

Episode 95

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SPEAKERS

Carissa Andrews



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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. Well, hi, again, everybody. Welcome back to the author revolution podcast. So hopefully, you have had a fantastic week, I myself, have been epically failing at my six week writing sprint, oh, it is terrible to say that, but it's actually the truth. And so I figured I better come on clean and tell you all, instead of writing, I have actually been doing a lot of digging into all things expanding and growing author revolution. So I mean, I'm still writing and I'm still producing content, it's just not been as much in my fiction side of things. And everything is kind of coming to a head, luckily, by the end of this coming week here. And so I should be able to dig back into my writing in a way that feels more creative. At least, that's what I'm hoping. So instead, what I've been doing is things like funnels and ad copy and trying to wrap my head around things like conversion ads on Facebook, I don't know, the whole thing is just blowing my mind. They're a lot bigger and more complicated than they ever need to be, I swear to

God, but at the same time, they are important. And hopefully, they will really get things in play for other evolution to grow and expand. So I can continue to doing things like this podcast, and bringing you content that it's going to be really super valuable as you grow your own author careers. Now, for the past couple of years, those of you who have been following me for a while will know this, I've been teaching six major strategies for rapid releasing. Now this past month, I've actually been also in addition to trying to learn more about the revolution, I've been digging into researching wide strategies. Now, I haven't been a super huge wide proponent. And part of that had to do with in the beginning, I was wide, there was really no other option at that time. I mean, in 2010 2012 2013, all that stuff, there was pretty much no kdU. There was no exclusivity, there was nothing like that available to us yet. But I also found that going wide really was a struggle, because as a new author, you've got all these platforms, and it was difficult to maintain. There were no dashboards to some of these other places like Kobo and Barnes and Noble, like there are now even Apple, you couldn't log into Apple without an Apple device. So all of these things were a struggle. So you had to use things like Smashwords at the time. And to be honest, it wasn't as if it was super easy to know whether or not you were making sales, everything was very convoluted, right. And so when k you came about, I gave it a test found that I earned more money, I found that a lot of my readers were in k U. And so that's really the way that I went. But as time has gone on, and I've had more books, k u has become less effective for certain series and certain things to do. And so I myself, am looking at expanding into the wide market. And I've told you this a little bit before earlier this year that I had took eight of my books out from being in K u and put them wide so that I can start to build my wide audience. Now I've done a little bit of tinkering here and there, but I'm really taking it more to heart. And I'm reading Mark Lefebvre's book, Wide for the Win right now. And I am doing all these things trying to wrap my head around the concept of being wide and how it will really look and feel and how it impacts other authors. Because obviously, that's what I do, right? I take what's out there. And I try to extrapolate the data so that I can try to figure out how can authors best use this in their own careers, to make it their own and really leverage it. So here's what I've been teaching in the past. So for those of you, like I said, who have been listening to the podcast for a while, you're gonna know that I've talked about The drop 122. That's a strategy where you're releasing your first book. And then a week later, you're going to drop the second book. And then from that point forward, you're dropping the next books every two weeks. Now, it's not super sustainable long term. But it is a way to really build up some buzz and some excitement around your books, especially if you've got them written well in advance. Like, if you have a big long list of books, and you're trying to just get them out there, it's a super great way to be able to build that buzz in like in K, you, for instance. Now, you also have the 12 round strategy, which is just meaning that you're going to drop your first book, two weeks later, you're going to drop the next one, two weeks later, the next one, and so on. There's also the for all around, which is a book releasing every four weeks instead of

every two weeks, the more than four. And that obviously includes things like the quarterly releases that we've talked about inside of rapid release roadmap. It can also include things like every six weeks, or twice a year or whatever, it's basically anything that's going to be more than four weeks apart. There's also the Netflix style for those of you who might want to write the whole series, and then dump them all at once. So that anybody who wants to read the books can just start consuming them right off the bat, there's some really great reasons to do that. If you're in rapid release roadmap, you're going to know that. But it's really difficult to do unless you want to port all your books upfront, right. And then finally, there's the neverending story, where you're just going to pick whatever kind of strategy you're going to want to put out there. It's the same concept as like the series creation of the neverending story where basically your your series is just going to continue on, add continuum, right? It's going to keep going keep flowing, but you're just picking your release strategy to go along with it. So whether that's two weeks apart four weeks apart, every quarter, twice a year, whatever it is that you're going to do, you're going to keep it consistent, and continue to do it never ending. Well, now, after digging into all this wide strategy stuff, and reading Mark's book and trying to wrap my head around, like what are some really good ways to be a wide author, not just in theory, not just in the past, now that my books are in the wide stores, but ultimately going forward? How do I want to take a look at my wide audience? How do I want to put my books out there were I could leverage not only my wide platform and give my readers what they want there, but also to leverage rapid releasing at the same time. So this is where this particular strategy comes into play. And I do have to credit Mark with this one, because I think he said something in one of his chapters in that book. And it was in passing, I don't think he specifically said it quite like this. But that was the gist I got. And so I'm adding the strategy to rapid release roadmap because I think it's important for wide audiences and white authors to really wrap their head around how they can use a rapid release strategy for Amazon, specifically, while still being wide. So here's how it works. What you're going to do is leverage your series, however, it might be like, let's say you're doing a finite arc, or a never ending series, whatever, whatever the case might be, you're going to write your books, both one at a time, kind of like Kindle Vella in the sense that as soon as your book is finished, you're going to publish it. But instead of publishing it on Amazon, you're going to publish it everywhere else. So while everyone else such actually want to publish it, right, so if it's Kobo, Barnes and Noble, apple, whatever, you're going to publish it only to your wide audience ignoring Amazon at the time, I know, it might feel like a bit of a boon. But if you were going to save them all up to do a rapid release, let's say four weeks apart, or two weeks apart, or whatever, you'd be doing it anyway, your books would be sitting there waiting for you to put it up. At least if you're going wide, you're putting your books out there in advance, and hopefully those readers are consuming them. So if they're consuming them, as the books are being written, you're able to get paid for it, you're building your wide audience out there. Most of the other wide stores actually really

leverage in better terms, at least pre ordered books. So if you're putting your new release up on Apple on Barnes noble on Kobo, they give you a bigger advantage when it comes to your pre order strategies, then Amazon does. So you're using them to really get your books out there to grow that audience. They leverage it better than Amazon does, because let's just face it, you're a little fish in a Great Big Sea over there. And then once your series is as complete as you want it to be, or you've gotten far enough in advance, that's when you start scheduling it out on Amazon, it doesn't have to publish the same day as everywhere else. I mean, obviously, when you're putting it on Amazon, it goes the opposite direction, right? You're putting your pre orders up on Amazon and you're ignoring the rest of those platforms. Just the opposite, you're flipping it on its head, you're putting your pre orders up everywhere else. And then as soon as you decide your series is ready enough to start launching it elsewhere, you start putting it up for pre orders, and start getting them on Amazon, then start rapid releasing them based off of the strategy you choose, if it's going to be two all around, if it's going to be for all around, if it's going to be more than four, if you're going to just Netflix, the whole thing, whatever you pick that strategy again, but this time, you do not like pick anything with Kindle, select, you ignore all of that stuff, and you're just gonna keep your stuff wide. But you're still getting all of the good stuff, all the advantages of rapid releasing your books, where it goes into the hot new release categories, and you're enjoying all of the algorithm boosts that Amazon gives you when you rapid release. So just some food for thought here, guys, because I really think we as authors, as you start to advance your career, you want to start looking at different strategies and how you can get your stuff out there further. As much as I am a proponent of Amazon, I think they've done great things for us as authors, I think the tides are turning a little bit where we need to start thinking in a more long term way, we need to understand how wide is going to help us to be able to build our platform a little bit better. So we don't have to be a an exclusive Amazon only author forever, you could be exclusive for the first couple of years as you tried to build out your other platform, try to build out your audience, whatever. And especially if you're in one of those categories, where you are going to get more page reads because like paranormal romance, urban fantasy, all of those, they have a really strong kdU readership. But the thing is, they're out there wide too. I know authors who are killing it wide as well. Now, one of the reasons that I do say in the beginning of rapid release roadmap that I think you should go with Kindle is because I know how many hats we're already trying to put on, as we're trying to build our author platform. And as we're trying to get going in this whole thing. So picking one platform is really beneficial when it comes to understanding it, understanding how it works and understanding how to best leverage it. Now Mark makes actually a really good point, when he's talking about things in Wide for the Win he says that, you know, we authors often will spend, you know the good portion of our time learning Amazon inside and out understanding its algorithms, understanding key words, putting all this energy and effort into making sure we understand how to use it. But we spend much less time learning the

other platforms. So in his recommendations, he actually says something about how you could pick two platforms, for example, so pick Amazon, yes, because they are more than likely going to be your number one seller that that's just the way it is even those who have been wide for a long time, they usually have this thing where it's like even 45% of their sales are coming strictly from Amazon and the rest is from being at other stores. No one store is going to be able to at least as of right now trounce Amazon in terms of sales. But if you pick another store, let's say Kobo or Barnes noble, whatever, whichever one you choose, and you'd put just as much energy and effort into learning that particular store, when you start to go fully wide, when you start to embrace more of a wide mindset, it helps you to already know that particular store, and now you have one more than to check. So this is obviously just food for thought in case you are considering going wide. Maybe you're already a wide author, and you feel like you've kind of been excluded a little bit from this whole discussion. Because I really do want to be inclusive of how we're going to go about embracing our careers. And I myself, am currently a hybrid author, I have books, like I said, that are wide, and I have books that are inside of k U. And I have a strategy in place where I am learning when it's time to shift them over and go wide. And once they're wide at this point, I am keeping them there because I no longer want to be bouncing in and out. There are a lot of executives in those other stores who are keeping an eye on authors who go in to the whitespace and then pull themselves back out until they're making note of that. And what we as authors want to do is make sure they know we're here to stay. And we're here to leverage their platforms the same way that they're there to try to help us leverage the platform. So like I said, food for thought as you're moving forward with your author journey. And I want you to know that this is something that I am digging more into and something that I am expending a lot more time understanding putting strategies into play and testing them out. Now I'm also going to be adding going back to Amazon a little bit I am going to be adding a Kindle Vela strategy for rapid releasing very soon, but I'm still working on the details for that. So just keep it Keep that in mind. Stay tuned because I will be releasing another variation of how you can wrap a release using Kindle Vela. But it's something to think about there as well. Now, don't forget, you can go to authorrevolution.org, forward slash 95, to download today's transcript and anything else that you might want to learn, perhaps about rapid release roadmap or the way that we're teaching. And keep in mind too, that there's always things that you can learn things that you can grow on. And strategies can always adjust, shift and change. That is the way that I work, guys. So don't be surprised as I extrapolate new data and make changes because I am the kind of person that I am not afraid of change. I truly believe that the only thing that is consistent and constant in our lives is change. So we have to be able to embrace it and move forward with it. When we have new data when we have new information, and it makes more sense to change. It's our job to make sure that we do that it's our job to make sure that we listened to those results. It's our job to incorporate those results. And we'll get better because of it. Well, my friend, that's all I

have for you this week. Hopefully it was helpful. Maybe it gave you some food for thought. Maybe it's shifted your perspective, just a little bit, maybe even giving you some ideas. I don't know. But I am going to be doing a little bit more on author revolution this week. And then obviously, yes, I am finally going to start writing properly anyway. immortals, I've got 7000 words down guys. It's not like I'm not working on it. It's just I should have been closer to 20,000 words at this point. So I'm kicking myself a little bit but you know what? We learn from this. And we know that sometimes when we're not able to hit our goals, we just pick ourselves back up and keep going. And that's what I'm gonna do, and I hope you are going to do the same. So in the meantime, until next week, go forth and start your author revolution.