

Ask the Expert

Adam Witty, CEO

Advantage | Forbes Books





The reason why a lot of marketing doesn't work is because you're trying to convince people to buy something from you. And they're skeptical, they're defensive, and they're not ready.

However, instead of being an operator fixated on selling something, you can change your mindset to become a thought leader who is teaching something... in this case, orthodontic services... you're teaching parents how to make better choices for themselves and their children.

In 2005, Adam founded Advantage — creating a done-for-you system to simplify book publishing for busy business leaders. What began in the spare bedroom of Adam Witty's home turned into thousands of customers in 50 U.S. states and 13 countries.

Adam's innovative approach to publishing attracted Forbes, resulting in the origination of our partnership as the exclusive publishing partner of Forbes, in 2017. This led to the creation of Forbes Books — the exclusive publishing imprint of Forbes. As the CEO of Forbes Books, Adam helps prominent business leaders across the globe become authors and establish top Authority in their fields.

Adam appeared on the prestigious Inc. 30 Under 30 list of America's Coolest Entrepreneurs in 2011. Additionally, Advantage made the Inc. 500/5000 list for six of the past eight years. Adam has appeared in the USA Today, Investor's Business Daily, Wall Street Journal, and on ABC and FOX. In 2012, the Chilean government selected Adam to judge the prestigious Start-up Chile! entrepreneurship competition.

Dustin Burleson:

All right. Welcome everyone. I'm so excited to have Adam Witty back on the program. Adam, welcome back.

Adam Witty:

Dr. Burleson. Always a pleasure to be with you. This is going to be a lot of fun.

Dustin Burleson:

You have a new book out. It's behind your right shoulder, *The Authority Advantage*. Tell us about the book. Why a new book? Why an update? Why'd you write it?

Adam Witty:

Yes. Beautiful product placement, right? So yes, here is the book, [*The Authority Advantage: Building Thought Leadership based on Impact Not Ego*](#). And first of all, as you know, and as others know, I'm in the business of helping leaders and entrepreneurs build their authority and build their thought leadership, and writing and publishing a book as you've done many times over, is a great way to do that. So I do have to eat my own dog food. It's like I'm the president of the Hair Club for men. I'm not only the president, but I'm also a customer.

So I've got to do that. But really this new book is what I would call more of a capstone. So it's much bigger picture than the first book, which was titled *Authority Marketing*, which was a little more tactical, a bit more in the weeds of here's exactly the specific things you need to go do. This book is a bit more conceptual, and the concept is very simple. Most business owners, most entrepreneurs are what we call operators with something to sell. So they're

advertising, they're marketing, and it's all around, buy from me, buy from me, buy from me.

And when you're trying to sell something, people on the other end of that, the defense mechanisms go up, the big wall is built, they're skeptical. Why are you trying to separate me from my money? There must be a hidden intention and I'm going to put up the wall of defense that you cannot penetrate.

Dustin Burleson:

Yes.

Adam Witty:

And I know the joke that 50% of marketing doesn't work. The only problem is we know, we don't know which 50% is working. The reason why a lot of marketing doesn't work is because you're trying to convince people to buy something from you. And they're skeptical, they're defensive, and they're not ready.

However, if instead of being an operator fixated on selling something, you change your mindset to become a thought leader who is teaching something. So a thought leader is an expert, a thought leader is an authority, and everybody listening to this podcast that's a part of your community is an authority and an expert. And all I need to do is look at the number of hours that they've done what they've done, the number of credentials after their name. And I can tell you they are a world leading expert on their topic. So we've already got that established. Now, I just want you to go teach and share everything that with others. With, and

this is the big one, with no expectation of anything in return.

Because when you do that, when you teach people without having any expectation of reciprocity, of "Oh, now that I've taught you, you're going to buy from me, take the expectation out. When you do that, people will say, "You know what? He really knows a lot," or "She's really an expert. We need to go talk to her. She can help us." And that's really the big idea, is that instead of trying to be an operator, selling what your business does, your products, your services, in this case, orthodontic services, just teach parents how to make better choices for themselves and their children. And people will reward you with the giving by saying, "Dr. Smith, we want to work with you. How can you help us?"

Dustin Burleson:

Yeah. I'll admit, I was skeptical years ago. I was like, who's going to be interested in a book about teeth? And we actually led in with that. "Why would you read this boring little book about orthodontics?" And then I was astounded at Children's Mercy, physicians would stop me and say, "I got a copy of your book. That's really cool." And these are board certified MDs. And so I think we take for granted what we know about our topic, whether it's sleep, dentistry, orthodontics, dental implants, surgery, and we assume sometimes consumers buy at that level, but they don't. They buy at their level.

Can we talk about the person listening who we're watching saying, "All right, I'm just, and then insert professional. I'm just a dentist. I'm just an orthodontist.

“

The problem with [most advertising] is you spend the money, the ad runs, people respond, but then it's gone forever, it's as if it never even existed. When you invest in building your authority, it's as if you're investing in an asset that can pay dividends for the rest of your career.

Why in the world should I also be an author?" This isn't some newfangled idea. You've done this for hundreds of doctors and also celebrities, athletes, coaches, major CEOs. What are some of the things I know in my experience, it opened up coaching for me, it helped us get on the radio, helped us get on television. I want to talk in this interview a little bit about paid media versus earned media, which you cover really well in the book, but why would a dentist or an orthodontist write a book other than the big picture you just described? What are some of the tangible benefits? Maybe some of your clients, like me, I'm one of your clients, Dr. Jamie Reynolds, some of those individuals, what are some of the benefits you might see for a doc who's listening?

Adam Witty:

Yeah. So the first thing is that when you invest dollars in getting your message out, so let's just say you're a doc and you say, "Hey, I want to grow my practice. Okay, how am I going to do that?" Well, you could do television, radio, you could do paid advertising online with Google, with Facebook, with LinkedIn, with Google search, which is AdWords. You could do advertisements on the side of city buses. There's a lot of ways that you could invest dollars. The problem with all of that is you spend the money, the ad runs, people respond, but then it's gone forever, it's as if it never even existed.

When you invest in building your authority, it's as if you're investing in an asset that can pay dividends for the rest of your career. Number one, you're investing in you. And I would argue that the most important person as a professional that you should be investing in as yourself, which is why learning and mastermind groups and continuing education conferences and events that you put on are so important, because anytime somebody comes to a Burlson seminar, it's really an investment in themselves. So when you go down the path of authority, number one, you're investing in yourself, but secondly, you're creating media, you're creating assets. So let's take a book. A book is an asset. And if a book is written well, and it is evergreen in nature, a book could pay dividends for you and your practice for the rest of your career. So I don't know if you're 40 and maybe you're going to practice till you're 55 or 60, we're talking 15 to 20 years.

Now, again, the Facebook ads, it's as if they didn't exist because they disappear as soon as the ad runs, the book is

in your hands and in the hands of your patients and sitting on the front desk in the lobby of your practice for the next 20 years. So the first thing I would say is from an ROI perspective, hands down, nothing beats authority because of its staying power, right? Now, the second thing, and this is important, and you're the master of this, and you don't know this, but when I speak, I use you as an example. And we live in a world today where if not given a better choice, consumers want to commoditize you, because when I commoditize you, Dr. Smith, then well, you're just an orthodontist and there's 10 other orthodontists that live near me. So my decision is going to be based upon who's closest to my house, who takes my insurance, and who has the best price, right?

Now, I don't know about you, but that's not the place I want to be if I can help it. So instead of playing that game, I believe you need to put yourself in a category of one. I believe you need to play in a blue ocean and a fabulous book written many years ago, it was called Blue Ocean Strategy, which is all about how do you dramatically differentiate yourself so you can't be compared to other people. And here's what I know, when I need something, meaning I need oral surgery, my child needs braces, I need to repair my car, today, everybody, they go to Google. And so they type in orthodontist in Charleston, South Carolina, or they saw an ad for Dustin Burleson on TV, and they Google Dustin Burleson. So my question is, what comes up when they put your name into Google? I like to say this. Whenever I speak, I ask this question. It's a rhetorical question, but it makes a good point. And that is, if I Google your name, will I have to pack a lunch?

And for those that don't get the corny joke, I am going to be searching and looking through all the results that came up on my page when I googled Dustin Burleson, I'm going to get hungry. And I use you as an example because when I Google your name, there are pages upon pages upon pages of search results that include all of the covers from all of the books that you've written, that include references to you on Wikipedia. I mean, this is authority and stature that you have that none of your peers have anything close to. And so if I'm a parent and I have to make a decision of what doctor is my child going to go to, there's no question. And that's what authority does. It's books, it's earned media, which we can talk about in a few minutes. It's content being published on online, it's podcasts, it's interviews, all of those things they build upon each other, and it creates this virtuous circle, and that virtuous circle can be seen when I Google your name.

Dustin Burleson:

Well, to give credit where credit's due, because I assume a lot of our members have been with us for a long time, but there are new people coming in every day who are just meeting me and maybe just meeting you for the first time. So to give credit where credit's due, I learned all this from you, and you were the first person that's stuck with me ever since and said, "If you don't pick the crown up and put it on your head, if you don't write your book about you, who else is going?" No one's going to knock on my door and say, "Dustin, we think it's time. We're here from the National Publishers Association, and we would like to write a bunch of books about you." And this concept was reinforced. I was just at an educators forum for Align Technology who makes Invisalign and down at their

world headquarters or their Americas headquarters in Raleigh. And it was all educators from universities. And one of the faculty said, "I was teaching clear aligners to my residents, and they asked me, what's the reference textbook?" And at that time, there wasn't one. So she said, "I guess I have to write it myself," Dr. Sandra Tai to give credit where credit's due. She teaches up at University of British Columbia, and she wrote the book on clear aligner therapy because no one else came along and said, "We think it's time for you to write a book." So she took that upon herself, and now it's been translated into six languages. It's *the* textbook, but no one came along and offered her a publishing deal, that's not how it happens. So to give credit where credit's due, all of our book ideas are like, "Well, we could write this." And then some of them were kind of boring, how to get braces.

But then when we started talking about, for example, teen mental health as it relates to confidence, and I'm sure you've seen the most recent kind of alarming report on 60 Minutes last week at the time of this recording, we're letting our members know this is a serious thing. Social media use and teen mental health and their confidence. A lot of it has to do with whether they are embarrassed of their smile or not and how they are reclusive. So when we started talking about those things, we really got interest. And so cover pages on *The Kansas City Star*, the cover of *OrthoTown* Magazine, but all that started when I watched you on stage say, "You can go do this." So first thank you, but I want members to know none of these ideas were mine.

Adam Witty:

Well, you're very kind. What sustains me is great students like you that lead by example and do all of the things that we teach that get great results.

Dustin Burleson:

Yeah, it's just been a whirlwind. And I know there's a lot of other doctors who, and most of them do, the more we kind of peel back the onion, they have some bracket or plier or wire they've invented or some little screw they've patented and they do want to go teach it. They just don't know the platform to do it. So your book, the Authority Advantage, covers paid and earned Media better than any other book I've seen, particularly as it relates to people like me who want to use this to grow a business. Can we talk about at a high level kind of 30,000 foot view? What's the difference between paid and earned media? And then maybe we'll give some examples.

Adam Witty:

So there's essentially three types of media that exist, and this is important for every doctor to understand because you are running a business. The three forms of media are earned media. You earn your way into someone else's media. For example, the Kansas City Star is the largest newspaper in the Kansas City metro area. Dustin doesn't own it, but you earned your way onto the front page, and that is very valuable real estate. Earned media is when you have expertise that is valuable that other people want to have you included in their media. It could be a newspaper, it could be a podcast, it could be a blog, it could be a television show or a radio show, that's earned media.



We live in a world today, where if not given a better choice, consumers want to commoditize you.

Paid media, which we affectionately call rented media, is where you are paying to essentially rent space in media that somebody else owns. So the best example of this that probably many doctors are renting space there now is Facebook, right? Now, you may be renting space for free because you simply have a Facebook page, although I will tell you, nothing is free. You may be running Facebook ads. So that is paid media on a rented platform. It's great. It can produce fabulous results. And I'm not here to say, you shouldn't do it, you should do it. However, what you need to understand is if you build your castle on top of rented media, it's like getting a land lease and building your dream home, but not owning the earth underneath it.

It's a very dangerous thing to do. And Dr. Burleson, you, myself, we know people, we have the stories to prove it, of entrepreneurs that built an entire business off of rented media, and literally overnight the algorithm or the platform changes its rules and it puts that entrepreneur completely out of business. So there's danger. You're playing with fire. The final thing that you need to understand about rented media is that they own the relationship with the customer. You're just renting access to that customer, right?

The final piece of media is what we call owned media. This is media that you fully own outright. Your book would be a form of owned media. Your personal brand website would be a form of own media. If you visit adamwitty.com, that is my owned media, but your blog, your podcast, your white papers, articles that you've written that have been published in other places, that is all owned media. And in a lot of places with that owned media, you may have some direct call to action where you may ask somebody for a first name and last name, an email address for you to then fully own the relationship with that person. And once you own that relationship, you now have permission to communicate with them on a regular basis, a good marketing strategy, a good authority building strategy. You're going to use all three.

So this isn't about one is superior to another and focus on one and forget about the other two. It's about knowing the pros and cons of each and building an authority building strategy and plan that incorporates all three, realizing that the goal of earned media and rented media is to ultimately build audience for your owned media.

Dustin Burleson:

I want to kind of dig a little deeper on that because for years, we played rented media really well, and I became kind of disenfranchised with Facebook juicing the algorithm to manipulate people's emotions. And I thought, Boy, I said it for a long time, it's a crap company. And I think you and other people have smart bets on whether they'll be around in a hundred years or people like Disney will be around in a hundred years. And I am back using

rented media. So, YouTube, Facebook, Instagram, a lot of people that listen to us, and we have some members that are really popular on TikTok, which could in certain states is being banned. So I want to ask, knowing that we want do all three, can we talk a little bit more about the danger of rented media?

And I think in looking at examples from the Kardashians to other major influencers who have made millions of dollars on Instagram and YouTube particularly, who then pivot into skincare brands or coffee subscriptions or real media even I think one of the top podcasts, *Smartless* with Jason Bateman and Sean Hayes, and who am I missing? Will Arnett. They're on tour, they're doing a documentary, they're doing their own real, what I call *real media* versus social media. This is a long rambling question, which I often do, but I will land the plane eventually. And I know you appreciate because you're a pilot. I'm curious your thoughts on someone who might have a large social media following, or for whom the team is investing a lot of energy, as you said, it isn't free, into rented media constantly making cute TikTok videos and Instagram stories. How have you seen and what do you recommend if we want to move into more owned media, knowing that we can't totally get rid of rented media? How do we move into owned?

Adam Witty:

The goal of your rented media should be about lifting the audience and moving them to your own media. So for example, if you run advertising on Facebook, a lot of doctors probably do run advertising on Facebook. The goal is obviously to get that prospective patient to raise

their hand. Some people would use the word opt in, and the best way to get people to raise their hand or opt in is to give them valuable, free information. Could be a book, it could be a patient's guide, could be a white paper, could be a video or a CD I suppose. It doesn't really matter what the information is for the purpose of our discussion right now, but the goal is to get that interested prospect to raise their hand, say, "I'd love more information on that. Here's my name, here's my contact information, and give me that info."

You've now successfully moved them from Facebook to your database, to your list, to your audience. Now you can expose them to whatever media you have. You could expose them to your book, you could expose them to your blog. If you have a podcast, maybe you have success stories right on your website. You can expose them to that, with ultimately having light calls to action, which might be, Hey, request a free consultation, request an in-office visit so we can diagnose your case. So that's where I'm okay using rented media as long as every piece of advertising you might do on that rented media is all about lifting them to your own media.

Dustin Burleson:

Cool.

Adam Witty:

And with earned media, again, you're on the front page of *The Kansas City Star*. You're not going to be able to have likely a call to action in the *Kansas City Star*.



The goal of your rented media should be about lifting the audience and moving them to your own media... and we use educational content as the bridge to get them there.

Dustin Burleson:

No.

Adam Witty:

Now, they may feature a cover of your book, so that's great because some people may read that and then go either to Amazon or they may go to your website and get your book. But the bigger thing with earned media is its credibility. When you're featured on the front page of *The Kansas City Star*, like that's credible. When you have a Facebook page, well, every doctor has a Facebook page. There's nothing credible about that. So how do we use the asset? We've got to take the audience from Facebook that's good, that's interested in what we want to do, or TikTok or LinkedIn or Google search, it doesn't matter what it is, and then we've got to move them to our owned media, and we use educational content as the bridge to get them there.

Dustin Burleson:

Yeah, I would agree. There's been a tremendous amount of traction with our most recent blog posts and even now LinkedIn. These are all kind of new things we've been doing in the last 12 months that have worked really well, not just for us, but for docs as well. What I want to highlight that I do think a book is the best business card in the world. No one takes a business card and sits it on the shelf and finds a spot for it, but nobody seems to throw a book, I got books everywhere, no one throws out a book. I don't think I've ever thrown a book away. Every doctor listening to this has been through so many textbooks to get to where they are. I don't think I've ever met a doctor who's like, "No, I've got no interest in writing a book." Almost all of them have a book in them, right?

Adam Witty:

Yeah.

Dustin Burleson:

If they say, "Listen, I get it. A book is a five pound business card no one throws away. I like this idea." How long does it take if they say, all right, because I doubt many of your docs sit down. And even I never sat down at a blank cursor. I spoke my book and your team helped me with *The Ortho Manifesto* and *The Truth About Referrals*. That process, what's that like? Is this a 10-year project? You hear about authors who get writer's block and they sit on their book for 20 years. What's the process like? How long does it take? How painful is it to get a book out?

Adam Witty:

The hardest thing is writing it.

88% of the leaders that we support, we ghost write the book with them. Because writing it is the hardest part. And I know your doctors, they're incredibly successful, which largely means they're incredibly busy. They are growing their practice, they are providing exceptional patient care, and that requires time, which means they probably don't have the time to then go sit down and write a book, which is very time consuming.

So when it comes to answering that question of, "Well, how long does it take?" From scratch, I have an idea for my book, and that's it. From start to finish, roughly 12 months, it can be less. It could probably be as few as nine months. It could also be more, it could be 14, 15 months. A lot of that is depending upon the motivation and the speed of the doctor in working with us and the ghost writer.

But in a year, you've got a fabulous book that's in the marketplace on Amazon and launched into the world. Okay. Now, another question that you should be asking if you're a doctor contemplating this is, okay, well, what would I write about? We hear that a lot. That's like, wait a minute. You're the expert. You're asking us what you should write about? But that is the most common question we get. What should I write about? And the answer is this. When I think of your target audience, when you think of your target audience, what keeps them up at night? What are the burning yearning questions that they don't have the answers to, where if they did, it would dramatically improve the quality of their life, right?



The most common question we get is, 'What should I write about?' And the answer is this. When you think of your target audience, what keeps them up at night? What are the burning yearning questions that they don't have the answers to, where if they did, it would dramatically improve the quality of their life?

That is what your book is about. The mistake that I see a lot of authors make, I didn't say doctors. I said authors, because this isn't a mistake that doctors make. This is a mistake everybody makes. They write the book that they've always wanted to write. They've dreamed of writing a book or, "Oh, I've been thinking about this for the last 10 years. This is what my book would be about." And most of the time it's this unique, esoteric passion that they have, and there's not a single person in their target audience that gives a rip about what they have to say about this unique esoteric topic.

And so the advice here is that you need to write the book that your patients and your prospective patients want to read, which is the book that answers the questions that keep them up at night. The job here is to bait the hook to suit the fish.

Dustin Burleson:

Yep.

Adam Witty:

That's your patient, not the fishermen, which is you.

Dustin Burleson:

I love that answer. And I've noticed that as well, whether it's some unique philosophy on the jaw joint, and we can talk about jaw joint pain, but how does a patient stay up late at night worried about fixing that or the fear of, in our experience, the parents who are really nervous about how they're going to pay for treatment, whether they know they're choosing the right specialist, and when's the right time, a lot of confusion like, are these braces going on too early? When should we do braces? Why would we need jaw surgery? Who do we trust with that?

Yeah, that was something also we learned from you. So we worked with your team and did a lot of just talking and getting that transcribed, which was really cool. Do it on the way to work. It was kind of clever. So how about once we get the book, you've got a beautiful book behind your right shoulder. You're doing this podcast to promote the book. How should we promote it? Just for a month or two and then forget about it? Or what do you recommend after the book comes out?

Adam Witty:

That is the most common strategy, and here's what I'll say. Promoting a book is a marathon, not a sprint. Most people, they're really excited about a book and they have a big book launch party, and it's all they can think about



Promoting a book is a marathon, not a sprint. My rule has always been this. Every day, what's one thing, one small thing that I can do to talk about the book or get the book out into the world?

and talk about and breathe about for about 45 days, and then they forget all about it as if it never existed, and they go on with their life. I think that personally is a terrible way. It's a terrible way to monetize this beautiful asset that you've put your blood, sweat, and tears into. Because remember at the very beginning I said, this is an asset that you can use for the rest of your career. I didn't say this is an asset for the next 45 days after it comes out and then forget about it.

My rule has always been this. Every day, what's one thing, one small thing that I can do to talk about the book or get the book out into the world? An example, I'm on a podcast. One thing, I mail a copy of the book to the editor at such and such magazine or newspaper. It's one thing. The salesman came into my office and said, "Hey," in your case, the treatment coordinator came into my office and said, "Hey, we've got a prospective patient. It's Mrs. Sally Smith, her son Ben was in here. Would you autograph a copy of your book for them? And I'd like to mail it to them."

That's one thing. It's just one small thing. It took 30 seconds. You do one small thing every single day, and your book will be the biggest success in the world. Doesn't mean you're on the *New York Times* bestseller list. Yeah. It means that your book will deliver the results and impact and influence for you and for your business.

Dustin Burleson:

Smart. You've been really smart about the call to action in your books, which I've also learned that from you. Can we talk about, it's kind of a feedback loop. The book is owned media, but it's not just read the book and then go, "Wow, what a great book," and then sit it on the shelf, talk about what we should be doing inside the book to help consumers continue the conversation.

Adam Witty:

So it's really involvement devices. What involvement devices can you create in the book that engage the reader? Now, a couple things. There's a lot of people that will buy your book, that will receive your book, and they will never read it. And you should be very aware and very okay with that. I would love for everybody to read my book, but I just know it's not going to happen. However, just by holding the book in their hand, the authority that I was hoping to build in their mind has been accomplished, whether they open it and read a single page or not. However, if they do open it and start reading it, I now have these involvement devices, which are downloads and resources that they can get through a QR code or by going to a website.

And when those people click on that QR code or go to the website, I now know, okay, well they've at least opened it, right? And it's all about creating more value. So it's like a breadcrumb trail. I forget what the fairy tale was where they left the breadcrumb trails, but they did. And it was a way to find their way back home. And so with this, you're leaving a trail of breadcrumbs where your prospective patient can continue to learn more, engage more, and the more breadcrumbs they pick up, the hotter, the warmer, the prospect you know that they're going to be.

Dustin Burleson:

Yeah, so well designed. So I want our listeners and viewers to go get the book and read it, but also I want them for the content, but I want them to pay attention to how it's designed because this isn't *Moby Dick*, like 600 pages of just full text. And sometimes orthodontists just like text, text. And it's also not all images, but it's very well designed with the graphical elements and the call outs and the, oh, you could just thumb through it and throw a dart and be like, that's something I could go do. Which I think is how I feel like a lot of books are now consumed with a similar readership path that maybe is like scrolling through social media. Oh, that's interesting. But you can't just thumb through *Moby Dick* and go, that's interesting. You have to have read the previous 300 pages to get to that point. So I love how it's designed, which is really, really cool. Does your team help with interior elements and graphic designs and those kind of engagement elements?

Adam Witty:

It's all about intentionality, and yes, our team is well versed in creating a book from a packaging perspective that delivers the intended result, in which case it's A, build authority, B, teach and add value to your audience and then three, create engagement where that audience then wants to connect with you into your own media.

Dustin Burleson:

Yep. Do you have advice on hard bound or cloth bound versus paperback for different objectives and any thoughts there?

Adam Witty:

Yeah, so I would tell you that for business books, nonfiction business books, I think hardcover is important because it has that oomph factor. If you're selling to CEOs, if you're selling to leaders, if you're selling to B2B type products and services, that hardcover book, I think it does make a difference. For example, our Forbes books line, every book has to be hardcover.

Dustin Burleson:

Cool.

Adam Witty:

Forbes won't publish anything soft cover. For a doctor. I'm guessing, and when I say, I'm guessing, I know the answer to this because you've informed me over our many, many years of friendship and relationship, most of your customers are the mom who's making a purchase decision for their children. And in that case, I think a paperback book is actually just fine, knowing who the audience is.

“

What involvement devices can you create in the book that engage the reader? These are downloads and resources that they can get through a QR code or by going to a website.

The benefits of a paperback book are also from an economic perspective, more economical per unit from a distribution perspective.

Dustin Burleson:

Yeah, not, following the subtitle of your book, I made my second book about Invisalign, a hardcover for my own Ego. I was like, I want a hardcover book. And then we realized really quickly, it was hard for us to ship to patients in our office prior to private equity exit. We shipped every new patient a copy of, Don't Make Them Hide Their Smile or Don't Ask Them to Hide Their Smile. And that soft cover book shipped very easy in a priority mail envelope. And then we started trying to stuff these hardbound books into them. We never thought that through. So small logistical thing, and I think you're right. I think the consumer doesn't need a hardbound, but it's almost like, Oh, wow. It's a little too overwhelming, I think, for that application. Cool. Yeah.

Let's talk a little bit about what's next for you. I know you're always on stage, always speaking, always growing. Talk a little bit about Forbes books and maybe just share where listeners and viewers can learn more about you. And if they say, listen, I want a book. I don't have the authors gene in me, and I'm not going to sit down and type it out. How do I engage with Advantage or Forbes Books and what's the next step they should take in doing that process?

Adam Witty:

So I've been doing this Dustin for 17 years.

Dustin Burleson:

Wow.

Adam Witty:

I know, I'm not a day over 28.

Dustin Burleson:

So you started when you were nine.

Adam Witty:

I wish. There's plenty of gray hair in here if you can see it. I do love what I do. We get to work with some exceptional people. We help them share their knowledge with others to help other people. And the core purpose of our business is growing entrepreneurs and businesses to benefit mankind, because we know that when we help entrepreneurs and leaders share their message, which then helps consumers, it creates this virtuous circle. And everybody's made better off with an incoming tide. It lifts all boats.

So I love what I do, and I'm having a lot of fun. And our company, as it continues to evolve, it's continuing to up our game with publishing and media services. So today, we're an authority company and we're not a book publisher. We're a comprehensive place to help leaders elevate their presence. The next big thing in our evolution, and it will take a bit of time to fully bake out, is a lot of our authors are experts on a variety of topics and a variety of industries.

And a lot of them today consult, they speak, they coach, they advise. And the next step in our journey will actually be to begin to connect the clients that need that expertise with the authors and the authorities that have it.

Dustin Burleson:

Cool.

Adam Witty:

And so that's really a kind of full connection of the loop. And it won't be easy, which is probably why it's the last thing that we will get to just because it's not going to be easy. But we have the privilege of elevating thought leaders. If we can now help connect clients that need that thought leadership with those very experts, we can really not only create some significant value, but really make the world a better place by connecting people that have the problem with people that know the solution to the problem.

Dustin Burleson:

That's awesome. That's very cool.

Adam Witty:

So I'm online, adamwitty.com. That's great example of building authority online, having owned media. It's what we call the authority brand website. Our company is books.forbes.com. books.forbes.com is the place to go. Now, you can get all the information about Advantage Media through books.forbes.com. You could certainly find our book at Amazon. It's audible too, but I would be disingenuous to a point I made earlier if I did not share what I'm about to say next. And that is that for anybody listening, if they visit theauthorityadvantagebook.com, you can get a free book as either a audio book or as a digital book. And it's all about giving, teaching, sharing with no expectation of anything in return. Now, if you like a hard copy, yeah, you've got to go to Amazon. If you love Audible, then I guess you have to go to Audible. But for anything else, if you do want a free copy, theauthorityadvantagebook.com, and you can learn about the system and the process to follow, to strategically build your authority, stature in your industry, in your community, kind of in your market.

Dustin Burleson:

Awesome. We'll post those links below this video. It was so much fun, as always, having you back on the program. Adam, thanks for being here,

Adam Witty:

Dr. Burleson. It's always a lot of fun. And thank you for giving me the opportunity to share.

This transcript is intended for single Burleson Seminars Members and not intended for distribution. If you would like to distribute these in your organization, please contact support@burlesonseminars.com. For individual memberships, please refer friends and colleagues to join at TheBurlesonReport.com

**ASK THE
EXPERT**

DUSTIN **BURLESON SEMINARS**



BurlesonSeminars.com