



AUTHOR
REVOLUTION

PODCAST
TRANSCRIPT

EPISODE 41

Can Hiring a PA Increase Your Publishing Speed?

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Carissa Andrews 0:01

this episode of the author revolution podcast is sponsored by the windhaven witches. Nestled in the woods of windhaven. Massachusetts Blackwood Manor waits to unleash a dark and deadly legacy. When autumn blackwoods shows up at windhaven Academy she hopes to find out what dormant power she possesses in order to have been accepted to the elite supernatural school. Instead, an accident brings her face to face with a deadly legacy that could either save or Doom them all. Fans of Kelly Armstrong, Joe Hill and Jennifer armentrout will love this supernatural ghost series. Head over to your favorite bookstore site now to preorder the hunting first book, secret legacy, available September 15 2020.

from your experience, do they know the term rapid releasing, I guess is what I'm trying to do?

Jenny Bodle 1:05

I think they do. You know, I mean in the people that I work for that actually like, pre put out their dates and stick to them and things like that do tend to make more money than the ones that are just winging them out there.

Carissa Andrews 1:19

I'm Carissa Andrews, and this is the author revolution podcast.



EPISODE 41: CAN HIRING A PA INCREASE YOUR PUBLISHING SPEED?

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Being an entrepreneur can be challenging, especially when you're managing the life of a rapid release author, without any backup. It's like being a single parent and raising a ton of kids all on your own. Just as an example for today I'm actively marketing secret legacy, soul legacy has been sent to the editor. Haunted legacy is literally wrapping up its final chapter today, and I start curse legacy.

Tomorrow. Plus this morning, I've been in talks with my newly hired cover designer is going to be working on all of the Diana Hawthorne series covers for me about what I want Diana and her series to actually look like. So basically, I'm already working into 2021 hits intense. Every one of those books are in different phases of their creation, much like kids who are in different phases of development.

At a certain point, they do all grow up and eventually move out. But until then, life is in perpetual chaos.

So what if I told you, you don't have to do all this sort of stuff alone? Would you jump at the opportunity? Or would you ask me what the catches a couple of years ago, I can say with absolute certainty that I never saw myself hiring an editor, cover designer or a personal assistant. It just seemed too far out of my reach and my budget. Now I've got all three under my belt and I've been working with my pa Jenny for almost a year. In fact, it'll be a year next week.

As I've gone forward, and as I've been working with her, I can't imagine my author life without her. She's not only helped me increase my writing and publishing speed, but she's been a springboard for ideas, the originator of some incredible marketing plans that are actually helping me get my books out there, and has truly become more than just a PA. She's actually part of my family. Granted, it does help that she lives in the same small town as me too.

So for today's episode, I am bringing Jenny in for a special author revolution podcast interview, where we talk about all the things personal assistants can do for you, and will show you what's possible. So that way, if you're ready to ask for help, you know exactly where to look. You're ready. Let's get started.

So today we have my BFF slash PA, Jenny bowtell. She is here today and she's going to be talking with us about all sorts of things when it comes to

Helping us kooky authors kind of deal with the rapid releasing.

And before we get started, though, I'm going to kind of turn everything over to Jenny and let her tell us a little bit about herself. Because I'm sure you as the audience are wondering, who is this lady? What's up with her? So Jenny, tell us a little bit about yourself. Well, well, my name is Jenny, obviously. And

Jenny Bodle 4:26

I'm a stay at home worker with you know, a couple of kids that like to move in and out and a few dogs that like to, like, freak out. And yeah, so if you hear those in the background, that's what it is. And my husband, we live in a little bitty town with very few people and thank goodness for that. Right? Right. So I love it out here on 60 acres with a little pond in the backyard. It's just beautiful. So yeah, awesomeness.

Carissa Andrews 4:52

So obviously, you are now a stay at home worker that is doing personal assistant work for authors. So you do a lot of like really cool stuff. So what what initially got you interested in books and in being a PA like, in the beginning?

Jenny Bodle 5:07

What? There were two different questions there.

Carissa Andrews 5:10

Okay, well, what would you like me to ask then woman? Okay, what got you interested in books at first in books?

Jenny Bodle 5:16

Okay. So when I was a kid, I was like, even in the special ed like reading classes and stuff, because I couldn't comprehend. I could read all day long. But you asked me anything about it. And I was like, I don't know. Yeah, I couldn't even tell you what the main character's name was. So obviously, I graduated high school and all that kind of stuff. And I had some kids and of course, it was when Twilight came out, and they were like, Mom, can we read this? And I'm like, um, you're like, 12? I don't know. Let me break. All right, I gotta read the stupid books. So I read them and obviously they could read the four I let them read the first three, but not the last one. Not until they were older. And yeah, I never put them down and apparently the comprehension things on an issue anymore. So but as far as being a PA, that was Because of you. I didn't even know this guy really existed until we started chatting, to be honest.

And I'm so glad because it was so wonderful to be able to like, just from a reader perspective, go, Hey, would you really be interested in helping an author?

Yeah, well, and I have come to find out since then that that's what a kind of a lot of the authors do, initially that their first pa is usually a fan of their group, like one of their top fans that they then trained, but then they're like, I don't have time to hold your hand. So then they hire somebody else who's been there and done that. And, you know, they'll still use the reader fan, but generally, they'd rather be writing than trying to teach you how to do the job. You know, and I totally get that. Yeah, when I came to you and was like, hey, so have you ever given any thought to this? Or would you give thought to this?

Carissa Andrews 6:51

What was your first thought on that where you're like, what are you like?

It was like, What the heck is that they and what would I need to do? You know, I mean, I'm game for it, but because because we were friends and I was doing I'll help you out. I don't care, you know? Yeah. So since then, from what you've taught me and other people have taught me, it's pretty intense, actually. But it's fine.

So, did you think that there was this much going on behind the scenes of being an author?

Jenny Bodle 7:19

You know, I didn't really differentiate between indie and traditional at that point, you know, to me, an author was an author was an author and I didn't realize that how much yeah, that traditional authors have done for them versus how much indie authors do for themselves? Yeah, so that was kind of crazy. To find out.

Carissa Andrews 7:42

Sure, yeah. And you're like wait a minute, no wonder you need a PA. Holy cow.

Jenny Bodle 7:46

Not only that, but you know, you're selling your books for a quarter of what the what they sell it for sometimes, but yet you're doing three times the work for it. It just it blows my mind. You know, I mean, here are these people who are making millions of dollars off They're books. And then you have you guys that are just like, please find my book, you know? Right. Right. Yeah, it's crazy. It made me rethink the whole thing.

Carissa Andrews 8:11

So that's interesting. It's a different perspective for sure. Because from the author side, you know, being an indie was just like it.

He was like, the most natural step for me just because of the control aspect of it, and being able to have that creative freedom to pick and choose and to do things the way I want to have them done. But the workload, like you said, is super hard. And when people don't originally know you exist, you know, you're having to do a lot of these competitive things like keep your prices really low, you know, trying to get yourself out there and trying to do as much of the drum beating really, honestly to get people to notice you. And that's a lot of the times where the rapid release mindset comes in. It's like, the more that you release, the more people know that your books exist, the more it's almost like a snowball effect, and it's an easier way sometimes than advertising. Because the advertising obviously cost money and so it's it's like a lot of these other authors if they're starting out, and they don't have a war chest like I didn't I mean, I started out where it was like a \$25 promo was like, Oh my god, can I afford this? Right? So I'm glad I'm past those days but at the same time, it's like, yeah, I get where they're at and and like you said, it's like it's such a juggle to be doing all these things, and I could see why some authors call it quits.

Jenny Bodle 9:27

Yeah, yeah, actually, I had one this morning that messaged me was like, I'm done. I'm like, You're so good. You know, but yeah, I totally get it. I mean, there comes a point where you have to say, am I is it justifiable? You know, am I making enough money versus what I can afford? So? Absolutely.

Carissa Andrews 9:45

I know that there's been a couple of times for myself in the past, even after I finished the pen. damas Chronicles thinking, you know, is this even like doable? Like, what am I doing wrong? And I think a lot of authors feel that way. Like if they're putting their stuff out there and they're not getting traffic That they think that they would have gotten by a certain point, it's very easy to get discouraged. And whether they have and especially if they don't have help, you know what I mean? So if they have the support of someone else, helping them get their word out, or or even just like you, you, I know, we haven't gotten to those questions. Yeah, but you offer a lot of moral support to your authors.

And so sure, not only are we able to lean on you to be able to, you know, focus more on the writing and be able to get our stuff published and out there because of your help. But you're also a really great support system to just be like, Oh, my God, I can't do this today are like, yep, get those words in there. I don't care. Just do it. Right.

Jenny Bodle 10:42

That's why you made me for the freakin What was it? I'm a life coach and cheerleader on my website. It was freaking hilarious. And everybody laughs at it too. So I mean, it helps them realize that it's not it doesn't have to be all business that it can you can have fun with it too. So...

Carissa Andrews 11:00

Guess what, we're all people, authors or people, or people. It's like, Come on, guys just have some fun.

Jenny Bodle 11:06

Yeah. And sometimes you just need to chat, you know, and not everybody understands that.

Carissa Andrews 11:12

Oh, yeah. Not, not everybody understands authors or readers. I mean, I don't know. It's like that geek culture, in a sense, where it's like, if you don't have the same kind of geeky vibe from someone else, it's like, they just don't get you. Right, you know what I mean? And so it's like, you can have like, the greatest lines in a beginning of a book, for instance, you know, like, I'm thinking, Wade, and Autumn. It's like, they have their kind of geeky conversation, you can tell the people who are not geeky, because they're like, I just don't get it.

Jenny Bodle 11:38

They're dynamic. And I'm My favorite part of the book, right? Like three quarters. I mean, I'm like, Can you pull some quotes and stuff out while you're in it?

She's like, Yeah, but I'm almost done with it. She's like, the only thing that stands out in my mind is when they meet, I'm like, she liked that part.

Carissa Andrews 11:55

Right. And there's so many people who it's like, if that's not their thing, they're not going to connect with it. They're not I think that the, you know, the relationship is as cool as it actually is. Right? Right. It's the same thing with authors where it's like, if we don't have someone to talk to who gets us, whether it be from a PA or from a husband or a spouse of some sort, you know what I mean? It's like, yeah, you kind of start feeling like you're going a little nuts.

Jenny Bodle 12:19

Yeah, I get that. And sometimes you just need to vent about that spouse or that husband, you know, or, or the kids or whatever. And I'm cool with that, too, because I have them all, you know, right. So you're like, I have been there and done that. Yeah. But it has been fun learning. A lot of the ins and outs, you know, I've learned that I like playing with graphics that I'd never would have guessed that, you know, I mean, I'm not great. Don't get me wrong. I am not a graphic designer. But I can throw together a pretty cool promo image.

Carissa Andrews 12:47

I think you've come a long way. Especially like when I when I think back to like the beginning. And for me, I'm like, Hey, man, anything you're doing right now is better than me trying to do at all. It was like I didn't I didn't care one way or the other, but you've learned So much. And I didn't have the time at that point to be able to like really deliver a lot of graphic design details to you. So everyone's gonna be like, well, I tweaked the font a little bit. Yeah, that's about you know what I mean? Yeah. Having those other authors on your on your roster who have been more picky than me, has been helpful, because it's, it's up to your game so much that it's like, I haven't had to do anything. You've just gotten better on your own.

Jenny Bodle 13:24

Yeah, that was fun. Some of the authors are fun, and some of them are just like it and I totally get it, you know, and I find that it's easier to just throw something together and show it to them and they're like, no, move that up. No, use a different Yeah, I mean, like, as long as as a background and some words, they'll tell me what they want.

Carissa Andrews 13:41

Nice.

Jenny Bodle 13:43

That's it, and everybody's so different. Like, one of my authors does not want any weird fonts. You know, you can just put it regular every single time and she's great. The other one she wants hers to be more like, boxy looking and you know, it's you know, so it's weird. You kind of have to get to know Each author to know what they like for their images,

Carissa Andrews 14:03

For sure. Well, and it kind of goes back to the author branding to every author is going to have a slightly different vibe for their branding and so that they'll want to keep with something that's similar or that will instantly scream that this is my brand and you're going to know it as soon as right yeah, so

Jenny Bodle 14:16

Yeah, that's one of my others is like like that she she even sent me this is the font that I use, use it unless it looks like crap and then find something else. But if this one works, use it. I'm like, all right, I can do that.

Carissa Andrews 14:29

Nice. So how many authors do you work with on a continual basis then?

Jenny Bodle 14:35

Right now nine, which is quite a few, obviously, as was I just signed this morning. So I mean, I don't really know what's going to happen there yet, hopefully. But I've kind of worked with her for a while she started out for me with all I did was 3d her book images, and she would send me a signed copy of the book whenever it came out. That was how we worked and I was fine with that because I'm like, cool. I can sign books and it took me two 30 minutes tops. You know what now this has been 123456 books later. So you know if she does every four to six weeks now she's hired me full time. So some of them I only do like newsletter swaps for which are not the funnest thing in the world to do. I'll tell you that.

Carissa Andrews 15:18

What I have to say you're one of my people or I'm one of your people who asked you that.

Jenny Bodle 15:24

You are and I do them happily. But it's not my favorite thing to do. I'll just say that.

Carissa Andrews 15:29

Why do you think you're doing it, Jenny?

Jenny Bodle 15:33

And that's why when Kayla goes on full time with me, she'll be doing them.

Carissa Andrews 15:39

Nice.

Jenny Bodle 15:40

She's still learning and the first few times I did I was like,

Oh my god, I'm never gonna get this many people and then this fast and then all of a sudden you get a big boom of like, everybody want newsletters at the same time. So yep, it is what it is. But yeah, that is someone who just do newsletters, some of them I do everything. I'm basically there. beck and call I mean, I even have one that I remind them every morning not to drink coffee.

Carissa Andrews 16:05
Not to drink coffee.

Jenny Bodle 16:07
Yes, she's trying to quit drinking coffee.

Carissa Andrews 16:09
I am so sorry for having to give up coffee. Whoever this person is.

Jenny Bodle 16:14
Ya know, she's hilarious every morning. I'm like, no coffee for you. And then she gives me like the frowny face or But please, you know, don't like I wasn't there. I was like, and I finally told her I'm like, if I had to see you in person, I would probably totally cave. But because I've never seen your face. And I don't have to see you one on one. I'm gonna tell you know, every time.

Carissa Andrews 16:34
Nice

Jenny Bodle 16:35
And you can hit me from that far away.

Carissa Andrews 16:37
That's true, too. Oh, yeah. Good point. Yeah. You could you could do the fake one. The fake slap or something. There's there's probably gifs for that matter.

I'm sure I've sent her a few throughout the day. She was whining about it yesterday. And I was like, Oh, it was it. Kevin Hart one it says no, no, no, Hell no, no, just no She, she was laughing about it.

Jenny Bodle 17:04

So at least we can joke about it even though it's kind of a serious thing. Sure.

Carissa Andrews 17:09

That's awesome. Oh my gosh. Well, okay, so let me ask you a question then of all those nine authors, how many authors do you work with that actually do a rapid release model? Or even if it whether or not it's rapid release, or they are just rapidly releasing? are, how many of them actually do that?

Jenny Bodle 17:29

Um, let's see. Probably, probably about half, I would say, you know, but the thing is, is I don't know that they would call it rapid releasing, I think they just write a book and put it out and it just happens to be within a timeframe that is considered rapid releasing.

Carissa Andrews 17:46

So do they not? Are you saying that they're not putting together a plan for it and they're just releasing it whenever?

Jenny Bodle 17:52

Right? Okay. You know, they are also ones that really don't do blog tours or anything like that. They just put it out there. They put ads on It they do promo images and share all over Facebook, that kind of thing. But there's no real plan to it, if that makes sense.

Carissa Andrews 18:10

Sure. Now you have it works for some of your authors, because, you know, you have some very successful authors that you're working with.

Yep. So it I mean, obviously, whatever they're doing, whether it be just the rapid release method, whether they call it that or not, or whatever way that they started out, advertising their product, it's, it's worked for them and it's done a really good job of helping them get seen.

Jenny Bodle 18:36

Yes, yes. Um, one thing that I do know that one of them that would be would go crazy if she actually called her rapid releasing, but she tends to do a lot of conventions, but like we're authors get together and kind of talk about the writing process since the I guess it's an all writers convention, I guess. But we're console. Yes. Yeah. So she would go she goes to like two or three of those a year. And just happens to bump elbows with the right people. So that's kind of how she so then they get into each other's groups and they, you know, she makes friends with them. So instead of going out and making friends with a fan, she makes friends with other authors to then be promoted in their groups.

Carissa Andrews 19:17

So that makes sense in a certain degree anyway because now you're tapping into their audience or you're tapping into your so it's kind of a win win. It's a lot easier than trying to tap into every single fan versus

Jenny Bodle 19:32

You know, I mean, it's just don't get me wrong. She She definitely interacts with her fans, and she answers any questions that anybody posts or anything like that, but she doesn't go out there looking.

For more people for her groups, she goes out there to just hang out, I guess I don't know how else to put it but that, you know, she doesn't really do takeovers or anything like that because she has anxiety, but you have to love I'm finding a lot of authors do

Carissa Andrews 20:00

I have anxiety about those author takeovers. Are you kidding me?

Jenny Bodle 20:03

There are like, Oh, yeah, crazy. There's a group chat that I'm in that we're all like, anti takeovers. I mean, it is, it is a lot of work for you guys, but in the same Okay, so you guys go in and post we're already making the promo images and that kind of thing. So then say you go into a group that has 10,000 people, and 500 people comment and you have to pick a winner, one winner, that means you have to go in and either right all these names down or put them in random. That's a lot of frickin names to put in a random selector that just, it takes forever.

Carissa Andrews 20:45

What you do is you just scroll like a yatse thing or something and then just pick one?

Jenny Bodle 20:49

I have done that to be honest, because it just is so overwhelming. Like she did like one of my authors did like five giveaways. And all of them it wasn't Yeah, it was a With a group that had over 10,000 Fangio people in it so there was like, hundreds and hundreds of comments and I'm like, I just can't do it. You're winning. You're winning, you're winning.

Carissa Andrews 21:11

Turn into Oprah you get a car, you get a car.

Jenny Bodle 21:14

That's what just felt like, I'm like, I can't I just can't do it. So that's funny. Yeah. But I do try to make it fair. Like if I if I do takeovers, and things like that, and I am picking winners, if there's only say, like, 10 people participating,

I make sure that all of them get something. You know what I mean? So I'm not gonna say, Okay, I'm not gonna do the random selector. I'm gonna go, Well, these three people did it on this one, five people did it on this one. So these two over here that didn't are going to win this one. You know, I try to make it fair. Sure. That's awesome. Yeah.

Carissa Andrews 21:47

So in your experience, then working with so many authors, who do you think or what do you think I guess it's really the difference between the people who rapid release whether they realize it is rapid releasing or not. And those who don't like what do you think? The main core differences.

Jenny Bodle 22:04

No, I just mentality is the big thing. I think, you know, a lot of people don't want to be pressured into that. I have to have it done in this amount of time.

Carissa Andrews 22:15

You know, so they're afraid of deadlines.

Jenny Bodle 22:17

Oh, for sure. And those are mostly my anxiety people, you know, they they'll write all day long. And they may get a book ready, and they'll send it off to edit and this, that and the other. But it doesn't necessarily mean that it's going to come out in three months or five months or six months. It just depends on when they get done writing. And those are also people that write by the seat of their pants to there's no outlines, there's no nothing. Okay, so that, you know, I mean, they just thing. Yeah, so they just sit down and they write and when the book is done, it's done.

Carissa Andrews 22:49

See, now that would give me anxiety.

Jenny Bodle 22:52

Right?

Carissa Andrews 22:54

Like, is it right? I don't know if it's right. Did I have a plot in this thing? I don't know if I do,

Jenny Bodle 22:58

Right? Don't understand how they do it. But I mean, the stuff comes out amazing. And one of them even said, I asked her finally after I had helped her put out like three or four books, I'm like, do you have an outline? Because I had never heard her say, Oh, I gotta sit down and make an outline. Now, you know, I just hear Oh, I gotta write today. So I finally asked her and she says, Do you think it would be this funny if I did it with an outline? I'm like, well, maybe, you know, why not? Because she just goes through the texture. Okay, so yeah, it's weird for me, to me, I need to at least know what's going on, you know, basic. Mm hmm. Even if it's just the three. Here's my intro. This is what's going to happen and here's how I want to end it. But Yep,

Carissa Andrews 23:42

Yeah. Yeah, if I didn't have those, I think it I when I first wrote pajamas, I wrote by the seat of my pants and it took me forever to realize what the plot was to begin with, and then to know whether or not it resolved anything. And then to know whether or not I did it accurately It's like I've revised that thing a couple of times, just because it was like I was trying to figure out what is a story arc, you know, as an author, very easy to get lost in the words.

Jenny Bodle 24:10

I bet. I bet that's why I could never do the actual writing part I can I can read it and tell you where you messed up and what to add and how I would like to see it go. But I have never put the words down on paper.

Carissa Andrews 24:22

But never say never Jenny. I'm just saying someday you might.

Jenny Bodle 24:26

No, no, I have no want there. I'll stay on this side. And I'll make sure your guys's books get out there and yeah, okay, I'll stick to my side. Oh, my goodness, that's funny.

Carissa Andrews 24:40

Do you think having someone like you, obviously a PA or someone who even if they don't call it a PA just someone who is able to be there and to support them is beneficial to the authors who want to actually increase their publishing speed. Like maybe they're not calling it rapid release. Maybe they are just calling it you know, I just want to get more books out. Do you think it's beneficial to them? Have someone like you in the background helping with certain aspects?

Jenny Bodle 25:04

Sure. I mean, if you don't have to think about doing the promo images and doing the newsletter swaps and and all this other stuff you do have more time to put towards your writing. You know, if we're setting up your blog tours if we're pulling even pulling out all your your, your little quotes and blurbs and all that kind of stuff, that is one less thing that you have to think about. So yeah, absolutely. For me, I'm over here going okay, how many words have you written today? So I'm keeping you on time too.

Carissa Andrews 25:35

So right. And that kind of goes right along with the question I was gonna ask next what kind of things do you do to help keep authors focused on their writing?

Jenny Bodle 25:42

Yeah. Yeah. I muted lately, so that's been it lately. There was there was a while back where you were it was like, seriously, why am I still waiting on chapters and you're like, fine, and then you guys can't do it. But

Carissa Andrews 25:56

You know, I think it always happens for me like the it's the third act or the third quarter second act where it's like I was get kind of hung up in there where it's just like, Oh, this is dragging on forever, I need a break.

Jenny Bodle 26:09

And I totally get that too. And I get that, you know, when you're sick, you don't want to write and things like that. So I'm not going to be like, hey, you need your 2000 word count today. You know what I mean? If you're freaking migraine, or throwing up, I'm not gonna yell at you. But if you're feeling good, right, expect the words.

Carissa Andrews 26:27

You know, images on Instagram where you're out, like partying in the backyard. Excuse me.

Jenny Bodle 26:34

Yeah, for sure. So, no, yeah, I even have an alarm set for one of mine that I do every day. I sent her a message at like 10 o'clock at night, which is like 11 o'clock her time because she's a night owl. Alright, so how many birds did you get? You know, and she'll send me a little screenshot of her word count almost every day. So

Carissa Andrews 26:54

You usually know how many I've done because I usually send to your kindle.

Jenny Bodle 26:58

You're like, Oh, yeah, by the way, next two chapters are on your Kindle. I'm like, sweet, right?

Carissa Andrews 27:05

So of all the things that you do, do you have quite a list of things that you do now?

Jenny Bodle 27:10

What's your favorite thing to work on? I like playing in the graphics. I like being able to pull out the quotes and make it make the book. I don't know what the word I'm looking for is, but I'm like taking aspects and and figuring out how to use that for the images. So I don't necessarily, I would I hate making them if I have not read the book. Right? Because I want it to match. So that's my, I think the author's would too well, and some of them do, but some of them like the plain Jane, like just take the background blur, you know, or take my cover blurred out, put some graphics on it, it's fine. You know, for me, I want to be able to say, you know, autumns in a graveyard so I want to find a chick in a graveyard. You know what I mean? Or, you know, whatever in this big huge mansion in a room and I want to be able to find that picture to put with it. So kind of bring the images to life a little bit compared to the stories.

Carissa Andrews 28:05

That's probably my husband that way because Colin likes that as well. He's the the big crazy. Let me record this whole book trailer live action that

Jenny Bodle 28:14

I'm not doing. I might do like the easy weird like, the words come across the screen the words come across the screen. Here's your book cover. Yeah, that's as far as my movie trailers will ever go.

Carissa Andrews 28:27

So I disagree with you. You are also an actor.

Jenny Bodle 28:31

Oh, shut up. I have two lines. In one little snippet.

Carissa Andrews 28:36

I have like two lines as well. What are you talking about?

Jenny Bodle 28:39

The whole scene.

Carissa Andrews 28:41

If you could consider a scene is like two lines. Sure.

It's all good. It's all good. It's gonna be cute. I love it. Well,

Jenny Bodle 28:50

I can't wait. It's gonna be fun if we can ever get the tech stuff taken care of.
So

Carissa Andrews 28:55

What's something that a PA, any pa or just you whichever would absolutely not work on for an author Colin was curious about this one, because he was like, I wonder, Is there anything that people just wouldn't want to do?

Jenny Bodle 29:09

Um, obviously, I'm not going to write the book for you. But other than that, I can't think of anything. I mean, I've even gone and found like, one of my authors wanted to turn her business into an LLC. So I went out and I searched in her state how to start this and the process, so I can't think of anything that they would ask me to do that I wouldn't at least attempt to do.

Carissa Andrews 29:31

So if someone went Hey, would you take over my financial stuff and just like, sort through my QuickBooks thing and get it like, reconciled every month? You'd be like, sure.

Jenny Bodle 29:40

Yeah.

Carissa Andrews 29:42

Really?

Jenny Bodle 29:43

Yeah.

Carissa Andrews 29:44

I might have to think about that one because I hate doing that.

Jenny Bodle 29:50

I have a book in Kayla's room that's actually QuickBooks for Dummies. So if there's anything that I can't figure out, I have the book for it.

Carissa Andrews 29:57

Awesome. I will definitely be keeping that in mind.

Jenny Bodle 30:00

Oh, yeah, yeah.

Carissa Andrews 30:01

When every month I'm like, ugh.

Jenny Bodle 30:03

You know, learning the ads. You know, I've started learning those a little bit. And I like watching the numbers move and and, you know, I want to know how the algorithms work and so, but then again, when I started going back to school, I started taking with accounting classes. I was going to be an accounting major. So Wow, okay. Yeah. So my first like, two semesters of getting my a, were nothing but cost accounting in accounting, business financials and so that kind of stuff. I didn't stick with it, because it's boring, but

Carissa Andrews 30:36

I can't imagine what you're talking about. What?

Jenny Bodle 30:38

Yeah, right.

Carissa Andrews 30:39

You know, why do you think I don't want to do it? ugh

Jenny Bodle 30:41

I do know the basics for it. So yeah, I would do that.

Carissa Andrews 30:45

Awesome. Oh, boy. For me. It's just it's like, the thing I dread every single month. I hate it. It's not that hard. It's just that it's putsy and it takes away time like...

Jenny Bodle 30:56

It does. It does. You know, as far as others Pa, I'm sure they have their little things that they probably don't want to do. I know the newer the PA, the less that they'll want to do because they're scared. So, you know, I asked them actually, yesterday, I was like, you know, if I were to start a class to teach you how to become a PA what you want to learn. And the first thing out of your mouth is newsletter swaps, because they didn't even understand what it was. Wow. Okay, because most of them are reader fans, sir, that are just being brought in. And they don't understand that newsletters have these swaps in them, you know. So, of course,

Carissa Andrews 31:36

Well that's kinda the point. We want it to look like it's a recommendation. And it is, but at the same time.

Jenny Bodle 31:43

Yeah, they didn't realize that there are Facebook groups you can go to and that there are other ways you can ask and things like that. I think they think you actually have to go to each individual author and ask them, okay, which in some cases you do, don't get me wrong. I mean, I have done that. Yeah, but I think most of them actually believe that it's very intimidating something to do, and it's not, so.

Carissa Andrews 32:07

Right. Because most I think either you're dealing with an author or you're dealing with their PA. Anyway. So it's like, you know, talking to a friend anyhow, it's like just right. It's your author interest in this sort of thing because yeah, they got a book coming out.

Jenny Bodle 32:20

You know, for sure.

Carissa Andrews 32:23

So what with your authors that you have what's the What do you think everybody is looking for? When they first come to you? Like, is there one specific thing where they're like, Oh my gosh, Jenny, I need my pa to be able to do this because I am just so busy. What What do you think that is? It would be social media posting on social media and newsletter swaps. They absolutely do not want to do that.

Jenny Bodle 32:44

Yeah. And but I have found like, the the higher up you go, so when you're first starting. Everything seems crazy. You don't want to do that. totally get it. But once you find your rhythm and you find that your pa is will do other things. You want to end up interacting with your fans more. I think, personally, you know, just from what I have found in the different, because I have people I have clients from that,

they may only get five or six pre orders up to once I get 2000 pre orders each book, you know, so I have definitely a variety of what's going on here. The higher up you go, the more they just want somebody to almost reassure them. You know, they just want somebody to say you're not alone. You can do this, you know, make sure you do your taxes on this day, make sure you know, don't forget you have this book coming out that you scheduled six months ago, you know, I mean, just to keep them on track more than anything, because they're making a buttload of money and they're kind of scared to let you even look at their ads and stuff because there's so much money going into it. They're like, well, what if they steal your stuff? You know, I get it or I would never do that. But I get it, you know?

Carissa Andrews 33:54

Yeah. Yeah, I mean, there's one it's it's a lot of data too. It's it's like Once you start getting into ads, if you're looking at things like keywords that are working really well, authors that are working really well, for targets, you're seeing ads that are working really well, the way that an ad is, like put together, in general. I mean, all all of those things are, in essence, kind of like trade secrets. Unless you go for like an ad class where they're teaching these things to you even then it's like, you know, sometimes super expensive. Yeah.

If someone were thinking about hiring a PA, what are the average costs that they would like, kind of think of work? I know, I know, you have like the gambit, because you have so many different authors where it's like you do little things for one author and you do a ton of things for another author. But right. If we were just going to take like the average person who is just starting out who has not ever hired a PA before, maybe what would you say to reassure them that, you know, this is still a step that they can take,

Jenny Bodle 34:58

you know, I think Trying to work with in each other everybody's where they're at.

So, if you're just starting out, and all you want me to do is post on social media and do your newsletter swaps, I generally charge like 150 bucks. Generally that's pretty cheap. You know, I get that you have to go get it at your books edited and not in all this stuff, but that'll be a month. I'm on a swap. Okay? no God. All I'm doing is newsletter swaps. And that is it just newsletter swaps putting those swaps into your newsletter. It's 50 bucks a month. Because I'm not having to go out and find memes. I'm not having to make graphic images, any of that stuff. Super fast, super easy. It's like one hour one day a week. I'm good with that. If you want me to be at your beck and call and pretty much do whatever you want. Average will say me not a newbie, not of not not one that's super experienced or whatever. I generally max My budget is at \$300. Okay, I feel that's pretty. I don't know if this is average throughout everybody. Because when I was hired with one of my authors, she says, Oh, well, I was paying \$700 for somebody who did half of that work. I'm like, dang, I really should be charging more.

Carissa Andrews 36:18
Wow.Yeah. Right.

Jenny Bodle 36:20
But I don't, I don't want to be so outrageously priced that nobody I want to be able to help everybody. You know, anybody, it doesn't matter. I want to I want to be able to have them be able to afford me. So Right.

Carissa Andrews 36:34
Right. But keep in mind, you're still one person so you don't wanna burn yourself out either.

Jenny Bodle 36:38
Oh, and I don't Are you kidding me? I took a nap for like half the day yesterday. So



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Carissa Andrews 36:43
that's good. Good.

Jenny Bodle 36:44

And if I do get overworked, I do have a daughter that is taking over some other responsibilities and who is also bringing her own stuff into so right like

Carissa Andrews 36:55
She's amazing.

Jenny Bodle 36:56

Yeah, I you know, I don't I don't proofread I guess okay. So yes. There are things that I won't do. I will beta read, and I will tell you what I think. And I will do all that kind of stuff. But I am not an editor. And I am not a graphic designer, so I would not make your covers. Yep. And I will not edit your book. So those are two things that personally I would not do. Now that I think about that question from, like, 30 minutes ago. And again, I do know people who can do that, so therefore, I would still offer it if they needed me to, sir, it just wouldn't be me personally doing it. So.

Carissa Andrews 37:31

Got it. That makes sense. The averages for the most part, so like, if you're brand new and you're looking at it, you could hypothetically have a PA working with you at \$50 a month and then work your way up as you start to gain more exposure or gain more royalties and becoming a more successful author. Correct. Perfect. Yeah. So that's I hope people are listening to that because it's very important. I think there's a lot of people out there who think that it It's so out of their reach to work with someone or have have that kind of support network, even if it's just one thing that they really don't like doing. You know what I mean? And it really it, if it's something you don't like to do, it takes time. And it it's like you drag your feet because you don't like to do it.



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And so when you hand it over to someone else, who maybe it's not their most favorite thing in the world, either, but it's something that they enjoy maybe a little more than you and they don't have a book sitting there, you know, glowering at them saying, hey, write me. This, there's that.

Jenny Bodle 38:32

So you know, and I and I am a part of a huge network. Now, this, this group chat is just crazy, that have newer pas that would not necessarily charge as much as I would, but they have our support, too. So if there's something that they don't know how to do, they have gotten to know that. All you got to do is ask one of the elders and we'll help we'll walk them through it. You're an older and not an elder. Yeah, I'm an older man. Until the end, it's crazy because a lot of people, a lot of PhDs are really just starting out. The ones that have been around are booked. You can't get into them, you know, but they have no problem helping the newer ones. So I'm saying, I have I have ones in this group that one has been doing this for like three or four years, and we have one that literally signed up. And she's like, a week old, you know, I mean, wow.

Carissa Andrews 39:28

Yeah, she's a baby.

Jenny Bodle 39:30

She's a baby.

Carissa Andrews 39:33

If there are any authors who are listening to this podcast episode, and they are looking to hire a PA, and they think oh my gosh, it sounds like fabulous. Where would people want to go to look you up?

Jenny Bodle 39:45

Well, I have a website betweenthemarjen.com or I'm on Facebook. I'm on Instagram. It doesn't matter. Just put into any bowl and I pop up.

Carissa Andrews 39:57

Oh, yes, and they'll have pa behind it. So You'll know exactly you got the right lady.

As you can see, Jenny and I have a very laid-back relationship. She's truly a best friend, as are her daughters. When I first hired her last August, I knew she would be a good fit for me, personally. I was looking for someone who was a reader first – but who had the skills needed to help me increase my engagement and reach. I actually got more than I bargained for. Her business background and communication style is just like my own. In fact, we often get asked if we're sisters, which is hilarious!

But overall, I can tell you, that if I could hire Jenny and keep her all to myself, I would. Right now, she helps me with some crucial pieces of my author business, things ranging from social media to beta reading, and for sure helping me plan some of the more intensive aspects of the marketing of my books. Hopefully next year, I can add more to her workload and steal more of her time back from those other authors. Mwahahaaha! Goals.

Now, let's take this discussion online. Hop over to the Author Revolution Facebook Group and let me know what you think about hiring a PA. Do you work with one already? Or have you been on the fence for a while, wondering if it's the right move for you? I'd love to hear from you.

If you'd like to download the transcript from today's episode or check out the links to any of the items we discussed today, like Jenny's website or profiles, head over to authorrevolution.org/41.

A final reminder: this podcast episode is sponsored by the Windhaven Witches. The Windhaven Witches is a rapid release series that will be coming at you, starting September 15th. If you're a fan of the supernatural, mysteries, and mythologies, this is the series for you. Secret Legacy, Book 1, is only 99¢ wherever books are sold – ebook form, of course.



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Alright my writerly friend, until next time... Go forth and start your author revolution.



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