

# Episode 110

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## SUMMARY KEYWORDS

author, books, trending, nanowrimo, revolution, genre, readers, series, titles, goals, indies, challenge, plan, continue, write, editorial calendar, days, year, excited, ready

## SPEAKERS

Carissa Andrews

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Carissa Andrews 00:09

The Indie Author revolution has been around for more than a decade. But we indies continue to push the boundaries of what we're capable of. From getting over initial prejudices to staring down perfectionism and author imposter syndrome. We've become a force to reckon with indie authors now wear more hats than ever as we strive to create a career full of meaning prosperity, and potential. We've doubled the demands and continue to be rebels in the face of adversity. Now, after years of hearing the shouts of hustling, grind, we indies, are rebelling again, gone are the days of publishing a book a month until we drop, and in its place, sow the seeds of a better way to rapid release, a way that feels incredible as we build a sustainable, lifelong author career, that not only increases our visibility and royalties, but it's all done with intention and ease. If you're ready to buck the system and become the visionary entrepreneur, I know you're meant to be, you've come to the right place. I'm Carissa Andrews, international best selling indie author, and this is the author Revolution podcast. Well, hey, there my revolutionary writerly friend. point say that really fast. Welcome to Episode 110 of the author Revolution Podcast. I am really excited that you're here. Today, we're going to be talking about one of my favorite topics, right? It's all about planning. I'm a Virgo double Virgo. In fact, you know me the plan is where it's at. So, here's what I want to ask you right now. How are things since NaNoWriMo ended? Have you done good? Did you win NaNoWriMo? Or did you kind of fall a little bit short and need to keep going forward? Now see, I barely eked out that 50k. And truth be told some of those words were written before NaNoWriMo started. But I continued on with it. And I have just officially ended my first draft for immortals. I am so glad to have that done. Now, it goes on to my final edits, then to my editor and my arc team. So it's all wrapping up, it's going to be coming out in two weeks. Oh my gosh, guys, I have never cut it this close before. But I'm glad it is finally done. Hopefully, you haven't ended NaNoWriMo and just kind of quit. Hopefully you're continuing onward with it and getting words on the page. Because our goals don't stop when November ends, or goals. continue onward until we finish the goal, right until we complete the thing that we wanted to complete. Now, I want to ask you, what does your plan for 2020 to look like? Have you given it any thought yet? Because right now is the perfect time to be thinking about all the different ways you can come at 2022 and your author career differently. Even if this year didn't turn out as stellar as you'd hoped. Or maybe you're starting to see traction, you don't want to let it fail. So your goal here then is to think about the future and kind of future pace yourself, figure out what it is you want to accomplish, and then work

backward from there. Right now, I want you to be thinking about what does next year look like? You know, how many books do you plan on writing? Is it going to be the four that you know I love to talk about? Or is it going to be less or more? What does that editorial calendar look like to you? I want you to really spend a few minutes thinking about that. Maybe write down your initial thoughts and feelings about what you would like to produce next year so that you can start to create an editorial plan that feels right to you. And sometimes when you don't know for sure how many books you want to write, because maybe you're not feeling inspired. Or maybe things just aren't jiving quite right yet. That's when you start doing some research. What genre are you going to write in? Or genres? Do you have multiples, like what kind of things do you want to write? What tropes and universal fantasies are trending in that genre right now? Now remember, don't mix up genre with categories or even subcategories. We're talking higher level. So we're talking Are you in fantasy? Are you in science fiction? Are you in mystery? Start there and then work your way down. Because as you get more granular, and go more into the sub genres, you're niching down into a way that yes, it can help you it can help you reach a certain subset of readers. But you still want to have that universal appeal that's going to appeal that hot to that higher genre that you're really aiming for. Okay, so what are those tropes and universal fantasies that are trending? And if you don't know Maybe it's time to take a quick beat, you've got a couple of weeks here and start reading in your genre. Now understanding what's trending and knowing where readers are going to find their entertainment is super critical. I know for me, there was a very long period of time where I just didn't want to read in my own genre, because I thought it would make me feel like I was lifting information or lifting things out of someone else's imagination, right? The thing is, if you are not copying that other person's book, word for word, and you're just incorporating some of the cool ideas that they came up with, and you're still writing your own story, that is your story. Yes, you, you might have developed something that maybe you wouldn't have had before you read that particular book. But that's not plagiarism. As long as you are not creating the story exactly the way they created it, and you're just using some of their imagination to further your own imagination. That's okay. Now, I want you to go back, if you have a chance, and listen to episode 71, where I talk about the truth of reading in your own genre, it's really honestly super important. And it has been one of the ways, I myself have really been able to see where my stories are lacking to see where I could do better. And also to see where the trends are headed. Because quite honestly, there are authors out there who are just crushing it because they have a better pulse on the the reader trends the reader wants and desires. So take a closer look at your main genres and your main categories, and see who's trending, read some of those books. And see if you're finding a common theme or see if you're finding a specific way that they're writing that really is appealing to readers. And then my friend, that's where the magic happens, and you start to write to market, you create the stories that are hitting and meeting those reader expectations, because they have a certain desire to continue with the type of story that those authors are telling. That's why you often see things like, if you like Twilight, you will also like X, you know, whatever the case is, you want to be able to compare it because those readers want to know your book is going to be similar to that. And the way you do that is obviously by understanding what that book is all about. You can also then dig a little bit deeper and maybe play around with your titles and the title themes that you want to roll out for next year. You know how I love my series, especially when we're going to be working on trying to produce four books a year in rapid release roadmap. So I like to take a closer look at the words that are trending and create kind of like a word cloud of the top titles and the keywords that they have in their titles. So that I can pick out a title that maybe will trend better, and help it to organically reach more people. Because if you can hit those trends in your title that can help leverage your book as well. And it really does help the readers to know like if they are linked together, for instance, I have secret legacy. So legacy, Haunted Legacy and cursed legacy. Obviously, there's a theme there, there is a legacy that's involved in all of this. And so you do

something along those lines, you pick something that will help it to be connected, you know, whether it's a clip or a quote, or a single word, whatever the case is, you make sure that you're putting it together so that readers know that this is a part of a bigger thing. But if you can incorporate those keywords that are really hot or trending when it comes to other people's books or titles, or you know, whatever, it is gonna help you to be seen better on Amazon and wide, depending on how you're distributing your books. And then lastly, I want you to really think about when are you going to start your plan, because 2022 is going to be here before you know it. We're already sitting right now on December 8, by the time you're listening to this podcast, maybe it's after that even. And if it is, you've only got a couple of days really before the new year. So you've got all this time to think about what it is you want to accomplish. So maybe you're thinking, you know, Chris, three and a half weeks, that's not a ton of time. But let me tell you, you can plan an entire series and everything that you're going to try to do in the course of a week. You've done it with me guys, we've done the plan your series challenge. So don't try to talk yourself out of planning your 2022 and getting your series or your books, or your editorial calendar completely mapped out you're going to feel so much better knowing what it is that you're striving for. Knowing what it is that you're aiming for in order to get out into the world in the next year. And it's going to feel great when you reach this point next year. And you look back and go holy cow, I just did that. I wrote four books or I wrote six books. Or I finally got my first book written. Whatever the case is for you. It's all about giving yourself some plans in place. Giving yourself a concrete number sometimes is all you need. Giving yourself permission to dream about what you really want to do, and then the courage to go after it. Okay, so speaking of the three day challenge, I am really excited to tell you that the next three day planner series challenge begins January 3. So head over to [authorrevolution.org/planyourseries](http://authorrevolution.org/planyourseries), if you want to get in on the next live challenge, we're going to be running it again, it's going to be a blast. And that's going to be the best time to dig into things and really get excited about your series and get excited about the 2022 year in general, because let's face it, you don't have to do this alone. You don't have to write your books, or plan your series, or try to figure it all out all by yourself. That's what we're here for. That's what I'm here for. And I love to encourage and support all of my authors, in order to be able to make the most out of their year and out of their writing. This whole thing, this process of being an indie author is incredible. And it's even better when you can do it with people and friends that you know, and you love to hang out with. We writers have our own tribe, we really do. We're a different breed of people. And we love to hang out with those who think and do and act the same way that we do. So hopefully you will join us. Like I said, it's going to be January 3 through the seventh. I know it's five days, guys. But it's a three day plan. You're serious challenge with a couple of extra days on the end, so that you can get all of the work done. But I am really excited to have you on board, we are going to get your series your 2022 ready to rock and roll. And we are going to knock it out of the park. I am super excited about my own series happening. I'm going to be working on accidental alpha and that particular series as well as Diana Hawthorns for next year. And I have a couple of books slated for nonfiction stuff for the prolific author series that I'm doing for a revolution. So there's going to be nonfiction works as well. So we're in this together, guys. We're doing it all together. And so hopefully you will join me like I said, head over to [authorrevolution.org/planyourseries](http://authorrevolution.org/planyourseries) to get signed up for the January 3, plan your serious challenge. And then last but not least, I have to tell you about something that kind of just, I don't even know how it started to be perfectly honest. It was just kind of fun. And I wanted to throw out there. I think I got inspired by a completely different tick tock challenge. It was one that is all about manifestation. But I was like, hey, you know, I could do something similar for author revolution, because honestly, doing tick tock videos is hard guys, I don't know if you've ever tried it for your author platform. But wow, it's it's a challenge. But for whatever reason, I was really excited and it got motivated to do the 30 day author Bootcamp on TikTok, so it's like one to three minute long, quick in and out tips on how to really

maximize your writing and your prolific authoriness. So if you're on TikTok, I encourage you to head over there and follow me I'm at author revolution, no spaces or anything. It's just literally at author revolution. And you can get in on all of those tips and tricks for the next 30 days. And hopefully you will interact like the posts, share them with your friends and let people know that the TikToks exist. And help me spread the word about author revolution and about the challenge and about the bootcamp because it's going to be a lot of fun. My whole goal in this is to play a bigger game next year for author revolution to be the leader that I know and am called to be. So I am trying to get myself motivated to do some of the things that I find really hard and sometimes that's pushing boundaries like doing TikToks and being more consistent with things along those lines. So FYI, that is one of my challenges for next year for myself, and one that I'm already trying to kind of get a leg up on for this year. Okay, well, hopefully you found this particular podcast episode helpful. I've been thinking an awful lot guys about 2022. And what I want it to look like for me what I want it to look like for you, and I know that you're ready. I know you I know you're ready to make it big. I know you're ready to finally embrace who you really are as an author, and to shatter all of those glass ceilings that are keeping you down. You're ready to hit whatever monetary goals you're trying to hit or the number of books you're trying to reach. Whatever your goals are, you're ready. This is your sign. This is the universe telling you right now. You need to focus on your goals and trust in yourself enough to make it happen. If you want to be able to get the transcript today for today's podcast, you can head over to [authorrevolution.org/110](http://authorrevolution.org/110) But before you go, I have something really, really exciting to tell you about. Next week on episode 111 We have Craig Martelle from 20booksto50k coming on the podcast, guys. I cannot tell you how excited I am that he has finally joined me for the podcast. We had a great chat and oh my gosh, it's gonna be an incredible episode in my eyes 20booksto50k was really kind of the inspiration for me to get my own act together back in 2017 and start rapid releasing my books. And I know many of you are probably in that group as well. So if you are a fan of 20booksto50k or Craig Martelle I definitely encourage you to stay tuned next week because it's going to be a great episode. Until then, go forth and start your author revolution.