

Episode 190

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SPEAKERS


Carissa Andrews, Clayton Noblit



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 in the 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 guys. Welcome back to the Author Revolution Podcast. I am really excited that you're here today. So we've got some interesting information coming atcha. In this podcast episode, it's an interview with Clayton Noblit, from Written Word Media. Now, Clayton's been on the podcast before and I think twice before actually. And what's really, really interesting about talking with Clayton every single time is that the team over at Written Word Media is truly a company and a group of people who love the author space and who love to innovate in ways that help authors. And specific indie authors level up their author game right their business. And so one of the cool things about that company is not only do they provide services, like promos, and advertising help, but they also provide a ton of information when it comes to their blog, to their surveys, to the workshops that they provide. There's a lot of things that go on there. And so when you listen to this podcast episode, I really want you to have your hat on when it comes to like understanding from a marketer's perspective, because I don't recommend like products or services that I don't agree with. And while this isn't in any way, shape, or form, like a, you know, like a paid advertisement for Written Word Media, we do go into talking about like some of the new programs that they're offering. Because Written Word Media, like I said, they innovate a lot. And so they're constantly adding new things to what it is that they offer authors. And so we're going to talk about things like the limelight and their reader reach ads, and some of the ways that they're interacting with authors that haven't really seen other promo sites doing before. So keep your listening ears open, be listening for the tidbits because there's a lot of really good insights, we do get into more of a conversation about like the trends that Clayton was seeing earlier this year, there was a blog post that he put out, and we talked about AI and we talk about a lot of other things. So make sure that you are ready to get some really great tips and insights. And let's rock and roll. Clayton, welcome back to the


author Revolution podcast, I'm so glad that you're back. And here to talk about all the crazy amazing things that Written Word Media has going on lately. The last time you were here, though, you're talking about your new baby, I guess, for lack of better word, and it was called a reader REACH program. It's kinda like a one and done for you type shop done for you service, I guess for authors who want to be able to use Facebook ads, but don't want to have to do it themselves. So how has that been going for you? Like, how is that working?

 Clayton Noblit 03:25


Yeah, yeah, absolutely. Um, yeah. So excited to be back and excited to talk with you again. So our reader reach ads product has been doing incredibly well. We knew there was demand for authors that didn't want to run their own Facebook ads. But I think we somehow still underestimated that. So yeah, the launch went extremely well, in the Facebook ads product has been really popular. And we've actually added Amazon ads as well. And so some audio book ads as well, on Facebook. So there's there's been a lot of growth in the product itself. And we're getting a lot of really good feedback. I think one thing we hear from authors all the time is that running ads is not fun. wants to do it, right.

 Carissa Andrews 04:10


Yes. Up there with social media. Yeah,

 Clayton Noblit 04:13

Exactly. It's too time consuming and not fun. Or, you know, it's not like writing a book at all. Yeah, yeah. And so, you know, with our ad campaigns, and you know, it's like buying a t shirt, you can check out in five minutes, and we handle everything for you. And so we've added on different lengths of ad campaigns as well. So originally, they were just five days, and now we have some longer options as well because authors are just buying the five day over and over. So it's been a it's been a great success. And yeah, we're really happy that things have gone.

 Carissa Andrews 04:47

That's awesome. It's such a neat program and it's great for like those five day ones for the launches, or if they just want some continuous. Just please do this thing for me kind of thing. Yeah, I totally get that.

 Clayton Noblit 04:56

And the five day option is really good too because As you know, like, especially when you're first doing it, like you want to make sure it works before you commit to, you know, like a contract or something like that, that a lot of your ad people want you to do. So with the five day, you know, it's 150 bucks you spend it. And if it works, then you come back. And if you're not impressed with the results, then you move on to something else. But it's a great way to test it out, right?



Carissa Andrews 05:19

Oh, yeah, for sure. And it's just a way to be able to see when things are working, because I think when we are doing it, at least this is how it was, for me. When I first started with Facebook ads, it felt like, I'm kind of throwing money at this platform as I tried to figure out what the heck I'm doing. And then you don't even know if it's working half the time, you're like I could have made this amount of money without having to run ads at all.



Clayton Noblit 05:39

Yeah, absolutely. And you know, one of the good things with the Facebook ads with us is, you know, with our with our email promos, and our reader brands, we have over a million readers on email lists. So we look alike audiences and target those readers on Facebook. So you have access to targeting that you wouldn't have on your own. Yeah. And then, of course, our team is running hundreds of heads every week. And so they're very up to date on you know, what's working on Facebook, and what's effective. And so you also get that the benefit of that institutional knowledge there.



Carissa Andrews 06:09

right. Do you do you guys use or utilize I guess would be the word the retargeting ads as well like, because if you're using all that data coming in, I would think that you'd kind of have some sort of way to be able to capture what's what has been working with audiences who you're pulling in to do that. So yeah.




Clayton Noblit 06:25

Yeah absolutely. Do we do anything that we think will work. Throw it all at it. Yeah. Testing audiences. And then when we find something that works, then we work it into what authors are actually paying us for. Oh, yeah. Yeah, lots of something's going on with Facebook ads. And that's awesome.




Carissa Andrews 06:41


There's a lot of authors out there who are like, I have no idea how to run a retargeting ad, like, what's going on here? Yeah, so that's, that's cool, too. Awesome. Well, obviously, you have a lot that's been going on since we last talk, because it's been a little over a year. I can't I was looking back at that. It was like December of 2021. What, but that's when you were first launching reader region. So I was like, Okay, it's been a hot minute. All right. And I noticed, you've got a lot going on in the platform. Since that conversation, you've got things like your readers list showcases your brand limelights up the partnership with yonder, and of course, your premium membership. So can you tell my audience a little bit about let's start with the premium membership? Because I think it kind of filters into everything else. Right? right? Yeah,

 Clayton Noblit 07:23

Yeah. Yeah, absolutely. Yeah. So the premium membership, this is something that really like most of our products comes from feedback from authors. And so you know, we work with, you know, 1000s of authors every week. And we're always hearing like, hey, like, Can we do this, I need help with this. And so most of our products are built from this author feedback. And the premium membership is, is really a way for authors to save money and get access to additional features that are really important for some authors. So we have two premium plans. The first one is gold, which is \$125 a year. And the second is platinum, which is \$250 a year. And the first feature you get when you're a premium member that gets people most excited is you get 10% off all of your promotions or ads that you run with Written Word Media. Nice. Yeah, so so that's really exciting, because that can save the membership fee. And then at about double the membership fee. So if you're a Gold member, you can save up to \$200 with your discount. And so you can remember ship fee, and then save an additional \$75 On top of that. And then for Platinum members, it's capped at \$500 in savings, so you can save double the membership fee if you're a platinum member. look good. Yeah. So if you're a high volume promoter that's using our services a lot, it's kind of a no brainer, right? Because you will save money.

 Carissa Andrews 08:44


Right? It's like getting that Costco membership. When you get that 1% back or 2% back, whatever it is.

 Clayton Noblit 08:49

Yeah, yeah, exactly. So, you know, because a lot of authors use our services every month. And so they're like, hey, like kitchen, I'm a really good customer. Should I get a bonus for this? And like, yes, you should. Absolutely. So the first feature that catches people's eye. In addition to that, Premium Members get advance access to promo dates. And so a lot of our promos, very popular, they're hard to get a hold of the dates that you want. Premium Member You can schedule two weeks in advance of non premium members. So there's less competition for promo dates. And so hopefully that makes it easier to coordinate all of your promos and make sure that you're getting the dates that you need to maximize.

 Carissa Andrews 09:26


So how long is that total length then?

 Clayton Noblit 09:29

So it varies. Premium members are always 14 days in advance of non premium members. Got it? Typically you can book out two months or so in advance, but it is. Yeah.

 Carissa Andrews 09:40


Okay. Gotcha.

 Clayton Noblit 09:42

Yeah, and there are a bunch of other benefits. I guess one of them you mentioned was limelight. And so this is a new promo that is exclusively available to premium members. And so in our typical email promos, we email your book out to a list of 10s of 1000s of readers who like your genre, and your book is included in a newsletter with other books in your genre. But with limelight, you are the only book featured in the newsletter. Yes, so that is very appealing for obvious reasons, right? Limelight has a different look and feel than our newsletters. It's much more premium. And what really catches people's eye about Limelight is you can run direct sales with limelight. So with our normal newsletters, you can send readers to you know, Amazon, Apple, Kobo, Google, all of the major retailers to buy your book, you have one way, if you're running direct sales on your website, you can send readers to your website.

 Carissa Andrews 10:36


Yeah, that's cool, especially with that area of the market kind of growing in leaps and bounds in the past, like couple of years.

 Clayton Noblit 10:42

Exactly, exactly. Yeah. So that's, that's a really exciting thing about limelight. So that's been really popular with our premium members, and they're getting the limelight dates are getting snapped up left and accessible thing too.

 Carissa Andrews 10:54

Awesome. That's really cool. Okay, so obviously, all of those things are pretty awesome. And if authors are still like, why would I want to do that they need to, I don't know, take a closer look at things because that to me is just sounds really cool. Okay, so when you talked, did you mention the readers list showcases because I'm curious with those? Like, do you have to be a premium member for those ones?

 Clayton Noblit 11:13

No. So readers lists are available to everybody, you can be a free member, if you want to purchase one of those. There are other premium member benefits, like discounts on industry partners, access to Speaker Series recordings, advanced access to products and so you can see them all if you go to WrittenWordMedia.com/membership. But readers list is a product that's available to everybody. And so basically, what it is, is it features your book on a search optimized landing page for an entire month. And what we do is we drive traffic to that landing page. And then hopefully every author that's featured on that landing page is also sending their

readers to it. And so we get a big halo effect going on. And so it's a themed a themed landing page. So each month has a different theme. So if your book fits into the theme, you can you can purchase a readers list spot and then your book will be on that landing page for a month.



Carissa Andrews 12:06

That's really cool. To me, that's just kind of like what a neat way of doing it kind of reminds me a little bit of like the group giveaways with like book funnel or things like that, where everybody's trying to come together and send everyone to the same page to get like as much. Yeah, promotion up to it as possible. That's neat. It's a different different angle of it.



Clayton Noblit 12:23

Exactly, exactly. Yeah, it's a lot like that. Except you also have a certain word media pumping all of our readers into there. Yeah, well, yeah. So there's kind of this big lift, that will happen. And then you know, hopefully, everybody gets their audience going as well. And because it's all themed, there should be good cross promo between the books. Readers list has been a big hit with with readers and with authors. So that's been a really good thing.



Carissa Andrews 12:45

That's cool. Have you gotten feedback from the readers then talking about like the different things?



Clayton Noblit 12:49

Yeah, because that's our our daily newsletters are genre focused, right. But readers list this theme focus, which is slightly different, but still appealing, right? Like a lot of people like the same theme across different genres. And so it's been really, really good for readers, because typically, they get books in genres that they like to read, with readers, listeners, covering books in different genres that still have the themes and tropes that they enjoy. So we've heard from readers that it's kind of expanding their their genre horizons, which is always fun.



Carissa Andrews 13:18

When I was taking a look at it, I think it was made for this year, it was like life and death was one of the themes. And one of my series that has a very strong Life and Death theme. But you're talking in there that it like doesn't matter if it's nonfiction, your, you know, like, Whatever, whatever it is, that as long as it touches on life or death, bring it into the promos. Like that's really cool. Because then, you know, if you're liking out of body experiences or something, you know, it's like, whether it's fiction, or whether it's nonfiction and be like, Oh, this is these are cool. Yeah, yeah. That's neat.



Clayton Noblit 13:40



Clayton Noblit 13:49

It's been fun. And also, like it just made made a lot of sense to me personally, because I'm, I'm very genre agnostic, right. Like I story. I like adventure, like people kind of like discovering things about themselves. And so like, that happens across every genre, right? So yeah,



Carissa Andrews 14:04

yeah. Yeah. Well, it helps you to not get stagnant in your reading, too. I think a lot of authors if you're only reading or writing one genre, I, I definitely went through that recently, where it's like, I finally burnt out of my genre for a bit and had to pivot and I started reading in the genre, just so I could familiarize myself with tropes and kind of how the writing is and all of a sudden, great reading is like brand new and sparkly and fun again, you know, it's like, yeah, of course, I should be reading these other genres, Doc. Oh, my gosh. So funny how sometimes we do kind of pigeon holed our reading and then all of a sudden when you get to, like, opened up to a different genre that maybe you've read before, but haven't really given much attention to in the past a little bit. It's all of a sudden, that reading is fun again.



Clayton Noblit 14:44

Absolutely. So that's always good. When you rediscover like a like a love for something like that. It's very cool.



Carissa Andrews 14:49

I write. I'm curious when it comes back, like going back to the membership just for a second, like what, what was the main idea behind starting that like, was it just the readers or the authors who were saying, Hey, we really would love this thing? Or was there like, just a different idea behind it? Like, what was the plan there?



Clayton Noblit 15:05

Yeah, yeah. So, you know, I think we kept hearing from authors that were, you know, saying that, hey, we love your services, we would love if you could also do this thing. Or hey, like, I promote a ton with you, is there any way I can get a discount? And so membership was a really scalable way to give give authors more and more access to these things, right? We some authors that knew we had relationships with other companies in the industry, and they're like, hey, like, is there any discount with this company that you can get me. And so you know, with membership, we're able to distribute these to a lot of authors fairly easily after building everything, of course, we're able to scale it up, and really distributed to as many authors as we can, instead of doing it on kind of a one on one basis, which was very limiting, right, because we're a very small company, we have 16 people now, which we've grown a lot, very small. So working with 1000s of authors takes a lot of time. So membership was a really scalable way to get all of these resources out there that people have been asking us for.



Carissa Andrews 16:03



Sure, well, to me, it also kind of makes sense that, like you've got these new products there. So you're launching them, they're new, and people aren't quite sure what they are yet. But again, it helps them to have access to all the things that you're trying to do without having to like, figure out the marketing strategy behind me to think about it from like my perspective of having all these courses. And I'm just like, Oh, it's a nightmare. Sometimes, you know what I mean? The membership side of it, that's smart, because then it's like, hey, now you get access to all these cool new things that we've been working on your been asking for? Yeah, yeah.



Clayton Noblit 16:33

I mean, that you're constantly from authors, like writing the book is actually one of the easiest parts of being an author, because that's the part that you're really excited about and invested in. And then you write a new book, and you finish it, and you publish it. And then suddenly, you're a marketer. I didn't sign up for this. I want to write a book, again, our goal is to make the marketing kind of as easy as possible. And that's kind of what we're always focused on is making marketing effective, but also easy to do.



Carissa Andrews 17:02

Yeah. And I can tell you from experience, like when I was trying to figure out my marketing side of things, when you guys kind of came onto the scene for me, I was like, Oh, thank God. Because you do you do make things very easy. And whenever I want to actually access a, you know, a promo stacking situation, you're always the first ones that I go to, whenever I'm trying to figure out like, what what I want to do to launch something bigger than I had been doing before, I always go to you guys. So it's like it. To me, it just it makes so much sense to utilize, especially your knowledge and expertise that you continue to grow year after year, rather than me having to focus on it as much. Because like, I take in a lot of information, but at the same time, I've only got so many hours in the day. So...



Clayton Noblit 17:42

Right. Yeah, well, thank you for that. Yeah, that's really great to hear. And yeah, you certainly do have a lot going on. So yeah, our goal is to make simple things marketing just easier, right?



Carissa Andrews 17:52

We, we authors love that. We love that a lot. So okay, now I was reading about this. And I think it was in your article, but we'll get to that in a second. But you have a partnership with yonder. Explain that to me.



Clayton Noblit 18:04

Yeah, yeah. So yonder is a serial fiction app. And you could kind of compare it to kindle Vela, if you're familiar with that. Yeah. And so it's a it's a serialized way for readers to consume fiction. And and so new episodes are released periodically. And the readers can go through and

redeem tokens to read the next episode. So very similar to kindle Vela, but a different not not affiliated with Amazon whatsoever. So yeah, so yonder, actually approached us because we work with so many authors. And they were looking to get authors on their platform to start distributing, you know, stories to readers. And so we put out the call to authors and our premium members first, and now anybody can apply to be part of the yonder program, we've been working to get authors on the yonder platform. And from there, the authors can earn royalties and bonuses from how popular their stories do on the platform.



Carissa Andrews 18:53

That's awesome. So when it comes to like getting into the platform, are you looking for specific genres? Or you're looking for all genres? What are you looking for there?



Clayton Noblit 19:01

I think it's pretty broad right now. I don't manage the submissions with yonder. So I can't say if there's anything in particular within the past couple weeks, that's changed. But yeah, it is a broad category of fiction at this time. So yeah, no, no particular angle that we're looking for right now.



Carissa Andrews 19:17

Gotcha. How are readers taking the platform? are they liking that the way that the app is set up? And the way the reading happens? Yeah, if that's how it works.



Clayton Noblit 19:28

It is. It is a different format. Right. So the reading happens in a different way. Yeah. Yeah. No, we don't run the the platform yonder. So you know, I can't any internal metrics that yonder here, but looking at reviews and hearing feedback from from our readers that are on our brands, like free books and bargain Booksy. They've been pretty excited about the platform. I think, in particular, younger readers are reading more and more on their phones. So you know, apps and platforms that make that a little easier. or, or make that happen in a way that is more intuitive on a mobile device make a lot of sense. So I do think serial fiction is kind of where things are headed. Especially if you look at how much this is happening on places like Reddit, where people are just writing Reddit threads and publishing them. And people are reading them and asking for the next chapter, right? Like this has happened, really all over the internet apps like yonder that make this very intuitive and easy to consume make a lot of sense.



Carissa Andrews 20:25

They really do our authors and who are part of your membership able to advertise to those Yonder books as well?



Clayton Noblit 20:32

No, we do not have it for Yonder yet.



Carissa Andrews 20:36

What? You need to get those together, man. What are you talking about? Put you on the spot?



20:40

Yeah, no, I mean, it's a great idea. I won't lie. It's, you know, it's been thought about. So I think, you know, that that could be on the roadmap here. Because yeah, it's a great idea. Yeah.



Carissa Andrews 20:49

That makes total sense. Because then it's like, I mean, two things, marry together, come on, bring them, bring them together. Okay, so obviously, I mean, every time you're on here, I have to either talk about your surveys or talk about an article you wrote. And so this year, you wrote an article called the top 10 Publishing trends for 2023. And I think I mentioned it in one of the podcast episodes earlier in the year as well, because it was such a great article, I wasn't at all surprised to see that AI dominated like the the first part of that list, based on what you learned, when you were putting in compiling that article together. What do you think the most valuable thing is that authors can take away about this whole AI emergence?



Clayton Noblit 21:26

Yeah, so I think the most valuable thing is to not panic. So I think, you know, AI is a big change, right? It's a big change to all industries, not just publishing. So keep in mind, this is impacting people, you know, across industries. So it's not just you that are being singled out as an author.



Carissa Andrews 21:53

It's always just us Clayton.



Clayton Noblit 21:57

So, number one, don't panic. It's not just you, this is going to impact everybody. But secondly, I don't I don't think AI is going to take any author's job anytime soon. I don't know if you've read any any AI generated stories, but they're yes or no, not that impressive. And I'm not a snob. I read all sorts of fiction, different genres. But some of the AI stuff that I've read has not been very exciting. So I don't think it's going to replace any authors anytime soon. But what it can do is help you speed up your writing process or help you with marketing. So literally, those are two things that, to my mind, I hear that a lot from authors, marketing is hard, I want that to be easier. And sometimes authors really struggle with how long it takes them to write a book,

especially if they're trying to do like a rapid release type of strategy. So AI can help with both of those things. So I would, I would encourage you to shake off the threat or a perceived threat of AI and think about ways that it can help you. Because that's, that's how you make sure that AI is not actually a threat to you and instead is a help to you.



Carissa Andrews 23:04

Absolutely. I've used it in so many ways from like, you know, AI give me 14 prompts for writing for social media today, based on this type of genre. These are the posts that I want you to compare to and blah, blah, blah, and it'll give me like prompts for all the posts. Or sometimes like if I want to dig down then because chat DPT like lets you chat. So you can go okay, take take number one and create a 200 word social media posts based on that perfect, now we've cut it down to 164, Twitter, you know, whatever you can, you can chat back and forth and like get it specific to what you really want for the marketing side of things, for instance, but when it comes to like, book generation, it's been cool to just kind of go, Okay, I'm stuck in this scene, what kind of funny things would be on topic or on trope for a rom com that needs this, this, this and this, and let it kind of just throw out ideas. And it's like having that writing partner that you can just real time talk to it's super cool.



Clayton Noblit 23:56

Yeah, yeah, absolutely. Yeah, writing is a very, you know, solo endeavor. And sometimes creativity really is sparked by other people or other inputs. And so it's a great way to get some of that without kind of losing your your spot where you can actually write, you know, if you need a little inspiration, you can hop on chat GPT and then come right back. You don't have to say goodbye to a friend or anything like that,



Carissa Andrews 24:16

for sure.



24:19


I help with that, too. I think in the article, I think it was Mark with faith. He said, you know, traditional publishers have struggled partially because they haven't adapted to technological changes as quickly as indies have, yeah, look at just ebook sales in general, like indies, embrace this new technology. And they really put a big dent in publishers, right? Yeah. And so Mark, compared to authors that are really gonna have a hard time with AI. You know, those might be kind of those dinosaurs of publishing that didn't do well. And so, really encouraging and nice to say, Hey, we are the new adopters. We are the people that embrace technology. Let's make sure we don't lose that because that's where our advantages come from. in the marketplace, 100 more way to look at it.



Carissa Andrews 25:03

It's totally a smart way to look at it. Because when you when you can embrace that technology


It's totally a smart way to look at it. Because when you when you can embrace that technology in the digital era was such a huge one to where so many people were like, This is gonna be the end of print books and no one's gonna ever buy a print book ever again. And everyone was in this panic and now it's like really? Still print bucks. Maybe there's not as many bookstores but at the same time, I don't know about you, but I have way more print books than I do. books lately. It's been crazy.

 Clayton Noblit 25:29

Yeah, who would have thought Tik Tok would would bring the rise of Sony print sales, right? Never know what's gonna happen? Yeah.

 Carissa Andrews 25:36


Okay, so speaking of tic tac, I gotta go there for just a second. Because in that, in that article, you mentioned that and I've heard the rumblings I can't remember where I heard it. But about tick tock possibly opening up a bookstore that like to rival Amazon. What have you heard about that? And like, what's going on there? What are your thoughts? Yeah,

 Clayton Noblit 25:53

So I haven't heard much. I believe this is only happening in the UK right now. And I'm in North Carolina and in the US, so I have not been able to access anything, unfortunately.

 Carissa Andrews 26:05

But I lucky UK people. Finally we get it first. Usually, yes. Anyway,


 Clayton Noblit 26:12

Always get things first here, so yeah, right. But I think it's really interesting. Your Tik Tok, they partnered with specifically large publishers with this. And so I hope that it opens up eventually to where indies could also sell books on the platform. Also, I don't have any insight right now on how it's going, right? Or how many how many books are live on the on the store? very hush hush about it. Yes, yeah. So maybe it's been a disaster. And that's why we haven't heard anything. Maybe they're still rolling it out. But I do think it's really interesting, because Tiktok just has this massive, really engaged following, especially on book talk, right? Like, talk has played a huge role in the publishing industry as a whole. Couple years, right. So it makes sense that this could be a big success. So I think this is something to watch closely. And then if there's if there's an opportunity for indies to set up their own stores on tick tock, that is something to leap that right away.

 Carissa Andrews 27:11

100%. So speaking of leaving things, is Written Word Media ever going to lean into like TikTok


100%. So speaking of reading things, is written word media ever going to leap into like TikTok ads? For authors?

 Clayton Noblit 27:21


It's definitely something we've thought about TikTok ads. Going back to the the scale issue that we face is a really small company, you really need a person in the videos in order to really drive sales is what we found. And so selling a lot of those ads requires a lot of time. Sure. Yeah. So that's kind of the big hurdle that we're facing. But yeah, hopefully, that will be something that that we can get into in the future.

 Carissa Andrews 27:45


It's been an interesting platform for sure. But like when I first started it, I was doing more of my urban fantasy side. And so for that, I don't know, I was trying all the different things just trying to figure out like, what am I trying to do on this platform, but it never quite, never quite snagged the way I wanted it to. So I kind of handed it over to my PA. So she's done a lot of the page flips, and you know, that sort of thing. And at least it keeps the momentum going. Yeah, when I started doing the rom com side of things, it was fun, because I got back to my roots of being a reader. And so I was doing a lot more. So I created a different account. Nobody knows where it is sorry, guys. It was doing it from a book talker perspective. So I was, you know, any book that I was reading, I was doing those things. And they're way more engaged when you're actually just coming at it from the reader perspective of like, what you're loving what you're reading, what you're engaged in, why you're reading it, why you then are writing it like as you transition and have like so that your audience knows that you're a reader and a writer that all of a sudden they're like, oh my god, this is the coolest thing ever, because you're one of us, but you're one of them. Right? You're just an author. I feel like they kind of go hang on a second, you're trying to sell something to me.

 Clayton Noblit 28:50

Authors are equally if not more invested. than they are right, right. Yeah. Your perspective thing for sure.

 Carissa Andrews 28:58

Yeah. Oh, gosh. Okay. So in that article, was there anything that really stood out other than AI, obviously, because that was pretty much like it's kind of swooped in, and, like, sidelined everyone. Was there anything on that list? That surprised you?

 Clayton Noblit 29:13

I can't say there's anything that that really surprised me, or one thing that is kind of catching my eye so far into those 23. That was on the list that I'm kind of surprised at how quickly it's happening is the marketing automation point. So this is something that Mark Dawson is a big,

big author in England and runs them self publishing school that he predicted. And he was saying that he's seeing a lot of success with advertising automation on platforms like Facebook and Amazon ads as well. And that was one that we were seeing a little bit of but so far in 2023 Facebook ads have been way cheaper than they have been in the past. I've noticed that yeah, pretty interesting. Right? So and they have these new advantage plus campaigns where they have more automated messaging, depending on the user profile, and we've been seeing a lot of success with those as well. So Have you in the past a lot of automated advertising techniques, I guess I was always pretty suspicious of them, because I would test them, and then they would be terrible. And I'd be like, Well, that was this was the week. And I go back to doing everything manually. So far this year, the automated campaigns seem to be improving a lot. And I think Facebook is using AI to get around some of these privacy restrictions or the data that they've lost because of the privacy that Apple put in place. And so with AI, they're able to be a little bit smarter and improve and improve their targeting. So I think that's one thing that's at play there. If you're an author and you haven't tried Facebook ads, or you tried and then you gave up now might not be a bad time to give it a shot. Again, just because the environment has been really good recently.



Carissa Andrews 30:47

I agree. I run campaigns for three of my series, and then I run retargeting campaigns for them as well. And I've noticed cost per clicks go down and down and down. And I'm like, I have done nothing different. What is going on here? You know, it's been, it's been interesting to watch. And then every once in a while, like, you'll have like, a weird day where they're like, 46 cents a click. But then it goes back down. It's been Yeah. I've wondered what the deal was there, too. If it's just AI in the background, you haven't had to use as, like narrow of a marketing. Oh, my gosh, what's it called the actual audience? There we go. Right. Yeah. Now the targeting for the audience hasn't you haven't had to do like, every author in your genre that you can find on that you'd like you don't have to do all that you can literally just be like, do you like urban fantasy? Yeah, go and it does a really great job.



Clayton Noblit 31:34

It really does. So that's like been something that's, that's been huge for us. And we're seeing that with our reader reach campaigns that we run for authors as well. Cost per clicks have been under 20 cents for most of the year on average, which is really good. So yeah, some really, especially free books, if you have a perma free or you run out like a free day on Amazon, run some ads on that. Because there's just been absolute gangbusters so far this year.



Carissa Andrews 31:58

That's wicked. That's good to know. I have a free book, but I haven't been running ads on it. Good. Okay. Okay. Start of a series. Okay. Awesome. Well, is there anything else that you have had going on that we haven't touched on yet? Clayton?



Clayton Noblit 32:14

Oh man, let's see here. I think that's that's about it. Probably

Oh, man, let's see here. I think that's that's about it. Probably.



Carissa Andrews 32:21

Just a few things, you know.



Clayton Noblit 32:23

We always do have new products and new partnerships that we're working on. So I'm hopeful that that the spring will have a few more things to announce. So keep an eye out for those. But yeah.



Carissa Andrews 32:34

That's kind of like that just reminded me in your membership, when I was looking around, you have, like partner discount or something like different things to offer authors as well. So that was pretty cool, too, as another added benefit to the membership where you've got other things to do want to talk a little bit about that?



Clayton Noblit 32:49


Yeah, yeah, absolutely. Yeah. So if you are a premium member, so gold or platinum member, you get access to what we call partner perks. And these are discounts with industry partners, companies like Reed Z book sweeps the hot sheet, which is a really great industry newsletter from Jane Freedman. And so all of these partners have agreed to give our members discounts on their services. That's another great perk, and another way to save money as As a premium member, and we're adding more and more partners do that all the time. Um, so that's something to keep an eye on as well.




Carissa Andrews 33:21

Absolutely. That's so awesome. That when I was looking at, I was like, Oh, that's really cool, too. Because I used some of those services. I was like, okay, yeah, take a look at this. Yes. And it was so funny, because you had originally talked about it. I think it was at the the beginning part of the year. And I just haven't had time to this. But there's been a lot of different things I've had going on. I haven't even like looked at my own urban fantasy books to do any promos this year. I feel like oh my gosh, don't really do that. Don't really, my PA is usually on me about that. But she hasn't done yet. She's slacking, Jenny, you're slacking. So. But I definitely need to take a look at this a little bit closer, probably today when we get off our call, because that's just awesome. And yeah, it's all the things that you got, every time we talk, you're always working on something new. And I think that's such a cool thing. You're reminds me of like Kindlepreneur and Dave Chesson. You know, like, because he's always adding something new and doing something new. You guys are the same. You're constantly innovating, but still giving information to indie authors for the blog. I mean, you write some amazing articles. And so it's


like, your whole platform is just so cool. I love it. So authors definitely need to check it out. So where do they find you? How do they get like signed up? Where do they find you for everything?

 Clayton Noblit 34:28

Yeah, absolutely. What Well, thank you for that. So yeah, if everybody can go to WrittenWordMedia.com. Like you said, we have a great blog with tons of information on on publishing, marketing, distribution, all sorts of good stuff on there. So WrittenWordMedia.com is a great place you can also follow us on Tik Tok at Written Word Media if you want to hear me giving out Book Marketing Tips nice Facebook as well. We have a Facebook group. Do you want to join that at Written Word Media? Yeah, all sorts of good stuff. So yeah, if you are looking to promote your book or grow your reader audience go to rewardmedia.com and we can help out.

 Carissa Andrews 35:01


Absolutely. And just as one last little FYI, guys, you don't have to be a paid member, if you want to just check things out and see all the awesome things that are going on and utilize the platform in general, like the promo stacking isn't everything. I mean, obviously, you have to pay for the promo. But you don't have to be a member to me.

 Clayton Noblit 35:18

Yeah, absolutely. And there is a Contact Us link where you can fill out a form. And so if you're confused about anything or have a question, you can drop us a line there. We have authors that will ask us questions about book marketing that have nothing to do with Written Word Media. And we're always happy to do our best to help out in any way we can. So so don't be shy. ask us any questions you have.

 Carissa Andrews 35:36

Awesome. Well, thanks, Clayton, thanks for being here.

 Clayton Noblit 35:38

Yeah, thank you so much. It was great to talk to you again.

 Carissa Andrews 35:42

And there you have it, my friend. I cannot speak more highly of Written Word Media. They have been in my promo team for a long time, like ever since I really understood promo stacking and understood, you know, which companies are there to really help indie authors expand their reach, Written Word Media has become one of my go to sites and not just for the promo stacking for like free books, your bargain Booksy, or red feather romance or any of those

things, but also with the way that they provide information and blog posts and surveys. Like I said, Clayton does a really great job, the rest of the team does a really good job with articles, and with the different like spotlights and teaching. So I hope you think long and hard about the membership with Written Word Media. I myself, we recorded this podcast episode back in March. And I did go ahead and sign up for the membership. And it's been so great, because I've already saved almost \$60 With all of the the promos that I've done just since that timeframe, like we're only in July right now. And so, in that time, I've already saved a ton of money. And it's been so great. So I've almost completely paid for my membership as it is I went with the gold membership for this time around. So just think about it. And if you do want to check it out, I do have an affiliate link that you can, you know, click on or use or not, it doesn't, it really doesn't matter to me, but I'll share it in the show notes. And you can go ahead and sign up for the membership or test it out and see what you'd like. But overall, I just hope that you're going to check out Written Word Media, check out their blogs, check out what they're doing on tick tock because they are one of the few companies that are out there that are really helping the indie author industry expand in ways that I haven't seen anywhere else. They are innovators truly, and I think you're gonna really like what they have to offer. And of course, if you're already a Written Word Media fan, then it's good to know all of these things that are coming out. Now Clayton is going to actually be coming back onto the podcast a little bit later this year. In fact, we'll be recording his next interview because he's going to be coming on to talk about the latest new thing promo stacks through Written Word Media. So not just promo stacking with Written Word Media, and their promo sites, but they are actually offering promo stacks within Written Word Media. Now, it's pretty cool stuff. So stay tuned for that it's going to be coming out later this year. But in the meantime, I just hope that you are going to continue to find those allies and business partners and innovators that are out there in the industry that are helping you to level up and to do more with what you have, right? There are companies out there like Written Word Mediahor industry and how authors are getting the word out about their books. And of course, I always enjoy talking to Clayton about all the things that he does, especially when it comes to those surveys. He's a fascinating guy when it comes to the information that he's been able to compile for us authors. Before I log off here quick, I just want to remind you that if you are hearing this before July 7 2023, we have our Shattering Limitations class that's coming up on the seventh. And if you're interested in signing up, I really encourage you to do so you can head over to authorrevolution.org/summerclasses to go ahead and get signed up. There is also another class coming up in August and that one is going to be about healing your inner child and the wounds that you had previously so that you can learn to expand and grow beyond what you believed you were capable of. Right? Everybody has things that we kind of get stuck on from childhood and it's time to heal those wounds. Well, I hope you guys enjoyed this episode and interview as much as I did. I truly enjoy speaking with Clayton. It's just such a privilege. And if you'd like to download the transcript to today's podcast interview, can head over to authorrevolution.org/190. I hope you enjoy the rest of your week. Get all of the words on the page and go forth and start your author revolution.