
Wealthy Writer's Wisdom



Lesson 2

Interviewing

- The benefits of Interviewing
- Interviewing tips and tools
- How to monetize your interviews



INTERVIEWS

Money-Making Interviews are the easiest, fastest and most profitable way to write. An interview is where you ask questions and use the Socratic Method to learn more about a particular subject from the experts who know the answers.

Remember, Socrates never wrote anything. His methods, which are crucial to our modern ethics, would have been lost were they not recorded by his student, Plato, in *The Republic*. I hope you will read *The Republic* by Plato. It has had widespread effects on our culture and will help you learn the Socratic method of interviewing.

Interviewing expands you when you listen to another person at depth and learn from their expertise. I interview everywhere; the people next to me on the plane, other authors, business moguls, anyone who knows something that I or someone else could benefit from learning. That covers just about everyone! Remember, we all have a book in us, a special story to share with the world. So, be ready to pounce if the opportunity to interview someone special comes along. I would strongly recommend keeping a hand-held tape recorder with you at all times. You never know when a great opportunity may present itself.

As an aspiring writer, you should interview other authors about how they write, what they study, where they write, how they put it all together, everything down to how they pray. You especially want to ask them how they market their books and how they make money so you can learn to monetize your writing.

When we started the *Chicken Soup for the Soul* books, we interviewed 101 best-selling authors of all time to find out how to best go about it. Over my career, I've done something like 5,262 TV interviews and will complete more than 112 in the next month alone! Dr. Peck, one of my mentors, said you have to do an interview every day and I completely agree and advise you to begin setting this habit now.

Doug Wead is a best-selling author and former presidential advisor who wrote many of Ronald Reagan's speeches. To Doug's credit, President Reagan was known as 'The Great Communicator.' Doug advises interviewers, saying: "You have to know what the stories are that you are going to do, who are the people you're going to meet and when you want to meet them." At times, Doug would schedule President Reagan for 80 interviews in one day! It can be done! When you begin though, just start with baby steps and grow from there.



WHAT HAPPENS IN AN INTERVIEW?

You gain expert knowledge without becoming the expert. Napoleon Hill interviewed Dale Carnegie and Mr. Carnegie asked him if he'd like to spend the next 20 years interviewing all the best, most knowledgeable people to write a book, *without pay*. Carnegie timed him and, at 29 seconds, Hill said yes. Carnegie said that was good and that if he'd taken more than thirty seconds, he would have lost the opportunity. He said: "Successful people decide fast and change their minds slow. Unsuccessful people make a decision and then change their mind again and again and again. You've just made the decision that's going to change your life." And it did. As Hill began interviewing all the famous people Mr. Carnegie introduced, he quickly learned techniques for success from all of their expertise and applied them in his own life.

Interviews will get you started, get you out there and get you a database. Your database is part of your platform. Your database is people you know. You want thousands, even millions of people in your database because your success will, inevitably, come from your interactions with them.

Interviewing helps you learn better interviewing techniques and also helps grow your reputation a little each day.

As you write and interview successfully, you will also gain lifestyle invitations that go "WOW!" As you interview people, many of them are going to 'synchro-mesh' with you and you may even end up working with them to co-author books.

Learn how to monetize the information that you learn from interviews.

You should keep a digital library of your interviews, including text and audio files, on your computer and also print and file hard copies for safe-keeping. You should review, highlight and know the highlights of each interview you conduct. You should audio tape every interview you conduct and transcribe them. Audio recorders are relatively inexpensive and can be found at most office supply stores. To hasten your transcriptions, you can use the services of www.Idictate.com or other providers.

You want to be able to grow with your books.

When my publisher demanded a second book in just a month's time, with another book already at deadline, I was forced to think quickly and get creative. So, I came up with the title *The Aladdin Factor: How to Ask For and Get Everything You Want*. Then, I came up with a strategy to meet their very short deadline and that strategy was interviewing! I interviewed 101 of the best 'askers' and compiled that into *The Aladdin Factor*, which went on to sell 3.6 million copies!



Questions open your mind.

Questions are the front end of curiosity. Questions come out of your imagination. Your books are going to come out of your imagination. They're going to grow, develop and help you become all that you can be.

When we finished *Chicken Soup for the Soul*, after three years of hard work, we still had to wait a year and a half to get paid anything for it. So, to add another stream of income in the meantime, I began doing telephone interviews and recording them to create an audio series on chiropractics. I had the only comprehensive chiropractic course on a variety of topics because I knew all the specialist chiropractors from going to every single meeting that I could and getting to know them all. This is a perfect example of my mantra "Your network creates your net worth because all money comes through people one way or another."

In every interview you will learn some facts to get the sale later on, so remember them.

They'll also become the factoids that go on the back of your book and on the inside cover.

I want you to understand that interviews are something you can do to make your life infinitely more prosperous and infinitely more fun.

One of my all-time best friends, mentor and co-author, Art Linkletter, has exemplified how to make an extraordinary income via writing and interviewing; more precisely, from knowing how to ask the right questions.

In addition to writing best-selling books, Art Linkletter also hosted three super popular TV shows, including *Kids Say The Darnedest Things*. He was loved by everybody and was a brilliant businessman who knew how and when to ask the right questions.

Art worked with Disney Company to increase their popularity via his popular TV show, *Kids Say The Darnedest Things*. When Disney asked what he wanted in return, he said he wanted the rights to all the Kodak pictures in all the parks throughout the world, throughout the future.

In another perfect example, when Art was working as the ambassador to Australia, he was having dinner with the Prime Minister of Canberra and the Prime Minister was complaining about the uselessness of the outback. Art asked how much he'd sell it for. The Prime Minister said fifteen cents an acre. Art pulled out his checkbook, wrote a check for \$30,000 and said "I'll take two million acres." He then flew in the best agriculture experts who turned the 'useless' outback into the largest sheep ranch in the world still today.

In a final shining example of his business acumen, while Art was in the outback, he saw Aboriginal children taking reeds and tying them together, then swinging them around their hips.



He brought the idea back to the States and sold the new ‘Hula Hoop’ on his show, *Kids Say The Darnedest Things*. Hula Hoops are still sold by the millions today and are a staple in every kid’s childhood!

Through interviewing, you learn to ask better and better questions so you get better and better results in your life. Just look at what Art was able to accomplish by asking a few questions at the right time!

Art and I monetized our interviewing while co-writing our book *How to Make the Rest of Your Life the Best of Your Life*. Together, we interviewed the 38 greatest experts on anti-aging to teach the four things you need to know to avoid aging. Those interviews were created into another best-seller that will create residual income for both of us for years to come.

HOW DO YOU LEARN TO AVOID THE PITFALLS

How do you learn to avoid the pitfalls and costly mistakes? How do you become an expert interviewer and gain credibility to do interviews? You read the best interviewers! Larry King has done over 40,000 interviews. His book, *Future Talk*, teaches you a great deal about how to interview. *How to Talk to Practically Anybody About Practically Anything*, by Barbara Walters, advises interviewers to always ask those you’re interviewing about their first job, first idea, first love, etc. to get them going in your interview. There are so many good books on interviewing. Read them to learn special techniques by expert interviewers.

INSIDER TIPS

You have to write a business plan for your platform.

Begin generating your database now! When those holiday cards arrive this year, be sure to catalog them. When someone hands you a business card, catalog it! Everyone you meet may turn out to be the key to creating your best-selling, wealth-creating book!

Keep your hand-held audio recorder with you and keep it charged up with plenty of power to last, should you need it.

Don’t be afraid to talk to strangers! You never know what you may learn as you genuinely talk with others about their lives and expertise.



RE-CAP LESSON 2: INTERVIEWS

I want you to master money-making with interviews. Decide to interview everybody about everything, including authors, experts and anyone else you feel has a story to share, and decide to become a master interviewer. Successful interviewing is not just for the experts. You can become an expert money-maker by interviewing people about things that other people want to know. Become the expert, sell the articles, books and mini-books and decide in favor of yourself that you are going to be a money-making interviewer, *starting today*.

So, to re-cap this Lesson, we have learned the following on Interviewing:

- The benefits of Interviewing
- Interviewing tips and tools
- How to monetize your interviews

Don't sell yourself short by skimping on your homework assignment. You want to set good habits now and grow from here!



INTERVIEWING

Dr. Peck, one of my mentors, said you have to do an interview every day and I completely agree and advise you to begin setting this habit now.

Start by compiling a list of 5 subjects on which you'd like to learn more.

1. _____
2. _____
3. _____
4. _____
5. _____

For each subject, write one person who you could interview as an expert.

1. _____
2. _____
3. _____
4. _____
5. _____

Next, contact at least one of the people on your list of contacts and ask for a short interview (10-30 minutes) at a time that is convenient for them.

Record your interview time and place here: _____

INTERVIEW PREP AND FOLLOW-UP

Write your list of interview questions and be sure to include follow-up questions that will help expand the topic and make it more interesting.

Buy your hand-held recorder and be sure to take it with you and get a complete recording of the interview. (Also, it is very important that you ask your expert's permission prior to recording.)

Conduct your interview of 10-30 minutes in length, referring to your pre-written questions, but don't be afraid to stray from your pre-written questions if that seems appropriate.

Transcribe your interview and store it digitally and in hard copy to begin your interview library! Be sure you organize your recordings in a way that you will find useful when there are thousands in your library.



Finally, continue adding to your list of interview subjects and experts you could interview and begin scheduling interviews so you can practice each day. Interviews don't have to be long and they don't have to be in person either. Remember, telephone and Skype interviews are great too and generally more convenient for everyone involved, though you may sacrifice some quality without practice.

KEY RESOURCES AND RECOMMENDED READINGS

Think and Grow Rich by Napoleon Hill

The Aladdin Factor by Mark Victor Hansen

Future Talk by Larry King

How to Talk to Practically Anybody About Practicall Anything by Barbara Walters

www.Idictate.com will help you transcribe your interview audio recordings into transcripts that you can quickly and easily refer back to and study.

