

Episode 171

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SPEAKERS

Troy Lambert, Carissa Andrews




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. Welcome back to the Author Revolution Podcast, I am super excited for today's podcast interview. Now, I met Troy Lambert from Plottr, from the Idaho Writers Guild, from all over the interwebs. When it comes to being an indie author, you can go somewhere and not know Troy Lambert, right. Well, Troy and I met originally, when he asked me to do an interview with him on Plottr's Facebook group, where we were talking about rapid release, how I was using plotter to manage my production schedule. And so I had this incredible conversation with this guy that like, knows his stuff. And he's incredibly interesting. Well come to find out that this year, as I am a presenter for the Idaho Writers Guild, Idaho Writers Conference, he had a hand in it all, I had no idea at the time that he was the person pulling the strings. But I am so excited and thrilled that he thought of me as one of the presenters for this incredible conference. Now today, we're gonna be talking about in specific writers conferences, why authors should be paying attention to writers conferences, and having a community around you to really support you on your journey as you become the inevitable success that you are going to become, right. So if you are someone who is interested in how to best become the next level version of you, you are going to want to listen to this podcast interview with me and Troy, it is going to not only encourage you to find a group of your own, but it's gonna give you some insights into how you can start joining different conferences that are going to help you to level up your mindset, your author, career, and overall, the journey of becoming whatever type of successful author you want to be, including the millionaire author, I know you're destined to be. Alright, let's get into it. Hi Troy! Welcome to the Author Revolution Podcast. I'm so thrilled to have you here. I'm totally laughing because we were giggling about


getting this thing started, because we kind of started before we started. But now that we're here, and we're actually starting, and I spoke a little bit in the introduction about you about how we met, can you tell my audience a little bit more about who you are and what you do.

 Troy Lambert 03:06

So I'm Troy Lambert, I am a freelance writer, although I'm doing less of that these days, I'm an editor. I'm a book coach, I'm the education lead for plotter and this year, I'm actually also the president of Idaho Writers Guild, which is something that's new for me, but that I've, I really care about writers, organizations and writers. So volunteerism was something that's always been on my radar for something like this. This is just a step up in my volunteerism from, from some of the more minor stuff I've done to something that's actually a part time job. So

 Carissa Andrews 03:37

I love that and sneaky, sneaky guy. You actually were instrumental in inviting me sort of into becoming a speaker at the Idaho Writers Conference this year, which I had no idea about. I got you know, this email from Sherri and was like, Heck, yeah, I'll I'll come talk to you guys. But I find out well, after the fact. It was you being an instrumental hand in that. Thank you for that, by the way.

 Troy Lambert 04:00

Well, you're welcome. You're welcome. We're talking about that in a minute about guests and stuff if you want because I have ideas and I am also want to tell people about that, how that's related to what cones you choose to go to.

 Carissa Andrews 04:12

Absolutely. So what is it then that drew you originally to writers organizations, like in the idea of volunteerism?

 Troy Lambert 04:20

So the first like the first big writers conference, I went to, like I was, I was living in northern Idaho at the time. And I tell people, if I had a writer's group at that time, in my area in my town, both of us would have come because we knew each other, but there were two, like there were two. Unfortunately, the other one was Frank Peretti. Who is if you're familiar with Frank Peretti, and his wife, Barbara, who writes children's books, and they were practically my neighbors, they were right down the road. So Frank is a super cool guy, right? But there was there was snow. I'll just say that part of northern Idaho, the gene pool is relatively shallow, you don't want to dive in, you're gonna hit your head, right? And so, there were a lot of people who have read, let alone wrote books, right as this was an unusual thing, there was a very, very limited intellectual stimulation. So I went to PN wa in Seattle, which, if you're not familiar with their conference is, first of all freaking incredible. It was a very expensive trip for a writer just

starting out. I mean, it was going to Seattle, I took the whole family so they can go to the zoo and stuff while I was at the conference, you know, all that kind of stuff. So, I mean, it's huge. But I walked into this room, and I saw all those writers. And my brain just like, almost exploded because I was like, wait a minute, I'm not alone, like I. So probably the very first thing that was the most important about that conference was just a sudden camaraderie with people that were like me, that I didn't know, that I knew in some digital way existed on the other side of my Facebook wall, but they had never seen before. And I never experienced anything quite like that a walk into this room, and everybody's friendly. And everybody wants to talk to you. And it was, it was amazing. It was an absolutely amazing time. Because although I'm kind of on the introvert extroverts, kind of balance. Yeah. When I, when I get into really unfamiliar situations, I tend to kind of be like, I'm like, and so it's weird. Like, if I know people, like, you know, when I go to Vegas, 20 Books Vegas, which we'll talk about maybe in a minute, but like when I go to that, like, I know lots of people. So I've walked in, I'm like, I haven't seen you for a year. Yay, we're here, right? So if I go into an unfamiliar conference, I'm like, Alright, who can I trust in this room? Like, I know. Now fortunately, now that I've been doing this for a long time. I don't have that happen very often. Usually, I know someone or someone knows me. And it's okay. Right. But there are those moments when you're like, and there's still those moments when like, I live in a small town in Idaho, where you're like, you feel like the only one here I'm like, I'm really fortunate when I go to Boise people know who I am. But when I'm in pay it, nobody reads. So nobody knows who I am. Right? It doesn't matter. The librarian, maybe you know what I mean, but it's so it's, I mean, anyway, it's just, it's a different vibe. So the first thing is just that vibe of being around other writers like, man, that just blew my mind. But then the second thing I know, I'm rambling on, but the second thing is the learning that happened there. Like I had never experienced classes like that before. Like I had taken online courses. I've taken English courses. But I had never experienced classes in person with some of these people. I was like, Man, that dude is amazing. You know, I took a workshop, my very first conference, I took a workshop from Donald moss. So you know, it was like, you know, I was like, I went from nothing to the big leagues, like no transition, I just dove right in. But for me what it was eye opening, because first of all, I'd learned I knew there was so much more I needed to learn about the writing world. But I learned that there was a way for me to do that. That was actually efficient. And that also bed might need to feel a part of something larger than myself. That's really what drew me in. So ever since then, I've gone to different writing conferences all over the place. Some of them great, some not so great. So there is that.



Carissa Andrews 08:18

There is that. Absolutely. So I will point in an author's career do you recommend them finally tinkering? tinkering? What does that word taking the first step into like becoming like someone who either joins an organization close to them or going to a Writers Conference? Should it be at the beginning of their career or more when they're like that a little more of a clue? What do you think?



Troy Lambert 08:37


I think it's, it's really before you publish your first book. Awesome. Now, this is with a caveat. Okay. Be careful with critique groups. When you're first starting out, yeah, see, groups are kind of a different subject. And we could Vipers probably do an hour long podcast on that. Because yeah, I'm a part of a write of a critique group that I've been a part of, for, like 10 years, well, 12

something over a decade, right, same group, right. And we've had people come in and out of the group, but there are some people who just don't fit in the group. And sometimes it's not because of their writing not being at a certain level. But it's because they're literally vipers, like, they will criticize new writers to the point where new writers freeze and don't want to write absolutely that I cannot stand. Okay, so, leaving critique groups aside and going to like writers encouragement groups. Part of that is, especially when you're first starting out, you feel alone. But the other thing that you feel, which I'm going to talk about in a minute, but you're gonna feel impostor syndrome, and what that means is you're like, I haven't published anything, so I'm not really a writer yet. And we all start out that way. Well, let me give you some news. Everybody listening, this is breaking news. Okay, everybody just dropped Everything I should do to tune in, right? Right. Imposter Syndrome never goes away. Nope, completely. And I wish I can tell you like I'm 30 novels in and people are like, I'm like, first of all, I just wrote another first draft for Nano this year. And then the Nano challenge with my plotter, peeps wrote a first draft, for NaNo, guess what I do? Because every first draft that you write is going to be crappy learning novels in, it's going to be a different kind of crappy, you're going to find variety in your crap, but it's going to be crappy. Yes, your impostor syndrome that you feel like because there's always somebody who's doing something that's a level above you. So I tell people, I'm not that big of a deal, right? Yeah, I speak at conferences. I'm not that big of a deal. Like, Oh, you are a big deal. But that's because they're at a different level than I am, right. But I look around and I see those people, those writing teachers and people that are around me that I admire that I feel like, I am not at their level yet. So when I walk into a room, it's hard for me to go. Yeah, hi, I'm one of you guys. But I am one of those guys. Right. But it's still difficult. It's still a challenge, because you haven't been impostor syndrome. And so being a part of a group helps. Because you see that, first of all, there's other people that are dealing with impostor syndrome at different levels. But also, you see that there are other people who are at your stage who are just starting out writing, there's people who have written 30 books, there are people who've written 100 books, you know, all of those different types of things, right? So you see that variety, and you can see, oh, there actually is a place for me in this world. And that's really, really important. Because you have to have a motive a why for doing this over and over this writing thing is incredibly difficult. Still, yeah, incredibly difficult. And it's a kind of love it process. For sure. Yeah. Love, it wouldn't trade it for the world, it's the most amazing and awful job you will ever have. To be a full time writer. It's just, it's just plain and simple. That's just the truth. Right? And and so first of all, it's good for people to tell you this, like that are experienced, right? Is it good for you to hear this, that this is true. But it's also just good for you to to have a community that you can rely on. So when you're feeling down, you can say hey, Karissa, what's going on? I'm feeling like, you know, I'm a fraud, and I can't write anything today. Can you talk me through that? Right? When you have friends that you can reach out to like that? It's awesome. Yes, absolutely awesome. Because you can get through those rough times, because you gotta have that those core motivations under what you're doing, or you're gonna quit, because it's easy to quit, easy to quit, hard to keep going. But if you are a true creative and a true writer, and you quit, you're going to be a miserable person.




Carissa Andrews 12:49


For sure. See, I need to get some better people I can get to because I only have my friend Jenny that I'll usually turn to and she's like, suck it up. Carissa, you're fine. Keep moving. Like, because she's not a writer, she's a PA. She's like, suck it out. Keep going. Like dig in. Okay, yeah.

 Troy Lambert 13:06

You need those, you kind of need those people too. But there are times when you need that shoulder to cry on for somebody to say, Yeah, I've had writer's block too. Because like, I have a friend of mine, who and like, I have this theory about writer's block came first of all, your writer's block, in some ways does not exist. I agree with that. Here's why. If you walk into a writing workshop, or writer's conference, and I'm standing up front as a writing teacher, and I give everyone in the room a prompt, how many people are not going to write something?

 Carissa Andrews 13:37

Zero probably.

 Troy Lambert 13:39

Everybody's going to write something because I gave them a prompt. Because I created the right environment. Yes, I created the right atmosphere. And I gave them something to write about. Right. So when people freeze in writing, they're having issues with its other issues, generally speaking, with the exceptions of mental and physical illness. Sure. Those are excusable for writer's block. And I had a friend of mine that's had writer's had writer's block for like three years. Wow. Because some have mental issues, some other things like that. Yeah, three years. So me saying writer's block doesn't exist wasn't a super helpful thing to him. What was helpful to him is, what are you doing to deal with your depression? How are you feeling today? What's happening? Now he came out of it and his writing went right or exploded like he's doing all kinds of stuff, right? But you need sometimes you need that friend that's just there for you that says, Hey, man, I know you're going through the stuff. What do you need and how can I help you? And that's what you find in those writers groups and writing communities. You're not going to find somebody else like that because your boss at work, if you have a day job is going to tell you to suck it up. And then you're flipping burgers. I don't give a rip about whether you're writing a novel or not. He doesn't care because it doesn't impact him. Right? Sometimes yours spouse gets a little impatient, because they're like, Okay, what are you doing with this writing thing? And there's there's an answer to that. And I'll give you that later. But anyway, maybe there's there's an answer that but anyway, but there, there's this, this huge benefit to being a part of a community and your local writers group. What it also tells you is, there are not only people that are like me, but there are people near me who are like me, yes, like when I moved down to Boise, my career took an amazing turn that I didn't know it was going to take. I didn't move down here for my career. I moved down here for other reasons for my writing career, I moved down here for other reasons. I was doing fine. Where I was out of working at home, I had a sweet gig, you know, but my wife at the time was not like she she was not. So we moved here for her career, we ended up that didn't work out the best. But anyway, that's another story. But for me, because what happened for me though, was suddenly I was in a writing community, that I was like, oh, there actually is a community. And they don't cite a Facebook. These people do this. They're real, they breathe. They do all kinds of I mean, it's pretty powerful man. They can have coffee, they can eat, they can drink beer. And a friend of mine I was talking about, like, we met in a critique group. 13 years, I'm just gonna give up his name, okay, I'm just gonna tell tell on him. If he hears this, I guess he'll be alright with it. And his name is Jim Lambert. My name is Troy Lambert. We have the same last name not related. Okay. And I mean, we checked, we checked, and we've been best friends for like 10 years,

right? More than 10 years now. It's kind of freaky. But anyway, and met the writers group, right. But I met a guy with my same last name. But now I've written books together with with edited his books, who I've worked with, not only as a friend, but in the writing aspect for like, 10 years. You know, another one of my best friends is in my critique group with me like we like, I'd love her. Like, I love her. My wife calls or my girlfriend, right? And she's not really she's married, she has kids. Not really my girlfriend, but my wife's like, you don't have a girlfriend? Yeah. You know, but those are some of my best friends on my best writing buddies like her and I both when we get stuck, or we have a problem, we just turned to each other automatically. It automatically happens because we're part of that community. So that community aspect is super important. That's the very first thing when you're a new writer, is community, community community. Because that can be your motivator, if you're not yet motivated by money. All right, you're not like me, where you're like, I'm doing this full time and I have to eat so I better finish this book. Right? You know, you're not at that stage yet. But you will get there more than likely, you know, yeah. When you do if you continue to pursue this, and you want to do it as a, as a as writing for a living, which is, you know, something we can talk about. But anyway, but that that is so super important to have that that background motivation, because if I was just doing this for money, I would actually be miserable. I would hate it. Because there's easier things you can do for money. Oh, absolutely. Yeah, you can buy RV, buy an RV, learn from chemistry, buy a couple of car washes, something your family can get behind.



Carissa Andrews 18:10

Are you going Breaking Bad on me?



18:11

Yep, I'm going on Breaking Bad. Breaking Bad on this writing thing is tough, man. Because it's tough for your family to because this is not a normal job. You know, there are some weeks when it is more normal. There was like last week where I was like swamped. The first of the year, everything exploded. Yep, I'm doing tons of stuff. I was on my computer more than 60 hours last week. You know, my wife put up with that, sir. I mean, I mean, well, she's kind of a workaholic, too. So it's kind of cool. We were like, alright, it's fine. Whenever we're like six o'clock, what do you want to do for supper? We've got bloodshot eyes.



Carissa Andrews 18:47

Did we go grocery shopping?



Troy Lambert 18:49

Lunch? Did we do lunch? Do the dog still want to be fed? I don't know the going nuts over there. You know, but um, so it's just, it's a tough thing to do. So you need that background support. And you need to know more of a why than just money. Like you can't be going through this with the idea. I want to be a best selling author. And that's my goal. And that's my why because that why is not going to sustain you on those days when it's really hard and really bad. But that writing community is certainly going to help.



Carissa Andrews 19:16

Oh, for sure. Yeah. When I first got into my writing community here, it was. It was kind of by accident, because I was a freelance writer as well doing freelance stuff. And I ended up helping the woman who was moderating the the group, which I didn't even know existed in our local area. And she needed help with the website. And so I was just coming in as a freelancer helping with the website. I'm like, oh, yeah, hey, I actually have written two books. At that point. I'd written two books. I could totally help with that. And so we were working on that together. Next thing I know, I'm invited to the group that was like in two weeks, and from there, it was like it just expanded. I ended up taking over the group becoming president. It was it was crazy. But it was a lot of fun because you get to you have that community of people where, like you said, you don't you don't realize you're surrounded by others who are in same mindset, and even if they have a different genre that they're working on, or if there's a different type of writing, some of them were were writing, like historical stuff, where it was literally nonfiction historical stuff, they're going through old journal things, you know, it was really cool. And so you get a neater perspective, I guess, on what being a writer looks like, by being around and interacting with all these different types of writers. It's really cool.



Troy Lambert 20:28

I mean, let's talk about that for a minute. Because here's the other thing that like, so 20 Books, Vegas, we both gone to 20 Books, Vegas, right. And I see people that are new writers coming to that group looking for a magic bullet from these best selling authors. Right? And so we'll let you in on a secret. Okay, Chris, and I will probably agree on this, I'm betting probably no magic bullet. No, there's no magic bullet.



Carissa Andrews 20:50

Unfortunately, it's just knowledging up.



Troy Lambert 20:52

Right? And the path is different for everyone. So you'll look at there and there's like four or five different big overall big business models, right? You know, I'm gonna do direct sales, I'm gonna go, why I'm gonna go all in KU, whatever the case may be. And some of you that are new writers listen to this. You may not even know what all that stuff means. It doesn't matter. Because what the truth is, is underneath every one of those big umbrellas of writing business models, there is another there are hundreds of small ones of the way people have taken things and made it their own. Yeah. And so it's helpful for you to be a part of a community to Steve that there is no one answer. So when you decide, well, man, I really can't do Facebook. I hate Mark Zuckerberg, and I think he's a total twat. And I don't want to be on his platform. Mark, don't kick me off. Leave my Ads account alone. Leave it alone. Leave it alone. It's just an example of Yeah, I love you, man. Yeah. Anyway, no. Sorry. Anyway, but let's say you just hate Facebook, or you hate social media altogether. There are other platforms to sell books, sir. One that tells you Oh, you have to have a presence on every social media platform. I don't know about when you started out. But when I started out, an indie author thing was just barely taking

off. And this was, would date me by saying how long ago that was. But anyway, so. But everybody said, you have to be on every social media platform, at least have a presence there. Right? Right. You have to do this, you have to do that. You have to do that. Anybody, anytime anybody tells you, you have to do something as part of your career. They're probably wrong. You have to, you can, but you don't have to. So there's a there's a not so subtle difference. There. Right? Huge difference there. But by being a part of the community, you can see that people are doing it differently than us. Some people write every day, some people binge, right. They don't write all week. And then on Saturday, they write 10,000 words. Yep. Some people. You know, some people write a page a day, there's writing 250 words a day, and that's all that they're writing. But at the end of the year, they have a book 365 pages. Yeah, there you go. There you have it. Right. There's some people that edit us there go. There's some people that plan their books ahead of time, I happen to be a plotter, I didn't used to be a plotted I used to be a pantser to sit down with an idea and write it and see what happened. That didn't work out really well.



Carissa Andrews 23:18

I completely understand that one. I started there as well.



Troy Lambert 23:21

There's some novels I wrote in college, the last time I saw them, they were on a three and a half inch floppy drive, you know, the ones with the lowercase. For those of you that don't know what that is, that's your save icon on your computer 3d printed. Okay. And they were in WordPerfect five, which I don't think you can convert anymore. I think it's just dead. It's just gone. Probably, for the love of all that is holy, I hope so. Because those novels were horrible. Anyway. They don't deserve to ever see the light of day. But anyway, so. But all that being said, is is like at that time, especially if I had more of a community that was surrounding me, that would have told me Hey, it's actually okay to write some bad first drafts and actually just throw them away. And don't ever try to publish them. And like what a novel concept, like I've written stuff now that I'm like, I don't know what I'm going to do with that. So guess what I'm going to do with it? Nothing. I mean, I don't like doing that now. Because this is a way to make a living. So that's wasted hours and time and words. But if something is just not working, make it work. Yeah. Set it aside, or go to your group and say, Hey, man, I've got this thing. Like, I've got this crazy series that I'm starting this year. And what I did one of the things I did it 20 books at the community because it's in a different genre. For me, I'm blending mill, I'm blending mystery and thriller, with romantic comedy. And what did I do? 20 books, right. There's a whole bunch of romance Romance Writers, right? Yeah. And so I went to the Romance Writers meetup. It's nice. looking kinda looking like kind of unlock.



Carissa Andrews 25:02

Did you have your crown when you went? Or I guess it's a tiara.



Troy Lambert 25:06

I did not have a crown

I did not have a crown.



Carissa Andrews 25:07

Well...



Troy Lambert 25:07

Did not have a tiara. I was I was actually brokenhearted. I told someone I do not have a tiara and she was like, Well, next year, I will bring you one. So, next year I might went up to these Romance Writers and I said, Hey, I have this crazy idea. Is this marketable? Or is it? Am I being really stupid? Right? And they were like, oh, no, that's marketable. One of them said, Hey, I'm happy to write that series with you. I'm like, come along, we are not the titles to cover. Right? And I'm still looking for people, other people to jump into this. Are you romance writer, you want to jump into a fun series? Email me, we'll talk. Alright. Yeah. But anyway. too. Cool. You know what? I mean? So because this is the kind of person that I am, I'm just like, everybody get involved, let's do community, community community. But what I did was I had a built in community there that can answer my questions. Yeah. Right. And so what did I do? Well, instead of holding back, I just went into that community and said, Hey, listen, I this is not my normal thing that I do. I've edited romantic comedy. I know about romance. I know how to make it work. But is this something that would work? Right? But and they were able to answer that for me in a way that intellectually I was saying, I think this is a good idea. Yeah. But how do I know? Well, I know from my community, from the people around me, who are there to support me and say, hey, there is something for that. So community super important community?



Carissa Andrews 26:35

Absolutely. That's valid.



Troy Lambert 26:40

Probably the second half of that, that we have, like, I've been harping on community. But the second half of that is education. Yeah, education. And so I want to say this carefully, because I've said it very flippantly before, and then the host of the podcast actually had an MFA. So



Carissa Andrews 27:01

I'll see what I can do here. Yes, go.



Troy Lambert 27:05

So what I mean by getting education as writers, I mean, there's all kinds of things you need to learn about the business and the craft of writing. And I don't mean to go to college. And most of the time, I mean, seriously, don't go to college, right? Because it's a completely animal. For

sure. Not for this now, if you want to go get your business degree, to learn how to handle that, because some of the best writers I know, were once lawyers, because here's my, yeah, here's my take on law school, okay. going to law school, passing the board and practicing law for two to five years is a great way to find insert your passion here. And then you leave law. You go to, there are people that stay in law, but there's so many people that I've known that they went, they did all the law school stuff, but the beauty of it is they come out with a business understanding. Okay, so nothing wrong with college for getting a business understanding. You don't have to go to college to get that. Yep. But hey, there's nothing wrong with some business savvy and some business knowledge. I got it through years of experience as a manager and in other jobs before I was able to write full time. So I have a lot of business experience. So that was very helpful for me, right? That's very helpful coming into the writing business. But it is a completely different business than any other business you have ever worked in. So you need to learn about the publishing industry. Yeah, the way you're going to do that is conferences and people who know. Yeah, great. Exactly. You can only go so far with blogs, you can only go so far with courses. Not that there's anything wrong with courses. You know, I'm developing some courses right now courses are great courses are amazing. But that impart there's something about that in person learning and being able to go, somebody says something, you raise your hand and go, I have a question. There's a guy at 20 Books, Joe Solari, if you haven't read his books, amazing, dude, right? I have a couple of appointments already on the calendar with Joe for this year, to make my business even better. And I've been doing this a long time. Like, this is not something that's new to me, but I'm constantly looking to improve. So that's the other aspect is education. You're gonna meet people like Joe, you're gonna meet people that might Carissa you're gonna be people like me that know what we're doing. And we're willing to share that knowledge with you. And in a conference setting, you get that knowledge much cheaper than if you call me up and say, Hey, Troy, I want to consult with you. I'm like, Okay, start the clock and get a your, your credit card, right? Because, and it's not that I don't want to give away information for free. It's that first of all, people don't value it if I do, absolutely. And they tend not to take it if I do if they pay for it, they tend to listen to what I have to say. And the other part is clear day I like to eat my wife likes nice things. But I mean, the truth of the matter is this too, is that you're to a certain extent, you're gonna pay for advice, but when you go to a conference, you get an opportunity to get some of that advice for free. And if you want to like there were people at 20 books that are like, Hey, where are you and Jim going, we'd say we're going to We're at this bar and they're like, all right. And they just went with us. Like we ended up with this entourage of people with us. And while we're eating and drinking, they're asking us questions, right? Yeah. I don't say, Well, let's start the clock out your wallet. No, because we're in a conference, right? Where it's in a casual environment where you can get you can talk to people and get answers and things you couldn't get otherwise without paying for them.



Carissa Andrews 30:23

On the show, it's having all those different perspectives to because when you're at a conference, it's not one person speaking, it's a whole host of them speaking, you're getting different intakes, sometimes of the same topic, and you can go okay, well, these two people said things exactly opposite. Yeah, there must be something in the middle or maybe a completely different way to do it for myself.



Troy Lambert 30:43

Yeah. well. yeah. And you think about it. like you pay 250 bucks to go to a conference. let's sav.

Turn 50 bucks. I don't Writers Conference. 250 bucks, I think for non members. 199 for members. 197 for members. I don't know. Don't like that. Anyway, right? Go to our website, figure it out. I'm the president. I don't know what the hell things.



Carissa Andrews 31:01

You're the visionary. You don't have details stuff. Yeah.



Troy Lambert 31:04

But but the thing is this, like, Okay, you come to that, and you can meet people like Karissa, you can meet Claire Taylor, you can meet back assign, there's all kinds of people that are gonna be there that you can meet that, like if you went to each of those individually, and said, Hey, I'd like to take an hour of your time and talk about this. It's going to be 75 an hour for each one of those people, or more. Or each one of those people. You take one of their courses. It's a couple \$100 just for their course just for one course. And I mean, hey, spoiler alert. I took a course from Claire Taylor on Monday. Nice, right? What I'm saying to you is I'm constantly learning, right? Everyone looks I'm constantly learning. I'm constantly taking classes. But it is much cheaper for me to go up to Claire at a conference and say, Hey, man, let me take you to lunch. Right. And let's talk about sevens with an eight wing because figuring myself out still, no, I mean, you know what I mean? So you get these opportunities that you would not get otherwise, like, I've sat down with Robert Dugoni. I've sat down with Lee Child, I've sat down with like, oh, and I was having a discussion. Okay, so at a conference, I gotta tell you about this opportunity, because it's amazing, right? Okay. I'm an LTE. We live in Utah, which I go through every year. And as a result, I know some big name authors from Utah, you probably know some of them too. And some of them I knew before they became big name, authors type of things, right. So I'm sitting at LTV this last year, and I'm waiting for a friend of mine, because he's in a, he went into one of the rooms that was occupied to take a call, because we're both my bullets are running businesses while we're at this conference, right? So we're like, we want to go to dinner. And he's like, I gotta finish this call. And I know he's a long winded son of a box. He's like me, he talks for a long time, right? So I'm sitting in the hallway and I sit down at a table with two pretty well known authors. And we both we all three, start talking about the state of publishing and how it's changed and how that's impacted our income over the last couple of years. Okay, now, you may know who these two authors are. One of them was Brandon Sanderson. Awesome. The other one was Kevin bean by now. The other one was Kevin J. Anderson. Now this was before Brandon hit, did his Kickstarter and hit 40 million things. But Kevin J. Anderson, I were talking about the price of printing books, and how that has gone up and how the turnaround times have changed, and how that's impacted how we are selling our books and making money. How many times do you think that you're going to get the opportunity to sit down with Kevin J. Anderson and Brandon Sanderson together at the same table and talk about the state of publishing.




Carissa Andrews 33:38


Please tell me that you took pictures of that by the way.

 Troy Lambert 33:41

I didn't. I didn't know I've known. I've known both of them a long time. The thing is, like, I knew that when Brandon was like, you know, just, like starting out, like, I mean, I've had these impacts but people Dave Farland is one of my favorite writing teachers. He passed away last year, like I was able to take hundreds of classes from Dave, but not only that, but I was able to get to know him as a person. Now I know him I knew him. I know his family. You know, I know his kids. I know the people that have taken over his his teaching business from him. I know all of them. Because I've had this opportunity to sit down with the guy that was like the visionary. For writers of the future. The guy who discovered basically, who discovered Harry Potter. Wow, is the slush pile of scholastic already been published for a year, they sent him a box of books and said, What do you think we should promote this year? And he he went through all the books and he said, You should promote Harry Potter and they said the marketing department hates Harry Potter and he said, No, he said, Here's an outline of a plan of what you should do to market this book this holiday season. They did it and Harry Potter became what Harry Potter became.

 Carissa Andrews 34:50

That's so cool.

 Troy Lambert 34:51

But but so i i went to lunch with this dude. That's it's not like they're a big name. People are just I just gotten to lunch. Get them rush sat in a bar with them and talk to them or whatever the case may be right? And you just get these opportunities like... So like before the Idaho Writers Conference this year on Thursday, we have a class with Robert Dugoni. Right. And you get to take his fiction masterclass that he teaches around the country and around the world for like 100 bucks. Something like that is 100 bucks.

 Carissa Andrews 35:26

I think so yeah.

 Troy Lambert 35:27

But anyway, so it's so you can go to our website, our writers guild.org and check it out, right? But when else are you going to get a chance to sit in a room with Bob to go in and go and perhaps go to lunch with them and spend time with the dude. Right? You don't get to do that. Right? That isn't something that just happens. You know, I mean, I've been fortunate to be able to do that with him a couple of times. The only way I did it was by going where he was going to conferences where he was, he wasn't coming to my house. At least not yet. I mean, there's some of these people are coming to my house, but he's not one of them. I know some well known people are coming to my house, but he's not. He's not one of them. Right? You know, I my Frank Peretti story of when Frank finished one of his books, there's a video somewhere of him and I jumping on his trampoline. You're not allowed to go look for it. You're not allowed.



Carissa Andrews 36:17

Everybody know what you need to do now?



Troy Lambert 36:18

Yeah, exactly. I don't know. But it was super fun, right? You know, but you're sitting down with people like masters of this craft, and you get an opportunity to talk to them. So you get an opportunity not only to look at writing software, but talk to the people that created it. Yep. Or talk to the people that know it more intimately than anyone else, and you get a chance to sit down and talk with them. And so there's, there's just all kinds of these opportunities that you get for education there, you get to take little snippets of classes that like will blow your mind. Um, you always come home with conference overload. Oh, yeah, like that. So I still do. Yeah, I still do. So what I tried to do is go in and find a few takeaways of these are things I'm actually going to take action on, like right now. And these are things that I love the fact that I learned about them, and I have to pace them out somehow, because you're going to want to come home and do everything you're gonna be able to do. And you're gonna come home from, you know, a conference, and you'll see some writer who he did all these things and follow the steps now he retired his wife and his wife is now not working and just helps him run his writing business. And so you're gonna go home, you're gonna tell your spouse Hey, babe. You know what? You really get on board with this, right? Anything. I can retire you, you know what your spouse is gonna say? It's because your spouse is like mine. I am. My risk window is super wide. Right? Like, I'm like, let's try it and see what happens. My wife is like, no, she she couldn't gamble if he I mean, there's just you could get her to gamble. You're in Vegas. She wouldn't put five bucks in a slot machine. I'm like, Look a Jeff Foxworthy Penny machine. Like, that is such a waste.



Carissa Andrews 38:04

We were kind of like her. We literally took 20 bucks. And we're like, when this is gone. It's gone.



Troy Lambert 38:09

Oh, yeah. Like I didn't gamble hard that I don't like to gamble either. But But like, when it comes to like business decisions. I'm like, Well, yes, there's some risk there. But, you know, I'm willing to take a gamble. Because I think this is something that's going to work out. My wife is like, she works for the state of Idaho. She has a pension. She has i Even if I got a movie contract tomorrow, and I was suddenly rolling in millions of dollars, my wife would be like, Yeah, I'm not retired. So I'm 62. This pension, just gotta be sure, right? There's a there's a sure plan. I'm like, whatever. So it's a good balance, right. But your spouse may not be the one that wants to be on board with that and suddenly retire themselves and just work for you. I may not be something that you guys can work out. So just come home with a realistic vision of what you can do after a conference, but go and get that education. It's so cheap. That's why I'm telling you it's so cheap. Like, okay, and the other thing I was going to talk to you about, we have a workshop coming up with Jessica Brody. We wrote save the cat writes a novel, right? Yeah. Listen, you can attend from anywhere. And it's \$47 for non members, \$47 for two hours

of her time. That's amazing. Now, part of that is because Jessica and I have been doing a couple webinars together. We've become friends now. Because we're both plot geeks. story structure geeks. I know. It's Shocking. Shocking. But we're both story structure geeks, right? So we're like, ah, you know, we're like, Ooh, no story structure. Let's sit down and analyze it, you know? So, but anyway, so that's part of it. But another part of it is just that we as an organization are able to bring this person in a way that you couldn't you can go and you can join her school. You can hire her for consulting, all of those things are going to be expensive. And I'm not saying you shouldn't maybe once you take a workshop from her, you'll go, Hey, man, maybe I really do want to take that save the cat school. That's a really in depth class and tears everything apart, right? Maybe you do want to do that. But I mean, at least now you know that you like her teaching style. Did you get a taste of that? You know, I can say same thing with Christmas. With Karissa, same thing with you think with Claire sampling with a lot of the people that are at a conference as you get a taste of their teaching style. And you go, Is this a person I can learn from? Right? Because like, Claire is just, you know, she's a very casual, rounder person. She's doing a course she's drinking wine. Every now and there's little, there's little ACUs mom that falls into the course, you know. And that's cool. As long as you're cool with that, right? I mean, so I love her courses. But there are people that will not like that. Okay, because it's not the professional school teacher up there. I don't teach that way there anyway. I mean, we're generally speaking, we're creative people. We're all over the map anyway. But you know, there's people that you're gonna resonate with more than others. You know, I tell there are people that don't like my book, amazing. There are people that don't like my teaching and don't like my videos. That's amazing to know that I am not for everyone.



Carissa Andrews 41:21

Wow, I can't believe you said that Troy. That just can't be real.



Troy Lambert 41:25

Revelation, right? You're gonna resonate more with some teachers than you do with others. And those are the teachers you need to take classes from, because they're part of that is a personality fit is going to enable you to learn more. Yeah, because you're going to be absorbing better what it is that they're saying, because they're going to be reaching you on a level that you can relate to have so. So a conference gives you a taste of all of those things, and it gives you just tons of information to go. Okay, what am I doing with my writing career? Now, here's my here's my caveat thing, though, for people that say, Well, you know, I can't spend that much money on that, because I'm not making money from my writing it. Yep. Okay. Here's how you compare it if your spouse plays golf, right, this is the analogy I use all the time. Okay. So we can use tools too. We can use tools, we can use golf, we can use anything. Right, whoever you know, has a hobby. Right? Now, some of those people might eventually want to turn that hobby into something that make businesses make money from Yep, they say, Well, you know, I do a little word working on the side. But I can tell these cool little signs that I'm making, right? Yep. But they're not selling them yet. They're still taking painting lessons. They're still buying equipment that they need to make their job work. They're still going and gathering with people at craft fairs and other places that are related to what they're doing. Or like a golf, I'm like, you may not be a pro golfer, but you're gonna go enter your local golf tournament. And if you do really well there, and you're the best player at your club, you might even go up to the program tour, you're still not making a living, but you're making some of your money back that you've

invested in golf. But you've invested in clubs, lessons, you go out and golf on a regular basis. Even if writing is just your hobby, you are allowed to go to gatherings with other writers and spend money on doing that. You're allowed to buy tools and software and computers and things that make your hobby easier for you. Yeah, okay. Whether you're making money or not, you are allowed to take lessons and learn more about that and spend money on those lessons. Because quite honestly, first of all, not everyone should try to write for a living. It changes the dynamic. It's like people telling my wife that she makes wonderful pizza, so she should open a restaurant. Two completely different skill sets and completely different things. Right. And you know how to make a small fortune with a restaurant right? Oh, sure. Start with start with a large one. With a large one. You can make a small fortune that way anyway. So it kind of same thing with publishing but anyway. But no, so So you are allowed to do those things and work towards that without going without your spouse going. Have you published yet you can go Have you won the you on the PGA Tour yet. You know,



Carissa Andrews 44:45

You can get grants you can get help from like your local Oh, yeah. All sorts of things you can do to help you go to the conferences.



Troy Lambert 44:52

Exactly. Yeah, there are grants or scholarships to most conferences. We're having at least one scholarship this year, maybe a cup Cool. And we always do this type of thing because we want here's the thing from my, from my writing heart to everyone else's writing heart is I want you to succeed. Yes. Like I tell people about plotter Okay, look, I'm a big plot nerd. And I love the software plotter, right. And I think there are many ways that you can use it from planning your novel to revising it, to using it during the writing process. And I've developed a price process that makes me efficient and works for me, right? And you can come to me and adopt that software and say, Look, I've created this beautiful plotter, file, right? And you can show me your outline and all of your planning and your characters all fleshed out. And it'd be like, that's nice. Where's the book that you wrote with this? Okay, the plotter is a tool that gets you to a point where you're writing a book, right? Conferences are a tool and an education system that is designed to support your writing. Yes. So if you show me your beautiful outline and Potter file, and the first draft that you finished using that, I'm going to be way happier than if you just show me your pretty plotter file.



Carissa Andrews 46:15

I agree. Because, yeah.



Troy Lambert 46:17

My heart is I believe that people have stories to tell, and that they should bring those stories in the world and tell them and whether that means that your family reads them. And you do this as a hobby in your family reads them. And maybe you throw them up on Amazon and make a few dollars, or whatever you decide, I'm all in and I want to make do this for a living, and I want

to go crazy like Troy, well, okay, then you can do that too, right? You can do any of those level of thing. And there's all kinds of levels between that right. But you can do those things. You'd have permission to do those things. But you need to just embrace that in and of yourself. But I want you to succeed. Whatever you think that success looks like. That means community that means education. That means, which means conferences, which means that you're probably going to spend some money and turn it into a family vacation. Oh, yeah, I know. When I went to PN WA, I just brought the kids I was like, you guys go have fun while I'm in conference at a conference.



Carissa Andrews 47:14

You are way braver than we are. We're like, no, no kids.




Troy Lambert 47:17

It was only one time. After that one time, we always planned vacations that were separate from writers conferences, because that the kids were very much. Where's Dad? What's happening? They were young at the time, too. But, you know, so that doesn't always work out. But you can if your spouse is open to that, I mean, bring them along. Make a trip of it. Have fun, right? Because the whole idea behind this whole writing thing, too, is to have fun when you stop having fun. Well, why are you doing it? It's kind of like golf. Like the reason I don't golf? Let me so I'll just tell you the reason I don't go. I'm a competitive person. Right? I know that if I did if I try golf, like I have tried golf, but I haven't really like tried golf, like I try golf bought the clubs started going to the thing and all that stuff. I would be obsessed with getting better at golf. Which means I'd have to play more and spend more time and like right now I don't have the time to spend on golf. So I know what would happen is golf would turn into a frustration instead of a recreational activity for me. Sure. Yeah, I don't want to frustrate myself. Right? Like I Yeah, you know, my life is busy enough, I have enough things to do. I don't need to feel frustrated by something that's supposed to be fun. So this is don't allow writing to become frustrating for you back off, take it a little less seriously and, and get the fun back into it. Because honestly, when you're not having fun, you're not going to make you're not going to make money at it, you're not going to enjoy it because readers aren't going to enjoy it. Because there's one of like one of my capital city order books like I found it in. I totally confess that I found it. I'm not going to tell you which one if you read them. If you read them, you can probably tell sure, like which one but initially, when I wrote them, I was writing them with another author. We were writing every other one. And then he his wife had some health problems and he having to drop out of the series. He's an older guy. So I took over the series while I got to the fourth one that I wrote by myself I shouldn't have said that now. Scratch that anyway knows. Nobody knows. And I was literally I was burned out on the character and the stories and you know the stuff like that. And I found it in right and now there are people that love that book, right but there was one reviewer that says it feels like we were just going through the motions. And I wanted to email her so bad and go. Hi.




Carissa Andrews 49:54


You called me out.

 Troy Lambert 49:56

You called me out. Can you delete that please?

 Carissa Andrews 50:00


I think all of this kind of gets to that point with some of the things. So that's why I'm switching gears myself this year in testing the waters with romance, like straight up romance, because it's just, I feel like, you know, 20 books in it's like, now I need to do something just a palate cleanse for a bit and make it fun again. So I totally get that.

 Troy Lambert 50:17

Well, yeah. And part of this was, so I'm gonna go back to this book that's right in front of me. Yes. Okay. Part of that is that what I did, once I went through that book, I understood, I'm like, oh, that's why I didn't like that character. It's completely an opposing personality type to mind. And so what I was doing was because the other author created the main character, I was trying to write to his main character, which was more of his personality type and not mine. And it didn't work super well. Like, because you can tell who wrote which book, because the way the character acts, because there's some inconsistencies in character. So I'm like, you know, what I need to do. And so I've thought about this for a while. So I'm actually I'm still going to continue that series. But one of the main characters is no longer going to be the main character. And the reason is, because the personality doesn't fit mine. And so I'm not if I continue to try to write into that box. I'm gonna hate it. But this is another thing that you've learned by going to conferences, you learn what's happening, that's not good. Like, sometimes you can pinpoint it. Like through that education through that community, you can pinpoint, oh, man, this is what I was doing wrong. And it's something you're not going to necessarily see on your own. And then maybe your critique group or your friend group will see it, or maybe they won't.

 Carissa Andrews 51:38

Yeah, so yeah, you don't see there's something wrong, but they don't know how to describe it to you or whatever. Where if you go to a conference that like Becca Syme, she might be able to tell you Well, here's why. Because your suspects archetype, isn't this, you know, it's like, there's all these things that you never really thought of. Yeah.

 Troy Lambert 51:53

Yeah, it's actually just amazing. So I mean, all of that to say that, first of all, you should go to conferences. Now, of course, I'm going to run my ad here and go to the Idaho Writers Conference. Right? First of all, Boise is a pretty cool city. I actually live in a small town near the Oregon border. I'm like an hour away from Boise. But I'm staying in Boise that weekend, because barre county is going to be epic for one. Because there's a bunch of my friends there. And by the way, bar con is also the this is the third part of conferences with bar con. And what I mean by bar con is it's the meetings that happen after the meetings. So there's the casual time when you just go to the bar, well, if you go to the hotel bar where everybody else or just ask

people Hey, man, where are you going after this for dinner? Or from the bar, whatever, right? Like, like I said, in Vegas, like Jim and I just had an entourage, like, people go in with us to now we have 15 We're like party of 15. And the people are like, where do we like, where do we put you? You know, but we had a plan. Like we worked it out, right? But even when we went to Gordon Ramsay but like, started with four, suddenly there were 10 You know, it's just people gather on there. Like, you're going there. We want to go there. All right, come along, ya know. And so you have that community but in barchan so first of all people are drinking and relaxing after the conference. And you can talk to them in a very casual way about their writing life writing and what's what's happening. Bar con always go to bar calm I plan to when you go to conferences, when I go to Vegas, I leave my room at about 637 in the morning, and I get back in about 11 Every night usually, that's usually my routine. I just don't, I don't sleep. And this year, I did Nano, but I got up at like 630 and went down to the coffee shop and hid in the corner and did Nano. So no one would bother me. I know you did. More than one person spotted me or the one person spotted me. But yeah, but still it was it was a great deal of fun. But yeah, just plan on on not sleeping spending a lot of time out there. But anyway, so I would encourage you to come to Boise because first of all, we have a huge slate of speakers this year that are absolutely just astounding. We have Karissa, we have Claire Taylor, we have Becca signs. We have an our keynote speaker. The second day is Craig Johnson. So great long bar, the long march series. He's coming over from Wyoming because he wants to get out of his town where there's 27 people. Are you talking about a small writing community but anyway? You know.



Carissa Andrews 54:24

I mean, he's beat us by a couple.



Troy Lambert 54:27

Yeah, there's but seriously, like, there's, there's just a whole bunch of great speakers coming. If you can come to the Bob, they're gonna be workshop the day before I highly recommend it. I know that that creates a big, you know, a big chunk that you're paying up front. But first of all, you can join the auto Writers Guild and then you get a discount off of it anyway, and honestly, here's the deal. So the Writers Guild membership 50 bucks, your discount on the conference is 50 bucks. So then, if you do the Jessica Brody thing that happens before that, you'll actually save another 20 bucks. So you'll have paid for your membership. And then you get, you can come to other virtual events we have later in the year, and get a discount on those because you're already a member. So even if you're not from Idaho, and almost if you're going to come to a conference, I'm almost it makes sense to just join the Writers Guild gets your initial discount, gets your discount on Bob, the gonna buy time you get those two discounts, then you're great. So I'm going to I'm going to push an ad for that. And for education, I'm just going to push that we're having a seminar with Jessica Brody, that is going to be awesome. Like I, I did a one hour webinar with her. And then this is what happens, because just because like me, like, after the one hour webinar we did, we stayed for about 35 ish minutes answering questions, right? So you're going to get some workshop elements. But what I'm betting is that between Jessica and I, you're gonna have a huge q&a period, where you can ask us stuff about like, how does this work? And how do you do this? And how does this work with this? And what we do, because we're nerds, we just answer them because we like, No, I mean, it's super fun. But you're going to get more than 47 bucks worth of education by coming to the Jessica Brody workshop. And you can come from anywhere comm in your pajamas, and there's a replay. So if

you're not there live, maybe you'll miss out on some of the q&a stuff and things like that. But you can do the workshop stuff on your own later, whatever the case may be. But that was that was on March 11, at noon, noon to two to two, and I'll make Saturday in the shownotes to Saturday noon to two. So that one, I again, highly encourage you to do that you can do it from anywhere, right? The conference, I highly encourage you to come for come that is May 18, through the 20th. On 18th is the workshop 19th 20th is the conference itself. I also encourage you to stay until Sunday and leave on Sunday, people sometimes will try to leave Saturday night or leave early Saturday. The one thing that you miss out on that is that final end of the conference like reception and stuff. And then some of those go out after that. And so you miss that final, we did it fellowship type thing, if you want to call it that, or whatever meetup type thing. And that's super valuable. So I highly recommend you just go out Sunday morning. But if you have questions about that, obviously, you know, there'll be show notes, and just reach out to us on our website, we can answer questions for you about where to stay and what things look like, you know, that type of thing. But super worthwhile. You know what I mean? So both of those things, but there are other conferences as well. And you should look at conferences like if you're way too far, and you're thinking man getting to Boise is going to cost me a fortune, right? There are conferences probably close to your home with different groups that you should go to. There are educational opportunities that you can do virtually, like Jessica Brody, but there are other ones as well that other groups are putting on. And you should learn about those and know about those be watching for those? Because and you can find them social media, Twitter, all the all the different places, right? Yeah. There's there's huge writing communities on all of these different platforms, right? Because all of us writers kind of grouped together like I'm scared, are you? Yeah, okay. So you know, we grew up together. But so there's all kinds of ways that you can find out about these things, writers groups, you can join both online and in person. And I highly encourage you to do all of those things, find your community, find your education, and get rolling, no matter what your writer career is gonna look like. This is still something you should do.



Carissa Andrews 58:36

Now with the Idaho Writers Guild do you guys do like a monthly meetup that people if they did join can join by zoom.



Troy Lambert 58:43

We're not doing them monthly. This year, we're doing some of the Zoom ones quarterly, because we're actually trying to do more stuff in person. Because we have that opportunity. However, not this year's conference, but next year's conference will actually be hybrid. Okay, we did. So we're going to be able to do it, you'll be able to watch from a distance, and you'll be able to come in person. Unfortunately, we do not have time to set up the AV things that we need to do that this year. So that will be possible. The only thing I say about attending virtual conferences is you do miss out on an in person interaction, which is extremely valuable. But when it comes to saving money, you know, I mean, I totally get that, you know, when I took that first NWA pledge. I mean, the conference was 500 bucks. Wow. The trip was probably by the time we got done was probably a \$1,200 trip. It was like a brand new writer. It was like it was a big investment. Now, it was worth like I say in the long run, it was worth it. But I do understand money is a thing, right? Money. Money is a thing for people. So we try to keep things as affordable as we can. We have free things when we're able to and we will have some

more virtual workshops, right we're going to have a fight Workshop that even if we don't do it, we're going to do it in person, we may not be able to do a hybrid because of the nature of it, but we're going to have a couple people filming it. And we're basically I've got two friends of mine who are martial artists, two gals who are martial and both of them are martial artists very good. They both written about fight scenes. And so what we're going to do is we're going to take a fight scene and have them act out a really bad one, by reading it from the book and having them do the things that the book says, okay, and then we're gonna have them act out a really good one. And then you can see how to describe a fight scene, it's gonna be super fun, because both of them are totally funny people. So I have no idea what they're going to do with that problem. It's probably going to be hilarious to see it on YouTube, it might just go viral. I don't know, it was cool, because it's fun. But it that's one of those things, we're like, we're going to do things like that. And if you're, obviously if you're a member, you're gonna you're you'll know about those things, you get discounts. If nothing else, join our email list. And you'll know about events and stuff that are going on, even if you're not a member, but if you joined as a member will have virtual things that are going on. And always if we have a workshop or something like that, you'll always get a discount. That's just one of our member benefits, along with some other ones we're going to bring on live here, but I can't tell you about those because we're not live yet. So...



Carissa Andrews 1:01:12

Gotcha, gotcha. Okay. So just to make sure that everybody's got the details, where can my audience find more information about you and Idaho Writers Guild and the conference?



Troy Lambert 1:01:21

Okay, so Idaho Writers Guild it just go to Idaho writers guild.org. Perfect. That is, that is the starting point, you'll find our conference, you'll find that in the workshop, you'll if you look in our events calendar, you'll find the Jessica Brody workshop. And we'll probably add something about that onto our homepage relatively quickly, as well. So you'll find out about all of those different things that we're doing. There's links to join our email list, and links to donate. We're a 501 C three, those things are tax deductible. If your accountant is bugging you to donate some money, I have a good cause for you anyway. And I agree. But all all of that information is on our website. If you want to find me, you can always find me for Lambert rights.com, or I tell people just google me. And if I don't come up when you Google me, your internet is down. Perhaps your modem is broken like Chris's was not long ago, and you need to get that fixed. And once you do once you Google me, then you will find me because my face will show up places. As my son said when he was in middle school. He came home one day and he said, Dad, you're all over the Google. Yes, I am all over the Google. My daughter has said the same thing about me. It was kind of creepy because he was showing his friends. I can like, and I'm like, at the time especially I'm like I'm reading dark psychological throws. I'm like, don't have your friends read my books. Right? We're gonna go home from the library. Look, this is my friend's dad, and their parents gonna be like, What are you reading? This guy? I have written Okay, I have written a steamy romance. Okay, years ago, under my own name, I was working for a publisher and I was actually the managing editor for the city knights series, which is a steamy romance series. And so I wrote the first book in the series to show people the kind of book that I was looking for. Now, I will tell you that it is a murder mystery, steamy romance. There is a detective and his wife, there is a body and there's a lot of hot sex. And you can go find and read that book if you

would like I'm not gonna give your kids the link to that. I'm not going to give you the link to that. But I want to tell you if you go read that book, and then you come to the Iowa Writers Conference, you can come up to me and look at me and go Oh, really? Because we can't be friends not be able to be friends after that.



Carissa Andrews 1:03:38

You can read it. But you weren't warned.



Troy Lambert 1:03:41

No comments. No comments. Don't there's certain parts you can tell me what you thought of it overall, but don't tell me what you thought about individual parts. Give me a general review general reviews. Great, right? Wonderful. Nothing in depth on that one. Anyway, that's, you know, no pun intended. Anyway, so I don't writers guild.org You can always find me it's for labor rights.com. You can find me on the socials. And seriously reach out to me like i If you send me a message. I don't care. Honestly, I will just answer I might not answer right away because I'm doing this writing thing. So sometimes I'm not on the socials all the time. But I will but I will I mean, I will get back to you and answer you and all that kind of stuff. So if you have questions or or just want to talk about the writing life or just be friends whenever I'm out there and you know, part of that, so...



Carissa Andrews 1:04:33

That's great. Well thank you so much Troy for being on the podcast and giving us all of your insights and I cannot wait for Idaho Writers Conference. It's gonna be so much fun.



Troy Lambert 1:04:40

It's gonna be a blast, for sure.



Carissa Andrews 1:04:44

Oh my gosh, talking to try is like this fun excursion have all sorts of things we talked. I kid you not for four hours the day that this podcast episode was recorded. And believe me when I tell you there are some absolutely in incredible insights that we delve into, once the actual podcast interview recording was finished. So I have his permission, we will be sharing some of those tidbits a little bit later on throughout the year. So hang on, and be aware if there's more coming. But Troy is one of those guys who's just down to earth. And he is so fun and has so much energy for what it is that we do as indie authors when it comes to writing when it comes to publishing, when it comes to just connecting, he is just one of the most genuine guys out there. So I will make sure that all of the information to get a hold of the Idaho Writers Conference, Idaho Writers Guild, the masterclasses and workshops that he was talking about, and so much more is on the show notes for today. So you can head over to authorrevolution.org/171, to get it all there, including downloading the transcript to this fun

interview. If you are more interested in getting into conferences, I highly recommend that you join us for the Idaho writers conference in May, it's going to be an incredible conference with so many people, and he mentioned some of them, Beck assigned is going to be there. And Claire Taylor is going to be there, we're gonna be talking about so many amazing and important things that authors really need to know about. So make sure you join us if you can make it. And if you can't just know that there's a conference near you that you can attend, that's going to help you next level, it's going to help you create that community that Troy was talking about. I know for me, when I started my journey to becoming the author, I now am having my local community as a place to start with was so powerful. And it can be that for you too. It's going to help you keep going, it's going to help you stay motivated. And it's probably even going to help you know when there's cool new things in your community or nearby that you should be attending. So again, I hope you join us at the conference, go over to the show notes at authorrevolution.org/171. You can get all the info there. And until then, I hope you take this to heart. I hope you have listened to some of the stuff that Troy and I talked about today and really think about what your next step is, what is your next step on this journey of being an indie author and transforming yourself into the millionaire author you're destined to become. In the meantime, as you do that. Have a wonderful rest of your week. Get words on the page, and go forth and start your author revolution.