

Jan Koch: Welcome everybody. Thanks for joining me on this session with Chandler Bolt. I am super excited because China is a powerhouse. It's been one of the role model entrepreneurs for me personally, for the past, say five to six years. And he is the founder of selfpublishing.com. Selfpublishingschool.com on the Inc 5,000 list.

Jan Koch: Like what, three times in a row right now, Chandler. It's amazing. So you help or the team that you've built, the company you've built. You help business owners become authors and grow their businesses with books. And you also have authors go from blank page to setting 10,000 copies or more with their books, and then building this into a solid business you've written and relaunch earlier this year published the proven path from blank page to 10,000 copies sold one of my favorite books.

Jan Koch: Working through it sometime this year, definitely time for a new book from my end. Thank you so much for coming on Chandler,

Chandler Bolt: Jan. Great to be here. Thank you so much and glad you love in the book. I appreciate that.

Jan Koch: Absolutely highly recommend it for everybody wants to write a book, but let's talk about the meat of the conversation right here.

Jan Koch: Writing a book is one thing. But what do you do to sell it? Like you have to have an audience, walk us through your process with it. Let's dive right into this.

Chandler Bolt: So I feel like it's a, it's a chicken or the egg thing. Do I write a book to build an audience or do I build an audience and then write a book?

Chandler Bolt: And there's no one size fits all solution for what worked for me is I started with the. And I started with the book and I had no audience. But I used the book to grow an audience and to build an email. And so there's a few things that I recommend strategically. So I call this a launch triangle.

Chandler Bolt: And so really it's, there's the three points of this triangle and using that to to launch a book. So you've got you've got the three points you've got, whoops. You've got launched. That's one point you've got getting reviews and then you've got promotions. So you get the good news is you can do all of these things without an audience.

Chandler Bolt: And so a launch team, this is a small group of people that support you or the topic of the book. This could be five people, 15 people, 50 people, maybe even more friends, family members, customers, colleagues, right? So launch team, they read the book ahead of time and leave a review on. You were on my launch team for published which I really appreciated.

Chandler Bolt: And so you seen how that, that, that works. And so then that helps with reviews, which is the second piece of the triangle. And then and then the promotions, that's like an accordion. So there's two types of launches. There's the MVP launch. So the minimum viable product launch, or there's the traditional launch, and really that's an accordion based on the time that you have to spend on the launch, the money that you have to spend and how big are your audiences.

Chandler Bolt: But the good news is either way, no matter what kind of, where you're at on that spectrum you can launch your book without an audience. And that's exactly what I did with my first. 19 years old window audience. So

Jan Koch: amazing. Look how far you've come since then I've done parts of that. I had the first version of the book at hand from published when I launched my book last year, which was rushed through.

Jan Koch: By any standard. I think I spent seven days writing the entire book. And you can guess how far, how well thought out the launch was after seven days of writing? So what I did is I launched it as a Kindle version on Amazon. I just wanted to have a book out to make a name for myself, for BSM, essentially, after building the, buying the business.

Jan Koch: And I had a launch team. If you want to call it, I had some few friends on Facebook who said that they'd buy it on launch day and then leave a review from that. And that got me to number one on Amazon in some categories not the most competitive categories. I'm not talking about entrepreneurship or marketing or something, but some smaller niches.

Jan Koch: I still got an envelope. Number one with that. And I can only imagine if you really plan a launch, how powerful this is. If you have a hundred people on your launch team, if you have an email list of, let's say a hundred people, you just build that email list for that purpose to orchestrate the book, launch this.

Jan Koch: Really damn powerful, but how do I actually do that as an author? I'm overwhelmed with writing the book problem. If I don't have your book, I'm

overwhelmed with writing it. So how do I set the right priorities? When do I start planning for the launch? How do I structure the marketing?

Chandler Bolt: Yeah. Yeah. Great question.

Chandler Bolt: So I look at it. So I look at it as is from beginning to end. There's eight milestones, right? And this is what I talk about in the book. And so you've got the first four milestones are part of the, what I call the more writing method. So you mind map your idea. You use that mind map to create an outline for the book you use that outline to create the rough draft.

Chandler Bolt: And then you start the self editing process. So editing. So my map outline rough draft editing. That's the more writing method. And we have like a 30 day rough draft challenge. So for me, I'm a level English student and a college dropout with ADHD. So the last person that you'd ever think to write a book.

Chandler Bolt: But I, I think in that I have to be a very much like a one track kind of person. So it's like, all right, I am writing the draft. All right. Now I am pro like editing. Okay. Now I am, preparing for launch and now I'm launching. And so I that's how, at least my brain works. And I think it's, it seems to be helpful for other people to just focus on one piece at a time now.

Chandler Bolt: Sure. The marketing starts when you pick up the. And in terms of just you're sharing the journey, you're showing behind the scenes, but also you're thinking intentionally about who's my ideal reader. What's the pain that they have that they know that they have. What's the promise that I can make with this book.

Chandler Bolt: Like all those things you want to be intentional upfront. But then, so you work through those four milestones and then from there it moves to professional editing. And then from there. Having to flip over, flip, open the book to make sure I don't forget anything. But from there it moves to professional editing.

Chandler Bolt: Then you've got covered design. There's the next milestone. Then you've got formatting is the next milestone and you've got launch. And so obviously the launch is the eighth milestone. But the way that I do that is, is. Like by the time I'm there, I'm focusing only on that. And I want to prepare for, a minimum of 30 to 45 days.

Chandler Bolt: This, I, I've experienced that kind of similar to what you just said, Jan is I wanted to prove that this could be done on a short timeline. My most recent book published. I think I picked up the pen. It was either August 31st or September 1st. And the book launched it was December 14th.

Chandler Bolt: And so it was from end to end and I'm talking like, I, I. Is a quality book. And so it was a real, that's about a hundred days from end to end just to prove that it could be possible. And so sure in the same soak in my, I would've liked to have more time to prepare for my launch, but I said, Hey, I'm going to get the book out.

Chandler Bolt: And then I'm going to move to what I call the one-year launch. And I've got a whole chapter in the book about that. Con committing to consistently marketing the book for at least a year. And so that's what that's where I'm at now is continuing to go on podcasts and do interviews and that sort of thing to continue promoting the book.

Jan Koch: And amazing that you break it down. So tenable steps, and it's interesting to see that they, one of writing the book is the date. We'll stop marking for the lounge. And essentially what I would assume you do is you give some books. You share the blank page that you're staring at, you don't know how to feel and you try to get people at that point already, or to get people signed up for an email or something like that, so that they follow along your journey.

Chandler Bolt: Yeah. So I, I do I call this the building buzz process and this is a this is a gosh, what is this? It's a.

Chandler Bolt: I forget, it's, I've got a whole chapter on this in my new book. But walking through like sharing the journey. And because you are the hero in your own story when you're writing and publishing a book. And so it's exactly what you talked about is like declaring, Hey, I'm writing a book.

Chandler Bolt: Okay. I just finished my first thousand words and then I've recommended we have a 30 day rough draft challenge. I reckon. Posting daily screenshots of word count. Cause it does this too. There's a double benefit, right? That's going to hold you accountable to keep writing and to keep making progress on the book.

Chandler Bolt: And then secondly, you're slowly building your email list because you've got what we call a pre-release list. So when people express interest and say, Hey, let me know when it launches, you say. What's your

email? Like I'll add you to the list and you'll be the first to know when I launched the book.

Chandler Bolt: And so you're building that pre-release email list while also building buzz for the book. So the goal is by the time the book comes out, people are waiting. They're interested. They've seen the behind the scenes and you've built so much buzz. That it's, it feels like almost that their book is launching, because they've been involved in the process.

Jan Koch: Yeah, and this is so important. I remember when I wrote my first book in 2015, I started my business 2013 and then as a young entrepreneur, I thought, oh, I have to write a book. Even though I had no idea what I was doing at the time. And I wrote this PDF 60 pages called I think the entrepreneurial journey, just sharing my story from going from traditional career to building a business online.

Jan Koch: And I had nobody to launch it. I spent two months writing this damn thing and I am also not a native English speaker. So I'm similar to you. I'm not the person you would, why you would expect to write an English book. It took me a bit longer than it would take other people probably. And I had nobody to launch it to, I saw 10 copies until today over, over the course of six, seven years, I saw 10 copies and it just said, I hated it.

Jan Koch: And I that was the reason that I didn't write another book. I know how powerful the books are to establish thought leadership, to get your foot into the door. To also one thing I like about this is you don't have to answer the same question over and over and over again. Send them the PDF off of the book, tell them to pick up the hard copy, tell them to pick up the kid, their version, but not having a launch strategy was my biggest nemesis earlier.

Jan Koch: And just understanding the process of building up that email list was very important for me. Now, having the people on your email is that early, say. There's a considerable amount of six, six months to write the book for the first book, maybe that's realistic. How do you keep them engaged for so long on your email?

Jan Koch: Because people might Gail stale at that time.

Chandler Bolt: Yeah. I, I don't focus a ton on that. Yeah, cause those are usually close friends or people who are like pretty closely interested. So I don't do a ton. And in fact, I wouldn't wreck cause it's going to be a list of 10 50, a hundred, maybe a few hundred people if you've got a decent size audience.

Chandler Bolt: But my biggest thing that I'm worried about as an author is a distraction from getting your book done. So I hesitate to recommend other than maybe. A post or something like maybe once a month and just saying, Hey, here's how the book's going. Exciting, blah, blah, blah. But other than that, I wouldn't do too much there because really the power for me is launch team.

Chandler Bolt: And the pre-release list is like the wind at the back of that launch team. A lot of those people are a good fit to join your launch team. And, but it's launch team rolling into launch and then using the book to strategically grow your email list long-term and engaging with them at launch and beyond the book. And obviously if you've got an email list you're engaging that email list and letting them know leading up and building buzz in a similar fashion. But that's. You know for folks. Cause I know this is especially about growing your email list.

Chandler Bolt: For my first book, we built an email list of about 4,000 people in about six months just from the book. And we had no or list or audience before then, but using a couple of things. And so I'll go through a couple of ways that we strategically do it, which I've got a whole. I've got a whole chapter on this and the new book about building an email list as chapter 16 where I break down all the different ways that you can do it.

Chandler Bolt: But one just super simple tip that I'll give is the audio book and a video summary in the beginning of. The book and this brings in hundreds, if not thousands of leads, every single month turns readers into subscribers. And then a lot of times, they'll check out the audio book or they'll check out the video, which this is a webinar.

Chandler Bolt: And they'll end up booking a call with my team at self publishing school and then signing up for self publishing school as a result of that interaction. And so it's that's a really kind of a. How I turn leads into subscribers and then ultimately into paying customers for the business.

Jan Koch: Yeah. That is so powerful. What other strategies do you have, besides that I see in some books, they sprinkle the subscribed to our email list across the content of the book. And then don't forget about the goodies you can download when you sign up, blah, blah, blah. Is that something that still works or is that in relation to having the audio book and the free video guide right in the front, do the other things don't matter?

Jan Koch: Yeah,

Chandler Bolt: no, it definitely works. Sorry. I'm just flipping up in the books. I can remember everything I talked about. So I talk about video and audio being the two most powerful lead magnets, because obviously it comes down to, you need a lead magnet and you need a landing page. So you need something of value that you're giving people and you need a place where you can get where they can go easily to capture.

Chandler Bolt: To, to opt-in for that thing and to give you their information. And so that's the first thing. And then I talk about four ways to structure your book to maximum maximize subscribers. So the first thing is to put your primary lead magnet or lead magnets in the front of the book. So that's what we just talked about.

Chandler Bolt: Then the second thing is exactly what. You just mentioned, which is adding five to seven other CTS or calls to action throughout the book. And now I don't just say, Hey, subscribe to the list. I'll say I'll say I've got a part in the book about how to outline and write your book.

Chandler Bolt: And then I have this tool it's called the book outline template generator that spits out a 25 page Google doc. So they have a pre formatted outline that you can use. So I'll say, Hey, go, if you want to just save a ton of time and outlining, just go download the book, outline template generator, or. Just different things like that, that it's kinda sprinkled in. It's not so much that it feels like, Hey, this book is just a glorified sales pitch, but it's enough. And my goal is always, I want to satisfy the intent of the reader while also giving them additional resources that might be helpful if they choose to take advantage of them.

Chandler Bolt: And so it never feels oh, hold up, there's a core missing piece of this book that he was just like, Hey, sorry, go to my website. You're going to have to download

Jan Koch: By my cause for five.

Chandler Bolt: Exactly. But instead of doing that, it's, it says, Hey, like this will be helpful. So it's helpful additional resources that will make it easier to implement the book.

Chandler Bolt: And so my goal is to save people, tens of hours and the process of implementing the book through those free resources. And so that's the goal there. So that's the second piece. The third piece is sometimes I see people give away free chapters of. Or either to share with a friend who needs help of this

book, or as free chapters of the next book to increase the amount of people that buy your future books.

Chandler Bolt: And then the fourth thing, and this is super important is to put a call to action at the end of the book with logical next steps. So for me, it's, the logical next step for people who are really serious about this whole thing is at the end is for them to book a call with me. So at the very end of the book, if you were watching the video version, you can see this here.

Chandler Bolt: Oops. I say, Hey book a call with the team, go to self dash publishing school.com forward slash apply book a call. And that's, if you want our help implementing what you just learned in this. Go here. And then we have a small piece where it says, Hey here's the programs that we have at self publishing school and how they might be able to help you and that sort of thing.

Chandler Bolt: So logical call to action because those are your most qualified. Right or your where they read, they just read the whole book they're committed. And so you can say, Hey, this is not for everyone. But if you'd like to go further with us, here's exactly how you can do that. And that's the part that I bought on early books that I did, including the first version of published is that we didn't have a sales team at that time.

Chandler Bolt: So there was no book, a call thing anywhere in the book and all that. So that's where we went back through. And I said, all right, what are the logical next steps that I want people to take? And how do I do that in a way that. That's an integrity and feels good and isn't super salesy or over the top, but it does maximize like readers to subscribers.

Jan Koch: And that's in the end, how you build a business from a book, right? Just selling the. It doesn't get you any closer to becoming a millionaire or something like that because you just, frankly, don't make that much money

Chandler Bolt: from our book. Say, yeah. Unless you're selling tens of thousands or millions of copies of books, you're not going to make a ton of money.

Chandler Bolt: You will definitely make some money. And it's good that kind of mailbox money, like consistent revenue that comes in every single month. So it's a nice income stream, but yeah, you're not going to get rich off of the actual sales of the book. It's what are the opportunities that the book opens up for?

Chandler Bolt: And so it's a cheesy metaphor, but I always say a book is like this key that opens the door to Narnia. If you've ever seen Chronicles of Narnia or read the books, like they discovered this door that opens this key that opens this door to this magical world that they didn't know existed.

Chandler Bolt: That's what happened for me. And that's what happens for so many of our students is a book is a key that opens the door to this kind of magical world that exists for published authors. And so maybe that speaking gigs, maybe that's growing your business, lead sales and referrals for your business. Maybe that's a promotion at your job.

Chandler Bolt: Maybe whatever that thing is for you. It's a starting point that opens up that world.

Jan Koch: Yeah. So there, there are, from what I understand, what you're saying is there are two very, or maybe three very important things. One is taken for granted here that the book is actually.

Jan Koch: Th that it's helping people is be strategic about building your email list from the book and turning readers into subscribers, into prospects for sales calls, and then three is get the book in as many hands as possible. So for the last part of this conversation, I would love to dive deeper into the launch strategy and that the launch team is what you've mentioned a couple of times right now.

Jan Koch: What makes a good launch team? How do we build.

Chandler Bolt: Yeah, so a launch team it's quality over quantity. And what I do is, and you can go to friends, family member, this can be one-to-one or one to many. And so one-to-one is going to be the best place for most people. It also makes people uncomfortable.

Chandler Bolt: But I'm the firm believer that most people genuinely want to support others. And especially friends or colleagues, like they would love to support you, but you need to make. Easy for them, like as easy as possible and making it easy means asking them specifically telling them exactly what would be helpful for them to do.

Chandler Bolt: And then following up and saying, Hey, would you mind leaving a review on the book? Here's the link to leave that review? And that sort of thing. And you gotta re so a launch team there's kind of team is an acronym. And so T stands for tell everyone, about your launch. E stands for enroll people who say they're interested in set expectations a stands for ask for reviews.

Chandler Bolt: So I ask them to leave a review. And then the M stands for message individually. Everyone following up. And so you asked for the review, but then if you just ask once or if you just don't get it, not many people are going to leave a review. But the M message individually people to follow up to getting them, to get them to leave a review that makes a big difference.

Jan Koch: So th that is the work that nobody talks about. Then that's the dirty grind where you're just on the phone messaging people constantly, but that is what pays off in the end. I It's very similar to sales. You don't make a high ticket, say it on the first call. They'll make it on the first message.

Jan Koch: Yeah. What is what is an important mindset shift or a good mindset for authors to have when they are building the launch team? Like how do they set the expectations for themselves straight?

Chandler Bolt: Yeah, think the mindset is to get outside of your comfort zone and be okay with people saying, Hey, no, I'm not.

Chandler Bolt: It won't happen to time, but it definitely will happen and that's totally fine. That's clear communication. I'd rather someone tell me no, they're not interested then say yeah, sure. And then they're actually not interested. And then I just keep following up with them and they just ignore me.

Chandler Bolt: And so be okay with getting outside of your comfort zone and an ask even when it's uncomfortable. I think that's the most important thing across the board. Cause I just launched my seventh book. It still is uncomfortable. It's ah, man, like just remembering Hey, people want to help.

Chandler Bolt: And just me reaching out and I'll make it easy. And if they don't want to help, they won't help. And they're not going to hold it against me saying, Hey, will you support my book? It's I'm going to shoot my shot. And I think just remembering that and doing that, even when it's uncomfortable,

Jan Koch: I love it because.

Jan Koch: What business is all about? I think it's like you have to grow as a person in order to make these results. And writing the book itself is a demanding task, as we said, and then getting out to people and leveraging the work that you've put in four months before that, it would be a pity if you didn't tell anybody in that dog about the book and then assign people to the roles that you have.

Jan Koch: Managing reviews is very important. Obviously get the reviews. And then you also said you have a one year launch plan. Can you elaborate

Chandler Bolt: that a little bit? Yeah. So the one-year launch it's really about it's about, so this kind of goes from. Promotions. So one-off promotions to evergreen assets.

Chandler Bolt: And so really the one-year launches. It's a mindset first and foremost, but then it's, there's, it's very practical as well. So it's a mindset of continuing to promote your book after your launch for at least one year. And so many people they do what I call it. I call it the Lamborghini line.

Chandler Bolt: And so if it's sexy, it's loud and it's gone in a flash shoot uses up all kinds of fuel that's launch week. But launch week is not where you're going to have a perennial bestseller. It comes from, and, I have a podcast, a self publishing school podcast and interviewed tons of the most successful authors on the planet.

Chandler Bolt: And the common theme is that they committed. To promoting their book over our long-term and that's what all the most successful authors they do and they've done right. Is they continue to talk about promote the book. And so that's that's the mindset. And so what I recommend instead is to take the Toyota Camry approach to where if you know anything about Toyota Camrys, that they just keep going.

Chandler Bolt: And going. And so by doing that is, it's a, it's the mindset, it's the long-term commitment to your book, but then it's also building evergreen assets. So instead of just one-off promotions, which are helpful, it's how do I build assets? Like this interview, right? Is we're creating an evergreen asset.

Chandler Bolt: This interview will. Live as long as you continue to host it or the platform that you posted on continues to host it. And it will be an asset that will continue to bring people back to list-building school that will continue to bring people back to grabbing a copy of my book published. It's an evergreen asset, so that's really what it's all about is as longterm commitment to marketing and then building evergreen assets,

Jan Koch: that is such a great point.

Jan Koch: And I think there's this. Living what you said earlier, when you said a book is a door opener to Narnia building. Those asset requires that you get in touch with many interesting people who have platforms, you can build the

assets on. So we connected for that. You get on other podcasts for that opens new doors for you.

Jan Koch: So it's like this ripple effect that you're setting into motion instead of just waiting people to magically find your book on Amazon or Barnes and noble and grab it for you. You shove it into your faces in some point, obviously why teaching and why delivering value, but you tell people what is in it for them making the decision for them to buy the book very easy.

Jan Koch: And by building relationships with these thought leaders not trying to put myself on a pedestal here, but with people that have an audience, you set yourself up for future collaborations outside of that book as well. So it's all coming back to that business.

Chandler Bolt: Yeah, I love that. Couldn't agree more.

Jan Koch: That's brilliant. So you've mentioned it's the seventh book launch. Walk us through, if you will. Some of the biggest lessons that you've learned in writing the books. Yeah.

Chandler Bolt: Gosh, so many, cause I've done seven books myself, and then we've obviously through self publishing school, we'd helped. Gosh, I think about 6,000 people write and publish a book over the last seven years.

Chandler Bolt: So a lot of book launches and a lot of the things that I've learned. I would say you're just crystallized in what we talked about so far, which is the eight milestones. It's focusing on one thing at a time. It's I'd say it's getting a rough draft done and that, that will be one of my big pieces of advice for so many people who are thinking about writing a book is just, as soon as this as soon as you finish watching or listening to this take 15 minutes and work on your mind map.

Chandler Bolt: Like just my map, everything you can think of on this topic for this book or this idea that you have, and that'll be a starting point. And then really from there it's crystallizing that to getting your rough draft done as quickly as possible because when you get your rough draft done, you start to see the light at the end of the tunnel, and you start to believe that this is post.

Chandler Bolt: And so that's the big lesson that I've learned. And then there's a lot of things like the evergreen assets and the one-on-one outreach and you're never too big for one-on-one outreach, like that continues. And there's one of

the most valuable things that you can do is just person to person asking and saying, Hey, can you help with this?

Chandler Bolt: Hey, can you leave a review or that.

Jan Koch: Yeah, I love that approach. And for everybody watching this go and do it and then commit not just do the mind map and break down the topics and the potential structure of the book, but commit to working on that book. Let's say 30 minutes a day. That's all you need, maybe 15 minutes if you don't have as much time, but as you said earlier, the consistency.

Jan Koch: Is what makes the book and I've seen this with, I think men. Yeah. Matt McWilliams did this the super affiliate manager. He shared the book cart or the word count on screenshots on Facebook every single day. And then he would say things like really good session. I cranked out 2000 words today, or didn't have much time it's 300 words a day, but it's progress.

Chandler Bolt: Yeah.

Jan Koch: Brilliant. And before we came on camera, you told me about a giveaway that you organize for this building school. So tell us a little bit about that. That's going to be an interesting.

Chandler Bolt: Yeah. So what I'd love to do is for any of you, who'd like to grab a copy of this book. Obviously you can grab a copy of the book on Amazon.

Chandler Bolt: You can grab a copy of the audio book on audible. That's I read the audio book so highly recommend the audio book. I think you'd love it. But what I'd love to do is for the first 50 people I'd love to print pack and ship you a copy of the book for free. So you don't have to pay anything.

Chandler Bolt: It's not a free plus shipping phone or anything like that. This is. I guess a free plus shipping funnel. I pay for everything funnel but go to published book.com force last year. That's published book. Like I published a book published book.com forward slash Jan and the first 50 people that go through that link and fill out the form.

Chandler Bolt: I'll ship you a copy of the book and this book has meant it's the ADA Z from idea to published author. T, selling thousands, if not tens of thousands of copies of that book, how do you do it? What does it take? And then how do you, how can you use the book to grow your business?

Chandler Bolt: That's really what this is all about. So it's meant to be the roadmap to get you to.

Jan Koch: I love it. Very generous offer. Now, thank you so much for that. We've covered a ton of ground and I'm glad that you had the book there so that we made sure we touched upon everything. That's really important for this conversation.

Jan Koch: If you had to give one, let's say final piece of advice for people who want to build an audience for their book launch. What's one thing they need to focus.

Chandler Bolt: Yeah, I would say the final piece would be that you're going to have to get started before you're ready. A lot of people think when it comes to writing and publishing a book, there's it's may, it's on the maybe someday list.

Chandler Bolt: It's only maybe next year list and there's never going to be a good time to write a book. You'll just keep putting it off next year. And I had to do this myself. I had to take my own medicine and say, all right, I know this book is going to be one of the best things I can do to grow the business right now.

Chandler Bolt: I'm not going to just magically have this. A lot of people think, Hey, there's gonna be a time where I've got no job, no kids, no business, no responsibilities like a month and a writer's cabin. It's just not going to happen. You're going to have to get started before. And if you do that and if you it's, short-term sacrifice for long-term gain it's you will create an asset that will be one of the most powerful things that you can do to grow your email list, to grow your business, to make an impact to your you're crystallizing.

Chandler Bolt: This work one. To impact thousands, tens of thousands, maybe even millions of people, I call it leveraged impact. And so it's the ability to do work once and then impact all those people forever. And it's you're bringing leverage and you're making a bigger impact by the short-term commitment and the short-term discipline and sacrifice to actually get this book done.

Chandler Bolt: Okay.

Jan Koch: What a way to rev up the session, Senator, thank you so much,

Chandler Bolt: Jan. You're the man. Thank you so much.