



Podcast Episode 188
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“Two Masters Divulge More Secrets to Public Speaking and Published Writing”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I'm your host David Loy. And Andy we have a friend with us once again.

Andy Andrews: We have a friend with us once again, yes.

David: 21-time New York Times bestselling author.

Andy: 21, I thought it was 28.

Jerry Jenkins: It's 21.

Andy: It's 21.

David: It is 21, yeah absolutely.

Andy: Gosh, I'm kind of disappointed at you. You've only written 21 New York Times bestsellers Jerry?

David: Somehow you managed to turn 21 New York Times best selling books into a bad thing.

Jerry: Now I'm depressed.

Andy: Jerry Jenkins is here.

David: Jerry Jenkins is here. Your most recent book, *The Matheny Manifesto* has been on a New York Times list several weeks. On and off and on again and it continues to sell. It's fantastic. So Jerry thanks for joining us again.

Jerry: Great to be here thank you.

David: And if you've missed the previous episodes, these were earlier this year, episodes 174 and 175 where we talk about writing in general with Andy and Jerry together. That was a very interesting episode, to hear the two of you talk about how you craft a story.

Andy: I want to ask Jerry some stuff about marketing because this *Matheny Manifesto* thing, this has like, this book is on the New York Times list, it's taken off and it awesome. But I got to tell you, Jerry is able to kind of sit back while Mike Matheny goes on Good Morning America, he goes in The Today Show, and the author is like sitting at home, just like living it up and he's got the character in the book just pushing it. If I could've figured out a way for David Ponder to do press for me on *The Traveler's Gift*, it would've been much bigger book.

David: Jerry, what do you say about that?

Jerry: That's the advantage of non-fiction. My fictional characters don't cooperate either. But when you hit your star, a guy like Mike Matheny, you know, and they won again last night. This team is 20 and 6, it's the best start for The Cardinals, since 1899. I just told Mike, I appreciate it.

Andy: And I'm thinking you get to take some credit for it.

Jerry: Well I should.

Andy: I think it's the book.

Jerry: Definitely do, yeah. I'm trying to convince him of that too.

Andy: You milk that for all its worth.

Jerry: Yeah but The Good Morning America thing, really gave the book a boost. And the thing is the manifesto itself, this letter he wrote to the little league parents, was, went viral before we did the book. So the book is just an extrapolation of that and explains that. So it's a phenomenon.

Andy: Yeah, and it's a deservedly so. It's a great book.

David: Absolutely. Well and the reason Andy, Jerry is back here with us, I mean, first of all, you guys have become friends, I've hang out at your house recently, had a great time celebrating a friend's birthday, The Robert D.

Andy: The Robert D.

David: Who our listeners know well. But what I think is great as an observer of this relationship and one thing I wanted to address in this specific podcast episode, is the fact that we have two people that are at the height of their specific fields. We have Jerry Jenkins, the most prolific writer, probably arguably in our generation, if not more than that. I mean, this 186 books written, 17 million plus copies sold.

Andy: It is probably one of the proudest things in my career to know that I have teamed up with Jerry to sell 75 million books. Now of course the fact that he sold 70 million of those,

Jerry: Now maybe between us we've got that 28 New York Times.

Andy: Now maybe.

David: Close, yeah. That's funny though. So you've chipped in those 5 million, thanks Andy.

Andy: Chipped in a few, yeah.

David: Well, so we have Jerry at the height of the writing profession. And we have Andy at the height of the speaking profession. I mean, there are no other saw it after, more saw it after speakers in the speaking industry. And I've been in that industry for over ten years now. And I have seen the best and I've seen the worst. And Andy you always say.

Jerry: You got both of them at the table right now.

Andy: No, that's not true. But I do love those stories. You know, don't you, when you meet somebody and say, ok, who is the best you ever and who's the worst?

David: You always love talking about how you love to see two types of speakers, the very best and the very and the very, the most uncomfortable.

Andy: Yeah, it's like singers. I mean, you know, just don't be mediocre. I either want Andrea Botticelli or I want the guy who can't carry a tune and thinks he's wonderful. I just, give me something great or give me something horrific, ok. I can be entertained by either.

Jerry: It is always good to at least have a story to come back with. I was told, if you're going to be funny, you have to tell the person who introduces you to say that, you know, you're now going to hear somebody that you're really going to laugh. And so I told this woman, who was gonna interview me for the writers conference, I said, I'm going to do a lot of humor so you should say that, you know, I'm one of the funnier people you've heard or that I.

Andy: See I totally disagree with that but go ahead.

Jerry: Well I want to hear that, I want to hear about that. But somebody told me that and I've heard people introduce comedians that way. And so this woman gets up and she says, now, you all know Jerry, he's a bestselling writer. But he's also very good at jokes.

Andy: Oh, oh.

Jerry: That's how I got to get up there. So tell me, do you not like to be introduced as the funny guy?

Andy: No I don't. In fact, I worked for a long time as a comedian, right. And so one of the things that I found out the hard way, I won a couple of awards as a comedian. And I was like The National Association of Campus Activities, like a thousand colleges voting on their favorites in different categories. So one year I went comedian of the year, the next year I went comedian of the year and entertainer of the year. And so this was like a really big deal. But I had never had problems with audiences. And all of a sudden I was having problem to getting them. I never had a problem getting started, you know, just connecting; I never had a problem with it. And all of a sudden it was awful. And I couldn't figure out. And so after about three or four nights of having tough times with this, I just

happen to be listening to the introduction. Usually I don't listen very carefully to the introduction because for one thing, I always think, they're just saying some many nice things, that you just like, hey, it's not even good for me to even listen to this. But as I was listening that night, and I heard this guy in backstage, I hear this guy say, oh we have a guy tonight, and he has been voted by a thousand colleges, this is the funniest person you have ever heard in your life, he's the comedian of the year two years in a row. He is such a funny person that he's not only comedian of the year, he's entertainer of the year. You have never heard him. And boy I could just feel the audience kind of leaning back and crossing their arms and going, ok, let's just see how funny you are. And after that night I told everybody who introduce me, I said, don't even say anything about the awards, don't say anything. And all of a sudden back to normal. And as I became a speaker, you know, I would have people that would, and I still occasionally, I have people go, I saw you at Cesar's Palace with Joan Rivers. And so when people say that, before I really knew to expect it, they would get out and they would say, now the guy tonight, he's a comedian for years. Well you know, here we go, a harder time getting them to laugh. Whereas, so now if somebody knows that I say, don't say anything about it, just don't say anything about it.

Jerry: Interesting.

Andy: Because if people think, ok this guy's gonna be funny, this guy's gonna be funny, they're expecting you to be funny. This expectation creates an atmosphere that you have to meet that. But if there is no expectation, in fact, a lot of people go, oh my gosh, we got to listen to some guy for an hour. Well all of a sudden you're funny, oh this is great, right. And so anything you can do to under promise, over deliver, it really.

Jerry: It makes sense because often I get introduced as the left behind writer and so they assume that I'm a pastor or theologian or scholar, which I'm not. And so if I do some humor, it's so refreshing, and of course the church crowd, they're so desperate for humor.

Andy: That's exactly right. That's exactly right. And so I really think the more that they don't expect it, the easier it is to get them to laugh. And you know, but the thing you said about the introduction.

Matt Lempert: Attention, this is Matt Lempert, producer of the *In the Loop* and I'm interrupting the conversation to quickly tell you about a live event that Andy is doing this Summer. Listen close because he might be coming to a city near you. The Champion Life project is taking place in ten cities across the country in June of 2015. The cities are Denver, Los Angeles, Seattle, Orlando, Albany New York, Columbus Ohio, Des Moines, Kansas City, Dallas and Atlanta. At each of these events Andy will be teaching in depth on parenting principles and on actionable ways to improve your family, your relationships and your life. This is an amazing opportunity that you don't want to miss. The Champion Life project is sponsored by AdvoCare. Tickets are selling out fast so contact your local AdvoCare independent distributor or go to AdvoCare.com and click the find the distributor button for more information. Please know that this is not a business meeting. There will be no business pitch or presentation, only great content from Andy. This is AdvoCare's way of investing into the parents, families and relationships in your community. Now back to the show.

Andy: Uh man, introductions can kill you, as a speaker. Because they, and this is why, this is one of those things that I think speakers should absolutely control their environment as much as they can. So that you have the introduction crafted, you have it like you want it. And makes sure, somebody, your representative or

somebody says, this is what needs to be said. Now you're really doing it for specific reason, ok. Part of the reason you're doing it is so that it sets you up for what you're about to do. Because if you let people go, and do whatever they want to do, listen I have had some of the worst introductions. And here's one. Our speaker tonight is, like, he's my favorite. And I saw him on TV the other night, he tells one of my favorite stories, he tells the story of da da daa and he tells the story. And you know, he was homeless when he was 19, his parents died, his mom died of a cancer, his dad was killed in a car wreck. He lived under a pier, and he met this old man. And he's, the guy's doing my whole speech but he's missing all the punch lines, you know. But I've had it happen so many times, where it goes, he's known for such jokes as and he'll tell one of the jokes. I also have heard him say and he tell one of the, and it's like, oh my gosh. And you're backstage, now you're editing, how do I start this now because he's doing everything I was going to do.

David: He just did my bit.

Jerry: And if you have them do the thing too, and I've seen this so often, I wonder if you've had this experience where you get the crowd in the palm of your hand and you finish strong and then somebody comes up an sort of tries to guild the lily. I mean, it's like, they want to help you or something, I mean, they can't do better. But they wanna add, like they wanna be the last person to say something cool.

David: So that they can say that they shared the stage with

Andy: You know what, I'm fine with it as long as I'm gone. As long as I'm gone they can do whatever they want to do. But it's also why as a speaker, you know, if I'm there as a consultant and I'm working with the company, I'm fine with answering questions, ok. But if I am delivering a speech, then you don't want to

answer questions, because it's like, now you gave everything you could give and you ended on a higher note, now you're going to kind of come back out. And you know it's going to end, is that, no more questions? Ok, well good night. It's just going to nothing.

Jerry: Fizzles out.

Andy: Yeah, and so to keep that high thing in their mind, it's like ending, as a writer, I mean, do you have a special way that you like to do, you think of, that you have to come up with this kind of an ending or?

Jerry: Yeah, I always teach that a book, especially a fiction has to have a resounding conclusion, it's like a curtain coming down. And it needs to be resounding thud, not depressing, but it has to finish strong. And then you don't want to add, some people say, now we got study questions. Well certain kind of books, if it's not fiction, that's one thing, but a novel needs to have that end where you go, wow, that really got me, you know.

Andy: Yeah, I agree. And you know, when you've written 21 New York Times bestsellers, you can dictate to the publisher what you want at the end of the book. Because I agree, that sometimes you get things that you wish weren't there.

David: That's a good question though. Do you ever have any push back on how you've ended?

Andy: Not any more he doesn't.

David: Well that's what I'm asking. Like do you still encounter any of that?

Jerry: Yeah, sometimes. You know, there are times when you get some editing where, and I always say that a piece of published writing is always a duet between the editor and the writer. And I never want to get too big to have an editor. But sometimes you get some editing and you go, you know, really, this didn't help. This made it different but it didn't make it better. And here's why I wanted it, this way. And usually they'll let your way, because you've had some success. But occasionally if they take the music out of it, you just say, let's talk to somebody one step above and see if they don't agree that this would be better the way I had it.

Andy: Yeah, because man, there are times that I feel like I'm trying to do something specific and it's almost like I told a joke and you didn't get it.

Jerry: Well I remember I had a gift book that's about Joseph, the father of Jesus, and it starts with him laying on his back, in the darkness. And I said, his fingers were interlaced behind his head. I referred to him, as the worker of wood. And the editor changed it to, the carpenter. And I said, everybody knows he was a carpenter, can we use a little creativity here, you know. And I had to appeal to the publisher, they said, why do you think we assigned this book to him? Is because he's a creative writer.

Andy: Yeah, anybody could've been carpenter.

Jerry: Of course, we all know that. So sometimes you do have to step in and insist, you know.

Andy: Yeah. It's funny to me though, that and you are so much farther on this, I can really envy your position because now that I've had a little success with my books, some of the things that they used to give me a hassle about, now, it's my

style. That's his style. But before it was just bad English, you know. Now, it's his writing style. And so that's funny to me. I had a situation though, and I haven't told many people this but this is kind of funny, I think you'll get a kick out of this. When *The Traveler's Gift* was being done, it was the first book that I had ever had done by a major publisher. And so one of the scenes in this is when David Ponder comes in and he's gone back into time and he's meeting Harry Truman, and so, in this book, Harry Truman, I've got Harry Truman cussing, you know. He says, damn, he say, hell. And he ain't gonna say anything worse than damn and hell but he said damn and hell several times. And the publisher said, no, we can't put that in there. What do you mean you can't put that in there? You know, our, some of our books go into Christian bookstores so we can't put that in there. And I said, you know, it's not like I kind of came up with some character, just making cuss. I mean, everybody knows that Harry Truman cussed. And it's not horrible, it's just damn and hell. Sorry, can't do it. Alright, ok, so I put it in there, he cursed, right. So then we get to a certain part where he's with Abraham Lincoln. And so they say, the fact checker comes back and says, oh you can't put that in there because that's not historically accurate. And I said, what do you mean, what's not? Well Lincoln didn't really say that. Well, ok, but you can't say that I can't do it with Lincoln and I have to do it with, I mean, you can't have it both ways. And they said, look, in a book like this, this has to be accurate. I said, well why? And they said, because in a nonfiction book. I said, wait a minute, this is nonfiction to you? And they say, well yeah, this is gonna be in a nonfiction category. I said, now think with me here. A man goes back into time and meets Lincoln, and he meets the archangel Gabriel in a room in heaven. This is nonfiction to you?

Jerry: He talks to Truman and Lincoln?

Andy: Yeah, yeah.

Jerry: I got to meet this guy.

Andy: And so, but it's funny, the arguments that you end up with. And by the way, I love what you said about ending it, to me that say, a Carol Burnett ending, not a Saturday Night Live ending. I love this Carol Burnett ending, and those sketches used to end with a punch, but The Saturday Night Live ending is like, like everybody claps and just walk off.

Jerry: Time for a commercial.

Andy: Right. Yeah.

David: And you're wondering, if it was really over, did I miss the ending or just kind of floats?

Andy: Exactly.

David: Another thing I wanted to ask both of you, you're both notorious for meticulous research. Andy you do historical, odd historical stories that people don't know but you love to research those things. Jerry, in a lot of your stuff, especially *Empire's End*, which is about to be released.

Andy: When does that come out? When does *Empire's End* come out?

David: It comes out

Jerry: June 9th.

David: June 9th, available everywhere books are sold. Amazon and anywhere else, you can find that.

Andy: I'm sure Mike Matheny will be going around promoting it for you.

David: But you, especial in that book, but all of your books, you do a ton of research, especially anything that requires as such. I remember you talking about a story, I'm not even gonna try to tell it, but you do a lot of research. Talk about why that's important to you?

Jerry: Well, I make a big point of the fact that the definitions for fiction and non-fiction have flip-flopped. Non-fiction today, to be credible and to be saleable, have to be unbelievable. And so the fiction has to be believable. I mean, it's kind of ironic when you think about it.

Andy: Isn't that odd? Yeah, I know what you talk about.

Jerry: So if you write a fiction book like I've done a lot of police procedures, if I get the weaponry wrong, if I say, a gun does a certain thing and a cop reads that, and goes, that gun doesn't work that way, the whole fictional construct becomes unbelievable and they go, that wouldn't happen. And so I've lost credibility and the fiction doesn't work. And so I research everything. And if I'm writing about the Apostle Paul, like I did in *The Empire's End*, I wanna make sure that the stuff that's biblical is accurate, and doesn't violate scripture. And the period stuff, I mean, I can't have things, you know, implements or cooking implements or clothing or sandals or anything that's out of place, time wise or for sure some scholars are gonna go, boy, they didn't even have that kind of thing back then. So it's important for credibility sake to do your research.

David: Andy, it's a passion of yours but you also have become very detailed in your research when you're writing something like that.

Andy: I have. And the research for me is kind of reached an odd point. And I wonder what you think about this Jerry. Because I've had, as I'm writing the books that I write and I have these historical tie ends to my stuff and the publisher will have fact checkers and sometimes they'll come back and I've had them come back and say, oh, you know this didn't happen this way, it happened this way. And I'm like, well, you know, I can show you the research that I did. And I have had come to a conclusion that I've had to explain to the publisher and tell me what you think about this because I think, I would be curious. And that is, I think that a lot of people need to understand how history even gets recorded. Because something that happened a couple of thousand years ago, for a long time, it's just kind of passed down orally and people talk about it. And at some point, you know, it's going from son to son, you know, father to son, father to son, and then somebody decides to write it down. And when they write it down, somebody else reads it and they go, well that ain't what my daddy told me. And so they write another thing. And then another several hundred years ago, and those kind of float around and maybe there's another one. Well then at some point, somebody writes a book and people start using that book as research and they use it and they cite it or don't cite it. Then by the time the internet rolls around, there's so many different versions of what happened that you really kind of as an author, I find myself choosing the one that I like the most or that fits what I'm trying to put across the most. Because you can find some of those things that there's a lot of different versions of what really happened.

Jerry: That's true. And I think that's what's fun about research, is that you kind of go to the experts and go to somebody that study this for years. And what they tend to try to do is to put all those together and say, what really makes the most sense? When we really study the artifacts, which one of these really makes most

sense? And they'll cite them all and say, here's why this one is probably closest to the truth. And that sort of becomes the new.

Andy: That's why with the publishers I say, don't come to me with the Wikipedia article. Or I really read more than Wikipedia about.

Jerry: Or because you read that one first and you think that's the way it is, and I read this one last and I think that's the way it is.

Andy: Have you found, one of the things I love doing and really I think Joshua Chamberlain hooked me on this, because with *The Traveler's Gift*, when that book came out, I found that character Joshua Chamberlain, that had really done this amazing thing at Gettysburg. And then I kind of linked that Butterfly Effect to it, which is real but that whole thing, it just blew my mind that so many people did not know who Chamberlain was. And so I really have enjoyed through the years finding, I read odd, odd, odd history and I love finding these characters who are pivotal characters, have just amazing stories, that nobody's ever heard of. That I never heard of.

Jerry: Yeah, that's great fun. And you know, I had fun when I was writing *The Left Behind* series, because it's set in the future. And I need to be careful, I would talk to consultants about futuristic possibilities. And they'd say, hey anything you can just about imagine will be here in five or ten years. And so I imagined this incredible weapon and airplane, you know jet plane. And so I wrote about it and gave it a name and everything. And the editor came back to me and he said, I can't find this thing anywhere. And I said, well you're not living in a future yet. It's not here yet. As long as I make sure that didn't defy gravity, you know, it was there, but it was so much fun because he spend half of day, looking the thing up.

David: That's so funny.

Andy: I had one, I tell you this, I know you're wanting to stop David but I was laughing the other day because I was reading something I'd written a while back. And I had one of the characters that was going to Google something. And I remember getting into the thing with the editor and the editor wanted, because editor said, you can't put Google in there, this is a new company and in two years, they'll probably be out of business, and no one will know who they are. And so I just have, search engine.

David: Good call by that editor. Wow, I could.

Andy: One more thing.

David: Yes.

Andy: *The Noticer*, my book *The Noticer*, I mean, they said, you can't call it *The Noticer*, that's not even the word. And I was like, neither was Google a few years ago and you didn't like that one either.

Jerry: I tell you one thing, noticer is the word now.

David: Yeah, absolutely. There you go. Well I could listen to you guys talk back and forth all day. And Jerry we might have you join us again in a future, but you mentioned *Empire's End*, give us a snapshot, what *Empire's End* is and tell us what that's about?

Jerry: Well the fictional construct is that we've found the personal diary of the Apostle Paul. Now, a lot of his writing is obviously everything in the testament makes up about the third of the New Testament, but...

Andy: It is like his grocery list.

Jerry: It did, yeah. What it has is a love interest, which may have been his thorn in the flesh. But I made it up so I'm not spoiling anything here. But the fun thing for me was, the scripture says that he spend three years in the wilderness. And a lot of people just forget about that. You know, they know about his conversion on the road to the Damascus. But they sort of skip over this part where he's exiled to the wilderness and has this encounter with God where he's really taught all this theology that he uses later. And so I based a lot of this novel on what happen in the wilderness. And I mean, there's some exciting blood curdling stuff that happens there besides his romance that I'm not gonna spoil it and tell you what happens. But that's what's really mixed up a lot of *Empire's End* and I think people will enjoy it.

David: That's fantastic.

Andy: Awesome.

David: That's very cool. Make sure that you check that out. If you have not read *I, Saul*, go pick that up as well. *Empire's End* available anywhere books are sold, Amazon or wherever you choose to buy your books. Go pick that up. And if you haven't seen Jerry's site, go to jerryjenkins.com, enter your email address and get plugged into some exciting things. Jerry I had somebody tell me the other day, they attended at my request, they attended your webinar, that you did on writing. And this was a person who has no interest in writing, never really told me that

they want to write a book, but I wanted them to experience what you're doing from an unbiased point of view. Obviously I'm biased, I know you, but I wanted to hear somebody else's point of view. So they went through that and he came back to me afterward and he said, I've never wanted to write a book in my life and now I do. And now I feel like I've got the tools to get started. So I mean,

Andy: That is great, more competition.

David: It was unbelievable. I mean, there's just some outstanding stuff that you're putting out on jerryjenkins.com and anyone that's listening to this, I think would benefit from being a part of that.

Andy: I did. I was on that webinar.

Jerry: I appreciate that. If he didn't want to write a book, he may have been the only person in the United States.

Andy: That's right, boy, everybody wants to, don't they.

David: Yeah, absolutely. Well Andy thanks for your time, and Jerry thanks for joining us. We'll look forward to talking with you again in the future and Andy we will talk to you next week.

Andy: Yes you will. I'm looking forward to it. Thanks Jerry, appreciate it.

Would you like to run something by Andy? Contact us and your question might be featured on the show!

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