

Episode 192

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SPEAKERS

Alessandra Torre, Carissa Andrews



Carissa Andrews 00:03

The indie author revolution has been around for more than a decade, we 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 hustle and 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 guys. Welcome back to the Author Revolution Podcast for another episode. This week, we are going to be talking all things inkers con, because literally, we are just a couple of days away from its huge launch for the digital version of the conference. And in order to get myself prepared for it, and then hopefully help inspire you to, I brought Alessandra back on the show to talk about the digital conference and to figure out how authors can best leverage this digital version. Because as I found out, the digital version is a lot like the live event like there are so many roundtables and after hours events and networking opportunities that authors need to get to know about so that they can join and be a part of right, myself included. So when I went to the live event, there were so many different classes or so many people that I wish I would have had the opportunity to speak with and just never got the chance to read this digital version is like a revitalization to revisit those things that I number one didn't get the chance to go to like classes I couldn't go to, or talk to people in the genre that I am now, you know, working towards, like I'm going into rom com. And I would love to meet new people who are in the rom com space, for instance. So there's all these opportunities that authors can take part of during the three weeks of live launch. Now if you're not a big joiner and you don't care to go on to zoom classrooms and meetings like that, where you're live, that's okay, too, like there are, I think she said 27 recorded lessons that we did live and in person down in Dallas. Plus, a lot of the feature roundtables are going to be recorded and then placed into the digital conference as well. So there's going to be a lot of opportunity to still get a lot of that content without it having to be you know, you going there live. But what I love about this is just the interactivity that goes around it. It's like a high where you're getting to talk to the people, you get to know your tribe, you get to hang out with people who have similar likes and dislikes and interests in the way that they work as you do. And I think that's so

powerful for indie authors, even myself, like I was having a conversation with Tammy Tyree this morning, about how like, Woo is not my strength, right? That if you listen to Becca Syme her strengths, horses are conversations, whoo actually means Winning Others Over, which is such a bummer to me, because I want to win others over. I want to be part of that. But I like my deep conversations. I like having deep connections. That's my number one relator coming through. So conferences are a learning curve for me, because when I go to them, I tend to gravitate toward those people that I really know. And I trust and I like to have those conversations and go deeper with. But having a digital conference is the same thing right after the live version. It's helpful because now it's like, you know what, I could do this, I don't have to have the safety net of my husband being nearby or the people that I know, close by, I can do hard things, I can talk to people that I don't know, I can get very niche and talk to people in a genre that I'm breaking into. And, like go that route. And I'm hoping that when you listen to our conversation, this sort of thing inspires you as well, because there aren't very many conferences like this, there aren't very many, where you could go to a live event and then get the digital version later. There aren't many digital versions that have this serious amount of networking power that this particular conference has. It's powerful stuff. So I hope you will have a listen get inspired get signed up for Ingress con because we're going to have an absolute blast. I myself do have a featured roundtable on July 30. So make sure you check that out. I will be there from two to 3pm talking about abundance, mindset and manifestation. So if you want to hang out with me and listen, get signed up for that roundtable it's gonna be a blast. And without further ado, let's get into this conversation so you can learn more about how awesome this digital version of the conference is. Well, hi, Alessandra, I'm so excited to bring you back on to the author Revolution podcast. This time, we're going to be talking about inkers con. And I'm so excited to do that, because obviously, I was at the live event too. So my experiences were just amazing, I have to tell you that the conference that you guys put together, it's just probably one of the most well thought out welcoming conferences as both an attendee and as a speaker that I have ever been to. I mean, congratulations on that.

A


Alessandra Torre 05:31


Thank you, I appreciate that. I can't really take credit for it. Our attendees are amazing. I feel so lucky every year you know, I'm, I'm nervous, because you just never know, like, what an attendee group is going to be like, and I don't know how we've been so blessed. But every year we have such a fantastic and welcoming group of attendees, I think it helps the in person event is very small. So it feels like a close knit, you know, close knit group, I grew up at a small high school certainly had 100 of my graduating class. And that's what it feels like, it feels kind of like just a small, you know, you couldn't have cliques because it's too small, like we are all but we also just have a fantastic team. And so our team is responsible for making everything run smoothly. And and you know, we look forward to it every all year every year.




Carissa Andrews 06:22


It definitely ran smoothly. And it was it was so much fun, like all the little events that you have hosted and all the fun things, you know, the the, like the wrapping up the books, I've already spaced out what was called the book wrapping thing where yeah, that blind, blind. Yeah, so fun. I mean, all all of the events, I mean, don't get me wrong, but the margarita event was great, too. And like all the things.


 Alessandra Torre 06:45
That's the easy part. Right?


 Carissa Andrews 06:46
I know, that was a part of the the ticket until we were there. I'm like, wait a minute, there's what are some what was so funny? Oh, and it was so funny. Because I was telling when I did my recap of the conference. And like, there were so many times where I was like, I gotta talk to Alessandra say thank you and talk to Teresa and say thank you and like, capture you guys. And it's like a few guys. And I'm like, on my way to one of the classes and I go into class when I turned it Hermione, right. I turned into like, I got to learn the things, how easy. It was so funny. But the conference, I mean, even the location was fabulous. It was everything about it was just wonderful. And so I really appreciate you, you know, letting me come in and speak and just being a part of that awesome. Like, atmosphere was just fabulous. It really was.

 Alessandra Torre 07:28
I appreciate that. But also thank you for being a speaker. Because we can do, you know, we can have food, we can have, you know, a great location, we can have everything. But if we don't, if we don't bring the knowledge, you know, and bring the information sharing, then it's just, it's just a lot of food and people

 Carissa Andrews 07:46
And people talking about books that they'd like to write someday.

 Alessandra Torre 07:49
Right? Yeah, exactly. Absolutely.

 Carissa Andrews 07:52
I get it. Well, we we are what I'm wanting to explain or talk about the digital version. Because obviously there's two launches to ingress con, there's that live event that we were just at. And then now the digital launch is coming up. So can you explain to my audience a little bit about how you came up with this idea of having the two separate launches? And like, you know, what helped you decide to go that route?

 Alessandra Torre 08:16
Absolutely. So it is a little confusing. So I'm really glad that we're talking through it, because it is a different concept than a lot of conferences. So when we started ingress con in 2019, from the beginning, initially, the idea was to have a large online conference, and this wasn't

something you saw a lot in 2019, there are a lot of like digital summits, but we really wanted a professional high quality authors conference that someone could attend from anywhere, you know, despite their, you know, work schedule, parenting schedule, budget, you know, our ability to travel. So that was the original thought was to do just a big online event. And where we ran into an issue was consistency of recordings. Like it was like, you know, I just didn't feel like I really get quality recordings. So then we thought, well, maybe we'll bring all the speakers together and film them. Well, then, it was like, well, if we're gonna be like, bring all the speakers together and film them, they might as well just let attendees be there, you know. And so then it snowballed was like okay, let's have a live conference. And then let's, you know, and record everything there. And then let's package it and and release it and have the online conference. So the the live conference was really built just for that environment so that we could film in an in a high quality and I'm not sure that we'll always do it that way. But that that worked for us really well that first year, second year COVID hit, and we could write that but what it meant was that instead of our attention being split between kind of the live and digital and prepping for both, we were all in on digital and was like okay, how can we bring that events that we did to live, how can we bring that to digital? How can we create interactive activities for digital? And we were way ahead of the curve. There were a lot of conferences were like, oh, we can't meet in person, how do we do this digitally, we were already a year ahead of the game, because we had launched in 2019. So we had our system setup we had, and we understood the tech, we understood the delivery. And so we were able to just really capitalize and what happened in 2020, which was our first own solo digital, the interactiveness just exploded with attendees. So what it meant is that we were able to build a really robust online conference, kind of off of that. And so we then just continue that and 2021. We also were not live, we did come back live in 2022. But then we really kept kind of a lot of focus, and attention, you know, we spend the bulk of our prep on the online experience. And that's something that a lot of attendees, we have a lot of attorneys that jump in after launch period, you know, they purchase a ticket to the conference in December, and they watch all the classes there. But the absolute best time if it if you can purchase a ticket for the digital conference, pre launch, and right now our launch is on July 22, then that means you can interact and experience all of the three weeks of launch. And we have three full weeks of literally over 100 Interactive opportunities for attendees to meet fellow authors to talk with companies like Kindle Direct Publishing, or draft digital or Kobo or book funnel, and also attend to best seller q&a. So we have are co writing sprints, we have just have a just an entire agenda of live events that they can participate in. That is so cool. I was gonna say in your opinion. Your question, let me just say in a nutshell, what Inkers Con is. Inkers Con is a fiction authors conference, it focuses on indie fiction authors. And we have a slate of 27, blink classes, presentations, professionally filmed presentations. And then we have three weeks of interactive activities, that and attendees can participate in any of it at their own pace. If they don't want to attend the interactive activities live, they can watch the replays of those later.



Carissa Andrews 12:22

That is so cool. And I was going to ask you like what in your opinion, when you compare the two, like the live event that we just had, and the digital conference? Is there much of a difference do you feel? Or do you think it's like, they're so similar now, because of the interactiveness.



Alessandra Torre 12:35

It's kind of just personal learning style, like Jamie Albright, who was one of our attendees this year, she was the speaker last year, for her. And for authors or, you know, individuals like her, she needs to be there in person, like she needs a button to see, you know, she, she just absorbs it differently. If she's in there in person, it's probably accountability thing, too, you know. And so I do love attending a live event where you can have like, a weekend, you're like, This is my weekend, and I am going to focus on my career, I'm gonna focus on my writing. And this is I'm just going to, you know, immerse myself in that. And we have tried to create that with our three weekends, three weeks of launch, where you can really set aside just even just one of the three weekends, and say, like, I'm gonna watch classes, you know, and we have, I've seen attendees, like rent an Airbnb, and there were four of them. And they're all watching presentations together, and attending roundtables. And they do like a mini writing retreat. And I love that. So, yeah, and I've seen, I've seen all attendees check into a hotel, like in their local town, and they're there from like, nine to five or nine to eight at night. And then they go home to their family, or they stay the night, you know, and that's just their mini retreat. But it there is a difference, you know, there's a difference when you can sit at a table and eat a meal and chat with attendees. And then you know, meet someone on the elevator, I mean, there are certain things in person that we just can't recreate, digitally. But at the same time, there's so many benefits digitally, that we can't recreate, you know, at the live event. So it's so it's an x, and that's why live tickets always include digital access, digital access, we can't include the live ticket, but but at least you know, if you're attend live, you'll also get digital.



Carissa Andrews 14:26

That makes a lot of sense. It really does. So okay, overall, what what type of authors would you recommend this conference to like? Is it beginner independent authors? Is it mid? Is it like people who are really kind of in the upper tiers, and they're trying to like, level up even further? Who is this conference for?



Alessandra Torre 14:43

Yeah, it's a really great question. And I hate to say like, oh, it's for everyone. But the truth of the matter is, we try to be as high level as possible. I personally create the agenda every year, and I am so I'm a I mean, I'm gonna say successful author, I've been in the business for 10 years, I have 30 books out. So I tried to say what is an author at my level, need to learn. And it was funny because I was talking in the hall at inkers. Khan, to someone and it's like, you know, it's hard because you're trying to create high level content in the person I spoke that you might have actually been at this, when we were having this conversation, they said, they said it, it's funny, because it still goes back to the basics, like, what a six figure author is trying to get a seven figure needs to know is very much the same as a brand new author is trying to break into the business, all of us, some of us have bigger audience than others, that all of us are trying to figure out how to appeal to the market, to gain new readers to communicate with existing readers once we have them in to improve our sales service facility and all of that. So it's funny because you're like, oh, you know, so we try to go as high level as possible. But the truth matter is so much of it, whether it's craft classes, it doesn't really matter whether you make six figures or whether you're on your first book, it's you know, you're you're going to come in oftentimes at the same place, or absorb and react to the same knowledge. But the goal is everything, everything trying to hit whatever your like, next plateau is that's what we're trying to hit. And because you have six years of access to the classes, maybe you're you aren't

ready for advanced Facebook ads right now, right? But in three years, you could be you know, or maybe right now, the idea of direct sell, sell selling is like terrifying to you. That's cool. Like, that class will be ready whenever you're ready to watch it, and you can watch it later. So I do do always do a couple classes that are that are more beginner. And I do do as many classes as I can that are advanced. Because you can always become more advanced, you're not going to typically become more beginner. But But I do know that like this year, we have a Facebook ads from scratch, like this is how you set up your first Facebook ads. So we do do a couple of beginner classes. But for the most part, I try to be just as the biggest or our average attendee has written six to 10 books. So that's what we keep in mind. And the bulk of our classes are in that that group, how do we help authors who have a back list and are trying to have their future books be as successful as possible and sell their backlist as much as they can? How do we appeal to that audience? So that's kind of our main focus.



Carissa Andrews 17:30

I love that. And when I was at the live conference, you could tell like, what's you know, sometimes when you go to conferences, it's it's heavily leaning one direction or another. It's either like heavily traditional authors or heavily like older authors who are trying to like figure out how to write. This one was like all over it was like, ages didn't matter. Like success levels didn't matter. It was mostly indie, though. So it was it did have that. But it was just such a neat mix of people that everyone was just trying to learn something new. And I know I myself, when I came into these classes, there's a lot of stuff where you're just like, you know, it, it's like, buried in there somewhere and all this and you're like, Oh, that's right. I was gonna do that, like three years ago, and I still haven't done that, you know, it's like, you get reminded of some of the things that you're like, I should be doing that. Thank you.



Alessandra Torre 18:13

I appreciate that. And sometimes it takes carry that like either that how they feed someone I see something eight times before they buy it. Yeah. It took me seven years to say okay, I'm gonna write to market like I was, so staunchly opposed to the idea. And it was still really inkers con year before last, where I saw I just heard it in the right way where I was like, Yes, I like that. And I'm good with that. And that makes sense to me because my I kept dismissing it as thinking range market was this when market range market wasn't that or at least it wasn't that to offer that was presenting it to me. So sometimes it just just takes you hearing something in a different way or from a different person that you're like.



Carissa Andrews 19:01

That's you in the other room Alessandra! It's like we're buddies. I've been that like that myself. I'm like I don't want to do it because everybody's doing it. I think assign would tell me that it's probably the the success archetype of what is that the trendsetter. She's probably probably one of those trendsetters who are like, oh, can do the same thing. I love Yeah, she's I know she's, she's amazing. I love her so much. Oh, gosh, she cracks me up. She's one of those ladies that is just so fascinated doesn't matter if she's talking about strengths or success archetypes or what? She's just awesome. I love her. So you have roundtables and we're talking about that. That's where my question I'm like, where do I have questions? What were they? The roundtable

was such a fun day because we were able to go you know, from from table to table to from talk to talking like experience, some of the people who were you know, presenters and then some people who just had something to present and who weren't actually speaking, there was so much to learn and so much to take in that first day. And now you've recreated roundtables for the digital experience. Do you want to talk a little little bit about how that's gonna work in the digital environment.

A

Alessandra Torre 20:02

Absolutely. So, roundtables were actually originally born in digital. They were born during COVID. And it was funny, I had absolutely no idea of how popular they're going to be we grossly underestimated brown tables when we originally launched them. But the idea of roundtables is they are attendee led, so any attendee can create and host a roundtable. So they fill out an application form, which is basically just us getting their information. And they say what type of roundtable it is. So we have, we have discussion roundtables, which is like, I want us to just have an open discussion, I will have questions that will guide us through the discussion, but I want to learn from other people about what methods they use to sprint. So you might have five people, you might have 70 people show up. But if it's 70 people, we encourage these breakout rooms and zoom, it's all through zoom, but you you discuss your methods for sprinting. And so that is a discussion type roundtable. Then we have networking round tables, which is like I want to meet fellow aspiring authors in fantasy, or I want to meet seven figure authors, you know, and but you need to be a certain thing out there, right? And so, so it might be something like that, or it might be like, I want to meet authors in Australia, because I live in Australia, you know, so we have a lot of networking type roundtables, which is really just hey, I want to meet people that are like this and coordinate with them. And then we have teaching round tables and teaching round tables, you do have to have some sort of qualification or experience. It could be like, I'm an author, and I've had tremendous success with cozy mysteries. And I want to teach about because mysteries, it doesn't mean I have to have a degree in cozy mysteries, or anything else. Or it could be an author who's like, you know, I suck at a lot of things. But one thing I do really, really well is, you know, write cliffhanger endings. And so they want to teach on cliffhanger endings. So, teaching roundtables, there's normally 30 to 40 minutes of instruction, and then they answer questions. And so those are the different types of roundtables. And again, any attendee can lead them we do not vouch for them, we do not. We, you know, we we are not responsible for the content that is shared during the roundtables. And it's up to the host whether they want to record them or not. If they record them, then attendees can watch them later if they cannot attend live, but we have a giant calendar. And during the three weeks of launch, I mean, some years we have over 100 roundtables, and they will in every topic, you could imagine translating your book, you know, I don't know, time marks and bucks like it just all sorts of different things getting into libraries. So talking with an Narrator You know how to work with a narrator hiring a PA, there's so many different topics. And so what it did become a little bit of Wild Wild West, I mean, you know, like, there's so many to choose from. So last year, we started having featured roundtables, and featured roundtables are limited to 45 minutes, they are only teaching roundtables and they are recorded, and they are moderated by a member of our team. And those are only on the weekends. So and so that was us trying to have just a little bit more to help an attendee figure out, you know, where to go. And those, those are on our professional zoom. So we have a plan where it can take up to 300, you know, attendees. So that was the other thing. We did have some really popular roundtables where they were having hundreds of people and they were getting kicked out of the room or there wasn't a there wasn't a big enough room to accommodate. They weren't getting kicked out, but they couldn't get in. So yeah, so that's so and so we do roundtables during those three

weeks. And it is it is bonkers, in a great way. And some it's so funny because I have some attendees, they've never watched a single presentation. They attend they, they do like eight roundtables a day they meet so many fellow authors, and again, some roundtables only have six people in them. Some have 20 or 30, or, you know, 60 and they just they just binge on round tables, and they attend round tables, and then they're like, oh, yeah, I'm gonna watch the classes at some point in time.



Carissa Andrews 24:24

That's not pressing, though.



Alessandra Torre 24:25

It's not what they want. What they want is the interaction, right? So that's a really special and then we have a lot of like companies come in like book funnel or vellum or something like that, that use the round tables as a time to answer questions, or to learn what features you know, attendees would be use, you know, like, they're like, oh, like to do more of like a focus group type thing. Sure. So we do have a few roundtables that are like that. For the most part. We're very strict that round tables are not used unless it is like, set up with us. in advance, attend, roundtables are not used as sales opportunities. You know, we want attendees to have an enjoyable, productive experience and to understand what they're going into.



Carissa Andrews 25:10

I love that and the roundtables in person were so great too, is like some of the conversations that were had were just, like talking about AI and talking about, you know, I had like lost track of all like, what everything was because there are so many great ones. I mean, I was, I loved Bonnie's body. Paulson's conversation, too. I mean, there were so many great people just having really wonderful conversations that it was just like, it was such a great way to start it off. Because now you're, you know, you're in this group of people, we're all learning about that same thing. And you got like, talking about what you just said, or he just said, and it was it's, there's so much fun to interact with and just be a part of, I don't know, it was such a great way to start it.



Alessandra Torre 25:47

It was, this was our second year, this is our first year in person doing roundtables in that manner. We tried to kind of do roundtables last year, but we did on Saturday night from eight to 10. And I mean, I think everybody was so tired after an entire day. Oh, my gosh, like, and, and we weren't, they weren't attendee led, it was like, we had questions, and then they would switch. I liked this format a lot better. But again, it was only possible because we have such cool attendees. You know, like, if we didn't have attendee stepping up and saying, like, oh, I want to talk about this, I want to share on that, or, you know, I mean, then it wouldn't work. So, yeah, I feel very lucky.



Carissa Andrews 26:25

Oh, it was it was great. And obviously, on the flip side of it, you had, like, its ingress kind of has such great after hours, networking events, too. I mean, you had the margaritas manuscripts, and you had the book swap, and you had, like so many cool things that were going on. And now I know that you're incorporating some of those into the digital conference, like you said that it that's kind of how it started in the first place that had that concept before the live version came about. So can you tell my audience a little bit more about like, what those types of after hours networking looks like in the digital version?



Alessandra Torre 26:54

Absolutely. So every year we're, we're trying new things, and this year we're introducing. So we have roundtables which happen again, all the time, some are attendant nights, some are not. And then we have some bigger kind of networking events. So this year, we're trying to speed networking, which is when will, you'll be able to come in and very much like speed dating, you know, be in small groups and switch. And our goal is for you to meet as many fellow attendees as possible, hopefully ones that are like, similar to you, either at your genre or your level, but also just in general, meet fellow attendees, we're also planning kind of a happy hour networking session that we're still ironing out the details to. And then this year, we're also doing for the first time, like CO writing sprints, and having just multiple times a week times where you can come and sprint with fellow authors. And, and hopefully we can increase your, you know, productivity during that time, I'm going to be under deadline. So I'll be at as many of those as possible. And then we just have like, we have a strategy session, which was something that we did, we tested out the live conference as a roundtable. And that's been led by one of our business experts, where it's like identifying your strengths and weaknesses and your priorities for this year. And then giving you kind of creating your own success plan. So that you know what classes to you know, you should start with what roundtables you should look out for, you know, just kind of really, because we do give you a lot of information at one time. And and we want you to make sure that you move through it in a manner that helps your career as much as possible. So we are, we're gonna have one or two of those sessions this year live, so that we can't put drinks in hand and you know, firepit, but, but our goal is to have both those bigger, like coordinated sessions. And then again, if what you're looking for is is to meet and mingle and just talk shop, there's going to be just dozens and dozens of those opportunities during those.



Carissa Andrews 28:57

As someone who went to the live, like live version, I found myself definitely gravitating towards, like once I found like people that were like on the same wavelength, we'd like the same things. It was like we did like clump together. And sometimes Yeah, people would kind of join us, but we found ourselves kind of in that gravitational pull, I guess. And so it'll be so nice to go into Part of that's my husband, like he was with two. So it's like, I gotta I gotta be with him. Right? It'll be so good to like, have that opportunity to speed dates, so to speak other authors who are in your genre or whatever, things that you weren't able to do in person too, because, I mean, I'm, I'm breaking out into a rom com pen name. I mean, yeah, yeah. To meet more people in that genre and and talk and so it's like, it's another experience to be like, you know, when you get home, you're like, dang it. I should have talked to more people. Like, guess what I get to yes, so I'm gonna do it this time.



Alessandra Torre 29:49

Yeah, you can be more niche because we have 1000s of attendees. It's just, you know, when you're in person, there's 150 people there. You know, you're not, it causes to form friendships with people you normally wouldn't necessarily meet, interact with. But it is nice to digital because you can get super niche if you want. And if you're like, you know, I'm about to start writing, you know, apocalyptic, you know, thrillers, then you you can find and join that group in a very low key, you know, non stressful I am an introvert by nature, that has changed a lot in the last few years. But it for me to go to a live conference, if I don't know anyone, and and I didn't already have like a network. It's very, very intimidating for me. And it would be really hard for me just walk up to a group of people and be like, Hi. I would feel I would feel much more comfortable. And I think people are much more comfortable saying like, Hi, I'm a nerd. I don't know anyone. I'm really awkward. But these are the things that I like, these are the things I'm hoping to learn more about. And does anyone want to be my friend, and you're gonna have, you know, 20 people respond to you on that. So I think it does make it much, much more easier, especially because so much of us are book nerds, you know, to find a community and to find some support.



Carissa Andrews 31:12

Oh, 100%. I mean, I think it's just gonna be such an, I wouldn't consider myself introverted necessarily, but I do find that I get intimidated by a lot of people. And so then all of a sudden, I'm just like, Okay, I will talk to anybody, you come talk to me, I'll speak your ear off.



Alessandra Torre 31:29

I'm on my game on. Right, right. If I walked in, like a 20 Books scenario, and there was a crowd of people, I'd be like, Oh, I'm just gonna trust Yeah, somewhere and like Hi. Um, yeah.



Carissa Andrews 31:43

For me I look for the familiar faces like, do I know anyone?



Alessandra Torre 31:47

Am my luck, I'd walk up to someone like, Hey I know you. And they're like, No.



Carissa Andrews 31:52

Yes, we did. I'm pretty sure we did. I totally feel you there. Yeah, it's it, there is something about that live experience where, like, when you have to actually physically walk up to someone, and you don't necessarily know him. It's like, Ah, this is weird. But it's, it's so much

fun to sometimes. And so it's like, I love those people who can just be flamboyant and not have a care in the world and just like bust into any. Like, I love those people. I'm not I love people.

A

Alessandra Torre 32:18

Yeah. I love those people. And I think it what was, what is great about those people is they do go, you know, especially like, you need a mix of people. And you need you need a lot of those to help. Yeah, the ones of us that are more shy,



Carissa Andrews 32:36

Right? It's like, just come talk to us, we'll be fine. We'll we'll say something to you trust me. We'll still talk. Okay, so for authors like myself, or who are at the live event? And who, like, obviously, you said we get access to the digital version? Do we get an email? Is there a way for us to log into that so that we can start you know, preparing mentally for it? Because this is coming up fast? So how do we get ready for it? Yeah.

A

Alessandra Torre 32:59

So, at any point in time, when whenever an attendee buys a ticket, and I think you have a coupon code, so if someone is listening and is interested, so whenever they purchase a ticket, they'll get a welcome email. And there are two different homes for anchors comm. digitally. One is the Facebook group. And we will be next year moving to a kind of all in one platform. So our goal is to get off Facebook and really have just like a focus area where someone won't get distracted by a cute cat video, or something. But for now, for this year, we have the Facebook group, which is just kind of a hive of activities. And there's always someone posting, asking questions and interacting and that will get busier and busier as we approach the digital launch. And for those three weeks is the launch. And then we have the website and on the website is where all of the classes are. That's where the calendar for the roundtables are all of the roundtables and all of our live events are held on Zoom, we have a standard zoom channel that all of the featured items are and then the roundtable. The attendee live roundtables are each on their own zoom. But we have just like a hub that has the calendar that has the classes that has all of the transcripts, all of the slide decks, everything, all of audio, only options, everything is there in one place. And that will be your way to if you've purchased anything in the past in a conference. That's that same website, it's that same network, and you'll be able to see all of the other years that you've purchased also, again, that will change next year, next year, we will move to a new platform but all of that content, all of your purchases will just transfer to the new platform and that we're really excited about that future. But this year, we're staying the same format that we've honed and used for the last two years or last four years actually and so that is InkersCon.com. And then also Facebook, attend the Facebook group and if you're not on Facebook, it's fine. You will be able to access everything you want to access through our communication with DVD Email into the website. So if we went to the live conference, does it like turn on for us then on the 22nd? Or like how, when does that start? Midnight, midnight on the 22nd, everything will unlock. You'll get an email from us a couple of days prior with just your access information. So you can go on and test it and you'll be able to see a welcome page and just make sure that you can see what you see. And also roundtables will start on the 13th. So in about a week, you'll be able to see the roundtable calendar, you'll be able to go ahead

and start adding those, we won't actually have any roundtables until the 22nd. Sorry, on the 22nd. But you'll be at least be able to be like, Oh, here's the calendar of events. Here's what I add. Just go ahead and start me now and planning out your week. If you want to host a roundtable. We're already taken applications to host roundtables now, both featured and traditional roundtables. Awesome. And do do people who sign up for roundtable get notified than if the roundtable was accepted or how does that work? Yeah. So we'll reach out to hosts on the 10th. So anyone who's submitted an application will hear and then once once past the 10th than it, then it will be much quicker, you'll put in an application for a roundtable and within 24 hours, you'll hear whether you're accepted, and you'll be added to the calendar. Cool, cool. And the steps are not. Yeah, we accept. I mean, obviously, we we don't accept any problematic roundtables or anything like that. We've never had an issue with that. But it's it's not, it's really more how can we help facilitate you holding a round table? And then the only like, real acceptance is if you're trying to apply for a featured round table, because we only have a certain number of those slots.



Carissa Andrews 36:41

That makes total sense. Is there any other advice on how authors can make the most of their digital experience, if they get signed up, and what they're going to do like anything that we missed about all the all of the amazing activities that are going on?



Alessandra Torre 36:54

I think it's really just about, like, a lot of us buy things, and we don't use them, you know, I'm guilty. I have a Becca Syme class from three years ago, and I've, you know, and I haven't done anything with it. So even though you know, like, this is a great thing. And you should do this a lot of times, like we sign up and don't. And so our goal is really to try to help make sure that you get the most out of your experience, and you actually do use it, whether in maybe all you want to do is networking, and maybe all you want to do are those interactive discussions, but or maybe all you want to do is the classes but but I don't want this to be something that you know, someone purchases and, and doesn't use, because there's so much incredible information in these presentations. We're editing the presentations right now. And it's, I feel so lucky to see them in advance. Obviously, we saw a lot of them at the live event, but there's just there's just gold nuggets in those presentations. And so I suggest like we have a checklist that you can mark off as you go. But even if you just watch one presentation a week, I mean, ideally two presentations a week, or if you can just set aside, you know, Sunday afternoon from two to six. And that is your time to really invest in your career and learn something you'll just be amazed at, oh, I can definitely vouch for that. There were so many you're adding stuff to your to do list. But you're actually the more you know, the less the more I know, the less I do, because I'm like, okay, yes.



Carissa Andrews 38:22

I know. Now, that's not something I want to focus on, this is something that would work for me, or would appeal to me. And it just kind of helps me be a lot smarter in my decisions that my time 100% Yeah, and the speakers this year were so fantastic. I mean, there were so many of them that were so well thought out, well engaging, I mean, great stage presence event, I mean,

just fantastic speakers where you could follow along and really understand what they're talking about. I mean, too many for me to even count. And that was just the ones that I was able to attend, right, because you had the the two rooms going at all times. And that was always like, ah, but I want to go to both. So I'm looking forward to seeing the ones that I missed in the live version that's on my agenda. That's definitely something that I'm going to be experiencing as the live launch goes. And I love that idea of taking like a time bracket and being like, Okay, this day from this timeframe. I'm going to like sit down and go back through the stuff that I missed. Maybe if you did go to the live version, or however you're working so smart. I love that so much. Okay, so you I think you mentioned this before, but just one more time for my audience. How long do authors have to access the content when they get signed up for the digital conference?

A

Alessandra Torre 39:30

So from date of purchase, you have six years to access it. And I mean, I we might extend that. I don't know. We started out with one year and then we said two years and we're like why are we let's just say six years now. No, we're six years came from but we thought you don't have to watch it six years then. But yeah, six years you have to watch and rewatch you have a 30 day money back guarantee. And that 30 day starts when the conference launches on the 22nd so if you aren't if you don't love the experience just let us know, and we'll cancel your tickets.



Carissa Andrews 40:04

You're gonna love it.

A

Alessandra Torre 40:06

Yeah, we aren't in the business of taking money from unhappy customers so. So we really, we really want you to be happy. And we want you to feel confident in your decision. And we do have a payment plan available. So you can break it into two payments, your access starts, you know, or your purchase is solidified with that first payment. So we don't, you don't have to wait for both payments to come through. Another question I get a lot is like, Oh, well, I'm busy during you know, or I have a vacation plan during you know, part of those three weeks launch, those three weeks of launch is really just the interactive activities, over half of them are recorded, you can watch them later, you don't have to be present when it's happening. And everything is really designed to work around a busy schedule, and to work at your own pace, and to give you the information that you're interested in when you're interested in it. So even if you are slammed for the next, you know, month, and you're not going to be able to participate in the live events at all, that's okay. Like the recordings will be there, and it will be ready for you whenever you're ready for it. And it doesn't matter where you're at in the world, as long as you have access to the internet or a smart device then. Good to go.



Carissa Andrews 41:14

Yeah, I love that. That's so cool. And I love that it's so I mean, six years is quite a long time in this industry. I mean, things are changing so rapidly that you know, in six years, if you haven't had time to check it out you're probably going to want to get the new conference and like

had time to check it out, you're probably going to want to get the new conference and like figure it out guys.

A

Alessandra Torre 41:28

Got to change the only real like dated information. I think the ads courses will probably be what becomes stated the quickest. Yeah, like if I was going to start ads today, I don't know that I would go and watch an ADS class from four years ago. I'd want to watch. Yeah, absolutely. Everything else. A lot of the craft business and a lot of the marketing classes are pretty evergreen.



Carissa Andrews 41:50

Yep. Yep. For sure. Yeah, it's only just like the the evolution of how like AI has interacted with marketing and how AI is starting to change the landscape of things, or even the direct sales seems to be like a big component. That hasn't I mean, it's always been there, I feel, but it's now becoming more forefront where people are your authors are trained, more entrepreneurial, and really putting that hat on. So it's been interesting to see that kind of transition as well. So I think you're they'll see a lot more of that type of stuff and the newer conferences versus like if they went back four years, for example. So yeah, that's super cool. I love that. It's that long, though.

A

Alessandra Torre 42:24

Last year, I saw like a lot of Kickstarter, and I haven't seen a lot, but I'll be curious to see how many roundtables. They're in the roundtables, you really see the trends emerge, you know, sure. I have no doubt we're gonna see a lot of roundtables about using AI. We're gonna see roundtables, I think a lot of spin off roundtables on direct sales. So that's where I kind of see that because the curriculum, we plan, you know, almost a year in advance. So it's hard with those 27 classes, but the roundtables there could be something that happened, you know, just, you know, last month, and yeah.



Carissa Andrews 43:05

Well, we'll see roundtables pop up about USA Toda bestsellers list being back. Let's try! How's this gonna work now guys? Together?

A

Alessandra Torre 43:16

Yeah. Let's create a new list. .



Carissa Andrews 43:19

Well, Alexandra, thank you so much for being here. So just for my audience, what's the best place for them to go to get signed up to Inkers Con and to check out everything,

A

Alessandra Torre 43:26

They can go to inkerscon.com and that homepage will take you right into the digital conference and tell you all about it. And and like I said, I believe that Carissa has a coupon code (CARISSA23). So be sure to use that at checkout. It'll work for the payment plan or the pay in full either one.



Carissa Andrews 43:43

Absolutely. I will make sure it's in the show notes. Well, thanks again, Alessandra. It was such a joy to speak to you. And I'm so glad that we had the opportunity to like work together with this conference, because it was so fun. Thank you so much.

A

Alessandra Torre 43:53

Thank you for everything you did for it. Thank you for speaking this year. And we're just so proud to have you on our on our roster. So thank you for this opportunity. And a big thank you to the audience for listening.



Carissa Andrews 44:06

Well, there you have it, my friend, isn't this amazing. This conference has so many unique legs to it that it doesn't matter what type of an author you are, whether you're introverted or extroverted or whether you like to just have, you know, roundtable experience and network or if you are an input high individual where you love to get like all the information. There's something literally for everybody at this digital version of the conference. And so if you were not able to go to the live launch, and you weren't able to be there in person in Dallas, this is another way to get into it and to meet those people who are, you know, a part of this community who love the indie author space as much as you do. We're working on the same challenges and the same aspects of their own careers that you're working on. You can learn new things, you can see the trends as Alessandra was talking about with round tables. You can get inspired and engage in your author career all over again. And that's really what these conferences, in my opinion, are all about. Right? So, I hope you're gonna head over to inkerscon.com to get signed up. The coupon code for any of you who are listening right now is all caps CARISSA23. So if you use that coupon code, you can get \$50 off of your enrollment for the conference. So make sure that you do use that. I will also have it in the show notes, if you want to go over to authorrevolution.org/192. So there will be the link then to Inkers Con and the coupon code reminder to be able to use that as well. But it's CARISSA23. And you get 50 bucks off, which is amazing. I think that's such a cool thing. So yeah, have a great time with this. And look for me, like I mentioned in the introduction, I will be hosting a roundtable on July 30. So come join me from two to 3pm Central Time. And just let's have a really cool conversation throughout the next couple of weeks, like I'll be going to different roundtables myself, I have the whole thing printed out and I've got the ones that I'm going to circled. And I'm really excited to attend a lot of the classes that I didn't get to go to, because I was taking the other classes there were two classrooms going at every single moment. And sometimes they fought

against each other. And so I was like, Oh, I really need to go to this class. But I want to go to the other one too. So I'm definitely checking those ones out that I had to miss. And yeah, it's going to be so much fun. I'm looking forward to this so much. I hope you have a wonderful time joining inkers con, I hope to see you there. I hope to see you at some of the roundtable discussions. And yeah, don't forget that I also have a class that was presented with Renee rose, we have a class about aligning your author career to your highest abundance, right? Activate and Align Your Author Success is what it's called. So check that out. Renee speaks first I speak second. And it was a fantastic conversation about how to activate that success inside yourself so that you can manifest anything and everything you desire. So check that out as well. And just enjoy the process. Enjoy this conference. And go forth and start your author revolution.