

[Book Journeys](#) Author Interview - Sept. 4, 2014

Dr. Angela Lauria with marriage coach Roland Hinds, author of *Are You The Right One For Me? Whose Choice Is It Anyway?*

“The most important thing is you have to surround yourself with people that have an understanding of you and an understanding of your message.” ~*Roland Hinds*

Angela:

Well, hey everybody. We are back, a couple minutes late today, but we have an exciting show for you. This is Dr. Angela Lauria, and you are listening to Book Journeys Radio. Today's guest is Roland Hinds. He is the author of *Are You The Right One for Me? Whose Choice Is It Anyway?* Roland, thank you so much for being with us.

Roland:

Hey there Angela, thank you so much for having me. I appreciate you having me on the show.

Angela:

Well terrific! I know that you're a speaker, you're a relationship mentor, you got a radio show—you got the voice for it. But let's talk about your role as an author. Tell me about your book, and who are you trying to help?

Roland:

Well, I've been talking about relationships for some odd years now, and what happened was eventually I thought [about] answering all the same questions over and over again to people who are going in and out of a relationship. And then out of my own relationship, it's when the book finally came together. So the book actually is focused on people who are having problems within relationships and want to change their structure on how to live in a relationship.

Angela:

And I'm gonna guess you did not come to this information the easy way. Tell us about your journey there.

Roland:

Laughs Well up until the point where I actually... I've had had my own seven-year relationship that failed. It was relatively easy. But after the seven-year failed relationship, that's when I learned about all the different things that people can anticipate going through a relationship that had failed, such as not eating properly, not sleeping, and how to get back within the world of dating again after having all of this (different things) has happened. Because until that point, it was just relatively smooth sailing, but to actually have a relationship where you have invested that much more time in the relationship and then have it go foul, that was the intricate part of the book. So that's actually how the book begins... getting to understand self again.

Angela:

Yeah! When you're so used to being in a couple, just figuring out who you are alone can be a challenge.

Roland:

Absolutely. Because what happens is a lot of the times is we change as individuals because the partner who we may have been with before, there's influences that goes on there, so once that relationship has ceased, now it's more about who have I become (post this other relationship) and where you wanna make the different changes of what role you play in the demise of that previous relationship.

Angela:

Yeah! And how would that change your next one I guess. What different choices you wanna make?

Roland:

Absolutely.

Angela:

So why did you call your book *Are You The Right One for Me? Whose Choice Is It Anyway?* What does that title mean to you?

Roland:

Well, basically what *Are You The Right One For Me? Whose Choice Is It Anyway?* means that a lot of times we're always putting the power in someone else's hands. Well if he or she likes me, then that's great, I'll go along with it. But the reality is that most of us, we do have choices, on whom it is that we choose to enter [with] in a relationship. The question is that "How much are you prepared to go into a relationship?" You may want something, but are you prepared to give what it takes to be in that relationship?

Angela:

So, you said the reason you picked this topic is you've been working with people that kept asking the same questions; that you wanted to have it all in one place. How do you use your book? Do you give it to the people who are asking those questions and say, "Read my book and you can come talk to me or work with me?" Or... How does it show up in your business and in your life?

Roland:

Well, I mean there is a couple of things that I do. Primarily I write a lot of articles to... on www.yourtangled.com (Note: [yourtangled.com](http://www.yourtangled.com) is inaccessible). If anyone would google my name, Roland Hinds, they'll see that there's a lot of articles that I write. Then on my radio

show that I had on BTR TruVue Radio (TruVue Relationship Radio on BlogTalk Radio Network every Thursday at 5:00 PM PST). I also work with a lot of different people on many serious topics that affect relationships; such as ovarian cancer, HIV and AIDS, you know. So I tackled a lot of great topic matters and then I do speak a lot of different churches and I go out to speak a lot of other entities as well, so... I mean these are all common questions that people typically ask. But the reality is we all think that we are different, and what it is that we do, but were not. So in that sense, those were the topics that I tackled in this book.

Angela:

Do you find that people who've read your book might invite you to speak or might wanna work with you one-on-one? Like, is there a way that, if people connect to you through your books that you can continue supporting them through their journey?

Roland:

Absolutely. They can go to the website which is www.rolandhindsmedia.webs.com, and I have email accessibility, and there's also a phone number to reach me to as well on there. So I do have a lot of different avenues that... I do work with people one-on-one, and I take that very seriously because we all have different areas that we hurt, and when we've been hurt as an individual, the reality is actually trying to unravel that area of hurt so that we can begin to trust other people again, and not take that thing or "baggage" to another relationship.

Angela:

Yeah. So tell me about the process of becoming an author. So you get the idea to write this book; how long did it take you to write? What was that writing process like for you? Did you write a little bit every day? Or overtime? Or in big chunks? Tell me what writing was like for you.

Roland:

Well my writing is not linear. When I first write... I mean I have an idea of what topic that most people wanted, you know, that I wanted to discuss, and then I write in those areas. But writing self-help is a little bit different, simply because the fact that it has to make sense. So even though I don't write linear, what happens is at the end... Once I'm compiling all of the data together, then that's where it has to make sense... that I'm doing a systematic process of writing which typically takes me roughly between two to three years, just the writing alone. And then the editing aspect of it, that's usually like another year.

Angela:

So how long did this book take you to do?

Roland:

This specific one took me three years to write. And my current one that I'm working on right now, which is *Living in the World - Dating Christian* is roughly on the same schedule.

Angela:

And what do you like about that schedule and what do you not like? Like what works for you more than not?

Roland:

I think three years, believe it or not, is an ample amount of time to write. I mean, because there's a lot of research that goes into the type, especially for me because it's self-help, because I talked it over with a lot of people. Sometimes I give previews... when I give talks.

Angela:

Mmm. Is it great?

Roland:

Well yeah. Because I wanna make sure that I'm never scaring anyone wrong. You know what it is, because as an author, there's a sense of accountability that you have to have especially when you're out there saying that you're a mentor, or you're a relationship, as most people would say "expert." If you've never really discussed with your audience, it makes it a little bit more difficult to connect. So even with... on things that... Like let's say, when I write for www.yourtangled.com (website is inaccessible), those are different things that are areas that I may have spoken with other people. Or even when I do the radio show, *How Drugs Affect the Family*, these are different areas that I may not have written in the book but it kind of all coincides together at the end.

Angela:

So when you finished your manuscript, you said you [went] through an editing process and you actually have self-published. So how are some of the... Which means you've probably working with a designer in addition to your editor; maybe even more than one designer.

Roland:

That's correct.

Angela:

Can you give us some advice on self-publishing? What are some of the things that you've learned about self-publishing that maybe you will do differently with your next book?

Roland:

Well you know what, first of all, I enjoyed self-publishing because it did teach me quite a bit. And the things that I learned from self-publishing was obviously the way that the book needs to be formatted; you are in control of your own format, what you want the book to be. I did have an editor that lived in another state. But the thing about choosing an editor... The editor almost[has] to know your voice. Because if the editor does not know your voice... The editor is not gonna take over your work. It's to accentuate your work as an author, so that when you're out there speaking on your book, that people can still relate to you as the author, and

not someone else in that sense. And as far as picking, choosing, the cover of the book... That takes work also because that almost in turn has to be envisioned. What you see as your book is to me---how that came about was when the book was done. I had an idea of what I wanted to see and as you can see with the cover of my book, there is a multitude of people from different backgrounds, and that was on purpose. The reason why that was on purpose [is] we all go through relationship issues and as in this culture, it's more diverse on the type of people who are dating and it becomes important to realize that we all have these concerns: "Are you the right one for me?" You know... these are the questions that everyone wants to know, so that's why how the cover actually came about. It took about three [or] four months before I actually said "yes this is the one." And it was done in another country actually.

Angela:

Wow! So what advice would you give people? Either about picking a designer, or just about self-publishing, in general. What are some of the things you've learned?

Roland:

Well I think the most important thing is you have to let---in anything else, even in a relationship---surround yourself with people that have an understanding of you and [an] understanding of your message. Because once all these people understand your message and understand who you are, in the end it releases, reduces a lot of stress.

Angela:

Yeah. You talked about an editor knowing your voice. I think that's is one of the big issues that happen. People hire an editor and they they feel like their book has been changed. So how do you find people that know your voice? Or do you just budget time to train them on who you are? How do you handle that?

Roland:

No, I actually interviewed a quite a bit of people. So what I did was I went on the internet and because I'm doing the radio show, I had tons of books that people would send me and I started going through the different books that I had and see who the editors were. And I would contact the editors and I would speak to them to see if we [can] have a good one-on-one relationship and I would tell them a little bit of what it that I was doing and from that point, if we could click in that sense, then I would kind of give them an opportunity to work with me.

Angela:

Okay, terrific. So you get through self-publishing and then you have your book. I know that people can buy your book from your website. Can people also buy your book from Amazon?

Roland:

They can. It's on all of the major websites: Amazon, iTunes, Lulu, you name it, all of the major websites. As a matter of fact if you google the title, it will also come up in all the different search engines as well.

Angela:

Okay. So you got it, it's ready to go. Now tell me what the best thing that come out of having that book done? After you got through that process, what's the best thing that come out of being an author?

Roland:

Well you know the one thing about self-help is that I'm able to help people literally all over the world because I see the reports that come in from all the different websites; such as Amazon and Barnes & Noble. I don't even know these people. But the best part about that is they had chosen to invest in themselves, and also invest in me as an author to assist them with their relationship. And for that, I am truly honored because it just kind of tells me that I can reach people, even though I am here in the state of California, all over the world. So it's a message, you know you're putting out as an author.

Angela:

And I've noticed that you've also done a lot of media, and kind of PR appearances (appearances in pretty major media). Can you talk about how you've done that and how that has kind of affected your ability to make a difference with your message?

Roland:

Absolutely. Well the thing is what most people---because I listened to a couple of your other shows---what people don't realize, as an author, it's "work." You know. Regardless of whether or not you dealt with a publisher, or you self-published, you still have to put in the work as an author. So in that sense, in whatever opportunity that's created, you know... I do make sure that I try to be out there. So a lot of times I write... I could have written another book but so many times I was contacted by places like Focus on the Family, ABC News, and Women's Day. All of these different places that have actually quoted me and more. You know responding to some of their questions. And then eventually what tends to happen is they actually contact you to ask you about your opinion. What is it that you think about the topics that they are writing, and then they end up quoting you---some of the reasons that I got into Dr. Drew as well, and some other radio and TV shows as well. But let's not be fooled Angela. The one thing that I definitely want to state to other authors and people who are thinking about writing a book: IT IS WORK. You have to be committed to the journey as if you have a message that you are passionate about (and I happened to be passionate about my area of talking about relationships), then that means you are out there constantly talking about it. And you should be always working towards to refine yourself because you should be able to speak and sound like that people are able to relate to what it is you are saying. And the other thing that most people do, they tend to be a little bit long-winded, and there are some arts that needs to go along with that in preventing yourself [from being long-winded].

Angela:

There's some art? Is that what you are saying? Like some art in presenting yourself? So are there some things you have done to perfect yours? Are there certain people that you have trained with that you might recommend? Or books you've read? How do you think that you have prepared yourself to help spread your [book]?

Roland:

I have actually attended a lot of different Webexes and webinars, you know via Internet. So yes, in that sense I have put in a lot of time... some of them I do not know if they are around right now, so I wouldn't quote me because I don't know if they're still present. This is like over a five-year journey. But what I will say is if anyone was to go to their website and put in like let's say, publicity; television publicity, radio publicity and obviously BTR is an excellent form because on any given day, I mean there's roughly about a hundred to two hundred shows that air today that you have to reach-out to the different hosts. That takes work. It takes time, but you should also define your message. So even if I saw your show on BTR, and I said that I wanted to do Angela Lauria's show, then I had to have a press package that I need to be able to give you a little snippet into the life of what it is that I am doing. Which, also in this day and age, has made it relatively easier---social media... and people are like... when you're promoting... so [if] someone was to go ahead and put me into one of their articles... I'll let them know... I have a base of people and I'm gonna go ahead and promote it on my social media page, whether it's Facebook, or Twitter, or Instagram, or some of the other popular websites that are out there now. So people... everyone wants publicity. You can't expect to get something for free. So after I even do this show here with you, I would go back to your site, make sure that I put it in my social network, so that people can listen to it... which I have people from all over the world in my Facebook. And that's how you start giving yourself publicity because now you seem like you're more credible.

Angela:

Right. Absolutely. So when people talk to you about writing a book; if they say they have a message that they wanna write a book and haven't been able to do it, and they ask you, "How did you do it? How did you get it done?" What advice would you give them?

Roland:

Well you know, it's funny that you would ask that question Angela, because I did have a couple of people reach out to me, one specifically, that I didn't know. She contacted me via Facebook and she said that she has HIV and I had pressed her for information literally for maybe three weeks because I didn't have the time to do it any longer. But she was also dedicated, and every day I kept on pressing her for more information. I spent roughly around three to four hours with her on the phone and say, "This is where you want to focus on," you know. "Write this and drive it towards here," and she actually came up with the manuscript within roughly about three weeks. Now, everybody, it's not that easy, it's was just good enough that... Obviously she had me who have had the experience that I could direct her in that sense, to go ahead and do so. So it worked out in that sense. But having a mentor or

coach in writing is very important. But realize that it will take work and you have to be committed to doing the work.

Angela:

Why do you think you've been so committed? Why is this important to you?

Roland:

I believe in relationship. I believe in not just relationship, but healthy relationships. Like I said my new book... now that I've been finishing up *Living in the World – Dating Christian*, you know, most people typically think because, you know, if you're a Christian per se, you will have a perfect relationship. Well every relationship has a challenge. So the thing is, if we... There is a systematic thing especially in the spiritual perspective of this book, that you just follow some of the most basic things that will enable you to have somewhat of a healthy relationship. So I believe in that, and that's what I talk every day, and most people know what it is that I stand for and that's why they ask.

Angela:

I love your passion, and I think that's really a great example---modelling what it takes, you know. If you have a vague interest in something it's one thing, but when you're an author, you really need to have this sort of passion and commitment. Is there anything about your experience, either writing your book or your experience on being an author that has surprised you or been different than what you expected?

Roland:

I wouldn't say anything has been a surprising thing to me but I would assume what's been different is the opportunities that [have been] presented to me. Some of the opportunities are... you know... I was contacted by the OWN (Oprah Winfrey Network) network to do one of their shows on people who had relationship disruptions (indiscretions) in their marriage and I've been contacted by The Steve Wilkos Show. So there's a lot of different people that... If I had never written a book, I would have never had the exposures that I've had. One of the things that I would say too, is doing blogs and being in popular blogs, you know. Like I've been in magazines, like Ebony Magazine, as well. These things lead to book sales. So you have to be out there. That means this... there are times when I may be doing interviews during 6 o'clock in the morning; there may be times when I'm doing interviews at 9-10 o'clock at night. And even for the people who were on my radio show, when I had guests that were from Japan, and Guam, and different parts of the country, and other countries, that they will call in and get up in the middle of the night to also get that publicity. You cannot be picky when it comes to publicity. You have to be out there, especially nowadays with the search engines. One show can you put you in so many different places and you've never left your house. So you have to be aggressive and effective. When you get the publicity, to make sure that you capitalize on it. And those are the types of things that typically will lead to additional book sales.

Angela:

That's fantastic advice. And so how did you discover all this? Do you have any tips for people on... because it seems you've learned a lot about promoting your book? So a lot of people write their book and then they're kind of lost about what to do next. What do you recommend after that?

Roland:

The problem is a lot of people write their book and expect the book to sell itself. What an author has to realize is every day, especially nowadays with all those different companies that now publish books, people are putting out books in droves. The question then becomes, "What makes your book stand out from everyone else's?" And being that you have to be able and willing to make sure you share your message. If I'm not willing to speak to you Angela, then that's a loss of opportunity. If I am not willing to answer a quote... If someone contacts me from a TV station or a newspaper magazine, then I can't expect my book to sell. So the objective is, you have to be out there. And like I said, doing the radio show jwhich... When I did TruVue Radio, I did it for four years, I learned a great deal because I have to deal with a lot of PR people. So not only was I an author, I was a student too, as well. So I was just learning what the protocols were.

Angela:

Well that's terrific! Roland Hinds. He is the author of *Are You The Right One For Me? Whose Choice Is It Anyway?* You can find him at www.rolandhindsmedia.webs.com/. Thank you so much for being our guest today.

Roland:

Thank you so much for having me. And if you ever need me to come back again, there's much more of that I can talk about. Well thank you, Angela. I appreciate the opportunity.

Angela:

Excellent! Have a great day and we will be back next week on Book Journeys Radio.