

**Chandler Bolt Report**

Daryl Urbanski interviews Chandler Bolt, a revolutionizer in the self-publishing industry who built his career before graduating from college. At a young age, Chandler found a way to earn ongoing income from three different businesses, accumulating approximately $320 thousand by the age of 20. Soon after, he and some friends became interested in the self-publishing business, and after a bumpy and uncertain start, Chandler created and now operates one of the most popular self-publishing websites in existence today. He also does coaching and consulting for clients who show true potential and drive for success.

**Get to Know Chandler a Little Bit More.**

* He started earning six figure profits by the age of 20.
* He was studying abroad in Europe when he got his idea for self-publishing.
* His catchphrase is “Turn a Good Idea into a Best-Seller.”
* His first book was a 20 page PDF on productivity.
* Although he loves reading and writing now, he hated them all throughout college.
* His first book was an instant success.

**Chandler’s Tips for Success:**

* **Stay Self-Disciplined and Maintain Good Habits.** Chandler credits much of his success to the power of “super” self-discipline. He is a big fan of finding routines that work and solidifying them as habits. The best way to reach success is to engrain critical characteristics such as diligence, work ethic, and perseverance into yourself as soon as possible. For example, Chandler strongly advocates for daily morning “rituals.” When you start your day off right, you set the course for the rest of the day to be successful.
* **Don’t Run a Cheap Business.** Chandler learned very quickly in his business endeavors that selling low to attract more customers usually backfires. If you are focused on selling high quality products or delivering high quality service, aim for attracting customers of equal quality. By keeping your prices as high as your product’s true value, you avoid attracting the wrong customers and becoming identified as “cheap.”
* **Don’t Be Afraid to Turn Down Business.** While it’s great news to hear that clients are willing to pay a higher price for what your business has to offer, the quality of the individual customer is a separate issue. Especially in the self-publishing industry, clients who are clearly a bad fit for your business can and should be rejected, no matter how much they’re willing to pay. Always be selective when it comes to who you do business with - your name is more valuable than a sale.
* **Take Bigger Risks.** One of Chandler’s biggest challenges in getting his business off the ground was, as he says, “not taking bigger risks.” Although recklessness should be avoided, calculated risk-taking is a major component of taking your business to a higher level. When opportunities arise, go for them. It’s far better to risk an opportunity than to let it pass you by completely.

**Favorite Quote(s):**

* “Never take advice from someone you wouldn’t gladly switch places with.” - The Olsen twins

**Recommended Book(s):**

* *Sales and Marketing* by Gary Marshall
* *Influence* by Robert Chindali
* *Mastering the Rockefeller Habits* by Vern Harnish

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