

EPISODE 52

1 Year of the Author Revolution Podcast

SEE THE SHOW NOTES AT: AUTHORREVOLUTION.COM/52

Welcome back to the Author Revolution Podcast! I'm your host, international bestselling indie author, Carissa Andrews - and CEO of Author Revolution, your source for all things rapid releasing.

So, today, we're having a celebration. Bust out the champagne and noise makers, guys. Author Revolution Podcast is officially a YEAR OLD! It's hard to believe it's been a full year already. When I first started this podcast, I knew I wanted a way to add value to the indie writing space, especially since it seems like the podcasts are dominated by the men. The goal was to offer more tips and insights into rapid releasing, as well as document my journey rapid releasing this year with a list-aim title.

While the list-aim fell through, the year and the whole process has brought me some invaluable insights that I can use going forward - and obviously share with you!

Hopefully, you've found the episodes to be the glimmer of insight you need to make your indie publishing goals a reality. I plan to up the ante in 2021, making more cheat sheets, checklists, downloadables, etc. for you to dig into.

One thing you can continue to expect from me as we go forward into year 2 of the podcast is more clarity around writing and publishing without going insane. There's a lot of people out here who are taking on rapid releasing who get stuck in the cycle of it because they feel like their livelihood depends on it.



**EPISODE 52: 1 YEAR OF THE AUTHOR REVOLUTION
PODCAST**

WWW.AUTHORREVOLUTION.COM/52

Here's what I mean. When you release a book here or there, you get used to the ebbs and flows of a book selling well organically because it's a new release and then dropping down a bit. But when you rapid release, say every month... you're used to seeing a big boost in your author income monthly that keeps your income, if nothing else, level. It becomes a consistent thing you can count on. But if you miss a month, what happens? You'll likely see a slight dip. It's at this point that authors panic and try to write faster – but then they lock themselves into decision paralysis (also known as the dreaded writer's block). Next thing you know, your stress levels are through the roof, your deadlines are whooshing by, and your sales are plummeting further.

That's why I'm a bit different in what I recommend for rapid releasing these days. When I first started out, I think I was recommending the monthly release as your goal because monetarily, it makes sense. It looks great on paper. But the longer I'm doing this, the more I see the pitfalls in it when it comes to our overall mental health.

Look, if you have nothing else to do and you love to write – then feel free to ignore me here. Write and publish your little heart out. But most likely, you have kids, a job or a part-time job, a husband, friends, family... basically, other obligations than to just write. Am I right?

So, let's not forget that. Trust me, this comes from experience. This past year was brutal. I spent a lot of time with my head down and my door closed. Okay, so not really, because I don't have a door in my office yet. But you get the point. My kids are calling me Carissa because they don't remember I'm Mom. HA!

Alright, so off of that soap box... I'm sure it will be the topic of another podcast episode in the future. In the meantime, what I thought I'd do for this episode is highlight the episodes from this past year that got the most love. In other words, downloads.

In some ways, it's not a totally fair thing... because many of the more recent episodes are kicking the earlier episode's proverbial behinds. However, that's to be expected. The longer the podcast is out, the more listeners seem to find me. Then it's the newer episodes that get heard. But it is what it is.

Don't worry - it wasn't JUST the newest ones, though. There were some oldies in there that I was kinda surprised about. Not even gonna lie.

Okay, okay... let's get to it.

Top 10 Most Downloaded Episodes:

10) Episode 8: What's the Best Way to Make Money Writing Fiction? In this episode we covered whether or not you can actually make money writing fiction and what the #1 way is to do that. We also covered 3 additional ways to organically increase your author royalties. So, it was definitely a value-packed episode.

9) Episode 19: Can a Rapid Released Novel Be Any Good? I still get this question a lot when I do speaking engagements. There are a lot of people out there who adhere to the old rules that if you release books fast, they must be crap. But this is a dinosaur from the days when traditional publishing was the only way to go. So, people who published faster (aka self-publishing) were assumed to be crap because they either a) couldn't get a publisher, or b) skipped the editing process. Neither of which has to be the case anymore.

8) Episode 51: 3 Preptober Novel Writing Tips to Get Ready for NaNoWriMo. This episode just aired last week, so I won't go into too many details again. However, I will say that NaNoWriMo is coming up fast, guys. It's literally starting in 4 days at the time this podcast airs. So, if you need a little help in getting organized for it, be sure to head over to authorrevolution.org. I have NaNoWriMo hub right there on the homepage for you.

7) Episode 3: 7 Hacks for Writing Faster. Maybe it's because of NaNo, but people have been downloading this episode like crazy. Just like the title of the episode says, it's all about writing hacks to increase your writing speed. Goodness knows we might need it for November, right?

.

6) Episode 45: Talking Author Automation with Stephen Gordon – Next week, Stephen is back to give us tips and insights into author email lists and why they're so important. You definitely don't want to miss out on that one.

.

5) Episode 50: How Do You Test the Rapid Release Waters? Oh look, another NaNoWriMo episode! Well, you guessed it, in this episode, I talk about how taking on NaNoWriMo is a perfect starting point if you're thinking about rapid releasing in the future. Plus... NaNoWriMo starts next week. Did I already mention that?

.

4) Episode 7: Carissa's #1 Tip for Increasing Writing Speed – This episode covers the surprising tip I've found to increase writing speed tenfold. Trust me, it's not what you think it is, either.

.

3) Episode 48: Carissa's 1st Solo List-Aiming Results – I can't say I'm shocked at all that this episode is in the top three. After all, if we're high achievers looking at rapid releasing, of course we want to be bestsellers, too! Obviously, I'm right there with you, which is why I was list-aiming in the first place. This episode covers my Secret Legacy list-aim results – the good, the bad, and the ugly.

.

2) Episode 49: The 20 Hats of Indie Authors – This episode surprised me by being at the top of the list, but I'm thinking it also has something to do with the podcast gaining popularity. However, that said, we all need a little assurance. When you feel like you're juggling a lot as an author, it's good to know you're not alone. We are all wearing a lot of hats and some will obviously suit us better than others.

.

1) Episode 47: List-Aiming 2020 (Hindsight, that is!) – Again, this one is no surprise to me. I gave all of my hindsight insights from my Secret Legacy list-aim in this episode. It didn't cover the results just yet because they hadn't come in, but it did cover all everything from what I learned, what I'd do differently, and the budget I had.

Okay, guys... don't forget that I have ya covered with a number of awesome cheat sheets to keep you motivated on your publishing journey. Head over to authorrevolution.org and check them out on the newly revamped homepage!

As I gear up for Rapid Release Roadmap's release in January, I'm making a few changes to the look and feel of things. So, don't be surprised. ;)

Speaking of Rapid Release Roadmap, if you're an indie author who is thinking about joining in January, I have a checklist you can download that might give you some insights into the program and my strategy. Because we all feel like a bit of a hot mess at times, it's aptly named, The "Hot Mess" Rapid Release Checklist. I think you'll find some great value in it. To get the PDF download you can head over to authorrevolution.org/hot-mess otherwise, it will also be available in today's show notes at authorrevolution.org/52

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