

Book Journeys Author Interview - Jan 9, 2014

Dr. Angela Lauria with Paul J. Rosen, JD. LAc, EAMP, author of *Be Healthy Now - for Women*.

“At the end of the day, passion is the key. If you’re passionate about your subject, then ... the rest of it ... shouldn’t be prohibitive.” ~Paul J. Rosen, JD. LAc, EAMP

Angela:

Well, hello, everybody, and welcome to another episode of Book Journeys Radio. My name is Dr. Angela Lauria, I am the founder of the Author Incubator and the creator of the Difference Process for Writing a Book That Matters. Each week, here on Book Journeys Radio, we talk to an author about their experience writing a book, how they went from idea to completed book in their hands, what obstacles they faced, and what benefits that they have received from being a writer, why being an author has been helpful to them, to their business, to their legacy. This week, on the show, we have Paul Rosen, he’s an acupuncturist and nutr – and – and a nutritionist, and he is the author of *Be Healthy Now – for Women*, got a couple of books out there, but we’re gonna talk today about his latest book, *Be Healthy Now – for Women*. Paul, thank you so much for being with us!

Paul:

Hey, thanks for having me, Angela, very much appreciated.

Angela:

Excellent, well, tell us about *Be Healthy Now – for Women*, what’s it about?

Paul:

Well, in – in my – I’ve been a – a clinician helping people with – nutritional healing, personalized nutritional healing for – gosh, almost twenty years now, and over the years I’ve had the good fortune to work with thousands of people, and when – when I ask them what caused them to reach out to work with somebody like me, they – they always – they most often say they were just simply tired of guessing what to do – they’ve spent a lot of money and a lot of time, either on supplements or even other practitioners, or whatever, and they – they – just got tired of not succeeding at what they were doing.

Angela:

Mm.

Paul:

But many folks are not necessarily, right now, willing to make a commitment to working with a professional. So, *Be Healthy Now – for Women* was a book that I put together and created to bust a lot of myths, and as an entry-level guidebook that any willing woman can put into action expect to see improvement in their health. So, it’s based on clinically tested, patient-tested information –

Angela:
Mmm!

Paul:
– not just theories or repeating of the usual stuff that you read. So, it's not theoretical, it's totally practical. So, for example, it identifies i –

Angela:
I love ... and I – I – I noticed that you – the – the title of your book says “for women” –

Paul:
Yup.

Angela:
– so – d – th – this advice not apply to men, what – what's the “for women” component?

Paul:
Well – there are some definial – there's definitely some crossovers, but the reason I chose this book for women in particular is because, one of the other thing I noticed in my – my – my practice was that – women were – were – were often the – the lead with respect to – especially with kids – were – were the lead in the household, and their commitment became the family's commitment.

Angela:
Mm-hmm. Interesting.

Paul:
I felt it important to – to help to raise the – the quality of – of health and – and – for women, first, often affects the kids, and kids are pretty important.

Angela:
Mm-hm. Fascinating. So – let me ask you a question.

Paul:
Sure.

Angela:
Did your – your business, obviously, is as an acupuncturist and as a nutritionist – i – it's obviously very closely related to the content of your book, it helps you create that book. So, what's your – is your first love working with patients, and the book is a way to work with patients, or did you write the book for the love of writing a book and it just happens to fit your business? Talk about the relationship about being a writer and being an acupuncturist.

Paul:

Well, I'm – a really practical guy, and – I – I'm also a very dedicated – very passionate about helping people – get well, who are not well, and also maintain that wellness when they become well. So, you have to be pretty practical – and communication is a very – very important in that process, 'cause when you're changing – when you're helping people change their lives – that's not something that people do just – off the cuff, it takes a commitment to do it.

Angela:

Mm-hm.

Paul:

And these books – these books – well, at least this book in particular – this one, *Be Healthy Now – for Women* and – and also the *Passport to Wellness* are – are books that – that – that help communicate to people and repeat the messages that I am constantly giving patients in my clinic, so it's a very practical – very practical application, very practical approach. Communication is so important, and – and books – people tend to covet a book – they throw away a piece of paper.

Angela:

Mmm. Mm-hmm.

Paul:

They don't throw away a book. So – I – I just found it was kind of a very – it was a very useful medium to help people have a reference point to go back to – reading and ...

Angela:

And is writing easy for you?

Paul:

I'm sorry, I didn't catch that.

Angela:

Is writing something that comes natura – is writing something that comes naturally for you, is that easy for you?

Paul:

Well, not in the beginning. I'll tell you a funny story. I went to law school – in – in the early '80's, and I wrote my – my – my – took my first – in law school – the – the – the – the exams are – are not – multiple choice, you actually have to write out essays, right?

Angela:
Mm-hm.

Paul:
And – my – my – most of my professors knew that I knew the material but they were just shocked at my inability to – to – to communicate it in writing. (laughs) So, I was not a natural writer ...

Angela:
A lot of people have – a – a lot of my clients, a lot of people I know have that story that they were told, at some point in their – usually in their educational career – “You’re not a very good writer,” and then, getting through that mental obstacle of – “I know you know the concept, but you’re not a very good writer,” whatever that – that story is you have in your head, can be sometimes hard to write your book. Was that something you had to get past for yourself?

Paul:
Aside from actually – there are some things you have to learn about writing, for sure – syntax and – and punctuation and all that sort of thing, but – but, at the end of the day, passion is the key.

Angela:
Mmm.

Paul:
If you’re passionate about your subject, then – the rest of it shouldn’t be a p – shouldn’t be prohibitive.

Angela:
And – so, tell – so, tell me, as you were writing your – as you were writing – you’ve written three books now –

Paul:
Yeah.

Angela:
– what are some of the – what are some of the challenges you faced in getting your book actually written? What have been some of the hardest parts of that journey?

Paul:
In getting it written?

Angela:

Yes, yeah, the writing part.

Paul:

Well, in the beginning, the – yeah, the first part – the first book that I wrote, *The Great Health Heist* – I – I really had no idea how to actually organize the material I'd written into a book. (laughs) I'd written a lot of material, but how to put it together in book form –

Angela:

Yeah.

Paul:

– starting at the beginning, and introduction and middle and then – conclusion, and that sort of thing, so I really reached out for some – for some help in that respect. My first book, I – I really had a – a – a ghostwriter – respect, helped me with the first book. And – and I went to school in that whole process. And my next two books I wrote completely on my own, because – this person actually – actually helped me find my voice –

Angela:

Hmm.

Paul:

– and fine-tune my passion, and so, I was able to – take a lot of lessons that I've learned from that initial book, and then apply them in the subsequent books.

Angela:

So, what did you – what were some of the big lessons you've learned from working with a ghostwriter? Or co-writer

Paul:

To – yeah, co-writer. Tone? When you're writing – are you upbeat, are – are you – just only factual? Are you – are you excited about what you're doing?

Angela:

Mm-hm!

Paul:

Are you just – so-so about it, or are you just reciting the material, that sort of thing, so – your voice. He helped me – he helped me – identify what my voice was, what – where I was coming from, and how to – how to articulate it. And that was - boy, that really was one of the things that set me free.

Angela:

And you said, for you – figuring out what the structure was a lot of – people have a lot of – blog posts or essays they’ve written, things they’ve written, but they don’t know how to put them into book form. Is that something you think you’ve learned along the way? What if ... organizational structure?

Paul:

Yeah, yeah. I – I – I have learned about that. Basically, outlining is – is very useful, so if – if you outline where you’re starting – and then your various sections, what – what it is you wanna – what – the content of the book of what you wanna put in it. Now, I’m – we’re not talking about writing, I don’t know what – I don’t know what writing a – fiction book is all about, although, maybe, one of these days, I will make one. But this was – this is more on the – in the self-help – area of – of – of bookdom, so to speak. So, I – I – I’ve learned to outline the – the subjects and – with a beginning, with – with a – an ending, and then – the various sections in between, which are fairly demonstrated in the text itself, if you – if you look – if you look at *Be Healthy Now – for Women*. You can see that happening. And that was very helpful.

Angela:

So – ho – when you wrote your last book, how long – was the actual writing process for you, from when you got the idea to write the book until you have the finished manuscript, how long was that process?

Paul:

Oh, gosh. That – catches me a little flat-footed. I –

Angela:

Mm-hmm.

Paul:

Time is not some – (laughs)

Angela:

So, let’s talk about what your writing schedule was like. Were you writing every day, was it like a very focused, intense month, or was it something that you’d write a little – and months went by and you were taking it at your own pace, how did that work?

Paul:

Yeah, I was pretty much taking it at my own pacement, because I’m – I’m – writing is not the only thing I do, in fact I’m – being a clinician, I’m – working with people on – everyday, so. . . . But when I did have the days – to do it – several days a week, or on the weekend, and – and then – it’s an interesting process, I – I almost – had the experience of a muse.

Angela:
Mmm.

Paul:
I would sit down and I would start writing, and I knew, that day, I was gonna get a lot done.

Angela:
Wow.

Paul:
It's almost like somebody – so, somebody was talking to me, and I was articulating it – on a computer. I use a computer, I don't write longhand. My – my writing is pathetic.

Angela:
Mm-hm!

Paul:
So, I found a computer to be extremely useful for me, plus, being as old as I am now, being able to expand the – the letter size to any size I wanted, that's also useful. (laughs)

Angela:
And so, when the manuscript was done, or while you were even writing it, did you know how you would go about publishing?

Paul:
Yeah, of course, this is my third book – so, that – that was easy, I had already – worked with a publisher, Warren publishing, in – Kathy Brophy is the – she's the owner and – main driver of that – that – smaller publishing outfit, and I became good friends with her – actually, and – I just very much enjoy working with her, she – she really helped to fine-tune – what I was doing – editing and so forth, and – and the other thing is, she helped me – find – she – she's got a very good creative – staff for – book cover, which is, I think, extremely important.

Angela:
And so – so, you – did you publish all three books with this – company?

Paul:
I did. Yeah. Yeah.

Angela:
And how – did you consider – what do you think are the benefits? So, this – this is a publishing company, I'm guessing, that is – it's author-funded, so you're basically paying for

services, and then you own your copyright, and you get your – your full – the full royalties, or most of the royalties, or something like that?

Paul:

Yeah. Yeah, that's exactly right, although – we can – there – there is some promotional – activities that – that you can – purchase and add in on top of that. So, she wasn't buying the book from me, so it – yeah, it was definitely - ... au – author-financed, yeah. Yeah, definitely. And I – I –

Angela:

It's a service, basically a service. Got it. Okay, ...

Paul:

I pretty much want to maintain as much control over – the process, and over the copyright and royalties and what-not, it's just something that I, personally – that was important for me.

Angela:

Yeah, that's perfect, that's exactly what I was gonna ask you. Why did you make that decision, what do you see is the benefit, and did you weigh other options, like doing it yourself without paying for it, or – hiring your own designers and things like that, or did you think about trying to get a traditional contract with a more traditional publisher? Why is this decision the right one for you?

Paul:

I – I actually did ... – in my first book, *The Great Health Heist*, I had a number of options. I had a larger publishing outfit that – actually had agreed to publish my book. I would have had very little – control over – over what happened with the book and what was going on, and one of the reasons why I didn't do that – was – one of the uniquenesses to me was that I – I am a part of a – an organization – which – which – teaches – practitioners to do the work that I do, called Nutrition Response Testing. And that organization ... three million interested –

Angela:

Oh! ... I've worked with a nutrition response tester, wow! Okay, cool!

Paul:

Well, there you go! Well, Paul Rosen is the author of the – of the work for that – for that – (chuckles)

Angela:

Nice!

Paul:

Yeah. Well, you may even have seen, if you worked with a nutrition response tester, they more than likely had *The Great Health Heist* in their office.

Angela:

Yeah, ... familiar. So, yes, hm.

Paul:

Anyway – yeah, so – so – the – the – the reason I – I didn't use the – for this larger publisher to – take care of the whole process, was because I – I already had a ready – a ready-made market for the book, but had I not –

Angela:

Say more about that, 'cause I – I understand what you're saying, but I want you to expand on that for our listeners. So, you had a ready-made market, which means?

Paul:

Yeah. I knew that the – I knew that the dist – Yeah. I – I knew that the distribution and sales of the book was – was certain. Once it was put together in a format that the – the company, Ulan Nutritional Systems – approved of.

Angela:

So, okay, I'm gonna jump in here, because this is such an important lesson. So, you had an option to go with a more traditional publisher, and the reason you had an option to go with a tr – a more traditional publisher is? Bec – they knew the book was gonna sell!

Paul:

Because, well, first of all, they liked the book. Yeah. Yeah.

Angela:

When the publishers are looking – this is really important to listen to, there are so many people I work with that really want a traditional publishing contract, you need to listen to this lesson from Paul here. Everybody has a different way to publish their book that's right for them. There's no one right way, but this lesson is critical. Paul has a built-in market. He knows that there's X number of people that are gonna buy this book. So, he pitches his book to a publisher, they are more likely to say "yes" than if you don't have a list or a built-in market in the way that Paul did. Which is great, you can have a traditional publisher ..., except Paul obviously knows a thing or two about math, and that what he realizes is, the exact reason the publisher is willing to give him the contract is the reason he should not take it!

Paul:

That's exactly right. Exactly right.

Angela:

Did you get that? Same number of sales, and instead of giving that revenue to the publisher, he's – "I'll front the money, I'll advance the cost of making sure this book looks professional, can be found on amazon.com, that I could order copies to give to the people I know are – sell to the people I know are gonna buy it. I'll fund that, because I'd rather get a hundred percent of the revenue on the back end than split it with a publisher –" especially when most publishers are looking for – ninety percent of your royalty.

Paul:

Oh, yeah, easy. Easy. Yeah.

Angela:

Seven and a half percent is the standard royalties that authors are seeing these days from traditional publishers. So, yes, they can help you get out to a wider audience, except they're unlikely to – to accept your book if you don't already have the built-in sales, and if you have the built-in sales, you shouldn't use them, because you should keep all – all of that money yourself, the way Paul has done. So, I think that's such a critical lesson that so many authors just spend months and months bashing their head against the wall to get an agent and to get a contract, when, really, if your book is gonna sell and you're gonna make money off of it, do you want to give that – that share of the revenue, and that share of the control away to a publisher? Maybe, in some cases, yes, maybe with fiction, yes, I'm not saying it's never the right solution if you're a celebrity, for sure – but in your case, obviously, very smart decision. Ho – did you just figure that out on your own, or did you have a book coach, or ho – how did you figure that out, how did you come to that conclusion?

Paul:

No, I'm – I – I figured that on my – I figured that out on my own, actually. That was one of the things I could do on my own. (laughs)

Angela:

Mm-hm. A lot of people make that mistake. A lot of people make that mistake, and they give away – they give away, really, what their most valuable asset is. And –

Paul:

Well, the other thing about this is – is – w – one thing I will say that I think is important here, and that is, Angie, that I – because of my passion for what I was doing, I felt that having a book was, particularly in my jig – geographical region, was going to set me apart from so many – practitioners of the alternative healing arts in our area. We got a ton of schools graduating chiropractors and naturopaths, acupuncturists and nutritionists and massage therapists and et cetera, et cetera. Not only am I passionate about my work, but I also have to make a practice, right?

Angela:

Yeah! Mm-hm.

Paul:

So, I felt – I felt that one of the ways that I could distinguish myself was to write a book. Well, I also knew that – Dr. Ulan, Dr. Freddie Ulan, who is a – the founder and creator of Nutrition Response Testing also knew that, because of my relationship with him, that he had been trying to write a book about his work for an extended period of time and had, up to that point, not been able to get it done. So, truth be told, I wrote the book on my own, and paid for it, and then I offered it to him, and he was – turned out to be very excited about it, and – loved the material, and then adopted the book for – for the – for Nutrition Response Testing, the whole world of it. I – I pretty much assumed he was going to, but – what – the point that I'm making here is, if you have a passion, do it. Do it. If you're writing a book just to make money – you might get lucky, you might not, but – but the overwhelming majority of people don't get lucky.

Angela:

Buy a lottery ticket. (chuckles)

Paul:

Yeah. Buy a lottery ticket. But if you have a passion about your subject, that's really gonna carry you a long way, but, of course – don't spend more money than you have, and don't – absolutely know that selling a book is a whole different thing than writing the book.

Angela:

Mm. Yup, that's for sure. So, what has been – what – what have been some of the promotional – tactics and strategies that you've used that have been most successful, or maybe ones that have been your biggest waste of money and

Paul:

That's a good question. Promotion is – if – if you wanna sell your book, you have to promote it. You absolutely have to promote it. Now, as we talked about, once – Dr. Ulan accepted my book as the – as the book to – promote his work, Nutrition Response Testing, I had that ready-made market, so I – I was – those books were selling. My *Be Healthy Now* book for *Women* has not gone that same way, so – I'm also a radio show host myself, *Health Matters* is the name of my show, and – it's on KPAM 860 AM radio in – in Portland on Sundays – from eight to ten am in the morning – that's Pacific time, obviously. And so, I promote the book on my radio show, and I also – have purchased, or did purchase some promotional – I can't remember the name of the service, exactly, but it was suggested by Kathy Brophy, my publisher, to do. And I threw out a thousand bucks or so to get this thing done, and it was basically, they would take the book and send it out – I – I imagine, via e-mail, 'cause that's most of the things that I got back – to all different times of – types of reviewers, and then –

Angela:
Okay.

Paul:
– hopefully – hopefully – those reviewers would write back and say – “Would you – send me a copy of your book,” and then, hopefully – they would review it, and I would have to say that – that my experience with that – was, you gotta have a lot more staying power than just a thousand bucks. (laughs)

Angela:
Mm-hm. Mm-hm.

Paul:
I – I just did that for a couple of months. Promoting a book is a lot of work, it’s a lot, and – and – and unless you have a ready-made market, you gotta expect to spend – I would say thousands and thousands of dollars to get it done.

Angela:
Mm-hm.

Paul:
I mean, to really get it done successfully.

Angela:
Right. And – one of the big challenges with a book is, there’s always a – ... to spend to promote your book versus how much you’d actually make on a book, it’s obviously not a high-dollar item. And so – what we talk about a lot is –

Paul:
Oh. (laughs) I mean, just as an example –

Angela:
Yeah, go ahead.

Paul:
I was just gonna say, just as an example – the list price on the *Be Healthy* book, or on any book, really – you rarely – you rarely sell books for list price –

Angela:
Mm-hm.

Paul:
– so, you might as well get that out of your head.

Angela:
Mm-hm.

Paul:
So, let's say you discount it twenty or thirty percent. You – I don't know, you might make a couple of bucks a book, if you're lucky, maybe a dollar on a book –

Angela:
Mm-hm!

Paul:
– so you gotta spend a th – you gotta – you gotta sell a thousand books to get a thousand dollars, so. . . .

Angela:
And that's very – hard, from an advertising standpoint, to make those numbers work. Which is why, hopefully, you're selling –

Paul:
It – it – it is. I've been sol – I've – I –

Angela:
– hopefully, you're selling more than a book, so, in your case, you're selling your book, you're also – getting clients for your business, right?

Paul:
Exactly. Exactly, and that – that works out, that – that changes the equation dramatically. But – I – just to give you an example, *The Great Health Heist* – I've sold close to forty thousand copies of that book.

Angela:
Wow. Great.

Paul:
Yeah. That's – that's a lot.

Angela:
Uh-huh. ...

Paul:
But, again, that was – that was – because of that ready-made market.

Angela:
Mm-hm.

Paul:
But a thousand books is a lot – a thousand books is a lot of books to sell.

Angela:
A lot of 'em.

Paul:
You hear all the New York Times bestseller list and hundreds of thousands of books and all this sort of stuff, there is a ton – I mean, a ton – of promotional cost to getting that book on a – on a bestseller list.

Angela:
Right. So, let – let's talk about – let's talk about the other ways that you've used your book to generate revenue and – to – build your brand and your name –

Paul:
Okay.

Angela:
– that – you don't have a direct monetary value, but are certainly valuable to you – what are – what are some of the benefits of having a book, why is it worth spending the money and the time to do it?

Paul:
Oh, absolutely. It has clearly – resulted in me being the – dean, the expert, in this field – no matter what. So, I use the book – having the book, and – and – it's a very interesting thing, but it's – it's – it's – I think, in some respects, it's almost more perception than anything else.

Angela:
Mmm.

Paul:
Once you've written a book, for some reason, you're somebody. You remember the movie, *The Jerk*, with –

Angela:
Yup.

Paul:
– with Steve – gosh – Steve Martin?

Angela:

Martin? Yup. That movie!

Paul:

Right. You remember – you remember that scene – yeah, you remember that scene where – where he was waiting for the telephone book, and his – and it – he saw his name in it, and he was a somebody?

Angela:

Yup.

Paul:

(laughs) Well, if you write a book –

Angela:

Yeah, books are .. that way, nothing can change. You have all the same knowledge you had, before and after you write your book, but now, you're viewed as an expert, and you have the opportunity to leverage that, whether it's fair or not, it is just the truth.

Paul:

If you have the – if you – if you are in a field, and you can get a book done and published, I absolutely, totally support that process. It's – it's ab – it's something you should do. So, once I wrote that book, then I – I could – I could leverage that – in being a radio show talk host.

Angela:

Mm-hm!

Paul:

'Cause not only was I a radio show talk host, talking about the subjects, right, now I had a book and writing about the subjects, I give that book away to people who communicate with me on my show. I give it away. I just give it away.

Angela:

Right. That's right, it gives people a reason to call in and maybe participate more, and there's certainly a value to that, that means their friends and family are probably listening.

Paul:

Right.

Angela:

I think those are some great ways to use a book. Paul Rosen – you can hear about his radio show, you can probably tune in to that as well. If you go to acunatural, it's a-c-u-n-a-tu-r-a-l,

acunatural.com, he's got a link for his radio show, you can see how he's promoting his book with his radio show, that is something you probably have an opportunity to do, too. Look at how he's doing that, check out his books, *Be Healthy Now – for Women* is his new book – so be sure – is that book on amazon.com?

Paul:

It is. It's on Amazon and also, you can purchase it off the – o – our website as well.

Angela:

Terrific. So, get a copy of – Paul's book, Paul, thank you so much for giving such a – honest advice, there's a lot of things that people don't tell authors, and – and I really appreciate you sharing your experience.

Paul:

Yeah! You're totally welcome – and thanks so much for having me, I've – I'm – I'm very much appreciate – very much appreciated – Angie.

Angela:

So, we will be back next week at Book Journeys Radio, talking to another author about their experience writing a book, in the meantime, we are changing the world one book at a time.