

Episode 196

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SPEAKERS

Kristen Lamb, Carissa Andrews



Carissa Andrews 00:03

The indie aAuthor revolution has been around for more than a decade. But 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 it in its place. We're sowing the seeds of a better way 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. Okay, so first of all, I'm going to caveat this episode with, it might seem like it's a long episode, but hang on to your hats. It is hilarious. Like through the entire podcast interview, as I was getting it prepped and ready for you. I was giggling to myself the entire time, because as you will find out, today's guest is nothing if not absolutely a bundle of hilarity. She is wonderful at twisting words and making things so funny and self deprecating at times, that you will just be giggling the entire time while actually learning some very valuable insights about what it means to be an author. And what the history of authorship has looked like even. She's very sneaky. That way. She can slip in some very, very powerful details in the middle of all the humor. Yes, that's right. My friends. My guest this week is Kristen Lamb. She is blogger extraordinaire, the owner and creator of the wanna tribe, which is the acronym for we are not alone. And I'm so excited because when I first met Kristen, it was like one of those things from afar. Like, I think I was on Twitter back in the day when I was first starting out. As a writer. That's when I met Colin, like I was talking with all the different people just sharing insights and learning things until I started following Kristen's blog back in like 2010, right. And so I've been kind of on the sidelines watching and doing things as we go. And then, and then I go to Idaho, right, the Idaho Writers Conference. And Kristen is there. And she came up to me and had that wonderful, funny conversation. And if you have listened to this podcast for a little while, you know the conversation, I'm not going to relay it again now because we actually talk about it in the podcast interview that you're going to be listening to. But she is just an absolute hoot. I love her sense of humor, I love the way that she looks at the world. And the amount of passion she has for wanting things to be not only good, but equal or better for all people like she has a huge passion for making sure that writers get paid what they deserve what they're worth. And that's

something she and I both share, because I really do feel that creatives need to be honored, they need to be given more monetary gain monetary support for the things that we create, because you can't look anywhere, anywhere without seeing a story. It's a brand story. It's a story structure for a movie or a show. People are enamored by stories, and we authors, we writers are the ones that do it. And so I hope you enjoy this podcast interview as much as I did listening to it, obviously being involved in it the first time. Kristen is just an amazing, big hearted person. And I love her sense of humor and her take on the world. And I know that you're going to as well. So without further ado, let's get into it. Because this one you're gonna want to listen to for a while. It's so good. Why Kristen, welcome to the author Revolution Podcast. I'm so excited to have you on this show. I've mentioned in the in the introduction how you'd like you came into my sphere. It's been a long time because actually followed you way back in the day. And we obviously came back into connection when we were at Idaho. And I was just wondering if you before we get started could fill my audience in a little bit on who you are and what you do. Loaded question right, you have all the things.

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Kristen Lamb 04:31

Yeah, I started out. Obviously, I wanted to be a novelist. And I wrote my first novel, this was pre internet and where you had lots of experts that she could actually reach out to you and ask questions. And I wrote my first novel, it was 187,000 words long. And I thought, Well, that should be long enough and write romance and comedy and drama and action and have everything but a plot. Oh, man, I still remember my first writers meeting because I was kind of embarrassed, I didn't really want to show up because I don't want to make him jealous was like my natural talent, you know? Because I didn't wanna make him feel bad. It ran. So I hand up my pages, and I'm expecting this one thing. And I hit it back and I'm like, oh, Jesus wept. No, whitespace left. And then they gave no figs about your feelings. It was all red pen. Just like it was like, so we have a comment about your plot. Hate it. Your characters hate them. You're good at everything except for sentences and words. And so I said, my Honda Civic, and I've just bust out crying because I left my day job in sales to which my grandparents who raised me heard blah, blah, blah, writer, blah, joining cult blah, blah, college great. And I'm like, I've got to make this work. And I'm thinking I'm brilliant. Like, I'm willing to say the stuff that no one else is because I have no shame. I remember query agents and like, be worried about simultaneous submissions. Because what if I had to choose, and they were fighting, and it would be really awkward at parties in New York? Yes, I was a person. So I joined a writing group learned how much I did not know because I was too stupid to know what I didn't know. And then I finally get this 187,000 word tome kinda under control. And I go to my first writers conferences, where I met my first mentor, who was a Green Beret. And he was like, Yeah, this is great. Except for you don't have a plot. Okay, so I can fit. No, you can't fix it. And so I started stalking him because I knew it was coming around the corner because I had pitched a book on Facebook, because I was like, social media has just been opened up to the public. It's just, it's gonna change the entire world, like, governments are going to shift everything that we do is going to fundamentally shift on its axis. And the agent from New York told me that Facebook was a fad, and so is the internet. He ran away from me three years later, anyway. Wonder why. So I stalked my New York Times best friends? Well, in my mind, and I said, Okay, I will figure out, I'll teach you social media. And I'll build your platform, if you teach me how to write. And I joke that my writer's journey was the Kill Bill to version. Not a lot of mentoring more like just making me go up and down a mountain with water and then pushing me over and telling me to do it again. Nice. Yeah, Bob didn't call me by my name for three years. Okay, published my first two books, and he never called me, Kristen. And so one day I get this email. And he calls me Chris. And I'm like what is said? He said, He gave me one of my first keynotes, which was on Whidbey

Island up in Seattle. Love it, but But you know, it worked for me, it isn't for everybody. But I, I had way too much ego and way too much know how, and I really kind of needed. You know, your, a lot of us writers, not all of us, we also have crushing self doubt. But some of us we've been told our whole life, like you make A's on paper. So obviously, that five page essay naturally translates into a Harry Potter series. I mean, come on,



Carissa Andrews 08:26

Obviously, yeah.



Kristen Lamb 08:29

The difference between that essay and the Harry Potter series, and so I had, in my defense back then we didn't have stuff like what you're bringing to the world? Like, right, we really didn't. That's how stupid you were. And hope you were close.



Carissa Andrews 08:45

Right, right. Everybody on Twitter?



Kristen Lamb 08:47

Yeah, in the face of that, like I, you know, I had to have kind of this stupid overconfidence, because I committed to it. And that really hit me when I was crying in my Honda Civic wiping my face with Taco Bell napkins, because anything that didn't cost 99 cents in the past year. And I gotta make this work. So I took a job as a technical writer, which I'd rather be thrown in traffic to do that, but it pays well. And so I just started blogging, because I wasn't very disciplined. I remember thinking, if I could just be one of those people that writes like 500 words a day. Like then I'll have made it, or 1000 words a day. And now I'm like, when I get off on an idea, I actually have a ceiling. I have to stop because it'll hurt my hands, right? blogging, blogging, blogging, train your speed and your discipline. So I know I'm taking the long way around this, but it's such a crazy journey. So I get my first two books through my mentor, because New York wasn't going to touch him. And then my third book, I got an amazing agent in New York. Diana gabbled his agent actually, was actually like yes Ruskin. When is my agent and he loved raised with machines. And he was like, okay, things are gonna happen really quickly, I need you to be ready, contracts are gonna be signed, chickens are going to be sacrificed. Your gods are gonna be spoken to you with chicken bones, whatever. He didn't say that, but I'm saying he did anyway, six months later, I'm like, dude, what's going on? He's like, you're the tip of the spear. Like, Whitney, you're making all their authors use it, and they're doing it badly. Right? So, long story short, I just kept, you know, teaching craft, you know, doing all my forecasting for the, for the industry, because, you know, people are wanting to know what's going on. Like, we started out with a big six borders and Barnes and Noble, then we were down to just Barnes and Noble, then we were down to the spiffy five before. And so I was mixing business analysis with the publishing industry, with craft with social media, because I figured eventually, you know, my passion is fiction. But eventually, I figured there's probably gonna be a part where people are going to kind of know how to use Facebook. Right? And when

you go get right to the machines, because it's still relevant, like, I don't teach you marketing, per se, I teach you, neuroscience and why people buy books. Love it. So it's kind of an opposite approach to it. Like, instead of the science of sales, it's the science of why people buy. Yeah, so that's why it's still relevant even today. But if you go look it up. Sorry for pitching my book. But no, it's sold. While you're here. On the cover, yes, I had few goals in life. One was to be a published author. And the second was to be a cyborg. It is me on the cover. I'm not telling you which half nice, nice and I call it machines. And the reason is, because nowadays, I would get slaved over a cover like that. But I kid you guys not back in 2012. If I mentioned email to writers, they were like throwing holy water at me. You can see behind me satan, emails, live on social media, to write books and do social media. I'm like, Well, yeah, it's kinda better than that. 96% failure, right? But ya know, yeah. And so I had I deliberately put kind of a fiction looking cover on it because I wanted it to look Miss shelled okay, I was totally gaming you guys. Because I knew I was gonna be up against all these other books that were like marketing for writers. Right? Isn't this for writers? It's like, you might as well call it how to turn a writer into a cutter in 30 seconds or less. So I thought that was fun cover. Really fun book with a lot of humor in it. You know, I did all the dumb stuff. So you don't have to that wouldn't fit on the cover was a title. Somewhere. And then I've lived my dream and I wrote my first novel, The Devil's dance. And I've done ghost writing for celebrities since then, that's why I can say like, I've written all these books, I can't necessarily tell you which ones. So I'm getting paid. I've gotten paid to write the ghost write for celebrities. I was a feature writer for a really fancy magazine that didn't only was like to the top CEOs in the world. So basically, that's what I was saying at the conference that we're actually the oldest profession. Right? We're like, Oh, you have a job. And it pays I just have I have a few dreams left. I want to write fortune cookies. Nice because I'm like dang it stop giving me lecture cookies and statement cookies. I want to frickin fortune cookie I want you to speak life. Or at least making funny like Don't look behind you whatever.



Carissa Andrews 13:44

That'd be hilarious.



Kristen Lamb 13:46

If I were you I wouldn't drive home.



Carissa Andrews 13:51

You need to make your own line. I will buy those.



Kristen Lamb 13:56

Lipsticks and nail polish and wine. Yeah, like I buy lipsticks that are just like I don't even really like the color but I love the name of it. Aesthetics. Yeah, I'm so in.



Carissa Andrews 14:09



Carissa Andrews 14:03

When I was in graphic design school, I thought the same thing where it was like I wanted things to look different. And I created a wine bottle that was like Screaming Banshee wine, like because we had to create a wine bottle. And it's like, I'm still doing these boring ones. So I have like a screaming chick on the thing and it was called Screaming Banshee.



Kristen Lamb 14:24

Yeah, you see put me in for a case right there. Right. I think that's kind of what makes I don't know if it makes me different or unique or unique. It's just a special word for special Enneagram I've kind of covered the gambit and I really tried really hard over the years to at least give you guys a sense of humor. You know that I don't always blog up funny Kristin. Like a couple a couple of my blogs are like a sheep. I would mainline cookie dough but it keeps getting stuck in the needle. You know that I try To be real, and go, you know, especially if you're in this for the long haul, it can't just always be that that's unrealistic. And if you expect that you're not going to last, after learning how to have a sense of humor, I mean, I finally my dream of my first novel being published this after years of teaching you guys how to do it. And the publisher, and I know it was an accident, but let you know, it was my ego writing on this. And I'm telling everybody about it. My grandparents, everybody that said, I couldn't do it. They formatted and released the unedited version. Oh, no. Because I'm throwing a launch party and I go out and I buy my own book. And I open it up, like, that's not how my book opens. That's not how my book opens.



Carissa Andrews 15:47

Oh no. What the?



Kristen Lamb 15:50

But you know, what, because of the way I teach to build platforms, I had the most of it was horrible. But I had the most amazing experience, because the people who follow me, for whatever reason, other than maybe they feel sorry for me, they genuinely loved me. And I was bombarded with emails from writers going, I will take off work, and I will help you edit this. Oh, my goodness, or people, professional editors who were like, Kristen, I don't care. I can get it done in 72 hours, if I don't sleep, and I don't, I don't. I so love you, I'm in Sure. Except for you don't have to do that. Because it is edited. It's just some poor little intern got the wrong one. So yeah, so but it was so fantastic that because people cared about me as a person. So knowing me through my platform, I couldn't just as easily gotten buried in one star reviews. But because of that relationship there, it was a totally different outcome. Now, to be honest with, that's always the outcome. Not that I plan on publishing any more type of written novels. But I do remember, I got my first bad review. And he was very thoughtful, you know about what he thought about the story. And then he's like, but I had to just I think he gave me one or two stars. He's like, the, it's so sad, because this is a good book, but the typos and the grammar errors are just terrible. Which is weird, because I'm clean writer. And I know you're never supposed to talk back. But I replied to him. And I said, you know, thank you. This is my very first review on a fiction, and I teach fiction. And I said, But you gave it such a thoughtful analysis. And if I had to have a bad review, I am really glad that it was yours. And just for the record, just was not the final draft. So if you will go reload it, you will actually see that I do

know how to spell. And he went back and adjusted the stars, but it was just really sweet that, you know, I think that's what people miss on the social media that if you're constantly buy my book, buy my book, buy my book, buy one, get one free, buy, buy, buy, buy, you miss out on that platform that's going to be with you. Years later, when things happen. Like you found out over the conference. I mean, I got visited by the 19th century for my birthday, I got whooping cough, visit a friend in the hospital. And I always blog and I didn't blog for like eight weeks, I was afraid to actually go back to my own people because I was so embarrassed. Like, they're gonna think I'm a flake. So I wrote this post about rejection and kind of how you hurt him over 20 years in and we even ever moments were like, I'm a fraud. You ever read never these bios and like, I suck, why don't you? This is the pity. They're showing on me. And then I get there and like Hafjell are like, Oh my God, I've been following your blog since I was a new writer. I'm like, thank God. Great. I don't even know if I answered the question there just because you're asking for a 20 year. And I was so burned out when I went to the conference because I was like, Well, what does the next leg of this adventure look like? Because I had really built up the speaking I got to keynote in friggin New Zealand. That's amazing. I mean, I want to go back to my fourth my fifth grade teacher who nailed me for talks too much and doesn't use time wisely. I got paid paid to go to New Zealand to talk and not use them wisely to teach other people how to not use them wisely. Like all the speaking went, and then I did ghost writing and I'm like, that's really a lot of work. It's a lot of pain, just a lot of work a lot of ego to manage. And so I was really kinda in this movie when I grow up. I love it. And you guys, I mean, because this this, this profession, I have words. It really is especially these days about reinvention. Yeah, absolutely. And you know, for those who listen to this, I'm sure you've probably said it before. But when I first started talking about the changes in publishing, I'm like, Look, guys, traditional publishing, the last time it changes it's changed was when the biggest thing in New York news was a fishmonger got hit by the beer wagon. Like they're using this same model they've used for 115 years. Yeah. And even though, and God bless you traditional publishers out there, because I'm kind of ripping on you right now. But, you know, instead of reading my blog, now, they felt like they were shaking the snowglobe Oh, the good old days and paper books, and people are always gonna want to browse a bookstore now? No, no, that's maybe, no, but some people will. But all five of them you want to sell with the others? You know, so, you know, ever since they've kind of gotten with the times a little bit like this, you're just gonna have to keep learning how to pivot pivot, pivot pivot, we're getting braces? Back? Yes. Yep. Because you're, you're gonna reinvent as a podcaster, or a vlogger, or Blogger.



Carissa Andrews 21:13

Speaker...



Kristen Lamb 21:14

Well, I want to get back to speaking they got to open up the venues again. Right. Yeah. But you know, even then, had my eggs can only one basket? Sure. Sure. You know, which, you know, that was for family reasons. You know, there was only so much I could do. But which, for people out there, that is also okay to Yes, life is not always going to be the same as writer. Yeah, now children and sickness and people who die and people you're taking care of, and you're gonna have great times that you have free time, you're gonna be screwing off on Twitter instead of doing what you're supposed to. But, yep. Yeah. It's like this great big roller coaster that never ends,



Carissa Andrews 21:53

Right? It really doesn't. It just keeps going. And it does so many weird twists and turns like I never anticipated ever becoming a writer, coach, someone who does podcasting or any of those things. But at the same time, it's like looking back at things I'm now going, I can see why I ended up here, but I never would have thought of it and all of them still incorporate into who I become. And I wouldn't change any of it. I love it. Yeah, it's so crazy.



Kristen Lamb 22:20

And there's so many things like you have to try stuff to know if you're gonna like it or not, like, I would at least say that, like, try it. You know, I do have a best friend. And unfortunately, she's a girl. Fortunately, she's a kidney transplant, and they got she's alive. But we had the funniest podcast for a while it was bad friends forever. And it was a horror comedy podcast. But her health had just become so unpredictable. And it's just one of the things that I was glad I did it because I learned how to script it. At least I don't know how to do the tech yet. I'm trying to sucker sewing and loving, but you know, with her, I have to be someone that has to be on a schedule, because I see something shiny, then you're going to lose me. But you know, she must have griped at me for a year. And I was like, No, I give stuff away for free. I was very bitter at one point. I was fighting the exposure dollar stuff. Sure. You know, because I was one of the first people that came out and I was like, you've got to stop paying writers in exposure. If you do not give us actual money, we're gonna have to go get a day job. And then you're gonna get books written by AI and you deserve every bit of it. I agree with that. 100%. And I didn't realize it was gonna be so controversial.



Carissa Andrews 23:33

And that's a silly when you think about it. Why is paying people with their words controversial?



Kristen Lamb 23:38

Because people believe honestly, what we do is easy. Of course, these are ironically, the same people that paid us \$150 To write that three page paper because writing was so hard. Right, right. Yeah. And there was a lot of there were a lot of corporations that were really taking advantage for your younger than me, but particularly the older generations that we learned you got exposure because it led to paying jobs. So because we didn't understand that the paradigm had fundamentally shifted. They were using that against us. And not only were they making hundreds of millions of dollars off of an unpaid workforce, but then they were doing stuff like, well, you can post on your site. And you don't even need to change the content, and you can post on our site. But for those of you out there who may not understand social media, how SEO works is the bigger content shark wins. So whichever site is producing way more content, that's who's going to get the attention. So not only were they not paying us, not only was it not leading to any work, but then they were cannibalizing our site and our brand at the same time. Right, right. And I went out about a year and a half. I went on the warpath with some really big brands because I was like, and my friend She's like, wham she never called me crazy. She's like lamb. Oh, you want to die on I'm like, yes. Hey,



Carissa Andrews 24:58

Uh, I agree with you, because like even indie authors, like when I first started in 2010, it was like everybody wanted to just pay like or have like all the free content out there to get people to like just get on their list or if they had a list because like you said, there were not a bunch of others who were into that, or 99 cents was their, like their diehard thing, and no one was earning money, being an author with 99 cent books. And it was like, so many of us just had this mentality that we can't earn from this, but yet, we want to learn from this. And we're trying to like, figure out how it all comes together. So



Kristen Lamb 25:32

we're going to invent something that had never existed before. Yeah, I mean, I think about everything you and I have been through. It isn't like we had parallel markets that we could look historically and go, we you know, it's been a lot of noodle throwing, throwing it up against the wall, see what works. And even then it isn't probably gonna work all that long. And I'm sure even said it in the Rise of the Machines. I'm like, if you've got some marketing guru out there saying, No. And I don't mean to talk shade on anyone, but just a caveat emptor, you know, follow my method, just so a million books. Will that method? They hate to tell you, it's probably already out of date. Yeah, yeah, absolutely. And I see a lot of stuff out there like that. And maybe they do I mean, I don't know, you know, but I would still be like, hey, buyer, beware, with you know, tossing money at someone because I just want to write I don't want to do this other stuff. I'm like, Well, you know what, I just want to lay around and play video games, but apparently, my husband to be fed, and it's really hampering my gaming.



Carissa Andrews 26:43

Like, taxes.



Kristen Lamb 26:46

Really easily. can take the fun out everything. Right. And even then, like, don't get me wrong. I wanted to for a moment I had it. I mean, had Diana goblins agent that I mentioned that James Rollins was a friend and he got so had James Rollins. Love you, Jim, his agent. So for a moment, I had the glory of like, yes. I'm in New York represented author, and that 95 cents would have not gotten me coffee anymore, because I'd say an outdated. But you know, just, you know, we just about think that we've cracked it and then it changes or someone takes advantage of it. Do you remember? Okay, I remember the free book thing. I remember the 99 cent book thing. Do you remember the you need to go get a pen name that's close to like, like, instead of an rice, I'd be like a n n e rice. Like they were basically crazy bad knockoffs. Yep. And they were writing in the same genre and have very similar looking covers. And I actually met with these people. He's like, Chris, and John, you could totally change your name. And I was like, I don't want to get sued. And if I can't make it on my own with my own writing, no. And they it was hard. I mean, I'm human. I really. And you know, when you're seeing writers that were buying sports cars, cash with one month royalty, you're like, oh, man, it sucks having morals.



Carissa Andrews 28:12

Or like, things that are creative. I think sometimes some of us are, we are in it, because we're really honestly, about the writing and not so much about the money at first. And so it's hard to marry those two things up where it's like, I have these cool creative ideas. And I'm not going to sell myself out for it just to make the money.



Kristen Lamb 28:29

You know, yeah. Well, yeah. I mean, I think where we are now, the old paradigm didn't attract to get rich quick people.



Carissa Andrews 28:37

Yeah. Because there was just no getting rich quick.



Kristen Lamb 28:39

And I mean, it was stupid. You mentioned the pan for gold, you probably had a better chance in this new market, especially when you had what was his name? Crap. I wrote about it. And one of my books, John. He's one how I made how I sold a million books in six months or something like that. Okay. Yeah, see, we've even forgotten about him. But all these things started coming out of how I made a million dollars selling ebooks. So you started attracting a very different type of person into our industry that had never been there before.



Carissa Andrews 29:13

Yeah, for sure. Yep.



Kristen Lamb 29:14

I mean, I don't think it had been me because even back in the heyday, when you could make money with articles and things like that you still had to get through gatekeepers, and layers of security.



Carissa Andrews 29:25

Absolutely. And then you had like that whole boom with man Hawking and her like rapid releasing scheme, not scheme, but the rapid releasing schedule that she did. And then that kind of transitioned into like the 20Books vibe, where Michael Anderle and Craig Martelle talked about that and going as fast as possible, and people took that as a next level set thing. Oh, yeah, yeah. Yeah. Yeah,



Kristen Lamb 29:48

I can almost do like this timeline where you just don't have yours. You just have whatever the thing was. It was in style at the time. Absolutely. Yep. And I don't know if it's ever gonna level out. I guess we're See things going more now is going to be the audio.



Carissa Andrews 30:02

Sure. Audio and direct sales, I think they're really kind of become the big thing when it comes to where authors are kind of putting their, like creative backing I guess.



Kristen Lamb 30:15

You know, and I'm waiting for us to become an MLM. Okay, that's the only thing we haven't done yet. Like we have like one guru personality. And we still like vitamins and writing workshops to bring people in that want to be a writer.



Carissa Andrews 30:29

And then you get you get paid for underneath those people that.



Kristen Lamb 30:31

Yeah, you paid for the new writers you bring in you convince you're gonna make if someone runs with this, we know where it came from.



Carissa Andrews 30:40

And it's probably going to come from Kristen's blog. Everybody sign up it's starting tomorrow.



Kristen Lamb 30:45

It's gonna be writing lessons and caffeine supplements.



Carissa Andrews 30:48

Nice. Nice. And then for after you're done, we'll give you like three cases of Writers Tears whiskey, it'll be great.



Kristen Lamb 30:55

No, your fancy wine.



Carissa Andrews 30:57

Yeah, that one. (laughter)



Kristen Lamb 30:59

Just got a picture of an editor with a red pen on it.



Carissa Andrews 31:02

Yes, that'd be scary enough. Oh, jeez.



Kristen Lamb 31:06

I love it. So I don't even know if I answered the question.



Carissa Andrews 31:09

You have you have in a very roundabout way. But it's wonderful. Because that's what I'm talking about you the country route. Yeah. That's what I love about you. I knew, like I wrote down and came up with six different questions. I think I was telling you that before we started, and I was like, this is gonna go where it's gonna go. Because I already know that. Like, I have questions just in case we need them. And if not, then that's totally cool, too. I'm fine with it.



Kristen Lamb 31:30

Yeah. I'm just kind of like herding chickens. But most writers are, I don't know, we kind of break down into personality types to be fun to do. Myers Brigg writers personality type? I love it. I love it. No, because you didn't look at people and go, they know how to use Excel.



Carissa Andrews 31:48

You are in Enneagram? Eight, right? The challenger? Is that the challenger?



Kristen Lamb 31:51

Is that the one? I don't know, because I'm a two or an eight because she said I could be a two which is the helper and I just become a tyrant when they don't get my way. Or I'm just a tyrant, which probably fits.



Carissa Andrews 32:03

That's okay.



Kristen Lamb 32:05

Because I am a disrupter. Like I remember in the beginning, they will tell me you can't do that. I'm like, why? Yeah. Yeah, nobody's gonna want that. I'm like, Okay, well, let's try and ask them if they want it or not. Yeah. And I've said one kind of known for blogging about the stuff that everybody's seen, and they're afraid to say anything about it. Yep, like exposure dollars,



Carissa Andrews 32:25

You to me, I would say that you probably are more of the Enneagram eight, then because you like to start there. Even though you're helping, even though that's part of your core personality, you'd like to help as well. But you'd like to do it in a way that makes them think and I think that's awesome. We need more of that. Because there's so many people that just kind of go along with things and they don't understand why it's not working for them.



Kristen Lamb 32:44

Well, I remember speaking in New York, and again, I never will speak badly about anybody, because they just may not know they may be at a different process. They may have done something that's worked for a long time. And they're, they're kind of in their own bubble. And they're not seeing it isn't working, because I went and spoke early on at thriller Fest in 2012. And they paired me with a very, very prestigious marketer who did I mean, this woman's amazing. She's doing all the marketing for people who are my heroes, right? Yeah. Yeah. You know, they probably have an invisible airplane on a portrait somewhere, you know, so no shade on her. But when I said something about blogging, she's like, she looked at me, like I had just suddenly started speaking in tongues, I'm like, and she's like, do you mean like Julian Julian, we know what the blog is like, this is a way that you know, people get to know you and your voice. Because trust me, I write funny stuff. Heart, you know, Renee stuff, and I write some really dark stuff. Troy and I are coming out with the anthology. I came up with the title, it's called, What the hell did I just read? I love it. I love it. It's horror, because I'll read this stuff to my mom. And she's like, I love it. But what's wrong with you? So anyway, I was seeing all these possibilities for the blog. And I had to teen teachers there because I'm the newbie, and I'm trying to be so polite, because she's teaching social media and she's like, and you can tweet as your characters. I'm like, Yeah, cuz getting catfished everybody loves that. Why would I want to talk to people from a book? I don't know. And then I find out they're just pissed. And then I started trying to bring up blogging and she's like, well, I recommend that you do book reviews. Because yeah, reading it and analyzing a book. You can just do that in like an hour. And then if you're a decent book reviewer, you've just made every writer hate you. So nothing like being in the trenches with people who want to set you on fire. And you can do interviews with your characters, and I'm going I'm a pre published writer. I don't have a book out yet, because this is

2012. This is really before Andy was accepted. We have a book out yet. I'm gonna convince people to come to my blog, where I interview people out of my head. It's about a story that's not even finished yet.



Carissa Andrews 35:08

I'm like, how did that work for you? Yeah.



Kristen Lamb 35:10

But at the same time, if you look at where she was coming from she was coming over from all traditional marketing. Yep. Where gimmicky stuff like that actually did well.



Carissa Andrews 35:22

If anyone was a different era to that, like, pre pre social, like, where we really hardcore went into social. We didn't like think like we do now or where it's like, I can't even imagine. I know, there are probably people who do really well with that sort of thing. But I can't even imagine whoever's doing it.



Kristen Lamb 35:38

Right? Well, I mean, yeah, but they would be people that we would know their work. I mean, that was kind of my argument is like, anybody who's going to be drawn to the blog knows the books and knows the work. They've already been sold. Yeah. Why are you trying to resell someone who's already been a sale? Yeah, you know, in you know, we just had different philosophies. I don't like the idea of target your audience because I just kind of envisioned like a red dot sight on me somewhere. Like military, targeting your audience, right? That feels kind of awkward. In because I use, it's very hippie dippie, which is so not me, because I'm so Texan. But I'm just like, No, you want to identify your people. And then you go talk to them. How did we become best friends when we were kids? You like Barbies. I like Barbies. We're best friends. Like, we're best friends. If you write fantasy novels, why are you blogging? Self Help? Yeah. Or why are you blogging about writing? Because no reader gives a crap about writing unless we really screw it up. Yep. They don't care about three act structure. Unless we botched it. Yep. You know, it's like if you if you write, you know, fantasy, do a fantasy kicks. Do we argue about Game of Thrones?



Carissa Andrews 36:54

Yeah, yeah, we're talking about other like fantasy novels. You've read or talk about family fantasy shows you watched recently? Or



Kristen Lamb 37:01

books, video games, Dungeons and Dragons. Yeah, there's all kinds of stuff that geeks have. And we actually cross pollinate. Because if we argue about Game of Thrones, we're probably going to argue about Star Wars and Star Trek to right when the Hobbit, you know, I mean, Renaissance festivals?



Carissa Andrews 37:17

Heck, yes.



Kristen Lamb 37:18

I love them. No. And yeah, that's why in the book, I have a thing that I call your word cloud, which I think you use someone who used the word cloud and their presentation minds is different. It's an ingredient label. If you could put an ingredient label on the back of yourself and think of everything that you accounts for who you are. Then if you do that, with as many words as you can think of, I said, Now you hold that up, and you've got absolutely the most accurate portrait and profile of your reader. I love that I have a proof if I have a word cloud, which is my which is like Live X Xbox gaming, live person first person shooters, martial arts, shooting target. Love zombie flicks love horror. Do you really think I'm writing inspirational? Inspirational women's fiction?



Carissa Andrews 38:01

Yeah, probably not. No. Yeah.



Kristen Lamb 38:03

So those aren't my people. But if I'm, if I have on like workload, and I'm not making fun of anybody, it's just not me. But if I have, you know, volunteer work, Doctors Without Borders, Architectural Digest. I'm a member of the Museum Club. I volunteer as a docent at the museum. My favorite books are all in the classics. I only listen to classical music. I have those people's family members. Is that's a totally different audience. And if that's what your workload looks like, that's who you're looking for. For sure. And yeah, and blogging and all that we have super easy because you're just having a discussion about your favorite crap.



Carissa Andrews 38:44

When you've been blogging for so long, I mean, like, I think I went back to look at it when I was getting my questions ready. And it was like you started in 2009. Right? Does that sound right?



Kristen Lamb 38:53

I'm technically 2007.



Carissa Andrews 38:55

Really?



Kristen Lamb 38:56

Yeah, that was in different locations. But what happened was see, we remember I told you, we were inventing things as we go along. Yep. Now back then, it did make sense. Right? Because they said to get the free WordPress, which when it was a minimum of five grand to get a website and then if you wanted anything changed, you had to wait for your web designer to get out of rehab on their list to pay to get it changed, or rather made so much sense and yeah, when I was sold it originally they said well, you can transition to the paid one easily and that was a pain in the butt which you can if you don't blog, ah see, for me I originally had almost 100,000 subscribers.



Carissa Andrews 39:41

Holy cow. See, for me, I had the same thing. I went through the same experience where I started with a free version of wordpress.com and I ended up having to like export the whole thing and re re upload it into wordpress.org



Kristen Lamb 39:53

Later on, and that was a pain they and I got all my I got all my comments and had on the content Yeah, but I easily what first? Oh my god. At first I lost I think almost, I only had 12,000 subscribers down for 90,000. Wow. And crazy. I mean, I like to think that they were bots. But I mean, but you know, I do know that the people that I have as followers now I mean, these are the people that when I was sick, I was getting text messages. They're like, where are you? My inbox is empty. I haven't gotten a blog from you, are you alive? Right? So and those are really kind of the people that, that I encourage me not that the other marketing stuff isn't great. And I don't want to learn how to do some of it. But you know, Kevin Kelley basically said, All you need is 1000 hardcore fans. These are the people that are going to buy everything. They're going to retweet your stuff. They're going to tell friends and family about it. They're going to stop people in bookstores and recommend your stuff. All you need is 1000 of those people to make a decent living as a creative professional. 1000s doable?



Carissa Andrews 40:59

Yeah, for sure.



Kristen Lamb 41:00

1000 Yeah.



Carissa Andrews 41:01

What started blogging aspect of it like is that what kind of your core basis was or what what inspired you to start the blog, then?



Kristen Lamb 41:07

To start the blog was I was a flake with absolutely no self control.



Carissa Andrews 41:12

So you're just trying to get your routine in?



Kristen Lamb 41:14

Yeah, it was just, it was sitting button chair and writing and training out my perfectionism. Because if you look at a lot of the really prolific authors of the 20th, and into the 21st century, a lot of them started out as journalists. Oh, sure, yeah. Michael Connelly was a crime writer for the LA Times and you know, he couldn't wait until the Muses visited to you know, talk about the triple homicide. You know, so I remember starting the blog, you know, with a baby hanging off me and cats on me and I will get now I have been I know you may find this shocking. I tend to go to extremes.



Carissa Andrews 41:52

That is so weird. I can't say no.



Kristen Lamb 41:54

So I was so afraid or just being this like lazy bomb, which I was I was totally like, I'm not in the mood. The Muse doesn't you know that nonsense. Yeah. But then I just became like this, like blog Nazi like you've sent you just the vessel in front of the front, whichever one is worse right now. But so I remember one blog in particular, I suddenly started having family members die. And I don't mean to shock anyone. I was very blessed with a very large family from Texas. I grew up with all my great aunts and uncles. Right. So they were a part of my life. But they all hit like their 80s and 90s. At the same time. Sure. So it was traumatic as in we were losing people far before their time, though, we were thinking my aunt Iris would see that, you know, at least 100. She was close. But I was up with her. She was I felt like because I have an ego that she wanted to talk to me before she passed on. And I was up till two o'clock in the morning talking to her. And she had wanted to that's one of my few regrets is she had always wanted to see my fiction in print. Which is weird, because she was the docent at the museum that always read biographies and fiction was nonsense. Yeah. And I'm like that I have all these nonfiction. She's like, Yeah, that I wanted to see your fiction. Really. Anyway, she passes away. I get up

early the next day, because I must blog on that day. I wrote a blog about editing, and I misspelled in the frickin header. And then all of a sudden, you get the comments. And I'm like, I'm trying here.



Carissa Andrews 43:33

Like, okay, here's what's happening in my life right now.



Kristen Lamb 43:37

After that, I was like, Okay, maybe you should like chill out, you don't have to exactly do it on that day. But I haven't good reason to be concerned knowing, understanding myself the way that I used to be. Because I was that person that if I took a day off, it was very dangerous that I would get derailed. Got it. So I did at least have enough self awareness to understand how dangerous me giving myself permission would be. But then it's gotten to a point it's just pathological. So we've established I can take a little time off, and I'm fine. But, you know, I really was one of those people that just thought you just, you know, went all out and you went in a book. And, you know, the first draft, of course, is the best draft, obviously, does anyone want to get rid of all that creative genius, right? Yep. But so the long answer your question is, I think I started in a funny story on that. So 2000 This one 2008 And when I hit that transition, yep. It bumped off what the date start date was, but I talked about this in rd their blog, it's me writer. And that I didn't know the difference between the Google Base blogs and WordPress was the Google based ones. Oh, geez. I know I never read them because it to give to make to give a comment on them. I have to have like a blood sample and letter for three well What is in a horoscope? And I'm like, I am not that motivated to remember what it is to because people are Oh, yeah, that's great. Yeah. So blogger and WordPress were initially the big competitors. So I put a blog on both of them, right, because I'm wanting to look at functionality, so you're gonna get a kick out of this. So, blogger, I like better because I have these really cool pretty backgrounds and fonts and all this right. So I'm kind of not really paying attention to WordPress pin in that one. So I'm like, so I put up my blog, and then I changed the background. I go look at it, my education, I go look at it. And then I look and I'm like, oh my god, I haven't even told anyone I have a blog and I have 42 people who have read this. So I gotta change the whole I'm like, wait 43 people 44 It was all excited. And I was looking at my book.



Carissa Andrews 46:02

And look at all those numbers that keep going up. That's fantastic.



Kristen Lamb 46:04

Gosh, those numbers are slammin. And I haven't even told anyone to know WordPress. I put up my first post on WordPress. Being instant comment. I'm like, Heck yeah. It was this foreign guy. Kismet. Okay. Yeah, I know, I had to be foreign. I'd never heard it before. Yeah. And he was congratulating me on my blog. And so I wrote back and he never wrote back, which was like, totally rude. And imagine my horror when I found out that that was the spam filtering feature. To talk to him, like I Kismet what does that make foreign?



Carissa Andrews 46:41

Of course it is. I'm not answering you though. However.



Kristen Lamb 46:46

Oh, and then I blogged to the, you know, cheap Xanax and Louis Vuitton bags.com and college girls for you.com For the next few years. And then we get these great comments. Like, I know that they're porn bots, but I'm like, if I delete any. I so like your blog, you make many good poinsettias that as I know, it's abroad. And then I blog long enough to do this discipline thing that I was like, Screw because I was like, trying to be like, Oh, serious, which have you met me is like funny itself.



Carissa Andrews 47:24

Right. So why would you want to be serious? Like what's cool?



Kristen Lamb 47:27

Because you meet when you go to a writing conference, and you meet all the people from like, Penguin and all that you're like, oh, yeah, I got to, I got to, like wear pants.



Carissa Andrews 47:38

Yeah, you might want our pants or at least a skirt or something anyway, but you know, hey, whatever.



Kristen Lamb 47:43

Were you around in the early days with the agent? Olympus to talk to his mere mortals?



Carissa Andrews 47:50

Yeah, a little bit like my first Writers Conference. I went to Moonlight Magnolias as a science fiction author.



Kristen Lamb 47:56

Is that a mystery conference?



Carissa Andrews 47:57

Romance actually down in Georgia history. No, it's romance. And I was like the only science fiction author because at the time, I was writing science fiction fantasy.



Kristen Lamb 48:06

So apparently, you're as bright as I am. I'm like mystery. You're like no romance, even though I was writing science fiction.



Carissa Andrews 48:10

But I knew that like my critique partners at the time. So this was 2011. When I was down there, they were both Romance Writers. And so I was like, following along with them, and they're like, it's fine. Because come down here and check out what this conference is about. So talk to all the agents did did all the querying thing down there and realize at that time, because that was during that transition of indie versus like Trad like what's, what's gonna go on? I was finally like, I'm just gonna go indie, because I'm a control freak. I'm a Virgo. I want to keep keep the control and I'm fine learning stuff. I've been in the publishing industry for a long time anyway.



Kristen Lamb 48:45

Yeah, so that was three years more sure than I was and I'm an Aries so it was like conquer that hill crap wrong Hill. Nevermind



Carissa Andrews 48:56

You're an instigator is what you are. I see ya.



Kristen Lamb 49:00

Hello I'll kick that sucker right that's why like every tender like and then there's the aid and release like the examples they give. I'm like, okay, suck it I am Voldemort. Get over it. No, Voldemort. Potter.



Carissa Andrews 49:16

Nice. I love it.



Kristen Lamb 49:18

You know without Voldemort Harry Potter is just a weird dude living in a closet. Okay.



Carissa Andrews 49:22

And he wouldn't have been pushed to do anything because he would have been like happy in his little world remember? He's an Enneagram nine like I exactly so he needed he needed Voldemort to push him out of his comfort zone.



Kristen Lamb 49:34

She compares herself to Voldemort. On Facebook, it has like what your profession has and if they can have like evil overlord. Nice. I love it. I do it on LinkedIn too, just to piss them off.



Carissa Andrews 49:49

LinkedIn they're also Oh, yes. No serious. Yeah, they're so professional. I actually question sometimes like when I'm putting social out there. I'm like this post be on there because I pretty much use the word ass.



Kristen Lamb 50:04

You know, I'll stuff like I've posted it and I'm like, I know this doesn't belong on here, but I'll put it on there. I'll be like, Okay, guys, we're setting the timer for how long it takes for someone to lecture me that this belongs on Facebook.



Carissa Andrews 50:15

Nice.



Kristen Lamb 50:16

Because I guess this is people never like to laugh. Right? The only stuff that is okay. It's mostly the only stuff. But I told somebody one time and he got really snotty with me. And I was like, okay, so you're saying writing isn't a profession? Comedy isn't a profession. All right. Is it a profession? Like just because I'm posting something funny that you know, you do realize movies are a profession? Right? Writing is a profession comedy is a profession. You're just because my profession doesn't always involve spreadsheets. It probably should.



Carissa Andrews 50:49

But who? Who likes having to do that?



Kristen Lamb 50:54

Oh, yeah, my my friend Kate. I put something Excel. I was so excited. She was like lamb. Did you put down the salt circle first and like, no. She's like, Okay, if California breaks off, we know it's on you.



Carissa Andrews 51:05

Yes, right, right. There's gonna be a seance. There's gonna be like some sort of like holy water that needs to be found.



Kristen Lamb 51:11

I know. I don't know what it is like every time I use it. Oh, I gotta like reborn it. It just doesn't stay.



Carissa Andrews 51:18

I can't say it's my favorite thing in the world, either.



Kristen Lamb 51:20

It's yeah, that's why you make friends with people who love that crap. Okay. Yep. Guys, my whole thing is we are not alone. WANA. Right.



Carissa Andrews 51:29

I love that. That's your tribe, right?



Kristen Lamb 51:31

Yeah, because you're gonna have some nerdy writer friend who loves Excel. And if you hate Excel, there's probably something they hate doing that, because you're the opposite. You love doing kind of tag lines and writing back copy. Love it. I could do that for days. If you have a spreadsheet.



Carissa Andrews 51:47

You do that part from Yeah, to be fine.



Kristen Lamb 51:49

Quid pro quo Clarice. Are the lamb still screaming? Yes. Yes. Yet? He's Excel.



Carissa Andrews 51:58

Oh, gosh. So do you think blogs are still relevant these days? Because I know there's so many people that are like, I have the blog is dead.



Kristen Lamb 52:06

But they've been saying that since 2008. When I started,



Carissa Andrews 52:08

Right, right.



Kristen Lamb 52:10

I mean, all a blog is, is it's what we did during caveman times. We either told stories, or we shared information. Yep. And I think that people are always gonna go to the blog. If it's a good blog. And I know people are like, Yeah, but there's so many bloggers, and I challenged them with this. I'll say okay, so say 75% of people say they want to start a blog have that 5% do, how many did you just drop that number by that 5% How many of them start blogging and keep blogging longer than six months 5% Of that number, how many have a good blog 5% Of that number, how many keep blogging past a year, two in so when you get the longevity in it, you really can do the numbers in your favor. Like one of the things I want to get into is I would like to get a paywall set up for Patreon. And what I would like to do, because I have a decent enough voice is and also my blogs are stupid long.



Carissa Andrews 53:17

They are very long.



Kristen Lamb 53:19

I put a lot of funny memes in them. And they're shorter than that. And they're shorter than the craft book you'd have to read to get this information. I'm like the Cliff Notes of all the graph books, right. But what I thought about doing for like a Patreon kind of upgrade, is go through and record them. So like if you're doing your dishes or walking or whatever plotting. You can listen as opposed to a lot of people are sitting at a screen all the time. So I think it's always going to be there. I love the blog, just because he plays to what a writer strengths should be writers, right? Yeah, it's gonna make you write leaner, meaner, faster and cleaner. Even if nobody reads it. It's easy to put that content, slap it together and put it in a book and there's your loss leader.





Carissa Andrews 54:03

That's true, too. Yeah, for sure.



Kristen Lamb 54:04

It's easy to put it in a different format, whether that's on YouTube, or audible, it's very easy to translate it over into an audio format. It's easy to put a paywall. It is the only form of social media that is going to keep paying dividends your entire career. Because like I'll be on Twitter and like some weird title will go by I'm like, that's funny. That sounds like something and I clicked it. I'm like, Oh, I wrote that. Again, get a lot of blogs.



Carissa Andrews 54:33

Yes, you do. Funny.



Kristen Lamb 54:35

Oh, that sounds like some I said. Oh I did say that. You know, teaches you to shift you don't get so married to things you know that. You know, new writers have so terrified to put themselves out there. Well, you know what, go viral with a blog post when you're not popular and that'll get you some Rhino skin right there.



Carissa Andrews 54:54

For sure. Yes.



Kristen Lamb 54:56

I didn't think writing about paying writers was going to be that come That's contentious, but apparently it was because I got called the C word a lot of times and keep was not that word.



Carissa Andrews 55:08

And it was also a CU word, funnily enough, right?



Kristen Lamb 55:12

It wasn't See you later.



Carissa Andrews 55:15

Although maybe that would have been nicer Yeah

Although maybe that would have been nice. Yeah.

K

Kristen Lamb 55:17

Well, a lot of it has to do with unfortunately, a lot of writers don't understand how the industry works. Like, too many people think that when someone's going to a library and checking out a Stephen King book that that's all free. Right? No, we pay taxes so that we have a library, which gives funds for them to negotiate with New York to buy those books from those all those authors have already been paid. So no, I'm not against libraries. And I'm not against people buying books at bookstores, the crux of the blog really was just, you know, avid readers, and I know this is gonna sound terrible, it may come back to bite me. avid readers really are not necessarily who we want. As a fan. Okay. And I'll tell you why. The reason is, is we're as bad as crack addicts, like we will sell blood to get the next book. And there's only so much you can write. Yep. And we very rarely will stop to write a review, because we read all the time. Yeah, yeah, who we really want. And that's where blogs come in. They're awesome, is you want the person who honest to God believes they hate reading, and they would never do it unless there was a test at the end or it was required for their job. Okay, because if you convert that person, they will be Evangelical, because they will tell everybody far and wide. Normally, I hate reading. I hate books. But have you read insert Harry Potter, insert Twilight, insert Tuesdays with maurey Insert 50 Shades of Grey. You know, and there are people out there. I'm hockberger. Shaman, anyone I'm teasing. Even though some writers a little bit of a dies every time I hear that. But you know, the reading. And they don't read any other book, but they have the entire collection and 50 shades on a shelf with her handcuffs and two movies. Right? You know, go there and the reading. But you know, I done ministry stuff with prisoners. And their thing that they own is they have all the hard copies of Harry Potter. Okay, now they'll never read another book. They'll read Harry Potter 75 times. But they're, they're evangelical. And I'm like, if you could just get a handful of those. That's when you see the breakouts come. Get your Twilight's your hunger games. Those are your your runaway dark horses. And it has to do I mean, it's a shame with reviews, because reviews attract two types of people. People that either love the book so much are like oh my gosh, it made me lose weight and glow. It doubled my money. Or you get the person who hates you, your dog, you know, it generally will attract those two. So you're your person who's always buying books, it's not necessarily the best market because we have habits to support. Yep, yeah, we're much more likely to go be using those secondary markets where people don't get paid royalties. Whereas new writers are so cute. They're like, it's 2999. A normal parser book. Yes, it is actually deal. You should get five.



Carissa Andrews 58:26

100% and then share more with friends. Let's go.

K

Kristen Lamb 58:29

Yeah, get that for your friends and tell them to get the next one.



Carissa Andrews 58:31

Definitely. Yeah.



Kristen Lamb 58:34

And when people ask why that is, and if I'm going over time, I apologize. But when I teach, you know, marketing session writers, they say we have such a strange product. Right? Because there's two types of goods when you're doing any kind of sales. There's a low consideration purchase, there's a high consideration purchase. Low consideration purchase is toilet paper, who's not buying this. Right. And yet we see ads for it, we see coupons for it. No one is advertising Charmin in hopes to convert people into using toilet paper. Okay, right. Just their brand of it. Exactly. Whereas a high intensive, you know, a high consideration. Product is like a Corvette. Nobody gets a Corvette for practical purposes. Right. We're my MAC key, you know, my Mac Book Pro, you know, yes, it doesn't get viruses. But look how cute and adorable and intellectual I like sitting at Starbucks. It's emotionally driven. So for your avid reader, who knows they're going to consume books, book ads work, because all you're doing is convincing them of what they were going to buy anyway. Yep. Yeah. Whereas the people who are not your voracious reader all the time, which is like 93% of the population, they never see those ads because they believe that as an activity they do not enjoy little and want to spend money on it. Yep. So books become kind of this weird middle ground thing where you know With low intensive generally doesn't cost a lot of money, like a tube of toothpaste, you buy it, you don't like the taste, you throw it away unless you're my mother and then you use the whole thing and can play the entire time. And you have the other side, which is, you know, if I'm going to go get a jetski or I'm gonna go to Europe, I'm gonna spend a lot of money on this. So I started doing my friends and family and what I'm seeing, I mean, I wasn't immune. I kept hearing about Twilight, they finally said, Okay, fine. Why a glittery vampires? Let me try it. Yep, no. See, I can see why people would like to book. I mean, I'm not immune to peer pressure. Yeah, but how many times did people hear Harry Potter or Twilight or Hunger Games, or wool, or the Martian before they finally were like, the only one I don't see an on and sorry for anybody that hates on me out there. The Girl with the Dragon Tattoo book I've ever heard fans say, the first 120 pages or so really rough. But once you get past that I'm like, anything? 120 pages? I tried it on audio. I've tried the movie I've tried. It just didn't stick. But I didn't try. And the gentleman who was no longer with us made a lot of money his his family did. Yeah. But you know, if you if you can start thinking in terms of putting out all this money and ads, what? Well, who are you really advertising towards? You're advertising to people like us? Who mainline books. Yep. Which is great. But we're the blog kind of comes in is these are kind of your people that they need to kill some time on a lunch break. And so they get familiar with your writing on a blog or podcast or whatever. And then when you come out with a book, they feel vested, they're like, I've known her since forever. Those are going to be people who, by and large, will be much more passionate, because they're not the people who are just eating the book after book. I mean, I get hit by an ice cream truck and audible is going under. If you see suddenly audible stocks tank, you need to call and check for proof of life. Because yeah, I've just they're losing money on that the one where you get all this stuff you want to listen to for free. So they're not because I will discover authors do that and then just eat through the rest of their list. But, you know, so I mean, it's a lot of work, but it's a fun job. I don't think most of us would. It's kind of weird to say that we wouldn't change jobs, because literally the market makes us change jobs about every six to eight months.



Carissa Andrews 1:02:26

Right? Right. It's not the same job that it was at all, when we started at all. No. And I get in the

way that we've met Yeah, the way that we produce it or push it out or publish, how frequently we publish on it's changed.

K

Kristen Lamb 1:02:41

I'm like you in the respect of I'm a control freak as well, because I try going through smaller publishers and every time I was like, there was not a time I did not get my cover that I didn't cry. And I remember when the double stands came out I got the I mean they made me answer all these questions about it. And it's it's basically Legally Blonde meets, killing Florida. Okay, it's a it's a gritty cartoon. It's a story about a cartel, but the main character is essentially your fish out of water, whose life has just gone completely into the toilet. And she is being blackballed to the point that she has to go home to this Jerry Springer crazy as a battered cats family in a trailer park. And she shows back home and all of a sudden, this town which is where water burger went to die, suddenly has all these multimillion dollar estates and politicians. There's this newfound wealth and the town. And so you know, I came out with this idea I wanted to write something that I would like to do. And so I got a small publisher, they loved it. And I answer all these questions on this questionnaire and I get my cover and I like it looks like she's talking to God about her period lacy talk she's got the wavy blonde hair and it's got death valley behind her like okay, Texas is not Death Valley. You got this? Well, you know, and I'm like, No, like what are you doing you know, so I got my rights back to that one get the kick as green cover on it now but yeah, I'm like you it's just like I don't know if I can be pleased maybe I can be maybe my standards are too stupid, but I just...



Carissa Andrews 1:04:33

There's nothing wrong with your standards. You know what you want and you know and like. You got to stick with that, you know?

K

Kristen Lamb 1:04:39

I'm not picking on and then there's other stuff that yes, this is the writer dyestuff like your cover is right or die. Yeah. Yeah. Like there was nothing on that other cover that would make someone go Oh, out of this whole panel of thumbnails. Let me get that one. Right, right. Just yeah. Oh, too funny. Well, obviously, I've gotten I've been great. Because I have a really great designer. He's actually retired, but I call him a badger. And I'm like, please pay your extra. He's like, okay, okay, I should make more friends, because I could probably save more money.



Carissa Andrews 1:05:11

There's lots of really great creative people out there, there's probably hundreds of people, you could...

K

Kristen Lamb 1:05:16

There are. We have been locked away so long. I know. Right? Not just writers. Anyway, COVID iustreally did a number on us. I'll tell you. it's just been it's been so nice to get out into these

just really did a number on us. I mean you, it's just been it's been so nice to get out into these writers conferences again, and start talking to people and seeing them face to face. And just, it's such a breath of fresh air. And like the Idaho I mean, it was so fantastic. Just the like, I've never, I never thought I would love Boise, like, never been there. Until obviously, the conference, it was just so lovely to be in that conference center to see all of the people that were there to like, it was fantastic, right. And even though they had very different ways of coming at, you know, whatever topic it was, you know, you know, for anyone listening to this, I mean, you don't ever have to completely adopt the whole thing. I mean, good where I say good writers borrow great writers steal, and I stole it off someone somewhere. You know, that, you know, you take, like, Candy havens is amazing. And I was a brand new author was my first conference. And she introduced the idea of fast draft where you wrote your novel in two weeks, I'm like, without being on cocaine.



Carissa Andrews 1:06:27

This is real. Like that thing.



Kristen Lamb 1:06:29

So I was like, you know, obviously, it wasn't published. And you know, I wanted to be so I was like, Well, I'll try it, which I found out. I couldn't write a book in two weeks. I also found out I could not write a book in two weeks if I wanted use of my hands. Okay. So I had to, like, change that. But fast drafting because of my brain worked well for me, because I tend to like to deep dive and go off on tangents. Okay, and it makes me finish. So I've learned to just put in, like, if I can't figure out where I'm going, I'll put in all caps. Something really amazing happens here. I love it. Yeah. And then I pick up at the next logical point, and it never fails, like the boys in the basement will get to work. And I'm like, I never thought of that on my own. You know, people like you. And you know, the bloggers are out there. And the teachers that are out there, like we can pick and choose like, oh, this aspect works great. You know, this. That didn't work well, when my kid was little, but now that I'm older, it works great in you just kind of start creating your own method. You don't care what it is, as long as you're finishing books. Yeah, people argue with me on my blog. I'm like, man, if you got to wear a tutu and rub yourself a body glitter by moonlight and you're finishing books, I don't care. Yes, let me know. But body glitter is something I can try. Yeah.



Carissa Andrews 1:07:44

Because you never know.



Kristen Lamb 1:07:45

Yeah. Like I told you, we're the oldest profession.



Carissa Andrews 1:07:49

Yeah, absolutely. So I gotta, I gotta have you explain something that you stopped me in the

hall. When we got done with the I had a speech for this fire for more conversation. And it's super funny because you stopped me in the hall to tell me something. And I actually seriously thought about putting not putting the way you put it, which I want you to say in a second. But like telling them that kind of concept at the same time, but I knew like this particular speech. I'm trying to inspire them.

K

Kristen Lamb 1:08:16

So I totally welcome to that daylight. It's fine. I still I just always acknowledge the people I steal from because when I teach, plot a lot of it I still have Larry Brooks and I'm like, Okay, guys. Yeah, so a lot of this I ripped off Larry Brooks go buy his book. It's awesome. It's not him. But yeah. So yeah, but yeah, obviously, the aspiring writer, yes.



Carissa Andrews 1:08:36

So tell the story. I love it.

K

Kristen Lamb 1:08:39

This hit me. But I think when you blog enough, I think you spend enough time alone that you just quit caring what other people think. Like you go out in public and you when you eat you look like you just got out of prison. Even alone, so on. I need to eat with my mouth closed. Yeah, okay. But a point where you just don't necessarily care because you're in the zone. And I can't remember where it was, but somebody has something about aspiring writers. And I just went off on it. And so I remember when I went to speak, I love playing this trick on people just because it's funny. Hilarious. As everyone listening to this, you're gonna you're gonna know ahead of time. It's a trick to trap. But it's very keynote, I really like Okay, are there any aspiring writers in the room, raise your hand, and they're all proud of themselves, and they're raising their hand and like, Okay, here's everybody because you paid for a conference, if you're an aspiring writer, raise your hand. They raise their hand, I was like, Okay, now I want you to take that in. And I want you to hit yourself with it really, really hard and never call yourself aspiring again. Huge just struggling to freaking grant to come to a conference. You're not aspiring because, you know, we look at how many writers out there they have, you know, 15 villas and three novels. I don't care if they're good or not, you know, they got a million Words in between three different hard drives. And I can't call them so as a writer. I'm like, writers, right? It's like literally in the definition. Yeah. You know. So the term I prefer, and I totally rip this off on someone to forget who, but is the term pre published? Because as long as you're aspiring, it's the Yoda thing. There is no try. There's no dry only do. Yeah, and it does shift your mindset. Because if you go, I'm a pre published author, you're more likely to feel okay about putting out money for that website, or whatever doodad you need learning itself. You You're not gonna feel as guilty about sitting down to write. That's the other reason I really kind of, I really love the writers having a blog. And if you don't want to have a blog, it's totally fine. But as I said, it plays to a writer strengths, writers, right? And what you can say to people, you can say I'm a pre published author. My book isn't out yet. But here's my blog, where you can sample some of my writing. And it gives you just a little bit of confidence that we need, because all of us have crippling impostor syndrome.



Carissa Andrews 1:11:08

We do. Yeah,.



Kristen Lamb 1:11:09

I mean, unless your name rhymes with Stephen King. And I'm pretty sure maybe he even has impostor syndrome.



Carissa Andrews 1:11:15

I think he has said so in his book On Writing.



Kristen Lamb 1:11:18

Yeah. You said that. That was like I'm telling you years ago, I wonder if he still has it. Is he still writing books?



Carissa Andrews 1:11:25

Right? Yeah, cuz he's mostly on Twitter, bitching out everybody.



Kristen Lamb 1:11:29

I know. I'm like, Well, you know, a lot of words. You know, it's so funny, because we didn't have ya when we were growing up. Like our parents were just so thrilled we were reading like, what are you reading it? In the attic? Books?



Carissa Andrews 1:11:44

Because why not.



Kristen Lamb 1:11:49

But it is a shift in mindset. Because if you say I'm pre published, then you at least have a goal. And you're more likely to be okay with spending money and dedicate so much time to writing. I pay for a name, which is just like a stupid looking message board. We've been running it since 2012. We've been going strong since for about eight years. We meet in the chat room every day, and we have for eight years. That's amazing. Monday through Friday, and we sprint from eight in the morning till whenever we just tap out and give up. Got it isn't just writing you can say Hey guys, my hands hurt. I'm gonna get up and do dishes this next sprint because it's just an hour at a time. You'd be shocked how much you can get done with just a timer, some focus

and some pure pressure to make sure yeah, I'm staying on track 100% but I you know, I paid for it. Because I was like, I know they have groups like this and Facebook but I don't have control of the group. I don't want to spend time moderating I want to be benevolent dictator of my own place. Like there's no, no nonsense. You know, I'll kick people I don't have to, but I'll kick people off I have to. But it was just where you could go we have like a writer watercooler but because we do get weird Ben Huff on our own. You do have the peer pressure but you're not getting distracted with somebody may be wrong on the internet. I must go correct them. Or God or video. So it's just I'd like to integrate that into my website. It's coming. It's one of the things to do lists, man.



Carissa Andrews 1:13:24

Right. We have so many things on our to do list all the time. We wear so many hats these days as authors. It's crazy.



Kristen Lamb 1:13:29

Well, I was totally convinced that we're going to have servants by this point. But that was also when I thought that 187,000 word book was actually a real thing too.



Carissa Andrews 1:13:39

Hey, man, if you're writing epic fantasy, it probably could have been.



Kristen Lamb 1:13:43

Yeah, well. You need to start your book in the accidentally Okay, so I had a car chase and bomb is ninjas. Which is kind of weird because it's a women's fiction, but...



Carissa Andrews 1:13:54

Because why not? Hey, man, you can have like ninjas who are women?



Kristen Lamb 1:13:57

Yeah, I was like, that's not what their meaning my story and the action. But I also had fun with it. Because I didn't understand. I mean, what people fail to understand is, you didn't really learn how to write in school. Okay, yeah. Your teacher didn't give a crap that you use 15 metaphors on page one, because the goal was to teach you how to use a friggin metaphor, not to make you publishable to a large mass market audience.



Carissa Andrews 1:14:22

Right. Yeah.



Kristen Lamb 1:14:24

And you know, think of I don't know if you went to college, but I just assume people did. You know, what was the longest thing you wrote in college? And I had a writing intensive degree. I have a degree in Political Economy. And the longest thing I wrote was a 60. page paper and 12 of those pages were citations.



Carissa Andrews 1:14:45

Sure, sure. You know, and I think I'm not even sure I think the longest thing I wrote was actually in eighth grade when I wrote my first novel, and that wasn't even an assignment.



Kristen Lamb 1:14:56

It was just like, but this one I got an idea. It's people act like you learn how to write in school. You really don't know. I mean, you can learn nonfiction in school, but as far as a novel, and it's like, okay, let's just take 100,000 words and we're not in epic fantasy, but we're not in a novella. You know, that you have to get five acts because I can't normal world and denouement normal world Act One, act two act three denouement, we got to get character arc plot arc dialogue, it has to make sense. You can't have redundant characters. All of these plates, you have to juggle at the same time over the span of anywhere from 50 to 150,000. Words. Yeah, that is not easy. No, I mean, it really isn't 100 80s. But you know, so that's why I started blogging about craft because I was literally trying to teach myself craft and I was too poor for an MFA. Sure, sure. That makes sense. Yeah. So I was going and I was reading some of my favorite craft books, and then I would go talk about it on the blog. I wasn't the expert. I was just like, This is what Les Edgerton said, and let me expound on that. And then like, a few years in suddenly, people were asking me for advice. And like, you think I know what I'm doing. I still feel that way.



Carissa Andrews 1:16:12

I think we all do. Like, the more we learn, the less we know, I swear, you know what I mean?



Kristen Lamb 1:16:16

Oh, my gosh, yeah. I mean, I went to some of the presentations in Idaho, and I'm like, Oh, my God, I'm such an idiot. I'm gonna make friends with these people.




Carissa Andrews 1:16:24

You can't do that. Kristen. You have to be like, Wow, look at all the abundance of information and like knowledge in this room and just know that like, you have everything's figure audible.

So if there was insight, yeah.

 Kristen Lamb 1:16:37

I don't want to figure it out. Audible. Yeah, but you're friends with them. I don't want to learn it. We are not alone.

 Carissa Andrews 1:16:49

Yes, yes.

 Kristen Lamb 1:16:52


Editor, you need a proofreader, I need to know what Mojo you're using over there. Break it down into small sentences, tiny words. I mean, I am so you know, we have one of our regular writers is Grace Murray. And she's doing these dragon Mr. Darcy books that are fantastic. And I mean, she is the most organized person on the planet. She's got spreadsheets for her spreadsheets. And she's just, I look at her. And I'm just like, what kind of witchcraft are you using? And then she comes in from Houston to visit me and like, my whole desktop is full of all this stuff that I thought was cool that he screenshotted. And it's like, all over the screen. And she's like, What is wrong with you? Oh, no.

 Carissa Andrews 1:17:40

But it's fun.

 Kristen Lamb 1:17:41

It's great. How do you just have this stuff ever written?

 Carissa Andrews 1:17:44

Like, what to kind of figure out where it is. But it's searchable. It's fine.

 Kristen Lamb 1:17:50


To go global domination, you outsource you get the people who can make it happen.

 Carissa Andrews 1:17:54

Yes, I completely agree with that. At a certain point, you just have to be like, I can't do everything. You're someone else's job. That's fine.

 Kristen Lamb 1:18:01

That's why I'm so glad that the writers conferences are coming back because I that is some advice I would give is just whether you come to want to tribe, wherever you find your people. You don't have to do this stuff by yourself. And if you try to do it by yourself, it's a ticket to being crazier than you probably already are trying to appear. Right. Right. You know, I mean, whether and I would say pay for it. But again, I That's why I still like the networking, because they can keep you from getting ripped off. Yep, yep. Yeah. Those are the people that can get you to a new cover designer, like so I can leave Corey to his regular job and not keep bribing him out of his day job. Don't like change?

 Carissa Andrews 1:18:41

Yeah, there's many of us that are like that. I completely understand.

 Kristen Lamb 1:18:44

Yeah, we're like an enigma wrapped in a puzzle and a conundrum. We're like, yes. He's changing all the time. We're kicking things over and then we're like, we don't like change. We wanted to stay the same after we just kicked it over.

 Carissa Andrews 1:18:54

Yeah, we're the one that yeah, you're right. I'm right there with you. We just kicked it over.

 Kristen Lamb 1:18:58

Yeah. Was it better the other way that Oh, I gotta start all over again. Yeah. I don't know. We're disrupter types of personalities, which is great. Because this definitely wasn't Margate that. And he did disruption. In fact, if you I should probably put some on my blog together that would give like the history of publishing 2.0. That'd be super fast fighting way. No. My blog started out doing commentary on borders versus Barnes and Noble. That is down to when Barnes and Noble dropped off the New York Times bestseller list I wrote when they went viral, like amazingly well, it was called Goliath has fallen. And it went truly viral because I had friends who were authors who were like, my daughter's a stockbroker. And she called me and told me if I'd seen this article, and I was like, I've been following her for years. But I went through like, kind of the history of things. And then when companies get to a point that they're only their debt isn't the most valuable thing that they have to offer. Right? And that's when you know that something's going really badly wrong. But you know, what's been frustrating with the publishing industry? And maybe you had this is that we're idea people were like, but you could do this and you could do this and you could do this and you could do this and they're like, no, they will always look and you're like, isn't working. Just know. I feel like Jerry Maguire like, Help me. Help you.



Carissa Andrews 1:20:22

Yes. And they're so slow to make changes.



Kristen Lamb 1:20:25

Yeah. And I'm like, okay, Barnes and Noble. Put a bar in there.



Carissa Andrews 1:20:29

Oh, that'd be interesting.



Kristen Lamb 1:20:30

Put, put a wine bar person wine with IT partner with wine bar. I'm telling you. Topsy people buy stuff they didn't even know they wanted.



Carissa Andrews 1:20:42

Fair, you could still have both ends one bar on one side and you could have the coffee shop on the other.



Kristen Lamb 1:20:47

I don't like the coffee shop. And and I'm gonna get some haters out there. Because what happens is you get the person that nurses the \$5 coffee, and then uses you as a lending library. Say So drinking people will be like, so you're saying this is a self help. Inspirational Christian erotica. Okay. The next one. Hit me up. I have a sister in law that I want to embarrass. Amish Erotica: 50 Shades of Hay.



Carissa Andrews 1:21:20

Oh my gosh.



Kristen Lamb 1:21:23

No, you can dress me up. You can't take me anywhere. I love it. Some folks, this is why they don't let me out.



Carissa Andrews 1:21:32

We can have that Kristen. Maybe we should go to the whole, if people want to find out more about you part? Where did he go to learn more about you your books, everything that you do, like get down the ones that pay for to look for criminal record, right? Other than that one other than that, okay.

K

Kristen Lamb 1:21:48

Wow, all of a sudden, my my my expand weird. Truthfully, if you Google Kristen ILamb author, it'll take you ever the blog is the best kind of my home base, where I'm always gonna be, you know, I kind of tiptoe across LinkedIn and Twitter and Facebook, and then get back to my thing. But I'm always accessible on the blog. And if you leave comments, I give away all kinds of cool stuff, like look at your pages and tell you what to fix. Or if I really liked them, I send them on to agent friends. Nice. So So I have a contest that I always run in my in my comments section. Buy my book, buy my book. Don't just spam people. I don't know you buy my book.



Carissa Andrews 1:22:30

Right? It'll be fine. It'd be great.

K

Kristen Lamb 1:22:32

I kept everything kind of the same. I think if you get Kristen lamb, TX, Texas, that's gonna find me on Instagram, which I'm only there to make my pictures look better. Selfie hold on before the makeup settles in, let's get it on Instagram to get some good lighting. Right. Right. And with young, I told you have no shame. You know, I just think I think you need to find your wheelhouse. And it isn't that I'm not going to be exploring new things. I was waiting for the technology to get like, Yes, I was an early adopter to podcasting. But you needed like a broadcasting degree to figure that crap out. Right becoming wait. So I was like, I'm gonna take what I learned from it. Mo wait until the tech gets easier to use. Yeah. So like, if you follow me on my blog, you're pretty much going to know whatever I'm up to. Because I'm not doing a newsletter because I've got enough emails. So I don't do that to other people. Yet. Yep, yep. But you know, it may be coming. But that's, that's just a hub where I'm, I think I said in my last post, I'm like, Guys, I'm here you're stuck with me. So unless like, something happens to me or the internet goes down, I will be here at some point. If you just get under Kristen lamb and Google it, you can pretty much find whatever you need.



Carissa Andrews 1:23:47

And I will make sure that it's in the show notes for this podcast episode as well. So obviously, it makes it a little easier to just go find you and like linked on over right away.

K

Kristen Lamb 1:23:56

Yeah, I mean, I just I'm lazy. I just Google. But you know, when we're getting into a world that's so weird, so dichotomous, and that we just weren't we never stop working. But we keep inventing things to let us breast more, but we just do that so that we can do more. Yeah

inventing things to let us breast more, but we just do that so that we can do more. Yeah,



Carissa Andrews 1:24:17

yeah. Yeah, that doesn't work. Well. Yeah.



Kristen Lamb 1:24:21

So but thank you for having me on. I hope. I don't know if I answered all your questions, or you answered



Carissa Andrews 1:24:27

everything wonderfully. Kristen. Thank you for being here and sharing all of your wealth of knowledge. We're gonna have to have you back because I know that you are so knowledgeable, like about characters about story arc about story structure. And obviously, we kind of touched on all of these things here, but I knew that I wanted to bring you on and talk about like your overarching theme first so that people get a taste of like who you are, because you're just hilarious and funny, and like everything that you do. It's like, since I've known of your blog and of you from back in the day, it's like, I love this woman. She's so funny and Like being hammered. I love it.



Kristen Lamb 1:25:03

I mean, what's the worst thing that can happen? It doesn't work out is so great now I love it. Try podcasting. Okay, I tried it. I liked it, but I'm gonna wait for that, you know, you know, I did feature writing, even though I was like, aren't magazines going away? Yeah, they did after I wrote a couple of really nice features. But you know, that's just kind of how you'll be shocked when you go out and you try things that you may end up into something that you're like, I never thought that I would enjoy that. And yet, I found my jam. Yeah. Or you can at least go there and go, nope. You know why? Yeah. And you know, you can always turn it into a funny story. I mean, right? You know, I was so I guess what is weird techy of her my first novel and the beginning. And then when I learned to kind of lighten up and start making fun of it, and just saw it for what it was like, it was just me learning and it was just me playing. Yeah. And I kind of missed I wish I could go back to that Kristen lamb sometimes. Sure. Because before you know the rules, and before you rules, what are those? I don't want them to inhibit my creativity. Right? Why would you tell now that you know, I'm or like, No, I can't. And I miss, I'd like to get more of that Kristen lamb back. Yeah, the first one, she needed her to play pen. Because she's, she's in everything, just play pen with a lid on it, I think we call it nice, lock her up. And now that I've learned all that stuff, now it's like, I'm almost like, tentatively, getting out to that playful self again, and, you know, all writers to one degree or another, you're gonna go through that. That's why you start with the pre published, just start with, I'm pre published, can it be a baby writer, there's awesome things to that and that, you're going to be too dumb to know how WR and that's okay, that's okay. Because you're gonna miss those days. And in those days, like learning piano, where you're learning, like the chords, and nothing is fine enough, he right is great. And then you're gonna start getting the hang of it. And then hopefully, more of that

playful part will come in. But like you were saying, with this industry changing, we're always gonna have to kind of go back and be that, that amateur that neophyte again, and be willing to learn, you're willing to learn and you're, you're willing to laugh at yourself, you will get really far.



Carissa Andrews 1:27:17

I agree with you on that. And you have to have fun with this industry, because of the fact that it's changing. It's shifting so much. So having, having fun and allowing it to be fun is so critical. It really is.



Kristen Lamb 1:27:27

Because otherwise, your writing, like if you're just if you're just in this daily grind of I've got to do it, I've got to do it. I'm gonna, it's gonna come out in your writing. Yeah, like people. I mean, I'm gonna promise that I don't make friends to take hostages, you're gonna have to cut me off at one point. But I did tell people like they're like, what's the best form of social media and like the one you enjoy? Yeah, because I go and tell you, you need to blog. And you would rather be waterboarded than people are gonna feel that like it's isn't gonna come across as positive. Whereas, I haven't quite figured out how Tiktok sells books. Just because I don't need another thing to do right at the moment. I will look at it. Yeah, I'm like, if you really are good at it, you love it. Clearly, it's working for some people. It's, it's like years ago, we were in Weight Watchers, and we were all having the argument over what was the best exercise for losing weight. And the instructor came in or the leader, whatever they call it in Weight Watchers. And she says, Oh, well do you know what the best exercise for losing weight is? And we're like, Tell us please she's like the one you're gonna do relate to and anything with what you teach, I teach everybody else like you can go find all these other things and ultimately, the one you're going to do yep, that's gonna be the best one. Absolutely the one that you can make yourself do because you're pre published now you are no longer aspiring.



Carissa Andrews 1:28:53

Yes, you are an author. Boom.



Kristen Lamb 1:28:56

Exactly. As you go along you know I am a pre internationally best selling legendary Netflix making author I didn't think that out but you keep making



Carissa Andrews 1:29:12

Yes, bigger and bigger goals. aspire for more? Will.



Kristen Lamb 1:29:17



Kristen Lamb 1:29:17

Kristen lamb series on Netflix are gonna be so popular that way. People don't watch Netflix stocks go down. They cry.



Carissa Andrews 1:29:25

Yes, absolutely. See that eight



Kristen Lamb 1:29:28

is becoming a lot more apparent right now.



Carissa Andrews 1:29:32

Yeah, yeah.



Kristen Lamb 1:29:33

Well, thank you so much for having me on here. I don't want to let you go because I'm fun. Yeah. Talk writing. Again, I'm like,



Carissa Andrews 1:29:42

We will have you back. 100% cuz we're gonna have to talk about like, even your talk that you had done in Idaho about the Billings and like talking about bands are almost Yeah, so we're gonna have you back and do it.



Kristen Lamb 1:29:54

And they tried to kill me in that room. So it's amazing. Wow, it was so hard. They're in the lights were up. And I thought it was going to pass owl. Oh, no. So like, and then the lights were shining off the screen. So I couldn't see my own PowerPoint and I have 2500 vision up close. Okay, see my screen and I couldn't see the screen. And I was like, finally I was like, Screw it. We're gonna rip it up. Staggering out of the room like water. Like, you're so amazing. I'm like, really, because I kind of wanted to die the entire time.



Carissa Andrews 1:30:32

I was pretty much free and for death. Yeah, it gets a little bit crazy when you're in those rooms and you're giving information and obviously if you can't see what the heck you're doing, you're having to go off. I mean, Becca sign poor lady, her entire presentation at the end there. wasn't working like that.



Kristen Lamb 1:30:47

Oh, I was like, because I had joked I was on the self publishing panel. And people were like, readers want paper, you know, writers tend to get like highfalutin about it. I'm like, I don't care. Paper, digital audio. If you want my book acted out in inspirational dance, we can talk money and there. And so I had just said that. And then she came in for a presentation and she's doing all this. Like, it can be done. I just saw PowerPoint.



Carissa Andrews 1:31:20

Nice.



Kristen Lamb 1:31:21

Love it. That's the key to it. It's just yeah, you're gonna get knocked down, but you just get up, then laugh about it and blog about it. Yeah. 100% and just keep having fun with it. Exactly. And I can't wait to come back. I hope to talk soon. And just thank you for thank you for letting me on here again.



Carissa Andrews 1:31:44

I'm so excited that you were here. Thanks, Kristen. Well, thank you for having me. Didn't I tell you Kristen is hilarious. Okay, did you take account Did you like write down how many times you started giggling out loud, because of her funny sense of humor. I seriously was like, I should do a drinking game based on this because she is so freaking funny. Maybe that would be a bad idea if we'd be completely inebriated after like five minutes, because she's so great. Oh my gosh. Well, guys, hopefully you have now fallen in love with Kristin, as much as I have, make sure that you check out her blog and join the Water Tribe. If that's something that you really want to do. I will have links to everything up in the shownotes today, so that you can check out her blog, check out the wanna tribe, check out her books, and just get to know Kristin a little bit better. If you don't know her already. Obviously, she's been around a lot longer than I have. She's been around doing this thing, you know, helping authors to really be heard and be seen and understand things. She's definitely a wonderful resource of knowledge and insight that you're going to want to tap into. So check her out, I love her to pieces. And all you have to do to get the links or to figure out where to go to find her is head over to authorrevolution.org/196. You'll get all the links there. I'll have the podcast transcript there and available for you to download as well. All right, guys, I hope you have a wonderful rest of your day. Keep in mind too, we're sitting here at the middle of August. And so that means you still have some time to get in on our pre launch pricing for 4 Books 5 Days. That is the new course that's talking about mastering AI enhanced series planning. It's basically taking the three day plan your series challenge that I've done and bringing it to the next level. We're revolutionising things yet again, with AI. It's not something that I feel we need to be afraid of. I love everything that Joanna Penn has been doing for a very long time. And this is kind of my take on how I've been using AI how I've been incorporating it to make my series creation even better, even faster. And I know that you're going to really love it too. So if you're interested in that the link will also be in the show notes or you can head over to authorrevolution.org/4books5days and

you can get all the insights right there, figure out whether or not you want to join and get in on that pre launch pricing because you will not see it for this price ever. Again. This is like the pre launch price. This is the thing that I'm doing as we get ready to launch the thing for the very first time. So enjoy that. So for me, I am just going to keep on working on this course writing all the words in the rom com I'm grading and yeah, doing all the things like that you should be writing to so get to it. Go forth and start your author revolution.