

# Episode 181

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## SPEAKERS

Carissa Andrews, Martha Carr

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Carissa Andrews 00:03

The indie author revolution has been around for more than a decade, the Wii indies continue to push the boundaries of what we're capable of. From getting over initial prejudices, to staring down perfectionism and author impostor syndrome. We've become a force to reckon with. Now after years of hustling, grind, we indies are rebelling again. Gone are the days of publishing a book a month until we drop, and in its place, we're sowing the seeds of a better way away with more ease, abundance and flow. Get ready to learn about indie authorship from a whole new perspective. We're about to cover everything from releasing your poverty mentality to manifesting your millionaire author destiny. I'm Carissa Andrews, and this is the Author Revolution Podcast. Well, hey there guys. Welcome back to the Author Revolution Podcast. Here we are the beginning of May 2023. I can't even like begin to fathom that concept, because I'm just literally as of the time of recording this podcast episode, two weeks away from being on the road and heading to Idaho for the Idaho Writers Conference. And I'm really excited about that, because there's so many cool opportunities for indie authors to learn to expand their business, expand their writing. Plus, there are some amazing speakers there, in addition to myself is going to be speakers like Claire Taylor, Becca Syme, Troy Lambert, and so many others. I mean, it's going to be a really incredible conference. And I'm looking forward to it. It's getting so close that I'll tell you I'm getting a little bit nervous now, and I'm having to remind myself, I've got this, right. But speaking of conferences, when I was at the 20Books Vegas conference last year, one of the topics that continually came up was this idea of launching your books through Kickstarter. And now a couple of weeks ago, we talked with Jill Cooper as she and Mal were putting together their next edition, the third edition of their help my Facebook ads suck campaign, which obviously was funded very quickly. And probably thanks to many of you, you guys went out there you pledged and became a part of this incredible opportunity, right. And so now I'm talking with Martha Carr, again, we spoke shortly after the 20Books Vegas conference, we were talking about author mindset and how to get over and overcome, you know, adversity as an author how like, when things go weird, like you are diagnosed with something or someone you love dies, or something happens, and you need some extra support. Martha came on the show to talk about that, because it was probably the most impactful speech that I had gone to at the 20 bucks Vegas conference. I mean, she is an incredible speaker. And she's gone through some really tough times as an indie author, as a woman, as a mother. So it was just a really cool conversation to have with her. And now, as we're coming

into the new year, we talked briefly then about the fact that she is building her first Kickstarter for her first kind of like solo series that she's done. And it's in the process right now. So the Kickstarter for her Queen of the Flightless Dragon series. And I've obviously pledged to this one as well. I'm interested in how the Kickstarter is are working and in specific how it's working for authors that I know how authors are utilizing it in ways that we really haven't tapped into in the past. And so we're going to be talking with Martha this week about her Kickstarter, how she's put it together, how indie authors can think about using Kickstarter as a means of really launching their books bigger and better. And in a way that is really a lot of fun, like Jill and I talked about that last time when we were talking about their Kickstarter about how it's just really a more fun and interesting way of launching books. And so it's becoming kind of the launch process, the launch strategy of the future. And so it'll be interesting to see how this continues to transform as we move forward. Now, Jenny, and I, my PA, we've had conversations about whether or not Kickstarter is the right thing to launch my new romance pen named the romcom pen name. And I personally want to give it a try, because I think why not right? There aren't very many romcom authors utilizing the platform yet, which is really interesting to me. It's mostly obviously fantasy authors, or nonfiction authors, which makes sense considering the Brandon Sanderson uber launch last year, right. So it's interesting to see what authors in which genres are actually utilizing it. So it's an interesting debate. It's an interesting conversation to have indie authors have so much more opportunities than ever before when it comes to launching their books and to really getting their books into the hands of readers. And doing it in a way that really resonates with what feels good to them. Right. So I hope you enjoy this podcast interview with Martha Carr and talking about her current Kickstarter campaign. So without further ado, let's get into it. Well, hi, Martha, welcome back to the Author Revolution Podcast. It's been a little while since you've been here, but not super long. The last time we were talking, we, you had explained that you were kind of in this startup process of doing your very first Kickstarter. And I said that I obviously needed to bring you back when it was live. So here we are. Do you want to start off with my with telling my audience I guess a little bit about what Kickstarter is, so that we can catch everyone up to speed before we really dive into everything that you've been working on?

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Martha Carr 05:36

Sure. Yeah. And that is a great place to start. Kickstarter is crowdsourcing, which means we all come together to support something we think we're going to love. And unlike other crowdsourcing sites, this one is only for new projects. So Kickstarter is also a lot of fun to cruise through. Because you can find things like I participated in one where it was a water bottle where you can rest your iPhone on it. And yeah, you can use it like when you're in the gym, and okay, night, and authors have found it. And so it has to be a brand new project, you can't bring something that's been out previously. So everything on there is brand new. And it's a great way for totally unknown author to try something. And then it's great for someone like me, who's maybe taking a turn in their career wants to try something new. And unlike any other place, you get a book, I can offer you more. Right, right. There's so many different, like, ways that you can incorporate fun things into a Kickstarter, which is so different from other places. So it's really cool. Yeah, yes. Okay. And, and also to, I mean, it's really only limited by my imagination and my willingness to figure out how to do it. Yeah, yes, no. And this is my first Kickstarter ever. And it's on my own. I've been having to say, This is me on my own. Michael Anderle, who's a big supporter is not a part of this. So this is just me.



07:00



Carissa Andrews 07:08

So exciting. What have you been learning through this process? I mean, obviously, the Kickstarter is live right now. But it's like, what is this process of building it and creating it and learning about how to do it been like?



Martha Carr 07:19

It's been so much fun. And for anybody who's thinking of doing this, too, I see a lot of people doing a Kickstarter and only giving themselves a few weeks to put it together. And I'm so glad I didn't do this. I started in January, and I made sure the book was done well in advance, so I could get samples and do something really old school and more in the traditional minor things. I got reviews. And I know, yeah, it's been a while since I've gotten a review where you kind of hold your breath and hope they liked it. But reviews came back. And they were outstanding, and they got the book completely in. So I think it gave me the chance to use all of that. So like, I could do this. This is the sample of the special edition. Wow. Beautiful. Yeah. And I could, I could take pictures of it for the Kickstarter shoot, people could see what they're going to get. It's got small details, like the little rope right here. It's got a better quality paper. And then the art is on the book as well. Wow. bends around the back. That is so pretty. So those of you who are just listening, you're gonna have to go check out the video because this book is just beautiful. Yes. And it's nice and heavy because the papers are heavier weight. And then you know, that's the actual back of the book jacket. But the art extends all around the book. So yeah, it's a really nice collector's item, which is something you can offer on Kickstarter. There is a less expensive hardcover people can get. So the end there's an e book, and there's a paperback so everybody's covered. Yeah. And yeah, and I wanted to make sure everyone could read the story, but I know in urban fantasy, a lot of people are collectors for show. Unlike Amazon, I got them covered. Right? Absolutely. Okay, so tell me a little bit about this series. So if anyone's interested in checking out this Kickstarter, what is this series all about? Okay, so this is a story about a girl gamer, a tabletop gamer, who discovers dragons and fights interdimensional demons and owns a taco truck in Austin, Texas.



Carissa Andrews 09:33

I love that so much. I was reading that on your website that was giggling reading that part of it.



Martha Carr 09:39

I know. It was surprising to find out how many people really lit up at the thought of taco truck. Right. But also, this is set in Austin, Texas, where I'm from. And anybody from Austin knows that we live and die by taught by food trucks. They're everywhere.



Carissa Andrews 09:55

Really?



Martha Carr 09:56



Martha Carr 09:50

Yes. super interesting. Yeah, you can get really high end gourmet food from a truck.



Carissa Andrews 10:03

Wow. Okay, yeah, up here in Minnesota. I think it's too cold for that.



Martha Carr 10:07

Oh yeah. And you know, it's fun when somebody like an Uber driver told me recently, he said, you know, the Shell station on Riverside, the blue truck, their best tacos in town, and I love that sort of thing. That is so so, yeah, so also, um, every bar list in the book is real. And I and Austin's nice and weird. So I found a bar that's called the Garage. That's integration. And since it's called the garage, you have to know you're going there to find it, you're not going to find it by accident. Okay. And yeah, it's like a little speakeasy. And it's so bizarre. And all of them I went into, and I can do it for every book. And they're all a little hole in the wall. Some of them have art kind of famous, the music, the blues that are in them. So there's those touches in the book too. And a really fun, that's awesome. What what, what inspired the series? Did you like have it brewing for a while? Or was there like some sort of just inspiration that hit this was on a back burner for quite a while and you know, on the something I really wanted to do, and you know, dragons are fun. And Austin is fun. And, you know, trying to combine urban fantasy with dragons where magic isn't known. I just thought that would be a lot of fun. And instead in in Austin, yeah. And also, I I tend to do a female characters who are very independent, who have to learn how to let people help, which is something I've learned how to do, but yeah, cool. So, and I like to include a lot of humor in this does include portal, so it's got a sci fi element to it. Okay, I'm a tabletop gamer. So the heroes in this book are tabletop gamers, which I think is about time.



Carissa Andrews 11:54

Yeah, absolutely. I agree with you on that. That is so cool. I love when everything kind of melds itself together. Like you get the idea. You just kind of sit there and let it stew for a while and then all of a sudden, you're like, Okay, I got to do this thing.



Martha Carr 12:05

It's just, it's got to come out now.



Carissa Andrews 12:08

Okay, so in the Kickstarter for this. Okay, first of all, I want to know, how do you pronounce the title is Eamon?



Martha Carr 12:14

It's A-mon, good for you. And it's an Irish word. I'm Irish. And it's an Irish word for wealthy protector. And there's, it's a trilogy. So there'll be three. The next one is Le ser. And that'll come out in the fall. And that means fire. So that gives you a little preview of what's to come.



Carissa Andrews 12:31

Oh, I love that. So what rewards are you offering to pledgers who come in and want to back your Kickstarter?



Martha Carr 12:39

So this time I wanted to keep a little simple since this is my first Kickstarter, I want to make sure I deliver really good quality and on time, like mix them who did this book is a US company, and the answer their phone so that I was able pins of the characters in the book, if you've been Yeah, if you've been following me at all on Facebook, you've seen the characters, those will all be enamel pins that you can get. And then there of course, their stretch goals. Those I'm keeping a little bit hidden. But as we hit as we hit different goals as people come in, everybody we'll find out and everybody who pledges will participate in a stretch calls, it won't be just some everyone will get to participate.



Carissa Andrews 13:26

That is really cool. I love that. I think the stretch goal offering system that has kind of come about has really sparked some creativity and authors.



Martha Carr 13:35

Yeah, yeah. Yeah. And that was started by people that was not actually a Kickstarter thing. That was a people setting up thing. And it's just spread. Oh, and also, I should say, I figured out how to do shipping for Europe and other countries. So you get to participate too, if even if you're not in the US.



Carissa Andrews 13:55

So what's the lowest tier that they can come in at and then the highest you're coming?



Martha Carr 13:59

So they can come in at \$1 or two if they just want to donate and to get the ebook? It is at I believe it's at \$10 I'd have to look to be sure. But it comes with more than you normally get.



Carissa Andrews 14:12



Sure. Absolutely. Yeah. So cool. I love that and they get like you said that the different options are things like the ebook the paperback the hardcover special edition.



Martha Carr 14:21

Yeah and obviously all the the little merch. Yeah. And the artwork will be included in I'll just say the artwork is included in some of the stretch goals so that yes, they can get their work for yourself but then there's a couple of fun things that I did that I think people will really love that I'm just gonna save as a surprise.



Carissa Andrews 14:41

Are you creating your own tabletop game for it?



Martha Carr 14:48

I wish. Speaking of which I already have different rewards in mind to add on in book two so as I get more comfortable with doing Kickstarter yeah. Ah, there'll be even more fun that are related to the book. So it's super cool.



Carissa Andrews 15:05

So is Book Two's Kickstarter coming out this fall? Is that what I heard?



Martha Carr 15:09

Yes. Okay, that's right. And then the third one will come out in the beginning of next year.



Carissa Andrews 15:14

Yeah, gotcha. Okay. That's really cool. Okay, so the Kickstarter is currently live, how long does it go?



Martha Carr 15:20

Three weeks.



Carissa Andrews 15:21

Okay.



Martha Carr 15:22

And, and if everybody can, if you're interested, come and join in as soon as you can, because that helps us hit the stretch goal, which means everybody wins.



Carissa Andrews 15:31

Yeah, for sure. And if they if you reach your goal right away, then it means you could add on more stretch goals if you really wanted to.



Martha Carr 15:38

Yeah, if for some stretch goals, you know, are broken up into, like, if we hit 5000, if we hit 7500, if we hit 10. But yeah, if magic happens, and I hit them all at once, I'll be sitting here thinking What can I offer?



Carissa Andrews 15:51

Sure. But you know, such a bad problem to have. Right?



Martha Carr 15:56

Right. That's right. And maybe some of the things I had in mind for Book Two will pop up in book one, just because we hit it already.



Carissa Andrews 16:07

Okay, so when everything is said and done, when the Kickstarter obviously succeeds, and is fully pledged out, what is the process? Or what are you doing with this series? Then after that, like the does it go wide? Are you going to stay in KU? What is your plan for that?




Martha Carr 16:23

That's a great question. So from here, it's got so the book I just showed you, that cover and this hardcover is only going to be first on Kickstarter, and the prices on Kickstarter are the best you're going to get. And then it's going to be on my website. And it'll be on my website where it'll stay on my website. And then eventually, in the fall, as book twos coming out, book one will be on Amazon. And in case you for a while with different covers. And it'll be just the paperback and ebook.



Carissa Andrews 16:54


Okay.

 Martha Carr 16:55


Yeah, so if you're a collector, and you really want the special book, and you want the best price, go from here over to Kickstarter after you've watched this. And sure, and join in and be part of it.

 Carissa Andrews 17:09


What has that process been like for you with the special edition hardcovers like, did you have to source out the printer? Talk to them specifically go through the whole thing?

 Martha Carr 17:18


Yeah.

 Carissa Andrews 17:18

Okay. That's what I figured.

 Martha Carr 17:20

Yeah. And that's also why I picked somebody who went answering their phone, because I had a lot of questions and figuring out how to do that artwork cert wrapped correctly. And yeah, it was, it's been a large learning curve. Plus, everybody had warned me that shipping is the biggest pothole, potentially, if you get it wrong. So being able to get everything early, and weigh it and figure it out was really key. And I got the opportunity to because I gave myself so much time, I also have some really nice friends who like Paddy Finn, who does really well on Kickstarter, who I could go and talk to and gather ideas and what went right, and how should it look. And that Russell Noulty was another big inspiration for how the page should look gave me the time to gather art. There's a lot of moving parts to a Kickstarter, it may look pretty simple by the time hopefully it does, because that's your goal, right? Yeah, by the time a fan or an unknown person who's never heard of me, finds me, it's there's been a lot of small details that have gone into to make sure it's as smooth as possible, as accurate as possible. So and also so that when I say you'll get this book within six weeks, I know, it'll be six weeks.

 Carissa Andrews 18:43

Right? That's really cool. And I think it's, it's neat that you have everything set up in the background, so that you know, everything is going out. But like you said, there are a lot of authors or even just creators in general, who set up the Kickstarter, not really understanding all



that's gonna go into it, and some do, and that's kind of what scares them off. So do you do you have any advice for those authors, the ones that are like, I'd love to do a Kickstarter, but it seems really scary.

M

Martha Carr 19:07

I would say the advice I got, which was really, really useful is the first one, keep it very simple. Keep your goals low, and see it as a learning experience. And also, if you're the if you're the author, too, unlike any other place that you sell your things through here, you get to you'll have the email so you can keep in contact. So that's also very valuable. And just keep it really simple. Don't go overboard with a million rewards or complicated stretch goals and get all the bugs out first class. I mean, this me personally not very few seem to be doing this, but I'm so glad I did. Give yourself a lot of time, so you can learn what you're doing before it's live. And personally write the book before you set up the page so that you can get reviews so that you can find out how much does the book weigh. By the way, you can't do shipping if you don't know how much the book would weigh.



Carissa Andrews 20:06

Yeah, yeah.

M

Martha Carr 20:08

And you know, you want to make sure that you earn something for your time that you didn't accidentally price it so low that you're not making anything. If that's what happens, that's what happens. But just try and give yourself time. Also, ask any of your friends, author friends who have done a Kickstarter, ask for advice, and be willing to just listen and take notes and thank them and, you know, offer back, ask people for shout outs. I've asked people for shout outs that I thought, I don't know if they're gonna do it, and they were happy to do it. So don't don't not ask because you might get a no, if you get a no. So what you're no further back than you were.



Carissa Andrews 20:50

Yeah, sure.

M

Martha Carr 20:53

So in other words, Kickstarter is crowdsourcing. So really embrace that and understand, it's not just the people who show up to pledge. It's also all the friends you've made at conferences, etc. And make it a true crowdsource. And take the project that you've been wanting to do like I did, that really means a lot to you, and make that your first Kickstarter, and just really rejoice in it. And no matter what it does keep the goal low, you have to hit the goal in order for it to click over. So keep it low, so that it's a success, plus, let's say, magic hits. And if it's successful within an hour, well, then you can build from there that there's no loss to making it low.



Carissa Andrews 21:38

Yeah, because Kickstarter, it's a little bit different from other crowdsourcing places where you do have to actually fully fund before you actually get money. So if you don't fully fund, it just goes away, like no harm, no foul, no one gets charged. Right?



Martha Carr 21:51

Right. But it also lists with your name, that one didn't work. So right, rather than have that mark there, how about we keep it low? And mine? Yeah, and just go from there. It'll be great. You'll have a good time. And then you'll build on the next one. And also see take a long term approach to it not overnight at all. And let it bill, Paddy Finn, again, is a good example. Also of Kickstarter, by the way, however, something urn is very transparent. So it's not like oh, the authors can say, can hide behind it. So Paddy's first Kickstarter, I think about a year and a half ago, was he, it was 2000. So great kick first Kickstarter. His most recent one was 200,000.



Carissa Andrews 22:37

Wow.



Martha Carr 22:37

So yeah. So and he Yeah, he's just been slowly building doing everything right. Being patient.



Carissa Andrews 22:45

Yeah. So it's really cool.



Martha Carr 22:47

Yeah, try not to rush in, try not to take shortcuts. Do work with your own budget, whatever it turns out to be and take a long view.



Carissa Andrews 22:56

Sure. It sounds to me like a big part of your process, too, is also having fun doing it, like not just rushing in and hoping it's like a big money thing, but like to enjoy the process.



Martha Carr 23:07

Absolutely. It is. Yeah. Oh, absolutely. Anytime you can interact directly with fans, it ought to be fun and Kickstarters. I mean, you know, you get to interact more. So they're trying to support

you, as well as having a receiving something fun to do to Yeah, so it every time I thought, oh, I should be doing that, too. When I heard about something, I would think well, do you want to? I mean, let's have a little faith and just your Yeah, keep it fun and not overwhelming. And because there's a sharp learning curve, there are. There have been days where I was totally overwhelmed. And I think you're done for the day because we exited fun. And we're now in hyper mode. So we're just gonna go do something else. And it still all worked out. It was what it's wonderful.



Carissa Andrews 23:53

That's so smart to that's such a smart move when things are starting to feel overwhelming to just be like, Okay, that's, that's my call for the day. Yeah. What's been the most fun part of it so far? Like, was there anything that was surprising to you? That was fun?



Martha Carr 24:08

I think the most fun was a strange because it was the reviews because I you know, I was originally published traditionally back in the day back in the wayback day. And I nobody does that really in indie land. So it was fine to enter, interact, again with reviewers, and get those first early reviews where you're holding your breath, and it's exciting. It's exciting. And also you have more contact with that reviewer than an anonymous Amazon review. And they are really taking their time which a lot of Amazon reviewers do as well, but it can be a mixed bag or these days, you can just leave stars no review. Yep. So seeing those first that first review, which the very first one was from a blogger Anthony Vela, so I'll give him a shout out--he really understood the book completely and the fun in it. And so that yeah, that was fun to get a little feedback there. Also, another really fun part was holding the book.



Carissa Andrews 25:12

Yeah. And I suppose it's almost like that secret thing. Or it's like no one else has this thing yet.



Martha Carr 25:19


Right? Yeah. Also, another fun thing I did was on the back of the book, you know, I didn't have the reviews yet when I did the book. So what what was I going to put it on the back. So I did, I won't read all the names. But I did a thank you to the circle of women who heard about my new venture on my own, and said about time, let's do this thing. Everything is easier when surrounded by friends who only seek solutions, and believe endlessly in the possibilities in each other. I love that. And I listed all the women in my life who've been encouraging and supportive of this idea. And I love that that occurred to me, and then I did it, and also how much they were moved by being mentioned. So yeah, super glad I did that.




Carissa Andrews 26:03

That sounds like inspired action to me, like you just kind of got that inspired guidance, and it went with it. That's so cool. I love when that happens


went with it. That's so cool. I love when that happens.

 Martha Carr 26:11


Yeah, absolutely. And it also each little tiny inspiration, like that moment, like asking the artist to do the art on the back of the book. All those tiny little moments add up to like you said, it makes it so personal. So much more personal than a normal book release. And, yeah, and so much more of an event in my life. And sent me a book release is still great, still fantastic. But this has got a lot more layers to it.

 Carissa Andrews 26:42


Yeah, it makes it more or at least it seems to me it does, it makes it more of this true event where people can really celebrate together, especially since we have kind of this digital world that we live in. Now since COVID. It's even harder to get together for like those big launch parties that people used to do. So it's like a digital launch party.

 Martha Carr 27:01

And you get to do all sorts of fun cool things together with it's so neat the way it's evolved. And a lot of authors are actually is one of their stretch goals are offering a post parties, you know, a post online, right, where everybody can come and celebrate how it did. So just that's just a hint if you all come over.

 Carissa Andrews 27:24

And oh, I love it. Is there pizza involved with this one too?

 Martha Carr 27:29

Well, you know, there has to be and you're talking about the pizza Friday. You know, I started that during quarantine thinking I would do it for a few weeks because quarantine was only supposed to last for a few weeks. And I delivered five pizzas every time to people who won in the US because you're how to deliver pizza in Europe. And here we are three years later, and we're still doing it.

 Carissa Andrews 27:53

That is so cool. I love that so much. And it's it's been so hard. I've wanted to be there every single time and I'm like I've had like stuff come I was gonna say the S word--stuff come up. We're like dang it. I can't get over it today call yet.

 Martha Carr 28:06

Oh, yeah, well, you're always welcome first Friday of every month at 1pm Central on Zoom. Everybody's welcome in some people win pizza. I love that. That's so fun. What a neat idea. But the way that you treat your fans to things like that, and just how much fun you have is just so inspiring Martha it's great. And they are a family now too. They they check in on each other. So it's also made the Facebook group much more special. Because they have seen each other. Plus, TR Cameron who writes in my universe. They thought forever. That was me and he was at every pizza Friday. So we now refer to him as the AI TR Cameron is hilarious. He's laughing as well. But it was surprising that they didn't understand. Now that's a person who you've met many times in here, right?



Carissa Andrews 28:56

You're like wave say hi.



Martha Carr 29:00

That's exactly what he did. He laughed and waved. Yeah, so it's a lot of fun. Yeah, it's a lot of fun to get together with your fans any way you can. Yeah, I think a lot of authors kind of forget that. Because we are so isolated. Sometimes when it comes to like the creation of our stuff, trying to market this stuff. We forget that we're all just people enjoying these worlds together. And it's meant to be fun. It's meant to be shared. And like you can do some things like that.



Carissa Andrews 29:25

Right.



Martha Carr 29:26

And you know, if you're just getting started, or you've been doing this a while and you're a little burnt out. Kickstarter is going to be the best way I can think of right now to really get involved with your fans and have some fun with them and not just by yourself in front of the computer.



Carissa Andrews 29:41

Yeah, yeah. I love that. I've loved the way that this has expanded even just in the past year. It's expanded so much, and seeing how authors are using it like you and Paddy and Russell it's so cool to see how it's evolved and just continued to grow and and how authors are embraced.



Martha Carr 30:02

Yeah. Another author to give a shout out to is Claire Taylor.





Carissa Andrews 30:06

Yeah.



Martha Carr 30:07

So her genre, she's got a fiction one out there that she did. And her genre is more niche, and Kickstarter is perfect for it. Because unlike Amazon, where if you're in a tiny niche, you're not going to stand out very much on Kickstarter, it's going to be the opposite. And you're really going to be the one that lights up the place, because you've got a new kind of off the mark, you know, kind of idea. So Claire Taylor, if you're looking for something really fun to read, that's a good one, too.



Carissa Andrews 30:36

Yeah. And she had a really successful one not long ago with the Enneagram for Authors, the Reclaiming Your Author Career. Yeah. Love that book. So great.



Martha Carr 30:43

Yeah. super successful.



Carissa Andrews 30:46

Yeah, it was.



Martha Carr 30:47

I can see why because she did such a great job with it.



Carissa Andrews 30:50

She did.



Martha Carr 30:51


I signed up for that when she did that one. I'm also a fan of others. So I go on and look for fun stuff to read or fun stuff to have. So yeah, I'm on there as a author and as a fan of others.



Carissa Andrews 31:06

Yeah, that's really cool. And I think that's the the way that it should be. I mean, as authors if we were probably readers first, and probably creative, you know. So it's like, of course, you'd


were probably readers first, and probably creative, you know. So it's like, of course, you're gonna find things that you really like, and then you get extra bonuses and get to support the authors themselves. Like, well, yeah, what's not much fun.

 Martha Carr 31:25


And it's also fun to find somebody who's brand new. This is their very first baby. No one knows who they are. And everybody, every single person who pledges really makes a difference. And that's a lot of fun. I have fun doing that, too.

 Carissa Andrews 31:40


Yeah, that's really cool.

 Martha Carr 31:43

Authors who have a tremendous backlist, and mine is with Michael. So this in a weird way, this is my first book first book because it's me just by myself. But once I have a backlist, I can go on Kickstarter, offer the new thing. And then as rewards, you can add on special editions of other things that yeah, that they've never heard of, or they just didn't get to collect something. So yeah, you can go onto somebody else's Kickstarter and get 10 books. Because you have this one. You don't have that one. Ooh, she did a new cover for that one. Yeah, it's so much open space to do anything you can think of on Kickstarter.

 Carissa Andrews 32:26

That is so cool. I just think it's, it's become such a creative place. And it's allowing us authors to tap into the creativity beyond the writing of stuff.

 Martha Carr 32:35

Yeah, that's right. That's right. And it's giving us the chance, you're only limited by your imagination. So if you can think I mean, I'm very excited about the rewards for both too. But I'm not gonna say what they are yet.

 Carissa Andrews 32:49

That's all right. Well let to keep some secrets.

 Martha Carr 32:51

Right. And I'm really excited about those because I haven't seen anybody else do them. And I think it's gonna be super fun. And it's simple, but I I'm thinking it's gonna be super fun.



Carissa Andrews 33:01

Every time I hear you talking about Kickstarter, or or Paddy or Russell or Claire, even I had her on the podcast not long ago. Every time I listened to all of you talking about Kickstarter, it makes me want to do it again and try it with this new pen name that I'm doing. And I'm just like, yeah, inching closer towards pulling that trigger. We'll see what happens. I haven't made the decision yet. But it sounds so much fun. I



Martha Carr 33:25

Yeah. And I had been waiting for an idea. Like, you know, Patreon is something where you can get a subscription and sponsor someone, but it's also open ended, it never ends. And it just never appealed to me. It appeals to others. And it's really fun for them. Like Kickstarter was exactly what I was looking for. Where, yeah, where it's three weeks, and you can kind of build this pressure to the celebration, and then go on to the next one. Yeah, very excited.



Carissa Andrews 33:54

Yeah. And it almost makes you. I don't know if you've ever experienced this, but I know I do. Where it's like, you're getting excited for the launch of your book. And then it comes and goes, and then it's gone. Where with a Kickstarter, you get to celebrate that thing for three weeks and really kind of amp it up. Yeah, it just sounds like a lot of fun to do it that way.



Martha Carr 34:11

Right. Especially this is a trilogy. So I also know there's two others that will come right behind it. And by the way, if you're doing if you're the author doing a Kickstarter, think about how much you can build anticipation. So unlike Amazon, where as an author, you know, the most readers will always be in that first book, which means that first release on Kickstarter, you're going to have people come in all the time who haven't gotten book one, but they can as an add on. And so each Kickstarter will actually grow bigger. That's going to have the opposite effect.



Carissa Andrews 34:46

Well, yeah, that's nice to know that it's easier instead of smaller.



Martha Carr 34:50

Sure.



Carissa Andrews 34:51


Yeah. That is really cool. I mean, it's kind of like the series effect. I guess, with read-through but



Yeah. That is really cool. I mean, it's kind of like the series effect, I guess, with read through but in a better way.

 Martha Carr 34:58


It's it's reversed. Yeah, yeah. So when you put out a book on Amazon, which is a great place, no shade on Amazon clearly because I am all over it, that when the book is out, it's out. And if I find out about you late, I can go back and buy Book One any second of any day in the middle of the night if I want to. On Kickstarter, once it's over, it's over. But if you know it's a series, the author's kind of probably offer that book again, so that you can get one and two or one, two and three, so you're never left out. And so yeah, your Kickstarter will grow. Yeah, one as a backer, too.

 Carissa Andrews 35:36

That's pretty cool, too. Because then you don't have to feel like you've missed out. Oh, here's book three. Now. I can't get the other ones.

 Martha Carr 35:41

Yeah, exactly. I mean, or you missed out on the special edition. Like you can still get them somewhere. But you want them you want them all to match. Yeah. And I totally get that. Yeah. And so on Kickstarter, you still can. Yes.

 Carissa Andrews 35:53

So much fun.

 Martha Carr 35:54

And then so I'm offering enamel pins this time to keep it simple. And next time it'll be enamel pins and something else. And then so yes, you can still go back and get the whole shebang of somebody's offering. You didn't miss out. That is so cool.

 Carissa Andrews 36:09

I love it. Well, Martha, where do people go to find this Kickstarter so that they can obviously jump on this? It? Or where do they go to find you and your books.

 Martha Carr 36:19

So you can find me at [MarthaCarr.com](http://MarthaCarr.com). And that's where the store will be as well. When this is done that the store will start up. And the link I believe you're going to offer to them for Kickstarter. But you can also go over to Kickstarter and put in Martha Carr. And since this is my

Kickstarter. But you can also go over to Kickstarter and put in Martha Carr. And since this is my very first one, I will pop up with just this bucket will be super easy to find.



Carissa Andrews 36:42

Right? That is so great. Well, Martha, thank you so much for being here and talking about your Kickstarter experience. When we talked last time, I was so excited that you were doing this and I wanted to like get you back here so we could talk about it again, because it's just so much fun to speak to you and to see you and to see what you're up to. So thank you for being here.



Martha Carr 36:59

Thank you so much for all your support of authors to this is really friendly and fun place to come and chat.



Carissa Andrews 37:05

Oh, well. Thank you.



Martha Carr 37:07

Well, I'm definitely gonna be pledging to your Kickstarter. I hope everyone else does, too.



Carissa Andrews 37:15

Well, thank you. I I guess I have to decide now. Yeah, I think I need...



Martha Carr 37:21

Yes. We're just all waiting.



Carissa Andrews 37:22

Okay. It's a yes. Then Martha just pushed me over the edge. It won't be until like, early 2024. Because I gotta get the books written first.



Martha Carr 37:30

Yeah, yeah, you can start planning now. And gathering information now. Yeah. So it's no pressure. You know, when people do that short term thing, all they did was put pressure on themselves to get it get it right. I've had hiccups along the way. I'll just throw it on every step.

But because I had so much time it wasn't it just wasn't a pressure cooker. Just I could stop for the day come back salva tomorrow.



Carissa Andrews 37:52

Smart. And that's so smart. I think we out there is we kind of got into this like role of doing things very quickly. But sometimes when we have that space, that yeah, it just it allows things to like work themselves out without it feeling like, like you said, so much pressure.



Martha Carr 38:06

Yes. And it also allows you to really write the book in a way that's enjoyable, so that I can go back and an idea occurs to me, I can go back and add it in. There's still time.



Carissa Andrews 38:17

Yeah. That's so cool. The readers appreciate that, too, I would imagine, right?



Martha Carr 38:23

Yeah. That. too.



Carissa Andrews 38:25

Cool. Well, thank you again, Martha. I'm so glad that you're here. And so glad that you shared everything with your audience and my audience about your Kickstarter. Thank you.



Martha Carr 38:34

Thanks. And I'm sure I'll see you again. Absolutely.



Carissa Andrews 38:39

Well, guys, Martha is a fount of knowledge when it comes to Kickstarter already. I mean, this might be her first campaign, but she's obviously been learning from the best. And so it's really important to like if you're in the process of putting this sort of concept together, to be taking words from people who are doing it, and their lessons and their insights, and making it your own and doing a Kickstarter that really feels good to you and doing it in a way that is sustainable for you in a way that feels like it is just exciting and challenging, but fun at the same time. I love that Martha really went into this, knowing that she needed to keep it simple this first time around like she's still learning the ropes. She's understanding how Kickstarter works. She wants to know how to utilize it in a way that feels like it is doable for her before she goes any deeper and really starts creating tears that are like, you know, completely crazy,

right? And I think that's something that all of us can really take some lessons from, because I don't know about you, but when I think about doing things like this, it's like my mind goes off in a tangent and I want to create all the cool things and like, get the gold foiling and the this and then that and the special edition whatever is and sometimes when we do that we overwhelm ourselves and remember the confused mind does nothing and we don't want to get to the point where we're completely confused and overwhelmed that we want to have fun with this thing and know that we're going to have a good time know that it's going to be easy to perform all of the tasks that are a part of the Kickstarter once it's been funded. And so I don't know, I just think it's really interesting to hear the conversations of the authors who are doing the thing right now. And they're utilizing it and blazing the trail for those of us who want to give it a try in the future. Now, for me, I've done Kickstarter in the past, but never in the way that it's being utilized right now. Like people are really using it as a fun way to get their readership engaged and to really go bigger, right. And as an indie author who is looking at expanding into a new pen name and building an audience, there's just something really appealing to me about doing it through Kickstarter and allowing that program that community to, I guess, help me reach further or helped me reach higher or help me just have more fun. Right. So it'll be interesting to see how that plays out next year. I am definitely leaning that direction. Jenny's trying to talk me out of it. I don't know, she's kind of a poopoo. When it comes to Kickstarter, she's not a huge fan of the platform, but I don't think she's seen things quite the way that I have lately. So there's a little bit of that going on. So I'll have to guess give her some insights into how it's all working and how it's gonna be a fun time. But we'll see how it goes. Even if she's not on board, you know, what if I feel like doing it, guess what's gonna happen? We're gonna do it anyway. Right? All right, guys. If you'd like to download the transcript of today's podcast episode, head over to [authorrevolution.org/181](http://authorrevolution.org/181). And you can get it there. Obviously, I'll have links to Martha's Kickstarter, I will have links to her website. If you want to get any of those head over to that same link [authorrevolution.org/181](http://authorrevolution.org/181). And you can get them all right there. Well, I am going to continue preparing for my Idaho Writers Conference, presentations that are coming up. There's three that I'm preparing. So that'll be an interesting endeavor. And hope this rest of the week goes really well for you. I hope you enjoy the process. Enjoy the Kickstarter for Martha car because there's some really cool tears in there. And go forth and start your author revolution.