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Context to the nugget

How did a self-published debut author's books reach the best seller list within a week of launch? Undoubtedly, the book was good but behind the scenes some new, innovative and thoughtful marketing techniques also contributed. As Amish expresses, leadership is not about having the best ideas yourself but being able to pick good ideas when you come across them.

Transcription

Deepak Jayaraman (DJ): Talk to us about maybe two or three things that have been different about how you promote your books versus maybe some of the other Authors?

Amish Tripathi (AT): I will give you some Ideas from my first book, I must clearly admit that they weren't my ideas, they were from my team and but perhaps my skill was in picking good ideas and getting it implemented the first idea came from my wife Preeti and I always believed that marketing cannot exist as a discipline by itself it cannot be just an area where your marketing team is essentially having fun, it has to serve the business objectives You have to be cleared with what the business problems are? What the business objectives are and how then marketing can solve those problems? So, what were the business problems for me as debut author in 2010 and a self-published author so I wasn't backed by any big publisher, so, there was no way I could ensure availability and good display of my books at stores chances are, debut author even of a big publisher, chances are your books are well kept secret at the store forget about the readers the store staff wouldn't know that your book has been launched, the carton would get opened it probably lying in some bathroom somewhere and get returned six month later, so how do I get display for my books, *Kyunki jo dikhta hai wahi bikta hai*, because if it's not even get displayed, how is it going to sale, so this was an idea my wife came up with and it was inspired from shampoos, do you remember when the sachet revolution began more than a two decades before now, the bottle itself in those days it used to get coast may be 20 Rs or something but the sachet would be 20 paise, 25 paise, the entire point was to induce trial, because the bottle is too much to invest in but the sachet *yaar kya jaata hai yaar, 25 paise hai lele try karle*, if you like it you might buy the bottle so she said why can't we do a sampler like this? For a book so we printed the first chapter of the book and put the same cover as the cover of the main book and we distributed it free of cost at the retail shops and this had never been done before and I went with the power point presentation to various retail chains, told them I am giving you something free what's the downside? Just distribute it free and I guess they had never seen an author come with power point presentation, so they agreed to that idea to my surprise they didn't charged anything so now if you think about it, they displayed those booklets at the cash counter, now if you think about this this was the prime display place because that's where a serious customer

is because he has come to buy a book and he has got like 20,30 seconds where he is waiting for his bill and waiting to pay and nothing to do anything and he sees this booklet out there with the very nice cover and its tempt free on the top of it many of them picked it up and they went home and they read the first chapter and they came back and said ok now where is the book and we launched it two weeks before the launch of the book, the initial response to the first chapter itself was so positive that many of these chain stores raised their order even before the launch of the book and which was why the book hit the best seller charts in the first week of the of launch. So, this is an idea worked really best for us the key thing I always like to point out is I have to come out with the new ideas because today if you go to the book store and say I have a free booklet can you display it they will charge you for advertising space which destroys the entire purpose of it the strategy has gone because your cost have gone up so returns will not be justified. The second thing we did for the first book was, the friend of mine called Abhijit he suggested this idea to me, he said your books are very visual I can almost see the scenes, the way you have described it he said can we convey that to readers can we make a proper live action trailer film? Again, this had never been done before. As you can imagine, I had only my salary to invest where in and I had that much money but we made a good trailer, we got a model shot him against the green Chroma screen put some special effects on that Chroma screen we add music made by Taufiq Qureshiji ji and we uploaded this on YouTube and it really took off did very well for us, again just something that never been tried before and this was also before the launch of the book and it really went viral and did well for us.

Reflections from Deepak Jayaraman

DJ: Two things stand out for me In this clip first is about leadership which is often picking the best ideas and not just about having the best ideas and the requires a certain non-trivial evolution in how you listen and how you lead. Second is just how much value you can be unlocked when we think from first principle around problems and just how much there is to be learnt from what's happening in other industry and fields. Thank you for listening. For more you might want to subscribe to the twitter handle Play to Potential. Thank you.

End of nugget transcription

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Amish Tripathi - Nuggets

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About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive’s / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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Podcast Transcript [02.08 Amish Tripathi - Marketing innovations around the first book](#)

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