

EPISODE 46

Kicking Book Launch Anxiety to the Curb

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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 Blackwood 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.

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.

Launch weeks. They're nerve wracking, am I right? There's so much to think about, so much to do, and then, if you're anything like me, you have a lot of your hopes tied up into your launch, too.

Okay, so I'm going to admit this before I even get started – this episode is really for me. Yes, I realize how pretentious that sounds, but there you have it anyway. HA! Here's the thing, next week, one week from the recording of this podcast episode, in fact, I'm going to launch the biggest book of my career thus far.



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There's so much more that I've put into this list-aim title and launch—and that's saying something. Secret Legacy will technically be my 9th book launch., but it still feels just as nerve wracking as any of the others. If there's one thing I've learned through past launches, it's that there are always a lot of emotions wrapped up into the whole thing. List-aiming, or not.

I think every author goes into it hoping that their book does really well. I mean, it's why we write, right? But until the book goes out there into the world, there's no telling how it will be received. And truth be told, as I've learned with this book, the further it goes, the more critical the reception can be.

So, how do we head into our book launches without so much stress and anxiety? How can we do a list-aim launch, for example, without losing our ever-loving minds? These are the questions I've been asking myself this year. Not only because of the list-aim, but because of the fact that this series will also be rapid releasing as well. That means there's not just one launch to be thinking about. There's actually four happening pretty much back to back. And for 2021, they'll continue to run every other month, too.

It's at this point, where I should probably mention the fact that my book launches for the subsequent books will be nowhere near the insane level of Secret Legacy. I won't be spending the thousands and thousands of dollars to let people know they're ready. However, they will all be bigger than I've done in the past. That's really kind of expected though, isn't it? The more we know, the better we get. The better we get, the more money we make. The more money we make, the bigger our launches, etc... and so on... and so forth.

Now, I don't want you to get the wrong impression. It doesn't matter if you're launching big or launching small...launching at all is ALWAYS a big deal to the creator of the story. And as such, it will always bring its own set of anxiety.

So, how do we go about launching our books with a little less stress? While I don't think you'll ever be able to eliminate stress and anxiety all together, I do think you can make it more manageable. In the past 10 years of launching books, there are a number of tips and tricks I keep coming back to. And, as I come into launch week of *Secret Legacy*, I want to remind myself of them, so I have plenty of time to get my mindset locked in place.

Then, with a little bit of luck, they'll help you as you plan for your next book launch with less stress.

You ready? Let's go over them.

Preparation is Key – I know this is no shocker, but you'd be surprised by how many times authors I know – myself included – let the clock count down until launch week is here (or they don't plan the launch at all and just throw it out when they're done). Don't do that. The key to a great launch is to both plan and prepare for it in the first place. It doesn't have to be a super ton of time, mind you. You can plan a decent launch in as little as a month. But you do want to have something prepped. Whether that be promo stacking, ads running, newsletter swaps – all of these things take time to set up and manage. The bigger the launch, the longer the lead time to make all of that happen. Trust me.

Consistency is Clutch – Launches don't happen in a vacuum, though. It's important to remember that your marketing consistency is really clutch. The more your audience gets used to you, your message, and your books, the better they respond when you launch something new. Which reminds me, this might be a good time to mention that being realistic is really important. The chances of your book blowing up and becoming the next *Harry Potter* when you've only put \$50 into the launch probably isn't realistic.



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Know Thyself and Plan for the Crazy – When it all comes down to it, knowing yourself and what will drive your anxiety levels up is going to be super important. If you already know that having lots going on and multiple things coming at you at once is too much, for example – try to be prepared as possible in advance. (Remember that tip #1). But more than that, be ready to give yourself some mental clarity and perspective, too. Your mind will play tricks on you doing a launch week. It happens to all of us. We have put a ton of energy into a book's success and when it's finally time to come out into the world, hopes are high that it will do well. However, what happens when things go wrong? Or if you don't get the reviews you hoped for? Or heck, you are met with the worst thing yet... silence? All of these things (and more) can and do happen. So it's important to stay grounded during the book launch. That means, taking care of you and your mental health. There are four ways I think are the most important when it comes to this:

Sleep - #1 is sleep. Your brain functions best when you get adequate sleep. Launch week is no exception to this rule. If anything, it's MORE important because it will help you put things into perspective and keep those anxiety spikes at bay. I don't know about you, but if I don't get enough sleep, I'm an angry beast – kind of like when I don't get enough food – so, make sure you take good care of yourself by protecting your sleep.

Water – Another key way to keep your anxiety levels down and your brain functioning optimally is by drinking enough water. 70-80% of us are chronically dehydrated. When we lack the hydration we need, we get headaches, we're lethargic, and overall, just feel yucky. Why do that do yourself? Skip the extra cup of coffee and down a few cups of straight up water instead.

Mediate – Plan times for quiet time in your mind. Meditation can help you put things into perspective. Look, whether the launch goes well, or weather is sucks it big time, it's not the end of the world. But when you're in the middle of it, everything seems like a big deal. I get it. Where attention goes, energy flows. And sometimes, that energy can sweep you away if you're not careful.



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Workout – Get up and get away from your computer. Trust me on this one. There is nothing better to take away stress than to get your body moving and to remove yourself from the source of the stress. Go for a walk, do a workout at home, go to the gym, if they'll let you in right now – or heck, kayak, hike, or do something else specifically in nature. Whatever it is, get your heart rate up and blood pumping. You need the endorphins to lower cortisol levels and give your brain a break.

Ask for Help – More than likely, you will have a lot to do during launch week. Even if you plan for it in advance, you'll probably need a little bit of help. After all, you're only one person. One of the key functions of a launch is letting people know your book exists and that it's ready to read. Lean on others like -

PA – have them do some of the smaller work, like reaching out to reviewers to post. Or getting social media images ready to rock and roll. Jenny, my PA, is fantastic at getting people talking, so I'll be having her help me inside the Miscreants facebook group to get people hyped about the launch. Whatever you lean on your PA to do, have them do it.

Friends – Most of the time, our friends have our backs. But let's face it, they have lives and they're busy, too. So, if you have something they can help with, or that you want them to share – **ASK THEM** point blank. They aren't mind readers and they aren't going to take your launch as seriously as you do. So if you want or need their help to share your good news, reach out and make sure they know about it.

Family – The same goes for family. Sometimes family members aren't the most supportive. You'd think they should be, but often, they just don't get what it is we're trying to do. So, if you want them to share your launch excitement, buy your book, or leave a review – do yourself (and them) the favor and just ask. That way, there's no ambiguity and nothing to get frustrated or disappointed over.

Be Ready for Mistakes – I don't care if it's your first launch or your hundred and first. There are going to be things that don't go according to plan. Or things you miss. Or aspects you wish you would have done better. It's okay. It's all a part of the process. Rather than looking at them like epic failures, learn from them and use that knowledge to make your next launch more successful.

Look for the Successes – So, with that being said... I have something more radical. Rather than even really giving the mistakes a whole lot of headspace, why not be like Mr. Roger's. He would often say that during times of crisis, look for the helpers. Because there are always helpers. The same goes here. Rather than focusing on all the bad stuff, train yourself to specifically look for what's going right. Because I bet you money there's a lot of it. This is especially key if you find yourself worrying about your launch, feeling down about how it's playing out, or are stressed to the Nth degree and need to get back some clarity.

Enjoy the Journey – Overall, the biggest tip I want to bestow is that you need to sit back and enjoy the journey a bit. This process is a huge testament to the work you've put in as an author. A lot of things all had to come into alignment in order for this moment to exist in the first place. Think about that and allow yourself to really cherish this moment. Sure, you'll likely have other book launches in the future, but there will never be another 1st ever book launch for this specific book. For an author, that's the equivalent to the birth of a child, in all honesty. So treat it like the incredible moment it is and enjoy it.

Okay, so let's take this discussion online. Hop over to the Author Revolution Facebook Group and let's talk about book launches. Do you get stressed or do you have them down? What do they look like for you?

Don't forget you can also download the show notes as well by heading to authorrevolution.org/46.



Next week, there's a good chance the podcast will be on a hiatus. But you never know. Maybe I'll be inspired to share something about the launch journey or how I'm feeling that day. Stay tuned!

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.



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