

Episode 84

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SPEAKERS

Cary Richards, 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 with a 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 liking love, you found your tribe, my friend, let's get your author revolution underway. Welcome back to the author revolution podcast. I trust you had a lovely first week of June. Well, summer is in full swing here in Minnesota, and I am loving every single minute of it from inside my house, because man, it's like 90 degrees outside. What is this? It's the hottest June in recent memory, I can tell you that. Okay, well enough about the weather guys. I have a very special episode for you today, if you've been struggling with your writerly goals this year, or if you've been wondering what you're meant to do next in your author journey. Or if there are programs you know, you should get but you can't seem to afford just yet. perk up your ears. Because Oh, you are in for a huge treat. today. I have Carrie Richards from info stack on the show. And we're discussing the latest right publish Prophet 4.0 info stack. Now what's that you ask? Well, we'll discuss all of that in the interview. So first, I want to actually start by explaining why I was so excited to get carry on the show. Now, I don't know if you realize this about me. But

I'm kind of a knowledge hoarder. I love information. And I can't seem to stop myself from reading or buying new courses or trying out new products as soon as they come out. And in some cases, even before they do, Atticus. Now this time last year, I was digging into list aiming because of the wind haven witches series. One of my friends mentioned to me that Melissa storm, someone else who I should actually be bringing out to this show Come to think of it had some courses in the special deal called right publish profit 3.0. Yes, literally, the only reason I checked it out was because Melissa storm was in there. She has a list aiming course, that she was teaching as kind of an experiment as she was doing her own listing. And it was spectacular. But what I found out was she wasn't the only incredible name in that info stack. I got a wicked cool course from someone you might know David Cochran, remember that guy. And there were deals on prorating aid, catalytics reports, ebook downloads, and so much more. It was almost mind boggling just how much stuff was packed into this one tiny package, right? So here's the thing in full stack is just like it sounds. Kerry and his team curate this huge list of some of the best courses, books and software, and then they stack them into like one big bundle, then they sell the whole thing at a spectacular special deal price. But here's the catch. It is only one week. That's all you got just one week. Now all of this stuff inside the bundle, the courses, the ebooks, whatever, they're all still available at their normal prices on whoever's website who's you know, doing the thing? And I can say that in all honesty, because Yes, hi, I'm one of the authors that Carrie reached out to one of my courses is included in this year's bundle. I won't tell you which one just yet. But I know without a doubt, you're gonna feel it when you find out which one it is. So yes, I am an affiliate for this incredible bundle. But I would have sung all of its praises, even if I wasn't right publish Prophet 4.0 is packed with so many goodies that authors are in desperate need of most times. And if you're short on cash, let me just say this bundle is over \$8,000 worth of stuff for 49 bucks. Like what the cool thing is, even if you were like me and you purchased it last year, all of the stuff with the exception of some of the software membership pieces, they're all new. Yes. I even have gone ahead and purchase my own bundle this year. I mean, shoot, even if I was only to use the one year free membership to publish, it's paid for itself. Okay, okay, I'm getting a little too excited about all of this. What can I say? I Love saving money on author info. So rather than go on and on, let's hop into the interview with Carrie. Let's hop into the interview with Carrie so that you can hear from the founder of infosec himself about how this idea came about and why you as an author really should jump on this deal while it lasts. Are you ready? Carrie, thank you so much for joining the author revolution podcast, I am super thrilled that you're here today, I filled my audience in a little bit about info stack and write publish profit, and why I enjoy it so much. But I'm going to have you kind of tell my audience a little bit more about you and what it is that you do. Great.



Cary Richards 05:36

Thanks for having me on. I appreciate being here. So I guess let me just kind of fill you in quick about info stack and kind of how I got started and in why we do what we do, right? Absolutely. So yeah, I thrashed around for years trying to figure out something to make a living online, right? I spent years in the corporate sales field in a number of different areas. And you know, a number of different false starts and, and mistakes, and you know how that goes,



Carissa Andrews 06:09

absolutely,



Cary Richards 06:10

finally stumbled on this idea of creating large bundles of high quality information that I could sell at a discount, you know, I came to the realization that I really wasn't an expert in anything. What am I gonna create a course on I want to I know, you know. And so I started, you know, bundling these, these pieces of information together. And it just so happens that one of the backup a minute, one of the things that I did to try to make money in line with I started writing these short informational nonfiction books and then launching them on Amazon, right? Sir, I kind of got into the into the self publishing space and had a little bit of knowledge on that. So I figured the first stack, the first bundle that we would do would be in self publishing. And so the first write publish profit, right publish profit one, I guess you call it was born that that happened in late June of 2018. And it was wildly successful. We were We were like, shocked at how so. And so we kind of went okay, and so a month later, I quit my job. And I went full time into the doing these bundles. And that's how info stack was born. And so yeah, I mean, that's kind of what we do is we go out with a number of different niches and verticals. And put together these promotional bundles, we call them stacks. And they tend to be these bundles of, you know, anywhere between about 20 \$500 and about \$8,000 worth of stuff in any one of the bundles. And in we sell them \$49 so highly discounted. And this also well.



Carissa Andrews 08:13

So what why 49 was there some like really cool, like formula that went behind the scenes to try to figure out wasn't that scientific?



Cary Richards 08:19

No. It was kind of like, you know, what are we what are we prices that it's, you know, we

want it to be discounted? We don't want to go 99 we don't want to go 35 Let's, you know, let's go like right at 1549 95, or whatever it is.



Carissa Andrews 08:36

Yeah, that's kinda we did that. Yeah, that's fantastic. Well, so you kind of touched on it briefly about why anyone listening to the podcast today is gonna probably want to know more. But for those authors who are out there, do you want to explain a little bit more about this info stack that is specifically geared toward them? And that is actually launching very, very soon.



Cary Richards 08:58

Yeah, so right published profit 4.0. It will have gone live yesterday morning. And so it's live right now. And it'll be live through Tuesday night, the eight, excuse me the 15th at midnight, Eastern time. So that's how long it lasts. And so you have plenty time to go, go take a look at it. And it is over 16 different items. In this stack. It's a huge stuff this time. There is literally, I mean, there's almost so much stuff in and I'm almost embarrassed to say what the what the total value is \$8,000



Carissa Andrews 09:44

Why would you be embarrassed about that? That's amazing



Cary Richards 09:46

other huge opportunity. But just like only it doesn't sound real. There's a you know, it's like wow, hey, and so yeah, they can purchase it for \$49 and it is specifically aimed at writers And Self Publishers, it's it's everything in anything that you would need to know, to write, publish and sell it either a nonfiction or a fiction book.



Carissa Andrews 10:11

So I would love to get into some of the awesome stuff that's in there. But first, I want to know a little bit about like, what made you want to do the info stack on write published profit? Like, where did that concept come from? Originally with that 1.0?



Cary Richards 10:26

Well, yeah, you know, I was trying to figure out what the so what should the first stack be? What should we do it on? And, and I had just recently been writing these books and publishing them on Amazon. And I figured, well, that you know, that I know a little bit about that. And, and it seems like there's a lot of buzz in that industry, you know, in that space, sir. So that's, you know, we just, let's, let's try that. Let's, let's try that as the first book,



Carissa Andrews 10:53

I was wondering if it was like, there's some really cool courses in there that you really wanted to know. And you're like, Huh, let's see if we can get them to join over here. Well, I wasn't quite that devious. No, no. That's amazing. A lot of fun to be like, oh, who are some of the really cool people in the industry? Right. Now? Let's see if we can bring them in?



Cary Richards 11:13

Well, um, you know, and honestly, that that's, like, kind of what happened. But, but No, that wasn't really my thinking would be going into it. So



Carissa Andrews 11:22

Sure, sure. No info stack that the company, your company has been featured by some pretty big names. So if there are any listeners out here who are kind of hearing, okay, this stack thing, and it's \$49, but \$8,000 worth of really cool author stuff. And they're thinking this guy, this has got to be a scam. I know, we had, we've talked about, you know, all the different companies who have actually supported you and I have an email that's going to be going out talking about why this is like a true honest to god awesome opportunity that authors need to be picking their ears up for. So can you explain to my listeners, some of the companies who have come back to you and really supported this opportunity?



Cary Richards 12:00

Yeah. So, you know, one thing I want to point out is that we do have a 60 day money back, no questions asked money back guarantee. So if they do purchase a stack, they get in, then they realize that it's not what they wanted, or they're, you know, the stuff isn't as high quality as we said it was or whatever, all they got to do is email us and we'll give them the money back without, you know, without even be the explanation, they just have to ask. So there's, so there's really no, you know, no risk involved whatsoever. And I would,

you know, I would suggest that they that they get on the sales page, which I think you'll be able to give them a link to on and just take a look and look at the people that are on there. They're, you know, not everybody's a household name, but, but if they look through, they'll, they'll realize that, that the stuff that we have in there that we you know, we spend a lot of time vetting these people, and making sure that it's all good, high quality stuff. And then it's the retail price that we list for them. But they're not that the people who purchase and stacker is not paying right, it's great the retail price that is currently being offered out elsewhere, we want to make sure that that that's not over inflated. In other words, that \$8,000 figure that I just gave you, is his real good solid, you know, retail pricing that they would find on on the internet. And so a couple of things I wanted to mention that are in the stack. The first thing is pro writing. It's, it's probably one of the top two or three, writing software's that that are that's currently out there. And we have a full 12 month extended free trial available in the stack. And I think that's one of the most popular items that we've seen. And then another thing that we are offering is, is a thing called crowdspring, where they'll help you put together a book cover, edit and format the book and get it all ready to publish and help you self publish it. It's it's kind of a all a cart thing where you can pick and choose or you can do the whole thing or whatever. And it's really a, I think a popular piece of software or service, I guess you'd call it that's in the stack. And then you know, all kinds of things. The I'll tell you the buckets that were that we have in the stack are basically marketing and advertising, writing craft, traditional publishing, there's several things in there on how to how to look for an agent how to get an agent how to how to write up a query letter to traditional publishing houses and you know, kind of just generally how to go about getting traditionally published, as well as a whole bunch of stuff on, on, again, editing formatting in producing your self published book to get it out there and get it published and make it look really professional. And then, again, a whole bunch of stuff in marketing and advertising once you've got it published, now, what do I do kind of a thing, right? So there's a whole bunch of stuff on on getting it out there and getting it in people's hands. And so again, you know, 60, plus pieces of information in there, different courses and books, masterclasses and, and all kinds of stuff.



Carissa Andrews 15:41

For sure, yeah, some of the ones that really stood out to me when I was looking at other than pro writing aid, was campfire Blaze, for starters, because that's a program that I've been testing out for a while. So they've got an extended, I think, wasn't it three months to be able to trial, the whole thing out. And then even book brushes in there. So people who are looking to be able to do social media and 3d images have their book covers and stuff, book brushes in there. Yep. And actually, rapid release roadmap guys is involved in the info stack for this time, too. So, of course, online course wise. So there are tons of really great opportunities to be able to check out and learn and grow with all aspects of

publishing is really an incredible deal. And like I said in the intro, I did last years, and I found so much valuable insights and information in there. And there were actually a couple of people, I think Melissa storm was one of them, where I forgot that she had done courses. And so I ended up taking a couple of hers, she had one that was in there. And then I ended up taking a couple of additional courses because I completely spaced out that Melissa did courses. And so I was like,



Cary Richards 16:45

Yeah, and that's, you know, that's a service we offer to, to publishers to, you know, to the people that the contributors to the stack is that it's just a really good way to get, you know, get your name and brand out there in front of just a ton of highly targeted potential customers. So,



Carissa Andrews 17:00

absolutely. And there was so much information in there. I mean, it was almost overwhelming last time when I was going through it all. And so I would love for you to explain to my my listeners who maybe do join, how do you how do they go about figuring out how to claim all the products that are inside the initial stack?



Cary Richards 17:19

That's an interesting question. Because that's one of the issues, you know, one of the, it's like a good problem to have, right? But there's tends to be so much really good information in the staff, that people get a little bit overwhelmed. And so by the way, we do offer an unfair advantage cheat sheet that we that we sell you and is very inexpensive, but it offers you suck, if you're interested in this, then start here and then go here, and it gives you a better way to, to organize and access that the information in in the stack, better, easier, faster, can everything. So we can look for that in the checkout cart as you go as you go through when you're purchasing and, and then kind of that, you know, the the just the process, the nuts and bolts of it is they will they purchase the stem, and they get access to the download portal page. And they can look through and see which ones they're interested in which you know, where they want to kind of start. And they've got a whole year, they've got 12 months to access everything in the stack. So they don't have to, like stress out about all I got to get everything all along, you know, you can come back in over a number of months, and download and get access to the stuff in the stack. Yeah, so once they're in there, and then they like say we get access to the download portal page. And they can pick and choose and as soon as they want to, you know, click on one thing,

they'll get access to the to the redemption page. And that's where the link to the content will be and they can click on that and that we link out to wherever the content is, and then just offer you know coupon codes and things like that, that make it free for people to purchase.



Carissa Andrews 19:03

Okay, yeah, that was the thing for me when when I did it last year, I definitely kind of looked for the pieces that I was most interested in. Last year was all about list aiming. So if there was anything in there that was list aiming related, or anything that slightly I thought would like help me with that concept. I was definitely going there first. But there was so much good stuff that I didn't even I didn't even realize was in there stuff from like, Alex Newton, Oh, geez. From analytics. And I mean, there was it was an incredible deal last year. And I know this time when I've like been seeing the stuff from our emails that are going to be going out for it. It's just been incredible to go wow, this is going to be even more special. This is our biggest one ever. That is amazing. Yeah. Oh my goodness. Okay, well, we talked already that there's a warranty so there's a 60 day money back guarantee. If people are interested in learning more about infosec. Maybe they have a course or an ebook or something like that. And they want to be To be included in it next time around, what's the best way for them to get in touch with you?



Cary Richards 20:05

Yep, best thing to do is get me a carry car Why? info stopped on IO. Perfect. So that's my email, feel free to ping me and just, you know, ask any questions you would like, I'm always available. That's, that's kind of what I do in this business is I'm the, I'm the front facing guy, I'm the I'm the, you know, facing the business. So I'm always available to talk to people, I love to talk to people. So, you know, give me a shout out there, if they want to take a quick look at the page at the site itself is just info stack.io. You know, go take a look there. And and there's a there's a little button that could that shows you, you know, look at our in our latest deals, and that'll take it to whatever's going on. But I question I think you're going to put a link to it on a page here.



Carissa Andrews 20:58

Yep, absolutely, yeah, I'll make sure that there is one that set up. So if you're looking to go to the actual page for write published profit 4.0, you're gonna want to head over to author revolution.org, forward slash w p p for that way, you can take a look at the information that's out there, and all the good deals that are going to be involved in this info stack. And

like Carrie said, it's only for the one week. So you're definitely going to want to, you know, be paying attention, go check it out. Now, if you're going to be thinking about it, think about it, and make sure you act quickly because it won't last. And I can tell you right now, it is so worth it the information there is is incredible.



Cary Richards 21:34

Yeah, and that's the thing too, is that, you know, the stacks are individual, right, we publish them, we make them available for a week. And then we'll do it again next year. But it'll it maybe have a couple, two or three things in the same things in there. Like maybe a providing aid or something. But most of it will be different stuff. And so this is the only time really that this this particular standard will be available.



Carissa Andrews 21:58

So absolutely. And the information that's in there, it's just, I mean, like you've said, all of these courses, or all the the information that's in there, whether it's a course or a book, or software as a service, or whatever the case might be all of those things still exist out in the on the real world at their normal price. And so they will go back to their normal price as soon as this info stack has left and gone back into the ether until next year. So you definitely don't want to miss it. Awesome. Well, cool. Well, thank you so much for joining us today and explaining a little bit about info stack and about write publish profit 4.0. Because I know my listeners are really going to benefit from it. Many of them are trying to either start from the very beginning and they're trying to figure this whole indie author game out. And so all I mean, I don't know about you, but I'm a knowledge hoarder, I love I love information. So if I can get something for cheaper and, and fill my brain with even more stuff, it's that's what I've always done, I love it. And so hopefully, a lot of listeners will do the same.



Cary Richards 22:57

Let me mention one more thing, by the way, after Write Publish Profit four we'll be getting back in touch with the people who do purchase. And we have a coaching program available. Oh, nice. So if if they are a person who just getting started, don't doesn't quite know where to start. Or, and or if they have a book. And you know, they it hasn't been selling well, or they're trying to figure out how to market it, get it out there, get it sold, you know, even get it onto the New York Times or USA Today bestseller lists that kind of thing. We have a program that'll allow them to do that. It's a it's a 12 week coaching program. So I don't want to say too much about it here and everybody go by the stack. But after

you buy it, then we'll be getting in touch with you. And you know, just no obligation, of course. But if you are interested in something like that, we'll make them available to you.



Carissa Andrews 23:55

That's fantastic. Well, I definitely know, my listeners are going to love that. And they're going to probably be looking forward to that email once it's out. So awesome. Well, is there anything else that you'd like to share about profit?



Cary Richards 24:09

I think that's it for today. If anybody has any questions, they can get a hold of me at that email Carrie at info stock guy. Oh, and I really appreciate your taking the time, Carissa.



Carissa Andrews 24:19

You bet. Thanks so much for coming to carry. And I hope that you have a wildly successful launch this this time. I think it's gonna be fantastic. I don't know how it couldn't be so. Well, thanks very much less. Thank you. Well, there you have it. Can you see now why I'm so stoked about this years right published profit 4.0 info stack. And if you're listening, you'll now know that rapid release roadmap is the course I'm offering inside this your stack. Now I wanted to get it out into this world. And I knew this was going to be a big way to go about doing it. So if you've heard me talk about rapid release roadmap in the past, you know that this course typically sells for a heck of a lot A lot more than \$49. So even if that's the only thing you wanted out of this deal, you've saved yourself some money. Now remember, this info stack deal only last until next Tuesday, June 15. When it's gone, it is gone forever. And even if I participate in right, publish profit 5.0 next year, it will be a different course so that all of you guys can get a different flavor for what I offer, right? Yes, I'll be launching rapid release roadmap again soon. But when I do, the price is going to be much higher. So what are you waiting for, head over to other revolution.org forward slash 84. To get the direct links to write published profit 4.0 or download the transcript to today's interview. I want you to be as successful as possible in your indie author endeavors. And I know that this info stack, right published profit 4.0 is an absolute jackpot for information that'll help you get there. Your time is right now my friend, you just need to get started. So go forth and start your author revolution.