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Episode 88:

“Book Sales: Alternatives to Amazon”

Mike Michalowicz: Welcome back to the Don't Write That Book podcast where you can learn how to write your bestseller and own your authorship. Follow along with us as we give you an insider's view of the book industry. Now here are your hosts, myself, Mike Michalowicz and AJ Harper. We are officially at my favorite time of year now.

I, I take it back.

AJ Harper: Spring?

Mike Michalowicz: I take it back. Yeah. I don't know why I just said that. Because fall's actually my favorite time of year. Oh. Um, but. There is this moment where all the trees bloom in the northeast and it goes from gray. To green. Truly overnight.

AJ Harper: It's magnificent.

Mike Michalowicz: I had a, uh, a couple speaking gigs in Vegas, so I went to Vegas and I took off and it was gray and I came back and it's, it's,

AJ Harper: It's that spring green. True. It's that, that new green. Yeah.

Mike Michalowicz: Yeah. So it's a, it's a favorite moment, I should say. Not my favorite season, but some,

AJ Harper: And the blooming trees.

Mike Michalowicz: The colors, there's this one tree, or maybe it's a vine. It almost looks like grapes.

AJ Harper: Are you are you talking about the.

Mike Michalowicz: Wisteria or something?

AJ Harper: It's not wisteria. We said this on the podcast. Oh. Last time. What is it? It's that, um, it's an invasive plant.

Mike Michalowicz: Yeah. But it looks beautiful. It's killing me, but it's beautiful. It's beautiful. It's, you are listening to, Don't Write That Book. Thank you for joining us today.

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I'm Mike Michalowicz, the author of Profit First and the co-host of this show, in studio with AJ Harper, who's the author of Write a Must-Read.

It is the category defining book for authors. If you are serious about being an author, you must read write A must read.

AJ Harper: You must read Write a Must-Read, must read. I think this episode airs in summer, so. Do you think? Do you think that's weird to say? Do people feel like that's outdated?

Mike Michalowicz: It's outdated, right? This material's no longer relevant.

AJ Harper: Just 'cause we talked about the trees.

Mike Michalowicz: That's so funny. So maybe we flip it. We can start talking about. Like the winter and I'll be like, oh my God, this is so, doesn't matter. This show is like foreshadowing the future.

AJ Harper: The knowledge is the knowledge.

Mike Michalowicz: Yeah, it's true.

AJ Harper: Yeah.

Mike Michalowicz: Uh, and that's what I appreciate. Uh, you, uh, AJ is your source of knowledge. You are truly the most knowledgeable person about the entirety of the writing industry, from authorship to publishing, to marketing. Um, that's more than admirable. It's a fact. And that's why you're so extraordinary what you do.

AJ Harper: I thank you for that. I'm gonna say, I probably would disagree and say Jane Friedman is that person, but that's okay. I'll take it. I'll, I'll stand and I'll, I'll stand, I'll be next in line.

Mike Michalowicz: Okay, well, I, I don't know Jane, so on my list, you're number one.

AJ Harper: Aw, thanks.

Mike Michalowicz: You're welcome.

AJ Harper: Um, I need to say something that I appreciate about you. You don't have? Usually I do. No. But that's what we do. That's how we introduce each other, which I True. That's true. That's true. I really love, we don't give our cvs.

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Mike Michalowicz: Yeah.

AJ Harper: Um, I think, Hmm. I don't, I normally, I'm gonna say exact same thing back to you. Um, and of course you're knowledgeable, um, but I think it's your voracious, uh, desire to learn totally rando things.

Mike Michalowicz: I'll tell you something I'm studying right now.

AJ Harper: Okay.

Mike Michalowicz: Hypomania.

AJ Harper: What's that?

Mike Michalowicz: So I, my in-laws diagnosed me, they're both psychologists and very accredited for the work they do. Both.

AJ Harper: Oh, I didn't know that.

Mike Michalowicz: Both independently said, oh, you have hypomania, Mike.

AJ Harper: What's hypomania? Well,

Mike Michalowicz: it's hypermania. It's hypermanic, you know that. And then hypo is a degree below effectively. In short, so it's, it's Containable, controllable Mania.

AJ Harper: Oh my gosh.

Mike Michalowicz: So I bought a book.

AJ Harper: They're so right.

Mike Michalowicz: Yeah. So I bought a book on this subject, which goes maybe one or two chapters into the technical or psychological definition of it, and then it goes into study historical figures.

So, uh, Alexander Hamilton...

AJ Harper: Hypomania.

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Mike Michalowicz: Hypomania, um. I can't remember. There's others, some politicians and so forth. There's different, like everything, there's a spectrum within the spectrum, and so where I've self-diagnosed myself is, um, a little more controllable than other people. Some people will undermine their own success, self-sabotage at a high degree and over and over and repeatedly.

And they typically have hypomania, but that's the one extreme. And other people just have this high energy burn. Um, but easily distracted. That's a challenge I have.

AJ Harper: Huh. Yeah.

Mike Michalowicz: So interesting. I'm so studying it.

AJ Harper: That helps me understand you a little bit better.

Mike Michalowicz: Yeah.

AJ Harper: You know, it's we're com we have completely different speeds.

Mike Michalowicz: Yeah, and it's interesting, we were talking off air about, uh, just compulsions and where our mind sticks.

AJ Harper: Yeah.

Mike Michalowicz: So one of the challenges I have, the, in my mind is like, what's next? I gotta get to the next thing. There's this constant next.

AJ Harper: So you, so we're taking a couple year break from writing.

Mike Michalowicz: Yeah. Very difficult for me, as you know.

AJ Harper: Yeah. Do you feel it already? 'cause we're coming. We're coming.

Mike Michalowicz: No, I'm looking forward to it now.

AJ Harper: You are? Oh good. Yeah.

Mike Michalowicz: Yeah.

AJ Harper: I'm so glad I am too.

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Mike Michalowicz: because I'm gonna market the shitake out of this thing.

AJ Harper: So you're just, yeah. I love.

Mike Michalowicz: Oh, so the energy will be channeled somewhere else.

AJ Harper: But I, I really think it's important. I, I have a very strong prediction

Mike Michalowicz: Mm-hmm.

AJ Harper: That what's gonna come out of that is not only success for the money habit, but I think creatively there's gonna be a surprising direction for you.

Mike Michalowicz: I believe that. Yeah. I believe that.

AJ Harper: I think you're gonna realize what happens when you let things, um,

Mike Michalowicz: Fall into place. Let 'em happen.

AJ Harper: Let them happen. But also let your creative mind 'cause. You, you are very good about saying I'm an author now, but I don't think you've realized that you've become a good writer.

Mike Michalowicz: Thank you. I don't know if I got there yet. Yeah,

AJ Harper: No, no. Let, let me say, I know I teach writing and so what, that's a different thing. So authorship is an identity and a, it includes all the business aspects of it and so forth, but writers think differently. Writers are artists and they think differently.

Mike Michalowicz: Mm.

AJ Harper: And you need to let your artist's brain calm down so that you can see what's there, so that you're not constantly pushing to the next big thing.

Mike Michalowicz: Yeah.

AJ Harper: But letting your brain decide what you wanna write next, not necessarily the next business thing you wanna do.

Mike Michalowicz: Thank you.

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AJ Harper: I think you're gonna be surprised.

Mike Michalowicz: I think you may be right. Thank you. I have a business acquaintance who sadly passed away pancreatic cancer. His name was Rick and he was a leader of this business group I'm in. And before he passed away, he not taught, didn't tell me, but he told other people and they recounted the story, he said to them, he goes, you wanna know the secret of life? And people are like, yeah. And he starts singing. Row row row your boat gently down the stream. Merrily merrily, merrily merrily. Life is by the dream.

And they're like, that's it. It's to go with the flow, man. Don't fight against it. Row with it. Just what you're saying.

AJ Harper: Yeah. I'm happy for you.

Mike Michalowicz: This episode was, uh, requested by, uh, a alum of, I think of your workshop.

AJ Harper: Yeah. Top Three Book Workshop alum. Josh Spodek.

Mike Michalowicz: Josh Spode. I know him personally. Um, he's the author by the way of Sustainability Simplified. He also did this to me, miracle thing we've talked about in prior episodes

AJ Harper: That he is off the grid in Manhattan?

Mike Michalowicz: Yeah, yeah. Like those two don't compute!

AJ Harper: He's in the West Village.

Mike Michalowicz: That's like jumbo shrimp. It's like.

AJ Harper: Yep. He's, you can, if you Google him, you'll see he's, uh, been on A-1 on the, um, first page of the New York Times. He's been, uh, featured on The Daily Show. Um, it's lots of press. Um, he is such a heartfelt, genuine, dedicated human.

Mike Michalowicz: Yeah. So thanks Josh for listening into the show.

AJ Harper: Yeah. And he asked, he asked us to talk about alternatives to, uh, Amazon.

Mike Michalowicz: Yeah. Meaning or alternatives to being on the grid in New York. He's figured that one out.

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AJ Harper: Well, he's got that sorted.

Mike Michalowicz: Yeah.

AJ Harper: I'm always, I always love to see him when he comes into class or writing sprint or something, because he's using the power from... that he has left, you know, 'cause he's charging solar on, on the roof of the apartment building in the West Village. And then he uses that solar energy to run the laptop in his apartment. So I'm almost like, Hey Josh, you know, I'm so excited how I, I'm so excited to see him because. He's not using electricity in his apartment.

Mike Michalowicz: He's not using electricity. But I've done calls with him. He's not rushed. It's not like, oh God, I have 10 seconds of electricity. No, no. He's, he lives perceivably a life consistent with an-on grid life.

AJ Harper: Yeah.

Mike Michalowicz: Um, so I've had calls with him and, and it's kind of weird 'cause I'm like, are you off the grid right now? I was like, yeah,

AJ Harper: And he's so joyful.

Mike Michalowicz: He's very joyful.

AJ Harper: Yeah.

Mike Michalowicz: So let's get into what are some of the alternatives to Amazon?

AJ Harper: Well, first we should say, why does he want this? Yeah. So a lot of people are moving away from Amazon. It's still the big kahuna in terms of publishing, but actually there's been quite an exodus.

Mike Michalowicz: Hmm.

AJ Harper: And more and more authors are moving to alternatives, but also, uh, direct sales.

Mike Michalowicz: So there's been a consumer exodus or a author? Exodus? Both. Oh. Okay, so fewer authors are putting their books on Amazon.

And there's been an exodus of consumers. They're not gonna buy on Amazon for sure. So they're looking for alternatives to purchase. So you gotta be where people buy.

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AJ Harper: So at a minimum, even if you're not gonna yank your books off Amazon, you need to make sure that you have buy links to all the indie options. Bookshop.org. Uh, would be one. And then you can also go to some individual indies like Powell's, they're out of Oregon. Um, the Strand here in here in New York, find your local bookstore and do them a solid and include a buy link from your local bookstore on your website in your copy. Start, start being, start actively using alternatives to Amazon, even if you're gonna keep your books on Amazon. That's just good business.

Mike Michalowicz: Yeah. It's totally good business. You never bet all on one platform or one system?

AJ Harper: No.

Mike Michalowicz: Um, do you have to package your books in different ways? If it's on bookshop.org versus in Amazon? Is there any other different functions?

AJ Harper: No.

Mike Michalowicz: And you have to stock them?

AJ Harper: No.

Mike Michalowicz: Nothing. So it's all the same.

AJ Harper: Yeah. So for example, if you're a traditionally published author, this is not the, you know, you don't have a choice. They're gonna, the book's gonna be on Amazon, and so that's, that's what's happening. But you can still emphasize the other buy links

Mike Michalowicz: To your publisher.

AJ Harper: No, no, on your marketing material, in your marketing. So, but if you're self-published or hybrid published, you do have control about where your book is listed. Unless you have trade distribution, it's more complicated than

Mike Michalowicz: mm-hmm.

AJ Harper: But if you don't have trade distribution, you can sell your book wherever you want.

And so, you know, you can yank it off Amazon. Amazon charges first for authors, a 55%, uh, cut. So. Um, you know, you can do make a lot more money too with, with direct sales. But the, let's talk about a few platforms that, um, so Bookshop.org, of course, Barnes and Noble,

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that's not indie, but bookshop.org represents a lot of indie booksellers as well. So if you go to an indie booksellers page, it often will connect to bookshop.org. They have their own store on bookshop.org, but it's still bookshop.org. And they also donate some of the proceeds to indie bookstores and initiatives to promote indie bookstores.

Mike Michalowicz: What do you mean they donate? So bookshop. Bookshop takes some of its proceeds? (Mm-hmm.) Some of its okay. Okay, got it.

AJ Harper: Yeah. And authors don't know this, which you can have a few things on bookshop.org that are cool. You can make your own bookstore yourself. I made one, so I put my authors books there. Books on writing that I like.

Mike Michalowicz: I've done that too. It's basically your own list.

AJ Harper: You can get an affiliate. You can also have an author page on bookshot.org. Mm-hmm. So as people start moving away, some of these things will be more significant. As far as digital, your ebook, you don't have to put it on Kindle. You can go to draft to digital, that's draft the number two and digital, and they'll, they'll send it out to every other platform.

Uh, you could go directly to Kobo or, or others. And then if you have an audiobook, you don't have to go with Amazon's, they own Audible.

Mike Michalowicz: Mm-hmm.

AJ Harper: You could go to Findaway Voices and list your audiobook there. For the other platforms. I do think most people are listening to audio books on Audible. So, that makes me nervous for people to yank their books off Audible. You know, but, um, pay attention. People are moving in different directions.

Mike Michalowicz: Yeah. And you can, you can interview your readers or ask, I do it through speaking engagements. So at, at the event, as people come up after I speak and I'll say, Hey, where I love your book.

Oh, where do you typically get your books? And I ask them, and you're right for audio. I've actually never heard, I can't think of one instance where someone said, oh, I listened to your book. And when I ask 'em, oh, what platform? Something other than Audible, but that may be changing.

AJ Harper: Yeah, there's Apple Books and... yeah.

Yeah.

Mike Michalowicz: Spotify though I think also has it, you know?

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AJ Harper: Well, Spotify is actually... Findaway Voices was purchased by Spotify.

Mike Michalowicz: Oh, okay. Yeah. Okay. But that's a great way to survey your audience when someone says, I love your books. Oh, where do you shop for books? Ask that just to see where your customer's going.

AJ Harper: Yeah.

Mike Michalowicz: What else? What other platforms?

AJ Harper: So, uh, TikTok shop.

Mike Michalowicz: You gotta be self-pub for that, or hybrid. I think

AJ Harper: You do, but they have their own warehousing. They have their own warehousing.

Mike Michalowicz: Yeah.

AJ Harper: You. It's a no brainer. People are selling a lot of books on TikTok.

Mike Michalowicz: So we do this author event down in Nashville every year in August. Um, some cool cats are coming. I can't share online, but I'm gonna share after we finish this episode. You'll, you, it's some cool stuff, but there's one person coming, can't share their name, who specializes in TikTok shop sales. (Ooh.) Is gonna talk about specifically how they do it, uh, and warehousing and everything.

So I'm excited about that.

AJ Harper: Juicy. Um. Sorry, I can't be their listeners. Yeah, that was, yeah, that's mean, but you know what, there's a lot of people who do know about that, so,

Mike Michalowicz: we'll get the knowledge and then we'll share back on our show. Yeah.

AJ Harper: We'll definitely share it.

Mike Michalowicz: Yeah.

AJ Harper: Um, all you can have your own shop, Shopify Yeah.

Is the best option for that. When I was a publisher, all our books were sold through Shopify.

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Mike Michalowicz: Nice.

AJ Harper: Uh, you can do ebook down, automatic ebook downloads through there. It doesn't even.

Mike Michalowicz: Shopify's a direct sale. Yeah. Direct to consumer. You can

AJ Harper: do direct, direct to consumer that, that has grown so much in the last few years and we're gonna see it grow even more.

Mike Michalowicz: So you don't get the book scan, but you get way more in royalties effectively.

AJ Harper: Yeah. I mean, look, not everybody's trying to make a list.

Mike Michalowicz: Yeah. The, the book scan at the end of the day, it's the list. It can get you into libraries and stuff. Right. 'cause they monitor that

AJ Harper: Libraries will take you anyway.

Mike Michalowicz: Hmm. Okay.

AJ Harper: I don't think that makes that big.

So

Mike Michalowicz: Book scan is really just for the lists.

AJ Harper: It's for the list. But also, let's say you want to, you wanna be able to say you sold this many books so you can maybe wanna get a deal next. Oh, I see.

Mike Michalowicz: Oh, I see.

AJ Harper: You know?

Mike Michalowicz: Okay.

AJ Harper: So you want the publishing industry to know that you sold a lot of books.

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Mike Michalowicz: Yeah. Yeah. Um, but you know what, if, if you go to publishing industry and track your direct sales and have actual receipts, I wonder if you got your evidence there too.

AJ Harper: I mean, yeah. I mean, you could show them they, they're not, and also they, they know, they know when people are selling books.

Mike Michalowicz: Yeah, yeah, yeah. Uh, Kickstarter.

AJ Harper: Yeah. So I'm actually gonna be learning more about this later this year when I have a little more bandwidth. It's one of my little, I love learning new, um, getting deep into one area of publishing that I'm not aware of, but, um. People. This has been going on for a long time. It's not a new thing to the world, it's just I haven't, I haven't dug deep into it, but using Kickstarter—

Mike Michalowicz: Mm-hmm.

AJ Harper: —as a sales tool for the book. So the Kickstarter is. For the book. Mm-hmm. And then the predominantly all your sales come through that. Mm-hmm. And people are racking it up, doing Kickstarter.

Mike Michalowicz: So I remember Seth Godin did a Kickstarter launch a ways back, um, and I'm sure many people have done it since, but I thought that was impressive.

AJ Harper: Yeah. There's experts in it. Um, Russell Nohalti is one of them and has a whole podcast about it. Um, which you can check out. I, that's where I've been doing a deep dive listening to him and I just bought into his most recent Kickstarter to kind of see, um, how he does it. And pay, pay attention to that. Um, but he, yeah, it's, um, that's another way you could do it.

Mike Michalowicz: I'll give you two more platforms. eBay.

AJ Harper: Yeah,

Mike Michalowicz: eBay is, it surprises me how many pe, of my books are on eBay and it's, it's used books typically. It's funny when it's an autographed one. AJ one says, AJ Harper, thanks for being such a great friend.

AJ Harper: I don't have one that's autographed.

Mike Michalowicz: What do you mean from me,

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AJ Harper: Uhhuh?

Mike Michalowicz: Any of my books?

AJ Harper: Oh no.

Mike Michalowicz: Okay. I do have, I said I think a while back, I don't have one of yours autographed. I went to my shelf first releases, it's on there, but the thought wasn't autographed. It is autographed, so I take it. All right. Second, uh, platform is Lit Video books. Video books are, um, a little bit like masterclasses on the book.

So lit video books is another platform for

AJ Harper: you. And we're not, this is not a comprehensive list we're giving you guys. No. There's so many options.

Mike Michalowicz: Yeah. Yeah. Um. The visibility on these other platforms. They don't have Amazon, SEO, I assume they don't have

AJ Harper: Amazon SEO, Amazon's really a search, a commerce search engine.

Mike Michalowicz: Yeah.

AJ Harper: And they started with books, remember those early news articles about Jeff Bezos in his garage? Yeah. I mean, so we, we think of it as the place to get books. I don't think it's gonna, I honestly am seeing cha a lot of, lot of change.

Mike Michalowicz: A lot change a foot.

AJ Harper: But you still have to work harder to be visible, I think.

Mike Michalowicz: Are you saying? You're not saying don't do Amazon, you're just saying do these other platforms too?

AJ Harper: Well, I'm saying do... No, I'm saying, you know what Josh wanted us to do was talk about what if you don't do Amazon?

Mike Michalowicz: Okay. Like as a, as an author, what if you don't do Amazon at all?

AJ Harper: I think it's, I think it's also, you know, what if, what if you have consumers that don't do Amazon, but also what if you as an author don't do Amazon? There's a lot of authors who don't.

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Mike Michalowicz: Yeah, interesting.

AJ Harper: But you, you then it's a business that requires a lot of your attention in terms of, um, visibility. Although honestly, people put stuff on Amazon all the time and then don't market it and it dies there too, so.

Mike Michalowicz: Oh, yeah. Yeah. Um, are there any genre specific platforms or should I even look into that? Say I'm writing a book on music, music stores could be selling it. I mean, maybe I want to be, I don't know what music stores are online, but, uh, do, do you look into your genres for looking for retail platforms outside of just book sellers? . Yeah. Okay.

AJ Harper: You could, yeah. Yeah.

Mike Michalowicz: Okay. Anything else you got for me?

Chiefy?

AJ Harper: Yeah, so Dave, I wanted people, we're gonna put this in the show notes. I thought this was a really interesting article. So, Dave Cheen at Kindlepreneur did a survey in 2024 about direct sales, and then he did it again in 20 and 25. And, uh, this is a great article for you to see some of the trends, but what they discovered is that.

The people who were doing direct sales and con, you know, this is a big part of what they do. Um, they have a substantial back list. So for example, you, Mike, would be a good person to do direct sales.

Mike Michalowicz: Interesting.

AJ Harper: Meaning if you just have the one book, a direct sales is not going, maybe go as well for you. But having the backlist, which I assume also means having a lot of readership. Yeah. So it's easier when the next book comes out.

Mike Michalowicz: Yes. And you probably can do packaging.

AJ Harper: You can Bundle.

Mike Michalowicz: Bundle. Yeah. Yeah. Okay.

AJ Harper: And then the email list, uh, those that were doing direct sales had at least the ones who were doing well. Um, 15,000 people on their email list. Yeah. So if you've got a little baby list, direct sales aren't maybe gonna be the best choice for you.

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Mike Michalowicz: I know how many people are like, I am so overwhelmed by email, the I'm getting spam stuff constantly. So there's this hesitancy to think that email works. Dollar for dollar. Still hands down the best, most powerful marketing platform that exists. I just, we sent out an email a couple days ago and I think. Oh, like 12,000 or 15,000, 12,000 people click through whatever the link was. I can't remember what it was. It was just unbelievable to me how many people still access email and can use it as long as it's a thoughtful, well communicated message.

AJ Harper: Yeah. So also in Dave Chesson's article, it talks about how, um, the people who are doing direct sales offer the product in multiple formats, and they have. It's, it's quote unquote, a robust, scalable e-commerce platform optimized for direct sales. So, in other words, don't, you know, don't, don't stick it to make it put together with duct tape and whatever, you know, like use a real platform.

And finally, he says. Um, they do have multiple sources for traffic to their websites.

Mike Michalowicz: Yeah.

AJ Harper: So, you know, that's a whole 'nother level of business that, but, um, it's a viable option.

Mike Michalowicz: Yeah. Yeah. My, my tip is, uh, as you build your platform, get a book, a dedicated book page on your website, uh, your author website, and maybe have a dedicated book domain just to send traffic to specifically.

So every time you're on an episode, like make sure you go to don't write that book.com, uh, or make sure you go to write must read.com or whatever the .com is you have and you can redirect that. Domain, you maybe have a landing page for that person, or you can redirect 'em to where you want 'em to go, but you, you wanna still have that common rhythm of where you're sending people to that one place.

AJ Harper: Yeah.

Mike Michalowicz: It's difficult when I listen to a podcast and someone's like, oh, it's available on bookshop, and then the next podcast you're like, oh, you can check it out on Kobo or whatever, Kobo, and it, it just gets confusing when you hear all these different things. So I like to have a singular. Port of entry.

AJ Harper: Sure. So, but you know, let's talk for a minute about why, you know, Josh's book is Sustainability Simplified. I am gonna think that some of his readers who care about sustainability care about our planet. Might be down with not, you know, Josh's commitment to not be on Amazon, which his book is on Amazon by the way. You should go check it out. Sustainability simplified. I think he's just thinking about it.

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Mike Michalowicz: Yeah.

AJ Harper: And it's, um. You know, I are your readers likely to understand or appreciate? Can it, can it be an advantage instead of just a business to act, you know, um, or, you know, you, you, your values don't align with Amazon anymore.

Let people know. Don't, don't just kind of find an alternative. Tell people why you made, you made that choice.

Mike Michalowicz: Yeah.

AJ Harper: And that could actually help you. Uh, with your readership, people who are interested in you and, and wanna follow you and learn from you. I think Josh's people would be down with that. But I think about things like business books, which are primarily purchased on Amazon.

You know.

Mike Michalowicz: Yeah.

AJ Harper: That might be harder to yank a business book off Amazon.

Mike Michalowicz: Yeah. Yeah. I agree. Oh, super interesting insights. Um, we wanna hear what you think of this episode and exploring something besides Amazon, what we're expected to do. If, if you get a chance, rate and review our show, we'd really value that.

And maybe you can put your comments there or you can email us. Next week. We're gonna talk about something that's gonna be a little bit, not a debate, just interesting banter, I think.

AJ Harper: It's not a debate at all. Not at all. It's an idea I had.

Mike Michalowicz: Yeah, it's not a debate at all, but it's just gonna be an interesting conversation about what would we write if we had all the time and buckets of talent.

AJ Harper: Yeah. I wanna, I wanna have a, a, a, just a convo with you.

Mike Michalowicz: Yeah.

AJ Harper: Because, uh, it occurred to me that I don't know the answer and I wanna find out. And, and just play around with it.

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Mike Michalowicz: Yeah. I think that's gonna be really interesting. Um, for you, our guests go to dwtb-podcast.com to download our free resources.

We got a lot of stuff from AJ's. Um, set of, of offerings. And if you haven't checked out her stuff, go to aj-harper.com. I'm telling you, if you're serious about authorship, get serious about checking out what AJ's doing. So aj-harper.com. Um, at dwtb-podcast.com, our website for this podcast. You can also sign for email list so you don't miss a single episode.

You can email Adayla. She's working just behind the scenes, uh, and collecting, um, your feedback. Emails at hello@dwtb-podcast.com. Tell us. Show you want to hear a thought you have anything. Thanks again for joining us for today's episode and looking forward to seeing you next week. As a reminder, don't write that book.

Write the greatest book you can.