

# Episode 123

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## 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 juggled the demands and continue to be rebels in the face of adversity. Now, after years of hearing the shouts of hustling grind, we indeed are rebelling again, gone are the days of publishing a book a month until we drop, and in its place are 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, welcome back to the author Revolution Podcast. I am so glad that you're here this week. So today, we have something to discuss. I had a different kind of podcast episode actually scheduled for today. But then Brandon Sanderson came screeching out of the scene, like one of the Sanderson sisters, and literally, like blew up the internet. I think it broke it, I think at least broke like his news, at least broke Kickstarters internet, I don't know. It's been craziness. So now if you don't know what I'm talking about, Brandon Sanderson, he is a huge fantasy, traditionally published author, he has, you know, a very big following a lot of books out there. And you know, he's very well known in the fantasy circuits. Well, he just announced a Kickstarter for four books that he had written during the pandemic. So during 2020, and 2021, so it was kind of like a big secret thing. He had this like video, and it was all about, like, he's been keeping a secret from everybody from his readers. And he had to come clean. And it was Dun dun dun, these four bucks, right? Well, it was such an amazingly done marketing campaign that the news outlets, like took this thing and ran with it. And of course, it went far and wide very, very quickly. It was like wildfire. Because here's this very well known author, traditionally published author, who, you know, was hiding four books behind the scenes that no one else knew about other than apparently, his, his wife, and that was it. And he's decided to self publish them as of right now. And his whole goal was to like, give his readers something kind of spectacular that they weren't expecting, and do it in a way that would hopefully, you know, bring in some income for him, obviously, but then also be a lot of fun for his readers. Right. So his goal,

initially with his Kickstarter was a million dollars, which is no small feat, right? Guys, we've been talking about the millionaire mindset. And we're going to be doing it all month. But his goal was a million dollars in, you know, the next 31 days, right, we have 31 days in March. And so he was gonna do this whole thing. And that's all he was looking for \$1,000,000.30 days, perfect. That's what he can break even. Or he can at least make a little bit of money and still do his boxes that he's planning on doing right. So let's back up, I'd mentioned he's doing boxes. The goal with his Kickstarter is that he has kind of like book boxes that are going to go out every single month in the year of 2023. And that means the four books are going to have quarterly releases throughout the year. And you have options of how you can get those books or you can have options. You know, like you get the ebook version of it, you could get the audiobook version, you could get the exclusive hardcover version. Or you could go all out, go big and get a box every single month from Brandon's team. And they'll drop like swag on the months that the books aren't launching, right? So there's like all these different options. They range pledges range from \$40. And I think that's just for the ebooks all the way up to the \$500 super exclusive box set where you're getting something every single month. And so you know, he's getting all this stuff ready. It's a lot of fun. It's a lot of you know, focused stuff. His schedule tells you when a book is gonna launch and when a swag box is gonna drop. So you kind of know what what you're getting into a little bit. But overall, he doesn't want you to know what these books are about. He doesn't want you other than knowing that they're in his cosmic universe. He doesn't want you to have any information on them. He won't want you to be surprised by what it is you're going to be reading. And that was part of the allure for him, according to his video, that he wanted to be able to surprise his readers by just giving these these different stories that maybe they're, they have no idea that they should be expecting, right. So at the time of this recording, Brandon Sanderson has blown masked like, crazily blown past that \$1 million. Mark. Right. So he has gotten to the point where, as of today, he is sitting at \$26 million guys, \$26 million from over 111,000 pledges. Wow, what the heck, and there's still 23 days left on my dad as of right now as of the recording. So here's what I want you to think about here in the first 24 hours, because of the way that this whole thing went, he hit 15 point 4 million. And now that's double the previous record, according to Kickstarter of any Kickstarter launch that has happened on their site \$15.4 million in 24 hours, that's incredible. And they even said, Kickstarter said that he was bringing in at one point in the campaign \$20,000 per minute, per minute, guys, that is insane. amount of money. It's almost like blow your mind kind of money, right? Now, here's the thing, if you don't know what Kickstarter is, you don't get to, you know, fund this thing. You don't have to pay a single dime unless the whole thing is funded. Well, obviously, it's going to get funded because it went past the million dollar mark. But there's no guarantee. I mean, technically, Brandon could be like, sorry, there's delays, there's this thing, there's this other thing, whatever you there's technically no guarantee you're gonna actually receive the goods. Now, I know. Brandon's done this before he did a Kickstarter in 2020, obviously, he felt fall through this thing has gotten even bigger. And so this is, for lack of a better word, his launch strategy for these big four books that are coming out, he makes no promises that they're going to be exclusive to these boxes forever, he might eventually, traditionally publish them, he might just self publish them normally out in the wild. But as of 2023, he's going to be just launching them exclusively through Kickstarters release strategy, right? This is some blow your mind kind of numbers, because most of us, especially in the indie author, community who have been doing you know, our books and our launches for a while, that kind of money would be unheard of. And now, there's a lot of people out there who are bitching about how well you know, he obviously was traditionally published. So of course, he's going to do so much better than everybody else. He has, you know, media contacts, and he has all these different excuses as to why what he did wasn't revolutionary. But guys, what he is doing is showing us what's possible, about how any author if they are smart about how they're going to launch their books, if they are smart about the context that they're making. If they're

smart about how they want to go about putting their books into this world, you can do some huge, incredible things. Now he talks about how he has like this core group of like 4000 superfans well 111,000 people backing his campaign to more than 4000. But it was an incredible number that I don't think even he was anticipating. And what's happened in the community is it's cracked open this door of can authors earn a lot of money. Now we've been talking about this millionaire mindset guys, we've been talking about why we should be stretching our goals to be higher. If he can do it, if he can do something like this, that really moves the needle that makes people excited that gets them back in his campaign that gets them wanting to get in on these boxes, or even just like the different varying degrees of rewards that they get for this particular Kickstarter. That's incredible news. This is showing us good things for the indie author community. And well some people are really like down about how he's he's going about it. I have to say that that must be like a jealousy bug, right? Because what he's doing is so revolutionary in so many ways, because it's showing, it's not just us talking about it in a theoretical manner, it is showing you that this is possible. It is showing you what's possible, when you look at things just a little bit differently, and you come at it with everything you've got. So today I want to talk about five different lessons indie authors can learn from what Brendan's Anderson's \$26 million and rising Kickstarter just accomplished. And I want you to think about this as you're going through your Indie Author career and as you're thinking about your next launches, or as you're thinking about how you want to tackle this massive feat of becoming the millionaire author, okay. So obviously, number one is be revolutionary. Do something that shakes things up. Innovate Your launches your attack, plan your strategy in a new way that other people aren't doing and cater it to you and your personality and what you like to do. Now you don't have to go as big and grandiose as a million dollars to have these super creative, awesome boxsets. Right? If you're not as big as Brandon, you don't want to quite go that big, that's fine. But you can still do something different, you can still innovate, how you're going to come about your launch strategy, you can look at what you've done in the past and decide to do something completely different and surprise people in ways that maybe you've never done before. And so, now, with that revolutionary concept, I really want us to be thinking about like, I mean, obviously, off the revolution, right? I've always loved the concept of taking something and flipping it on its head taking something and twisting it or looking at it from a different angle, trying to come at it in a way that is completely unique, and obviously innovative and revolutionary in those ways that people just stop and pay attention. Now, for those indie authors who are complaining that oh, the only reason he you know, made this sort of big wave was because he's traditional. Well, number one, if you've got those contacts, if you've got that kind of backing behind you with your own name, how you use it, you don't you don't ever be apologetic about that you use that to your advantage. But number two, when you're doing something like this, even if you were a completely unheard of, in the author, do you think if you did something as interesting or as revolutionary as \$20,000 donations per minute, and breaking through records like this, do you honestly think that the big media outlets would be ignoring you how now of course, they'd be covering your story, because it's incredible. It's inspiring, it's inspiring. And you're able to show, you know, obviously the in the other community, what can be done. And the fact that he has chosen to self publish these things in this way is pretty unique. It's pretty cool that he's trying something in a way that a lot of traditional authors, I don't think are willing to quite get their hands dirty on. And so it's been very interesting to watch. And I think you should be watching and learning by his example as well. Okay, so number two, frickin surprise your audience. Oh, my gosh, if there's one thing that Brandon did with this campaign, and he did it really, really well, and he's continuing to do it, is by surprising his audience. He literally came on pretending like he had this huge confession to make. And he's been lying to everybody for a couple of years now. Everyone was all like, oh, my gosh, what's this lie going to be? And you find out he had a book, and it was hidden. And then you find out he had another book hidden. And then you find out there was actually four

books he has written over the past two years that people weren't already aware about. Okay, so that's, that's pretty powerful stuff. Like people are like, Oh, my God, there's more books than we thought. This is amazing. And so now he's got his, his fan base whipped up, he's got everybody kind of excited about what he's done. And how did he accomplish this? This is like such a massive feat, you know, you know, four books in two years. That's, you know, not terrible. I don't know how many books he actually wrote that were on his editorial calendar. But these were four extra books. Okay, so two extra books per year, pretty awesome. And it's definitely nothing to sneeze at. So these were things that he was able to hide until the right moment. And as indie authors, we can do this all the time, like, this is part of the rapid release strategy, you could be writing some books, behind the scenes, hold them up until you're ready to launch them all. And then go, boom, here's a whole bunch of books that are rapid releasing, you know, a month apart, or two weeks apart, however, you want to release these things. That surprises your audience, and it can really build momentum. But in addition to that, and he's also surprising his audience by saying, Hey, I'm not telling you what these books are about. I'm going to tell you, they're there. They're in the cosmic universe. And that's it, you get nothing else. And if you want to find out what they are, then guess what guys pledge to my campaign, and then we're going to do some fun stuff together, and you're going to be blown away. And everyone loves a good surprise. I don't I do. And so it's fun to then get these balls rolling, where people are like, Oh, my gosh, I'm going to get these books. I have no idea. I know. I like Brandon's style of writing. And so I'm going to be getting these things. It's going to be awesome. And I don't quite know what's going to be in these things. So they're like getting presents every single month in 2023. Who wouldn't love that? I mean, how amazing is that? Not only is it awesome for the people who are buying them for themselves, but think of all the people who are doing it for someone they love who happens to be, you know, a Brandon Sanderson fan Holy crap. They're getting presents every single month for the entire year. That's incredible. So, surprise your audience do something in a way that's going to give them something that makes them feel good and is exciting and just makes their mundane life a little more. Exciting, right? Okay, so number three, never underestimate the power of an event because holy cow, this was an event, he hit the gate running and there was like the explosion that just has not stopped. Like I said \$26 million. as of the recording of this. Holy crap, guys, that's incredible \$26 million. So when he started this whole thing, it was an event to begin with, like this video was all about, like this big event that he's kicking off with Kickstarter, it's going to be this thing. But it's transitioning into a year long surprise palooza. And so think of how having an event can really draw in your audience and make them not only excited to donate because look at your you've got a Kickstarter, which in itself is an event, it has a limited time window where you can pledge to the Kickstarter, you can become a part of it, you can get the updates that Brandon's going to be talking about throughout the month. And so that is like phase one, phase two, then it's going to be 2023, when he starts launching all of the books, and all the swag boxes that are going to be coming. So never underestimate how you can excite your fans by creating an event as an author. That's why book signings are so much fun. That's why, you know, going to conferences are so much fun. It's why when you do a launch, and you have you know, contest running in the background, it's so much fun. Or if you have swag boxes, or swag bags, or you know, anything that you can give out to your audience, those things, engage your readers in a way that your books on their own, can't quite do. And so think about how you can incorporate events into your launch strategies. Okay, number four. Now, this is a lesson that I've been trying to, you know, hammer home for a while. But I think it's very pointed that this happens right now, millionaire March, right? That's what we're in. Number four is self publishing can make millions, it can. Now you could do it in one big boom, like Brandon Sanderson just did. Or you can do it in ways that are going to be, you know, a little bit here a little bit there, it's all going to add up. And it's going to go up and up into your favor. Now I find it really interesting. Speaking of that, that this podcast episode is episode 123. So

when you look up those numbers, I dare you to look up those numbers in like the context of like numerology when it comes to like, what does the angel number 123 stand for? Or mean? And you'll find some really interesting things. But to me, it's always about up and up. It's always building up in your favor, right? So when you're thinking about your launch strategies, when you're thinking about your author career, I want you to remember Brandon Sandersons, Kickstarter, and remember that self publishing can make you millions. Yes, he was traditionally published in the past, yes, he has some teams behind him that's helping him make this happen. But it's not something that he did straight out of the gate, obviously had to build some momentum he had to get there, he had the fan base, because he kept on going. For those of you who are thinking that it can never be done. This is debunking that whole thing. And I want you to think about like, could you hybrid, your books? Could you be a traditionally published author and a self published author? Of course you could? Could you do something this big? And find the media outlets that will pick up a story about it? Of course, you could? Could you do whatever kind of nuances that you could do that can really make your campaigns, your launch strategies, your Kickstarter, if you choose to do something like that again? Or whatever? Could you do something that's going to make waves that will help you to elevate your next launch in a way that you have never tried before? Of course you can. So self publishing, can make millions. And it doesn't just have to be Brandon Sanderson either. But this does bring home right now, because it's \$26 million and rising for him. But I know many indie authors who are already making millions of dollars with their self published books, because you don't have to share that with anybody else. You put it into the books, you put it into the editing into the covers, and then the rest is yours. You don't have to share that with anybody else. It's great. Alright, so number five, another lesson. The final lesson is that we indie authors need to drop this poverty mindset. We need to dream and think bigger. We need to utilize every tool that we have in our arsenal to make this shit happen for us. Because when we can do incredible things with our books, when we can reach the readers that we really should be reaching. We are not only elevating ourselves and our families, but we're elevating the indie author community, we're showing them what's possible. We're elevating the world by showing up and being the best version of ourselves, when we receive money for what we do, and we receive it in a way that really makes us feel good. Now we can also start thinking about donating to the things that are causes that are on our minds, things that really mean something to us, we can donate time, we could donate money, we could donate something else, because we're no longer operating out of survival mode. Because I think a lot of indie authors kind of get stuck there. I know I was there for a very long time. And I have this tendency to kind of oscillate back and forth, even now, guys, like I still have mindset stuff that I have to work on money blocks that I have to release, in order to level up to the next phase to the next part. Because I like you always want to kind of jump ahead and skip the skip the journey. But sometimes for some of us, I think we really do need that journey because it grounds us. And it helps us to stay as integrated into our journey and into our end result as we actually want. Right. So dream bigger, I want you to stop saying that, Oh, I just want to get enough to get by, or oh, I just want my my stuff to be able to pay for itself or No, I want you to dream \$26 million, and rising in one launch big. That's what I want you to start dreaming, I want you to realize that your books, your author career, the things that you're doing is so incredibly valuable, that you have no choice, but to give it to the world. And then it has no choice but to show up with the exciting and powerful and profitable launches that you deserve. The world needs you to show up, the world needs you to be your best version of you right now. There's a lot of darkness in the world. And we've been trudging it through it for the past couple of years. Plus you've got you know, the war with Ukraine and Russia. And we've got, you know, so many things, gas prices going up and things that are just really starting to make life more difficult. And what if we can turn the corner What if by us doing better and paving the way because let's face it, not everybody has the opportunity to earn a good living through the things that they're doing. You know, if you're in a job, a nine to

five job, you're usually at the mercy of whatever your employer says. But when you are working for yourself as an entrepreneur or as an entrepreneur, which technically you're both you have the opportunity to raise yourself up to lift up to, you know, come at things differently to you know, work on your money blocks to get over the humps that are holding you back and keeping you stuck. That is the opportunity in the work that you get to do and it's not something that you would necessarily get to do with you know, working for another company. There's opportunity here to really raise up the vibration of you know, people around you and to show people what's possible to accomplish for yourself through yourself by doing the thing that you love to be doing. So okay, here's what I want you to know. Right now I'm in the process of onboarding a couple of coaching clients for my [millionaireauthorcoach.com](http://millionaireauthorcoach.com) coaching packages. So if you're an indie author who is really looking to raise yourself up and who wants to, you know, release those money blocks who wants to look closer at the strategy behind getting to become a millionaire author, I really encourage you to check out [millionaireauthorcoach.com](http://millionaireauthorcoach.com) and check out the packages that I'm putting together so far. They are there for you to be able to elevate yourself to be able to rise out of the poverty mindset that maybe you're stuck in. I want you to next level your author career to next level your business and to know that whatever you dream is possible that's what this whole Millionaire Author March is all about. You can also head over to my TikTok it's over at [millionaire author coach on TikTok](https://www.tiktok.com/@millionaireauthorcoach) so if you want to get some daily tips, tricks, insights about how you can change your mindset around money and around your author career that is exactly where you should be you should be heading over there like right now and check out those videos there are already eight of them up as of the time of this recording. So make sure you check me out on TikTok make sure you're commenting and liking and sharing and doing all those fun things because I want you engage I want to help elevate you into the realm of knowing that a millionaire author destiny is yours. You just need to believe it and then decide you're going after it. Alright, if you are looking for the link to let's say Brandon Sanderson's awesome Kickstarter or his video or any of the transcript information, you can head over to [authorrevolution.org/123](http://authorrevolution.org/123) Because that's where it's going to be at. Alright guys, I hope this was an inspiring episode. I hope you are definitely going to check out his campaign if for no other reason than to take a look at how revolutionary everything he's doing on Kickstarter right now is because it's really an incredible opportunity for us to elevate how we are coming at our author careers, and how we can become and step into the same millionaire author that Brandon Sanderson is at. Okay. All right. I hope you have a wonderful rest of your week. Go forth, kick some butt and start your author revolution.