF are taking it. We're always transparent about that and we're not taking a cut of this.

John Logsdon: No, you're not.

James Blatch: And we're proud of this because it's come from the SPF community, a couple of guys and that's brilliant and the feedback, we did all our own.

You probably know, John, when you approached me we did our own little interview for people and sent it out to people and we got our own feedback back from that and that was the reason we went forward with it with you because we got nothing but very positive reviews of what ReaderLinks can do for an author.

John Logsdon: Absolutely.

Ben: I love to hear that.

John Logsdon: One of the things that you did do was provide a coupon code to folks who signed up for SPF because, and we appreciate that, but we do not provide you any affiliate monies for that.

James Blatch: But I would like a beer next time I'm in South Carolina. North Carolina.

John Logsdon: North Carolina, yeah.

Ben: Yeah, we should coordinate that. Get over there, you get over here. Love to meet you.

James Blatch: We're coming to New York in the summer. Maybe we'll see you there, Ben.

Ben: Oh, great. Yeah, I'll be there. I'll be in the city.

James Blatch: In fact, a plan is being hatched potentially to drive from New York to Montreal, which I thought would probably take us past your front door, won't it?

Ben: Oh, yeah. Absolutely.

John Logsdon: Are you going to go to NINC this year?

Ben: My front door.

James Blatch: We're going to go to NINC as well, yeah.

John Logsdon: I'm actually planning that one this year, so hopefully ... I'm going to Coastal Magic this weekend, or actually I'm leaving tomorrow.

John Logsdon: I'll be there this weekend if any of your ... Well, they won't hear this podcast.

James Blatch: They won't. Probably going to go out in May.

Ben: That's right. That's right.

John Logsdon: They're all going to be down there in May going, "Where is he?"

James Blatch: Okay, that link again. It's selfpublishingformula.com/readerlinks to get the discount code and we will probably bundle in a code for people who sign up to the next course launch.

In fact, from where I'm standing it probably will be a launch in between recording this and it being launched and it being broadcast, but we'll stick a code out if you're happy with that as well, again, guys, because that helps everyone. So, brilliant. Thank you so much indeed for joining us. Really, good luck with this.

John Logsdon: Thank you.

James Blatch: Thank you for putting the time and effort into something that makes authors' lives easier and more profitable, which is what the old SPF philosophy's all about.

Ben: Yeah.

John Logsdon: That's our goal.

Ben: Thank you, James.

John Logsdon: Thank you.

James Blatch: That's ReaderLinks. We should say right at the beginning that other author dashboards are available, but it's an exciting entry to the market.

Mark Dawson: I agree. Absolutely.

James Blatch: Yeah. I should tell you that there is a special offer, of course, for SPF podcast listeners, so if you go to selfpublishingformula.com/readerlinks, all one word, there will be a discount.

I think I'm right in saying it's a discount for life off the price of ReaderLinks, so that will be an excellent thing for you just because you're listening to the podcast. Because we look after people who listen. If you're in SPF, you're part of the family.

Mark Dawson: Yes.

James Blatch: We are.

Mark Dawson: Someone just walked past us, podcast listener, James almost punched him. He didn't punch him.

James Blatch: No, I didn't.

Mark Dawson: Tempting.

James Blatch: The Secret Service should have surely launched in and rugby tackled him to the ground.

Mark Dawson: Anyway, move on.

James Blatch: We should talk about London Book Fair because we're here and a little preview for next week's podcast because we're going to be talking to a man called Jasper Joffe, who started his own publishing company and I am hugely admiring of what he's done.

It's a very exciting new era kind of publishing company but very, I hate using 2.0, 3.0, but very indie kind of in the way that he operates.

Mark Dawson: He's a smart cookie and took the ads course last year and has put those lessons into really good effect in selling, I think he told us one of his authors has just sold her millionth book.

James Blatch: Yeah.

Mark Dawson: And I've read those books and I can see why. So, yeah, Jasper's great.

James Blatch: I think it's the millionth book through him. She's done four million in total.

Mark Dawson: Is that right?

James Blatch: Yeah. Million for him, yeah.

Mark Dawson: Okay, yeah. So she's done really, really well. Jasper's also, as he mentioned, it's quite nice to find someone to talk to, he likes geeky book sale stuff as much as we all do, so it was really good. Move on.

James Blatch: That's Jasper next week. And that's it.

Now, I felt for the first time since we've been coming to London Book Fair we felt like we were properly here because we've sat down having a chat about publishing.

Mark Dawson: But I have a chat about publishing every time I come here, James. Yes, it was. It was a good one. I haven't heard the podcast yet so I'm looking forward to getting into that next week.

James Blatch: Amazon are a little way behind us, and Darren Hardy, who's been on podcast before, is holding fort there.

People often say to me, "Is it worth coming to the London Book Fair as a writer?" And I think that one area there and some of the sessions they do, and you took part in one of those this morning, the answer's probably yes.

Mark Dawson: Oh, no. Definitely is.

James Blatch: ... that the other 80% is worth it. Probably isn't.

Mark Dawson: No, it definitely is worth coming and even the other 80%, so YouTube viewers won't be able to see this, but as I look out in that direction, there are 50, 60,000 pound stalls laid out with Bonnier, Gardners, Ingram, Hachettes, all the big publishers are here.

And even though those guys may feel very distant to us, it's impossible not to be enthused as you ... Because we're all selling books. That's what we do.

James Blatch: Yeah, of course, yeah. And we all love books.

Mark Dawson: For me to walk down there and come up to the little cupboard where they keep us, no, the very big cupboard, it makes me feel very enthusiastic and it's a good shot in the arm that I can sell books just as well as these guys can. Even better, I might suggest.

James Blatch: Even better. Good. Okay. Look, thank you very much indeed for joining us. Don't forget you can get a discount on ReaderLinks if you go to selfpublishingformula.com/readerlinks.

Mark Dawson: There's a pigeon.

James Blatch: Oh, there's a pigeon flying around in here. It's a big, cavernous hall. We're going to be back at the London Book Fair next week with that interview with Jasper. Don't miss it. Until then, what do we say? We say have a good week-

Mark Dawson: Writing and a good week selling. Bye bye.

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