

Episode 81

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SUMMARY KEYWORDS

atticus, book, writing, author, scrivener, vellum, software, called, publisher, people, plotting, format, plotter, rocket, writer, indie author, military, work, bit, google docs

SPEAKERS

Dave Chesson, Carissa Andrews



Carissa Andrews 00:12

I'm Carissa Andrews, international best selling indie author and CEO of author revolution. With more than 15 books published, it's safe to say I have made a ton of mistakes in my endeavor to become a full time author. The most important thing that I've learned in the past decade is that indie authors need to protect their creativity and their serenity. Being an author is a long game. And that's why I'm on a mission to teach other indies just like you how to publish books because the sustainable rapid release method, I created the author revolution podcast to give you insights and actionable step by step strategies to help you do just that. If you're an ambitious author, or one of the making, who's looking to create a long term author, career and a life you love, you found your tribe, my friend, let's get your author revolution underway. Welcome back to the podcast, my writerly friend. Now those of us who have been in the indie author space, we have our favorite tools of the trade in terms of getting words on the page. For some it might be word for others, it's Google Docs. And for many like me, it Scrivener. However, this year, Dave chesson, over at kindlepreneur has the potential to shake things up and turn them all on their head when it comes to plotting, writing and formatting our books. Now, for those of you who don't know, Dave, he's the founder of kindlepreneur, and publisher rocket tools that I have sung praises for more than once on this podcast, and of course, in my courses. Well, now he's taking on the way we do writing itself with a brand new app called Atticus. I've had the privilege of being one of the early adopters of the program, which is still currently in beta. And so far, I can tell you that well, it has some new platform hiccups. If KDP rockets evolution into publisher rocket is any indication, I foresee Atticus becoming a true force to

reckoned with. Now this could mean taking on the big dogs, from Google Docs, to Scrivener, and even vellum. So while I've played around an abacus, I can say that in its current form, it's a little bit too buggy for me just yet. Plus, it doesn't have the plotting features incorporated yet either. Which makes it a little bit difficult to map out anything new inside the platform, but it's something that's coming. In this week's podcast, I'm talking with the man himself, Dave Chesson. And we covered everything from the idea of Atticus to its ultimate roadmap. And let me tell you, some of the things he has planned to have in this program could revolutionize the way we write, co write and even edit our books. It'll even change the way you distribute aaRC copies and do your layouts too. I can certainly see its potential, and I can't wait for it to live up to its hype. But in the meantime, how about we learn a little bit more about Atticus from the man himself. So without further ado, let's hop into my interview with Dave. Well, thank you so much for joining us, Dave, on the author revolution podcast, I briefly introduced you, like I said in the beginning of this whole podcast episode, but for my audience, can you go ahead and in your own words, tell them who you are and what it is that you do?

D

Dave Chesson 03:32

Yeah, sure, well, um, first and foremost, I'm a, I'm a dad of little Jedi. And those little gennai keep me on my feet. Constantly. I've got one big little Jedi that is at Lehigh University, play softball there, and I'm actually going to go visit her this weekend. And then pivot back to like, third grade problems just like that. So that's always been fun. I came from a military background, I actually joined my, every one of the males in my entire family, like five, six generations back, we're all in the military, most of which were in the Navy. My just my uncle, he went Air Force. He's the black sheep of the family. We have a couple of coasties, but we just call them maybe some of the coasties listen to this, that Dave. Um, but then I joined the military myself. While I was in the military, that's when I decided to really start working in honing my craft on writing. The thing is, is that I've just back then I was not I still want to say I'm, I'm Ernest Hemingway are a great writer. I was just I liked writing. I passed classes in high school barely. And but it doesn't mean that you don't have a passion for something. And so for me, I needed to understand the market. I needed to understand what was going on. But for someone like me can really craft something that benefits people. I can't just sit down and write anything I wanted. I would have to kind of understand what it is. People want to see that I could do that and so when doing that I got to learn a lot about Amazon and in other markets, I worked with publishing companies, multiple New York Times bestselling authors. And, you know, from there, it's just really ballooned out. It's been really fun. And now I am out of the military, I'm full time at home with my little Jedi. And the big Jedi who's all the way in Pennsylvania.



Carissa Andrews 05:21

A little ways away. Nice. Now, before we started this, you were talking about that you own seven different companies, though, right? Or that you're operating them. So it's, it's a busy life for you. What can you explain which companies those are, and how they impact authors?



Dave Chesson 05:36

They Well, some of them are, are specific in the book world. That's like kindlepreneur is one of them. publisher rocket is a book marketing software, that that's global, legitimately global Matter of fact, Market Watch just listed us as one of the top 10 book marketing companies in the world, and which was pretty jazz. I was like, Oh, hey, yeah. Okay. Um, what's funny, was reading their entire report on our company, I was like, Ah, that's so. Okay. So there's that, then you're coming out with Atticus, which is a book writing software, but writing and formatting software. And then the other ones range from ffls weapons. And there's also one an applicant tracking systems, which is called an ATF. So you know, kind of like workable greenhouses called rooster. I also own a software development company. And, you know, all those things kind of play into one. So.



Carissa Andrews 06:35

Yeah, you're like all over the place where it's very diversified. That's really awesome. How to book, the book sphere, kind of come into your I mean, if you're in the military, you're doing your thing over there. What What was your journey with writing? Were you planning on writing a novel nonfiction? Something? I mean, how did that actually start?



Dave Chesson 06:54

Honestly, necessity. Um, and I think that was a really big thing. I when I was in the military, I ultimately ended up becoming a military diplomat. And so I was always sent to foreign countries, and I was working within those countries. The problem, though, is is that it wasn't, there wasn't enough like us support. So most of the time, my family couldn't come with me. So I was always going away for years without my kids and wife. And so you know, Tiff, my wife, at one point kind of sat me down. I was like, Dave, like, I'm cool to support this. But can you tell me what the reason is, like, what what are you really trying to work for, and I wasn't trying to be natural or anything like that. I was just doing it. And I was like, that's a really good point. So we started to look at how I could get a job, or something that would bring me home, I could get out of the military, and I can be home with the family. And with my background and skill set, I was just going to jump in another nine to

five traveling job, like it was just the only way. So I started looking at how I could build something while in Korea that would allow me to get out. And it just turned into books and writing and, you know, learning about online marketing and learning about organizations. So I did that on the side. As a matter of fact, I wrote my first book while out to sea on a South Korean warship.



Carissa Andrews 08:07

Oh, my goodness.



Dave Chesson 08:09

Yeah. Like, I could say this. If this dyslexic guy can write a book on a South Korean warship on I can honestly say anybody can really do this.



Carissa Andrews 08:20

Right? And how many people can say that their book origin story came from there. I mean, honestly, that's pretty amazing.



Dave Chesson 08:28

Swing shifts, I was literally have my laptop, you know, and I'd whip it out as soon as I could, and start writing whenever I could, and, you know, go run off and do something on the ship and then come back and finish up a paragraph like I was, that was my lifestyle for a bit.



Carissa Andrews 08:43

Right? Right. I can completely relate to that. Although for my more basic where I was a stay at home mom and the very beginning. So it was like non stop interruptions, but you know, not life or death necessarily. Okay, so



Dave Chesson 08:57

maybe you give your child the wrong colored cup, life or death,



Carissa Andrews 09:01

Or the wrong juice. I'm just saying it's got to be mango juice in my house. I don't know why, but that's what it is.



Dave Chesson 09:10

There better be Dora on that cup, or else you're gonna write or a new cup.



Carissa Andrews 09:16

It's gonna be on the floor, and there's going to be a fit. Yes.



Dave Chesson 09:20

That's right.



Carissa Andrews 09:21

Okay, so you mentioned Kindle printer. And you've mentioned publisher rocket. And I'm just curious how like, I think I know how this kind of played out. But I think my listeners would like to know, which came first kindlepreneur or KDP Rocket as it was back in the day. can opener came first.



Dave Chesson 09:38

So I've been writing the books and I'd really been digging into Amazon. I almost created like, basically my own Google sheets that helped me to calculate understand the market. And so I was doing that. And so I wrote a whole bunch of articles on kindlepreneur just trying to teach people how to do this. Understand the market trends trend analysis, figuring out where there is a market where there isn't And at the time, there was a software called Kindle samurai, and Kindle Samurai only worked on PC, it didn't work on Mac. And the programmer was not a author, it was actually some great person. The Israeli, didn't speak English very well didn't offer support. But it was the best software for kind of helping to get some of the important information. It was a lot of things were broken to a lot of features system work, because that just wasn't a thing. Well, I was selling a lot of those. And I was constantly having to find ways to kind of fix and say, Well, hey, here's what you got to do take this number and do this. And it was just painful. You know, it's painful for people because nobody wants to have to do the extra work. So then I was like,

well Jeepers, you know, if I'm selling this much of the software, and I am constantly having to work to fix the problem with the software, and it's not even my software. Boy, wouldn't it be nice if I could create something that did this, but then did all these other like, not only fix the problem, but did all these other things that I wish it would do. And oh, by the way, it works on PC and Mac. And so that's what really got me into looking for programmers, because I don't know anything about programming. I've got my formulas and sheets. And at the time, I was actually in Sri Lanka, doing the military is my last military engagement there. And I was able to really get to know some great people, one of my business partners, and probably my best friend is bonica. And so him and I worked together and we started getting some programmers and we built, we built KDP rocket at the time, it was only a couple of the features that it has now. But over the years, we've just added to it and constantly worked to improve it. Make it you know, just better and better. And the cool thing is, is that the people who joined us from the beginning, I've always had it that my software, if I if I improve it, you should get that improvement. Like you don't have to pay me for the improvement. So all of the upgrades updates have always been absolutely free. And so that drove me into learning more about programming, I was able to build free tools for kindlepreneur, like the book description generator, the Kindle calculator. And it's just, you know, helped me to really like look at the new project Atticus and a whole bunch of other things. So it was just kind of like spiderweb right out from there.



Carissa Andrews 12:15

It really did. It's kind of like the way your website works, too. It's amazing. It's one of your website is one of those websites that I can go in there looking for one specific thing. And then for hours, it's like Tick Tock for book writers. And it's like, four hours later, you've gone through like every other like, video and tutorial known to man and all of a sudden you're like, what the heck did he just do to me? Okay, so like I said, I've been using publisher rocket since its early days when it was KDP. rocket. So you talked a little bit about the inspiration for the app and how it kind of got started. So I'm assuming that it was obviously for your own use, then, like you said, the gentleman that kind of had a weird thing going on with it, and it didn't quite work out. But now you've pivoted into this new thing called Atticus. And so that's what I wanted to talk about for the remainder of the podcast episode. So why don't you tell my audience a little bit more about what Atticus is? I know, you mentioned it very briefly in the beginning, but I think this has the potential to be a very dangerous for some of these extra curricular applications that are out there, because it kind of does a lot of the same thing. Go for it. What does it do?

D

Dave Chesson 13:34

Yeah, well, um, I guess the best way to say what it does is how we got there. You know, I used to let's see, back when I worked at Apple, I got them. I got to play with a new software called Scrivener back in the day. And I actually wrote my master's thesis on it. And I was like, Hey, this is kind of cool. I say this, because 13 years later, and I still don't know how to use all the features. And I mean, I've used it for everything. And it's just, I've even paid a couple \$100 on courses on how to use Scrivener. Like Scrivener is 50 bucks, but I paid \$200 for one course and \$100 on a course on just how to format with Scrivener. Like I've always I've always said like I like it, it's cool. But man, there's a lot of I don't know, jenkiness to it. The fact that the Macs have a 3.0. And then the PCs had a 2.0 version and for five years until they finally created the 3.0 version, you know, so that's a bummer. And then I've jumped as a writer, I have this I write my book on Scrivener. Then I export the thing into Word doc, which I then upload a Google Doc so that I can work one on one with my editor. And by the way, I there are some editors that are like I only work with word on on like then you don't work with me because we're working on Google Docs because what I want to do is I want to see real time what they're doing, and I want to be able to leave comments. What I hate most is that when I have to email back and forth different copies of my book, and all of a sudden I end up by the time I'm done with the editor, I've got like 27 different versions of my book. And I don't remember which one because they all have the word final on it. And that drives me nuts. Especially, and I have actually published or formatted and published the wrong book before. And that was that was soul crushing. Because then when I published it, I realized it was missing an entire section. And there were errors, because the editor hadn't gotten to that part that I published. And it was a horrible launch. And it's because I got confused, which is why now I'm just like, nope, then I don't work with you unless you do Google Docs. But there's that. And then finally, when I'm done with the editor, I have to download that or you know, a Word doc. So it's back to Word doc again. And then I have to upload it to a formatting software. Now I've jumped from software to software, I, I actually personally have used Judo in the past, like, it's one of the ones that people really don't know about. Judo is, like, 1991, so designed back, it's a little bit hard. But when you really get into it, you can really do a lot of things, but I don't know. But then there's the other one, the vellum, which is a it's a book formatting software, it's a bit expensive, but it's very intuitive. It like the creators of Vellum did an amazing job of basically helping people to be able to craft professional books pretty easily. Um, but here's the thing, though, Im only works on Mac doesn't work on PC. Vellum also really limits the amount of customization. And there's a lot of ends also, too, I'm, you know, they're a bit slow on just coming out with new updates and new features. And they don't have a team, there's just the two. So they're very limited in their capabilities. So all of that to say is, is that that's kind of a good landscape of the things that I've run into for 13 years of being in this industry. And, and the different software's I've had to use. And oh, by the way, even if I do Google Docs, I still have seven different Word docs, on my computer at

the end that say final, final draft, final edit, final, final final, the final publicist, when stupid like I have all of those, on my end, that's the most effective. So I've always dreamt about, yeah, I'm just gonna quote, Lord of the Rings here. But one software to rule it all, one software where an author can come in, they never have to leave, you never have to export an import and report and do port and rename and, and track that you have one thing where you can plot, right collaborate and format. And it's all there, your entire project is in one spot. And so it's



Carissa Andrews 17:49

not one. That's not one project, though, you're going to have to get KDP rocket or publisher rocket smooshed in there to somehow so that in that whole process, you're like doing that research stuff in there as well.



Dave Chesson 18:00

Yeah. And, and, and there's a lot of like, ways that, you know, as I'm digging into it, and I want to get ahead, but like, just the other day, I was talking to an author, and they're like, well, we were talking about tables, you know, putting tables in books, and the person was like, Well, what I do is I design a table, and then I upload a picture. But when I do that, then the cost of of, you know, of delivery, or the cost of printing increases, because the more pictures you have, the more higher the cost goes. And so it's like, oh, so I stopped doing that. So now I want a table, but the tables is there going back and forth. I was like, man, would it be cool if the software actually like, as you put the table, it says, oh, guess what, you increase the cost of your book by this much. And it's letting you know, it's like, whoo, so if I put that in there, that's gonna cost me like 10 cents, huh? Yeah, okay. Nope. We gone with, you know, like, hey, would it be cool if something and so it's just, it's really cool to to play with these things and ask yourself that and start to say to yourself, man, would it be nice and then say, Oh, hey, programmers, go put that in there. That's cool. That's what I love most about working on this is that it's like, it's like a canvas, and you just get to play with it. But I'm getting off topic. My point, though, is, is that we worked on this software for over a year. And very soon it's going to be coming out. But the way that we're doing this, we're breaking up into what I call faces. And so we're going to launch in phase one. And phase one is what I call vellum, but better. And because we're Yeah, I'm not much of a marketer. In that respect. It's just clear.



Carissa Andrews 19:26

They're like, gosh, darn it.



Dave Chesson 19:28

Well, so the key is, is that it will not only work on Mac, but it will also work on Windows or work on Chromebook, it will work on every thing you can come up with. And Linux, you name it. So we're taking care of that problem. The other thing too is it's going to be much cheaper than vellum, and it's going to have a lot more features, but it's still going to maintain that simplicity and ease of use. Also, too, we will have components inside of it from launch that allow you to actually write inside of it and want to write inside of it but apart Once we launch this thing, we're immediately going to be putting in all these new features and capabilities that build out exactly what I talked about. We're going to be adding plotting capability, we're going to be adding the collaboration where you can work real time with your editors or other writers or arc readers, you can control who sees your book, and you can kill it, you know, when you don't want people to see your book anymore. And then just from a click of a button, you can move it right into formatting just like that. And so we're nuts. So basically, when it when people ask me, what exactly is Atticus? Well, Atticus will be what you would get is Scrivener. Google Docs and vellum got together and had a baby.



Carissa Andrews 20:38

And plotter. It sounds like it?



Dave Chesson 20:40

Well, you know, actually tell you the truth. My take on this. So this is when it comes to plotting, right? There's so many different ways that that authors want to fly from note cards, to Gantt charts to tables to you know, plotters, design, like they're all super unique. The fact of the matter is, is that I will say this, I won't get into the game of trying to develop every possible way that authors like to plot. So what we're going to do is we've come up with our own unique way to plot but I'm also working directly with a guy's a plotter and saying because I love what they do. I think it's great. I think plotter is phenomenal. And you know, and you even put me on the record saying it's my favorite plotting and so but what I want to do though, is I want to make this software work with everything. Because if you are an author and you're like you know Dave cool, I like the thing that you did. It's kind of neat, but I really like plotter then I want it to work with Atticus Yeah, no, I don't want this to be standalone things and so we're I'm actually already working directly with them to ensure that I'm getting making sure we have pro writing aid. Grammarly automatically integrates with it like, nice totally is not not this whole weird thing that you got to will export and put it remember that it exports four letter word to me. Yeah, yeah, but no. So we're working with all plot factory, you name it.

Oh, and even this new one that I were just talking to, it's called, I think it's called for the words. I think. It's like this gamification of writing, where like, for our for many words, you you write in that day, your character, your fixed your fantasy character, like, it's like a game, and they keep paying dragons or whatever. It's super cool. And I'm like, oh, my goodness, if so I want my program to be able to send that information if you want it to to for the words, so that your character as you're writing inadequates, your characters battling dragon. So like I said, I really just want to make the software be something where it tailors to all the different things that authors do. Because I can't, I can't create something that doesn't, I hope to create something that will work with what you want to do. And that I think is our biggest goal.



Carissa Andrews 22:49

That's awesome. So now, you mentioned that it's going to be operating on all the different platforms. Does that mean it's going to be cloud based then? Or is it going to be a downloadable app? How is that going to work?



Dave Chesson 22:58

Both, actually, okay, yeah, we're able to solve this crazy problem, where it's kind of the best of both worlds. So our system is something that you absolutely you download, you can download, or you can work online. So you can either pull it up on a Chrome browser, login and access all of your information right there and right. So maybe you're staying at your aunt's house and you don't have your computer, you can still write on her computer, and it will automatically sync up with anything that you've download on any of your other stuff. You can also work offline too. So if you have it on your computer, you know, and you're on a train, you don't have to connect and you can still write and do your thing. And by the way, you can download your files onto your computer or you can like I said, our system will also backup so that way you have it on your computer and you have it somewhere else and it's there like double safe, you know, in case nice you spill wine onto your computer like I've done once.



Carissa Andrews 23:50

Oh, no.



Dave Chesson 23:51

Right.



Carissa Andrews 23:53

Okay, so where did the name Atticus come from?



Dave Chesson 23:55

Atticus came about because Well, first off, I've got an affinity for Atticus Finch. But I won't say that that's where the name came from. The but the truth of the matter is that actually Atticus is named after Titus Atticus, who was a famous publisher for the Roman Empire. And Matter of fact, he saved all of Cicero's work. And he's a big reason why we have a lot of the philosophers work because he took it and he mass produced the information. And when I was actually studying the Word Atticus, what I found was Atticus is a very popular Roman name. And every Roman that popped up was either a philosopher, a poet or writer, or in this case, I guess, a publisher. And I was like, wow, and then I also looked and there's like a famous Atticus now that's a poet, you know, in modern day and I'm just like, well, if this isn't speaking my language, this is awesome. So instead of writing another software called book, something like some kind of skriver Scrivener Or scribblings or quibble? Or, you know, I'm like, that's my guy, Atticus. So



Carissa Andrews 25:06

I like it.



Dave Chesson 25:08

And then we we gave it a Boston Terrier logo. And the funny part is, is because I'm trying to convince my wife to let me get one of Boston Terrier. I'm like, boy, honey, it'll be a it'll be a business expense. Now.



Carissa Andrews 25:21

Think of all the photo shoots you can take with it. Just for Atticus.



Dave Chesson 25:24

I need him for the social media account. You know, write little little glasses for the dog and the bow tie and sitting and



Carissa Andrews 25:31

think about all the Tik Toks you could do.



Dave Chesson 25:32

And exactly.



Carissa Andrews 25:33

Right?



Dave Chesson 25:34

He'll be more popular than me.



Carissa Andrews 25:36

Right? You can even name him Atticus.



Dave Chesson 25:39

That's right. Oh, he well. Yeah. His name is Atticus isn't



Carissa Andrews 25:42

Oh, yeah.



Dave Chesson 25:43

It's for sure. It's a full blown. foregone conclusion. So



Carissa Andrews 25:46

Heck, yes. He's being manifest into reality as we speak.



Dave Chesson 25:49

Very true.



Carissa Andrews 25:51

I love it.



Dave Chesson 25:52

Manifesting into existence.



Carissa Andrews 25:54

We did that. We have two dogs. We knew their names before they even came here. And now they are obnoxious as all heck. So it happens. It happens. Um, okay, so you mentioned co authors, and mentioned that you can co create at the same time in this program. So how does that work for an author who is maybe thinking that they want to co author a book or like you said, edit with an editor in real time? How does that actually work for them?



Dave Chesson 26:19

Yeah. So when we come out with a collaboration capability, the way that it's going to work is that there's really going to be four levels of collaboration, you can do writing collaboration, editing, arc, which is advanced review, copy, and formatting. Okay. And so there's going to be this collaboration panel where you click on it, and you can see those four levels and you click to add somebody to it. So when you say, Okay, I want to add an editor, you'll click that button, you put in their email address, and Atticus will send them an invite. Now, if they own Atticus, it'll automatically open up your project to just the thing they can touch inside their Atticus. If they don't, then it will open up in a web browser for them to own and they'll have to kind of create a free account, okay. And it will open up just that section in your book that they can touch. So say for example, they're an editor, well, they can only do edit mode on your book. So and what edit mode will look like is exactly what it would look like if the person is using Word. And they click Edit Mode, okay, so they can highlight, they can, you know, track changes all of that. And we're designing it to look exactly like word because 95% of the editors out there only operate in Word. So we don't want to teach old dogs new tricks, little dog pun there. And so it's going to look exactly like they open up. And we're except that what's cool for the author is that as the editor works, the author can see it inside their Atticus, they never have to leave. And so they can comment and communicate back and forth within the Atticus, they can see all

those changes, you can accept changes, and when they accept the change, it's imported into their book right then and there. And so that's how the editor works with regards to. ARC, on the other hand arc review copies, you can send out 10 versions of your book, or whatever or 10 copies of your books excuse me to arc readers. And they can open it in their on their phone or on their computer, whatever and read. And because they're an arc reader, they can only leave a comment they can edit so they can comment. And you can also control if that arc reader can see what other readers have left his comments as well. Or if you don't want them to see what the other people have commented. And so that way you can get a differentiation. And then finally the format or Yeah, we have the formatting and it's awesome. But maybe you just don't want to have to do it. What if you could just click and tell this person to format it for you? So now the problem is, is that for that format, or they have to own Atticus, in order to do that. We can't do an online like thing they have to have it. So if that for like so that we were telling formatters like, hey, if you want to be able to format for Atticus users, you're going to need to you know, use format or use Atticus. So there's that. And then same thing with writing collaboration as well is that the two writers both have to have it we can't do it with with that online version or something like that, because it needs to constantly communicate with the two now. Right? With that said, writing offline is very important. But when you collaborate, we're going to have a couple of stipulations when you collaborate with somebody as a writer, okay. First off is that we'll we'll have it normally, that you cannot write unless you're connected online if you're collaborating with another writer, because what we don't want to do is this writer deletes that paragraph and then writes us in and then you don't see that because you're not connected. And you change that paragraph like how do we deconflict so both have to be online so they can see it real time, just like you're on a Word document. However, though, say for example, you're like, well, I really need to get on this train and I'm not going to have the internet. You can lock a chapter and then work offline on that chapter, which means the other author can't touch it. Okay, and so this helps to make sure that you can still work your project, even offline, if you're collaborating with another writer, so that's how we're getting around that.



Carissa Andrews 30:05

That's really awesome. It sounds like there's a lot of different ways that people can then get in there and really operate in real time with it, versus having gone to Google Docs. And I know a lot of authors who do co write and Google and it's, I don't know, for me, it's like, it's just, it doesn't quite lay out the way my brain works. Right? I'll do it if I have to, but I don't like it.



Dave Chesson 30:24

Yeah, exactly. And so this would allow the two authors to really communicate and have all the tools like they're used to like on things like Scrivener or other writing tools and not have to skip a beat not have to go somewhere else, write an entire book, and then import it in just to be able to do the things you want.



Carissa Andrews 30:41

That is really, really cool. I'm really looking forward to it. So that brings us around to the winner wins the timeframe that you're thinking about launching this first version of it, and what can authors kind of expect for a pricing point?



30:54

Yeah, so the we are going to do a private release to those that are on the waiting list here on May 12, actually, and what we're doing reason why we're doing it private is because we want to be able to work with we had a beta team, they've done a great job in helping us make sure that this really fits. But we want to expand that even more to test our systems as well as to get even more input on what we should add and do. So we want to have this kind of like tight knit group of people that we can work with, I would say that probably about six weeks after that. And again, like when you talk programming programming, it's like really hard to nail down. So I'm going to guess, sir, six weeks from there. So we're looking at probably the public launch. And that's where we're going to mass open. And but like I said, once we open that up, my team still at a full gallop, because we're going to be adding so many features real quick.



Carissa Andrews 31:47

That's awesome. So is it going to be a one time payment thing like publisher rocket? Or is it going to be a monthly thing?



Dave Chesson 31:54

No one time payment, I, I've said it from the beginning, I just don't like subscriptions. I also, I also really don't like the idea of building my entire writing on something I have to pay for every month. Like, it's not that, like, I know, there are a couple of subscription writing things out there and I get it, it's from a business perspective, SAS they call it is really awesome. But I don't think I would ever pull the trigger on something where, you know,

like, I'm gonna put my book on the system, and the moment I stopped paying them, I lose it, or you know that it's gonna like, okay, I can export it. But now what do I do? Like, I just don't? Personally, I just don't like that idea. So we're going to go with a one one time model. For vellum, unlimited books and ebooks is \$250. Whereas for us, it's only going to be \$147. And you get it and all of our future updates for free.



Carissa Andrews 32:56

That is fantastic. And you can be on a PC and still do it. So that's...



Dave Chesson 32:59

PC, Chromebook. Yeah. Linux, yes. Yep.



Carissa Andrews 33:04

That's pretty awesome. I think everyone listening to the podcast is definitely gonna be excited about that. Because I know that's one of the things that I get asked a lot like when I'm teaching different courses that I recommend vellum, because that's been the one that I use personally at the moment. But I can guarantee you, I'll be definitely trying out, Atticus, I am on that waitlist. So I'm excited to see if there's an email that actually comes comes in on the 12th. But yeah, so I think it's gonna be really beneficial, because I know so many different authors who write in their PCs, or PC laptops, or whatever. And so it's gonna be really, really helpful for them.



Dave Chesson 33:37

Right? There are so many authors that are on PCs that are either buying a mac book so that they can use vellum, or they're paying for the Mac and cloud thing, and they're trying to do this whole weird rigamarole just to be able to access the program. And so not only are we going to surpass what vellum does, but everybody can use it without this crazy, you know, ooda loop? And like I said, we're going to be \$100 cheaper. So



Carissa Andrews 34:04

That's fantastic. Well, I think that's everything I wanted to cover today. Was there anything else in specific you wanted to bring up anything that they should know about Atticus or any of the programs that you're obviously Well, not just programs, all of the companies you're you're running and juggling?



34:19

No, I think that's it, like I said for me, Atticus was being developed because for years of just the pain of having to move from point A to point B and I think we have a lot of plans with Atticus on how we can really help improve the writing community and not just from a writers but also from publishers as well. And how to create kind of publisher versions and kind of assist or how to get you connected with the right editors and you know formatters or help you to build an art team if you don't have one. There's there's so many things that we can do to improve the overall experience and not just the writing experience. So I really look forward to it. It's a really big passion project of mine. It's been a pain point of mine for 13 years. So as an author, I'm, I'm really jazzed.



Carissa Andrews 35:06

I can imagine, well, you've been able to test it out and try it out. I'm thinking that Yeah, your dad's about it. That means we're going to be jazzed about it. Yeah.



Dave Chesson 35:14

Also hidden some easter eggs inside inside the program as well. It just really be fun to find out when when people find them.



Carissa Andrews 35:22

Interesting. Did you hear that? Everybody? There are Easter eggs. Go hunting?



35:26

That's right. It's like Haliday. Anybody's who's read Ready Player One?



Carissa Andrews 35:32

Yeah, right. Oh, gosh, I hope it's not like the hidden thing where you have to go under a tunnel. Okay, we're gonna have to, we'll go back to that. We'll have to get dig into it when we're in it. Well, thank you, Dave, so much for being here today. Where can my audience find you? Obviously, if they're trying to come find you in specific or if they're trying to find Atticus? What's the best place for them to go? Sure, you can find me@kindlepreneur.com.

I've got a contact page. And if there's any questions about anything we talked about, hit me up there. Awesome. Well, thank you so much for being here.



Dave Chesson 36:02

Yeah, thank you for having me.



Carissa Andrews 36:03

I don't know about you. But after that interview with Dave, I was extremely excited to get in on the early adopters list. I was already in the waiting list. And I had to go dig through my junk mail just to make sure that I got the email saying that they're going to open it up early. And now like I said, I snagged that copy last week and I have been tinkering with it ever since then, while they are still working out the bugs, as they knew that they would be when they open it up to a wider beta audience. I am not worried at all about its trajectory. Now that being said, I don't plan on diving headlong into advocates without having my story saved in a separate location. As of right now, I use Scrivener. But I love trying new tech to see how it will make my life and hopefully yours a little bit easier. Now I've also been around long enough to know that you always have to have a back up plan, right at least until there's a proven track record with a new program. So that's my plan as of right now. All right, so if you'd like to download today's transcript or get on the waitlist for Atticus, head over to authorrevolution.org/81 I will have everything there ready and waiting. Like I said I was thrilled to be an early adopter of Atticus and truly do believe that it has the potential to do some incredible things in the coming years. It's a monolithically big deal to take on not only the established writing programs like Scrivener, but to take on the ability to edit in real time to see ARC comments in real time and even create layouts that rival volumes. Well, at least it's ridiculously ambitious and totally awesome. In my humble opinion. I think you'll agree that Atticus rests on the precipice of greatness. Now we just need to kind of wait, watch and see. Well guys, that's all I have for this week. Until next time, go forth and start your author revolution.