

**EPISODE 43***Carissa's Best Analogy for Wrapping Your Head Around Rapid Releasing*

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Welcome back to another episode of the Author Revolution Podcast. I'm Carissa Andrews, international bestselling author and CEO of Author Revolution - the author's source for all things rapid releasing.

When you first heard about Rapid Releasing, what were the first thoughts that tumbled through your mind? Were you like - hey, that sounds like an INCREDIBLE idea? Or were you like me in thinking... HOW IN THE WORLD are they doing it?

I mean, don't get me wrong. I'm a quick study and a fast talker. But writing a book a month? Or even every other month? That blew my mind.



**EPISODE 43: CARISSA'S BEST ANALOGY FOR WRAPPING YOUR HEAD AROUND RAPID RELEASING**

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What's even funnier, when I started to get my bearings around it, I started opening up about it to my local writers group and they thought I was completely mental. Of course, at the time, the majority of writers in there were as old as my grandparents and the idea of doing anything quickly didn't appeal to most of them. I say most because there was one who might be in that age bracket, but certainly doesn't move slow. She knows who she is. In fact, in many ways, she's also the reason for this podcast episode. I'll get to why in a minute.

Now, fast forward a few years and I am the president of that writer's group and the dynamic of it has changed dramatically. Gone are the lofty thinkers that believe you have to bleed for each and every word for years... and in are the people who just want to get it done. Not all of them have embraced rapid releasing, but all of them have at least come to the conclusion that done is better than perfect.

It was kind of funny. Today I was looking for quotes on this sentiment and I found this one:

"An imperfect plan implemented today is better than a perfect plan, implemented tomorrow." - George Patton

And that's the thing that keeps me going when I feel like giving up. Every step, every book, every action we take helps us to get better at our craft. We aren't omniscient, so we have to do the best with what we have as we move forward in life and in our craft.

For those of you who listen to this podcast or know me, you also know I've been at this a while. I rapid released the last two installments of the Pendomus Chronicles in October and November of 2017 and I've published 6 other titles between 2018 and February of 2020.

It likely would have been more had I not spent most of 2018 also learning out to record, master, and produce my own audiobooks... but here we are. This year, though, is the first year I've truly sat down and created a coordinated effort to rapid release a full series and then continue on rapid releasing into the next year.

The experiences I've learned in doing so have been really enlightening as I map out Rapid Release Roadmap, as well. Yes, that course is still in process and it will come at you with some incredible new aspects that I've picked up along the way.

For instance, I've always known we indies wear a lot of hats. I even wrote a blog post on it, and I'll make sure to share it in the show notes so you can check it out. It was written over on medium when I was trying out that platform.

However, when asked how an author manages it all – and keeps it all straight – I struggled to explain the experience. Then, in the course of a week, it was laid out in a very concrete manner to me not once, but twice. First, when I was talking with that amazing woman from our writers group. She mentioned that while I only have 6 kids to her 11, my books are like my kids as well.

The thought set off a lightbulb in my head and it's one I've been pondering now for weeks. Then, in the same week, my awesome PA Jenny got a new client who makes my writing schedule look quaint, I kid you not. This woman is incredible. However, she writes multiple books – at the same time. Where I have a tendency to write in one at a time. In the past, I've written multiple books at once, but ultimately, one wins out, and I end up finishing that one first. At any rate, Jenny asked her how she keeps all of those books straight in her head when she's writing them at the same time.

Her response? How do you keep your kids straight when you have more than one at the same time?

While kind of an odd analogy, since actively writing is different from having kids who are already born and developed...it reinforced the thought that books are like your kids and rapid releasing is really just about juggling a big family.

For sure there is some high-achiever syndrome stuff also happening with authors who want to rapid release, but for the ones who truly get into a routine and can manage the demands of a rapid release editorial calendar – they’re the ones who aren’t afraid of looking chaos in the eye and laughing. You see what I’m saying?

#### How Rapid Releasing is Like Having a Big Family

As I said, I have six kids. One lives in the UK, one lives here in Minnesota on his own, and the other four live with us. Each one of them is at a different stage of development, have different personalities, and different needs. Heck, of the four at home, they all have a different school, too.

When you have that many kids, you don’t have the luxury of pretending one doesn’t exist. They all want or need something from you – all at the same time.

The same goes for your rapid release books. Crazy, right? The synergy behind knowing where each of your book babies is at and where they’re headed is crucial to your success. You can’t drop one in mid-lifecycle just because. Each one needs your personal touch and care throughout its development. Some phases more than others – just like kids. Here’s what I mean. Let’s pretend you’re like me right now. You have books you’ve already written, books you’re actively working on, and books that are yet to come.

1. Your Backlist is like Your Older Kids. The hard work is over, and now they just want your love. Maybe a few dollars thrown their way.
2. Book About to Launch is like Your Middle-schooler. They can walk, talk, and read. They still require some attention, but truthfully, they're loud on their own so as long as you shine the spotlight on them, they're happy.
3. Next Book that's Currently in Edits is like Your Toddler. They're not fully functioning, but with a little TLC, you know they're going to grow up to be fabulous.
4. Next Book that's Finished but Waiting for Edits is like your Baby. They have to sit for a bit and mature, but pretty soon they'll be talking back to you.
5. Latest Book You're Currently Writing is like Being Pregnant. Ugh. You love it and you hate it. While there's so much fun and beauty in it, you know there will be a time when you just want the damn thing over with.
6. Next Book Yet to Write is like the Kid You Think You Still Want. You know as soon as you're done giving birth, you're going to miss the baby phase if you don't keep going. So, you start mapping out the best time to have another one without going nuts. And maybe... just maybe... a few more than that.

As you can see, there's always something to be thinking about and handling in terms of rapid releasing – and having a big family. There's never a dull moment, that's for sure. But the idea is that when you know there are multiple projects, each in their own stage of development, it makes it easier to understand how to juggle them all with synergy. And if the juggling becomes too much... well, that's when you start calling in the calvary and hiring yourself a PA who can help you out. Trust me, they are a life-saver. When you find the right one, it's like going from single parent of all those book babies, to finally having a second parent who's in on the game and understands the rules. Sweet, blessed relief.

Alright, hopefully this was a helpful analogy that could put things into perspective for you. Let me be clear, rapid releasing is not for everyone. Hell, it's not even for everyone all the time. Sometimes, you're just going to need a break. But don't all parents?

Okay, so let's take this discussion online. Hop over to the Author Revolution Facebook Group and let me know what you think of rapid releasing? Did the analogy help you understand how to juggle the publication schedule? Or did I just muddy up the waters talking about kids? Whatever the case might be, I'd love to hear from you.

I'll make sure to post a link to the article I wrote about the many hats indie authors wear, as well as a quick link to Episode 41 where I talk with Jenny, my own personal assistant. Just in case you missed that one. Don't forget you can also download the show notes as well by heading to [authorrevolution.org/43](http://authorrevolution.org/43).

Next week should be a fun one, guys. We're going to be talking about what it's like to not only be rapid releasing, but what it's like to be list-aiming the first book at the same time. It's going to be a good one, so don't miss out!

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. In addition, 50% of the royalties from that book are being donated to the American Cancer Society. Head over to Amazon, Barnes & Noble, or Apple iBooks today to preorder your copy.

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