

Episode 178

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SPEAKERS

Jill Cooper, 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. Well, hi there and welcome back to the Author Revolution Podcast. Boy, guys, okay, so I know I say this every week. But this week, we do really have someone very special that's going to be on the podcast. Now, if you've clicked on the link, if you clicked on the listening button thing on whatever podcast platform, you're listening to this podcast episode on, then you already know. But let me just tell you having Mal and Jill Cooper on this show has been just such a treat. So this podcast episode interview is all with Jill Cooper. She is amazing. She's the other side of the duo of the riding wives. Yes. When I first started learning more about like Mal Cooper and Jill Cooper, it was originally like because of Facebook. And because of the 20 bucks 50k Facebook group, right? Because Mal was talking an awful lot. And Jill was talking an awful lot about Facebook ads. And the next thing you know, like I'm seeing mail everywhere when it comes to like inkers con and 20 books to 50k and other conferences that I was interested in at the time. And so Mal just kind of became this figurehead when it comes to Facebook ads and really understanding how they work. But behind the scenes, someone who was a little bit more, I guess, incognito, it seemed to me was Jill Cooper Mal's wife. Now, it was interesting to find out today we were chatting before the podcast interview started. But it was actually Jill, who started mal on the whole road to understanding Facebook ads, which was super fascinating to me. And it was so fun to bring her on to today's podcast episode, not only to talk about Facebook ads and all that she and Mal are doing, but also just to understand more about like what Jill does on the side, when it comes to like the writing wives portion of their business. Because Jill herself is a prolific author, she does some amazing books herself. So it's just it's really cool to have that opportunity to chat with Jill. And one of the cool things that she and I share that are very similar is that we love talking manifestation. And now while we didn't get into it too much into this podcast episode, you can believe we'll probably be having another

one where we are talking an awful lot about manifestation and like, how she got into it and everything that kind of went on there because it's just really it's a fun conversation, right guys? I know maybe some of you are like, Oh, not that again. But please. That's okay. It's okay. I will convert you, I promise you, you will come over to my site of thinking. Okay, so in this podcast interview, we're talking an awful lot about like I said Facebook ads, but also the Kickstarter campaign to help my Facebook ads suck. Third Edition is officially launched, it's officially ongoing. And we wanted to chat a little bit about how this particular Kickstarter is different from the like the fiction ones that they've done in the past, but also how authors can utilize Kickstarter. What kind of fun things this particular Kickstarter has, in case you're interested in, joining in on the crazy fun busts of this whole Kickstarter campaign. But also just like having that conversation about new ways to launch and to think about the strategy when it comes to getting things out there into the world. The landscape of launching has really shifted and changed. And so I think it's really a good idea to be re evaluating how we're looking at things. And basically how we choose we get to launch our books, right. I hope you enjoy this podcast interview. It's a good one. Jill is a fascinating lady. And let's get into it. Well, hi there. Jill, I am so excited to have you on the podcast. This is the first time you've been on the show. We've had Mal on the show once before. So this is like such a treat to bring you on. Now before we get started. I want you to I mean who doesn't know of you and Mal at this point, but if they don't if they're listening to this and it's first time that they're like learning about you do you want to tell them a little bit about what you do and all of you took your author journey?

J

Jill Cooper 04:50

Yeah, I was started self publishing in 2012. Like wow, like that's over 10 years ago now. It's crazy and young adults I'm often a sci fi author. My wife now was writing military sci fi had two books out by late 2015. Luke can like sort of knew in 2017, this Facebook ads thing like, appeared anyone could run a Facebook ad, right? And so I started taking some classes. And then I decided that I looked at Mal's books, military sci fi, it's very, like it was easy to know who to target. When you look at it, you know what it is? So I said, you know, my books are complicated and young adult, there's like combos. So I would start with mouse books. And the first month we went from making like \$50 a month to \$800 a month. And that caught Mal's attention Mal's, like, what are you doing? Like, how are you doing it? At that point, I was writing like book three in the series. And, you know, we crafted a bunch of different ads to get ready for the release. And I don't even remember what the second one was, like, I think that we started making like \$5,000 that month. And by turn the box that was ready, we got to BookBub. And then started like, you know, I started booking promotions, we got ads ready for that. And then before you know it, we're making like 20 \$25,000 a month for this 99 cent boxset deal that we had on BookBub. And everyone wants to book but back then they were even, like more powerful than they are now. It's just I feel like we capitalize on the momentum. And then we started studying how to do it. We started writing posts in 20 books to 50k. We were still like a pretty small group. But we post like what we did, people started sort of like, you know, asking us for advice, then 2017 We wrote the first helped my Facebook ad sock, which official title that like that was my idea. Let's call it this, you know, so we'd call it that around the house. Yeah, at the end, you're like, Well, we really like the title, we have to change it. So we decided no, we're not going to change it. And then, you know, so we released that and went to 20 books, we sold a lot of copies. And then I think it was like two years later we started said well, maybe we should like run a class. Let's just do one class and see you know how it goes. People like it. And people loved it. And they would always ask like, are you gonna do another class? You can do you know, the class? Or you could do like consulting? And we're like, no, no, no, no, we're not gonna do that. And, you know, slowly, well, here we are. Now we're the writing lives. And we

have two consultants under now, we, you know, help authors all the times, learn how to sell more books make more money, doing what they want, which is my mission is to help as many authors as possible, make a living, selling their fiction. That's what I want to help people do.



Carissa Andrews 07:44

Isn't it funny how it creeps up on you like that I was kind of the same way where I was, there was no intention whatsoever building courses or anything like that. But I ended up doing like a, I got invited to a local library event where they wanted me to teach just in the authorship in general. Next thing I know, there were people that missed those classes, and they wanted like, how do I get this like information? No, I just threw up a course just to be able to help them. And that's how the whole author revolution thing started.



Jill Cooper 08:06

That's crazy! So awesome. But yeah, I was like just this, you know, like, your typical author would say, I just want to write books. I don't want to market this is horrible. Like, why are people asking, telling, you know, why do I need to do these things. But now I love marketing. I love talking marketing. I love coming up with marketing plans almost more than I like coming up with like, fiction plots. change with time, you know, but then I also get benefit. I see how much like they can change people's lives or help them figure something out and how happy they are, like, the stress that they don't have anymore. So I think I think it's great.



Carissa Andrews 08:44

That wonderful. I love to be able to take an author from a place where they're overwhelmed, or in that burnout state, and then just go, here's this thing, and now it's working for you. And they're like, Oh, thank you.



Jill Cooper 08:54

Thank you the possibilities and they start to do it themselves. Once they gain a little confidence that like yeah, this this can work. And I think that's why BookBub is so good to us because it shows it offered what happens if you can put your your book out in front of that many targeted people that already read your genre. And like yeah, that's that's what you know, what's what marketing can do? Yeah, absolutely.




Carissa Andrews 09:17

Okay. So speaking of marketing, we need to talk about this massive Kickstarter you guys have going on right now. You just launched the nonfiction Kickstarter for the third edition of help my Facebook ads suck. What motivated you guys to start and run a Kickstarter campaign versus just like launching the book like normal.

 Jill Cooper 09:35

But we've already run two Kickstarter campaigns. And so we really view it as the way of the future for authors to launch books. And the one that that for me, it feels just it's not like so much asking people for money to fund it. It's like, Hey, this is how we're going to sell directly to the consumer. This is how we're going to build packages that you can't do on Amazon. You can't take a book and bundle it with like a workbook, and a pen or whatever. They'd have to go through And those individual things by Kickstarter, you can make the bundles how you can how you basically want to sell it to, to the audience. So when you are going to do that, from that, you know, when we do this help my Facebook ads suck third edition, we were, sometimes we just call it the help book. Yeah, we were going to launch it on Kickstarter, because not only do we want to bundle things in with it, we want to discount our courses and make those available as well. And you get the book and you get the course at a discounted price. And we don't even factor in the price of the book in those packages. And also we want to have rewards so that if we hit certain marks, everybody gets free content. So like, get the free webinar, which we just hit that first stretch goal. And now everyone's gonna get a free Facebook ad creative class for over two hours, which talks about picking better images that convert to clicks in sales, writing better sale copywriting better headlines, in mail is gonna take everybody that has bat pledged anything on the Kickstarter through that workshop. Oh, cool. That is pretty excited about that. Yeah. So people that may be like, well, I can't afford \$150 webinar. Now. They're just now they can get one for eight bucks.

 Carissa Andrews 11:11

I mean, how awesome is that? No, no brainer, right? Absolutely. Well, it was definitely a no brainer for me. I was actually literally on my phone. I don't even know what I was doing. If I was reading at that point, or what I was doing, but I'm usually I'm reading in the morning. So it's probably my book. And the Kickstarter, no notification, like being across the top where it says, Hey, this one's open, because obviously it was following your waitlist, like let me know when this thing opens. So I was like, Oh, I know where I'm going right now. So that's literally what I did. I dropped everything even the book I was reading.

 Jill Cooper 11:42

If people are curious like, well, how does Mal teach? Maybe I heard Mal talk when she was at Inkers Con or wherever? Yeah, you know, sort of have a taste for it. And you don't really need to worry about your money because it's you get a get the book for eight bucks, or sorry, 10 bucks now. And then, you know, you get the webinar for free?

 Carissa Andrews 12:00

Yeah, heck, yes. That is so worth it.

 Jill Cooper 12:03

I'm excited about it. No doubt.



Carissa Andrews 12:06

Okay, so how much has the Facebook advertising world changed then, since the first edition to right now? Like what? What sort of things really kind of updated or changed everything?



Jill Cooper 12:16

Yeah, the book is completely rewritten, is kept, like, we kept like the headers. And like, I know, the glossary, you know, has been totally rewritten, we added the Amazon attribution, links out why you want to use them. And and, you know, if you're running Facebook ads, you need to use Amazon attribution links, because before they came out, we just sort of guessed, but this this, you know, ad is working, this newsletter campaign is working. Now, you know, so but now you can actually track the results you can create a length is different for your newsletter, one that's just for like, say, the back matter of your book and one for your Facebook ad. And you can see, like, Oh, my Facebook ad actually is making. And so when we have clients, we were always just before out just sort of guessing because he established like a base, it's about what you're selling about bait, so it must be the Facebook ad, you know, but now we actually know. So that's, that's definitely important. Audience selection has totally changed with, you know, iOS changes, privacy changes within your Facebook taking different categories away, you know, and we have ways of trying to get around those things depending on which what you write what category isn't to build, like custom audiences. And also, the playing fields now is a lot more crowded in 2017, with just a handful of authors just trying it out. And now, everyone knows what a Facebook ad is. And everybody's like, I'm gonna run Facebook ads to sell books. And so you have to be you have to be more savvy. And also the readers and the consumers are more savvy, they're like, that's an I know, that's an ad, they're going to try to trick me into buying their products. That way, so you're my new ways to, you know, to be honest, authentic, and, and sell your product. So those are all, you know, things that we factor into running Facebook ad campaigns, and that are better in the book, and so much more.



Carissa Andrews 14:08

That is so cool. And I love that you guys keep track of like how things are changing, because I think authors, especially when they're so focused on their stories, at least this is me speaking from experience, I get like stuck in like, this is how a Facebook ad is working. Like this is how I'm going to do this thing. I'll create it and then walk away from it and not think about how has the ecosystem itself changed. And so knowing that you guys are keeping track of that and then can explain to us like what actually did change so I can be like, Oh, okay then.



Jill Cooper 14:37

The second edition came out in 2019. But since then we've gotten to consulting for other authors. So now you know, we've all on the team have had more experience with more genres and understand how things are different for each genre. And even even broader changes like you know, way back in 2017. Facebook didn't like it when you had text on your on your image because they wanted it Add to look organic. So we're back then we're sharing pictures of our cats in our pie in our meals, and there's no text on it. But now we're all sharing, you know, we

share memes, and GIFs, and all things that have like bold text on the bottom. So now Facebook allows us to, to put images with text on it. And that's basically why. So if you make your image look like a meme, that's going to be pretty happy with you. Right? Right. Yeah. So yeah, all changes, and it's all with, let's not, we don't want to disrupt the the consumers experience of using Facebook, we don't want them to be angry that they're looking at an ad. So they can just keep scrolling, and something catches their eye and they stopped low. But that's okay. But we don't want consumers to complain to Facebook, like, I keep seeing our ads. And that's like, you have to, we have to take those things into consideration.



Carissa Andrews 15:51

For sure. Are you finding that like the the meme type ads work best? Or are you still thinking that, like the action image works best? Like what what have you guys been finding for most events?



Jill Cooper 16:02

I don't spend as much time like deep in it, but Mal still tells people to test? Yes, you know, because we use we do suggest and recommend people run dynamic ads, which means you pick you know, like four or five different images, text, etc. And then you know, Facebook will is better at determining the winner in most cases than we are. So better say like, Oh, don't do that sort of image. If you throw throw that image and other types of images in, we go with the winner, what people are responding to, and you can't really guess what people are going to respond to?



Carissa Andrews 16:33

It's almost like the dorkiest ones sometimes. Like, why are they responding to that one?



Jill Cooper 16:37

So we still don't really, for our personal ads, we don't use a lot of book covers and stuff like that. But we find the actual image with have a high contrast and colors in the image still works best at catching people's attention. You know, and you do hear the complaint? Well, then how are people supposed to know what's a book? If you know if there's no picture of a book, but we use the text the ad copy to use words like read? You know, curl up by the fire. Kindle unlimited. That works, too. Yeah. Do you just let the copy do the job of telling people like this isn't a movie. It's it's a book. And that's that's generally how we how we get away with it.



Carissa Andrews 17:20

That is super cool. So for backers, is there anything? I'm guessing maybe it's the Amazon attribution links, but for the backers who are looking at backing the campaign, and obviously getting this third edition? What's the biggest thing that that changed them that that you're like, Wow, this is really, I'm so glad we're putting this into this new edition that they wouldn't find?

 Jill Cooper 17:38

I think I think audience selection will probably be the biggest question that people struggle with, is like, you know, they wrote their they got their image, they wrote their standard coffee, but then they that people get tripped up with like, Who do I target? Like, you know, and that's generally where it's, you can see no more, most people just struggle or falls apart that and like, how do I scale? Those are like to two big things. Oh, for sure. The scaling part really, you know, like, I have an ad and it's making a little money, but I don't know what to do. I don't know what to do with it. Or a month later, like, is the ad still making me money? I'm not really sure. Yeah, and those are, like the big questions while someone will be like, come to us and be like, help write it update the book to include a lot of that information. We spend a lot of time in our courses or beginner course, you know, people asking questions about audience because it's there. There's a lot of choices. So I understand and people get sort of stuck or afraid of like making a mistake. So try to you know, fix those problems as as as often as we can. But with Facebook ads, you know, you can keep in mind that you set the daily the daily limit, so, and Facebook is generally pretty good about never, you know, not going over that. We've gotten like a couple of senators returned back here there and they've overspent but it's never been anything like significant go.

 Carissa Andrews 19:00

It always averages itself out a little bit, doesn't it?

 Jill Cooper 19:03

Yeah, it does. And, you know, miles confident that if you have a well packaged book, you have a well written blurb that you can see two to three times your ad daily ad spend on ad once you find the winner. So our method has always been started \$5 a day and then your risk while you're testing ads, isn't that hot? Right, right. I think techniques are in the book on how to do it, you know yourself. And for people that are visual learners, we do have a course for beginners. That man walks you through like each step of the Facebook ad platform. So it can be a little less intimidating, right or some people that are just just nervous. Yeah, and I'm always around to answer any questions.

 Carissa Andrews 19:45

Do you guys go into like retargeting ads as well in the book?

 Jill Cooper 19:49

Yes, I'm not the expert on retargeting ads. But yeah.

 Carissa Andrews 19:52



That's okay.



Jill Cooper 19:52

We do you know, use the Facebook pixel. We also use Pinterest sometimes to put things on Pinterest and run ads cool. to send them to our website, and then when they go to the website, then we snag, you know, the Facebook pixels there. And then we run retargeting ads to them that way on Facebook for a series that maybe they had landed on. And for that we usually just look for really vibrant images to use on Pinterest, you know, since it's a very visual platform, right, right.



Carissa Andrews 20:22

That's awesome. Okay, so going back to this Kickstarter, now, it was funded in like, the first four hours on the first day, right? Were you expecting that to happen?



Jill Cooper 20:32

Yeah, I think she thought it would happen a little sooner. Yeah, the goal was to you know, for Kickstarter to pick it up as a hot Kickstarter to say like, you know, projects we love and they actually sent us the email that it was, it was claimed as a project we love before it fulfilled it was like an hour into the Kickstarter, I got the email and I was so excited. You know, obviously, we knew we're gonna make no more than \$2,000 on Kickstarter. But at that point, you know, \$2,000 that's is it's still a large chunk of money that mean you know, it's, it's worth that turning our basement into a shipping station for like, three weeks or whatever it's gonna take to get those books signed and sent out though for people that live overseas we're going to have the option not to have the book signed just so they don't We don't have to pay them shipping. Because shipping has been is crazy right now from the US to like, say the UK, so people don't care if it's signed or not, then we'll just drop ship it from Amazon and it will or Ingram or whoever we're doing the paperback with could always do like a little book plate sign the book plate and we might be to send people book plates if they want or sign postcard, you know, because we have like little things like that in the Kickstarter as well.



Carissa Andrews 21:43

So cool. That is so cool. Okay, so obviously, like I said, I totally pledged it was a no brainer there. So how long is the Kickstarter itself running for if people listening to this episode and want to join in.



Jill Cooper 21:55

It will end on the 23rd.





Carissa Andrews 21:57

Okay, 23rd of April, just everybody knows.



Jill Cooper 22:01

That 23rd April, sorry. And then at that point, like Kickstarter will tell people that it's closed, and it will send them a survey where they have the opportunity to add on mugs or, or any other item, if they want to change their pledge, they can. And at that point around the 23rd 24th is usually when they start collecting the pledge, but I think you'll have to fill out the survey first, just in case you want to add anything new to it.



Carissa Andrews 22:25

That makes sense. Yeah. Okay, so speaking of the goodies that you guys are offering for pledges, you want to give a few examples in your tears like, what what did the tears look like?



Jill Cooper 22:34

Sure. For book tiers, there's like, you know, you can get the ebook, and get the ebook in the print. Then there's the bundle. It's called like the help bundle. It's like, you can get help my Facebook ads suck, help my launch plan sucks, and help my blurb and ad copy sucks. And like one bundle, I don't remember the price of sorry.



Carissa Andrews 22:53

Nice. There's a Kickstarter page for that.



Jill Cooper 22:57

Right. And after that, it's the bundles with the ebook in the courses. So if you wanted to get the beginner Facebook ad course, which is 11 video series, it's like 147 with the book. And normally it's like 167. So it's like getting you save in 30 bucks while you're getting the book. And then we have other things like Master the book launch, which is a three hour webinar plus course materials to help level up book launches. Yep. And you know, Facebook ad Consulting at a discount. It's like 500. Now, sorry, \$300 off right now, if you get it through Kickstarter, which is a four hour package with Mal and her team to help you get to double or triple your ad spend. And they will also review blurbs and make sure your Amazon product page is ready for that level of like intense work as you know, we want all our clients to be successful. It's good for us, it's good for them. Right? So if there's something like we're like that cover is not to market, you're gonna have to change it. So you have to make sure that you know if you think these things aren't where they need to be that you're prepared to hear someone say, Yeah, you do have a little work you got to do, but that's okay. We all do. Yeah, well, that's what you got to do. That's right. Swag. We got some T shirts, like help them and author books. And also, primer word mugs in a primer word. I don't know if you've ever heard now talk about this term. Remember, word is a word you put in your ad or blurb that helps get an author or sorry, a

consumer ready to buy. So you know, words that have a positive association with them. And we also came up with words specific to genre. So you know, so we have a mug for paranormal, a mug for thrillers, a mug for sci fi and just a general tantalizing. You know, you have your mug or you have you know, and you can sit you you drink your coffee out of it. And as you're making your coffee, it's right there. So you'll see like there's different words



Carissa Andrews 24:56

And welcome or subconscious my friend.



Jill Cooper 24:58

Yeah, yeah. There's also a sci fi one is shaped like a spaceship and I suppose Firefly, but Mal says it's not Firefly.



Carissa Andrews 25:09

Serenity it is. All right.



Jill Cooper 25:12

So you know, words like swashbuckling, like, you know, words that you would use to sort of subconsciously indicate what your, what genre your stories and without saying, Yeah, this is like, you know, this is a pirate urban fantasy, which totally fine keyword stuff go ahead and do it but in the blurb you want sometimes you want to be a little more graceful. And then I these lists we provide to our clients and then now you can get them on a really cool mug.



Carissa Andrews 25:38

Thank you for making me want to get the mug Jill.



Jill Cooper 25:42

I love the paranormal, like urban fantasy mug because it will fire.



Carissa Andrews 25:46

It's just like, See, I was looking at those posters too. Don't you like little posters? And some bigger?



Jill Cooper 25:53

Yeah. Like if you don't like like, you're like, I don't need one more mug.



Carissa Andrews 25:57

Right? You're saying I got like all the mugs?



Jill Cooper 25:59

You can get a stand for it. Put it by your computer.



Carissa Andrews 26:03

Oh, dang it. Now I'm gonna have to change my plate.



Jill Cooper 26:07

Well, this was actually to add more later, that thing. I would never force anyone to change their pledge.



Carissa Andrews 26:14

No, no, no, you're just talking me into it.



Jill Cooper 26:17

No, because I mean, really, sometimes those words just escape us. And we just need to go back and look at it. And like, Where can I add kotlik A couple of these words. It's not like I get it, like do the whole thing. But especially the call to action at the bottom. You want to like evoke a feeling. You know? And it's like universal fantasies, like the reader want them to like trigger is basically an emotional response to you and your character, your story. So they're like, oh my god, I have to read this book.



Carissa Andrews 26:44

Right? Right.



Jill Cooper 26:44

Did you read any more about it? I just, I know what you did. Now.



Carissa Andrews 26:47

Yeah. It's hard to put your finger on those like universal fantasies like Theodora Taylor talks about I mean, she has like the whole like book for romance. That's great. But for urban fantasy or paranormal, like, what are those?



Jill Cooper 27:01

Like romantic sense? Like I get it, but when like, the Sci Fi book, well, I'm really into ghost stories with tragic endings. Like what is my universal fantasy? Right? What helped me unpack this?



Carissa Andrews 27:12

Right? You like tragedies?



Jill Cooper 27:16

Mal's always is like why I'm like, I don't know. It just does. It makes me happy.



Carissa Andrews 27:23

There is something to unpack there. Like, what?



Jill Cooper 27:27

I think I've discovered that I like the story. Where like, no one knows the secret. But yet now I'm going to discover it I think like that, like I'm special. Like get to know something no one else knows. Or anyone else has watched this movie? Yeah, I don't know. I think that might be part of it. Then cool. Historic mansions apparently like right,



Carissa Andrews 27:46

Same. Same. Secret Legacy, which has secret in the title. And then there's an old mansion, yeah, I'm the same I love I love the concept of secrets.



Jill Cooper 27:55

You want to think about your title, you want to see if you can put these primer words in the title so smart, we'll hear the title, but you immediately know what it is. I mean, not gonna say it's the worst situation ever. But you don't want to like make your title sound like it's a different

genre than it actually is. Because then it might be a little harder to find your audience or warm them up. And that's something where we talk I guess, in our genre and trope workshops, but Facebook ads because you want to make it as simple as possible to sell your book.



Carissa Andrews 28:23

Absolutely. And it like you said it Prime's the reader to know exactly what they're looking at when they're clicking on the link to go to the book page. So they're not like, what is this thing that, you know, I've had times where I've had Facebook ads where they're clicking on it, and it's talking about like, when I turned 42 I got built bit by a werewolf like Right. And I've had comments where they're like Happy Birthday, like what are you even reading the copy? Obviously, yeah, so obviously, I have some work to do with this Facebook ad. What are you talking about?



Jill Cooper 28:51

Unintentional consequences. Right? Well, we did not mean for that to happen.



Carissa Andrews 28:56

No, that was not that was not what I was going for with that ad. Okay, so I hear you have some tricks up your sleeves. We're coming up by the time this podcast episode airs, we're coming up on the midway point of your launch. So you have some mid point renewed interest pieces that you've got going on? You want to tell me a little bit about that.



Jill Cooper 29:14

Sure. Yeah. Up to now we just used you know, the launch to get us you know, the first six days and that's been great. I crushed murder with a few authors, few nonfiction authors I reached out to and that's great. But now we're heading into this mid slump and it's all it that's just how Kickstarter work, right people like getting in the end. So what we're going to do is we're going to have some tears that we've been holding back that we're going to announce them through the mid like the sluggish period. And that just chew that gives us something else to talk about is another reason to send an update another reason to send a newsletter or ask someone like hey, can you mention this on your wall? And hopefully those little little things will get some little spikes in there. And then also now I'm working like you know it's kind of on your your podcast. Yeah, I can post in some of the writer groups that are on Facebook, something methyl groups that we're all part of just in case someone hasn't heard of it yet, you know, try to keep just spreading the word How could that be? Oh, come on. I have, I don't know. Or free webinars unlocked as we reach, you will reach the \$20,000 level, then everyone will get will unlock a new a new thing. Well, we'll plan out more. I don't know if we'll get there. But if we do, then everyone just keeps getting free, free content, we're going to spin up a new course that people can can buy through the Kickstarter, it will be exclusive, the only place to get it for now probably for like the first six, like the next six months or so. in Mal and I just keep having these conversations like what else can we? What else can we give people, they're ready to bring their start selling more books or advertising or level up their career? And what kind of advice can we

give and we're actually launching a new service is called the Amazon product page optimization, which I haven't talked about anywhere else, it's the first place. Probably on the Kickstarter. Now, it's I think, like 349, where the team will look at your page and determine its health, and then give you steps that you could do to improve it, which is like, could be something as simple as rewrite your blurb with primer words, here's some examples. Here's what you should try to do could be something as like your cover is not in alignment with others in your category, you know, but the goal of it would be to improve your Amazon product page and get it ready for mass. Mass adds mass campaign mass promotion, whichever way you in Amazon, like AMS ads, those have to be you know, because if you're just scrolling and seeing the book covers and the titles, and that's it, like you have a very short window where you know, you can get a person to who what is this and click it? Yeah, right. Yeah, that would be the goal of the Amazon. Product Page Optimization. Cool.



Carissa Andrews 31:54

Yeah. That is so neat that you're offering that book, I'll check it out. Well, obviously, people are gonna be interested in I know, for many of us, we I don't know what it is about authors, like we love telling your stories and being very wordy about it. But as soon as you have to go into a copywriting mode, we freeze out what is that?



Jill Cooper 32:12

Yeah, I know, most authors will hate writing a blurb. And it's really it isn't just a blurb. It is like the most important sales copy you will ever write. And it's hard. It's I know why people hate it. I know what people struggle with it. It's like 250 words that have so you have so many jobs isn't like you just need to tell the story. You need to prime your audience, you need to use specific words that that like subconsciously trigger different emotions in your emotional connection between your main character and the random person that is reading your blurb.



Carissa Andrews 32:46

Right? There's so many different angles you could take when you know your own story that well, it's like you're you're thinking about the entire thing.



Jill Cooper 32:54

I'm not exactly off topic, we have a blurb clinic. It is a Kickstarter tier, we have you know, a very, I don't want to say it's simple, but like an easier way of pulling out your character traits, your plot, setting your goals and motivations into a spreadsheet, and then using that information to write your blurb. That's cool. We think it's the it's best if authors write their own blurbs. You know, you could pay a service, but the service like no matter how good the service is, and how great people are writing to them. The author knows the story so much better. And the author loves their story. Like they are motivated. You know, to get those, like a service is only as good as the information you tell them. And if you telling them the wrong thing, they're gonna write the rot blurb. Right, right. That's why we tell authors, you know, you need to like if you can process yourself, so at least when you come out the other side and know what

information you have to give a service, at least then you know, you're giving them the right things. Right, right. It's super important. And Facebook ads is like one of those things people are like excited about it. They're like, yeah, I want to, I want to do Facebook ads, but sometimes you have to take a step back and do the other work first. So your Facebook ads can be as profitable as possible.



Carissa Andrews 34:08

Oh, I completely agree with that. Yeah. Do you ever have authors like if they haven't written the book yet? Come up with the blurb first to try to like me, I do that?



Jill Cooper 34:17

Yeah, I was gonna say because doctors come to us after, you know, and it is more complicated because then you're thinking about like, subplots, and all these things that like, we're all important to you. But maybe now they're not all part of the main gist of the story. Yeah, part of that story that's going to sell the book, but it can be hard to kill authors while you get to take all the backstory out of your blurb and they're like, I was like, No,



Carissa Andrews 34:44

But I love my backstories and they're so important.



Jill Cooper 34:47

Yeah, the civilization that by Qatar everyone needs to know about that. Yeah, they do. But they get it they do. They learn about it when they read the book, right.



Carissa Andrews 34:59

It gets it gets be so hard as an author, right?



Jill Cooper 35:02

So hard because our job is like, long form. Now it's like we don't we're asking you we're asking you to write short form. Yeah. And, you know, so obviously some blurbs are longer than others depending on the genre. But usually it's like 250 words I, you know, recommend usually is the sweet spot, then call to action at the bottom like a call to action at the bottom tagline at the top main blurb in the middle causes sweats



Carissa Andrews 35:28

Breaking out in huge sweats are like going oh my gosh.

 Jill Cooper 35:30

Right. Yeah, I guess they have chocolate, you know, the coffee going? Yeah, I find easier to do it before you've written the book.

 Carissa Andrews 35:38

Yeah, I find that as well like this far in. It's like, for me, if I can write it beforehand. It takes the pressure off. But if I have to write it afterwards, like sometimes you just do even if you had written it beforehand. And now you've like decided your blurb has been out there while you want to just mix things up a bit. It's even it's still hard. It's like trying to remember like, how do you want to do this thing? So yeah.

 Jill Cooper 35:58

I can I do it once the book is done. Yeah, I will use the blurb as sort of like, you know, am I? Am I still fulfilling the promise of the world? Yeah. So keep me from going totally off the rails? Because I like to do that. But yeah, like no, no, I said, this is what the story is about. So we to rein ourselves in a little bit.

 Carissa Andrews 36:20

Got it. Got it. Okay, so obviously, with the Kickstarter that you've got going on, you've got so many amazing things that are happening so many different ways that authors can level up their business by pledging and supporting to the Kickstarter. But like you've kind of alluded to, you made me even mentioned it, but you've got stretch goals that are pretty awesome. Do you want to talk a little bit about what those stretch goals look like?

 Jill Cooper 36:41

Like what the first one was? \$1,000 one which we just hit that the Facebook ads creative class. So we're doing going to do it's not totally like, planned out exactly yet. There's going to be one on reels and using reels with ads. So short, basically short video, and then how to take those reels and repurpose them on places like Tik Tok Instagram. So you can basically continue to grow your audience without having to put a lot of extra work into it. I don't know where we're going to if we're going to end up putting that exactly. It depends how the next week goes, where we'll decide where that if it will end up at the \$20,000 stretch goal or forget it at 15? I don't know yet. See how that goes. And we're gonna plan out a stretch goal that goes past that. I just don't know, that like, I don't know, when we get there. I don't know. But if we did, it would be a webinar of some sort. That's obviously with now cool, right. And yet, we will try to come up with a concept that will be worth that kind of like, Oh my god. Right. Yeah. Oh, my gosh, you guys know what it would be yet but we'll definitely you know, we'll come up with something

good. We've got a couple of weeks, guys, people want to email me. Yes. This would be a great webinar. I'd love to come to this. All right. We always take that stuff under consideration. You get a we believe in listening to your audience. totally open to that.



Carissa Andrews 38:08

That is so cool. Okay, so you guys have you mentioned that you have run two successful kick starters in the past? How is this one those have been fiction one So how has the nonfiction been different?



Jill Cooper 38:20

It's mostly like you know, structurally it's pretty close to the same but who I have a chance to, like, you know, cross promote with or swap with is different. Because before I was like, I would swap with anyone that wrote a fiction book. That was like, you know, genre fantasy, fantasy sci fi and that was it. That was it. I had like a bazillion people to swap with but now it's this is nonfiction it's a little harder because I'm really nonfiction Kickstarters there aren't that many of them. The audience on Kickstarter isn't as big. So I have made some sacrifice like an offer like hey, author, if you'd mentioned my Kickstarter on your Facebook page, I will mention your isn't like one of my genre newsletters. You know, because all authors are friends with other authors. So and that's an easy way at least to you know, get a mention here or there. Yeah, and I would probably say that's probably the biggest change it's not like it's not impossible, it's just slightly different.



Carissa Andrews 39:14

That makes sense. Was it just as easy Well, I say easy but like from the Kickstarter formatting perspective to build out the tiers in the way that you wanted and everything did it kind of come together pretty easily that way?



Jill Cooper 39:26

I don't do any of that. Like I make a list like Mal, here's the list here's the thing here's the tiers we need and things we should have. And then Mal says okay later Mal's like here come look at this page and see what you think and there's a Kickstarter page I'm like wait did I hear it now makes the graphics male does the structure now that now Kickstarter allows you to include images on your tears on the right side because before it was just text Yep. And then we've always felt like you know, for tears need an image for every tear so it's going to go into like belong copy But now that they letting us put images, I think on the side, I think it's a little easier. Because even when I would go to a page, I love Kickstarters I backed about 46 of them. Wow, I'd get stressed out overwhelmed just trying to read each tear. So pitchers in the middle always work. Now the pictures are on the right side is gonna be like so much easier just to be like, visually pick. Oh, that's the one I want. And then go for it. Sounds cool. Yeah, it is a lot of work putting a Kickstarter together. If authors are thinking about it, just you know. First one, just pace yourself. It doesn't matter how long it takes you to put it together. Alright, it's a lot of information on one page. images you can put the better.



Carissa Andrews 40:41

Right, I talked to Martha Carr about hers that will be coming up soon. And she said the same thing. Yeah, right. Yeah, me too. Me too. So speaking of other advice for authors for if they're interested in doing Kickstarter, other than kind of pacing yourself and maybe starting a little bit smaller with a first Kickstarter, do you have any other advice for others who might want to launch a new book or to start a new pen name using the Kickstarter?



Jill Cooper 41:06

Research on Kickstarter, just go in and type in sci fi or romance and see, look for a successful campaigns and see what they did. And then start to come up with like a plan on what you can do, like and do it reasonably don't look to anything that you think is going to cost too much. And if you're not, you don't like shipping things you don't like ordering things and then boxing them up. Go light. Yeah, right. Like, yeah, our last Kickstarter, like our basement is still covered in Canvas prints and posters. And so pictures better, we're actually doing like the last couple boxes right now and then we're gonna get cleaned up. That's great. All over again. Yeah, right. So plan and also know you're going to need images. But also think about the, like the readers journey, like, if you write a fantasy novel, you can, you can craft a map now and print them. So you know, they maybe they'll buy it, and then you get to mail these cool things off. That's sort of like the sort of add to the readers journey. Things like, you know, fantasy is huge on Kickstarter, like gamers like there, there are so many people there. So that would be a really great market to tap into. Another thing you want to want to think about is that running a Kickstarter is a lot of work, it is a full time job. If you want to go big. And if that are like you know, you want to generate a good income. So don't plan to be writing a book. Or launching another book during like your Kickstarter window. Yeah, and have a reasonable goal. Don't say don't list it as like, oh, I want to make \$5,000 Put your goal at 500 and see where it goes after that. So then even if you make \$500, we'll get the money. Because Kickstarter is a it's has to be 100% funded, or you don't get anything. So even if you had like a \$5,000 goal and like you got 3000 You don't get that's not it's just considered a failed Kickstarter. And I don't like to work failed, and, you know, or my lower my goals, and then like, Okay, we've hit it now let's see. Let's see what we can do. And then it sort of lowers the pressure on yourself. Great. Yeah. So you don't have to worry about writing a new book and hitting that daily word count. While while you're doing this, it's basically like the biggest launch you've ever done with with a start and endings. You know, Mal usually says we launch a book, right? It's like, okay, the book is launched and out now, like, is it over? It's like the second book was out last week. Are we still doing things to promote the book? I don't think we are really like you. Right? It's just like, oh, okay, I got you know, you can pick even pick how many days it's gonna go? We picked 20 for some reason. I was like, I'm never doing 20 Again, but now I'm like now's like, how many days do you want, like 20? Anyway, yeah. So you know, get into that 20 day, you're like, How can I push it a little bit more? Right? Think of anything I could tear I could add, and don't launch with all of your best tears right at the beginning, wait till you hit that slump, period, but that we're currently heading into just being like, Oh, I got like a new short novella like travel guide about this small town and all that like bakeries with recipes and stuff that you can get it for like additional like five bucks, let's say, and, you know, launch that out to your, to your backers, your newsletter to your friends newsletters, like, you know, what happens and just have fun with it. Because I think it's a great opportunity to also connect with readers and potential readers to see like, what, you know, what are they getting excited about?



Carissa Andrews 44:42

Right. Yeah.



Jill Cooper 44:43

It's just a great platform, I think to just try new things.



Carissa Andrews 44:47

I agree. There's, there's so many authors who are--obviously, we were talking about it all over Vegas last year. And it just it seems to be like this cool opportunity to do something fun for our readers where, you know, we kind of gotten to the that realm of like launching so fast that you almost forget that you wrote a book because you're like, onto my next one, where this is more of like, let's celebrate this thing. We did this huge Yeah, fun thing. And let's do it together. And it feels like such a departure from times past but also fun like it kind of a breath of fresh air that way.



Jill Cooper 45:16

Yeah, it's fun. I think it's often like creating the cool keychains and things. But then it's like, well, then I have 200 keychains. And I got rid of two, like, what am I going to do? You know, like something get discouraged and never do keychains again. But now it's like you can make like fun projects. The one I'm most excited, like I backed a project called fat, which something or other I can't read the full title. She it's like one book, she got \$23,000. And then I was like, what did she do? How did she like, you know, one book doesn't really make that much. And she had amazing campaign with different, like, you know, new like, novellas and short story with pumpkin recipes in it, and a keychain and travel map and the travel got like also these cute things. And I figured people not just really excited about this cozy witch mystery. And so those genres, you can definitely like cozies small town, even though they're not big on Kickstarter, yet, they're getting bigger, like every month, and you could just have sort of have fun with it, you know, your mind just go crazy. And you finally have a way to like, see if readers are gonna like, respond. And in most cases that I'm seeing that they're responding really favor for that is everyone likes getting that package in the mail, right with this special stuff.



Carissa Andrews 46:31

Obviously, I guess, right?



Jill Cooper 46:33

I can't wait to get my package. I'm excited. No doubt.



Carissa Andrews 46:38

And it's always like kind of a special surprise to like, you know, you back the thing, but all of a sudden, you're like, Why do I have a box here? I didn't order anything.



Jill Cooper 46:44

You forget about it. Yeah, yeah.



Carissa Andrews 46:47

That's so cool. Okay, so if my listeners are ready to learn more about your Kickstarter to be able to back it or just want to learn more about you and Malorie, where should they go?



Jill Cooper 46:57

Well, there's a Kickstarter URL. That's kind of law. So I guess if you went to Kickstarter, you could probably type in Facebook ads, or Malorie Cooper, or suck or help?



Carissa Andrews 47:09

Well, you might not want to start with suck, you know, I'm like, probably don't wanna start there.



Jill Cooper 47:13

You probably don't want to start with suck. Help is a good one. Or you could email me on Facebook. I have the link in my banner. Go to the writing lions.com To learn more about me now. And I guess I should probably put the Kickstarter on that.



Carissa Andrews 47:29

Yeah, do a little pop up that says, Hey, want to fund our Kickstarter. There we go. Pledge because you've already been funded.



Jill Cooper 47:36

Yeah, I'll have to add the link to my website, our website after we wrap here. And by the time this goes live, it will be there.



Carissa Andrews 47:44



Carissa Andrews 47:47

Sweet. So it's and I will also make sure it's in the show notes too, in case anyone wants to get it there as well. So obviously make it easy for people.



Jill Cooper 47:52

Oh, my goodness. That's the name of the game for me.



Carissa Andrews 47:54

Right. Me too. That's been my my name of the game for the past, like two years, I think, bring more ease into our author careers. We we need that.



Jill Cooper 48:02

My my my checklist is like is it easy? Is it actual work? Because then I'm not happy? Is it fun? Yeah, it's not fun. I'm not doing it. Sorry. Yes, I'm, obviously I do laundry, and I don't really think that is fun. But there's like, small things there. You just got to do but like clean underwear. Career? No, it's like, you know, what, if I don't enjoy doing it, I'm just not going to do it. Life is too short to hate your career.



Carissa Andrews 48:32

Right. And this is a long game for us authors. We want to do this for a long time I do something that does not feel like joy.



Jill Cooper 48:39

Right? Yeah, Mal and I are working. You know, obviously, on 14 Her sci fi universe has been around now a long time. And we're always looking for new ways to you know, increase income off of backlist to find new ways to pull in new audiences to go through the back list. So we, you know, don't need to write a lot of books. But we're getting she's getting ready to release her first book and like new book in two years. Wow. It'll be out in May. Yeah.



Carissa Andrews 49:04

I'm very excited. That is so cool. Oh, my goodness. All things are possible. Absolutely. And it includes like taking some time to just do the things that are fun and enjoy your process. Yeah,



Jill Cooper 49:16

That's right. Don't resist. If you feel like you're pulled in a direction. Sometimes it's best just to feel free. Go take a look.



Carissa Andrews 49:24

Yeah, just enjoy the process. No strings attached. Yeah, absolutely. Well, Jill, thank you so much for coming on to the author Revolution podcast, talking about your Kickstarter and all that you do. You guys are amazing. I mean, truly, enjoy talking to you. I love talking. I love talking to you to be here.



Jill Cooper 49:42

Thank you hope your audience enjoys.



Carissa Andrews 49:44

I have no doubt they will. Now I'm telling you after that conversation with Jill I had to go in and add those primer words thing to my Kickstarter pledge. Right? I did not do the mug but I do have seriously considering still doing the mug, but I did end up doing the primer words in the poster format, because I've just like that is such a cool thing to do right. Now hopefully, after hearing Jill talk about her Kickstarter campaign with Mal, and all the ways that they are getting readers engaged, getting their fans engaged in the Kickstarter, hopefully has gotten your wheels turning a little bit. I know, it definitely has done that for myself. And I've talked to a number of people this year, some of the podcast interviews haven't quite launched yet. Some of them are going to be launching very soon. But we're talking about Kickstarter in new ways, which is, it just it's repeating over and over. And it's kind of like, I don't know if you know this about me, but I like patterns. And whatever patterns start to play around me, I take more notice. And maybe it's a law of attraction in me, maybe it is my manifesting antenna going up, but I just see this thing happening over and over. I think authors could really take advantage, especially if maybe they're not, you know, publishing as fast as some people or they're looking for a fun new way to interact with their readers. That makes it like a huge event or just some fun, quirky little thing where you get to offer your readers some cool fun things. And, you know, so many of us have done this authorship for such a long time that it feels almost like a slog at times. Now, I don't say that, like in a bad way at all. I'm just meaning like, sometimes it just feels kind of monotonous. And this is such a great way to be able to, you know, get things moving in a fun direction and have more enjoyment in the process of it and just know that you can enjoy, like the people who are participating in the way that you get to influence and interact with them. Plus, as Jim, I think mentioned in the podcast episode, when you use Kickstarter as your launching point, and people are coming into your Kickstarter campaign and pledging now you've got their emails, and you can interact with them. And so this is a really good way to just build and have a springboard starting point for like a new pen name, for instance. And believe you me, I think I have tipped over the edge. And I'm definitely doing a Kickstarter for my new rom com pen name when I launch next year. But all things aside, Jill and Mal are onto something and many other authors are doing this as well. So stay tuned, there's going to be plenty of episodes where we're talking about Kickstarter is and we're talking about, like how amazing of an opportunity it is for authors. And maybe we have Brandon Sanderson, you know, to blame or to thank I guess, about this whole thing, because he really brought it to limelight for authors and made it something that's accessible and that people really think about now. But overall, I hope you've enjoyed this episode, I hope you are going to check out Mal and Jill's Kickstarter while it's still running. Because there's some amazing tiers that you can get in

on some amazing bonuses that you can get in on, and it's gonna be a lot of fun. So if you're looking for the links really fast, you can head over to authorrevolution.org/178 to get all of the links and even download the transcript right there. In the meantime, like I said, I hope you go over to the Kickstarter campaign. I hope you do pledge and just start thinking get your wheels turning about how you can utilize Kickstarter for your next launch. Because I have a feeling there's a few of us out there that could really do a good job, getting our audience engaged and having a fun time doing it. All right. Well, I hope you've enjoyed this podcast episode, go forth and start your author revolution.