

Kathryn Gordon ([00:02](#)):

I'm Kathryn Gordon and your host of the Kathryn For Real podcast. I decided to create this podcast after so many readers of my book Relationship Grit commented on how refreshingly real it was. You see, I'm a mother, a wife, and an author, but what I'm most known for in my circles is my unwavering ability to call it as I see it and ask the tough questions. So in this podcast, you'll hear amazing authentic stories, learn valuable lessons and discover some of my many favorite health hacks and life strategies. And there'll be moments when you say, "Is she for real?" You bet I am. I'm Kathryn for real.

Kathryn Gordon ([00:44](#)):

Chandler Bolt. Wow. This book has so much information. So we have a lot to cover. Published: The Proven Path From Blank Page to 10,000 Copies Sold. Okay. How did you get started in this business?

Chandler Bolt ([01:06](#)):

Oh man. So I went to school to learn how to... I'm an entrepreneur at heart. So I ran businesses in high school and college and went to school to learn how to run a business. Pretty quickly, I learned I was running a... Or I was, I realized, I was learning how to run a business from professors who had never ran a business, which to me didn't make much sense, so I dropped out. Right about the time I dropped out, I wrote and published a couple books. One with my brother and one with my past business partner. And those books did decently well.

Chandler Bolt ([01:41](#)):

Then dropped out as school, and I'm working on this business and it's just, the business is just failing, but people keep asking about the book stuff. They're like, "How are you doing this book? I'm thinking about doing a book." And so I get on the phone with them for an hour for free, just to be a nice person and just say, "Hey, do this, do this. Here's what I learned here. Good luck." And then, you do so, it's like you can only get smacked in the face so many times before you turn around and look. And you turn on a look and there's this whole line of people that want to learn that thing. I'm a firm believer that the market votes with their wallet and we get to listen. It's our job as entrepreneurs to listen to how are they voting?

Chandler Bolt ([02:20](#)):

And so that's what ended up happening, and so then we started the first cohort of what we became self-publishing school. Gosh, it was like 44 people and 60% of them or more published a book in less than six months. So then that's when I realized, "Oh, wow, okay. We're onto something. And then fast forward to today, we've published about 6,000 books over the last six years and to help a ton of people through self publishing school and all that stuff.

Kathryn Gordon ([02:46](#)):

That's so impressive. I got to ask you though, Chandler, how old are you?

Chandler Bolt ([02:51](#)):

I don't lead with that, but I'm gosh, let me think. 28.

Kathryn Gordon ([02:57](#)):

Yeah. That's impressive. That's really impressive.

Chandler Bolt (03:02):

Thank you.

Kathryn Gordon (03:04):

And then, so you did this kind of by default because you were giving people a lot of advice and you started to figure out what? What was something that stood out to you that made you think, besides the fact that people kept asking you, what was the benefit of self-publishing?

Chandler Bolt (03:24):

Yeah, I mean, I'd seen it, how it worked for me. And so then that was the big thing is, I always, it kind of a cheesy analogy, but I always say a book is like this key that opens the door to Narnia. Like Chronicles of Narnia is like this land and that they didn't know existed, but then they discovered the key, opened the door, there's this whole new world. And so for me, I saw that just firsthand. And then all these things started happening, where I started getting interviewed on podcasts like this. I never thought that that would be a thing that would happen in my life. And started a business, started an email list, got on the Huffington Post. It just snowballed. And so then I realized, hold up, something I now wholeheartedly believed is that books change lives.

Chandler Bolt (04:07):

Books change the lives of readers. So it's like through reading those books, but then they also change the lives of authors who write the books. And so we always say, "It's not about the book, it's about who you become in the process of writing and publishing that book." I mean, you've seen this first hand probably with your book. And so it's like then to realize, okay, books change lives and in a lot of cases, help people grow businesses. And so I saw it and I said, "All right, this is something that obviously people want." And I got really... I'm about three months from failing at dropping out school and moving back in with my parents. So I got no, really... This is really, I mean-

Kathryn Gordon (04:45):

Why not?

Chandler Bolt (04:45):

... This might work, so I'm just going to go for this. And then it just snowballed. And actually one last thing I'd say is just as a college dropout and a C level English student with ADHD, I realized that now it's like, I call books a \$15 mentor. And so I realized that I dropped out of school, but it was my job to act like I was still in school with how I learned, but my learning mechanism changed. So I, it was books, it was online courses and it was conferences. And so I just started doing that. And I realized as a kid who hated reading, I was like, "Hold up, all this stuff that I want to actually learn is in books. And if I'll pay 15 bucks and spend a few hours, I can learn it." And so then I started to fall in love with reading and I started reading four books a month and I've done that pretty much since then. And then it just sparked this lifelong learning journey through books.

Kathryn Gordon (05:38):

That's impressive. I need to, at least... I can't even read one book right now. I'm I don't know. I do Audible though.

Chandler Bolt (05:44):

Audible, yeah.

Kathryn Gordon (05:45):

But the other book you just picked up, that's your first book. Can you hold that up?

Chandler Bolt (05:50):

Yeah. So this one right here is it looks like one of the earlier ones, but this is the brand new book. So that's the same one that you just held up. So this is-

Kathryn Gordon (05:58):

No, I just saw something else.

Chandler Bolt (06:01):

... Oh, was it this maybe?

Kathryn Gordon (06:03):

Yes.

Chandler Bolt (06:03):

Oh yeah. So this is a box. I think-

Kathryn Gordon (06:06):

Oh, my gosh.

Chandler Bolt (06:06):

... I think I maybe sent you this one.

Kathryn Gordon (06:07):

I'm like, "Wait a minute." I thought you were going with the same theme.

Chandler Bolt (06:11):

Yeah. Yeah. Yeah.

Kathryn Gordon (06:13):

Maybe one of them was titled Books Change Lives. Okay. Got it. This is the box.

Chandler Bolt (06:17):

I think I sent you this. Maybe no.

Kathryn Gordon (06:19):

You did, but I took it out of the box and this is what I have. Okay. That makes sense.

Chandler Bolt (06:23):

Funny story actually is that by the time we printed this box, it was before the book was finished and we didn't know what the subtitle was going to be.

Kathryn Gordon (06:32):

See, I'm not that off.

Chandler Bolt (06:32):

And so we just said, "Hey, books change lives. This is at core, it's to one of our fundamental principles. But this one at right here, this is the first version-

Kathryn Gordon (06:43):

There you go.

Chandler Bolt (06:43):

... of that published, which is the second edition is the new book, so.

Kathryn Gordon (06:49):

Okay. So what does the Self-Publishing School do?

Chandler Bolt (06:55):

Yeah, so Self-Publishing School, we're an online education company. We help people write and publish books in as little as 90 days that grow their impact, income and business, if they have one. So simply it's think of it like a business accelerator, or maybe like a year of college. And that's so, because we change lives through books. And now what that looks like is we've got, you online education curriculum. We pair people up with coaches, we've got cover designers, editors, formatters that we've got exclusive discounts. Just a bunch of that kind of stuff.

Chandler Bolt (07:27):

And so, we help people publish their books. But really what I look at is, all right, we're going to save them hundreds of hours in the process. We'll save them hundreds, if not thousands of dollars in the process. And our goal is to help people actually get the book done, do it the right way and sell more copies. And then really, if they're running a business, how you strategically position this to where it will grow your business. And I think it's just been so cool seeing what you've done, what John's done, what you guys have done together. All that's amazing.

Kathryn Gordon (07:58):

Well, when I'm hearing this, I just think about, for us, with the John Gordon Companies, when I'm hearing you put all these things in place, the writers and the... How did you do all that? Was it just you? How did you put this all together? How'd you put this school together?

Chandler Bolt (08:16):

Yeah. Great question. I mean, it started with just... Well, I mean, going way back, I've got to give major props to my parents. I mean this is like, they taught me fundamental skills that helped me do this. And

so I that's so cool watching your posts and John's posts and just, I mean, seeing how much you love on your guys' kids, I feel like you're doing the same.

Kathryn Gordon (08:39):

So what did they instill in you? I mean, can you pinpoint it or you just know it was just the foundation of-

Chandler Bolt (08:46):

There's a few things. And so it's actually funny. This is the first book that I wrote. I wrote it with my brother who plays in the band, Need to Breathe.

Kathryn Gordon (08:55):

... Yes. My daughter love... Well, we all love the band Need to Breathe.

Chandler Bolt (08:59):

I keep telling John, I'm going to send you guys to a concert. So you let me know when [crosstalk 00:09:03] time.

Kathryn Gordon (09:02):

Please do.

PART 1 OF 4 ENDS [00:09:04]

Chandler Bolt (09:03):

... I'm going to send you guys to a concert. [crosstalk 00:09:03].

Kathryn Gordon (09:03):

Please do. Yes.

Chandler Bolt (09:06):

It's happening. But so basically, he plays in a Grammy nominated rock and roll band. They have Bolt Farm treehouses, all this stuff, but it was, we said, we realize there are these 15 things our parents taught us growing up that we thought were normal, but then we got out in the real world and we realized no one gets taught this stuff. And so it was kind of his perspective as a musician, my perspective as a business guy. So two totally different vibes and styles but we said, hey, there are these 15 things that we both think. And so I don't remember all of them all [crosstalk 00:09:39].

Kathryn Gordon (09:39):

I was going to go, do you want to tell? What are you most-

Chandler Bolt (09:43):

Yeah, the big ones would be it's simple, but does doesn't mean it's not effective. It's things like work ethic, discipline, it's we talk about this concept of mini. So small, M-I-N-I, mini, many like a lot, M-A-N-Y, so many, many successes. So, that was one big thing my parents taught us is they said, if you want to do it, do it and we're going to be behind you, but do it. And we're going to put you outside of your comfort

zone. So whether that was like Scouts growing up, sports, just all these things to where you had the opportunity to fail and learn. And then in failing and learning, and then ultimately being maybe somewhat successful in that thing, then you start building confidence. And so that was the big thing is where it just started stacking.

Chandler Bolt ([10:32](#)):

And those are the type of things that gave me the confidence to drop out of school and all these other things. But then they also, it felt like built skill sets. That fast slingshotting into self-publishing school, then it was all right. Work ethic, discipline, focus, hiring really, really great people, building a team. And then from that... Shoot reading all of John's books and learning how I need to be a more positive leader.

Kathryn Gordon ([11:00](#)):

Well, and also in doing the, I like that, the mini manys, I'm sure there were failures.

Chandler Bolt ([11:08](#)):

Oh yeah.

Kathryn Gordon ([11:08](#)):

And I'm sure there were upsets.

Chandler Bolt ([11:10](#)):

Yeah.

Kathryn Gordon ([11:10](#)):

But you start to learn how to let the water, let it all drip off the back and keep going as opposed to wallowing in that. So, that's really great. It's kind of like, I think Sarah Blakely. Remember her? Do you know her from Spanx?

Chandler Bolt ([11:25](#)):

Oh yeah.

Kathryn Gordon ([11:25](#)):

And she said her dad always asked them, "What did you fail at today?"

Chandler Bolt ([11:28](#)):

Yeah.

Kathryn Gordon ([11:29](#)):

Yeah.

Chandler Bolt ([11:30](#)):

That's so great. That's such a great question. It's it's one of our core values at Self Publishing School is we've got five and one of them is fail fast, fail forward, fail often. And I believe that without failure, there's no learning. Not without failure, there's no learning, but failure is one of the fastest ways to

learn but only if you fail fast, forward, and often. So it's you can lose the whatever, but don't lose the lesson and-

Kathryn Gordon ([12:01](#)):

Right, learn from it. So you said there's five, you have five?

Chandler Bolt ([12:04](#)):

Yes, ma'am.

Kathryn Gordon ([12:05](#)):

Can you tell me what those are? That's one.

Chandler Bolt ([12:06](#)):

Yeah. So one of them you'll recognize. I'll say that later. So honesty, integrity always win, that's number one core value. Hardworking, continuous improvement. So we believe in working hard and then always making things better. Then we've got fail fast, fail forward, fail often, which I just mentioned. Everyone is responsible for facilitating change so if you see something that needs fixed, change it, and everyone is responsible for facilitating change on the team. And then the fifth one, which you'll recognize from John's work with Dabo Swinney is best is the standard.

Kathryn Gordon ([12:40](#)):

Best is the standard.

Chandler Bolt ([12:41](#)):

So if we're doing something, we're going to do our best and we're only going to go into something if we can make it our best. And we expect the best from our people, from each other, from ourselves and that sort of thing.

Kathryn Gordon ([12:57](#)):

Those are good.

Chandler Bolt ([12:59](#)):

Thanks.

Kathryn Gordon ([12:59](#)):

Do you have them posted up all over the-

Chandler Bolt ([13:02](#)):

Oh yeah. Everywhere. It's kind of hard because it's a virtual team, so-

Kathryn Gordon ([13:06](#)):

Oh, that's right.

Chandler Bolt ([13:07](#)):

... we send people a cardboard thing that they can hang up on their office wall that has the core values and all that stuff.

Kathryn Gordon ([13:14](#)):

That's great. And you're from Anderson, South Carolina, is that right?

Chandler Bolt ([13:18](#)):

Right about there.

Kathryn Gordon ([13:19](#)):

Or just outside of there.

Chandler Bolt ([13:20](#)):

It's called Walhalla but no one knows about Walhalla-

Kathryn Gordon ([13:22](#)):

Walhalla.

Chandler Bolt ([13:22](#)):

... which is like 20 minutes from Clemson, yeah.

Kathryn Gordon ([13:26](#)):

Right. And then I'm going to ask you about that because I know you do the treehouses, but I'll get to that in a minute. I wanted to know, so what is one of the most successful books you've self-published?

Chandler Bolt ([13:38](#)):

Oh man. Outside of my own, published the first edition, that one's sold and been downloaded a hundred thousand, maybe even hundreds of thousands of times.

Kathryn Gordon ([13:50](#)):

Wow.

Chandler Bolt ([13:51](#)):

That's one of the big ones, but then we've got tons of students that we work with and it depends on how you measure success. And we've had a lot of books that they've done really well. A lot of books that've sparked businesses. Just so many examples. One of my favorites though is actually eight year old Emma Sumner and so her dad joined Self Publishing School years ago. He's actually work at Self Publishing School now, but he wrote and published a couple books on physical therapy. And then she said, "Hey dad, that looks cool. I want to do that." She wrote a kid's book called The Fairies of Waterfall Island at eight years old. It made like \$4000 in royalties in the first three months or so. She donated all that money to a charity called Autism Speaks. And she has a friend with autism and so she was like, "Hey, I want to do something about this."

Chandler Bolt ([14:45](#)):

But then fast forward to today, it's really cool and I think you'll probably resonate with this as having a young daughter, or really young woman now. But just the trajectory of her life. She gets an allowance every single month, which is really just her book royalties. She started doing speaking gigs at schools. I think her first speaking gig was like 1200 bucks and everyone's buying books. All these just little things where that's what's so cool to me is that the trajectory of her life and the confidence as a young woman and all the skills that she's learned.

Chandler Bolt ([15:21](#)):

And then now of a sudden we've got kids showing up at Self Publishing School conferences that-

Kathryn Gordon ([15:25](#)):

Right.

Chandler Bolt ([15:26](#)):

... they saw Emma and just all that stuff. And so that's been really cool. And that's the core concept that I believe in and I talk about this in the chapter one of the book, it's called leveraged impact. So it's basically the ability to do work once and you create this book and then this book goes on to impact thousands, tens of thousands, millions of people. And you change lives through the content of the book, but also through people seeing you do that thing. And so I think Emma's such a great example of that where okay, her book helped people, but then also she has inspired this next generation of kid authors and we've got... Just all that stuff and so it's kind of cool to see-

Kathryn Gordon ([16:11](#)):

And did you have to actually form another department for that? Does it go under the same umbrella? Is it the same doing a kid's book as, I should say...

Chandler Bolt ([16:21](#)):

Yeah. So there's kind of two part' there's kids writing books and then there's kids books.

Kathryn Gordon ([16:27](#)):

Right. Oh, got it. Got it. Okay.

Chandler Bolt ([16:29](#)):

Normally that's a high overlap, to be honest. Most kids are writing kid's books. It's not like they're writing fiction novels unless they're older and in a higher reading level. But yeah, we did actually, we created our children's book school where we help people write and publish children's books. And then we have our fiction, our fundamentals of fiction and story, and then we have our nonfiction. And we've always kind of knocked around the idea of doing STS for kids or a college certification, like you take Self Publishing School and you get college credits. But we just never pulled the trigger on that.

Kathryn Gordon ([17:08](#)):

That's a good idea.

Chandler Bolt ([17:09](#)):

Yeah. There's a lot of red tape, which is kind of what's kept us from doing it. But we've multiple times have went through the research process and all that. But we've always kind of kicked around those two ideas.

Kathryn Gordon ([17:21](#)):

That's really fascinating. I love that. Okay. I'm going to have to check out her book too.

Chandler Bolt ([17:26](#)):

Yeah. Yeah.

Kathryn Gordon ([17:26](#)):

Emma. Okay so I want to know. After someone has self-published a book, do you continue on that path or do you then pick up a publisher-

Chandler Bolt ([17:41](#)):

Yeah.

Kathryn Gordon ([17:42](#)):

... to take it to a different place?

Chandler Bolt ([17:45](#)):

That's a great, great question. And you'll see people do it both ways. You'll see some people who will traditionally publish their first couple books because they got a big audience and then they'll say, "Hold up, I'm selling books. I want to make more money off the royalty so I'm going to self-publish." And then you'll see the reverse where people will self-publish their first few books and then maybe they'll say, "Hey"-

PART 2 OF 4 ENDS [00:18:04]

Chandler Bolt ([18:03](#)):

... reverse where people will self-publish their first few books, and then they'll say, "Hey, I've built a platform. I want to get an advance and traditionally published." And so, I'd say there's kind of... for 99.9% of people, it makes more sense to self-publish, at least your first book. The only time it makes sense to traditionally publish, is if you have a big audience and you can get a big advance. Then, and only then, it's like, does it really make sense? But I would say... Because, there's a few main differences I won't... I got a whole chapter in the new book on this, and this will just bore people.

Kathryn Gordon ([18:38](#)):

Maybe not. Maybe not. Everybody I talk to has a book they want to write.

Chandler Bolt ([18:41](#)):

Yeah.

Kathryn Gordon ([18:41](#)):

Everybody.

Chandler Bolt ([18:42](#)):

Well... And I think a lot of people think they can't do it because they think about the old model, which it used to be, that the only way you sold books, was to get into bookstores.

Kathryn Gordon ([18:50](#)):

Right.

Chandler Bolt ([18:50](#)):

The only way you got into bookstores was that it be traditionally published. Only way [inaudible 00:18:54] traditionally published, have an agent. So, there's all these gatekeepers, right?

Kathryn Gordon ([18:57](#)):

Right.

Chandler Bolt ([18:57](#)):

Where now, it's kind of crazy. The stat is, 70% of all books sold are sold on Amazon, which is just... that's just mind boggling, to me. But regardless, book sales are going online and you don't need a publisher to publish on Amazon and other platforms. So, that has been the big shift for a lot of people. And then there's other things like royalty rates, how long it takes to do of the process, how much it costs, that sort of thing. But really it comes down to, that's democratized the publishing industry. And then, can you get in advance? Which really means, do you have a big audience?

Kathryn Gordon ([19:36](#)):

So, Chandler, okay. Say I'm somebody that has a book in me. I want to write a book, but I don't really know how to do it. I heard about your school.

Chandler Bolt ([19:47](#)):

Yep.

Kathryn Gordon ([19:48](#)):

So, I would want to sign up and are you going to take me from this idea that I have in my head? Or do you have to be at a certain point?

Chandler Bolt ([20:01](#)):

Yeah. We can start going with people at any point. But I think our favorite, is when they're either, I'm not sure what I want to write about, or I'm just getting started. And so basically what happens there is, they'll book a call with my team. And then we start to kind of map out, "Hey, what are your goals? What are your challenges? What's your game plan?" And start to put together a game plan. And then people can say, "Hey, I want to work with self-publishing school." Or, "I want to try to do this by myself."

Chandler Bolt ([20:26](#)):

But then if they decide to work with us, then we pair them up with a coach. We have curriculum that they start to go through. And then there's kind of all these resources and stuff. And so, we hold their hand and then also give them a ton of tools to save time and save money through the process. But really going from, and that's what it talks about and I kind of map it out in the book, but it's helpful... probably be a helpful visual for people, especially for anyone who's looking at the video version.

Chandler Bolt ([20:53](#)):

But there's eight milestones to writing and publishing a book. And so, this makes the process a whole lot simpler. So I teach them in the book, but we also walk through them in way more depth, in the course and when we're working with people. But basically it's, starts with a mind map, then goes turning your mind map into an outline for the book. So, outline is step two.

Chandler Bolt ([21:15](#)):

Step three or milestone three is, a rough draft. So, getting your draft done. That is the most important thing. That is where our students that get past that pretty much all succeed at publishing their book. If you don't get past that hurdle, then you're probably not going to publish. So, that is the number one most important thing I tell people is, "Get to the rough draft, no matter how rough that rough draft is. And then you're going to start to see the light at the end of the tunnel." So, that's milestone three.

Chandler Bolt ([21:43](#)):

Then milestone four is, self editing. Milestone five is, professional editing, so hiring a professional. Milestone six is, cover design. Milestone seven is, formatting, so getting the book published, ready, all that stuff. And then milestone eight is, launching the book. And so, that's kind of like... that's the overarching process. And then we have a ton of tools. But really for us, the milestones are at the front and everything else just supports those milestones. So, we're all about, how do we help our authors take the next step? And nothing else matters, but the next step.

Chandler Bolt ([22:17](#)):

So, we've got curriculum, we've got group coaching calls, you've got one on one, all that. But really, that is just a feature that helps the student take the very next step in the process. And I don't like over complicating things, so it's more just, "Hey, what is your very next step? And how do we help you get to that next step as fast as possible and as easy as possible? And so, that's what we try to do.

Kathryn Gordon ([22:38](#)):

And you're right with the outline. So John, my husband, who's written 24 or 25 books now, and we decided to write a book together, as you know.

Chandler Bolt ([22:48](#)):

Yeah, yeah.

Kathryn Gordon ([22:48](#)):

And the outline was the biggest thing. I sat down and I wrote a bunch of stuff out, and John wrote his stuff out. And we kind of got together and he said, "Honey, this is great, but that doesn't belong here. And then that doesn't." And I realized part of what makes his books, and I'm sure any successful book readable, is the flow, of course.

Kathryn Gordon ([23:17](#)):

And so, he really helped me figure out. And so, the outline is... You're absolutely right. If I couldn't get through that outline, I couldn't have done it. So, the outline-

Chandler Bolt ([23:27](#)):

Oh, gosh, yeah.

Kathryn Gordon ([23:27](#)):

... was huge for me.

Chandler Bolt ([23:29](#)):

Yeah.

Kathryn Gordon ([23:29](#)):

Now, two things. What if somebody comes to you and says, "I have this great idea, but I can't write. I'm not a writer."

Chandler Bolt ([23:42](#)):

I'd say, "Hi, nice meet you. My name's Chandler. I said the same thing six years ago."

Kathryn Gordon ([23:50](#)):

Okay. Okay.

Chandler Bolt ([23:51](#)):

But I mean, it's kind of... Yeah. I mean, as a C-level English student, college dropout, ADHD, I would take Adderall and go to the library to write a three page paper. And I would stay up all night while my friends would write it in an hour and turn it in and get an A, and I'm getting a C or a D. And so, I totally resonate with that. And I would say two things. One, there's a process that will make it easier, which I'll talk about. And then two, you don't have to write it, if you don't want to.

Chandler Bolt ([24:19](#)):

And so, the first one is, the process, which is, this is what I call, the MORE Writing Method. And so really, the, more, is an acronym. And it's the first four milestones that I just talked about. So it's, mind map, everything you can think of on that book. Outline, so turn that mind map into an outline. So, you organized sections and then ultimately chapters. So then you kind of come out of that with a 15 chapter or so outline that you can use to write the rough draft, which is what the R stands for. And then, so you get the rough draft and then, editing. And so that's the MORE Writing Method, so mind map, outline, rough draft, editing.

Chandler Bolt ([24:55](#)):

But then for some people who I kind of am in this camp, but speak better than they write. If that's you, then you don't have to write the book, you can speak it. So basically what we teach people is, it's kind of a cheesy acronym, but we talk about mowing down your rough draft one chapter at a time. And so we go... You start with chapter one and you'll go, mind map, outline, write. So, the MO. So, mind map,

outline, write. But then this is where it kind of becomes a choose your own adventure. If you speak better than you write, well, then you mind map, outline, speak, get that transcribed. Repeat that process. Either way, you're repeating the process one chapter at a time. You can write a chapter every two or three hours, or you can speak a chapter every 30, 45 minutes. And then you're making progress. And so now, all of a sudden, you get to that rough draft point. And then you bring in a really good editor and that editor will help make your book better, even if [crosstalk 00:25:53].

Kathryn Gordon ([25:52](#)):

Put it all together.

Chandler Bolt ([25:53](#)):

Yeah.

Kathryn Gordon ([25:54](#)):

Okay. That makes sense. Now, is it a one size fits all? We sign up for the self-publishing school and it's one flat fee, and we don't need to discuss fees right now, particularly, but...

Chandler Bolt ([26:11](#)):

[crosstalk 00:26:11].

Kathryn Gordon ([26:11](#)):

Or is it like piecemeal? Like, "Well, I can do that, but I need help with this."?

Chandler Bolt ([26:15](#)):

Yeah. For the most part it's, "Hey, you pay us. You go through the program. The only thing you really need to pay for, outside of that, is cover design, editors, formatters."

Kathryn Gordon ([26:27](#)):

Okay.

Chandler Bolt ([26:27](#)):

We're taking people through the whole process. But then there, we've negotiated exclusive discounts with all those folks. And we're kind of expanding as we've gone-

Kathryn Gordon ([26:36](#)):

Yeah.

Chandler Bolt ([26:37](#)):

... because now we're realizing, "Gosh, in some cases, people don't want to work with those people and find those people and whatever else. They want to just pay us to do it."

Kathryn Gordon ([26:45](#)):

Right.

Chandler Bolt (26:46):

So, we're kind of slowly pulling more of that stuff kind of in house over time, to just make it easier and simpler for people. But that's kind of the basic overview.

Kathryn Gordon (26:56):

Okay. Yeah. People are going to love this, because people email me, text me, call me all the time...

PART 3 OF 4 ENDS [00:27:04]

Kathryn Gordon (27:03):

... people email me, text me, call me all the time. "Hey, do you have 10 minutes? I have a book idea." All the time, so much that I would... John just got to the point where he was too busy to talk to every person, like you're saying. And so he ended up doing really a podcast, just a solo cast to explain the process of course, of getting a publisher. But this is a whole other thing because I have so many people that will also say to me, "But I don't know how to write," or, "I don't know where to begin."

Chandler Bolt (27:37):

I'll tell you what we'll do, I'll send them a free copy of this book and you can say, "Check out this book," or, "Check out this podcast," and that'll be really helpful to just get them started.

Kathryn Gordon (27:47):

I love that. Okay. Thank you for that.

Chandler Bolt (27:50):

You're welcome.

Kathryn Gordon (27:51):

That's good info.

Chandler Bolt (27:51):

Yeah, happy to.

Kathryn Gordon (27:51):

Okay, I want to move on to a couple little personal things. So you're from, say it again. South Carolina. Walhalla?

Chandler Bolt (28:01):

Yeah. Walhalla. It's actually German. It's like [inaudible 00:28:05], but it's Walhalla.

Kathryn Gordon (28:05):

Okay.

Chandler Bolt (28:08):

And so Walhalla, South Carolina, it's about 15, 20 minutes away from Clemson, which that's where most people have heard of.

Kathryn Gordon ([28:13](#)):

And you and your brother built tree houses?

Chandler Bolt ([28:18](#)):

Yes. I actually can't take any credit for this. This is my brother and my dad. But it's on the land where I grew up or one of them are. So basically they've built, it's called Bolt Farm Treehouses and it's become the number one Airbnb in South Carolina.

Kathryn Gordon ([28:34](#)):

Okay. So it's an Airbnb?

Chandler Bolt ([28:35](#)):

Yeah.

Kathryn Gordon ([28:35](#)):

Okay.

Chandler Bolt ([28:36](#)):

Exactly. So they built this, it's like this luxury romantic treehouse. That's another one I told John, whenever you guys want to go, I'll hook it up, but it is like this luxury romantic treehouse experience. And the first one, it's on my childhood home. And so I go back home. I can never stay in it because it's booked.

Kathryn Gordon ([28:55](#)):

It's busy.

Chandler Bolt ([28:55](#)):

It's booked every single day for months and months in advance, it's just gotten really popular. And so since then, my brother and his wife have built additional properties. And so they just built a property in Chattanooga with eight domes and two treehouses. And once again, booked out months in advance. And so, they landed on, there's a show on Netflix. I don't know if you've seen it. You've probably seen the ad on Netflix. It's like, world's most amazing vacation rentals.

Kathryn Gordon ([29:23](#)):

I haven't been on Netflix lately, but I'm sure anybody that, yeah, has seen it.

Chandler Bolt ([29:28](#)):

It's on there. It's on the Treehouse episode, they show it. But anyways, it's become wildly popular. And so now Seth's doing Needtobreathe and then he's got Bolt Farm Treehouses. And then, my parents are involved in the first one and they do that and I'm just the cheerleader on the sidelines. It's like the business guy that's like, "Hey, great work." [crosstalk 00:29:47].

Kathryn Gordon (29:46):

That's so neat.

Chandler Bolt (29:49):

I like separating personally, that's maybe this takeaway for people. I like separating business and family.

Kathryn Gordon (29:55):

Of course.

Chandler Bolt (29:55):

I don't want to go to my family reunion. I saw this when my brother and I wrote the book together, is I don't want to go to a family reunion and be thinking about, "Oh, I wish you would've done this thing in the business." I want to go to a family reunion and say, "I'm happy to see you, brother."

Kathryn Gordon (30:11):

I'm really glad to see you. That makes sense. We've learned that as well. Yeah, with some family members. Yep. Let's keep family, family. Yeah.

Chandler Bolt (30:21):

Yes. And it doesn't mean I can't support you. Of course, I'm going to support you, but like we're not going to be business partners.

Kathryn Gordon (30:28):

Things can get muddled.

Chandler Bolt (30:29):

Yeah.

Kathryn Gordon (30:30):

Yeah. Yeah. [crosstalk 00:30:30]. And because people work differently.

Chandler Bolt (30:33):

No doubt.

Kathryn Gordon (30:33):

My husband, he and his brother are very different in the way they do things. Yeah.

Chandler Bolt (30:38):

Yeah. And one note that might just be helpful for folks and because I get asked about this all the time too is about co-authors. And so I think you and John did one of the hardest things that exist, which is co-author a book. And then even harder than that is co-authoring a book as a spouse. And so I always say co-authoring a book is like painting a painting, but you have two hands on the paintbrush. And if you can imagine how hard that would be. I think it's one of the hardest things to co-author a book. You've got to really know what you're doing and you got to have some experience to be focused and all that stuff. But

I think that's just so cool that you guys did it and did it well. And it came out as such an amazing product.

Kathryn Gordon ([31:23](#)):

Thank you. And I have to tell you, it's funny that you're saying this because I'm going to share a quick little confession that before John and I wrote Relationship Grit, I was writing a book with another person and she probably won't listen to my podcast and she's a very nice person. And we were trying to write this book and there started to be some power struggles and she's younger than me. And so, I was asking important questions.

Kathryn Gordon ([31:55](#)):

And so I called my publisher and it was my publisher we were going to be using, so I was the hookup. And I called Matt and I just said, "Hey, da, da, da." And he goes, "Kathryn, I'm going to tell you something right now. Writing a book with someone is like a marriage. So if you don't want to be married to this person in this book for the rest of your life, don't do it." And I didn't do it.

Chandler Bolt ([32:21](#)):

Wow. Wow.

Kathryn Gordon ([32:21](#)):

And that catapulted me very quickly into my next writing, my book, which I was going to do with John. And then we wrote that and now I have two books in here that I'm working on.

Chandler Bolt ([32:36](#)):

That's amazing.

Kathryn Gordon ([32:37](#)):

So, okay. Another question I want to ask you that I've been asking lately and it's interesting. If people really knew you, what would they know about you?

Chandler Bolt ([32:54](#)):

Woo-wee. That I'm a workaholic and that I'm wildly focused and disciplined and gosh, if they really knew me, that's usually when the Needtobreathe thing comes out. Because I don't like to lead with that. I grew up my whole life where people were like, "Hey, you're Seth's older brother, right?" And I'm like, "No, Seth is my brother." And he's a decade older than me. So I was in that shadow of the super successful brother, wondering, am I going to be like the dud of a younger brother? And then also wondering, "Okay, are people being friends with me because they want to be friends with me or are they being friends with me because they're trying to get to my brother?" So, that was a weird thing growing up.

Chandler Bolt ([33:46](#)):

But I would say, so there would be that. It would be some of the other things and then, gosh, those are the main things. I struggle on the daily with scaling business, like the company is growing and I think sometimes they can look at the highlight reel and like a couple weeks ago I got Forbes 30 under 30.

Kathryn Gordon ([34:10](#)):

Yes.

Chandler Bolt ([34:10](#)):

And that is a very highlight reel moment. But people don't see that, they see that post and they think, "Oh man, must be easy and awesome."

Kathryn Gordon ([34:20](#)):

He's got it going on. Everything's great.

Chandler Bolt ([34:22](#)):

And it's hard. Running a business is hard. Writing books are hard, all those things. So it's just that they would see that there is a, I think this is what the people closest to me see is, man, there're times where it's just a battle.

Kathryn Gordon ([34:35](#)):

Managing other people are hard.

Chandler Bolt ([34:37](#)):

Yeah. Yeah. Oh yeah. All that stuff is a heavy weight that grows as you grow and as your business grows, but is also, you have to learn not to let that affect you, which I think that's what I'm really wrestling with right now is how do you do that at scale?

Kathryn Gordon ([34:54](#)):

Fantastic. That's good stuff, Chandler. Thank you.

Chandler Bolt ([34:58](#)):

Kathryn, thank you so much.

Kathryn Gordon ([34:59](#)):

You guys, check him out. Chandler Bolt, Self Publishing School. Thanks, Chandler. Thanks for being on the Kathryn For Real podcast.

Chandler Bolt ([35:08](#)):

Thank you, Kathryn, for having me.

PART 4 OF 4 ENDS [00:35:16]