

# Episode 169

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## SPEAKERS

Carissa Andrews, Alessandra Torre

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Carissa Andrews 00:03

The indie Author revolution has been around for more than a decade, the Wii indies continue to push the boundaries of what we're capable of. From getting over initial prejudices, to staring down perfectionism and author impostor syndrome. We've become a force to reckon with. Now after years 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, we're sowing the seeds of a better way away with more ease, abundance and flow. Get ready to learn about indie authorship from a whole new perspective. We're about to cover everything from releasing your poverty mentality to manifesting your millionaire author destiny. I'm Carissa Andrews, and this is the Author Revolution Podcast Well, hello there and welcome back to the Author Revolution Podcast. This week, I have an incredible interview that I cannot wait to share with you. Some of you probably already know this but I was asked by Alessandra Torre of Inkers Con to be speaking at the event this year with Renee Rose. It's like a dream come true. I kid you not. We are gonna get to speak about author abundance, manifestation about law of attraction, so many cool things. And it's all because Alessandra saw something within our I don't know our teachings, I guess, to be able to come to speak at Inkers Con this year. Well, of course, me being the person that I am was so delighted, not only to be in Renee's vicinity, but also to get to know Alessandra a little bit better. Of course, after all this kind of back and forth exchange went on. I asked Alessandra to come onto the show so that I could learn more about her. I could share her story with you. And of course we talk about all sorts of fun things from let's see, Ingress con, all the way through to the three well, it ends up being more than three big mistakes that authors can end up making that will sideline their careers if they're not careful. So you're definitely gonna want to listen to Alexander's tips that are golden. All right. So without further ado, let's get into the podcast episode and our interview. Well, hi there, Alessandra. Thanks for being on the Author Revolution Podcast. And, you know, being a part of this crazy show. Now you are a woman of very many talents, you do so many different things. And I spoke a little bit in the introduction about what I know of those awesome things, and how we met a little bit and all that good fun stuff. But for my audience, do you want to tell them a little bit more about who you are what you do? All all that you do?



Alessandra Torre 02:39

Alessandra Torre 03:35

Sure. Yeah, I'll try keep it brief. In my normal life. I'm a wife, a mom, I've got three dogs. We live in Key West Florida. And I started out as a reader that was kind of how I got in this. You know, I've been one of those book nerds my whole life, but I started writing 1011 years ago. So one of my jobs is obviously as an author, I've written over 30 romance and suspense novels I publish under AR Tori and Alessandra Torre. My other two jobs are I Brian incurs con with the team. I say I run it, I don't really run it. Who are part of it? I worked with the team at anchors con, which is an author's conference, and and has events. And then my third third job is that I do run authors AI, which is a tech startup that uses artificial intelligence to categorize books and improve books through through the use of AI.



Carissa Andrews 03:36

I know Marlowe, that's an awesome AI.



Alessandra Torre 03:39

Yeah, that's my girl. Yeah.



Carissa Andrews 03:44

I can't imagine why. Well, so where did your what is your author's journey been? Like, like, where did you start when it how did you transition from being a reader into going you know what I wanted to do this as well.



Alessandra Torre 03:56

I have to give all the credit to EL James for that. I did not know EL James at all. But it was it was one of those things where I was always a reader. I just read everything from sci fi to thrillers. I read absolutely everything except Romance. Romance was the one thing I didn't read. And I was so snobby about it. I was like to funny romance novels, I which was totally unfounded. But that was you know, how I was when I was 14 and then 18 When I was 27. I read read read, and I always complained about the books I read my I would always complain to my husband about because I would figure out the plot twist or whatever, you know, and I always I always had an opinion, good and bad. But I read an article that yelled James was making over a million dollars that day on 50 Shades of Grey, and I was like man, you know, I got my calculator and I was like if I could do 1% Of what el js is doing like I would be set for life. There was kind of that that happened and just me start in my husbands like, you know, you're always complaining about these books, you should, you know, like put your money where your mouth is just write something. The other side of it was that my mom started writing a book, like somebody approached her to co write a book, she she had always been a non like Professor, she says she'd always written but never fiction. So she was telling me about self publishing and how anybody could just write a book and put it out there. And that, like, I did not have any confidence in my writing, I never could have gone a traditional route, because I just didn't believe in myself. But self publishing this idea that I could write a book and put it out there, nobody would know that it was me. And I could do it under a pen name. I was like, that I could I

could get on board with because if it failed horribly, no one would ever know. You know, and, and I wouldn't have to face like too much rejection, I could just move along and do something else. Yeah, so it's kind of those three things. And then I also lost my job. So I was I didn't have a job. I was trying to figure out what I wanted with my life. And in kind of the intersection of those three things.



Carissa Andrews 06:02

Gotcha. The universe was just like, well, here's this thing, maybe you should give it a try.



Alessandra Torre 06:06

Right? And so I wrote my first book and self published it, and it didn't do much like it did. It did well enough. I was making like, I was making like, 15 \$20 a day. So it did well enough that I like got on my calculator given I was like, Okay, if I write 10 books, you know, then I think I might be making \$10 today, because I know if I was like I wrote 10 books, then I will be making roughly \$38,000 a year, which is the same that I was making at the job that I had lost. So I was like, Hey, I could like never go back to work. This could be my job. So that was my expectation, kind of, if I wrote 10 books, but then three months in that book just took off. And, and, and it and I sold it for multiple six figures. And then suddenly, I had all this money, and it was like, Okay, I guess it's my job now. So yeah, so that was that was way back in 2012. And that was what launched everything.



Carissa Andrews 06:59

Oh, that's super interesting. I started in 2010, as well, but didn't really like kick things off with my career until like, 2013. So it was right around that same time frame two, and it was such a different landscape when it comes to the indie publishing realm. Because like KDP, you didn't exist quite yet.



Alessandra Torre 07:16

It was like kdp select back then.



Carissa Andrews 07:21

So weird, right? Oh, my goodness. And I was very much like you were was like I wrote sci fi ever. I've always written fantasy. So I had like an urban fantasy pen name started with sci fi. But it was really urban fantasy with just a different planet was weird. It. That's how all authors started in the beginning, right? We don't know what the heck we're writing. But I was the same with with romance as well, where I was just like, I don't want to do romance. No, I'm not going to do it. Now, of course, this year, I'm looking at doing a romance pen name. Because there's a chance to ever have one of those moments where you get those ideas that come in your head.

You're like, that doesn't even fit my brand. What is this? Like? What, what? And it won't go away? Have you ever had those kind of ideas? Yeah, absolutely. Yeah. That's one of mine. So that's, that's the plan for this.

A

Alessandra Torre 08:05

I still, I still do that. I still I have I have a book that's been in my head for years. But every time I bring it to my readers, they're like, no, don't write that. And I'm like, Okay, thank you. very adamant about it. They don't want it. They don't want to read it. So I'm like okay.



Carissa Andrews 08:22

Interesting. New pen name, maybe, I guess?

A

Alessandra Torre 08:26

Yeah, maybe so.



Carissa Andrews 08:28

Readers are fun. They're fickle. They're fun, but they're fickle.

A

Alessandra Torre 08:32

I want to write a pirate romance and they're just not interested in that. That's Bailey. Am Godwin did great. Let's see ruin. Yeah, maybe I just need to Yeah, find out the sea of ruined readers.



Carissa Andrews 08:45

I agree with you. I would see nothing wrong with that. Too funny. Okay. So other than obviously, being a fantastic author, you are also a self publishing advocate, obviously with inkers con, which I get to speak at this year. Thank you so much for the, by the way. So excited. And then obviously with authors AI. So what is it? Do you think about any authorship that really got you inspired to invest in helping authors to succeed and get the most out of their author career? What kind of was the trigger point for that?

A

Alessandra Torre 09:17

For me, it was that when I started and again, I started in 2012, which in one in one way was like the goldmine like you could, like hit success, so much easier than you could say, because it was just much less crowded marketplace. But there was also zero resources. So like, everything, there was no information about formatting a book, there was no information about cover

design, there was no information about marketing or newsletter or any of that stuff. When I got when my book really took off. And suddenly I had money and I wanted to reinvest that money into my business. I didn't like I was literally on the phone with the New York Times trying to get a full page ad because I didn't know how else to spend money like you know It was like I was still stuck in, I hired a local PR person. And we wasted a lot of money running like a press release and stuff like that there just wasn't, there wasn't any information. And there wasn't any, there was information on craft in terms of like a book, like writing books, but there wasn't, you know, that we didn't have online courses, and we didn't have all of this stuff. So it was really kind of my first few years was, I would just wander blindly in a direction until I hit a wall. And if I hit a wall, then I would turn and I'd hit go in another direction, you know, the labyrinth was successful, despite myself, right, like I was successful, you know, despite everything I was doing wrong. And I was one of the things that was like, once I figure all this out, like, I want to, I want to help people not make the mistakes I made. And so that was and what I really wanted was a writing for Dummies, like I wanted to for Dummies class, because when I, I was a reader who just wrote a book, you know, and then suddenly, I was trying to learn about the craft. And a lot of the craft books I read, were just really intimidated. And I only got a few chapters in. And so I really wanted something kind of easy. So at first I started with my own courses, like creating courses. And then it was like, Okay, I realized how little I knew. And that was when I was like, Okay, I want to learn from all the people who know everything. And so that was how anchors comm was born. It was like, let me get together the best in every single, you know, in this little niche topic and bring them all together and learn from those. And it was it was as much selfish. I wanted to learn it to this day when I create the the agenda for acres gone. It's like what you know, I, I definitely gravitate towards things that I need the most. But that gets me the most excited and that I see.



Carissa Andrews 11:47

For sure I can completely relate to that with obviously the podcast. That was kind of my my beginning as well. It was like I just except I was way more intimidated trying to pull people in at first. So I spent the first I don't know, nine months, like, I'm just going to pour out what I actually know so far. Sure. Before I start trying to ask people onto the show.



Alessandra Torre 12:06

To ask people like, this day when I email people inkers calm I'm like, hi. I know, we don't know each other. But would you like to come to my thing?



Carissa Andrews 12:21

And everyone's like, Heck, yes. Obviously.



Alessandra Torre 12:25

Best part is, if someone already knows what you're talking about, they're like, yeah, yeah,



Carissa Andrews 12:30

For sure. And Inkers Con has grown so much. I mean, even in the past couple of years, It's been great. Oh my gosh, and you have such a diverse set of classes. I just want to see if I can speak today, the 20 books conference last November. And it's like even inkers Khan has, in my opinion, I mean, not not to diss 20 books, because it's it's a fabulous conference. But it you have a different mix of things. And it's so cool to be able to do both and still get a lot of really cool, insightful information out of both. And so it's just it's cool the way that you put things together and pull, pull the panels together sometimes. I mean, it's just great. I love it.



Alessandra Torre 13:09

What's the hardest thing for me is that we only have 24 to 27 main classes. And that is so hard for me because like 20 bucks, they'd have like, 80 I don't know, I don't even know how that sick I would say at least 60. Yeah, so it's like, it's great because they have the space and they have the flexibility and they can like so that it could have really niche classes or classes just about like fantasy world building or something. Well, it's hard for us with thinkers con is it's like because I only have 27 main class, it's like I have to have to figure out like, yeah, the biggest the biggest need and the biggest speakers we can get in the biggest that. So that that's the hardest because I turn away some great ideas, classes I would love to have we just you know, might be, you know, KU versus wide. And that's not a big enough audience that I have, you know what I'm saying? As a specific audience, I'm upset. But that's why that's one of the reasons why inkers con we brought in round tables because it's like we can go nuts with roundtables around tables can be a niche topic. And I could have 100 Roundtable I think we had over 100 roundtables last year. So they can that can go crazy right and that can be super down so that makes me feel a little bit better. Like well, we can't take you as a speaker but please please do roundtable



Carissa Andrews 14:27

Yeah, absolutely. I think that's really fantastic too. And then it like you said it allows people to talk about their niche topic or the area that they're most experienced in without it actually being like a full blown conversation or topic. That's cool. So okay, I'm gonna jump ahead because I know Ingress con is coming up in June. So how if people are interested in in getting involved in Ingress con joining it either live or via the digital version, how do they go about doing that?



Alessandra Torre 14:52

So if you visit Inkers Con you'll be able to see like right now someone could dive right in and watch on demand all of the contents. From 2022 This year, but if you want to reserve a spot for 2023, you can and that's yeah, as Carissa has said, we have you can attend live in Dallas, we only have 220 slots for live. I mean, now we don't have that many. But that's how many attend authors attend. It's a smaller conference. But you can also attend digitally. And we normally have over 1000 Digital attendees. And so it's a great, I've attended a lot of digital conferences a lot of times because I like to get ideas and find out what's working our digital ecosystem, because isn't that ecosystem is the right word. But our community is so involved, like the digital conferences, not like other ones, where you might sign up and you never watch the

classes. Like if you want to network and meet other authors, like you're going to in that digital access. So they're both fantastic. I love being live and in person, and you know, getting that energy and that excitement, but it's also fantastic and live attendees get digital is included. So you get both.



Carissa Andrews 16:02

That's super cool. Well, it helps to I think for those introverted authors who really want to attend a conference, but they're kinda like, I don't really want to be there in person.



Alessandra Torre 16:11

I don't know if I can call myself an introvert now, because I've really come out of my shell being in this business and being, you know, involved in the way that I am. But I was when I went to my first authors conference, which was our tea in Kansas City, Missouri in 2012, or 13. I didn't know a soul and I was terrified. I mean, I, I sat in, like, against a wall and pretended to look at something on my phone. And I didn't know anyone, you know. And I was so shy. And I still I think back that every time I go to incurs con, because I know that, but that's what's nice about to be the smaller is everyone needs everybody by the time you leave, you know everybody's face. So if you can't, I say you can't hide. You will meet people just yeah, just from being there. For sure.



Carissa Andrews 17:05

Well, I know for me like I've been, I went to Georgia one oh, gosh, Moonlite and Magnolias way back in 2011 2010, something like no 2011. And I was like, the only sci fi chick there because all of my critique partners were romance authors. And I'm like the Sci Fi nerd at this conference. And luckily, I knew those two, but it was it was scary. Otherwise, they kept pushing me to like talk to people. And I'm like, why are you making me speak to people right now?



Alessandra Torre 17:29

Oh, the idea of going out to a strange group of people and saying hi, like, Hi. It is so different, because we all are book nerds. So we all and we all typically are introverts. I mean, so I think so it is different. It's not like going up to the popular group at high school and being like...



Carissa Andrews 17:47

oh, it still feels like a little bit.



Alessandra Torre 17:49

But it feels that way. It does. But it's never as bad because I think I at least, you know, anchors kind of is now the only conference typically I travel to but it's when you see someone who

comes up everyone's like, Hi. Like, come in. You know, like, do you want to wear a tiara?



Carissa Andrews 18:11

Come on. Hello.



Alessandra Torre 18:14

Who doesn't?



Carissa Andrews 18:15

I know right? That's, that's a huge I don't even have a tiara. Guys. I'm like, slacking. I know Booktok has like the whole thing on it.



Alessandra Torre 18:24

Yeah, it's something that I don't even know the origins behind it. I know they do it at 20Books.



Carissa Andrews 18:29

Yeah, we're seeing that for the romance group.



Alessandra Torre 18:31

Yeah, I think so. And let's just start it there.



Carissa Andrews 18:34

With like romance, not necessarily 20Books.



Alessandra Torre 18:37

It's definitely romance thing, because at Inkers Con a group is like, is it everyone bringing their tiaras and other people were like, What are your thoughts? You can bring one so people are like last minute ordered them on Amazon.




Carissa Andrews 18:50

You have to like design 'em as swag. So like if they forget it, you can be like, here's, something you can get.




Alessandra Torre 18:55  
Yeah!

 Carissa Andrews 18:59  
Oh, too funny. I'm looking forward to it. It's gonna be I was really intimidated at 20 bucks, even though I knew a lot of people and it was fun to network.

Alessandra Torre 19:07  
Was it your first year?

 Carissa Andrews 19:09  
It was the first time I've been in person. Yeah.

Alessandra Torre 19:12  
Well. 20-- first of all I can't say enough great things about 20Books. But it is a beat. I mean, it is huge. I've never been but I've been to RWA in Vegas and the problem is you already are in Vegas. Right? And then but it is massive. You could have a great amazing conversation with someone and then never see them again the rest of the conference.

 Carissa Andrews 19:34  
I agree. It was so huge. And for us we'd never been to Vegas. So I went with my husband and a good friend of ours. And it was like you know the whole day we went to all the different you know as many sessions as we could do throughout the day and then as soon as it was done for the day, we were like out the door walking the strip, trying to like locate like, Okay, what's this? Like? Who where are we? Who am I like, we're just trying to figure it out. And so we spent hours walking every night just to Get a good glimpse of the strip. It was crazy. So maybe next time, it'll be, it'll be fine. But it was so hard to connect with people. And we're not drinkers. So it wasn't like, we're like, Hey, let's go to all these like drinking mashups afterwards. So it's just, it was overwhelming. And I go into I don't know if you do this as well, but I go into student mode. And so that I'm like, taking the notes. And I'm all I'm all in with whatever the people are talking about. That's like, I don't even like think to be like, Oh, y'all miss my session? Let's go chat. You know?

Alessandra Torre 20:29  
Like, what, what are you talking about?



Carissa Andrews 20:31

Yeah, like, I have a class to go to!



Alessandra Torre 20:33

Yeah, and it might be the one thing I need that, like totally changes my whole career. Yeah. Right.



Carissa Andrews 20:39

Too funny. Oh, gosh. Okay, so we could talk about obviously conferences all day long. But you're actually here to talk about something really cool. And so let's, let's actually get. So others. We've talked about this a little bit, but others struggled at one point or another in their careers. And I know that you've mentioned that there are three big mistakes that authors can make that can end up sidelining their careers. So do you want to maybe tell us what those might be. So we can I can do it better.



Alessandra Torre 21:07

All right, so. So the and this is something that I a lot of these mistakes are personal mistakes I've made, but also mistakes I've seen other authors make. So gosh, it's so hard, I had a list of three, and then I cropped out one and put something out. So I could really, in fact, I'm gonna go wild, and I'm gonna maybe not go deep dive on all of them, but name as many as I can Excellent. Love to hear why Wi Fi and other mistakes. So first, this was one that I end up crossing off the list, but it's still really good that they start their newsletter too late. So I didn't have any platform. When I published my first book, when I had my first big spike, I had no way to capture those. So even if it's just like a Google Drive form, but there's really no reason for that, you can get a free Mailerlite account, with free newsletter, signup, until you hit 1000 people, you don't pay a thing. So from very beginning, if you don't have a professional newsletter, just sign up at mailer light, and at least get the signup form, so that you can put it in the back of all of your books.



Carissa Andrews 22:12

I can attest to that one.



Alessandra Torre 22:15

It's one of those things we put off put off, if you can just knock it out in the beginning. Go for it. Second thing giving up on your books. So I my first book, you know it, it did okay, like I said it was making 10 to \$15 a day, I very easily couldn't have just, like been like, you know, that was

fun. Like, I'm not gonna make money, real money off of this and done something else. That book, I changed the book description one day on a whim. And that book then took off. And that book made me you know, \$60,000 that month, you know, and then, you know...



Carissa Andrews 22:49

Did you ever figure out what it was that you tapped into then? Was it like a trope?



Alessandra Torre 22:53

You know what, I didn't save the first one because I was like, who cares? I'm gonna be like, the pivotal change that would create my entire career. I was like, about to leave, like our town. And I was like, you know, I think I'll just write a new book description. I think if I had to guess I think my first my cover was super sexy. And I think my book description wasn't and so when I changed my book description maybe to something a little spicier that match the cover more that fit my packaging and fit my book, then it but it made me realize when people were clicking on my cover, seen the book description and be like, yeah, and then they went to something else where all I as soon as I fixed that my sales went up, like 100 sales that day, and the next day at 500 sales next day, I had 1000. And it just like, took off. And then Amazon was like, Okay, this is a book people click on and buy, you know, so then they were sharing it everywhere. And yeah, so and I had the high honor of being the first banned book on Amazon. Because my cover was so seamless that Amazon didn't know what to do with it. So it's in the top like 15 You know, and my crotch shot cover.



Carissa Andrews 24:07

Do you have we have to see this cover now? For those of us who are on the video, here it is. Okay. So if you want to see this cover, guys, you gotta watch the video.



Alessandra Torre 24:16

Yeah, you gotta watch the video, whatever. This is the cover the original cover. Okay, yeah, for those of you listening, it's a woman Her legs are spread it's a close up of like, just under her breasts to like, wear her like stuff and she's covering herself with our hands. So and so this was a homemade cover. It wasn't anything I spent a lot of money on this is the original you can see how like crappy it looks but but the the publishers called this the crotch shot cover. Auction it sold at auction did great but that they call it the crop chalk cover. And so this is plastered all over Amazon's like at the time they didn't. erotica would show up to the top 100. And so they finally just disappeared from sale. Like we couldn't figure out what happened to it took my agents, like three days to get an answer. They were like, We don't know what to even do with this book. But we have to hide it like we can't. So the only way goodbye is to get like the direct link, it wouldn't show up. You typed in the name, like the first adult filter erotica dungeon book.



Carissa Andrews 25:25

But it's not really that bad. I have seen way worse

BUT IT'S NOT REALLY THAT BAD. I HAVE SEEN WAY WORSE.

A

Alessandra Torre 25:28

It's not that bad. Like, like, everything's covered. Like it's suggestive, but everything's covered, you can't see anything. But that was before like hand bras. And then suddenly, all they came out with all these rules. But, but what it taught me is like, there could just be like, one piece and it might be your covered might be your blurb, it might be the book itself, which is a much harder piece. But, but never give up on your book. And even you know, they're they're books that are that go viral three years after, you know, they're out or 10 years after they're out. So, so don't necessarily brand a book a loser and move on, like, you know, continue to work on it and keep an eye out for it and root for it. So next mistake not writing and series. Man, I gotta tell you, I'm a standalone girl. I read standalones I write standalones. I've known this, this role for years, and I still write standalone. My mind does doesn't work in series, but it has hurt me so much financially. And for me, what's really hard is I do have two trilogies, but they're both owned by publishers, so I'm not able to properly capitalize that on those. So if you can just connect the books in some way, you can still write standalone, or at least put them in the same town, you know, and have your characters interact with each other. Like, why didn't I do that? I could have put all my all my standalones in the same town, you know, and at least had some reason for, you know, the good readers from one. But no, I started with a whole new world every single time. And that's more work for you. You can't write as fast.



Carissa Andrews 27:06

You like a good challenge, huh?

A

Alessandra Torre 27:07

Yeah, I like yeah. So, so, right in series, if at all possible, no matter what your genre is. Ignoring the craft. That's another mistake that authors make. And it's because you know, the marketing class, it's just like, when you go to a conference, like the marketing classes are packed, and nobody's sitting in the craft classes, right. But, you know, our books are our product, and every hour that you spent studying craft is going to come back on you, you know, 10 fold or 15 fold. It's not as sexy. It's not an immediate return on your bottom line. But there are authors out there who do almost nothing in terms of marketing. I mean, and the books. I mean, calling Hoover's a fantastic example. Everyone just like tries to recreate calling Hoover with marketing. It's, it's because her books are fantastic. You know, and it's because her books hit that, that thing that readers want, and she doesn't do ads and she doesn't do Facebook ads. And now of course she has huge, you know, publishers behind them. But those books were going nuts without any of that. She does not have a newsletter. I talked to her. She breaks every rule out there. She doesn't write in a series...



Carissa Andrews 28:19

You know, she's like the quirkiest, weirdest person in real life. And then her books are so deep. Like what happened? Yeah. How did those books come out of that?

A

Alessandra Torre 28:30

No, but her craft is on point. So like Tayla Stone was an Inkers Con presenter. She's brilliant. She's super successful. I love what she said last year, which is she reads a craft book in between every book that she can. As soon as she finishes writing books, a book, she'll read a craft book before she writes the next one. And I was just like, I love that. And you can see at her craft her Her books are fantastic. So don't ignore the craft that that's the main thing. And last, but not least, don't jump genres. And I am as guilty of this. I was always like, Oh, this is don't jump genres and do write to market. And I was so snobby about this, I was like, oh writing to market is just like I had this horrible image of what writing to market was. And I also had this thought that I could just write just whatever floated into my head. So I wrote a romantic comedy. And then I wrote like a dark romance, you know, and then I wrote, you know, a psychological thriller, and my readers are so like, I'll get a reader who loves my books, and then they look for something else like that in my back list, and I don't have anything to give them. So what do they do? They go by something else. So it's hard. And especially if you're a slower writer, I am now at a one book a year pace, which you know, I mean, so I have to stay in one genre, and I've done that with the AR AR Tori my one pen name has stuck to genre. But I haven't had a choice. I have a publisher who's like, I will constantly come with ideas I'm really excited about they're like, that's not what you write, you write domestic suspense is set in California. They have an element of, of sex or, you know, race racing us. And I'm like, okay, but it was really great Tom travel book, you know, it's a redemption story. And they're like, Yeah, your brand doesn't fit your brand. So I've done much better about it. But it from the beginning, if I had just, you know, stuck in my pick the lane and stayed in it, I would be, again, so much more successful than I am now. And it's made my job so much harder, because every, every time I sell someone on my book, it's like, I have to start from scratch and sell them on that book. And then I don't have anything else to sell them. So. So if you can figure out what you love writing what you're good at writing, and then stay there. And if you absolutely also love writing something else cozy mysteries. I chatted with a bunch of cozy mystery authors left, they're like, oh, my gosh, I want to write cozy mysteries. Like so much fun. Like, this is amazing. Like, no, I was like, What am I doing? Like, I can't write cozy mysteries right now. Yep, there is something else that you also really, really want love to do, like, do it under another pen name. And make sure that you have the bandwidth to support two pen names and to create production, steady production. And both pen names.



Carissa Andrews 31:31

I completely agree with that. For me, it was like forever. I've been working on this urban fantasy pen name. And I didn't like you were saying in the beginning, you don't quite know what you're doing yet. So you hop around a little bit. Mine was like sci fi fantasy, then it was like paranormal fantasy. And it was urban fantasy. And I realized that they're all urban fantasy for the most part. So we're just going to go with that. But it was like, You're just trying to feel your way through and try to figure out what in the heck you're actually doing. And then, like, I think, in the beginning, when we were writing, you know, even a decade ago, the categories weren't as concrete either. And so you don't really know. You know, like, what this is a genre is urban fantasy, even a thing like, what?

A

Alessandra Torre 32:08

It was. And like new adult was just kind of like invented, they're like, oh, and we'll also call this new thing that a lot of people right. And we'll call this new adult like, right, yeah.



Carissa Andrews 32:19

Yeah. Or like, RH is now why choose? And it's like, there's all these like, right, just take a thing, that was a thing, and then they switch it on you and you're like, what happened? What just happened here? Yeah. Crazy. So is, is there any other advice that you would give and like, let's say a new author is coming on the scene, and they're trying to figure out, you know, what, what they should really be doing is there any other advice that you would give them,



Alessandra Torre 32:45

My main advice would be just, I wouldn't advertise until you have multiple books out, hopefully, that are in a series, I mean, ideally, in a series, and learn before you spend like an learn before you spend time and before you spend money. Like, if you are on a limited budget, invest in education over you know, because it could be so easy to just throw \$100 on a Facebook ad and it just be gone. You know, if you don't know anything about Facebook advertising, and, and you can spend a lot of money on editing. And editing is great in editing, I would I would put in the Learn category. But if you if you are tight on money, and you don't have money for an editor, you can learn a lot through through books, it checked out in the library, free podcasts, you know, like this, YouTube videos, I mean, the negative with free education is you also get a lot of miseducation, but it's but you know...



Carissa Andrews 33:46

It's also kinda piecemealed. It's like you're trying to find bits and pieces. And it's not as a not in as much of a coherent delivery, I guess.



Alessandra Torre 33:57

And as long as you have time, it's fine. Like that's the thing, like cheaper normally takes longer, right? So as long as you have time to watch five or six videos, you know, and grab something that works for you. And the other thing is like everything. Things that work for one person aren't going to work for someone else, you know, so don't be like, Oh my gosh, I have to be an outliner because these three people are outliners and they whatever or I have to rapid release, because that's whatever, like you don't have to do anything like you can blaze your own trail and it includes a little bit of Melanie Harlow, and it includes a little bit of free to McFadden, and it includes a little bit of this and something that you heard outside the elevator at 20 bucks. You know what I mean? Yeah, your path and you're in that and you know, and that's you. So because I am not an outliner I would I understand why outlining is great. Like I want just like I want to be organized and have a nice looking house like I want to be an ally but I'm not I'm gonna have a messy house. It's gonna happen and I'm gonna pass the book, it's gonna happen, you know, so, you know, just just understand embrace it. And some of us work. I guess mine is fantastic. If you can ever watch anything that Becca Syme does or attended any of her classes, she has courses too. But if you can't afford that, if you can find her at conferences and things

like that she's been Inkers Con a ton of times. And she's brilliant. And she taught me that I need a deadline. Like, if I don't have a deadline, it books just, it's not going to get written. You know, I mean, it will get written, but it's going to take a year and a half, you know, so I, and no matter what my deadline is, I'm going to wait until two weeks before, and then I'm going to be that crazy person in my office, like, Don't come in here like, what do you know, I can't like eat dinner. I'm on deadline.



Carissa Andrews 35:50

Parkinson's Law, whatever you have to do will expand or contract at the time allotted for it. Yeah, deadlines are key. Don't go crazy, though. Come on, you gotta eat.



Alessandra Torre 36:02

I asked my publisher for an extension, my poor publisher, like I am self published. But the last few books I've done has been with at a pub, which is Amazon publishing, which is almost like indie publishing, like they're so different from every other traditional publisher. But I know now, I'm worried that I've trained them now that I'm going to add to the extent but that so I asked for an extension because I, I had finished the book and I hated it. And I was like, I have started. So anyways, so But anyways, I was down. I was like, Hey, I just need like, five, six more days, you know, whatever. And the lady was like, What about three weeks? And I was like, awesome. Like, yes, three weeks would be fantastic. What did I do the first two weeks of that, like I didn't? Suddenly, I've got all this time, and do you know what I did?



Carissa Andrews 36:53

You let it percolate in the back of your mind?



Alessandra Torre 36:56

Yeah, so I'm like organizing stuff and like actually going out and doing stuff. And then suddenly, I'm like, Oh, my gosh, I have seven days like what am I gonna do? And that was a crazy person. Um, so yeah,



Carissa Andrews 37:09

I think that's pretty, pretty standard. For a lot of us. I'm the same way when it comes to deadlines. If I don't have like, even if it's just a mental deadline, if I don't have one, I can very easily fill my time with other things. And so it's like, it's so weird, but it's crucial.



Alessandra Torre 37:25

Like you said, the time expands or contracts, right?



Carissa Andrews 37:29

Yeah, yeah.



Alessandra Torre 37:30

100%



Carissa Andrews 37:31

Well, that's awesome. I can't wait for Inkers Con, it's gonna be such a fun thing to do. And I'm doing it right after going to the Idaho Writers Conference with Troy Lambert. So that's gonna be crazy. It's gonna be like, I'll be there. And then Texas, it's gonna be like, where I won't even know who I am or where



Alessandra Torre 37:45

Your brain is gonna be like, humming!



Carissa Andrews 37:49

Yeah, it's gonna be so exciting. I'm so we haven't, obviously, COVID We haven't traveled super ton until last year when we went to Vegas. And so I'm so stoked to be finally out and moving around again.



Alessandra Torre 38:01

It's so funny, a lot of people, like, I've talked to people who've never been to an author's conference. And it's like, it just, I don't know, it gives me like a shot of inspiration. Like I just, I don't know, it's, it's just cool. It's just really, I mean, cool is such a weak term, but it's, um, it's just you have experiences at some point in time.



Carissa Andrews 38:22

It's like this motivating, even if you aren't quite sure what you're doing yet, or even if you're just like, trying to figure things out, it's like just being around the energy of all those people, whether they're successful, or they're just starting out. It's like, we're all here for the same purpose of like learning how to do this better. And it's just so cool. Like you said, it's so cool to be there. It's just, it's nice. I love the experience of it.



Alessandra Torre 38:44



And it's also you, like setting aside that time where it's focused, right? Because the negative is if you get a course or something else, is you can you know what I mean? Like, there isn't like, urgency, where you're, you're here, so you're like, I'm going to set aside this 72 hours. And, and I'm, it's my gift to myself, and I'm going to focus on my book, and just immerse myself in this for the 72 hours. And so you have this kind of like laser focus on your career and your books for that period of time, which is also what I need, you know.



Carissa Andrews 39:19

Absolutely. It builds that momentum. Where you know, all of your thoughts, regardless of what you're doing, when you're thinking about something, it builds that momentum, if you've spent a couple of seconds, even 17 seconds, they say is like enough to greet create momentum of thought. And so when you immerse yourself into the weekend of it, it's it's no surprise to me why all of a sudden you're like motivated and excited to do this thing because you've just spent so much time immersing like you said into the world of what you want to be doing and you're reminding yourself I think that this is an important piece of your life that you want this to become



Alessandra Torre 39:51

Yeah, you're telling the universe, I care about this. Yeah, I mean I'm being intentional on this.



Carissa Andrews 39:56

Absolutely. Well, Alessandra, thank you so much for being on the podcast for sharing all of your insights and telling everybody about ingress calm we'll have to come back again when we get closer to Inkers Con and talk more about just that.



Alessandra Torre 40:09

I know! We could do a recap after where we talked with, like our favorite takeaways I like I like doing that in between the live event and the digital launch because then it's not too late. People can still jump in for the digital launch. But also everything's kind of Top of Mind. Yeah. So yeah, I'd love to come back anytime. But yeah, thank you so much for having me.



Carissa Andrews 40:28

For sure. Thank you so much. Now before we go, though, if my audience wants to obviously get in touch with you learn about your books about ingress con Marlo, all those fun things? How do they go about like finding you?



Alessandra Torre 40:40

Sure. So I [Alessandratorre.com](http://Alessandratorre.com) is where is my reader site, so you can find all my books there.

And if you need a book, every last secret, or the Ghost Rider, if you're a actually forget that the Ghost Rider if you're an author, this sit behind me, the Ghost Rider if you're an author, it's my first of all, it's my best book I've ever written. But it's also like writers love it because the main character is writer, lover. And if you go to [inkerscon.com](http://inkerscon.com), there's a blog there that has a bunch of we have free webinars, you can jump in and watch. And and you can find out anything about any events we have going on.



Carissa Andrews 41:21

That's fantastic. Well, thank you so much for being here. Appreciate it so much. And I am just thrilled to be coming to Texas, to see you in person in just a couple of months.



Alessandra Torre 41:31

It'll be here before we know it.



Carissa Andrews 41:32

I know it's scary. I'm already scared. But that's okay. Well, we'll do good. Well, thank you.



Alessandra Torre 41:39

Absolutely. Thank you so much.



Carissa Andrews 41:42

Well, there you have it. Alessandra and her amazing tips and amazing insights. I don't even know how this woman gets as much done as she does. I love that she's as involved in the indie author community as she is. I love that she loves AI and learning how to incorporate it in ways that are going to help the indie author community. And of course her stories are just fantastic. I she had me giggling throughout that entire podcast episode, and I hope that you have the chance to go into the video and check out that cover that she showed us because wow, to be the first Amazon cover or book to be banned. That's pretty special. Anyway, I am so excited to be one of the speakers at Inkers Con this year, I'm super excited, can't wait to be there. If you have the opportunity to go, I highly encourage you to check it out. Get your tickets now. Be there in person come hang out with us because we're going to have some incredible discussions at Inkers Con. Now again, this is taking place June 9 through the 11th in Texas. So if you're in the Texas area, or if you love to travel, definitely check out the tickets, I will have everything, all the links all the things in the show notes for you today. Just head over to [authorrevolution.org/169](http://authorrevolution.org/169). I'll have a link to all the things that you need right there. And of course, if you'd like to get the transcript to the interview, you can also get it from that place as well. If there's one thing that I know, one thing that Alessandra really highlighted is that we in the authors need to stick together. We are amazing when we do things that elevate ourselves and also elevate our communities that we're in. And we do that by sharing our knowledge, sharing our expertise, and being able to uplift our fellow indie authors wherever we can,

whether that be through a free podcast like this, or a conference or one on one with someone that you are just trying to help out. We are doing our parts to make this world a better place and I think we are pretty amazing at doing that. I hope you have a great rest of your week. I myself am going to get moving on some really exciting new things that are coming. If you have not yet had the chance to sign up for the Abundant Author Activation oh my friend you're going to want to get in on that as soon as possible is going to be incredible. Not only is it going to be me delivering some Wow out of this world insights when it comes to abundance, law of attraction, the five principles to reset your money mentality. But we also have a Board Certified Hypnotherapist Tammy Tyree joining us and we're going to do a group hypnotherapy session to help us really embed and activate the abundant author mindset. You who are not going to find another masterclass like this for free out there my friend, definitely head over to [millionaireauthorcoach.com/activation](http://millionaireauthorcoach.com/activation), if you want to get in on that. So there you have it. So many good things in the pipeline for this year already. It's only February, and we're just getting started. So you know what to do. Go forth and start your author revolution.