

In today's noisy self-publishing world where thousands if not millions of books are been published every day, authors need more than just writing books and being called an author to stand out to be noticed and seen.

Story telling has been a great tool since the Stone Age to communicate among humans as well as for sharing and spreading a message and in today's online marketing reality, things are not quite different.

Big brands have used story telling as a great marketing tool with success over the years and there are also lot of authors who have used the power of storytelling to build their author brand way beyond what many authors are used to of just being called an author who only write books.

One author who has used the art and science of story telling is Matthew Turner – The Turn Dog. Matt is really what I can a storyteller and has worked with big brands to use storytelling to spread their branding and marketing message.

I welcomed Matt to the Authors Crib Podcast virtual pub and Matt shares with us lot of great tips on how authors can use the power of storytelling to build an author brand as well as build and audience and sell more books.

I'm super excited to have The Turn Dog on the Show.

### **Matt's Journey Into Writing**

Matt shares with us how he started his writing journey. He is an author at both side of nonfiction and fiction books and his first book – Beyond Parallel is I got to know Matt in a Goodreads Book review Group back in the days when we are just starting as a newbie author who probably don't know what he is doing but is willing to try bunch of stuffs to see what works.

Matt later started working with brands to help them spread their branding and marketing message through storytelling and he also dives into speaking and workshop.

### **What Is Turn Dog And How Did Matt Came About The Name Turn Dog?**

Matt shares with us how he started as Turn Dog Millionaire from the popular Bollywood blockbuster – Slum Dog Millionaire but later settled for Turn Dog to really picture his branding belief and key value about money not been everything.

Turn Dog came into being during Matt’s Rugby playing days when he was 16 and all of a sudden, one of his team mate just said “ Turn Dog, pass me the ball” and that how he started using the name Turn Dog even till today.

## **What Is Story Telling and Why Should Authors Care About Story Telling**

Matt started by telling us that as authors, we are all writing stories one way or the other and for fiction authors, storytelling is one core component of writing.

Writing novels, creating characters, scenes etc for fiction authors are an art of storytelling on its own.

Storytelling for writers and authors is all about sharing who we are, what we do and trying to form a connection with readers.

Authors should care about storytelling because it’s a great tool to form connection with readers and to tell them about who we are, our motives for writing the book we wrote, our values, our fears and so on.

Using the power of storytelling like to to build connection and relationship with readers according to Matt is a great way to build an author brand.

## **How Can Authors Use Story Telling To Build A Brand And Business Around What They Do?**

Matt said as authors, we do focus more on the how than what we do. The how is how to sell books and how to market them but the what that really matters most is what we do as authors like writing books, sharing stories, entertaining the readers and educating them as well.

The problem with focusing more on the how for authors is that it’s looks transactional, and most times pushy to keep talking about how to sell our books and push them for readers to buy books. This is very boring according to him and many are tired of getting all these pushy sales messages.

Matt advised authors to focus on how and why. How is who we are as an authors, our core values and our beliefs and the why is why we do what we are doing as an author.

Rather than just telling readers to buy books, authors can share who they are and why they write their books and stories like this is much a much better way to communicate with readers and build a relationship with readers and build a following and fan base from that and if they like what you write, they will surely buy your book...

Doing this according to Matt is a way to sell not only books but yourself and what you do as a brand as this helps to have readers be more committed in helping out in their best way to help what you do as an author.

### **But Matt, It's Easy For Non-Fiction Author To Blog, Podcast and Use All Those Media To Tell Their Story But How Can Fiction Author Still Do The Same To Build Their Author Platform And Author Brand Buy Using Author platform Building Activities Like Blogging To Share Their Stories?**

For fiction authors, it's not just about blogging or writing stories about themselves but about been creative and sharing stuffs like stories behind their characters, plot and short stories using social media, blogging and podcasting.

Readers of today are more interested beyond books but they will like to read and know about the personality and person behind the book and this is something fiction authors can use but sharing stories about who they are and why they are writing a particular books and so on.

Authors can also interview and talk with other authors to share their stories and other stuffs relating to their books.

He talked about some examples of fiction authors who are doing a great job with this.

John Green is a good example of this. He has a YouTube Channel where he shares stories about himself and lot of great stuffs about other things and this has helped him build a brand for himself and people loves what he does and also buy his books.

### **How Is Matt Using Story Telling To Build His Author Brand**

He said he is also looking for ways to share his stories for people and his audience to know more about him and what he is doing.

He blogs a lot on his website – TurnDog.co and he shares a lot of stuffs on that.

He is also active on his two main social media network – Facebook and Twitter. This is a lesson to many authors to not focus and try to conquer every social media network out there but to focus on or two where their authors are gathering.

Stuffs he shares mostly on these two networks is stories about his work, his beliefs and many things that he find interesting that his audience will love to hear about.

He talks about his branding as well. He is so conscious about what he wears and his brand color.

Bow tie has been a brand trademark for him as well as the color purple that has been his brand colour.

I commend Matt on the great work he has done with this as a first visit to his website will tell anyone who doesn't even know him about what he does and who he was. This is a great takeaway that I recommend many authors can take from this episode.

With his two latest big book projects – one fiction book and *Successful Mistake*, a non-fiction book, he tries to involve his audience and fans in the writing process and he is also making those two book away for free permanently. This is intended to help him reach out to more of his audience and get people to know about him.

His email newsletter is also a tool he use to share his stories every Sunday and he tries to involve his readers and email list subscribers in what he is doing as well as to inform them on what he is doing at present and also to build a relationship with them beyond the writer and reader level many are used to.

His email newsletter is also packed with bunch of stories to inform and connect with his readers and subscribers and I recommended for you to optin for his email list at TurnDog.co to see how he is using storytelling to grow his author brand.

### **How Authors Can Use Storytelling To Market And Sell Book?**

He admits that it might be difficult to involve story telling in book marketing since most successes on Amazon comes mainly from advertisement on sites like

Bookbub.com, author platform building and the likes but if authors think of not just wanting readers to just read their books once and forget everything about them but to read their books and still connect with them and love to buy more of their books, then storytelling can be a great tool to build a following and fans for their books.

Involving storytelling in this will give a “I just don’t want to sell you books but to also involve you in what I do, how I write my books and what I write about and be part of my writing journey” feeling which will allow and encourage people to connect more and really get interested in helping out.

Email newsletter is a great tool to use stories to connect with audience and get them along your writing journey. Asking questions and provides quality content as well as communicating with them will not only earn you a book reader but also a follower for all you do.

Storytelling is a tool to help you convert a customer to a fan of what you do and loyal follower of your books.

### **Links to Resources Shared On The Episode**

[Matt’s Website](#)