

Episode 113

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SPEAKERS


Grant Shepherd, Carissa Andrews, Clayton Noblit




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, potential. We've doubled the demands and continue to be rebels in the face of adversity. Now, after years of hearing the shelter, hustling, grind, we indies are rebelling again, gone are the days of publishing a book a month until we drop in 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. Hey there, guys, and welcome back to the author Revolution podcast. Hopefully, you guys have all had a fantastic and wonderful Christmas. I can hardly believe that we're already in that weird Twilight Zone week between Christmas and New Years. Are you feeling as like out of sorts as I am it just I always get to this week and I feel like what day is it? Where am I? In my upside down? What's happening here? Yesterday was my son's seventh birthday. So it's literally like we go from Christmas to birthdays to New Year's. It's just, it's a crazy fest. Now today, I'm really excited to close out 2021 With this episode that is an interview with Clayton novelette. And grant Shepard over at written word media. We're talking a lot about indie marketing, and about some of the new tools that written word media has established in order to help indies to promote their books better. And in specific, the one that we're talking about the most is their new product called reader reach. Now this is a product that is basically like Facebook ads for Dummies, you hand the money, they do the Facebook ads for you. And it's miraculous. Now I actually use their services back in October when I ran a free book C Series promo where I stacked everything for the Windhaven witches series. And it worked incredibly. So that's why we decided to bring grant on he is the one that's running the Facebook ads themselves. And of course, we had to bring Clayton back to so we could talk a little bit more about written word media in general and of course, their latest 2021 indie author survey because you know how I love those surveys. So without further ado, why don't we get into the interview and you can have a listen. Let's get to

it. Well, Clayton and grant Welcome to the author Revolution Podcast. I am super glad that you are here today. My listeners already know Clayton from written word media, but how would you guys introduce yourselves real quick so that we can I guess reintroduce everybody? Yeah.

 Clayton Noblit 03:23

So I'm Clayton Noblit, I'm the Senior Marketing Manager at written word media. And so for the past three years now, I have helped authors find ways to sell more books. And that's kind of the main function of my job over here.

 Carissa Andrews 03:36


Awesome.

 Grant Shepherd 03:39

Yeah, and I'm Grant Shepard on the ad fulfillment manager written word media at the moment, I specifically look after our new reader reach brand. But I've been at the company for about five years. And I also work I used to work across multiple brands, like red feather romance, do a book, stuff like that. So I've been had my feet in many different written word media things. But now I'm, I'm hearing. That's great.

 Carissa Andrews 04:02

That's fantastic. Okay, so you obviously mentioned written media as new product the reader reach. And so that's what we're really going to kind of dig into today, because it's a new product that you guys have launched. I don't know if product is the right thing, but kind of right, for authors to be able to get their marketing reach out there a little bit differently. Can you guys explain what reader reach is and why authors need to be paying attention right now? Yeah,

 Clayton Noblit 04:26

yeah, absolutely. Yeah. So reader reach. Shoot in a short version is Facebook ads for authors. So with reader reach an author can book a Facebook ads campaign, give us a link to their book, and we handle everything else. So when you when you purchase a retreat ad campaign, you give us the link, and then we make the ad we create the audiences that we're going to target with that ad. We set the budget and we schedule the ads run for a period of five days. And so it's a really easy way for authors to run Facebook ads their books

 Carissa Andrews 05:00

Oh, absolutely, especially if they're not very Facebook ad savvy, which is definitely an acquired taste of marketing, for sure. Because it's it can be kind of fuzzy grid you you're the person

that's running these ads, right? That's correct. Yep. Has that been fun? Is it challenging? What does that look like?

G

Grant Shepherd 05:17

Yes, I've always loved doing Facebook ads, it's something I've always enjoyed doing it. And I know not everyone has the same view as I do. But no, it's been great. Like we've had the services being up and running officially since September. But we have been doing a lot of sort of work behind the scenes, we had kind of a soft launch period, way back sort of earlier earlier this year. So we've been, we've been sort of slowly rolling out different genres, sort of as we go. So it's one of those things where it requires a lot of testing, to make sure that these genres are ready for, for us to sort of offer them to authors, because, you know, it is an investment, both money and time on sort of both of our sides, like from outside of creating the ads and running them, but also from the author side. So we really have taken a long time and worked genre by genre, making sure we have the right audiences for each for every author, and that runs a campaign with us. So it's been it's been great. So far, officially up and running since September, we have 11 genres available now, and more to come. But it's it's been really great to sort of offer this to authors, because as you said, it is something that not everyone either knows how to do, maybe they don't have the time to do it, or they just don't want to do it. It's one of the six rights. I think we've had that whole spectrum of authors as well. So it's, it's one of those things where maybe the authors that know how to run Facebook ads, but they just don't have the time to do it. And then there's other authors who don't have a Facebook account, don't want a Facebook account, and don't want to even sort of, you know, try it. So we were helping everyone in that regard.



Carissa Andrews 07:02

Absolutely. And it gives another touch point to do the marketing side of things, when that's the the aspect that is like the biggest struggle for most indie authors, especially because we've worked we wear so many hats constantly. And so adding Facebook marketing on top of everything else, and it's a big category to be learning, it's such a nice thing to be able to just go you do it.

C

Clayton Noblit 07:24

Yeah, that's one of the great things about about reader reach, I think is, you know, we we got this idea from authors, you know, we we hear from authors all the time, we're constantly talking with them. And we always hear like, oh, running ads is so difficult, it's so time consuming. We don't have the audiences to target with our books. And so that's that's kind of how reader reach was born. And grant has been super busy. Because not only is he running all the ads that authors purchase with us, but he's also testing new genres, we can have more genres available to authors. So yeah, we're constantly trying to expand reader reach. And that way, every author that wants to book with us will have the opportunity to,



Carissa Andrews 08:03

that's fantastic. Well, I know I personally used it in October, before you guys even really

announced much of it because I was running my series promo for Windhaven witches. And it was like, Oh, it's this pop up thing going, Oh, yes, I'm going to try this. And it worked really, really well. So I know the answer to this, but I know my audience maybe doesn't. So do you have to have a promotion running in order to do this? Or can you just do that the reader reach ads on its own?

G

Grant Shepherd 08:28

Yeah, that's a great question. So before we officially launched, the only way to do it was sort of how you you encountered it, it will come up as a pop up. If you're purchasing say, a free Booksy or a bargain Booksy. And the same date is available for reader reach, this still exists today. So you can very easily add this on to an existing promotion with us. So that could either be you know, a free book promotion on free books free or discounted promotion at bargain book, see. But now that we are sort of officially launched, it is also possible to purchase off the rack, you can go to out the written word Media website, go to reader reach section, purchase an ad that does not have to be affiliated with one of the other promotions so you can run it completely independent. Or you can run it alongside depending on what your strategy is.



Carissa Andrews 09:17

That's fantastic. So if if someone were to put up their their promos and get them in place, and then all of a sudden go you know what, I really should do that they can still do that then

G

Grant Shepherd 09:26

Yeah, exactly. So say you purchased a you know, a free book, see fantasy feature for you know, months out months out like in two months. You purchased it like two months ago. And then like a week a week out, you're like, Oh, I really want to, you know, drive this even more I want to add like expand the reach, expand the interaction my book gets, you can jump on and if that data is the same day is available, you can purchase it or you can purchase sort of around it because our ads do run for five days. So you could always put it on you could tack it on to the end of a promotion. You could With the, you know, the free books, you could be right in the middle and you could have the reader reach running kind of either side, we're pretty flexible in terms of the dates we run, we generally sell out about three days in advance. So as long as there's a little time in advance that we can prep it, and inventory is still available, then you can add it on at the last minute if you want.



Carissa Andrews 10:22

That's awesome. Okay, now, I was reading on that the website that right now, this is only available for Amazon, US books, is that still the case? And if so, is it going to be opening up to wide authors as well?

G

Grant Shepherd 10:34

Yeah, that's a great question. Yeah, currently, that is correct. So it is for Amazon, Amazon Kindle books. So that's the, you know, the way sort of Facebook Ads work, having one direct link is the best way to, you know, get the conversion rate, we want to see, we want people to have not many barriers. So instead of you going through like a universal link, or something like that, or having multiple links in copy, so having one was definitely the first step. For us, having just Amazon as one of the largest markets was the first step, we definitely are sort of looking into having sort of the wide retail options in the future by Amazon was the first step and then we just have to, because Facebook requires that we need to do testing. So we don't want to run ads to you know, Apple Apple books or Google Play, if we're not confident that that conversion rates not going to be sort of what we want to see or you know, like a whole bunch of, you know, Kindle users see the ad. So it requires a lot of testing just to make sure we have the right audiences for each for each genre. But at the moment, yes, Amazon, in the US currently



Carissa Andrews 11:44

fantastic. And it will be expanding internationally at some point as well. That



Grant Shepherd 11:50

nothing confirmed as of yet. Much like most of our promotions across like the news, email newsletter, the email parameters as well, we do have a main focus on the US. It is possible with Facebook to be a little easier to do that. Because you know, you can target whoever you whoever you want no timeline on if we will go international at this stage, but it is possible.



Carissa Andrews 12:13

Great. Okay. For those who are curious about whether or not you can do those ads longer than five days, so you said your campaign launch for five days? Is that possible? Or does that mean having to re up for another run of five days?



Grant Shepherd 12:27

Yeah, that's a good question. It's something else we're sort of looking at is, you know, the five days, that was the easiest one, that was the time we figured out was long enough for an ad to serve with Facebook, if you do something, you know, one or two days, sometimes the ads won't be effective enough, but five days was long enough to return the kind of results we wanted to see. And that coincides a lot with a lot of authors promotions, to where you can do you know, five gay candle deals and things like that. So we knew five days was a good window, obviously, we are open to we are very flexible, we don't have an exact, like, you can't just jump in and be like, hey, extend this for one day, two days, three days. But we don't have a restriction on running another promotion. So you could technically run your five day window, like you know, in day three, like day two or day three, go, Hey, this is really working really well, I want to buy then you can technically then buy another five day window to start right at the end. So then we can keep it we can keep it running for 10 days. So you know, we don't have that restriction. Like for our email promos, we do often have a restriction where you can only promote once

every 30 days. Because you know, email marketing is a little different, where it's like, we don't want to keep hitting, you know, the same book to the same readers. But Facebook ads, much larger audiences. So we do have the flexibility to run ads for longer periods. At the moment, we do have them sort of purchasable in five day windows. But hopefully in the future, we'll we'll have more options available. That's really cool. Yeah, that's one of the fun things about reader reach is it's a new product, right? And so we are we are learning as we go right? Like these are the genres in the retailer that we have that's working right now. And the more feedback we get from authors, the more we'll know where we should go with the product. So yeah, we already know that authors want to be able to promote with links to different retailers than Amazon. So we know that's something we want to work on. We even had questions about running ads on different platforms like Amazon ads or something like that. Oh, yeah, yeah. And so if you're running a reach promo, and you have an idea or a question, just reach out to us right, your email will more than likely go to grant. So he's the one running all of this. And so it'd be great for him to know your question. Not not just so he can help you right there in that moment, but so we can improve the product in the future and get it to be your the The ideal product for every author.



Carissa Andrews 15:01

That's really cool. So what's the best email to email you at then grant,



Grant Shepherd 15:07

you could just go through general info at writtenwordmedia.com. And that, that will find its way to me. And I can, you know, or if you already have a promotion setup, you've probably got an email from me or got some kind of email in the lead up to your promotion, you can always just hit reply to any of those emails you get from written word media. And, and we have a whole we have a whole team that can, you know, filter to, to me if it doesn't hit my inbox right away.



Carissa Andrews 15:34

I think that's one of the things I like about you guys. Because anytime I've had issues or had a question or wanted to change something, all I had to do is reach out by email, and it's like, boom, no problem. Something's gotten switched around, or dates. It's always been so great. So it's, it's nice that you guys are such a hands on approach to everything. I think that's something that most indies really, really do appreciate. So definitely keep.



Grant Shepherd 15:56

That's great to hear. Like, yeah, we pride ourselves on being very responsive, always trying to help like, we try to be as flexible as we can. Obviously, there are some restraints where you know, if at some timelines where we will do always do our best to like, if something happens, you have to cancel or you have to reschedule or we know that the book promotion world is can be a little crazy sometimes. So we we always want to sort of be as helpful as we can. Yeah.



Carissa Andrews 16:20

Say sometimes I'm pretty sure it's crazy. There is never a good point. Soon as you think you have it's like figured out something changes. Dang it. Yeah. Or something new, something new and cool. gets added. Now you're like, dang it. Now I gotta test something new again. Yeah, it's this one, you take the testing from us. And we don't have to worry so much about that. Does that happen? Yeah, it does take my money, please. Oh, Facebook ads, and Amazon ads. They're the bane of our existence, I swear. So what really got you guys into the nitty gritty side of Facebook ads? Like, were you guys always interested in running them before? Or was this just like, because of the author driven question of like, can you help us market this better? Is that why you started researching it more?



Clayton Noblit 17:11

Yeah, so we've always run a lot of Facebook ads to build our reader lists for email promos. And our email proto from those are the bread and butter of written word media as a business. That's what authors know us for. That's what we've been doing for a long time. And so we have a lot of experience with running Facebook ads, we have a lot of audiences that we've built up that we can build look alikes off of. So we also have a lot of proprietary data as a company, that gives us an advantage running Facebook ads. And so we're in a really good position to do this for authors. And you know, we have a lot of experience. And then you know, we kept hearing from authors, hey, marketing is really hard. In particular, Facebook ads are very difficult. Can you please do this for me? And so yeah, we thought like, Hey, we are in the position to do this. And so yeah, we spent a lot of time testing grant has spent most of the last year testing Facebook ads. In in late September, we got to a spot where like, Yes, this is good. We're ready to launch fully. And yeah, that's that's how the reach was born.



Carissa Andrews 18:15

That's awesome. Okay, so grant, I have to ask you then. So if, if you're running the ads, does it work better for the series promotions or a series versus like a standalone book?



Grant Shepherd 18:26

It's a great question we have, we don't be restricted, we're free to reach add. So unlike some of our other email promos, they are very specific to certain price points, or certain genres, things like that, read unreached, we have kept it open. So you can promote a free book, you can promote a discounted book, you can promote a full Press book, that's completely up to you and your strategy. But as we know, you know, free, free is king. And obviously, the free books do perform best, you know, people love something that's free or 99 cents as well, if you don't want off for free, but we have found a basic, the sort of situation that you used, using a first in series is a great way because we can, we can put that series link in like the series page for an author. So people, we can direct them directly to that, then they have the opportunity to buy all those books in your series as opposed to just one book. So it does have that is a situation we probably find that is the most successful where you know, a free first in series book, but we do see, you know, we do testing for all the different sort of price points, books that aren't in a Series books that are in a series and we try to get sort of an average result from that when

we're in the testing period. So we want to make sure results are coming in regardless, but at the situation that you did bring up is probably the the key one, you know, a free first in series, obviously is going to do much better because there's more opportunity to download and buy other books.



Carissa Andrews 19:53

Absolutely. Okay, I do have a question though. Speaking of non free books, though. That's a bargain Booksy Do you've got the series promotions for the free book seaside? Are you ever gonna transition those also into bargain? Booksy as well. So you can do a series promos in there.



Clayton Noblit 20:10

So yeah, no, no concrete plans. But we do get that question a decent amount. So that's something that is on our radar. So thank you again, for bringing it up. Yeah, I think that's definitely something to consider, because that's definitely something authors are wanting. And I think, you know, the, the data that we see over and over is that having a series is kind of the best way to increase your income as an author. Chris, I don't know if you see this with all of your work with authors. But getting getting readers hooked on that first book, and then letting them buy through for the rest of the series really creates, you know, revenue for that for the author, because these readers are buying a series of books. But then yeah, I don't know about you guys. But I rarely read an entire series of books without really liking the author by the end of it and wanting to read anything else they've written. Right, right. You create fans with series, right? You create fans by by writing a story, the fans get hooked on the story. And then they're like, I like this story. What else has this author written? So a series is just a really effective way to build your author business, I think.



Carissa Andrews 21:12

Absolutely. I think that's one of the reasons why it would be nice to to have it on both have that series promo on both sides. I was literally just setting up. I have book three coming out in a couple of weeks here in my Diana Hawthorne series, and I have like, created this awkward thing where I have a, like a novella. That's kind of a I don't know, prequel, I guess, technically to the series, which I could drop to free if I wanted to, and create it as like the first thing, but I like to use my first book as 99 cents because, right, it's like, let's just see, it's works. It's like dang it. But that's alright, I did the whole thing. Anyway. New in books promo too, so we'll see what happens there. It's gonna be a fun. Yeah, yeah, I'm looking forward to it. It's it. You guys are always part of the strategy when I have a new book coming out. Or even if I just want to be able to get new eyes on the series that I'm working on, and the ones that are doing well. It's just especially that series promotion. I love that so much.



Grant Shepherd 22:10

Yeah, and to answer like, as we don't offer currently a bargain book, see, but for reader reach, we can run first, we can run a first in series, like we can direct readers to the series page, if the book is in first book isn't free. So we can do a really rich ad for that for you. So So if so, the

book is in first book isn't free. So we can do a really nice ad for that for you. So so if so, the most common scenario, if we do have a first in series book come in, regardless of if it's free, or 99, cents to 99, whatever you choose, we will often direct the readers to that series page, because we just know how powerful it is. So so that option is there for for both paid and free books on radio reach. So it's been really interesting to see the different ways authors are using reader reach. You know, we see a lot of authors like you know, booking a promo with free books, and read reach onto it. We see other authors just booking a reader reach ads campaign. And maybe they're booking promo email promos with other promo sites, maybe they're just doing the ads. And then we also see authors, you know, booking, you know, a bargain book, see and read a reach maybe to different books in the series, we see all sorts of different ways people are using it. So that's been really interesting to watch. That is, yeah, we've, we've seen a lot like, just in the short time that we've been officially launch. Like obviously, before we launched, the only way to purchase a reader reach was by that sort of add on, option. So at that point, everything was sort of tied to a price promotion was like, Hey, I've got this promotion, let's do this one. But ever since we you can kind of go in and purchase it off the rack, we have seen a lot of authors sort of experiment with it and be like, Hey, I have this backless title that I never reduced, but it's always you know, 399. And that's its normal price. And they just want to run an ad for that just to give it a little boost, you know, something that it might not do as well with a, you know, a promo email site where, you know, the price might be just low enough, but hey, we want to get this, you know, get this book in front of some people on a more, you know, regular basis. And that's what it's good for as well.



Carissa Andrews 24:12

That's really cool, too. I suppose it works, too. For those authors were kind of borderline themselves on like, do Facebook ads really work for books? I know so many authors who think that they don't. Yeah, and it's just like, what?



Grant Shepherd 24:26

Yeah, it's I think it's one of Yeah, it's one of those things where it's like so obviously some forms of marketing work better for some books and authors than others. So some authors will find that you know, the free book, see, you know, a free book, see promotion every couple of months is there like bread and butter, that's the one that's always gonna deliver the best results. But then there might be another author that's like, Hey, I'm going to promote this book. You know, every you know, few weeks on reader reach or you know, do a bargain book, see that some things just work better like because you're fine. You're always trying to target new readers, expand the reach and That's sort of what's great and exciting about reader reaches, we've been able to also expand our sort of horizons of who were reaching his readers with, we have these huge email lists, but now we've been able to use that those lists to form our audiences on Facebook and ourselves also find new readers. So it's, we're all like, it's just one of the things that like, maybe an author might not be able to get the same target the same audiences that we found, and, you know, but maybe they found audiences that work better as well. So this, there's so much experimentation, and you know, like your email lists, as an author, and you make a look alike audience on Facebook will probably be completely different to a list that we make from Alibaba subscribers for the same genre. So it's, it's one of those things where it's having that information. And using tools like Facebook, or Amazon ads, there's just the opportunities are sort of endless, and you can reach so many people that it's, sometimes they might work, and sometimes they might not work as well, because you're, you

know, technically going out to sort of millions of potential readers. And it's just whoever is, you know, on Facebook actively at that time, you know, so you could theoretically run, you know, a rate of reach ad one week, and then in the next week, we're sending to the same sort of pool of readers, but you could be you could, you could theoretically reach, you know, 10,000 new people in that time, depending on how Facebook's algorithm works. So it's right. It's crazy. Yeah.



Carissa Andrews 26:36

Really cool, too. And it's so even if you're running your own Facebook ads, and even if you're running your own Amazon ads, having that additional boost is good, because you're you're bringing in a completely different audience, hypothetically, to anything that you're I mean, you might have a little bit of crossover. But there's a lot of people on Facebook.



Grant Shepherd 26:52

Yeah. It's it's the largest social media platform. And it's, it's almost the entire world is on there in some way or another. And yeah, in even if you are hitting some of the same readers, that's also good as well, because you know, if they're seeing that book a few times, that not too many people always buy it just on the first time they see it, you know, they might see that book over the course of a few days and be like, Oh, I remember seeing that, you know, last week or on the weekend, there must be something here. I'm going to look at this so that even if you are sort of hitting some of those same readers, there's always potential to convert a new person.



Carissa Andrews 27:31

Totally. Isn't it? Like seven touch points? You have to? Yeah, it's some potential reader or I guess, yeah, that's for seven times. Yeah. Yeah.



Grant Shepherd 27:39

It's, there's a lot of you know, it never hurts to sort of reach reach these people multiple times as



Carissa Andrews 27:45

well. So absolutely. Okay, Clayton, I've got some questions for you quick, too, because you know, I can't bring you on here and not talk about your your surveys. And you just, you just just posted the last the latest survey for 2021. About the state of Indiana authorship. So I'm curious. I went through it, obviously. Was there anything new? Any new insights in there that surprised



Clayton Noblit 28:07

you? Yeah, yeah. There were a few things that that surprised me. I think one thing that really

stuck out to me was, I think, I think it was 80% of authors surveyed write in more than one genre, which was really, that seems really high to me, right? Yeah. And I just, you know, I don't know why I didn't know that. But I was just surprised. Because I guess you see, authors write so many series of books. And they still have the time to branch out into a new genre and try something different. So that was really, really surprising and interesting to me. Do you write in more than one



Carissa Andrews 28:43

genre? Right? Well, I do. I have my like, my fantasy realm of things. I mean, genre bend too. So does that count. But I also have nonfiction. So obviously, I have two different pen names. I guess it's the same name except one has an L in the middle. But it was nonfiction. One's fiction. Yeah. But I am thinking about branching out more into. I've got paranormal fantasy is more what I'm doing paranormal fantasy, urban fantasy, and I'm branching out next year into more paranormal romance. Oh, but it's gonna be still the same pen name. So I don't know. Let's see what happened.



Clayton Noblit 29:15

Okay. And so how do you how do you decide that? Do you just is that just something that you want to do? Because it sounds like you planned it out a



Carissa Andrews 29:22

little bit? Yeah, it's for me, it's more about like, just what am I interested in reading right now? What are the things that are coming up in the tropes that I'm really kind of fascinated with? And so that's really kind of where it's stemming from? Like, how do I want to do this and, and does it fit into the brand that I'm already building?



Clayton Noblit 29:38

So got it. Okay.



Carissa Andrews 29:41

I might have a different pen name. I don't know yet. We'll see. As of right now, it's probably gonna be I mean, it still fits. So it's like, just landed



Clayton Noblit 29:48

in there. Yeah. One other thing that really stuck out to me from the survey is that we always hear this wide versus exclusive debate with with KDP Amazon and our results were just so dead even right? We asked authors, if they had all of their books in KDP, select None of their books, most of their books, or almost none of their books. So there's kind of a wide range there. And I

think it was roughly 30% said that they had none or all. And then about 20 and 20 said most are almost right, so that this debate just rages on. And it's others are just so split on it. And it really sort of panned on, on each individual authors to what works best for you. And so that's something that's always really interested me because people have really strong opinions about it. But it's, it's still so varied.



Carissa Andrews 30:42

Absolutely. I think for me, it's been a struggle to because it's like, I understand the concept of wanting to have your books wide, so that it's a long game, you're building that audience in these bigger branches. I get it, I'm doing it. But it's so slow, and reaching those audiences out there is so slow. So it's like, I still find myself focusing more on Amazon and going, you know, I probably should do more with the Apple readers right now. But it is such a weird, weird balance, like I understand.



Clayton Noblit 31:10

Yeah, we did see that some genres of thriller and cozy mystery, were the most likely authors that write primarily, not only but primarily in the in thriller, and cozy mystery, were the most likely to have all of their books enrolled in KDP, select, and then nonfiction and fantasy, were the most likely to have none of their books. Um, so it did vary by genre a little bit. So that that was pretty interesting as well.



Carissa Andrews 31:35

That's cool. I think for me that the biggest thing that was surprising was that 45% Were making between zero and \$99 a month. I was like, what? That is crazy. That's because they're not running Greta reach ads. was like, what? That is not even really nice. That is, yeah, that blew my mind. I was surprised about that. But I can see that for the those authors who just really are leery about the marketing side of things, I can understand that because I think I was probably there when I only had a few books, where you just weren't sure how ads are gonna work. And I get it, but that I was like, what? Looking at the screen?



Clayton Noblit 32:17

Yeah, I think I really feel for those authors too. Because the you if you're not making a lot from your books, it makes it really hard to invest in marketing. And so it's it's a really tough situation to be in. And especially if you don't like doing marketing, like now a lot of authors start being an author because they like marketing, right? Yeah. And so it's so if you don't feel like you have the money to do it, and you just don't want to do it because you won't enjoy it. It's really tough to kind of branch out and figure out how to sell more of your books.



Carissa Andrews 32:46

I agree. I agree. Okay, so where can my listeners find out more about reader reach and written word media? Where's the best place for them to head out and find out more information and

word media? where's the best place for them to head out and find out more information and get signed up?



Clayton Noblit 32:57

Yeah, yeah. So you just go to written word media.com. And there's a big green, promote my books button on the home screen. So you can book any of our email promos, or read or reach ads through there. You can also just go to regular media.com/reader, reach to our landing page and read all about reader reach ads, which genres we have available. And there's an FAQ section on there as well. And of course, we have a contact page on the website. Do you have any questions about book marketing about written word media about reader reach about how good of a baker grant is, he's a really talented Baker.



Carissa Andrews 33:31

As well, awesome. Well, thank you guys for joining me today. I really appreciate it. And I know my my audience is gonna love learning more about this. I know for me, it was fun to be able to do it. And as I've just got these promos set up, I'm in the process of trying to now save backup so that I can then add to that I'm trying to get a little closer to Christmas before I book it, though. My husband might be like, what's happening? How much what? Well, awesome. Thank you so much for joining me. I really appreciate it. And yeah, thanks for being here. Right, in case I'm traveling, it's wasn't that fun. I loved being able to chat with both of these guys. They are both so knowledgeable and so supportive to the indie author community. And I kid you not whenever you reach out to either one of them. I have always received such a warm welcoming response, like whether it's a question I have or something that needs to be changed, or just things in general, they are really, really fantastic about being responsive to indie authors. Plus, whenever you do run into something where you wish that they would change or add to their services that they provide, they're always willing to think about in implement some of those strategies. So hopefully you are going to give reader reach a try. Hopefully you're going to obviously use bargain Booksy and free books. See for your promo stacking as you go into 2022. They are as I said in this interview, one of my go to two sites that I always use, especially those series promos, they are just incredibly powerful. And I am so thankful to David Goffin because he was the one that initially clued me into the fact that free books he was actually running these things. So if you have not yet tried those, definitely make sure you try the series promos if you have a series, and if you're just not quite sure about Facebook ads, or how to run them, or how to find the audiences that you're really looking for, why don't you put them in good hands because grant knows what he's doing. He is an incredibly gifted Facebook ad marketer. So definitely make sure you give that a try. Kick up your heels, relax and let them do all the hard work. Alright, now if you have any questions about today's episode, want to download the transcript or click out to some of the links to like greater reach or to written word media or any of those sites, just head over to author revolution.org forward slash 113. And now don't forget, we start our next three day plan your series challenge, it's going to be kicking off January 3. So hopefully you're signed up. I know you are right. You've got to be signed up by now. If you're not yet signed up, head over to author revolution.org forward slash plan your series and get signed up and make sure you have invited all of your friends to come join us. This is going to be one of those enlightening and engaging and powerful challenges. So if you haven't participated before, bring your friends invite them to come along. And if you have been a part of the

challenges before Well, welcome back. We are going to have a blast. Have a great rest of your week, everybody and we will see you again next week. Whether it be for the challenge or for next week's podcast. Go forth and start your author revolution.