

Doug Smith ([00:08](#)):

Hey leader and welcome to another episode of the L3 Leadership Podcast where we are obsessed with helping you grow to your maximum potential and to maximize the impact of your leadership. My name is Doug Smith and I am your host. And today's episode is brought to you by my friends at Beratung Advisors. We're also recording live from the new reiturn.com studio. If you're new to the podcast, welcome. I'm so glad that you're here and I hope that you'll enjoy our content and become a subscriber. Know that you can also watch all of our episodes over on our YouTube channel, so make sure you're subscribed there as well at L3 Leadership. And as always, if you've been listening to the podcast for a while and we've impacted your life, it would mean the world to me if you would leave us a rating and review on Apple Podcast or Spotify or whatever app you listen to podcast through that really does help us to grow our audience and reach more leaders.

Doug Smith ([00:49](#)):

So thank you in advance for that. Well Leader in today's episode, you'll hear my conversation with there Avant. If you're unfamiliar with Taurea, let me just tell you a little bit about her. As founder of Show Your Success LLC book, profits Club, urban CEO Network, and the author of 15 plus books, she has helped more than 5,000 speakers, coaches and network marketers write books to help grow their businesses there is totally committed to giving back. And three years ago, she founded a non-profit called the Urban CEO Network, whose mission is to help and empower and educate men and women from the urban community in a non-intimidating way. And I love this conversation with Taurea. You're gonna hear her talk about lessons she learned in her leadership journey, what she learned in a really dark season of her life, and of course everything about how to write a book and why you need to.

Doug Smith ([01:34](#)):

And so I love this conversation. I'm an aspiring author myself and I think you're gonna love it as well. But before we dive into the conversation, just a few announcements. This episode of the L3 Leadership Podcast is sponsored by BeratungAdvisors. The financial advisors at Beratung Advisors help educate and empower clients to make informed financial decisions. You can find out how Beratung Advisors can help you develop a customized financial plan for your financial future by visiting their website beratungadvisors.com. That's B E R A T U N G advisors.com. Securities and investment products and services offered through L P L Financial member of FINRA and S I P C, Beratung Advisors, L P L Financial, and L3 leadership are separate entities. I also wanna thank our sponsor Henne Jewelers, they're a jeweler earned by my friend and mentor John Henne and my wife Laura and I got our engagement and wedding rings through Henne jewelers and had an incredible experience.

Doug Smith ([02:24](#)):

And not only do they have a great jewelry, but they also invest in people. In fact, for every couple that comes in engaged, they give them a book to help them prepare for marriage and we just love that. So if you're in need of a good jeweler, check out [Henne jewelers.com](http://Hennejewelers.com). And I also want to thank our new sponsor reiturn.com and leader. Let me just ask you this, have you ever had an interest in investing in real estate? Well now for as little as \$500 you can become a commercial real estate investor. Just visit reiturn.com to learn more. That's R E I T U R N.com. Investing involves risk. Please consult a return offering circular if you're interested in investing. And with all that being said, let's dive right in. Here's my conversation with Taurea Avant, welcome to the L3 Leadership podcast. I'm really looking forward to the conversation. I was just telling you before we jumped on, you have the, by far, the coolest mic I've

ever seen in podcasting history. So, uh, I'd love to learn where you get that. But welcome, we're so glad you're

Taurea Avant ([03:19](#)):

Here. Thank you. Thank you for having me. I'm so excited to be here. And uh, yes, this is, this is my baby right here. So <laugh>, I'm super excited to be here and can't wait to get into it.

Doug Smith ([03:30](#)):

Yeah. And so to give people a little bit of context of what you're currently doing, cuz I want to go back through your leadership journey a little bit, but tell people where you are and what you do right now before we dive into that.

Taurea Avant ([03:39](#)):

Well, I actually reside in Houston, Texas. Um, however, I would say about 90% of my client base is spread out throughout the, throughout the whole United States. So I work with everyone anywhere and you know, and all that. Um, I help individuals who are authors, specifically speakers, coaches, those in the network marketing space who have written books or they're planning to write a book. I help them learn how to leverage their books to truly build a full-time income. And so that's, that's with the sum of it all what I do.

Doug Smith ([04:12](#)):

Yeah, well I can't wait to dive into that as uh, I am an aspiring author myself and I know many of our listeners are as well. Um, but let's just go back a little bit before where you are now. Uh, I believe you started your leadership journey really in network marketing. Is that correct?

Taurea Avant ([04:26](#)):

Yeah, absolutely. Um, I wouldn't say necessarily I started my entrepreneurship journey in network marketing. If we even back up further than that, I have been a prof professional entrepreneur. Um, I joke about it all the time, but not only was I a professional entrepreneur, but also a professional quit entrepreneur. Mm-hmm. So I would try something for 30 days and <laugh> quit, try it and quit. I've sold knives, vacuum cleaners, door to door, uh, telephone services. I used to work at nci. And so I, I had always been, you know, an aspiring entrepreneur but never really had wrapped my hands around what I truly believe, uh, leader leadership. And it was when I got into the industry of network marketing where, you know, it was, I was never wanting to do that because, you know, that's one of those things. And um, I was blessed to be <laugh> with some really cool leaders. And I mean, believe it or not, that's where I was able to have my first level of success. I earned six figures in one company. I was there for less than a year, but then I transitioned to another and that's where I learned leadership. Okay. In fact, I think that's when I read my first book on the 21 Irrefutable Laws of Leadership. Come

Doug Smith ([05:36](#)):

On there. It's okay.

Taurea Avant ([05:38](#)):

So

Doug Smith (05:38):

My hero. Yeah, yeah.

Taurea Avant (05:41):

Yes, absolutely. So yeah, you know, in the space of network marketing leadership is essential. If you wanna be able to build an organization, honestly, I believe that's what any great company, regardless if it's in the multi-level marketing space or business it is, is based on the leadership. And so I learned a lot, um, through there and I started my own coaching business around 2015. So left the industry of networking because I had written this book and I saw how it was helping me and I wanted to help other people learn how to leverage theirs. And yeah, it's been an amazing and incredible journey.

Doug Smith (06:15):

Yeah. Take me back to the entrepreneur days cuz we live in an era, you know, everyone listens to Gary Vander truck, everyone wants to be an entrepreneur now. It's the cool thing to do. Oh yeah. Um, but you were a entrepreneur. You said you tried over and over again. It, did you ever want to throw in the towel or is that something you couldn't do and, and cuz I guess just speak to the person who, who is a entrepreneur thinking they're an entrepreneur. Should they keep going and keep going no matter how many businesses until it sticks? Or do some people need to just call quit sometime?

Taurea Avant (06:41):

Well, you know what, what's so funny about that is I actually did give it up. Um, now it it, with today's world, it's even easier to be unfocused and be a entrepreneur because as soon as you go on Instagram, there's another <laugh> coach or entrepreneur, I can show you how to make money. You just close your eyes, you get rich, right? And so it's like everybody's jumping into the space of entrepreneurship. What I will tell you is this, I do not believe that entrepreneurship is for everyone, but I believe that anyone that really stays focused with it stays literally laser focused. You can have success. Um, I quit. It was, uh, after doing all these different things, I have finally graduated with my degree in computer science. I am a little bit of a techie. I e the microphone <laugh>.

Doug Smith (07:26):

I mean I want that mic. Yeah, <laugh>,

Taurea Avant (07:29):

I've got so many gadgets in the camera right now, you don't even know. But, um, uh, I ended up working a data ba a fancy word for just data entry, but it was like data database, administrative. You had to have your degree in computer science. I have no clue why. And I was making about \$27,000 a year donating plasma twice a week so that I could make enough money to put gas in my car just to get to work. Like, isn't that crazy? Like I was donating blood so I could get to a job that was barely paying my bills. And um, it wasn't until my father, uh, my father who at this point in my life now was my superhero. My mom, uh, my birth mom passed when I was 11 years old due to cirrhosis of the liver. And so now, and my father was a techie and so now it's like, you know, he's my everything and he is now diagnosed with stage four lung cancer, the big C word.

Taurea Avant (08:22):

And, um, I think in those seven months of watching my father go through this journey was one of the most difficult things that I've ever experienced. But I really came to the realization that, okay, Terri, it is time to stop playing around, stop making excuses because that's what it was. It was always an excuse why it didn't work or you know, maybe it's a, you know, I'm gonna wait till it's a better time or you know what? And then I got to the place where I just became complacent with being uncomfortable because to me uncomfortable meant I was not happy with the life that I was living, right? Mm-hmm. <affirmative>. Um, and so when he passed away, that's when I made a decision. I was tired of just kind of letting the days go by and existing in this world. I really wanted to make some major impact. And I moved to Atlanta, Georgia and I have not looked back since.

Doug Smith ([09:09](#)):

And was that the start of the network marketing journey it at the same

Taurea Avant ([09:12](#)):

Time? Not necessarily. So what happened was, when I moved to Atlanta, I used to host like this local TV show in Virginia, right? I was kind of like a little celebrity

Doug Smith ([09:22](#)):

<laugh>, let's go <laugh> <laugh>.

Taurea Avant ([09:24](#)):

And um, when I moved to Atlanta, I was like, you know what, we're gonna take the show out there so I'm gonna interview people. It didn't quite work out that well. But I did end up landing this position with a party promoter in Atlanta where I was doing his websites. So I had to learn how to do the website for the show, the TV show because everybody was trying to charge way too much. It was like, I remember one person quoted me \$500 and honey back then \$500, he might as well said 50,000 cuz it wasn't <laugh>, right? So I learned how to do websites and so I was doing his website and then he introduced me to a young lady who was in the network marketing industry. Mind you, when I moved to Atlanta, I was gonna do this show and I was gonna do websites and stuff like that, but it was very difficult.

Taurea Avant ([10:09](#)):

I had found out that, you know, like I was a struggling entrepreneur. It was like a lot of entrepreneurs in Atlanta are on that level that I was meeting and they didn't wanna pay for websites. And so the only reason why, and I always look at every setback or a k a failure as a stepping stone, because if I would've never, if I would've, let's imagine I would've made just maybe 30,000 a little bit more than what I was used to making on a career in doing websites. I may not be where I am today because it was wow, the fact that I was not having the success, I was open and willing to do something. And that's when I got in network marketing and, and that was like, I was like, wow, I can't believe I've never wanted to do this industry

Doug Smith ([10:51](#)):

<laugh>. Yeah. And speak to that, like I would love to hear maybe one or two of the best leadership lessons that you learned being a network marketing, uh, company. Cuz again, I I know several people I know, uh, a great friend was the top beach body coach for many, many years and it is legit. And you can learn legit leader leadership, uh, concepts and principles and it's incredible what you can do. What, what are some things that you learned?

Taurea Avant ([11:11](#)):

Well, one thing I will tell you is that the person who stays excited the longest makes the most money. And so in network marketing though, if you want your organization to be excited, then your excitement has to be through the roof. In fact, I, I remember one time we were at a conference and it was, we were the leader, you know, it was, I was a leader at the, this conference and we got called in to um, um, like a halftime meeting, right? It was like a halftime meeting with, with our executive vice president of sales. And he was like, y'all need to turn y'all energy up because wow, it wasn't me though. He definitely was talking

Taurea Avant ([11:45](#)):

<laugh>. And he was like, y'all need to turn your energy up because everybody is watching you. And you do understand that the excitement of your organization is based upon the excitement that you give people look to you to see if you are excited, just like when we're on a plane and it's too much turbulence. We look at who the, the, the, uh, flight, uh, attendance, right? We're like women <laugh>. If they're not nervous, then I'm gonna be okay. Right? <laugh>, well, your organization looks at you the same exact way. You have to be excited about what you're doing. Another thing I will also say about leadership, it is I believe that as a leader, it is our responsibility to be laser focused in what it is that we're teaching and doing, but also our responsibility to continue to grow. Right? So not only staying excited, but let's not be excited and ignorant. Let's, let's be excited and growing at the same time. So investing yourself, you know, uh, learning different things that you need to learn that you can apply, that your team can also do because your team never does what you say. Do they only do what you do? You know what I mean?

Doug Smith ([12:48](#)):

Yeah. That's so good. Uh, I have to ask just cuz he's been so influential in my life. You mentioned John Maxwell was your first Yes. Uh, book. Has John played a big influence in your life and journey? And if so, maybe what's one of the biggest things you've took taken away from John's work?

Taurea Avant ([13:00](#)):

Oh, come on. Absolutely. First of all, can I tell you I had a chance to meet him recently.

Doug Smith ([13:05](#)):

<laugh>. Let's go. How was that?

Taurea Avant ([13:08](#)):

Horrible. I fan girl out. It said the dumbest thing ever. I was like, oh my God, I talk about you all the time. He was like, okay, come on, let's take a picture. <laugh>

Doug Smith ([13:18](#)):

<laugh>,

Taurea Avant ([13:20](#)):

What do you say to Johnson Maxwell? Like, this is the man. Okay, so when it comes to my leadership, oh, every single time, because you do know that in every level of growth, whether it's in a home-based business, your business, even in a career, whenever you have a new level of growth there, you have to

develop yourself more. And so, like as I was growing, I would have challenges with some of my, my team members. I mean, at the time I was younger than many of my team members. And so when I'm trying to give, you know, some coaching or give some information or instruction, I'd have to learn how to say it the right way, right? Because it could cause friction. I mean stuff as small as that. Like who do you think you're talking to? So I had to really dig deep into understanding leadership, understanding how to be able to effectively communicate with people. Um, John C. Maxwell has definitely played a major role. I mean, and let's just be real when it comes to even what I teach now, the man has branded himself on leadership. And so I always tell people like, you can get wealthy in one specific niche. When you say his name, we know it's leadership. And he is written several books, I wanna say over a hundred plus books cuz every Oh yeah, sure. He's talking, he's like, oh, my new book I'm working on. We're just like, Lord. Right? So, absolutely.

Doug Smith ([14:38](#)):

Yeah. Um, this may be a little bit personal. I, I've listened to you on other podcasts and I know, and I don't know if this was right after you lost your dad. I don't know the timing of this, but I know that you shared throughout your leadership journey you had a, a dark period, a dark season mm-hmm. <affirmative>. And it sounds like we have somewhat similar past. I lost my mom at a young age. Uh, I lost my mother-in-law two years later, and then I, most recently three years ago, lost my sister. Uh, so a lot of loss. And I went through the darkest season of my life three years ago. And, uh, and thankfully God brought me through that season and I learned a lot through it. And, and as I share with leaders now, you know, what got me through that season, I have so many leaders come up to me and say, Doug, I either feel like I'm on the verge of going into that season or mm-hmm.

Doug Smith ([15:17](#)):

<affirmative>, I feel like I'm in the middle of it. And, and thank you so much. And so when I hear leaders who have also gone through, cuz that's one of the things that got me through, to be honest with you. When I heard other leaders that I admired and respected also had to go through hard times, uh, that were extremely difficult for them. When I heard that journey, that gave me hope that one day I could get on the other side of this. And so if you don't mind me asking, you know, can you just share a little bit about that season if you're willing to, and maybe what you learned through it?

Taurea Avant ([15:39](#)):

Absolutely. And I love sharing about it. I feel like it is also another responsibility, uh, you know, as a leader to be real. Now, I, for some people they might say, terre you a little bit too real, but <laugh>, I'm, I'm, I'm technically just always being myself. So if you ever see me in the streets, it's never a different version. So you don't walk away and say, Ooh, I wasn't expecting that. No, I'm gonna be this way, but I love it. Oh my goodness. Okay. So in that moment, um, this was actually after I had been in network marketing, um, and I was now one of the top income earners and it was like stu like situation after situation started happening, right? And so within a matter of just a few years, um, I had also lost a good girlfriend of mine to cancer. And if anybody knows anything about like the industry of multi-level marketing, you could get very, very kind of centered into the community.

Taurea Avant ([16:34](#)):

And like, if you ain't in the company, if you're not PR promoting this product, like we don't really communicate outside, which I never recommend anymore. Like, don't do that, right? And so I isolated a lot of people. I was like, if you're not selling this coffee, uh, I don't really have time to be around you.

Right? And so I, man, and so I think about, you know, I find out my girlfriend is sick and I wasn't there, you know, because I was so busy building a business. And then I find out my grandmother is sick and I'll never forget that. Lemme tell you this one, the straw broke their camel's back. But before then, I was, uh, in, in love and come to find out, not only was I in love, but about photos, other women was in love with the same person. Mm-hmm. And then, um, somebody in my organization was leaving.

Taurea Avant ([17:17](#)):

It was like, when I tell you, Doug, you know what, you know what I mean? Like, it was like, look Lord, I can't take anything else. And I remember one of the last things like where I was done was when my grandmother, so my grandmother had gotten sick and she would always be like, well, you know, I guess I ain't going to, I I ain't gonna see you until this holiday or this holiday cuz I'm always so busy building the business. And I remember talking to her, it was Thanksgiving. I said, grandma, I'm not gonna be able to come for Thanksgiving, but I promise I'll be there for Christmas. And it's just something about when people hit a certain age, it's like they just know. They know, they know. And she was like, well I guess I won't see you ever again. And I was like, oh Lord, here we go.

Taurea Avant ([17:59](#)):

Cuz you know, she was at the age where it was like everything she talked about was like moving on to the next life. Yeah. And so I was like, grandma, I'm gonna see you just calm down, it'll be fine. So they call me to tell me, te Now mind you, after all this stuff is piling, so of course my organization is dropping, my income is dropping and it's tough out here. Right? And that's the thing about entrepreneurship, it's always gonna be up, you know, ups and downs and ups and downs. So it's tough. And they say, Terri, you need to get to South Carolina, which by the way is only five hours away. My car at the time, I can't drive it because it has to get fixed and it's like \$3,000 to fix it. I don't have the money. I don't have a credit card to rent a car.

Taurea Avant ([18:41](#)):

So now I'm trying to finagle some stuff so I can create like fake, uh, up to date, uh, um, what light bills. So I can rent a car with a bill. Like you could do that with Enterprise, but of course my light bill's behind so I don't want them to see a behind bill. And so I'm trying to fix that. It's like everything. And I'm telling all these people, this is the number one lifestyle in the world. And as I f I went up to the car, um, car place to get the car the first time they, they denied me for something. So I had to go back home and fix it. Went back up there the second time, finally got the car. As soon as I got the car, they called me and told me she had passed honey. Hmm. I don't know if I've ever weed so hard because it was like, you do all of this and you work so hard and you put on this face of perfection.

Taurea Avant ([19:25](#)):

And the truth is, is nothing is perfect. And so, um, yeah, I went through it. Um, and I share this story. I was, this was the last conference I went to in the company, the network marketing company I was in. And we had our conference. We would always do events at the mgm. Now, this particular year, I didn't even have money. Mind you, I'm one of the top leaders in the company. I didn't even have enough money to stay at the host hotel. So they had just opened up an s sl s and if you've ever been to la s sl s is like the well to-do hotel, but they just opened up this s sl s in Las Vegas. It and it, you could tell it was like somebody else's hotel cuz it smelled like smoke. It was horrible. But it was super, super cheap.

Taurea Avant ([20:05](#)):

And ironically there was a train that was connected to the mg m So I was like, cool, let's stay there. And my sister stayed with me. This is my friend, she's been my friend forever. So we call each other's sisters. And so I was in the hotel room that night and I was just like, this is ridiculous. And I'm out here lying to people and I were telling people that this is the number one and I'm secretly just like crumbling, I'm falling to nothing. And I just was ready to end it <laugh>. So I was searching for different ways to make it happen. Okay. So I'm a computer science person so I can solve a problem, but it's got to make, make it, I gotta make it make sense. And, um, I, I can, I can laugh about this, but of course when I was going through that, it was tough.

Taurea Avant ([20:51](#)):

And I remember searching all the different ways. I'm afraid of heights. Ironically, I like living in high rises, but I barely fail on go on the patio cuz I get weak in the knees. So jumping off of something wouldn't work. And then guns, I don't really like guns. And so I saw you could take some pills and they told me that that was like, I saw it was like a 99% chance that it wouldn't work. And I was like, oh lord. So now people just go, no, that I'm crazy. And so at that moment I prayed to God and I said, look, if you're gonna make me afraid, and this is the one time where I do say fear kept me. And I prayed to God and I said, listen, I gotta know what I'm here for because this cannot be it. And when I came back home after that conference, I had did this video on YouTube where I was just sharing like how I overcame depression. And it was so, or not even overcame cuz I feel like it's always a continuous battle. But, um, I had so many hits, like I had to turn my phone off that day. Um, but that day moving forward, I made a decision that I was not going to be out here just putting on a phase. I wasn't gonna make it look cute for the, you know, for the gram, I'm gonna be myself. And this is the happiest that I have ever been just being able to be me. So.

Doug Smith ([22:02](#)):

Wow. Well, thank you for sharing that story. I think it's just so important for leaders to hear that if they're going through a tough time, they're not alone. Everyone goes through this. And, and again, similar to you said, don't isolate. You know, it was so funny when I was going through my dark season, I reached out to three or four of my closest friends, uh, who I consider my closest friends. And all of them individually all said the same thing to me. They said, Doug, you've been neglecting deep friendships for a long time. Mm-hmm. And it was basically to your point of, well, I'm, I'm, I'm busy focused on my purpose, I'm busy changing the world. Um, but I was too busy for the very people that I cared about most. So, yep. Very, very good. Um, I do wanna transition into, into what you're doing now, uh, helping people write books.

Doug Smith ([22:39](#)):

But you, you mentioned this already with, with Maxwell, you said, uh, man, you're able to really, they say that the riches are in the niches or whatever, you know, and you can really get focused on a singular thing that you're known for. My understanding, just to give people a little bit of background before is that you were doing coaching, speaking, helping people kind of in all areas of life, which is kind of where I feel like I am now. Like I'm passionate about everything. Yeah. So for me, every time I hear like you have to get narrowed down and get singular focused on a single message, like I'm like, I I don't know if I can do that. Uh, but you did. And so you wrote a book and then you can you kind of give us context for that mm-hmm. <affirmative>. And was that difficult for you being that you're so passionate about helping people in different areas? Well,

Taurea Avant ([23:19](#)):

Absolutely. Well, let, let me tell you, first of all, I wasn't niche when I first got into the coaching space. In fact, just like you said, because I know how to do a lot of stuff. So I had a course that taught you how to design a website, how to develop your talk for public speaking, social media, marketing and writing a book. So it was four different programs all in one. And I remember people would come to me and say, well I only need that one so I don't think I'm gonna get it because I don't don't really need the other thing. Mind you, it's \$500, that's all it, it costs <laugh>. It's not be like, what? And so that's when I realized, okay, Terri, you cannot pitch them all together. So then I came up with the genius plan. Well, I'll pitch them separately.

Taurea Avant ([23:59](#)):

So I'll do separate workshops catered to that one particular, um, transformation and I'll make my offer. And so for years, probably for about three to four years I was offering a public speaking course. I also had a social media course, I had a book writing course. I even had a course where I taught people how to get butts in seats at conferences and workshops and what would happen. It was so bad that I was selling so many of them, by the way, at very low pricing. And I was stretching myself so thin people would get on the co coaching calls or whatever and I'm like, okay, now um, what course are you enrolled in again, <laugh>. And that's what I realized, like, there you doing too much <laugh> you were doing way too much. So I was literally overworking myself, underpaying myself because I was stretching myself trying to do all these things, right?

Taurea Avant ([24:51](#)):

So in 2019, so this is not too long ago, 2019 is when I had a coach that was like, you need to create the book Profits club. Like he's very good at just throwing out names, right? So book profits club. And I was like, cool. He was like, yeah, you gotta teach him how to do this and this and this. Now I don't really do it in the way that he had designed it, but when he said book profits, I thought about, okay, what's some of the biggest challenges that I see with my clients? And it's, they're not knowing how to really leverage the books. I was thinking, okay, once you write the book, you gonna know how to market it like I've been doing and you go ahead be gone, right? And they were not having that level of success. And so that's when I was like, okay Terri, it is time to stop trying to sell everything and let you know and promote everything.

Taurea Avant ([25:31](#)):

Just pick one. Now it doesn't mean though that once you become a client or you work with me that I don't provide other opportunities, but I'm building a brand in just the book profiting, if that makes sense. So we still have courses in public speaking, we still have courses, well not necessarily social media cuz it changes too much. Like I couldn't do that. But we still have programs in different areas and I've also been able to partner with other people. So that's kind of like how the journey started and then how I got to where I am today as far as the book profiting.

Doug Smith ([26:05](#)):

Yeah, and I was saying earlier, I love this, I saw your, one of your taglines, or at least on one of your profiles and said, you're the queen of book profiting. So I'm like, man, what a, what a brand that is to have, and and really your goal is to help 10,000 authors earn \$10,000 a month, a week or a day. And so can you, can you just pitch people on one? Is that even possible? Like, that sounds like too good to be true for a lot of people, but why should people write a book and and what can it really do for

Taurea Avant (26:28):

Them? Well, absolutely. So really it's 1000 authors and 10,000. But guess what, I'm gonna receive that because one day I will help.

Doug Smith (26:37):

Oh, I read my notes wrong. That's

Taurea Avant (26:38):

In 12 months time. It sucks, you know, I don't know. You didn't, let's go wrong. You read it, right? I received it. Okay. So yes. Um, so, okay, so first let's talk about why you should write a book. Number one, being an author has, for me been one of the best titles to ever have. Okay? I don't have a lot of titles now. I only went to school one time and got a bachelor's in that. I was done after that, <laugh>. But that's, I'm with you. The only other title that I really have is that of an author for the most part. I mean coach and things like that, all that stuff. But I have been able to get on many platforms. Matter of fact, I'll give you an example. I'm not a doctor at all, right? I don't have any kind of medical backgrounds, but I did end up writing a book about depression.

Taurea Avant (27:20):

I, I learned, I don't wanna do life coaching, so that's why I don't really push it as much, but I still offer it for people that want to have a copy. So I wrote this book on depression. I gave a copy to a woman who is hosting a conference in return. She said, can you speak on the panel about depression? Of course I can. So I'm now, I lie to you now I'm sitting on this panel and down the, um, I'm at the end and it's like three to four other professionals, doctors, um, nutritionist, all types of stuff, right? And they're having conversations about depression and cha, I don't know what they're talking about, Thero, rheumatology and theology. And I was like, so when she got to me, I was like, listen, y'all, I have to be honest, I have no, I don't know those words.

Taurea Avant (28:02):

I don't even know what any of that is. <laugh>, I love. All I can tell you is I wrote a book about what I did, what I personally feel, felt was gonna help me. It made me immediately the influencer of the room. So writing a book makes you an influencer, it gives you that leverage. And the thing is, most people think that you need to write a book linearly. So if I sell tax, if I do taxes, I should write a book about taxes. Who wants to read a book about taxes? No <laugh>, right? But right. But some people do want to know like, how can I have more money? Or what are the secrets that, that, uh, Donald Trump followed so he didn't have to pay any taxes, right? Or, you know, what is it that this, what are the seven secrets that millionaires do not share when it comes to building their finances?

Taurea Avant (28:52):

And one of them is they have investments that help them to save on taxes. And so you can talk about, in a chapter, a chapter on taxes, but make six other tax, uh, chapters on different topics. Now you can partner with other people as well. There's several books out there. I mean, if you think about one of the most known public, uh, uh, personal development books in the world is thinking Grow Rich. That is nothing more than a collaboration book. It's one of the very first collaboration books they ever did outside of, of course the Bible. But thanking Grow Rich is a collaborative book. How do we know? Cuz Napoleon Hill wouldn't interviewed some of the wealthiest men of that time and found out what

principles they followed to have success. Now he put it into a structured chaptered book, but there are several people who have been able to create books and bring other experts in.

Taurea Avant ([29:39](#)):

So he should write a book because it builds influence. You should also write a book because it's one of the easiest things to sell. It's also one of the best business cards. There have been times where I'll go sit at some of my favorite restaurants and I have a copy of my book and you know, ideal client might come in that looks like they got the money to invest and pay in full. And you know what? We have a conversation. I said, you know what? I wanna give you a copy of my book. I've done that several times. One time I did it at this, uh, seafood restaurant. Within three days, this man was making a deposit into my book writing program because we connected by me giving him a copy. And so it's just, again, it's such an amazing tool when used write.

Taurea Avant ([30:18](#)):

But the biggest mistake, Doug, that people make when they, when they write their books is they write a book to sell it. See, I never wrote a book because I wanted to sell the book. At the time when I wrote my first book, I was actually still in network marketing and I was wanting to have a book that I could use to recruit because there's still a large population of people who do not see the industry as real business. So when I get around those types of people, I don't wanna talk to them about multi-level marketing, I wanna talk to them about success principles. So when they ask what do I do? I say, well, I'm an author. And they say, oh, really? What about what? Well, I teach people about making six figures. How do you do that? And so it leads into conversation.

Taurea Avant ([30:56](#)):

But I never ever, ever became an author because I wanted to be a best seller. I wanted to impact more people. And that allowed me to do just that. And so I was able to turn that book into a tool. And then since then I've been able to help individuals to write books. Now, one of the biggest things that I think since, you know, starting back in 2015 then starting Book Profits Club in 2019, the biggest shift that we have had is not just only helping individuals to be an author, but i e the queen of book profiting to be a profiting author. Because the majority of most authors, they're not making any money.

Doug Smith ([31:32](#)):

Yeah. Let, let's start on the front end of that. So you're talking to an aspiring author here. I know there's tons of them where, and I know your company helps people actually write the books, but where can people start? Should they outsource the writing of their book? Should they do it their own? And you talked a little bit about the collaboration piece. Uh, when I heard you talk about that, it was just profound. I'm like, wow, I never thought about writing a book that way. Um, yeah. Where, where should people start and, and what's an easy way for them to get a book out?

Taurea Avant ([31:56](#)):

Well, first, the, the first thing that you need to do is you gotta plan the purpose of your book. And most people never do this. They just say, oh, somebody said I should write a book, so I'm gonna write a book. Or one day I wanna write a book, so I'm gonna write a book. No, no, no, no, no. You gotta plan it out. And what do I mean by that? Visually? See, how does this book help you? Because the way that the book will help you will also determine what type of book you write. I have met people who have literally written a book because there's a big conference that takes place annually and they have a dream to

Speak at the conference. So they'll literally write a book and then be able to mail it out to all the people who are in charge of this conference because their goal is to speak at the conference.

Taurea Avant ([32:34](#)):

So you can write a book for a specific goal, you might wanna get on the, the news. There was a guy I met, he teaches, um, N L P, I don't, I don't even remember his name, what's at his conference several years ago. It was an N L P conference in LA and he had a book that was talking about how he was not gonna pay for his kids to go to school. Very controversial, right? Cuz it is automatically assumed, honey, that you need to pay your kids' college tuition. And so what would happen is that he would pitch it to some of these major media outlets. He ended up on C N N because he had this controversial book about how he's not paying for his kids' college tuition, but it, it technically led into N L P. Hello. And so again, not a linear style book, but something that can create attention.

Taurea Avant ([33:17](#)):

If you wanna write a book maybe to get into schools, maybe you wanna speak in, in front of more schools, then you have to think about that as well. So you first got a plan, right? So those that failed to plan, plan to fail right? Now, once you have planned it out, this is the easiest part y'all. It's just creating a foundation today. People are googling how to dot, dot, dot, how to, and you fill in the blank. They're literally Googling all different types of stuff. Now, the top three areas are gonna be love, finances, and wellness. Right? Now you could break those down, right? So, or relationships, shall we say, right? So relationships, finances, and then health and wellness. And so you pick that area where your expertise is in and then you narrow it down to you know, how you're going to assist.

Taurea Avant ([34:01](#)):

So when it comes to writing your book, your book should be either even centered around the how to do something, when to do something, why to do something where, and uh, how, what, when, where, and why, right? That's what people are looking for. And so you don't have to overcomplicate this book. You might teach people, for example, how to, you know, how to be able to book guests for their podcast. It doesn't even need to be a book on just podcasting. It's, it could be like getting booked or booking people, right? And so you can create seven chapters on how can you book people for your podcast. Now let me throw in a little, another little area. So you have your seven chapters, right guys, you break that down into four to six, Google will be your best friend cuz baby, you can Google anything and you'll get ideas on, okay, chapter one should be this, of course no copyright infringement, so you're gonna make it your own.

Taurea Avant ([34:49](#)):

But chapter one can be this, two, three and and so on. And then the sub chapters. Now what I did in one of my previous books, um, I decided that four of the chapters I didn't wanna write. So I have a technique where I teach people to pre-sell their books. So my goal is to sell 50 books before the book is even written, goes out or anything. I don't even have it covered typically most of the time. So I pre-sell 50 copies of the book. Everybody who pre-ordered, I also then had them to fill out a form that said, Hey, I'm looking for some people to provide their expertise on three these four different topics. If you're interested and would like to contribute a chapter, go ahead and let me know. And, and this is the investment cost. And I told 'em how much it costs up front.

Taurea Avant ([35:33](#)):

It was 4 97. I had like 10 people that said yes for four chapters. So I easily sold, that's another stream of income. Hello. So I easily sold out of those chapters. And guess what, it's, at the end of the day, they still say I'm the author <laugh>. Yes. Wow. You know what I mean? So yeah, that's amazing. Listen, there's so many different ways that you can do this guys, but you first gotta plan it out and don't overcomplicate this. We are in this world where everybody's trying to one up another person by being more poetic than the other person, being deeper than the other person. And people don't like to pay for deep, people need to be, it need to be surface level. I need to understand when I look at this book, what are you gonna teach me? And if they'll Google it, they will pay for it. So just narrow it down to one and let's create a topic about it.

Doug Smith ([36:19](#)):

Yeah. And and what about the actual writing process? Is that something people should try to outsource? Oh yes. You know, I, I, yeah, that's right. So how do you, how do you help people there?

Taurea Avant ([36:26](#)):

So, well we used to actually do a three day book camp, but I've now, I got so many people that are helping people write books. So I almost like, you know what? I don't even wanna do that anymore. I'm gonna refer that out if you want to go to a publisher. But guys, it's not hard to do. I will literally take my sub chapters, y'all, I hope y'all are taking some notes right now, because I will take those sub chapters good. And I turned them into questions. So let's say for example, one of my chapters is on finding influencers to interview, right? So I might have a subchapter where I talk about search Instagram hashtags, right? So I say, so I turn, that's the subchapter. So I say, how can one use Instagram hashtags to find influencers to be in their podcast? And guess what I do? I answer it like it's a real doggone interview, right? And I, and I answer for now, it depends on how you do it. So if you're good at typing, I take about five minutes to type it, right? If you're, if you're not good at typing, which I'm good at typing to, but I rather just do the voice, you can voice record it or you could just use a nice little fancy dancing voice recording audio thing and just record your answer. Like you're literally being interviewed by whoever you're most, I Influe <laugh> Doug is interviewing

Doug Smith ([37:40](#)):

John Maxwell, yes. Yeah,

Taurea Avant ([37:42](#)):

John Maxwell Johnny Max, how you gonna answer John Maxwell? You're not gonna answer it in one or two sentences. You're gonna try to give him the business, right? You want him to be impressed. So you're gonna answer it and then you can take those audios and literally have them transcribed. The last book that I did, which by the way, I was reading it the other day, the 10 k book is good. I did that in like four hours utilizing this technique of just audio. I don't recommend necessarily for a self-help book to get a ghost writer only because this is information that you actually teach. And another thing I think is so important is that when people read the book, if they do even read the book <laugh>, hello, but if they do read it, you want them to say, you know what? I can hear you talking to me like my vernacular.

Taurea Avant ([38:29](#)):

I'd say all type of stuff. Chow please. In fact, it's so funny, me and my editor, we always joke because when she first came on, she would change my child, which is c h i L e, sometimes with multiple eyes in the middle. She would change it to child please. I'm like, girl, that's not how I talk. It's child please.

Right? <laugh>, we always joke about that, but your book needs to have your personality. It, you want people to feel like you are talking to them because that's how you attract the ideal client. The ideal client is looking for someone that they can trust, that they can feel like can relate to them. But you're able to teach that specific transformation. So you can type it, but voice typing or really audio and then transcribing has been the bomb. A software that you can use to transcribe your audio is called Happy Scribe.

Taurea Avant ([39:18](#)):

Now they have several of them out there. Happy scribe, happy Scribe recently, um, also upgraded cuz you know, everybody's trying to stay on top of this AI software. Um, that's coming out everywhere. I mean you've got some of these, look, one of these softwares can ac many of them can write a book for you, but they don't never really sound like your voice. And so I'm saying like use it to help you a little bit, but never use it. But with happy Scribe, they even have a real life person who will go in and transcribe it and then you just have someone to go back in and clean it up. Not yourself, but just hire someone. Upwork, you can spend 50 to a hundred dollars, hire someone to just go in and clean it up and then you go back and review it and then you have an editor. So it's so easy to do this process.

Doug Smith ([40:01](#)):

Yeah. And then your favorite part, helping people profit. So I think a lot of people think of writing the book as the hardest part, but actually you, when you publish it, you actually have to sell it to get it out there. Um, how can people profit from their books and actually do a great job launching it? And how do you actually help? I would love for you to share about your services.

Taurea Avant ([40:17](#)):

Oh, absolutely. So we have a program that's actually called Book Profits Club. That's the ultimate goal to have everybody to be a part of B bpc. But the first thing that we like to do is we like you guys to get into Profit zone before you even invest the dollar with me. Now, where they do that at, I don't know, but I'm just trying to tell you <laugh>. So we teach you to pre-sale or resell your book, okay? So if, for those of you who are like, well my book is already out, how can I do this guys? John C. Maxwell has done 16 editions of the twen. I think it's 16 last time he said 21 Irrefutable Laws of Leadership. I don't know if people understand what that means. It means that he's relaunched the book <laugh> 16 plus times. Okay, so y'all just, cuz you done printed your book that's sold to maybe, you know, a nice number of people doesn't mean that you cannot relaunch it.

Taurea Avant ([41:05](#)):

So let's not call our, you know, cut ourselves off from that. But what we do is we pre-sell it. And one of the techniques I teach is when you pre-sell, maybe you say for the first 50 people, I'm gonna mention you in the book. Let me tell you what that does for people, okay? I have some people who have never ever read my books, but baby, they know exactly what page, their name. That's it, their name is listed on. Now imagine if you take it up a notch and you even allow them to maybe, maybe leave a quote or give a tip, and now you have people incorporating it. Who, who do these people become? They actually become ambassadors for your book, right? So now you have people who are not only just you promoting, but they're promoting it as well. So the pre-selling is definitely a way to get the word out, but get people excited. Sometimes people are like, Teresa, well, you know, I don't really care about making money with pre-selling it. No. The challenge that we most of us have is we're afraid that people won't support the book before it comes out. Or we're afraid of what people think about us when the

book comes out. If this can help anybody out there, y'all, no matter if you're doing good or bad, people always got an opinion. And if their opinion is not paying your bills, baby, we gotta stop letting it affect us.

Doug Smith ([42:17](#)):

Okay? Come on. Yeah,

Taurea Avant ([42:18](#)):

It's good. Uh, so, so you, um, so you start off with the pre-sale, but then you can leverage it into multiple ways. You might wanna be able to create a course. So in your book, you know, um, Lisa Nichols does this incredibly well, uh, within her introduction baby, she's gonna be telling you in my mastermind program in this, in that you're letting people know there's other ways to work with you. We actually have a young lady who wrote a fictional book, right? And it's an, it's a grown people's adult fictional book, right? And so I was, we were trying to figure out how can we turn this into multiple streams of income. Well, I said, when you, when you work on the new edition, I want you to make one of the characters have a custom type of silk robe and some furry handcuffs. And so watch me now. And so what you're gonna do is you're gonna also offer like a middle price kit that comes with the robe, the furry handcuffs and the book. Hello. So now people are feeling like they're getting something from the book. Where did I get this from? Harry Potter. Do you remember in the planes back in the days when you would be in the, um, you could see the magazine, what

Doug Smith ([43:22](#)):

I yep, hundred

Taurea Avant ([43:23](#)):

Percent. It had the, the Harry Potter section. <laugh>,

Doug Smith ([43:27](#)):

Yep. I never thought about that. That's so good.

Taurea Avant ([43:29](#)):

Multiple streams, guys, a book can literally become multiple streams. And by the way, a book is kind of like putting you at that space of, now that I have the book, this is what I'm gonna prescribe for you next. A doctor pe people listen to you. So, and then I told her for her higher ticket type product, like a more expensive bundle kit. It could be like, you know, kind of like grown people, nasty toys, and then the robe and the handcuffs. And so now she's been able to take a book that was fictional and she didn't know how can this become multiple streams. And now she's got three streams of income, just like, just like that. And so

Doug Smith ([44:06](#)):

Shazaam and so as far as, as what you're, how can people connect with you and what you're doing if they're interested in, in jumping into that club?

Taurea Avant ([44:11](#)):

Absolutely. So I have a masterclass, right? So I always like people to get a little taste of me, you know, a little, little, you know, a little entree app appetizer. Okay. And in this masterclass I'm gonna talk to you about the three reasons why I believe that authors never make over \$10,000 a year. Also, what do you need to have to have the right book in place? Like what's gonna gonna help you to have a book that's gonna generate over \$10,000? The masterclass is only about 15 minutes long, so I don't wanna hear any excuses. You don't have time, everybody has time. So to get access to the masterclass, you're gonna go to 10 k book.com. So one zero k book.com, register for the masterclass. You're gonna love it. You'll hear some testimonials too, you know, from a few clients. And, uh, hopefully we'll connect further from there.

Doug Smith ([44:58](#)):

Yeah, I'm gonna include links to all of that in the show notes. Uh, with a few minutes I've left, uh, I'd just always like to ask some lightning round questions, just a bunch of fun questions. The first is, what is the best advice you've ever received and who gave it to you?

Taurea Avant ([45:08](#)):

Whew. Oh my God. Best advice I've ever received. Um, one of my friends, good friends, David imo, um, I'm always talking to him about just people and he's always telling me there, you gotta learn to have grace for people as God has given you grace. And so I think that has helped me tremendously in this journey of just collaboration journey of having clients, journey of friends. And so it helps me to be better and to be a better person overall. So I think that was one of the best pieces of, of advice.

Doug Smith ([45:45](#)):

If you could put a quote on a billboard for everyone to read, what would it say?

Taurea Avant ([45:49](#)):

A quote for everyone to read already got a quote. Okay. People don't remember you for the clothes you wore. They don't remember you for the jewelry you owned or the cars you drove, they only remember you for the impact that you had on their lives.

Doug Smith ([46:04](#)):

Wow. Uh, if you could spend time with a great leader and don't fan girl out like you did with John Maxwell and, uh, <laugh>, I'm just teasing. But, uh, if, if, do you have a, a go-to question or two that you always ask when you meet with someone of influence?

Taurea Avant ([46:18](#)):

I would say my, my go-to question when I do sit down with people with influence, is there anything that you wish you could have done over? Um, a lot of times they always say no, but I do like to find out if there's anything that they wish they could have done over. But then also I, you know, depending upon what kind of level of income they make, what has been the biggest sacrifice that you've had to make on this journey?

Doug Smith ([46:41](#)):

Wow. Would you be willing to answer both of those in your journey? Um, would you a Yeah. Would you answer both of those for you?

Taurea Avant ([46:47](#)):

Oh yeah. So one thing that I wish that I could do, see, cuz I like to keep it real, you know, some people be like, I would never change my journey. Stop it. Okay. <laugh>, one thing that I wish I could have done though is, and this goes back to me telling my story, is to be available for people that loved and cared for me. Um, and even if it was just in a limited amount of time, it didn't mean that they had to be in my life every day or I had to be around them. But even if it's let me allocate some time, and so I do better at doing that now, even if it's like I've got some friends where we don't ever talk business. It is like, the conversation we have is like guilty pleasure type stuff, but it feels nice just being around people who love me for me.

Taurea Avant ([47:32](#)):

And then the other, the other question would be, dog, what did I say? Oh, sacrifices. Yeah. So the sacrifices is that I can't do everything at all times. So this kind of connects them both. So one thing that I'm very, very good at is every single month I actually plan ahead based upon what's coming up. So like last month was one of my good friend's birthday. I don't get to see her all the time because I am busy, but I made sure that I was not going to miss her birthday. So for me, in the way of trying to have balance and planning ahead is like every month, okay, this month I might strictly only focus on business, focus on my wellness a little bit more, like be more intentional and then focus more on, you know, my spiritual life, right? And so every month I actually work on that every single month. And so I have had, I've had to make sacrifices, but I make them sacrifices based upon what I'm doing for the upcoming month.

Doug Smith ([48:32](#)):

So, good. Last question. Just open-ended. Is there anything else you wanna leave leaders with today?

Taurea Avant ([48:37](#)):

Uh, let's see. Oh, yes. This is what I am gonna say. Stop being addicted to your own labor guys. Um, in fact, one, uh, pastor, his name is Dr. Miles Monroe. I'm sure many have heard of him. Yeah, he's an amazing, amazing pastor and business coach. Um, he said that God has given us so many gifts, he gives us a lot of different gifts, but you can get wealthy off of just using one. And you know, when you hear the word follow one course until successful, it's funny, when I look at some of these interviews on YouTube where they ask the man, how did you make this much money? You know, like, they're writing in these expensive, how did you make this money? And and they go in to interview them. All of them always say, focus on one thing, get that business too. I've even had some tell me the seven figures and then you can branch out. Now it doesn't mean you can't build multiple streams within one business, but guys, let's stop being addicted to our own labor. Focus, focus, focus and focus. Again,

Doug Smith ([49:33](#)):

Taurea, this has been awesome. You, uh, exceeded expectations. Thank you for that. Thank you for everything that you do to help compete, get people's message out in the world and profit from it. That's the big part. Yes. So, uh, yeah. And hopefully we'll do this again sometime.

Taurea Avant ([49:45](#)):

Thank you. I appreciate being here.

Doug Smith ([49:48](#)):

Well, hey, leader, thank you so much for listening to my conversation with there. I hope that you enjoyed it as much as I did. You can find ways to connect with her and links to everything that we discussed in the show notes l3leadership.org/365. And as always, leader, I wanna challenge you that if you want to 10 x your growth this year, you need to either launch or join in L3 leadership mastermind group, mastermind groups, or just groups of six to 12 leaders that meet together consistently for at least one year in order to help each other grow, hold each other accountable and to do life together. For me personally, mastermind groups have been the greatest source of growth in my life over the last eight years, which is why I'm so passionate about them. And if you're interested in learning more about launching or joining a group, go to [L3leadership.org/masterminds](https://l3leadership.org/masterminds) or email me at dougsmith@l3leadership.org. And as always, I like to end every episode with a quote and I will quote Simon Sinek today who said this, he said, the joy of leadership comes from seeing others achieve more than they thought they were capable of. So, so true. While leaders know that my wife and I love you, we believe in you and we say it every episode, but don't quit. Keep leading the world desperately needs your leadership. We'll talk to you next episode.