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# The business of expertize david baker

David c baker the business of expertise.

Transcripblair Enns: David Baker wrote a book.David C. Baker: Are you sure it was only me? I think it can be from the two we wrote. I was looking ... I knew you were going to talk to me about it today and I was looking back on some of the parts of the book and I discovered that you really wrote a part of it and you did not know that. I had to give you some criterion. I wrote the book, but you had a lot of impact on what's in this book. I'll tell you. It is referenced several pages here. Before you get upset, read the whole thing for you to find out where I'll give you credited. But I wrote a book, yes. Blair: Wow, good for you. No, you are the quiet co-author in just about everything I write too, then that's okay. Everything works. I think we're better for that. There is nothing here I read, and I read twice now, there is nothing here where I thought: "That's mine! That's not fair." I smiled sometimes seeing my influence. I am aware of any of your influence, just a percentage of the influence you had in my things. David: Thank you. Blach: It's part of the great collaboration. OK. Enough of the end of love, let's rip this thing. David: This was a very short end of love, but yes, I head.blair: The book is called business specializations, as entrepreneurial specialists convert information on impact and wealth written by David C. Baker, published by whom? Who is your publisher in this thing? David: Rockbench Publishing Corp. Blair: I've never heard of them.David: I've never heard of them, they have a book that sold a cluttered number of copies, is our worst book from all time. It is called to win without manifest, as I remember. Rockbench published thirty-some, forty-and a few books that are all written in a B2B environment about experience of some sort. They also publish this too. Blair: A few years ago, you decided to launch your own publication in the impression, we certainly did not have a show about it, but let's talk about it a little now. I think we're going to end up talking about the book and the contents of the book probably some podcasts. I want to talk about some of the fundamental elements in it today. I suspect that the following chapters can, some of them may end up being a focus area for only individual webcasts on the road. I want to start talking a little about the creation process, which is Canadian for the process. Let's start with the publication. Tell us a little about Rockbench, because you chose to launch this mark of publication. Then, following this, just because you published previous books of your own publisher, depending on what you are trying to accomplish with the book that does not necessarily make sense to publish everything from your company by publishing But you chose to do that. Start, if you, with why you launched rockbench and then why did you choose to publish this through rockbench? David: Even if I own an agency, it was a six-year-old process. I was working on an editor and I really enjoyed the process. I started as a kind of foreign tongue, making all the languages that were right to the left. Then it worked my way and ended up managing the place. Anyway, advance, had a six-year agency, started this. I had three contracts in the hand for my third book, which is the one in managing people. I'm looking at these contracts and everyone looked very similar. I was just up to the last point of decision, which one of these three should I use? As I was dealing with some of the people on the other side of the phone, I was so discouraged. These were editorial people, they were publishers of acquisition and they did not really know anything about my field. They continued trying to encourage me to water the basic and piggy concepts back into concepts They were hot at the time so the book would be able to connect this popularity. I finally just just just this Á © enough, I'll create a publicaÁŠa company the Á. I knew how. To a company publicaÁŠa Á actual. Á © Á corporaÁŠa the one separated. We MSAs with all the big boys, including Amazon and Apple and distributors Ingram and libraries and so on. It was partly as a place to house my prÁprio work, but it was mainly a place for Puda © ssemos offer other authors that does Á necessarily would obtain the correct audiÁncia and the opportunity to publish their work. NA Á © was really about money, Á © neutral company towards that does the Á earn money. We will just try to break even. Á to return most of the money for authors to give them an opportunity to build a large platform. One of the main Differences Á © instead of getting ten author copies, which Á © Ápico for an author, let them print and keep as many copies as they want. One thousand, two thousand. The idea Á © that you should give each a copy for every two copies that you sell. Writing a book for you and me in the Á © just about the money, Á © on the larger platform that it Gives. This braÁšo of the Á publicaÁŠa designed to suit this noÁŠa Á ©, instead of a platform publicaÁŠa the Á tradicional.blair: Okay, and the Á hÁj nothing about this book on negÁcio expertise, and let's dive into what that means, but in the Á hÁj anything about this book that made you think, "Maybe this that I should go to a major publisher of the stream?" David: do I do some risks in the book. I was nervous, this could just be in my mind, I was nervous that some editor Acquisition Á tradicional could be offended by some of the things I said. There was something about it. NA Á ©, other than that does the Á. It would be something I would probably have gone to [Wylie 00:06:24] think. Blair: - Okay. Let's talk about ... Before we get in the book Come on ... I was on a podcast recently the podcast else. They asked me about the victory without manifest pitching and the question was: "As I wrote?" The book has almost seven years now. I said, "Me on the Á remember how I wrote, but I remember I made the final sprint was I wrote every day in Áltimos six months." Enta Á ©, after I was listening to the podcast after the words I thought: ". This Á © silly spent six weeks in the Á six months." David: Yeah.blair: US in Á accompanied him as I wrote or even minutes © Long I spent writing, but you took some notes as you was, do Á Á ©? David: I thought I could create a website that will really live in about a week. Probably estarÁj live at the time that Á © transmitted. Á called expertise.is.-I.s. I wanted to be able to create the backstory for the book. I took all kinds of pictures while I'm writing and wrote the time it took. I have a record of all the money in the book and so on. Yes, I did. As you, I began to outline and researching this book about a year and a half atrÁjs. This Á © the hard work for me. We will probably we are all very different, but for me, the part difficult Á © search and outline. Enta Á ©, when I was really ready to write the esboÁšo research Á © done and I can just sit at a keyboard and Á © having to refer to anything that wing © m esboÁšo. That's when Á © so much fun. For me, Á © Á I build all the walls and dry wall finish and now I'm able to paint any color I want. I like the part of the process. The other part Á © more difficult, for me. I did very much like what you did. It took me about six weeks or more writing almost every day, get up early. I try to write 2500-3500 Á sometimes 4,000 words a day. Finish by usually late morning or Á inacio pm and then play the rest of the day. Read or go do some photography or go on a long walk. Enta Á © be ready to do so. I basically closing the negÁcio for that six weeks. During this time Á © when Book really took shape. Then it is clear, in addition, "you know this as an author," all the eynelers and searches occur at the beginning and then you have a lot of work afterwards. There is a lot of edition and and the illustrations and so on. The heart was about six weeks, yes.blair: Yes, I had a meeting the other day with the team that is working on the launch of my next book. I said, "Okay, I'm a few days from afar by writing." So still there is edition and everything else. I had this really unrealistic timeline when we're going to throw it. David: "What? Do you, unrealistic? What? This is a first.blair: it's a type of workbook, type of manual book on prices and the designer said something I tweeted. It was like this. ... He really put me in my place. He said, "I think you're confused in demand with ... or design on demand with on-demand impression. Maybe editing the demand too ". David: Yeah.blair: I think these are ours. You sent me a list of 80 hours of research, 20 hours to delineate, 132 hours to write. So ... Wow, this is impressive. I can not believe you wrote a book in 132 hours. David: This's only because I had done a lot of outlining. I did not know what the next sentence would be. I do not. I knew the next paragraph, but I knew what was the next section. Blair: right.david: especially, I had to play out a lot of the sketch when I went in. It's probably the same for you. ... As I sat here writing, I was only writing, I did not know how many chapters. I thought maybe 15 or 20 chapters or something. So I'm writing and I'm thinking, "Oh my God, this is different. I need fundamental chapters that I will continue to refer." I do not even in this traditionally, I think I just called them from fundamental to, fundamental B, fundamental C. So I'll start writing the book. It took a very different curve at the end of each week. He started to get into a groove where he felt very natural as he finally left. Blair: Okay, let's talk about the book itself. It's early, the book still does not He launched him, it will probably be released about the time this goes to the air. What was the book you wrote to write and, from the point of view now, being finished and printed, but not in the market, How close to this ideal or vision Do you think it came? David: The book I ended up writing is just about a third of the book I imagined. I think, in part, because I was being a bit. Conscious when I was outlining this book where I was so inclined by providing value to the reader that I just filled all kinds of things there. As I wrote the book and then I compared my progress against how long the sketch was, I realized: "This will be a crazed day encyclopic that no one will be interested in reading. Why do not I keep this place and focus more on the thing that are most important. The book I wrote is much shorter and I just did not even bother so much about what I thought was going to go. If I wrote this book again, it could probably be Even a third smaller, I do not know. If it's a postcard, you can not charge \$ 38 for obviously. There is some value diminished in return. As I aged and even in my work of consulting, I am spending much less time with the real recommendations. I am trying to simplify them as much as possible. This book, still seems to me exclusively short for the foregoing. Blair: I want to ask what is the book. Let me ask for my alternative question. I suppose you had alternativ OS If the specialization negotiate was one that you decided N ot to go with. What were some of your alternative titles? David: Yes, I thought of petition and leading leadership, about these ideas. I thought about not even having the slogan, the caption at the end. Everything involved the word: "expertise," but I turned off exactly as ... what to populate around this word, "expertise." All that had that word. In a way that does seem ... I do not think of myself as a super passionate person. I think of me more academic That a person in love. I found myself so passionately believing in what Saying here that this is not only about expertise in terms of how to position your business specialization and then sell your specialization company to customers. It's really more about, it's a manifest passionate about the need for expertise and is like: "get out of your ass and make some difficult decisions and be a specialist and have an impact on your world. That seems like I almost gave myself of excitement around this idea of specialization. There were many title options, but all involve the word experience. Blair: At the end of the day, this is a Book for those in any business based on experts who ... it is really a book in positioning. Position the firm or other way to think about the positioning is the company's fundamental strategy and how it takes your ability to generate leads and profit, is it on the right? David: Right. There is also a subset of those business that are also in entrepreneurial nature. There would be many entrepreneurs that this book would not be written, like someone who is opening a series of gasoline stations, for example. They are so entrepreneur S, but are not in the business of selling insights. So many specialists or insightful people who do this live to the left that are not selling this entrepreneurship. I also did not write the book for them too. For example, an architect or a lawyer or a consultant in a large company. This is written exclusively for this overlap between businessmen and experts.blair: OK, let's plunge into the book and start with the preface. It can be the best forward that I have read. It is disarming. I'll leave you for ... David: I'm glad you disarmed you. I did not prepare you for that. What happened is, and there are no secrets here, we can say anything we want. You do not have to hide anything, but I asked some people to write a front for the book. One person said yes and they wrote and is like "Ugh, I'm not using it." It was not very good at all. He said, "Just rewrite." I thought, "I'm not going to do it too. Not to feel good about me, I do not write a little. So one of the people I asked is Derek Sivers. I asked. If he would write a preface and he was kind enough to write me back. He said, not. For two reasons. One, I have many things and I made a decision not to get anything from. new until finished the things I started. Secondly, I did not start a business in five years. 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