

Episode 185

Tue, May 30, 2023 2:52PM 1:14:07

SUMMARY KEYWORDS

patreon, people, work, author, book, content, tier, tik tok, write, exclusive, chapter, happen, month, cover, put, newsletter, merch, mindset, platform, pay

SPEAKERS


Onley James, 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. Guys, today, we have a really great episode for you. I am talking with Onley James about Patreon. Now for those of you who listen to only his interview last year, we talked a lot about her viral success on Tik Tok. But if you were listening, you also know that she is doing incredibly well on Patreon. And now she's in the process of actually building out two courses for authors on how to best utilize Patreon. And so when you look at the success that she's having on this platform, it gives us some food for thought on what other ways we can leverage platforms like Patreon, or just use our author network to do more or to be better or to pivot in ways that help us to be more ourselves. Like for example, with myself, and you'll hear this in the podcast interview. I have been using Patreon more as my social platform in addition to delivering the extra content, like the chapters as I am writing them, and things like that. So there's different ways that we can utilize things like Patreon, or Kickstarter, or just our author platform in general, to make it more our own. And now if you're an author who's new to Patreon, and looking to change something up or wants to learn how to leverage Patreon, you're definitely going to want to listen to this podcast episode, because only has a ton of information that she's dishing out and you're gonna want to start taking notes right away. So without further ado, let's get into it. Hi, Onley I am so excited that you are back on the Author Revolution Podcast. The last time you're here was oh, gosh, it feels like a year ago. I don't think it was quite that. But it's it was quite a bit and we were talking about your success on tick tock and for you as an author. And we happen to touch on the subject of Patreon. Well, I've had my audience asking me questions about Patreon. And you are one of the people I know who is like so successful when it comes to having your Patreon running, you have over 1400 patrons and you're earning over \$14,000 a


month, just on Patreon alone. So I think you're kind of an expert in this field at this point. Now, Yeah, you totally are. So how long have you been running your Patreon to get yourself to this point?

 Onley James 03:16


I started Patreon I want to say maybe 2020 2020 or 2021? Like right around there. Yep. And for a long time, I didn't have a lot of subscribers, I think when necessary evils took off. I maybe had 35 subscribers. And yeah, okay loyal, loyal. With it, but I wasn't really offering too much. It was mostly just like read as I write, you know, that kind of thing. Like I would occasionally throw up like a little mini thick or I would throw up some artwork or something. If I had it. I would like people to have access to cover reveals blurb reveal stuff like that. But I really hadn't found like the niche of like what people really were looking for at that point. So there wasn't a whole lot of like exponential growth as far as like, seeing my list kind of expand until necessary evil started and then I had a lot more I could offer people in terms of like, content.

 Carissa Andrews 04:23

Did that clicking together happen with necessary evils? Did that help you then to create a better niche content creation, like calendar?


 Onley James 04:31

I wasn't really as committed to Patreon, as I should have been in the beginning. Like if I had if I could go over do it all over again. I would have had content ready to go before I started Patreon so that people not only had stuff immediately when they signed up to my Patreon that they could access but I would have like had stuff ready to go in that I wouldn't ever be You'd have to be worried about what's going on that week, I would have stuff like I would be working a month ahead, essentially, like, so. In that aspect, I wish I could kind of go back and do it again, I also would realize that everything is content. Everything is content. Like I have, I put up a sticky of like me trying to dry out sex configurations between for people with little stick figure drawings on a sticky note. And people went crazy over it. Like, everything is content, like don't throw away extended scenes, don't throw away scenes that don't make it into the book, don't don't disregard anything, if you wrote it, if you made it, somebody will probably want to see it. Even if it's in the rawest form, people like having that behind the scenes access, and the more you give them, the more they get hungry for it. Even if it's not like, what they signed up for, even if they're, you know, they signed up for the work in progress, or they signed up just for the money. But like, the more it looks like you're giving them, the more loyal they are as patrons.


 Carissa Andrews 06:06

Yeah, that's super cool. I think it's really an interesting side note for like social media in general to where it's, I think we, as creators, we get so hung up, either we get this idea in our heads that we're not like, no one's gonna care about that, you know, like, newsletters are the same way where it's like, no one's gonna care what I'm doing today, or, you know, the fact that I've had three cups of coffee and I'm addicted, or that I did a workout with, you know, Jillian

Michaels or who knows, you know, whatever it is, but yet there are people out there where that sets an example or it resonates with them. And they're like, oh my god, she's a person or he's, he's a guy that like I could have bumped into on the street. You know, and I think readers really love that.

 Onley James 06:43

I send out a weekly newsletter. And if I don't send out that newsletter, people yell at me. Like nice. It's true because I have a cereal that I run in my newsletter. And every week they get a check. Well, now it's every other week they get a chapter because keeping up with four chapters for a whole separate story was a lot. But yeah, so like every other newsletter is a serial chapter. But those two in between newsletters are nothing but promo for me. Yeah, and every time I send out a newsletter, it, it promos, my Patreon, and every time I get 50 to 100 new subscribers.

 Carissa Andrews 07:19

Amazing. Oh my gosh. So okay, you're talking about using your newsletter to get people onto Patreon. So let's, let's back up a little bit. If an author is new to Patreon and they're thinking about starting up, what's the first thing they should consider them? Should they start considering like the obviously the the way that it gets set up, but I'd love to know your your take on like the marketing side of things to can getting people onto the list. Where would someone new start?

 Onley James 07:43

You would want to start with making sure that everybody knows you have a Patreon in every way possible. At the bottom of every one of my newsletters, whether it's a serial one or a promo one at Rs has a blurb that says don't want to wait for my next book read it as I write it. Baba Baba Baba want to see many things on see, you know, the shipyard. And then there's a button that says Join my Patreon. It's right there. It's an every single newsletter, I never have to fix it, touch it, it's just always there. My link tree has my Patreon as the second link on my link tree. Okay, and I get tons and tons of hits, I would say 1000s of hits on my link tree, in the back of all of my books, that there is a Patreon. Pretty much anywhere I can talk about my Patreon I do. I put it on Instagram, every time there's a new chapter, my social media girl makes a little graphic, she puts it on there was like a teaser for it. And like, Hey, this is up on Patreon, you know, like so I used to never get subscribers because I didn't want to tell people, I had a Patreon because I never wanted them to think I was like scamming them out of money. Or I was being greedy or whatever. I hadn't really changed my mindset about that. Like no, this is just exclusive content I'm offering for an additional fee. This isn't like, Oh, you don't get this because you don't have \$5 A month or whatever. Like this.

 Carissa Andrews 09:03

Yeah. And you're not holding anyone to it.



Onley James 09:06

Yeah, and let's be real, if somebody really wants your content, \$5 is less than they pay for a cup of coffee at Starbucks, right? And it's only once a month. So it's once a month, I spend \$5 at Starbucks far more often than I care about, I can subscribe to 100 Patreon. So what I spend it's normal, right? You have to kind of stop looking at it as like people are doing you a favor and start just looking at it for what it is, which is an exchange of goods and services, you know, like you're offering exclusive content, and they're giving you \$5 plus a month depending on what they want from you, you know, and changing that mindset into more of a business mindset of like, people can't subscribe to something they don't know exists. That helps me really, like, realize that there's a lot of opportunity to tell people about my Patreon that I was completely overlooked.



Carissa Andrews 09:55

And that's a great way to bring people to your Patreon. I know a lot of people who will put up like, free first chapters of their stories on their Patreon, and then put the link to their Patreon, like, want to read for chapter one of my book, you can read it over on my Patreon, I know a lot of people will do almost like a radish type thing, where they'll be like, the first three chapters on my Patreon are free. And then you can like pay \$1 to unlock the rest of it or that sort of thing. So there's always ways to drive traffic to your Patreon, by even offering free content, or like you do using it almost like a social media feed, so that they're constantly over there anyway. And they might get curious about what the lock content is. Right, right. And it's got a lot of fun, too, I haven't seen a dip of any kind in sales or anything like that. And if anything, it's just been, you know, people trickling in, it hasn't been like this mass exodus or anything, but it's been fun to interact, been more fun actually, to interact with the people who are there, because they're more excited and engaged.



Onley James 11:39

They're much more engaged on Patreon. Like, when I put a chapter up, I get at least 60 to 100 people responding per chapter. Every time I put a new chapter up, it's like, real time easy. Yeah. And it's like, I basically have 1400 beta readers. So I know, in real time, if something isn't working, or something is tripping them up, or they don't understand something, like, and I can fix that as I go, before it reaches 1000s and 1000s of people where I can't fix it, or I have to take it back. Or they you know, they have to redownload an error. You know what I mean? Like so, it actually it works like a really symbiotic way. It's kind of really cool. And I know a lot of authors were like, you know, you give an art copy to every single one of your patrons like, doesn't that take away from your sales? I'm like, one they've paid for that art copy 10 times over. Like, by the time they get an art copy, they paid \$50 for it. You know, what are you talking about? Yeah, but also, I put up a book, like when maniac released on the 16th by the 17th. I already had 600 reviews. Hop on Amazon, yeah, left on this 2000 reviews, and it's March 2, or, like March. So it's because they were reading in real time. So then they get that part, they finish the story. And they immediately go and they review it on Goodreads and Amazon. So I'm getting like to have 2000 reviews in two weeks. Yeah, you know, there's far more benefit for me of using Patreon, like and using it during my work in progress. And then like the nurses, any drawbacks? There's definitely no drawbacks. And so many of my patrons will still go by the

book, right? Don't buy it. Right. Yeah, they'll put it on paper, you know, they'll read it and use it. You know, though, do Kindle Unlimited, and I'll read through it again. Like so I'm, I really don't lose money in any way on Patreon. Like, there's no downside to Patreon.



Carissa Andrews 13:47

Yeah, it's just such a neat, neat platform. And the way that it's evolved over the years has been really cool to watch too. I remember signing up for it, like, I don't know, probably 2017 And it looks so wildly different than it does now. So it's it's great. And I think the way that it can be molded to the like author into the reader is so beneficial the readers can interact and they do interact in a way that they haven't at least I haven't felt on social media for a long time. Like you get a heart and then they go where if these people are reading it they're like oh my god, when's the next chapter coming out?



Onley James 14:23

Great Farrell for it and then yeah, other people like so it's word of mouth. And it gets your audience that isn't on Patreon excited for like when the book launches so you have that buzz and stuff, the anticipation sort of built in to to Patreon which is awesome. And you know, it all kind of just feeds into the rest of it. You know, people talking about it like when I put graphics up for my my next book is called palette and when I put graphics up for palette and people who are reading it on Patreon will rave about it in the comments. And then that gets people excited and curious, and then they'll go to Patreon. And they'll be like, you know, I don't usually read books as they're written, you know? Yeah, yeah, I'm gonna do it this time because I can't wait. One of my readers calls it literary edging. I love it. Like, that's, like, that's what you do. You're like you literary theory, you do literary edging like that you make everybody work for every chapter or whatever. And I'm just like, I loved that. I just thought it was such a great like saying, break had to be developed a new kink, right. But like, but it all works together. You know, like, the whole, the whole thing has just really gelled like together really organically, like I didn't set out to like, like, with any grand master plan, it's all been like trial and error and figuring out just exactly what works and how, and then kind of trying to, like, make that do that on a bigger scale, you know, like, and, and honestly, it's, it's a lot about manifesting it. I was like, I hate saying that, because I know a lot of people just roll their eyes. But like, the beginning of the year, I was looking at my goals, and I'm like, Okay, so my goal is to make 16,000 a month on Patreon, by the end of the year, if only \$5 subscribers sign up, that means I should I would need like 2200 subscribers, but I'm like, I'm not gonna look at how many subscribers I'm going to how much I want to make some like 15,000 ish a month will bring me approximately \$250,000 a year, just off the Patreon. And as soon as I wrote that out, and I stuck it on my little board, all of a sudden, the numbers just started going, I only had \$12,000 at the beginning of January. Yeah, now hearing and it's March 1, and I'm already up to like 14, five ish, a month. And that's just monthly that doesn't, that doesn't even bring in what I make yearly every month, like people sign up for the yearly memberships. So I will get that like whole year in that month. So like last month, I made almost \$22,000 off of Patreon, holy cow, that's yeah, in between monthly and urine subscribers, you know, and the other thing I did that makes a huge difference is I kept my larger tier. So my \$50 a month tier is only 50 subscribers, but was now it's 100. And I did that because one, I wanted it to be very exclusive, because I do give a lot more content away at that level, because I do the book classes for the \$50 tier. But to the more exclusive it feels, the more anxious people are to have it. Sure. And so in January,

because I had Cafetiere. And people have been like, when are you going to open it again? When are you going to open it again? I was like, Screw it, I will add another 50 opening. So it'll be 100. And then when that closes, I'll wait until next January, and I'll open another 50 If, if it's still maxed out. And in two days, I had maxed out those 100 Because I was like when they're gone, they're gone. Yeah. And people like I want access to those book boxes. You know, and, and so like, by offering just that once a year, you know, it makes it more exclusive, and it makes it more like time sensitive. So people want it. It's the same thing when I sold those book boxes, you know, my book boxes are super expensive. They were almost \$300 You know, but when I told them like listen, you've got there's only 100 of them. When they're gone, they're gone. They sold out in five minutes. You know?



Carissa Andrews 18:45

Right, right.



Onley James 18:47

So I have learned that that by making something time sensitive, that it really does cause this sort of like, I need it now kind of thing because I might not have access to it again. And I'm the same way. Like if you give me like, like, oh, I want that. And it's like, oh, but you've only got this month with I will be so anxious until it's in my hands. Like, but I didn't know if that made me the outlier. Or if there are other people out there like that.



Carissa Andrews 19:12

Created the term FOMO for a reason. Yeah.



Onley James 19:16

Yeah, and it really is true. So like, if you make if you make it something that you know, something they really want, like they will they will pay you for the opportunity to have it, you know?



Carissa Andrews 19:28

Yeah, for sure. And if you're giving them that content that makes them feel good. You know what I mean? Cuz it's exclusive because it's fun, because it's entertaining them and it's doing the thing that they are wanting it to do. You're you're hitting that market perfectly. Yeah, yeah. So let's talk about your tears because you do have some made some amazing tears. And I know authors when they first start out with Patreon. They kind of get stuck in that realm. It's almost like doing a Kickstarter where they're like, I don't know what to do with these things.



Onley James 19:54

Don't get me started on Kickstarter. Because I was on Kickstarter. And it was like Hey, I look like hieroglyphics. I'm like, I don't understand any of it.



Carissa Andrews 20:05

So how would you recommend or how did you come about creating your tiers so that you knew what people were really looking for and how to break them down in a way that made them either want to do the next level?



Onley James 20:18

So I kind of looked at it from the beginning, like, I sort of modeled it in the very beginning after another other friend of mine, North Phoenix, because she had been doing good on Patreon. And her tiers seemed to make sense. It was like the \$5 tier got, like one Work in Progress chapter a week, they got access to like the mini fix, and they got access to like cover and blurb reveal type thing. And then the next tier up, which was I don't remember what hers was, but I went to with \$10, they got up to three chapters with a work in progress a week, and that sort of thing. So in addition to what you get in the, the, you know, \$5 tier, and so for a long time, I only had like \$10. And then I think I had like a \$20 tier, and the \$20 tier really was more about like upgraded merch, and you got like a signed paperback. And that was fine. When I really didn't have a whole lot of Patreon, you know, like involvement or so. It did, okay, it wasn't until like, I really started to see a lot more movement on Patreon, that I was like, okay, these tiers like, they're there. All right, but they're not really working for me for what I wanted for them. But that's when I really started looking into the merch options that Patreon had. Because I was like, I can send out books easily, right? I can send out hardcovers or paperbacks or whatever, easily, that's not a problem. But I can't create my own, like inhome merch store, and there was no way to merge that my other merch shop with Patreon, there just wasn't a way to do it so peaceably and easily. So I was like, I'll let Patreon do my exclusive merch for Patreon. And I will keep Printful slash my merch store on my website separately that way, you know, I don't have to worry about who's who's owed what when. Because Patreon handles that they know, every three months, somebody's do something and that's their problem, not mine. Because if I have to keep up with who gets what when they're never getting it, because that's just who I am.



Carissa Andrews 22:32

But at least you know that about you! HA!



Onley James 22:35

Between my autism and my ADHD, they're never getting it, it's never happening, my object permanence issue will will make everybody very sad. So I looked into Patreon options for merch, and I was like, my lower tiers, my five and \$10 tiers, they get, like mini prints, they get stickers, stuff like that. That's all like still merch that they want. It's just on a smaller scale. Yep. And then the only real difference between my 10 and my \$20 here is that the \$20 tier gets elevated merch. So they get posters, they get mugs, they get t shirt, so a little bit higher quality, a little bit like bigger items, but still all the other stuff stays the same. So it's, it's that's

really the only difference between the \$20 and the \$10 tier, but it doesn't matter because they still sign up for it. They want that elevated merch, so they will still get the \$20 over the 10. And then the \$25 tier, they get a paperback every time I launch a book, so they get assigned paperback, and that goes to them. Once the book you know, is is live. And then for a while the \$50 chair got assigned hardcover. But now what I do is instead when a series and they get the exclusive book box with all of the special edition covers signed a bunch of artwork that is only for the book box. And then like certain exclusive artwork by Heidi, who does all the really nice artwork in my merch store. She does exclusive stuff just for the book box. So there's like, it's basically like a book box you would see from like fairy loot, or one of those sort of things, but it's all exclusive to my books, and that specific series. So now that's what happened. Like for the \$50 chair, they just have to kind of wait a little bit longer for it, but then they get that exclusive access for free when other people pay almost \$300 for it. So...



Carissa Andrews 24:34

That's awesome. So do you create exclusive covers just for Patreon? Or are the exclusive covers for other reasons as well?



Onley James 24:42

No, they'll still be available. And that's what I tell people like everything, like all of the exclusive special edition cover books will be available in my merch shop. Like they'll still be able to buy all of the books, but the artwork, they'll never be able to have that the bookmarks they'll never have that. All of the stuff that Exclusive artwork and stuff for the book boxes will only go to patrons and the people who got access to that those book boxes, but all of the other stuff they can still buy in the store because I'm not trying to make it to where it's like something that they'll never have access to. But like sure, you know, for that money they pay every month they should have access to stuff, some stuff that nobody else will ever so like some of that is exclusive to those books.



Carissa Andrews 25:26

That is really cool. I love that a lot. I've been thinking like how do you go about doing your exclusive covers? Do you have a printer that you work with? Or is it like something that you design through Ingram Spark or something like that and it just happens to be an exclusive?



Onley James 25:38

For necessary evils, Molly, I have a you know cover designer and stuff. So she made the the artwork and everything for the for the book boxes. And they're doing these are being done to Ingram. Now obsidian flame crate, they're doing an only only book box like an exclusive one with just my next book coming out Paladin, and they have all kinds of stuff that they're doing. And they have a printer that exclusively does, like really fancy cover. They do like the sprayed edges. Like they have access to people who do like the foiling on the top. So going forward for Paladin, and those books, those boxes for Geragos boys, those might have a little bit more upgraded elements to them, because I'm working with Rachel in them over there and Taylor.

And they're kind of helping me find like the right printers in China and places like that, where they're willing to do like, you know, fancier things that I didn't have access to for necessary evils. But the covers are necessary evils are badass anyway, like they were they were really cool. She did such a great job. The covers underneath the desk jackets are so cool. So there's there's still a lot of really good stuff. But this was all done in house versus probably the future ones will be done with some outside printers.



Carissa Andrews 27:01

Gotcha. That's really cool, though. It's nice to see like what the options are, too, because authors are often like, they'll look at it and go, I want to do that. But I could never do that in Yeah, you can.



Onley James 27:11

Yeah, exactly. And that was the nice thing about like, having Rachel and Taylor is they're like, no, no, this is what we do for a living. So this is we know all of the people. So so having them as an asset is is really helpful. And they've been so sweet about sharing research and stuff like that. So I'm lucky in that I tend to just meet the right people at the right time and go from there.



Carissa Andrews 27:36

Just because you're having fun and manifesting, obviously.



Onley James 27:39

That's right. I really, I'm really, like Yeah, give me like I'm insane. But I'm just like, no, like, like, seriously, like I made it happen. And I tell everybody, like I had a nine hour physical on Tuesday. So I was literally in the doctor's office from 930 in the morning, until late at night going from CT scans to like nutritionists to doctor like for like just everything. I was all over that hospital. And everywhere. Everywhere I go people say the same thing. What do you do? Because I'm doing an executive health physical, and I don't look like any executive any of them have ever seen. I've covered in tattoos, you know, and they all look at me and they're just like, and I'm like, I write romance novels. And they're like, why? You know, like, yeah, romance novels, gay romance novels about psychopaths. And they're just like, Can I get your name? Like, everybody wants to click? I'm like, okay, but just know, like, what you're getting into, and, but like, people will say like, how did you make all this money? Like, writing about gay psychopaths falling in love? And I'm like, Yeah, because I made it happen. And like, everybody just wants to hear more like, I get asked so many times, I was like, tell my story. You know? It's a simple story. And like, I just decided it was mine. And it is.



Carissa Andrews 29:04

I love that you just said that. Because I say that all the time on the podcast and anywhere where people will listen, deciding is your superpower, you just need to make the decision. Love

where people will listen, deciding is your superpower, you just need to make the decision. Love that.



Onley James 29:14

You have to say that it's yours. And like that you're ready for it? Because, you know, yeah, first provide that the cheat code, but you have to actually know how to like, use it.



Carissa Andrews 29:25

Yep. And you do that by deciding I love it. It's so cool. So when it comes back, going back to Patreon here, when it comes to Patreon, have you gotten any like surprising feedback from your audience? Anything where you're like, I did not expect that.



Onley James 29:39

I get a lot of feedback in that. Like some people will say, you know, I really didn't see this character doing something like that. That's really interesting. Like, is it because of XYZ like no, like, they'll ask me for further explanation. And they'll be way more on the money than I was when I did it. Because you know, it's like, you know, they Always say like, Oh, why do you think the author wrote the curtains for blue? And the author's like, because I just wanted blue curtains and everybody's like, Oh, the manifestation of how to? And it's like, it's never it never is that at least not consciously, you know what I mean? Yeah. And that's like, a lot of times people will put connections to my books that I never connected, like the dots never connected for me. But that's why I did something. But like, they all pick up on these, like, very subtle things. And they'll be like, Oh, that was an Easter egg, right? Or no, I'm just like, sure.



Carissa Andrews 30:31

Totally was.



Onley James 30:37

I've killed off the same character in my book twice now. And nobody's picked up on it. Name name at all, in the name at all, and they just didn't pick up on it, which I don't know, like, I've met. And people always think it's by design. And I'm like, Okay, it's like, yeah, like, I get a lot of a lot of feedback in that respect. If I get some nasty comments, you know, or, especially when I put up the the one six, about well to about, like, the foursome, the two couples being together in a relationship, but also, like, sexually, obviously, I get a lot of harsh feedback about that, because it's either them saying, your characters would never do that, like, they're my characters, or the other one, or just like you've ruined the, you know, the whole idea of this, or you've ruined that. I've had people send me emails saying that.



Carissa Andrews 31:31



Like a fact that you tap into that, that's great, because you're, you're spurring on, like something visceral. That's right, awesome.



Onley James 31:38

I'm making them mad, which means they liked it enough to get mad in the first place. And I had to kind of start looking at it that way. I had to kind of be like, Okay, well, at least they cared enough to be mad. But I also now put a huge disclaimer in front of any of those chapters on Patreon, saying, This is a thick with these four characters and sexual situations. If you do not like it, keep scrolling, don't leave me nasty comments, because you read it, and we're mad that you read it. Just don't read it and be happy. And scroll on. Like, I had to be like, I don't want to hear your negative feedback anymore. Like about it. Duly noted, I'm going to do it anyway. But there's far more people who want it than the people who don't. So I'm going to give the 1000s of people who want it, you know, over the three or four that don't like, you just have to look at it that way. So it's sometimes hit or miss, you know, because like I said, you never know what comments you're gonna get at the bottom of the screen, like your Oh, you know, but totally worth it anyway. And sometimes I get a little hurt about certain things people say, but then I'll think about it and be like, okay, yeah, no, that makes sense at all, like, go back, and I'll kind of like, recalibrate, like, yeah, what I was thinking, but other times, I have to be like, that's one person's opinion. And I see 1000. And they're entitled to that opinion, and I'm entitled to ignore it, like, you know?



Carissa Andrews 33:01

Is there anything specific that they that you found your audience really loves you to do on Patreon? Like you doing your mini fix or doing your artwork? Like, is there something that you do that they're like, "Oh my god, this is the best."



Onley James 33:13

By far the biggest draw are the mini fics. Okay, I will put up I put up mini fics, especially if it's something that people say all the time, like, Oh, I really wanted to see, like, I had one. One of my MCs like, was with a girl before he found the guy he ended up married to, and his ex girlfriend was a real bitch. And everybody was just like, they call her the ice queen and all that stuff. And they wanted to see a minifig of what happens when Jericho, his new husband, and her came face to face with each other in a situation. So I was like, okay, so I wrote that out. And then I just threw it up there on Patreon. I was like, hey, that's Vicki. We're all we're hoping for? Well, it's there for \$5 if you want it, yeah, a bunch of people signed up like and that was how I came up with a hole for something. Because everybody kept saying, like, oh, they would be so great together. Like, it makes sense that the four of them would all just end up together in this kind of like molecule type thing. Like, it makes sense. And it made sense to me too. But I when I had kind of brought it up before it got so much pushback that I was like, Well, I'm never going to put that in the main series because it will take it from mainstream to kink, and then I might lose my audience. And I don't really want to do that because I've somehow managed to ride this weird line of like, psychopaths but not so dark that it's not mainstream. And I didn't want to lose that to like something that came out as being too kinky. So I was like, Screw it. I'll put up

one test fit. And if it does, well then I might do more. And if it doesn't, whatever, no harm, no foul, and I put it up and I got 300 subscribers in a day. Holy cow. That's amazing. Yeah. Yeah. 300 subscribers in one day off of one 3000 minifig that took me literally two hours to write.



Carissa Andrews 34:59

I was just gonna ask my Like how big are these mini facts, okay to sell 3000 words.



Onley James 35:03

Tiny 3000 words, maybe, like, maybe. And it's just, it's just knowing what it is that the audience wants. And they'll tell you, all your audience, they'll tell you what they want to see, they'll tell you, the couples they want to read about, they'll tell you the scenarios they want you to write, like, they will give you everything you need to write. You just have to actually have the time to do it. It's kind of like writing fanfic for your audience, you know? Like, it's really what it boils down to, and like, why not let people pay you write what they want you to write, you know?



Carissa Andrews 35:40

Yeah, yeah, for sure. Oh, that's super cool. One of the things that I have not done, I think it's just because like, I do so many different things that I'm like, oh, adding one more thing sounds like work. But when you put it like that, where it's just 3000 words, it's like, oh, shoot, I could do that, like you said, in two hours, and then be done with it. It's like, that's a chapter.



Onley James 35:58

There's no mindset to it. Because they're telling you what they want you to write about the character, you've got the scenario, you just have to fit it on the page, you know, in the way that you do. And that's what they want is they want your voice. You know, right, that's super cool. Giving them the theme that they wish they had gotten to read. You know?



Carissa Andrews 36:01

That was really cool. I liked that idea a lot. Maybe I'll have to start incorporating some of those at some point down the line. That's interesting. Now I gotta poll my audience. Thanks, Onley.



Onley James 36:29

It's the biggest help sometimes. So they give me too many options. And I'm like, Oh, God, like, I'll have three ideas. And I'm like, What am I? There's too many. Now I have more work to do, because now I have to decide which one.



Carissa Andrews 36:43



Carissa Andrews 36:43

Right. And I was like, well, that's okay. I've got a spreadsheet that I'm set for the next three years. It's great. Exactly. Sorry. You're never getting another poll guys until I run out. Sorry. Oh, that sounds smart. So what about new or not? We've talked about new authors. But what about authors who are already on Patreon? who are trying to make it work, but they're not quite sure how to, I don't know, I guess bridge the gap between where they're at and where they want to be with Patreon. Do you have any advice for those people? Because they're a little bit different. I feel like.



Onley James 37:14

Yeah, they're definitely different. The nice thing about being an author who is established is that you have an audience you have what every newbie author wishes they have, which is like an audience. So you need to be using your newsletter, you need to be using your social media to let people know that you have a Patreon. And to even ask them, like, hey, what do you want to see? On my Patreon? What would be enticing enough for you to be out \$5 Every month, to to go to my Patreon, you know, and some people are just like, oh, I never spent \$5 Like, you know, but it's a lie. It's a lie. Because if you make something interesting enough, I see people say it all the time. Oh, I hate Patreon. But I subscribe to yours. Because, you know, only Patreon is so worth the \$5 or \$10, or whatever. Because I'm constantly putting up content. And if you're constantly feeding them, they never feel like it's a waste of their money. Like if they know even if you only put up twice a week, as long as you consistently put something up twice a week, they're getting what they paid for. And that's all that really matters. So with an established audience, is one a matter of figuring out what they want from you? Is there two characters that they're constantly asking for, as they're always like, oh, like these, these two characters, like, I really wish they had hooked up in this story, or I wish I could have seen them do X or, you know, like, I want more about them, like what happened to them after they got together. Like, I want to see a day in the life of like, what they do. I use it for for like, basically beta testing characters. Like I have the watch coming out. It's like a whole series of basically, it's like a school for assassins. So originally, it was going to be like students falling in love with like the teacher kind of thing. But then I had these two characters that showed up in the first chapter of the first book. And everybody was like, Who are they? And I'm like, those guys. There's nobody there just throw away characters. No, like, no, no, we want their story. So like, just for the hell of it, I put up like a little mini thick on Patreon, of the two of them, like having sort of like a, like a, I don't know, write like a hook up in the parking lot. Like even though they hate each other of this bar. And I threw it up on Patreon and I was like, waiting to see the reaction. And they're like, yeah, no, we need that book we need and it reshaped how I'm going to do the whole series because now I'm like, I don't really want to tie myself to the idea of like, the student teacher saying like, why can't it be two students like meant to be like the two teachers like, just like, I don't want to lock myself in and now because I have that real time feedback. I know that there's an end interest in them, just, you know, as to students or whatever, however you wanted to, you know, do that. So you can always do that too. Like, if if somebody like if something is kind of brewing and you're like, Hmm, is it worth putting my time and effort into, you can always do something like that throw out a first chapter or, you know, an outline or anything and just be like, What do you think about that? And is that intriguing to you? And they will tell you like, yes, absolutely. Or none on my thing, like, or, you know, and I never would have put those two together because one of them is Pascoal like an absolute jerk. And I was like, he's such a jerk. He's not even remotely redeemable. And that he's a jerk. And the other one is so nice. And they're like, no, no, that's our kryptonite. Like, no, no, we we need you to make this...



Carissa Andrews 40:45

It's like the new "grumpy - sunshine" thing.



Onley James 40:48

Yeah. And like, get, like, put him in his place, like, and I was like, okay, I can do that. So like, it's a matter of like, really kind of gleaning deep down like what? What is like, T. Taylor and her like, you know, what's the butter, you know, like, universal butter? Like, you want to find out what it is exactly? Like, you want to find out like, your audience? What is that butter? Like? What is it that's worth it to them? To go to your Patreon and pay you \$5. And I always look at the \$5 tier because like, to me, if I have 10,000 people at the \$5 level, that's still \$50,000 You know what I mean? Like, yeah, every everything is, like, there's nobody who's not valuable to you on Patreon. Like, yeah, even people who look at your free content, if they're, if they're interacting with you, they're valuable, you know, to you, they're, they're your audience, you know, so I just kind of look at it that way. And, and with your being a, like a, an established author, you just have so much more opportunity, if you ask for them, if you ask them. Like if you act like people are doing you a favor, by looking at your Patreon, or whatever, they're going to see it as them doing you a favor, where you have to be like, Hey, did you did you know that like, I have all of this over here that you like, could look at anytime you wanted to, you know, like, yeah. And, and I reuse so much content for lunatic, I needed to hit a certain preorder goal for myself, or, you know, just my own personal ego.



Carissa Andrews 42:29

It's good to have goals.



Onley James 42:32

And I was like, I'm not hitting this goal. And I still have three weeks. And so my business partner was like, why don't you bundle the mini fix that you have for unnecessary evil from Patreon and offer that as a preorder bonus to people who preorder in advance and show you that they preorder nine, and that's what we did. And I hit my phone, I went smashed by boom. So it's, it's all about like, working smarter, not harder, like and like I said, everything is Ponton. Like if you wrote a chapter in it, and didn't make it into a book, because it just didn't flow. I didn't help on Patreon. Like if you had a story idea, and you were just like, riffing, and you're just like, You know what, like, I don't know if it's anything or not, you're like, Hey, guys, this is what I spent my night doing. Do you think it's worth it? Or not? You know, like, like, anything is possible, because they're always so interested in what the process is that you're doing. You know, so I just never, I always have to think of it that way. Even if I like. I'm probably anything, like I said that sticky. That's stupid, sticky. Like, I didn't think anybody cared about that. But I made a joke about it in my Facebook group, like, you know, when you're doing a four way scene, and you have to, like you have so many people involved, you have to like, try to like, diagram it on a sticky note, like and then like, let's just say the stickies were like the stick figures were anatomically correct. Yeah. So like, people were like, We need to see that sticky. And I'm like,

I'm definitely not putting that up on Facebook. I'm like, but I'll put it up on Patreon. And so like people went over to Patreon to look at that, like, there's really nothing that people won't pay to see if you just give them what they want. You know?



Carissa Andrews 44:17

Well, and I think it's so cute. What when you find that thing that you really enjoy and the thing that you love, and you're, you're coming from that place of this is exciting to me, this is so much like so exciting and so interesting to me. You're doing it from like a completely different level different energy level than anytime you're you're doing something because you number one think you have to or think you're trying to chase \$1 or, you know, when you're I don't even know burnt out but you're trying one more thing. It's a completely different animal and energy and so those people notice it, they come to you and you're more like a magnet when you're operating from that place.



Onley James 44:53

Yeah, yeah, you have to be you just have to shift your mindset and I think This is the biggest problem I have like to get past with other authors is like, you have to stop being grateful for every sale like you didn't earn the money, right? Like, you have to stop being like, Oh, thank you for wasting your time on me, like in this weird sort of like masochistic, like, energy. You know, like, I don't deserve the sale or I didn't work hard enough for it. I didn't like, you know, like, we've gotten to a point where we're like people are so into this, like, a book a day, like, I want you to write a book every single month, like mass market, like, people are consuming things so quickly, that we get to a point where there's so many options, we think, Oh, well, they, they chose me, like, so I should be grateful because they could have picked XYZ, you know what I mean? And you just have to kind of stop thinking about it in terms of like, a popularity contest. Or, like, whatever. Like, if you write a book and it's good, and they like it, they will come back for more. It just is what it is. You know, like I said, a lot of people you say, Oh, you got lucky because that girl found you on Tik Tok and your series blew up. But if she had found me on Tik Tok, and she hated the book, my series wouldn't have blown up. If I didn't write a good book. It wouldn't have mattered who found me. Right? So you have to look at it that way. Like, yes, luck definitely played its part. But if I hadn't done my job, I still wouldn't be anywhere, whether she found the book or not. Like if Oprah found the book, and it sucked, she would have just thrown it away. And I don't I mean, it doesn't matter who finds your your stuff, if it's not up to par. But at the same time, you have to stop acting like every sale is a miracle. Like it's not supposed to happen. You write a book and people like it, and then they buy more of your book. Like, yeah, just how the world works.



Carissa Andrews 46:57

I think that was one of the things that kind of blew my mind when I first started listening to Amanda Francis, because she was talking to like, because I was still in that place where it's just like, very tentative for sales. And she was like, people love to pay me like that is her like base operating system. People love to pay me people pay me because they love what I'm doing. They I have something to say and they need it. And they'd love to pay me and I'm like, oh, yeah, yeah.



Onley James 47:23

People go to the movies to be entertained. They pay 11 to \$15 a ticket to be entertained.



Carissa Andrews 47:29

And then spends tons of dollars on other stuff.



Onley James 47:32

Yeah, exactly. And I write books. But it's kind of the same thing. Because what happens people come to me they read my books, right? Then they get on merch, right? So that's like the concession stand. And then they join my patreon. And that's like, the subscription service. You know what I mean? It's like the Netflix of it all. Like, but if, like, if they weren't entertained it, they wouldn't, it wouldn't be worth it to them. They're getting something out of it just like you are. It's not a one sided exchange. Like you don't need to be grateful for like every sale like like somebody do you a favor, but your your deserve to make money doing this. Yes, this whole the whole starving artists thing is a myth. Like, like, you don't have to suffer for your art.



Carissa Andrews 48:14

You just need to decide you're worth it.



Onley James 48:17

Yeah, yeah. Yeah. I don't feel guilty about what I charge for my books. I don't feel guilty for having merch. I don't feel guilty for having a Patreon that's successful. And I won't, I won't feel guilty about that. I don't feel guilty for what I charge for my eBook. Like, I, I work really hard at what I do, like, like, I work 10 to 15 hours a day at this.



Carissa Andrews 48:42

Yes, I think when others hear that, there's gonna definitely be people that are like, holy cow, she is really confident. But this is exactly the thing that I've been talking about on the podcast for I don't even know how long now where we have to be confident in ourselves enough to know that we are worth this thing. And if anytime you hold, like that jealousy thing, or that feeling of like, Who does she think she is? That's actually just you going, Hey, I wish I had that thing. I don't and so therefore, I'm gonna put blame on them. That's, that's keeping you stuck. So you got to let that go drop that shit. And like, realize you want it too.



Onley James 49:19

And I get that a lot. I've hit a certain point in my career where I've now seen how easily people

turn on you when you get to a certain point in your career. And a lot of people are really angry at how I run my business, and that I'm successful at what I do. Like, they really are like, they think I charge too much. They think that I think I literally had somebody come to me for help. Or while somebody came to me for help, and for the Patreon and with marketing, and we had a whole 90 minute conversation. And at the end of it, I was like, you know if I can make this work, anybody can make this work. And she said, Yeah, I've read your books. cuz I really don't get what all the hype is. She's like, they're all right. But I really don't think they're anything special. And I was like, All right. All right. All right.



Carissa Andrews 50:08

Well, I was humbling. Thanks, I guess.



Onley James 50:10


Thank you, I guess. I mean, all right. And I'm sure like to a lot of people, she's right, like, but but I don't write the books for them. I read the books for me. And I'm lucky that a bunch of other people wanted to read the stuff that I wanted to write. But like, a lot of people have that whole thing. Like, I don't get why you're successful, and I'm not. Yep. And it's like, it's because I went in knowing I was going to be successful in it, because I, I made a deal with myself that I wasn't going to settle for one. And I wasn't going to apologize. And I wasn't going to say that I don't deserve this, or that I didn't do enough to earn it. Or like I have all this baggage from like, you know, like, low self esteem stuff. Like I put it all aside, and I was just like, No, I'm a good writer, this is going to take off, this is going to work and it has to work because I'm not gonna accept anything less. And people can't get past that a lot of people cannot see that all the excuses they make, and all this stuff like that. Like, everybody's always like, Oh, no, it's not my fault. Amazon did this, or it's not my fault. This happened. And it's not really a matter of fault. It's a matter of mindset. You know, when when you go in, and you believe that you can't do it before you even tried. You're never gonna get past that you're never, you're always going to be waiting for the other shoe to drop of like, the next disaster to befall you. And then that's all you ever see. That's all you ever see is the bad stuff. You never see the good stuff. And you and I've had this conversation where sometimes I'm like, I don't even know if this is working. And you're just like, no, keep going. You're like mid manifestation, like, you know, this is for you. Because sometimes you do start to go, Okay, well, there's some bad things happening. So maybe, maybe I'm not believing hard enough. Or maybe I'm not doing enough. Or maybe I'm not seeing enough or any, you have to just realize that even though bad stuff happens, it's not all bad stuff. Like the universe doesn't just change its mind. And like, you're just like, the world is still turning like just because bad things are happening doesn't mean your manifestation isn't working. It just means that the world is doing what the world does. And you just have to keep going, you're going through hell keep going. Just keep going through your manifestation.




Carissa Andrews 52:31

Exactly! Well, and Abraham Hicks talks a lot a lot about like how we don't live in assertion world, like there is no such thing as assertion. So when shit goes wrong, it's typically because you have something in your frequency, your vibration that's allowing it in, and as long as you clean up that vibration, it goes away, right, and everyone has those thoughts that will creep

back in because we have wiring that maybe we've, like, fed over the years. And so every once in a while you're a fear will crop up or a thought will crop up where you're like, oh, but as long as you just go, that's nothing, let it go and keep reframing, you're just gonna keep doing better and better.

 Onley James 53:06

Yeah, and sometimes I have to, like, sit down, and I have to look at where I started. And I have to look at where I am now. And I have to be like, is this as far as I want to go with this? Or is it like, I have to appreciate where I'm at now. Because like, whenever I hit my next goal, I kind of tend to just go okay, well, that was great. But like, it's not this goal. Like, always, like chasing the next goal. And sometimes I forget to stop and go, Holy shit. Like, I saw what I made. But I thought when I made last year, I actually thought it was an accident. I thought it was a mistake. I called my accountant and I was just like, I was like, I think you made an error. And she's like, you're gonna wish I made an error when you see how much you owe in taxes, but I swear to you, I did. And she's like, Oh, okay, great, but also, but like, you know, I get so into this small little details that sometimes I forget to step back and be like, wow, like holy hell like I can't believe how far I've come from two years ago. Like so. There's there's a lot that goes into your mindset like you're not always just like happy go lucky. And just like everything worked out for me, like, like, Hey, you're a human being and you have your doubts that you have to kind of like stop and reach like you said reframe, like what's happening and I will like put on like some vibrational music to try to like elevate where I'm at. I'll read abraham hicks are all like, I'll do stuff to try to like get myself back into the no girl, you're fine. Kind of like yeah, this is all happening for a reason. This is all like, and I've done it in my business life. And now I'm trying to do it in my personal life as far as my health and stuff like that. But it's like shifting that mindset. It was so it was such a huge thing for me that I can literally tell you like the minute it happened, like I had done a spell And I sat with it for an entire day, I was in full candle burnout. And I woke up the next morning, and it was like I was a different person. You know, people always say like, oh, I woke up and my best timeline or whatever, like, you know, kind of felt like, that's what happened. I was so convicted. And that, no, I'm quitting my job. Like, it's happening, that I just woke up. And I had felt like, like a whole burden had just been lifted off of me. And it was because I was just so certain that this is exactly what was meant to happen. And and even when things went wrong at every turn for the first year, I was like, no, no, like, I had to remember that feeling of like, no, no, no, this is exactly what was supposed to happen. I just have to keep believing and keep going. Like, and that's the hard part is when things go wrong. Still keeping going. For sure. The biggest problem is like getting past your own bullshit.

 Carissa Andrews 55:54

Yeah, yeah. And we have a lot of it. Especially if you've been this planet for a while.

 Onley James 56:01

Yeah, like, it's, there's a lot of there's a lot of stuff. There's a lot of baggage that we're all carried around, like, hey, Raul, trying to overcome generational trauma and had like, you know, like, we're being wells dealing with the stuff our parents gave us.



Carissa Andrews 56:15

Yes, it ends with us. It is done.



Onley James 56:18

Exactly, and we're all done. As the generation we're in the Age of Aquarius. And I think that, like, every single person I know, is in therapy, every single person I know, is trying to do better for their children. You know what I mean? Like, we're all trying to, like, take off like, the boomer like generation, like my parents were boomers. Yeah, trying to ship out this, this whole thing and be better people. And I think that that's what the Age of Aquarius was always trying to tell us is that we have to go through the bad to get to the, to the Enlightenment that's supposed to come from this, you know, and like, dinosaurs to die off and like, you know, for the for the, for the collective good to like happen, but like some of us are just getting there a little faster than others. I agree. Yeah. And I think that we're we're realizing that manifestation is a real thing that higher energies and vibrations are a real thing. Like, even scientists are realizing that now, you know, whatever.



Carissa Andrews 57:14

Yeah, quantum physics.



Onley James 57:16

Yeah, yes. There are fields built around this like, and we just have to kind of just realize it's not, you know, it's not a myth. It's real. You just have to figure out how to tap into it.



Carissa Andrews 57:26

Yeah, because it's like any other scientific find was magic until they could put a label on it. So it's just us trying to figure out how this works. Figuring out how we how we go about creating the route reality that we want, and deciding that it's ours. I think that I think it's so key. Is there anything else when it comes to Patreon that you think authors who are like looking at it should know, before we end the podcast interview today?



Onley James 57:52

I mean, one make peace with the fees that you're going to pay? Right?



Carissa Andrews 57:58

Well, it gets taken out of the payments, right?



Onley James 58:00

Yeah, they make it as easy as possible for everybody. Yeah. And that comes at a price, you know what I mean? Like the you're paying for the ease of merch being sent out without you and being created without you, you're paying for the ease of the platform use. And I've looked at other platforms, and none of them have it as together as Patreon does. So for me, it's well worth it. But like it is a kick, every month when you're like, Oh, I made \$15,000 No, I made \$9,000 What the hell. There is like a little bit of a gut punch. And in it, like we're just like, oh, like, have made any of that without Patreon. So Right. So like for that, that, with your success, you're going to see bigger, bigger pieces of your pie kind of disappearing, that's a good thing, because that means you're getting bigger and bigger and bigger. And really, I would say, if you're not sure about where to start, start slow. Maybe just have two tiers, a five and a \$10 tier, a one and a \$3 tier depending on what kind of time and effort you want to put into your Patreon. Like, if you want to just offer everybody one chapter a week of your work in progress. Great. If you want to just offer one mini thing, do it like \$1 or \$3 tier, and then just offer something small that you feel that you can commit to timewise whether that's once a month or once every other week, or whatever, because it's more about consistency, and giving them what you promised them than it is necessarily the type of content you promised them. And as you see that growth, try to find ways to like, make more value for each tier. And if you want your Patreon to be something big and you know exclusive, start putting content aside before you start really pushing to bring people in so that you don't have to do everything In the moment, and you're kind of proactive, that's what I tell people, like, you know, like I was telling you, Lucy Lennox, you know, had asked me about Patreon, I was like, get as much content created upfront before you even launch a Patreon. And you'll be so much more ahead of the game and feel less stressed about it. That's not who I am as a person. Right? I like to be stressed out. It's just like, I don't know, if my crib, like it's like what I personally do to like, get high, I like to just constantly feel like I am not accomplishing what I need to do. But people who are smart, and people who are, they will do this stuff in advance, so that they don't know have their cortisol levels in the 1000s. Right? That is what my my real advice would be is to be as proactive as possible, have some content set up in advance, even you can schedule it. So you can do set it and forget it, like so if you have a month worth of content ready to go. But it all up pre scheduled. And you don't have to think about it again, you can always be working on the next month content. And again, consistency is better than anything, like being consistent and letting people know that like, you're committed to Patreon because too many people start a Patreon and then they just abandon it. So a lot of people don't like to spend money because we all forget to cancel those little subscriptions. And then they pile up. I have like nine patrons that I liked subscribed to, I could probably get rid of four of them. But I'm too lazy to do it. Like, I never look at their content, but I'm just like \$5, whatever. Like I just I'm too lazy to do it. And that's why a lot of people don't want to give that \$5 Because they know even if they never look at your stuff, they're never going to cancel that \$5 They'll be paying me their grades. Because we're all too lazy. For the same reason we don't cancel or Netflix or we don't like we just don't do it. So just be consistent, because then you'll get those people to subscribe, and then they'll forget about you and then die.



Carissa Andrews 1:02:02

Well, hopefully they don't forget about you. Hopefully they read everything. That's right.





Onley James 1:02:06

Now they definitely do, like you'll you'll definitely you'll see the improvement. As long as you're consistent, you'll see people signing up. And again, just just interact with them and give them what they want. And there's not a reason for them to not stick with you.



Carissa Andrews 1:02:21

Right. I mean, it's so key to and I think that's also one of the reasons why it was so I needed to wire in my head when I was setting up these patrons why I wanted to pull myself away from social media, from other platforms that didn't seem like they were doing a whole lot, because I wanted to get into that routine of making sure I'm putting content out I have two pen names right now one is actually a romcom pen name. I don't think I've told you about that. Yeah, yeah, I just I just started it. And then once my urban fantasy and so as I'm working on the the rom com side of things I'm working on, I'm still over there, letting them know, doing polls, you know, posting silly memes, doing things and interacting as Chris Andrews so that they know, I'm still here, I'm still going to be working on the next book starting in April. But in the meantime, here's these fun things, you know, but if I would have been like still focusing solely on social media, instead of using Patreon as my social platform, it would have been so much harder to remember to go there. You know what I mean?



Onley James 1:03:17

And that's, yeah, and that's the thing, like, Twitter to me is like screaming into a void. Right? He says, I know, I have a Twitter, and people will interact with me on Twitter, but I don't actively interact with anybody unless they ask me, because there's no there's no reason for it. If you're not a 3 million plus subscriber, like, nobody sees your content, nobody interacts with your content. And that's fine. Because Twitter's actually, like really mean. Like, they canceled people every five minutes, and I don't want to be canceled. So I'm fine. It's the same reason why my tick tock, I don't really actively try to blow up my tick tock, I post consistently or my social media person does. But I don't want my videos going viral. I don't want to like get 9 million like views on any one thing, because that is how you get negative attention. I would rather people consistently see my videos on their feed and just go Oh, that's cool, and have that name recognition of like, oh, only James, I know that person, then have like, a video go viral. That doesn't lead to anything good. But you know what I mean? Because I would rather have consistently just consistently be in people's feeds and get that name recognition, then have one video go viral, that really just kind of blows up and then goes away, you know, like that, that doesn't really create any kind of like, especially since the only videos that ever seem to go viral other one video that has nothing to do with your books, right? What is that? Every author has that happen? They're like, Oh, consistent with their books, and then they do something about like, something ridiculous that has nothing to do with their book, and that's the one that blows up. And then they're like, Well, that didn't help me in any way at all.



Carissa Andrews 1:04:58

Right? Or they misspelled something and every everyone's freaking out about the misspelling.



Onley James 1:05:01

There's always something. It's always something you know. So it's like, to me I would read like, I don't want to get rid of Tik Tok, I don't want to get rid of, you know, Instagram, Instagram, especially that works really well for me. I want people to be able to see my name and see my trailers and see my book titles on my covers, because I want that recognition when they go into Barnes and Noble and they see, like, one of my books will be like, Hey, I saw that on Tik Tok or whatever. And they might be curious enough to pick it up. But like, I don't like I don't go to tick tock to look at books. I am I am not even remotely on both tops. Like, I don't, I don't look at books. Because to me, it's like, you know, I don't know. It's like being a gynecologist. Like, you don't want to look at another one. When you get home like that kind of thing. Like I am so booked out by the time I get home that if somebody even says the word book by it, he was like, okay. So people like, what are you reading? I'm like, not a damn thing. I am watching television.



Carissa Andrews 1:05:56

I've been reading all this shit that I've just written today?



Onley James 1:06:00

Yes, exactly. Because you're just constantly in that mindset, for sometimes I just need a break, like, so. I just, I want the recognition. But if you can use Patreon as your social media, and you can constantly be bringing people to Patreon, there's no downside to that.



Carissa Andrews 1:06:18

I agree. I agree. I mean, even if you're only earning a couple of dollars, and you're still going to want to post things anyway, you're still gonna want to explain what's happening or share the cover reveals or whatever. And so why not do it on a platform where you could earn a couple of dollars.



Onley James 1:06:32

Plus, and even when I was just starting my Patreon, and I had like, consistently 32 You know, like, there was still like, \$300 a month I was bringing in, and it felt like so much money, like \$300 that was gas and food. It's like, like, I had no money when I started this because I was living off my 401k because I was convicted that this is the right path. But I was also broke as hell. Like I was destitute. So so that \$300 Because saving me it felt like a million dollars. Like, like, that's still a lot, you know, like, you can't you can't kind of funny that, like, oh, you only have 32 patrons or whatever, like, yeah, so a lot of money. That's still 32 people who believe in you enough to want to buy you a cup of coffee every like, yeah. So like, everything is worth it, everything is worth it. And it can only go up, you know,




Carissa Andrews 1:07:22

I agree. I think it's such a such a valuable platform. And it's one that I since starting it, like on


I agree. I think it's such a such a valuable platform. And it's one that I since starting it, like on all the different so I run three of them. I run one for author revolutions, podcast, and then I have the two pen names. And it's just been such a fun experience interacting with it playing around with how it works. It's almost made social media fun for me again, where I felt like, you know, after years and years and years of doing it, you just kind of go... meh.

 Onley James 1:07:48

Well, because especially on Instagram and Tiktok like you don't, it's really easy to see it's not working. Like you know what I mean? And that's really disheartening. Like, yeah, that's like, Oh, I got three likes on this post great, like, and you kind of just feel really bad. Whereas, like, with Patreon, if you get any interaction, it could be from like, 7000 people seeing that post or it could be from seven and you don't know. So it's like, it's a little bit of like a thing like, hey, somebody liked it, versus like, oh, only one person liked it. You know, it's just like, it's a weird game you play with yourself, but it's like, it's not as instantly disheartening. Like when something because a lot of times with Instagram and Tiktok it's not you it's you're being hidden. Like I mean, like you know it, the algorithm is messing with you like you just don't know, especially with somebody like me who does like LGBT content. A lot of times on Tik Tok, they will shadow ban you and you wouldn't even know it. Like you don't even know that you're you're not being seen. So like Patreon doesn't have that. The only drawback to Patreon is if you have 18 plus content, people cannot search your name. Okay, so that's why it's important to have your link everywhere for your Patreon, right? Yes, they cannot just go and search only James and Patreon. I am invisible unless you have the actual link to my Patreon

 Carissa Andrews 1:09:09

Or search you specifically because I know for when I was pulling you up when I was creating like the questions to talk to you about. I was looking at it and I literally just searched only Jim's Patreon. And that usually comes up anyway. So it but apparently you can't do it in the platform itself.

 Onley James 1:09:24

Correct. You could search it like a Google for sure. Like only doing Patreon, it'll pop up. But you can't go on to Patreon and search my name. You won't find me and anybody who does 18 Plus content, which is most of us who write romance of any kind, or plan on putting any kind of spicy content on there. Like that is the only drawback I find to Patreon is that they can't just search your name you have to like give them the whole link [patreon.com/only James Kennedy](https://patreon.com/onlyjameskennedy) and then they can find you. But that's my only drawback but it's also safer for kids and I would much rather it'd be safer Record from, you know, and they haven't be an extra step for people looking for me. Yeah, for sure. Like, obviously.

 Carissa Andrews 1:10:07

Where can my audience find you? Obviously Patreon is a great place, but where can they find you your books and all the good things that you do, like where's the best place to locate you?



Onley James 1:10:16

The easiest place to find me. I mean, you can put my name in Google obviously, like you did probably find me everywhere. But my link tree linktr.ee/OnleyJames is the best way to find me, like all of my links and everything are on there, my merch store everything you can find pretty much anything you need to know about me or where to find me on my link tree.



Carissa Andrews 1:10:38

Awesome. And I'll make sure that that is in the shownotes as well, so that if anyone's looking for it, they can just go to the show notes and grab it right there. Cool. Well, only thank you so much for being here and talking about Patreon and how your mindset really shifted in order to help you with your success. Because I think that's just one more. One more example of how it is so important, you know, to do that, and hopefully everyone who's listening could go that, you know, whether it's Patreon, whether it's Kickstarter, whether you decide you're just gonna go with, you know, Amazon or whatever. Having the right mindset is so key and critical to your, your success. So thank you for being here.



Onley James 1:11:15

Oh, thank you for having me, as always.



Carissa Andrews 1:11:19

Well, guys, not only did Onley give us some really great tips and information on how to use Patreon for our author platform, for having an interacting with our readers, for all the good things that we can do with this particular platform. But she gave some really interesting insights and tips about mindset that I wasn't anticipating before we started, like, I didn't know how much manifestation is actually part of her everyday process and how that became a piece of her ultimate success. So I hope you're taking notice of how this happens. Like, we are very powerful creators. And as we choose and decide for ourselves what gets to work. That's what starts to show up in our lives, right. So if you are looking at becoming part of this whole Patreon experience, only is in the process, she's got a waitlist now, for her Patreon courses, I will make sure that the link is in the show notes. So you can get that right there and sign up for her waitlist. Okay. She'll be releasing it later on this year, I believe. And if there are any questions or anything like that, just let me know or reach out to only I'll make sure that her link tree is also in the show notes. And overall, I hope this experience this podcast episode has given you some food for thought on new ways that you can leverage your author career and really make it your own. Because we are, like I said, the deliberate creators of this whole experience. And we get to choose how it works for us. And so if social media isn't working for you, or if you want to have a deeper connection with your readers, Patreon just might be the right choice, right? All right, if you'd like to grab the transcript to today's podcast episode, head over to authorrevolution.org/185. And you can download it there. Plus, of course, get all those show note links that I've just mentioned earlier. Overall, I hope you take this advice, run with it and do some amazing things with your other career. We have so many incredible new opportunities

available to us. And I know for myself, at least, the whole idea of Patreon is really inspiring and I'm enjoying that process. Maybe you will too. All right. So go forth, and start your author revolution.