

Episode 204

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SPEAKERS


Bonnie Paulson, Carissa Andrews





Carissa Andrews 00:04


The indie author revolution has been around for more than a decade, and we indies continue to push the boundaries of what we're capable of. From getting over initial prejudices, to staring down perfectionism and author impostor syndrome. We've become a force to reckon with. Now, after years of hustle and grind, we indies are rebelling again. Gone are the days of publishing a book a month until we drop, and in its place, we're sowing the seeds of a better way away with more ease, abundance and flow. Get ready to learn about in the authorship from a whole new perspective. We're about to cover everything from releasing your poverty mentality to manifesting your millionaire author destiny. I'm Carissa Andrews, and this is the Author Revolution Podcast. Well, hi there guys. Welcome back to another episode of the Author Revolution Podcast. Who, okay, so I'm gonna give you fair warning, right, the hack now grab your coffee, be ready to go. Because not only do you have me, speaking super fast at highest speeds, don't try to double time this episode, please, for the love of all that's holy. But you have to have us today. My podcast episode guest is Bonnie Paulson. She is the founder of [findingyourindie.com](https://www.findingyourindie.com). And the amazing author of so many books, so many books, it's just 200 plus some odd books is pretty crazy. When I first entered her sphere was actually because of my PA Jenny. Like, I'd been looking for ways to be able to increase my ROI with ads for my author stuff, obviously, the the urban fantasy side of things. And Bonnie's name kept coming up over and over again. Now, I hadn't quite pulled the trigger, because I wasn't quite sure who she was just yet. I had a lot of other things going on. And so I was just like, okay, Who is this lady? Well, obviously, I met her at inkers con, took her class, a couple of classes actually. And found myself absolutely enamored with this woman. Not only is she smart as a whip, like she is super duper smart. But she's one of those types of people where I can have a conversation at my speed, which is super fun. And not many people can do it. So it was super interesting to have this conversation with her. And while we started off talking about ads, and like how to optimize your ads for the best ROI to be able to increase sales, we ended up delving into topics like direct sales and AI for authors and many others. So if you want a very broad range of topics that are super relevant for 2023 This episode, my friend, is it. Bonnie is a wonderful speaker. She has a wealth of knowledge. And I know you're gonna love this interview. So without further ado, let's hop into it. Well, hi there, Bonnie, I'm so excited to have you on the other Revolution podcast. It is like an absolute thrill because I want to I've been wanting to pick your brain for quite a while.


 Bonnie Paulson 03:00
Oh, thank you. Sweet.

 Carissa Andrews 03:00
And in the introduction, I talked about how you kind of came into my radar for you. I don't know if you know this, but it was actually from my PA Jenny, who actually got like me interested in like, following what you and Mandy do it was pretty cool. But for my audience who doesn't know much about you yet? Do you want to describe what you do? And like who you are?

 Bonnie Paulson 03:20
Yeah, sure. And Jenny's amazing. She's a sweetheart. So I'm so glad that we kind of know that way. We're like the Kevin Bacon, whatever, six degrees, two degrees. So yeah, my name is Bonnie Paulson, and I own finding Your Indie that's findingyourindie.com and we do Ad Management, Business Consulting, marketing, consulting, we do a lot of strategy planning for people. Yeah, just great stuff like that. And I I'm actually really into the analytic side of of ads and the marketing and what's working what's not. And I'm really blunt. So sometimes that kind of hurt people's feelings, which is sucky. But it's also, you know, like a tough love thing. I'm a mom of six kids, and I don't believe in flowering things up. I don't believe in wasting time. So if somebody asked me, Hey, do you think my book is ready for marketing? And it's not? I will say it's not. So that's, that's kind of, I'm not the huggy person. So, but yeah, I love I love this industry. I love authors. I love the goal and the entrepreneurship, like the mindset the authors have. And I just want to see people succeed. And there's so what's so nice about this, and I say this all the time, is our industry is not a zero sum game. Readers are constantly looking for reads for books, they're constantly for a good a good book, I'm a reader, and I'm always looking for the next great book. And if you're not marketing correctly, you're not finding me and I want to find that so I do this kind of selfishly, right. Like, give me the good books because I don't I want you to tell me what to read. I don't want to have to look for it. And I think that's what most readers are like so

 Carissa Andrews 04:47
I love that. Well, first of all, I love that you're blunt because I live with a man who is from England, and so he's very blunt.

 Bonnie Paulson 04:53
Yeah, it's almost like sexy, blunt. Right?

 Carissa Andrews 04:56
Right. Well, sometimes. There are other times where like, really that's what you chose to say

here? HA!

B

Bonnie Paulson 05:00

Oh, yeah, oh but it's with an accent. Come on Carissa, like anything with an accent, I can't do an accent or nothing. I don't forget that delete that.



Carissa Andrews 05:10

I totally can't either, so I won't even try. But I will say it's so funny. Like, he lives in my house, obviously. And He has two sons that are from England that came to live with us. I listen to their accents all day long. And when you're in person, it kind of fades away. But when you're on the phone, it's like, holy crap. You're British. Why wouldn't that happen? Yeah. Okay. Well, I think you touched on this next question just a little bit. But I'm curious to you are obviously an, like, incredibly prolific and successful author yourself. So what was the tipping point? Like? What made you decide to start helping authors with their, like, ad strategies and marketing strategies?

B

Bonnie Paulson 05:47

So I yeah, I get this question a lot. I actually, I actually didn't want to become an author of service, like at all because I was just like, No, you know, I just wanted to help. I was helping people and I was helping my friends and helping people, they would tell their friends, and they would come and help me. But what happened is, people would only listen so much, because it was free. So once I started charging, I realized people actually listen, when they pay for the advice when they pay for the help, and they pay for the service. When they don't, they ignore it. And then they continue down this path of insanity really, where they're copying what they've been doing over and over and they're complaining. They're like, I can't figure out why I'm not succeeding. Because you're not listening. So that I, you know, like, really, and so yeah, I learned that when I started charging for consulting, and I started charging for add services. Then it became where people actually started to do well. So I took I had a collective my collective clients in 2021. It was \$275,000 for the year annual income for all of them combined. And then I took them the next year and 2022 I took him to 2.7 million. So we try we times that by 10. Yeah, like it was significant. And that was with advertising and what the things that I was telling him to do. I get that that's not gonna be for everybody. However, when people pay for information, they usually apply it. Now unless you're a course hoarder like me. I'm a course hoarder.



Carissa Andrews 07:06

So it's a procrastilearner perhaps? Yes?

B

Bonnie Paulson 07:12

Yes. That's a learner. I'm a progressive learner. It's fine. I love it. Of course. Yeah. I buy all the

courses every course I can find. I'm like, oh by sight, right.



Carissa Andrews 07:21

I am very close to that. There are so many courses that I haven't even touched as of yet. But I needed to pick it up for one way shape or form. I missed Indie Marketing Mastery, like by this much. I'm so irritated.



Bonnie Paulson 07:34

Oh, they're doing so good. Oh, my gosh, we have about 40 I think because we were glad to keep it a small that's why we just had a small launch. Those people in there are killing it. They're just doing so good. Yeah, I'm so proud of those them. They're just doing great. So



Carissa Andrews 07:49

I can't wait until you guys open that one up again. Because I'm definitely going to be happening in there.



Bonnie Paulson 07:54

We would love to have you your energy would be great.



Carissa Andrews 07:57

I'd love it. I can't wait. Yeah, my my. I was gonna say friend, but she's also like my partner when it comes to the manifestation of courses. Tammy Tyree is in there. She's my Board Certified Hypnotherapist? Yeah. So she's, she's in there, and she's telling me all about like how awesome it is. I'm like, Thanks, Tammy. Thank you. I'm so glad that you got in there. Yeah.



Bonnie Paulson 08:18

She's a doll. Yeah, she's working her butt off to you. I mean, it's yeah, it's work. Carissa, it's not easy. But man, is it producing some serious love results? It's amazing.



Carissa Andrews 08:27

I can't wait. In your experience. Are there any patterns in the way that authors are advertising or marketing that you see happen a lot? Like, is it a predictable thing that you can be like, Okay, this is why your stuff is not working for you. Like, or is it just typically just because they're not listening?

 B**Bonnie Paulson 08:42**

No. Well, usually it's because they're not listening. Or they're listening to everybody else. Right. So I'm, this is me. I'm a mom. I'm right. Yep. Yeah. Here's, here's what it really is. The constant pattern that I'm seeing people come to me with is they say things like my last ad manager didn't work. My ads aren't working. My marketing isn't working. And I have to look at their stuff. And I usually can tell them, No, it's not your ads or your marketing that isn't working. You don't understand your message. So what they and this is something we do teach and i Mmm. And this is something that I won't take on authors, if they don't understand their messaging, I won't take them on for an ad client. I'm very picky. I'm like, No, I'm not doing this. Because if you don't understand your message, then you don't understand who your reader is. I had a gentleman who told me that he writes Christian sci fi something, it was like something about Christian, very specific Christian, sci fi, Action, Thriller, whatever. And I said, Oh, then we're going to target a great audience for that. And then I was told by him not to market to the Christian audience, because that's not who he reads. He writes to and I said, what you just told me, that's what you write. So when there's a disconnect there, that means that you don't understand your messaging. Now, if your messaging is solid, then you know who your reader is, and you know who you're going to target and you know how to deliver the message. It's very easy, but so many people don't have that message now. Carissa let's say let's say you You are writing a book on sweet romance and then the next next series, you're like, Oh, that's really doesn't make me very much money. Let's say it's five book series. And you're like, I am going to write steamy romance with thriller, you know, whatever you have just completely disconnected from your message from your audience. And I see that a lot. I think that's one of the most common things is that they are like, not understanding that once you make that promise, you're, you're into it. You know what I mean? Like, don't don't, don't leave that like bleed stick to it. And usually people will start to make money after about two series like really good series, like two, two trilogies, you'll start to make some money, you and you can't, you really can't. But as long as you're sticking to that, so that's what I see. People don't understand their message and their not sticking to it.

**Carissa Andrews 10:44**

Gotcha. I don't get long answer. No, I can definitely vouch for that. Because when I first started as an urban fantasy author, I don't even know that urban fantasy was really a genre so much just yet, like I was, it was, you know, early 2010 When I started writing, and so I thought for sure I'm writing fantasy, like, just some sort of fantasy. I didn't realize what it was, but it was like, so I kind of dabbled around in a lot of things. And overall, it's like magic. It's, you know, conglomerated into urban fantasy is my my place. But in the beginning, I didn't have any clue of like, no clue at all. Yeah, it's so weird.

 B**Bonnie Paulson 11:16**

So you get it, though.

**Carissa Andrews 11:16**

I now I get it, but it's still Yeah, it's, it's still me, you know, bouncing around all the different tvbes of urban fantasv. Let's do werewolves. Let's do this one. Like. I want to trv all these

different things that so yeah.

B

Bonnie Paulson 11:30

That's crazy. I mean, you understand, though, you're still in urban fantasy. You know, like, I think that's huge. And I have people who come to me, they're making \$50,000 a month, and they're like, I don't know how to scale this. And I'm like, well, wow, on you. That's awesome. Second, like what, you know, what do you have set up? And so that's, again, it comes down to the message, are you mess it, you know, are your readers attracted to your message? And so, yeah, it's an urban fantasies magazine, it's great, great genre to write in.



Carissa Andrews 12:01

Well, I'm actually transitioning, well, not transitioning, but like I am splitting into rom com, like, I just kind of, after 20 some odd books, you get to the point where like, I'm, I'm kind of tired of fantasy ideas. I want to try something else to cleanse my palate. And so the romcom feels so vastly different, like knowledge wise, trope wise, under like understanding the story structure wise, then the urban fantasy ever did. So it'll be interesting to see how that one launches next year. But yeah, it's it's interesting how when you do understand, you know, the reader expectation, or what you'd even want to read, if you were reading that particular book, it's like, it changes the game. It really does. Yeah, it does. Good point. Yeah. So is there some sort of a budget ratio that you recommend that authors should adhere to when they're spending on their ads? Like, is it 25% of their profits? For example, like, is there a specific range?

B

Bonnie Paulson 12:50

Well, and I think this is, so this is going to be determined upon where you're at in your in your business, right? I believe in growth and growth investing. However, if your stuff isn't, right, if you again, if you don't know your message, and your stuff isn't marketable, you probably shouldn't be spending anything until you get that right. So this is where you check your reviews. Right? Where are your reviews? Saying? Yes, they nailed it. Yeah, oh, this is not how I would what I was expecting. This was totally unexpected. That's where you want to be checking for your actual message, right? Check, check the readers are gathering. Once you know for sure that your stuff is marketable, you always start off with 10%. Just to see that's usually where test testing is I even do say like \$5 a day on the first book and series, start there, see where you're at. And then if you're growing, then that means that you can go up to 10%. Go up to 15% and 20%. And then hold there don't go above 20%. Hold there until that has become your new 10% Because your your income grows, right. So once that becomes your new 10% Then you can grow again. Okay, yeah, let's push up to 15%. Again, let's push up to 20% again, and as long as the book one or whatever book you're advertising, I'm a huge I'm a huge pusher of book ones and box sets. So if you're pushing book one and Book One is constantly in your major moneymaker set, right. I use author helper suite so it shows you like the top five moneymakers. Okay, so book one, if it's constantly in there, then you know, your ads are working. And you know, that the read through is going to be pushing you up to the next percent level, right? Always up to the next year. It's always that's what you're chasing. So but you don't

want to spend 50% of your income, hoping you're gonna get there, because you're gonna be like, Ah, this is bottoming out. I don't know what's happening. So 10% 1520 10% 1520. So that's how I deal with that.



Carissa Andrews 14:28

I love that. And so do you look back then just like the month previous? Or do you look back two months? Like, how far back do you look, in order to increase that? 10% to 15%, etc?



Bonnie Paulson 14:37

Well, usually, it's actually up. So like, if I put if I get a brand new author to me, and I'm going to be managing their ads. Usually what I'll say is I'm like, Look, let's look at your budget first, the first month is going to be a testament first of all, because usually they're coming to me because they don't know what their audiences or they don't understand how they're running their ads or whatever. So I look at it and I'm like, what budget Have you been under? And let's say let's say they're making \$10,000 month and they've been spending five, I usually am like, Okay, we're gonna cut that in half. And we're gonna stick it for the next month at 2500. And we're going to maintain that 10. So your net has gone up. So once we get the net stabilized at a higher percentage, then I'll say, Okay, now we're gonna adjust that 25% of at the 2500. And we're gonna actually see, we can cut that down and pull it a bit so that we can get the net to go up higher, right? I don't care if the 10 Grand doesn't adjust. What I'm worried about is the net. Once we can get that in place, then it's like, Okay, now let's go up to 3000 and see if we can push you up to 12 to 15,000. So that's, that's really Yeah, I don't even know if that.



Carissa Andrews 15:37

No, that that totally makes sense. Yeah, no, I totally get that. That's, that's great. Because I think it's, it's really helpful for us to understand, like, what should that process look like? I know, for me, it's been like, Okay, I'm trying to grow this thing. So let's put as much of the profit in there as I can actually afford. And, you know, in the past, and so then you kind of like, okay, when is this ever gonna get bigger? Or, you know, whatever. Yeah, it's making it work the way it should?



Bonnie Paulson 16:03

Yeah, well, so many authors to think and business owners think that it's a sprint, like, hurry up and dump all the money into it that you possibly can, but it's actually a marathon and you've really want sustainability. So if you're not working on Read, read retention, and you're not working on slow growth, the you know, the gradual growth of your business, and you're just working on what's going to happen in the next 30 days, you're constantly going to be chasing failure, you really are, instead of having a growth plan, having a Okay, in the next three months, I plan on spending this much money, so that my income is going up as well. So that's really what you're looking for. It's a marathon mentality instead of that, right? All the things spin all the things and oh crap, why am I have Why do I have no money?



Carissa Andrews 16:43

You know, so yep. Yep, for sure. Absolutely. So okay, here. Here's a question from my audience. If authors have only a single book, or maybe just a couple of books, should they even be advertising? Or should they wait until? Like, is there a tipping point, I guess, to when they should start the advertising process?



Bonnie Paulson 17:00

Yes, there is definitely a tipping point. So if an author has just a single book out, and I hear people say, oh, you should always advertise the book, you should always advertise every book you have out. I don't, I don't agree with this at all, at all. In fact, if an author comes to me, and they have one series, and it only has three books, I'm like, No, you're not ready for me. Because they're not ready for me, what they need to have is they need to have a series that's complete with a box set or multiple box sets, depending on how many books are in that series, and starting a new series with you know, with their prequel, or whatever they have up so they're growing their newsletter, and then they're working on that series. So we have a back list plus box sets, and another beginning of a series. That's what you want to do for. So that's what you wanna do for your marketing. So you're, you're not blowing your cash because that's literally what you're doing. Let's say you have one book and it's a standalone. Oh my gosh. That's a free Yeah, I can't even I don't even think they have passwords for that. It's like no, stop it. You are a new author. Do not write a standalone until you have three or four series out once you have the series out and people are addicted to you absolutely do stand alones all day long, and make sure they're nice and long and meaty. Right but Stephenie Meyer I don't know if you if you know, Stephanie Meyer from Twilight, she had the four books in Twilight series. And then she came out with the Host. Yeah, the host didn't do as well as Twilight. But it did. phenomenally better than a lot of other people's stuff did. And yeah, and it was still the same style, the same trope, right? Different genre, it was still that fantasy and not paranormal romantic thing. So if you haven't read the host read it. It's like, totally a different take on Sci Fi romance. But it was really good in that she had her series and her readers followed her to that one. Like, that's what she did. Now, if she had started with the host, she would have sucked, it would have stopped short. Nobody would have read it. So absolutely. Yeah. So that's what I'm always telling people. Yes, have a series first have at least three books, then you can start \$5 a day or whatever on book one. But yeah, this is not writing is not a get rich, quick thing. This is not MLM at least it shouldn't be. So you need to be putting the time in. And if I'm gonna put I'm gonna put this plug in there too. And I say this and it's kind of controversial. I don't believe rapid release is a good business model. Unless you wrap it unless you release like that constantly. I know a lot of writers who are who release once a month because that's how they write and that's what they do. But if that's not normal for you, then it's great to use rapid release as a marketing tool, but not as a writing strategy. Does that make sense? Like totally makes sense. Yeah, that's great. But like hoard those books that you do in your rom coms, right like hoard the books release the first series then guess what? You've got the first series released in what six weeks? Bam, start advertising those get going on the next series. Like that's the best way to use rapid release, but...



Carissa Andrews 19:44

Love it. No, I totally agree. When I started I actually have a program called Rapid Release
Readers and when I was starting the process of like filtering all the different ways rapid

roadmap and when I was starting the process of like filtering all the different ways rapid release can be applied to authors. I was like, I could not physically bring myself to like teach the book a month method, you know, two books a month. So it was like I had a call all that say, here are some options. If you're interested in doing it this way you can, but I'm going to teach you how to do it more sustainably. So I teach how to do it up to four books a year, and then give them two options, either hoarding the books or spreading it out quarterly so that the readers know what they're supposed to be getting. Because it was just, it was so crazy authors were burning out, they were getting overwhelmed. And readers were like, where's our books? And it was just like, ah, you know? Yeah, I totally get it. For sure.

B

Bonnie Paulson 20:26

Yep. I agree. That's awesome. I like that sounds like your course is pretty cool.



Carissa Andrews 20:30

Ooh, thank you. I think it's cool. I do. Okay, so where should authors not waste their time? And resources in marketing? Like, is there a place where they shouldn't be? Like, putzing around with?

B

Bonnie Paulson 20:41

Oh, yeah. So again, I'm really controversial, but I'm super blunt and bold. So an author should be focusing their time and resources on building their brand. This does not mean I'm saying no, don't do anthologies, or whatever. But what I'm saying is, if you're looking at it, and you're like, oh, I want to do this anthology, I have to write in an anthology, or I'm going to write in this, you know, this collective series of other authors. If you don't, if you're already struggling, let's say to get four books a year, if you're already struggling to get that and that's tight, you adding something else, that's going to be a burden on your brand. And that's not necessarily going to push your brand isn't really helping you that's kind of a waste of a resource, right? Like, that's a book. So if you're like, Hey, can I just do an excerpt? Can I share? Can we just be in like some kind of a swap thing? That's a great way to push it. I also don't think going in Facebook groups is a really a smart way to do it. But I'm, you know, I'm also like, anti, going in groups. I'm like, Nope, don't put me into a group. But for some people, but I just feel like, the best thing for people to do is get out there and talk about their books. Don't be annoying, don't DM people. But get on your Facebook pages, get on your tick tock, if you have Tick, tock, whatever your social media preferences are. And really make sure that you're building your newsletter list, because that's the people who want to hear from you. They really want to hear from you. And that's where you should be focusing. I think one of the biggest things is that new authors come in and they're like, I have to be in this anthology. And I was asked to do this. And I was asked to do this and all these things. And I'm like, Yeah, but what does that doing for you? What is that doing for you? There's a big author in that book, their readers are getting that to read that big author, they may or may not read yours. You know, I But what you should be doing is really building. Yeah, that's, that's where I think it is, is people need to be working and focusing on their branding building. So in a couple of years, yeah. Great. Go ahead, do an anthology, if you have time, if it's not struggle, if it's not making a you know, putting pressure on you, which I really just I want people just to work on their own stuff, especially when it's so much work for people to put their books out, you know? Yeah, I know. That was a lot.



Carissa Andrews 22:40

No, I think that that totally makes sense in it. It's so funny. Becca is gonna laugh. So do you know, you know, Becca Syme, right?



Bonnie Paulson 22:46

Yeah, yeah.



Carissa Andrews 22:47

I was just speaking with her yesterday about strengths. And I swear, you must have Maximizer in your top five, because I hear like the language of it over and over with Oh, really? Yeah, you must like to boost people up in their successes. And so when they're not doing what is best to their success, it's like, you're like, doing it? I would be I would be shocked. I would literally fall off my chair. If Maximizer was not on one in like your top 10



23:10

It's not it's like fifteen, I think. Yeah.



Carissa Andrews 23:13

Are you kidding me?



Bonnie Paulson 23:14

No, and kind of like empathy or compassion, or whatever empathy was like, 20. I was like, what?



Carissa Andrews 23:22

Oh, my gosh, that is so funny. That apparently, I'm just hearing things. I swear to God, I was dreaming about strings all night. Last night was crazy.



23:30

But I love that though. The strengths are awesome. I think that's another thing people should be focusing on too is what are your strengths play to your strengths?



Carissa Andrews 23:36

Yeah, absolutely. So speaking with strengths, I don't know if this is a good place to go here. But let's try it. So are there any genres like where it's like it's harder to advertise than others? So like your passion is let's say, you know, romance where it's a little bit risky, whatever, is there a genre that it's so hard to be able to like, go there and advertise and get people interested?



Bonnie Paulson 24:00

No, no, I have not had any any. So literally marketing is so I have like my own definition for marketing. Marketing is just finding the people who want to hear your message that's all marketing is and if you're found right like we we scroll past things all day long marketing people wear shirts that have logos and we ignore all the marketing but when we see something that catches our eye, that's for us. Yeah, we're hit right we're like in it like oh, yeah, I'm so they're like me if I see anything that has to do with food, what are you doing? I'm here, right? Like I'm right there you have a picture of food or a video of food. I will watch it. Guaranteed I don't care what kind of food it is. I will watch it. That's my that's my interest, right? But guess what, I pass up every single shoe out I've ever seen ever because I don't care. I don't I don't care what's on my feet. My husband usually buys my shoes, I don't care. So it's like, you know, we are literally programmed to ignore the things that we don't want to see because we're bombarded with marketing so much. So if I am interested in dog memoirs, Guess what I'm gonna really pick up on the ad that talks about dog memoirs, if it's done correctly, so I don't believe in I don't believe that there's any book that's out there that's hard to market. I have a lot of ones a lot of people who write really smutty stuff. And I say that with love, like the whole somebody's, like, tons of sex and whatever in it, and I can market the crap out of it. And they come to me, they're like, I don't know if you can mark this. I'm in the Amazon dungeon, blah, blah. And I'm like, Yeah, so what we can make money with this. We just have to find the audience. And that's what we do. We find the audience, urban fantasy, easy sci fi easy. Like, it's all easy if we know who the if we know who the message is for. So yeah, I don't think there is any taboo thing now. If it's like, not good. You know, like, there's some fiction where I'm like, Nope, I won't do it. Like, non consensual, you know, like, you know, like, the kind of stuff that's not appropriate in real life. Like that kind of stuff. For sure. I did have someone who brought me I'm gonna totally like TMI this one. But I had an author come to me, and they were like, Yeah, this one's a bestial, bestiality fiction. And I was like, Wait, like shifters? And they were like, No, and I was like, I'm out. No audience, but I'm not finding them because I don't want it. I was like, Nope.



Carissa Andrews 26:12

I can see that. Yeah, it was like, I don't want to be seen that stuff. It's not fun. No, thanks.



Bonnie Paulson 26:18

Yeah. Your ad manager has to get intimate with your books. I wasn't interested. I was like, No, I'm out. I already do shifters. I'm not doing that is too funny. That was kind of I was like, not the right. Sorry.



Carissa Andrews 26:30

Yeah. Yeah. I completely understand that one. It was fun. It was funny, because it brings a great anecdote and and yeah, that's probably like, why, but why?



Bonnie Paulson 26:42

No, I was very clear. That was like, No, I'm not doing that. Sorry.



Carissa Andrews 26:45

That tough love came through right again. Yeah. Yeah. It totally did. That's fine. Love it. Oh, gosh. Okay, so if authors are wide, where's the best place for them to put their focus to get the best bang for their buck? This was an audience poll question as well. Like, there, there are wide author they need to know like, where to put their focus, what would you recommend? Okay, so



Bonnie Paulson 27:06

There is a really some really great strategies out there for wide books. The first one is if you're doing a first and free, and you're obviously on Amazon, and you're wide, the great place to put it is like Amazon ads if you're first and free, but make sure your CPC is super low, we're talking like 12 cents, 13 cents dynamic up and down. Make sure your audience is targeted really tight once you're there, because that's that increases your rank, right? And it's just a steady flow, you can put in five bucks and just it'll just run it'll do really well. Now, if you're focusing on getting your wide audience increased, right, which we all are everybody wants, if you're wide, you want all the readers, you want all of them. So Facebook ads are some of the best ones for that right? Newsletter, promos are great. I'm not a huge fan of doing discounts all day long. So usually, I recommend the box sets, get them in there or do a newsletter, like a newsletter magnet or something. Facebook seems to be the best pay to play right now. BookBub is good. But most of BookBub audiences are really focused on discounts, discounts, freebies, they're not really looking to be an A reader that will stick with them author. So Facebook seems to be the answer right now. Now, tick tock. A lot of people just are like, Hey, go to tick tock, do not run ads on tick tock. They're still trying to figure out their ad algorithm. It's not quite targetable. And I have tried, I've spent so much money on there. I can't I mean, we're talking like almost six digits. So yeah, so do the testing stuff high would definitely say don't do it. Okay. Yeah. And that's what my ads and stuff the ad knowledge that I have. I'm like, Yeah, this is not going to be a good return. However, I did see later that there was like a YouTube ad question that you had, if I can put that in here. Yeah. YouTube, YouTube ads are there okay. Right now, there's a controversy right now because of what Google's placement has been with the YouTube ads. So if you are doing I know a lot of authors do like an audio book, YouTube channel. So if you are pushing ads to and you're running ads, and they take them to your YouTube channel, the audio book channel or even your author channel or whatever you're doing, that is a great place if you treat it like a funnel to run you know, that's what we always have to be thinking how what am I going to do with this? Is it grabbing someone just to grab a book sale? Or is it grabbing someone to put them into my reader retention system? Right, my funnel? So I think that's like there's a lot of options out there right now. Why is Facebook like that's where you're but always be on the lookout for other options because Instagram, their ads don't too great. But man, if

you can bump your page and get that going. Instagram is great for authors like there's especially white authors. That's a great place to but it's hard to control because it's the ads are super expensive, and they're just not always effective. Sure, sure. I know you're gonna have to like slow down.



Carissa Andrews 29:47

Are you kidding me? Yours. You're like right at my speed. It's great. I am following you wonderfully. Okay. Okay. And then when if you were going direct, is Facebook still the place to be or would you recommend Google ads?



Bonnie Paulson 30:00

So okay, oh, good question. Okay, so Facebook, what's nice about Facebook and Google ads is they all work on a really tight algorithm, and they actually work well together. So if you're running Facebook ads, and I am, I am going direct myself. So this is a great place for me to be talking about this. I'll be running Facebook ads to a degree. I've heard people say that traffic ads aren't good, but they are traffic ads are really good. Because Facebook understands that we want clicks right to the landing page, as long as you identify what your result is, go to the landing page, right website, then that's what they're gonna look for. They're not just looking for sales conversions, which we don't always want. Yes, we want sales conversions. But I want people to land on my direct sales page, because they're going to be invested in that experience of my direct sales. That's what's so great about our own having a direct shop, right? Like you can do whatever you want there. You're not controlled by Amazon and just one landing page, you can do whatever you want. So when you're doing that, once you have that Facebook pixel in place, and you have placed your Google Analytics pixel, anything that you're running from Facebook, to Google Trends, your Google Analytics, so that when you start Google ads, they're already trained, and they already know what to expect. So targeting is really easy. And Facebook, then that makes it even easier with Google ads.



Carissa Andrews 31:11

Yeah. I love that. Yeah. That is super interesting.



31:16

You just make it all work together. Yeah. Right. And that's, that's really what it is, is they want money to and if you're making money, because of the goals and results that you've set out, ad platforms can actually be very effective.



Carissa Andrews 31:30

Awesome. So now, I'm curious if you're going, you're creating your direct shop, are you using Shopify? Are you doing WooCommerce? What are you doing?

 B**Bonnie Paulson** 31:37

So I'm doing Shopify, it's more expensive. And the like, gosh, it's really not more expensive, though, because I had a WooCommerce. Store. And I had to pay up front for a bunch of stuff, right? Because you want the frequently bought together and you want the also buys and you want the reviews and you want all these things. All of those are apps in WooCommerce. Because WooCommerce was bought by GoDaddy. So GoDaddy, as we know, is not they're not for nonprofit, like let's be honest, like offering now it's like, Hey, you have to pay because you sneezed. So I was like, and WooCommerce is not very, it's not very customer support it like there's not a lot of it's not it's yeah, it's like you have to go find things and stuff Shopify found to be really user friendly. And I'm a web designer. So I can do either. But the Shopify has been really great. I in fact, I have a I have a business author direct sales, where we actually create the site and stuff for people and we do their automation and stuff, because cool. It's so much fun. It's like, click click, click all the things. I didn't know that. Oh, yeah. All the things Carissa. I obviously am bored. So I have like nine businesses.

**Carissa Andrews** 32:38

You only have six kids to keep you busy, like you need something else to do.

 B**Bonnie Paulson** 32:43

I give birth to workers. So they work.

**Carissa Andrews** 32:46

There you go. Right. Yeah. Well, I have four left in the house. And we've got workers too. But yeah, they're kind of going out of the house, and they're getting old.

 B**Bonnie Paulson** 32:57

I'm not gonna feed you anymore. So yeah, so I really liked Shopify, it has a whole there's a whole, if you put in your ads Shopify store, it has like a whole cult following as it is, it's pretty cool. I've had a couple clients who were on the author, direct site on the author, direct sales or whatever. And we transfer I was like, Are you sure you want to move from WooCommerce? And we did, and their income, like tripled. So it's a stronger platform? I mean, it really is, and then there's people out there who are like, Hey, we're not going to do or we're going to do Gumroad or we're going to do Bitpay hip, there is really no wrong answer. It's really what's good for you and you're gonna move around you just are so you're in WooCommerce you're gonna go Shopify, then you're gonna be like, Oh, I'm gonna do Thrive cart, and then you're gonna be like, apparently, I'm bored. I'm gonna do pay hip, like, it's just all the things right. So Right. Our problem is we have too many choices.

**Carissa Andrews** 33:46



Right, right. And then if you'd like to learn things, and it's like, you got to test them all up, see which one you like best? And it's like, all the things, right? Yeah. That is definitely me that my husband's always like, you. We're not changing any covers this year. None of the covers get to change. And I'm like, it's gonna be because I'm always changing something always tweaking something. It's just like...



Bonnie Paulson 34:09

Yeah, that's me, too. You're fine. We're good company. Good. Crazy, crazy, but a good company. For sure.



Carissa Andrews 34:15

Yeah, I completely understand that. Okay, here's another audience poll question, what is the best way to reach teen and tween readers through advertising?



34:24

Okay, so as we know that it's kind of illegal for them to have their own accounts, right. So the best way to get to a tween or teen reader is through their parents, and or grandparents. So I always or aunts and uncles like whatever, right? So the best way to do it is to make your pitch, either really pitch towards the kids, or pitch it to get the attention of the adults. So there's this guy, Lane Walker, he sells direct, I got his ads. He came across my Facebook feed, I don't know a year ago, two years ago, it's for Christmas. And it said mom's mom's voice are you looking for? And I was like, yes, yes, I am. I'm a mama's boy and I am looking for I find boys. I'm like, Yes, I want all the things. And he was like, here's a book about hunting. And I was like, yes. Okay, sold so far click, went over there. And he was like, Would you like to buy a series? And I'm just like, I'm seriously, this is exactly the experience I had, would you like to buy series, or four series? And that was like, four series click. And then he was like, Would you like to also get the workbooks that has the questions? Yes, click, I want to get a book walked out with a \$300 ticket. It was ridiculous. Data was very popular that year. So in fact, this my 17 year old son like favorite series, he's been reading it every single day, he reads over and over and over and over. So that's how you get the readers. So every time this lane Walker comes out with new books, I go on one click because I know my kids are gonna love them. So that's the best way to get tweens and teen readers now if you're looking to actually sell I call it inaccurate YA fiction. Like an error like, inaccurate? So there is no way in heck that I'm going to be pushing some of the YA romances out there to Mike. There's no way. Yeah, however, I will devour those on a bigger Oreos and on a Friday night in no time, right? Because it's coming of age, and it's all the sex and it's all the romance and yes, yumminess I'm not pushing that to my kids. So you again, you need to identify what your real goals are. If your goals really are to write to the tween and teen reader readership, then you need to make sure that the message is clear in the books and then you're identifying, okay, I cannot target them. But I can target their parents and I can target teachers and I can target librarians and I can target book clubs. And I can target right all of these things. grandparents, aunts, uncles, are you looking for the best Christmas present? Are you looking for a great birthday present? It really is a great way to get those

readers out there. And there's a ton of them. There's a ton. So always, always do Kindle Fire because most of those kids that age have fires. And so they too are getting the ads coming across their fires so they can take them to their parents. Yeah, good point.



Carissa Andrews 36:58

Yeah. Like my son is constantly like, I just got this thing on my phone or on YouTube or on something like always, can I have this thing? Yeah, time.



Bonnie Paulson 37:08

All the time. That's like, what is it? Yeah. Okay, that's fine. Like, we'll get that that's fine. It got your attention. I'm good with it. But most of the books and stuff come through my feed. And I'm like, Yeah, I want this for my kids to read. I bought a series and they weren't interested. And I read it. So it was fine.



Carissa Andrews 37:21

I'd love it paid off just fine.



Bonnie Paulson 37:26

Worth it. So worth it. But yeah, that's that's what you target really with those as you target the people with the money. tweens don't have money.



Carissa Andrews 37:32

Right. And if they do, they're hoarding it for like their car or their like motorcycle or something.



Bonnie Paulson 37:38

Or their Xbox. What is that?



Carissa Andrews 37:41

Or their computer that they're building?



37:44

This when I was a kid, I was that age. I was like fighting over the Otter Pops. I wasn't saving the cat.



Carissa Andrews 37:51

You know, like I was fighting over who's gonna bring me to the bookstore? Yeah.



37:55

Exactly. When we had the library right next door. So I was like, Hey, nice. I live there. Yeah, it was good.



Carissa Andrews 38:01

It would have been awesome. Yeah. I did not live that close to the library.



Bonnie Paulson 38:05

It would be cool. Yeah.



Carissa Andrews 38:08

Okay, so what metrics could authors be checking out to know whether or not their ads are actually working? Like, if I know, it's kind of a big question, because there's many different ad platforms. But are there specific metrics that you keep an eye on? Like when you're looking at him?



38:19

Yeah. So I run ads for on like most of the platforms and the metrics that I look at or CPC, CPC goes up or down based on your messaging, it really does. The CPC will actually go up on Facebook, if your audience is not really engaging on it, if you're not getting a lot of clicks, and likes and stuff, which again, shows engagement and like I guess appropriateness for that or relevance. Another one is a CTR, if your CTR is not higher than Okay, so for Amazon is 0.10 and Facebook, it's 10%. They just didn't do their stupid percentage mix in there. Because it's essentially the same thing. If you're not getting one click out of every 100 impressions, then there's something wrong with your targeting. And it's always the targeting. Everybody's like, oh, no, my ads look this way, it doesn't matter what your ads look like, really, it doesn't, it just needs to be eye catching, you can just do a book cover. So if your message is accurate, and it's going to the right people, you should be hitting at least 10% or 0.10% on AMS and AMS you should be hitting that across those platforms, right? Like you should be. And then there's going to be things where it's like the CTR, which is click through ratio, but there's also like the CP R, which is cost per result. So that's really what you're looking at as a cost per result, CPC is cost per click, and in Facebook, that's going to be charging you whether you hit like or share or comment or read more or whatever. So you're still getting charged. But when you look at CPR, then what you're looking at is okay, my result that I said I want is to get to the website, what's my actual result there. So that tells you that's a really great metric. But those ones are the

most important ones that you're looking at on each ad platform. Your impressions on AMS and Facebook tell you if they're even going to give you the time of day. If Facebook is not giving you impressions on that ad. They don't want to show it. And it's because of something that the bots have decided is not what their audience what any audience wants to see. Usually you can force Facebook to spend money because they're like a teenage kid, right? They're going to spend all the money, but they actually won't show impressions. So yeah, that's those are the ones that I look at CPC, CPR, and CTR.



Carissa Andrews 40:19

Is there a specific range that you typically try to keep within for the click through rate then?



40:25

Yeah, click through I really like to see it above above 10%. But if you're looking at like, that's true CTR, that's when they're actually clicking through, but the CTR that I like that I'll accept anything above 4%, because that's one where they're clicking like they're clicking engage the clicking right. So they're actually taking that into account. So yeah, I and I'll take that 4% above if the CPC is low enough, I'm not looking at anything over 24 cents, unless I'm good. Yeah, okay. So anything, so that's Facebook, AMS, I won't pay for anything higher than 89 cents, refuse to, in fact, I actually reach out to their customer support, and I throw a fit for any of my clients, where AMS will be like, Oh, well, you know, we decided to put up to \$1.06. That's not what we agreed to. We agreed to this much money. This is what I put in there. And dynamic up and down means you're gonna double that. So if I'm giving you 46 cents, and you're putting me at what, what is that? 92 cents. That's fine. I've agreed to 92 cents, I have not agreed to \$1.06. And so I actually go to bat with them constantly. I'm constantly there. They I think they hate hearing from me, because I'm like, we agreed to this much. This is how much He charged me. I'm expecting a refund in the next two weeks of this much money. And I am horrible about it. Like I mean, they're like, Yeah, we they finally got to the point where they're like, Yeah, okay, that's fine. Yeah, we'll send it we'll make sure you get your refund. They've tried a couple times, they've tried saying, no, no, you agreed to it. No, I did not. And I have screenshots showing what my default bid is set out. So don't even go in there.



Carissa Andrews 41:48

That's a really interesting thing. It's like, oh, gosh, guys, are you watching those things.



Bonnie Paulson 41:52

Something else to watch for AMS is they have bots that will randomly turn on ads that have been previously been paused. So you'll Yeah, this is a thing. It really is the thing I'm chi going once or twice a week on all of my AMS ad clients, and I look through their stuff to make sure nothing's been turned on. Because it just randomly turns crap on. It's a horrible and I've heard so many people say, Oh, no, it doesn't. I have a \$500 bill that says it does, that I got from them. And I had turned off all of my ads, all of my MS. Asks has gone through a whole rebranding thing just about a year ago. And I turned them off. I remember I turned them off because I

reached out to one of my friends. And I was like, Hey, I'm just letting you know, I wrote it in my facebook message. I was like, I'm turning off all my AMS ads, I'm going for a reset, I'm gonna do a two week reset. Those ads, every single one of them was on and spending at the high spent and they were it was about 498 \$498. And I read the biggest fit. I was gonna say did you get refunded on that? Yeah, I sent them all the screenshots. I was like, these are the dates when I said I was trying to stuff off. This is when I turned it off. And they were like, Oh, I'm not sure what happened. And it happens a lot. A lot of people don't understand that. It really does happen a lot. I've heard people say, Oh, no, it doesn't? Yes, it does. I always spend a lot of time fixing it. So yeah, it's crazy.



Carissa Andrews 43:04

There are things that I've noticed a lot. And I don't know, if I'm just seeing things that have I'm analytical, but I don't have the time to dig into it probably the way that you do. Where it's like I have the advantage dashboard. I know authors, I'm so sorry that it's not available to us anymore. But like, I will have something where they'll go, you know, oh, you sold I don't know \$200 worth this day. And then you go and look at your like any of your records in your sales. And it's like nowhere near that. Right? It's like what in the world? How like, who are they selling crap for? And like, it's obviously not my books or if it is there. Any information?



43:38

Well, you're right. So here's what's going on. So one I don't believe that we are getting this is me, this is my conspiracy theory aside, I don't love it we're getting we I don't believe that we're getting accurate cells information. That's just I mean, it's too hard to say. And we've had people ask them for audits, they don't do it, it's fine. But let's say barring that, when you go into AMS or you go into advantage, you get marked. So if someone takes clicks on your ad, and they go to your book and then they click to another book that's not an ad, but they click like maybe book to or they click on someone's in the also bots or whatever. If they click on something else, you get the credit for the for the sale, even though you didn't it's not your book. Yeah. So it's ridiculous. So you'll be like an advantage and you're like, oh, yeah, I'm sending this to this person. And they go to that they go to your landing page, and they see just below Oh, this is also you know, I see this other book, I want to click on it, and that's what happens you get and then they're like, oh, yeah, you gotta sell No, you didn't get a sale. What's unfortunate is with AMS ads, we don't get to say what our actual result is. We don't get to say I want it to count only result of my book sales or my product sales. It actually will just count any sale. It's unfortunate but it's that's what it is. Too many people actually follow their dashboards on AMS. They need to be looking at something like like author helper suite, right, where it shows you how much you're making, how much you've spent on ads, what's clicking what's not, that's what we should be looking at instead of echoes, or, you know, the attribution tags. Oh, don't get me started on the attribution tags.



Carissa Andrews 45:05

We should put you and Mal in a room together and have you go at it.



45:10

Does Mal like attribution tags?



Carissa Andrews 45:12

Oh, she's been like teaching it and helping authors understand how they work. And I'm just like, Who do I talk?



45:18

Like who, what? Well, I'm coming out of from a very distrusting mentality. So, I actually clicked on my attribution tag 150 times to test it. And I was getting bored. I was like, this is boring. And my kid was like, Mommy only 110 or 111. I was like, oh, okay, click, tell me what I can, you know. So I got 250. For the it says that they have a seven day attribution and attribution tags, you know, seven days, it'll you'll have it's behind by seven days, whatever. It never once showed me 150. It showed me 61. That's as high as that link got. And I clicked on it. And it wasn't like click, click, click, click, click, click, click. So it could miss it. It was click OK. It went through and it logged it. Okay, click went through and logged in. I did it 150 times and made sure it worked. And 61. So when we're seeing this is why I don't like the attribution tags. I don't trust them. Because authors were using affiliate takes, right? They weren't. And we're not supposed to. But we still did it. And they were still getting paid out. So I don't we and we know that we weren't getting accurate information in there, because they have to pay us money. We know this. When you're selling 10 of them to yourself, and it only logs one, you know for sure, right? Like you're like, Okay, why would they give us better information with an another tag that's not paying us. But they are giving us better information, what they're what they're doing is they're actually data mining off of your information using specific attribution takes, right. So I just don't believe that they're giving us all the information. That's that's just, let's see, that's me, I'm very mistrusting of companies and corporations, I don't believe that they're, that our best interest isn't in their hearts at all.



Carissa Andrews 46:51

Right? Well, it's another, it's kind of another push towards like selling directly to your own store, like getting off of the platforms where you're trying to send all the traffic to these specific sites. I mean, people could still choose to go to Amazon, if they if you send them direct, you could give them that link and that that opportunity. But at least if they land on your site first, and you have a better experience, or some something that's really interesting to them, now, all of a sudden they interact with you. And you have that data, right?



Bonnie Paulson 47:19

Yeah, it's Oh, yeah, it's huge. And it's, it's in more than just one spot. It's not just like, Google, honestly, is not making money off of anybody's landing on your site, right? Like they're giving you data. Amazon makes money based on if somebody lands on your site and where they go and who they show and they adjust other landing pages. I completely agree with you. I am a huge supporter right now, direct sales, I think controlling your business is a big deal. I'm seeing

so many people right now. Some of them that I just love in one of our we have a free Facebook group for hive for finding your MDM, a lot of people come in there, they're like, I'm just looking for a reason I have 100 like this one really great lady. I've been friends with her forever. And she's like, I have 100 books out. And I'm not scaling. I'm not making any more money than I was when I had 10 books out. And this is suppression of its worst form. Right? Like, why aren't you making more money and she put books out consistently same kind of book. I mean, the message is clear. I could sell book 10 using the same message that she put on Book One 199, you know, like that's, so when you see that? It's like, man, we got to get out from underneath these thumbs of these corporations who are keeping us squashed because we don't know how much they're selling. We have no idea. Yeah,



Carissa Andrews 48:25

Absolutely. My husband and I have talked about that a lot. And we're totally down the conspiracy rabbit hole when we get like going as well, because we're like, we're very skeptical because we see patterns. And we're looking at different things. And we're just like, this is not this is not adding up. Some of these things are not you know, like this is not adding up.



Bonnie Paulson 48:43

No, you're right, I have a friend who who totally believes that they're you when you hit a specific tier of sales or income. Amazon won't let you go any higher regardless of if you actually are going higher or not. Now this guy is a programmer. So he's like, it's very easy to do that inside of a program. And people don't realize now you can push, push, push, push, push and push yourself to the next year. But how much did it cost you? And how much is it gonna cost you to stay there? So I mean, I completely agree with you this the skepticism is is healthy. Everybody's like, oh, Amazon's the best thing ever. No. You know, they're none of them are the best thing ever. Not even going direct is not the best thing ever. We have to constantly be thinking and being mindset of how can I be independent? How can I push myself and keep my readers happy, which is ultimately what the goal is, right?



Carissa Andrews 49:27

Yeah, Katie was talking about that to Katie Cross, when she had on the show she was talking about that's her mindset first is like, is this going to benefit the readers? Is this going to be in their best interest? Are they going to enjoy this? And so if it's going to, you know, enhance their experience, then she goes for it? And if it doesn't, then she's like, why am I bothering with that? No, the answer is no. Yeah. That's so smart. Yeah, me too.



Bonnie Paulson 49:48

That's a great mindset.



Carissa Andrews 49:49

So do you have a like a timeframe or how often authors should be actually checking their ad

So do you have a like a timeframe or how often authors should be actually checking their ad dashboards or checking to see whether or not their ads are working and then make tweaks?



49:59

Yes. Oh yeah. Oh, definitely, of course I do. You know, I do horse, of course you do. I do have a formula, there's a formula for everything. I love. Amazon ads, I usually say start those suckers with a lower bid anybody who puts it like \$1.50, or whatever, that's just crazy, you should not be spending that. I'm pretty conservative when it comes to money spend. So it's like, let's rein it in a little bit. So when you're starting out your AMS ads, you put a nice, you're comfortable losing \$5 A day losing targeting with \$5 a day. And that's \$150 on an ad in a month. So if you're like, Yeah, okay, I'm comfortable with that, walk away, start the ad and walk away. You don't touch it for 30 days, you don't look at it, there's no need for it. Once you go back in and 30 days, then you can start doing you're tweaking and you're calling and you're adjusting or whatever, that's fine. Facebook, people hate my answer seven days, you start that ad, if you know what you're doing, you should know what you're doing. If you don't know what you're doing, then you should not be spending money. Right? Like, right, yeah, if you don't know what you're doing, why are you driving the car? If you don't know what you're doing? Why are you You know, like, really are you playing with fire, you don't even know what you're doing. So if you don't know what you're doing with your ads, then you should not be spending money. However, if you do know what you're doing, and I'm not saying be an expert level, but if you know how to set up an ad and you know, your targeting, you know, your message, all the things \$5 A day walk away for seven days, don't touch it. That should be your testing period. Once you know you're testing and you get into the seven days, you're like, Okay, now I can check and see, what's my income look like? What is my CTR look like was my CPC because you set it at \$5, you're not going to lose more than the \$7 a day, Facebook will put you like \$6 on Friday and \$4 on Thursday, ultimately, in seven days, you're not going to spend more than the \$5 a day on that average, right? And so many people will be like, Oh my gosh, it's day two, and I haven't made my money back, you're not going to you're not going to make your money back in the first few days like that. If you plan on that, then it's cake after that. So let's say you go seven days without touching your your Facebook ads, then you're gonna go every three days and kind of check and see, am I gonna double or like my doubling my income? If I'm doubling my investment, if I've doubled my investment, let's say \$5, before I wasn't making any money or whatever. So \$5 I'm at least making 10 more dollars, right? Okay, then I know that I'm in a good place where I can actually start to scale. And you can only scale so much though, because that some point you're gonna hit a Domitian diminishing return, you're just going to so scale slowly, maybe don't even touch that specific ad but duplicate that ad and add \$5 You know, so you're not messing with those metrics. Because Facebook is a jerk and likes young fans and I caught the winner the Caprio young ads, but you also get punished. Like if you start an ad on Friday, Saturday, Sunday, you might get weekend CPC, and that sucks CPC on the weekends is high. CPC started in November December super high. If you're getting like shown to specific audiences based on your story, and you start like Thursday nights starting out on Thursday night. It's really weird because it gets through the learning or it gets through the review process by Friday morning and it hits the learner it hits the learning phase on the weekend. So you have weekend activity expected on Tuesday. So it's really like it's one of those things where it's kind of like, Am I aware of what I'm doing? Am I comfortable doing that? You know, making those changes? If I'm if you're not, you always have to be thinking if when is this going to show? Well, I want it to show to the Tuesday audience but on Friday, I want it to show at the Tuesday cost on Friday, Saturday and Sunday. Yeah. Does that make sense? It gets a lot of information.



Carissa Andrews 53:25

No, that totally makes sense. To me. It seems like when you start a new ad to like, if you were to wait like or if you were to make any decisions based off of the first couple of days, those CPCs are typically higher as it's trying to learn everything I can doing anyway. Yeah, yep, you're exactly right. Yeah, it'll eventually like level itself back out and behind me, right. Yeah, I mean.



Bonnie Paulson 53:47

Yeah. And another thing to note for people who are doing ads on Facebook to change their algorithm again, so refreshing requirements used to be between six and eight weeks, now you're looking at four. So you need to be checking for weeks is your frequency up is your CPC starting to creep up if those two things are happening, and I frequency, I'd like to keep it below five, I'm not going to get butthurt if I'm at four, because usually I'm touching the sweet spot, and I'm really getting seen again, and you know, the marketing, marketing quota of hey, you need to touch on people a few times before they actually buy so, but when that CPC starts to creep up at the same time, then it's time to refresh. And all you need to do for a refresh is duplicate the ad started again, make sure the same day that you started the ad the last time and then PA and then keep everything else going so it's gonna be \$5 investment or whatever your you know, whatever it is 10 2040 And you're gonna let that sit for a couple days. And then you'll pause the original ad if everything's starting to trend upwards. So that's how you refresh it. That's nice and easy. And oh, yeah, if not, Facebook's Like, Oh, this is an old ad. We won't look at it again. It's fine.



Carissa Andrews 54:45

Right? Terrible. Yeah, no one wants all no one wants to see this thing anymore.



Bonnie Paulson 54:49

Yes, it has wrinkles.



Carissa Andrews 54:51

Some of asking. rude, rude. Oh, gosh. Okay, so what's the biggest mindset shift you believe that authors need to have when it comes to this successfully marketing and advertising their books? Like is there a specific mindset they need to put on their their thinking cap and really kind of incorporate?



55:07

Yeah, yeah, I think the biggest thing is is that people think that marketing immediately should turn around and give you like in your advertising should immediately turn around and give you the dollar return. But you need to ask yourself. what is mv goal here. So if you're if your goal is

to get readers right to sign up, let's say for your newsletter, right for magnet, if your goal is to get readers, you're not gonna see \$1 return or you're not for a little while. So what are your goals? Well, my goal is to get 15 signups a day for newsletter subscribers, am I hitting that goal, then that is where it's making it? You know, that's where yes, this is making sense. If it's not, what do I need to do to tweak it? Or maybe I need to adjust my goals. Goals are so important to have so many people are like, Oh, no, I just put the money up nice. When I see my money go up, I put I spend all the money and it's hitting the walls. And I'm just expecting this. And that's not the best way to really approach any business decision, even what books you're going to write. Like, if you're writing books, because it makes you happy. And it's fluffy and feely. And I am thinking, I'm going to write a cat romance. And over here, I'm gonna write sci fi adventure. And it's all in the same pen name. You're probably thinking with your heart and not with your head. So this is kind of funny, but I tell my boys to keep the head away. And to actually think what their minds Yeah, because surely, that's I've got, you know, you have boys, they do not think all the way the smart ways, all the ways, right all the ways. So it's like, hey, look, you are gonna go this way. Instead, you're gonna think what's your mind, you're going to logic it out, you're going to rational it out. And if your goal actually sounds like a solid goal, then that's probably something that's gonna be great for you to do. So like let's say for your rom coms. Let's say you're like, I want to write the rom coms because they make me feel good. And I'm like, Oh, do you want to make money with it? You're like, No, I don't care about the money. Well, great, then you don't have to have a happily ever after. You don't have to have humor. You can do whatever you want with your romcoms. Like you, right? You can do it. Everyone have to advertise. It's cool. No, don't do nothing. You don't have to post snap. You're just reading it for your own happiness. But if you're like coming in, and you're saying, Bonnie, yeah, I want to make money with this. What do I do? You're and they and you want me to mark it for you. I'm going to say you have tropes to hit, you have covered requirements to hit, you have blurb requirements to hit. You have a whole length requirements, like there's a whole bunch of stuff just to hit with just the book now. Now of them. We're gonna start talking about the marketing side of it. Like where are your readers? Are they on Tik Tok? Is it a steamy book, they're most likely on tick tock and or Facebook, right? Like there's a whole slew of things even mind. But if you don't know what your goal is, from the outset, you're, you're not going to know where you're going. You're just gonna start walking around in circles, right? Like it's a it's kind of a sad, sad mentality to be in. What am I doing this for? Oh, I'm writing memoirs for my kids, but I actually really like it. So now I think I'm going to sell them all and write you know, Space Jam stuff. I don't know, I don't know what to come up with for genre, like, dinosaur for like, I don't even know like, you know, like, whatever. Whatever you want. But, and you do you but have a goal in mind. That's I that's how I ended up with 14 pen names. It's ridiculous, right? Like, oh, I want to write this because I apparently have ADD, and I like all the things and squirrel. I can't put it in that pen name. Because I know a marketing person. And I know better than that. I know better. And I still did it. So yeah. Right. Yeah. We're not immune. No, we do. We do the crap to ourselves. So I think that's the biggest mindset thing is do you have a goal? And are you willing to take the steps to to do it? And if you're writing something, just for the fun of it, do it? Because that's what we're all doing? Right? We're trying to have fun. But if it doesn't fit your brand or something, then you know don't expect that to be if that then don't they expect that to be your moneymaker? Right? A little bit. You're doing so yeah. And I love that. I love what you said you'd like I'd have my urban fantasy over here. I'm tired of writing urban fantasy for right now I'm kind of burnout, you still have solid catalog, you still have a solid backless, it's not like you're abandoning the pen name, you're just opening yourself up something new. And you're like, I'm doing a new pen name with my rom coms. And this is where I'm gonna gonna sit at. I think that's brilliant. Because you're acknowledging that you're tired, you're acknowledging that you need something fresh. But you're also acknowledging that hey, I'm not gonna make any cash with this if I do them all under the same same name.



Carissa Andrews 59:04

Oh, yeah, for sure. Yeah. And it's like, the audiences are so different that it's just like, I don't want to confuse anybody or confusing algorithms or any of that nonsense.



Bonnie Paulson 59:12

Right? Are you gonna go direct with them?



Carissa Andrews 59:14

I am. Yeah, yeah. Yeah, well, that's true. Well, with, with right now, the urban fantasy I have about, I think there's three of my series that are in can you still but I'm looking at transitioning them out? I haven't pulled that trigger yet. But I'm definitely thinking about it. I'm kind of like on that teeter totter right now, where it's like, I want to know how Shopify works. And if I like it, then I would probably do it. And I would have to, like strategic is one of my top five. And so I would have to like plan the strategy for like, how I would do it and how it would look and if you know all the things, yeah, so all the things it's there, but it's also in the middle of me trying to build this new pen name. And so I'm like, okay, just Stickley Is now the right time to be trying to pull everything I've ever done down and try to do probably not okay, okay. So I don't even know Jenny's always like, do something different. And I'm like Jenny, for crying out loud.



Bonnie Paulson 1:00:05

Give me a break. I'm trying to breathe here. Right?



Carissa Andrews 1:00:08

She used to tell me all the time. She's like, no new projects, just finish this one. Now she's like, do this thing, do this thing.



1:00:14

That's awesome. Yeah, pumping all this potential, right? There's so much to do. So what you could do with your shop? Well, if you're going to try Shopify is, you know, do a couple box sets and hammer out and get those up and see just minimally viable, right? So just try minimally viable thing. And this one we're gonna teaches on some of she's, I've heard her say that on some of the, like Morgana best. I don't know if you know, yeah, yeah. So she said, um, a couple podcasts and interviews that I've seen, and she's like, mentally viable, get them up, just get things going.



Carissa Andrews 1:00:17



Carissa Andrews 1:00:42

Love that that's a really good idea to know, right? I know, seeing things, all the things would be so cool. And it's it. For me, I would like my highest strength is relator. So I love that idea of like pulling everything in and having it kind of exclusive and having this idea. So I'm like, I'm this close, I really am. I'm so close to what we know you're closer. I know, every day, I get a little bit closer. And I'm just like, oh, and it's like, I love the idea of you know, the Kickstarters and having like this big launch event, and oh, man, it's all the things.



1:01:12

But doesn't it feel more exciting? Like I'm more excited, I was so burned out. I'm like, I don't want to write anymore. And I just yeah, I've just been like, I don't even want care if I do this anymore. Because the income just has stayed the same. I have 200 assets out under 14 pen names. And my English did the same with my books. And I'm like, This is ridiculous. Knowing what I know about ads, knowing all the things I should be nailing this. And then I was like, You know what, and then when I saw Katie Cross, and I was and I've been thinking about direct sales for a while, and I was like, Maybe I should. And I saw her thing anchors. And I was like, Okay, I could do this, you know, I really could do this then it was like, Oh my gosh, I'm so excited again. And I'm gonna be ready for me right? Like I'm writing money in my pocket and really great books in my readers hands. And that was a mind shift right there like a whole mindset adjustment, which was great.



Carissa Andrews 1:01:56

It is because when you're putting it out to the you know, the aggregators into the stores and doing all the things, it's almost like you're putting it into their hands and hoping that it goes well. When you're when it's in your own thing. Now all of a sudden, you have this opportunity to create some cool new things that go along with it, the merch that can go along with that and get the fandom thing going, like all sorts of new opportunities pop up, and you're just like, oh, man, I could really I could really make this more fun.



Bonnie Paulson 1:02:21

More fun, right for everybody. And isn't that why we started writing because we loved it. And we really like making the worlds and oh, they fell in love. Oh, I'm crying or Oh, I just hope people want to apocalyptic thriller, and I keep telling people, if you don't straighten up, I'm gonna kill you. And on my books, and I tell my kids all the time straighten up. I've killed your My mother in law 17 times. So it's fine. Like, you know, like, everybody like, I know you'll end up dead kind of. To be fair, to be honest. I love my mother in law. It's just, you know, you put you just put things in. It's just hilarious. My brother, I don't even know how many times he's died. But it's like, you know, like, I will kill you the milkman I'm gonna kill you like all the things. And so I even saw this meme where the this person was like, when the therapists hear something and therapists, okay, what do you do when you get mad at someone? And the writer was like, I kill them in a scene. And the therapist goes, no, and the writers are the guy goes, taking notes. I was like taking notes because I was like, Oh my gosh, that's so perfect. Because yeah, I feel like that, okay, you've irritated me, you're dead. But that's what's fun, right? Like, yeah, it's fun. And that's what I miss. And I think a lot of authors are feeling that way. A lot of

authors are feeling the sting and the bite of, of this dinosaur like this dinosaur mentality of we can only go through these aggregate these these aggregators, these retailers. Right, yeah. And so now it's like, Hey, I'm in charge of my own crap, dude. And with so many people doing it like Brandon Sanderson and we have a lot of authors out there now who are starting go direct, and they're starting to get the readers used to this mentality. And I think that is phenomenal. That's what we need. We need people we need more to do it and someone else was like, oh, no, I have to do it before everybody else and all the competition I was like, This is not a zero sum game. Your readers are not gonna be the same as mine, but we can train them to enjoy buying directly from us like that's that's what we need and so the more authors that we have doing this, the more the readers are doing it and that's huge.



Carissa Andrews 1:04:17

I agree. Well, and I think in some sense is this younger generation as they're getting older are getting used to that because like they grew up on YouTube and they like have all these YouTube stars that they follow and they want to get like Mr. Beast burgers and they want to get you know this oh my gosh, so it's like they're they're already used to buying the thing directly from the Creator they love.



1:04:35

Right? Yes, the points starting right. It's a thing I mean, it really is thing and yeah, I'm kind of done lining Amazon's pockets to be honest, and I see cross my feet on off you see this Chris a lot, but I see a lot where people are like, my Amazon account just got shut down. My lot. Yeah, in the groups for sure. Yeah. I'm like, wait, what? Why is this a thing? Why is this allowed? I don't understand how this is okay. But it's the same anything I say to add my ad people, I'll add people. If you're running ads, you're renting the audience. That's all you're doing, you're renting them. So when we're on Amazon, or we're on draft to digital, which I love direct digital, if you're on the wide retailers like Kobo, Apple, whatever, if you're on there, you're renting space. That's it, you're renting a storefront. So you're in the mall. But if you're at your own place, it's like, hey, come over here, I bought the place. It's my place come to hang out at my place, you know? Right.



Carissa Andrews 1:05:27

Do you like dice? I have dice? Come over.



1:05:30

Come on here. Sorry, this totally turned from marketing and ads into direct sales.




Carissa Andrews 1:05:34

Hey, it's both because I think it's so important. I mean, I've been talking about this on the podcast a bit where it's like, I, you know, when we started this year, I really felt like it was going to be the transformational thing that authors were dealing with. But it's turned out to be

going to be the transformational thing that authors were dealing with. But it's turned out to be direct sales, because so many authors are transitioning with it. And maybe they're using AI as a tool to be able to help them do it. But really, this has become, in my mind, the bigger game changer than even just AI. It's just it's been so phenomenal. I love it so much. It's great.

 1:06:03

Yeah, I agree with you. I'm using AI for audiobooks right now for a lot of my audiobook narration. So 11 Yeah, the one that I found is really good. It sounds like a real person. And I'm putting my voice in right now. And it sounds like me, so I'm Oh, which one is? It's 11 AI or 11 labs.ai, or something like that. But they're a little pricey, but they're really good. And so I've been using them and you have to like there's little bit of a process, you get the mp3 down and then you have to like transfer it and whatever. But using book funnel to deliver that. It's phenomenal. It's just and it's I can make it cheap, right? Like, I'm not paying \$5,000 For narrator and let's I mean, to be honest, I love narrators. So if I could get audiobooks, making some money, I would invest in getting them narrated. But for me, I I just haven't been able to get into the audiobook niche, right, because it's been \$30 for an audiobook, and I don't I have right sweet romances, and they're usually older people who don't have that kind of an income. So I'm like, hey, why not? Let's do an audio book for six bucks, you know? 599. And it's affordable. So yeah, yeah. For all the options.

 Carissa Andrews 1:07:06

Well, and I love that. And then you can always down the road have a different version that like an actual narrated version. I mean, Joanna Penn talks about that all the time. They're different products.

 1:07:14

You're right, very different. And like I said, I'll be narrating my own stuff. My off my readers keep asking me for it. I'm like, Yeah, I can start doing that though. If I see an actual interest in audiobooks,

 Carissa Andrews 1:07:22

You know, so why not just add one more thing on your plate?

 1:07:25

It's great. Why not? You know exactly what I'm talking about. pen name.

 Carissa Andrews 1:07:32

Right. I totally get it. It's like, why not? Sure. Let's do one more thing. I need sleep. It's rated it is totally overrated. The one that's like I need my eight hours. I'm not I'm not staying up and

is totally overrated. The one that's like, I need my eight hours. I'm not. I'm not staying up and watching another episode of Ted last. Oh, honey. No, no.



1:07:47

My kids are making me rewatch TVD for like the 9 billion of time which I love it. So I'm all in on it. Have you seen it? TVD.



Carissa Andrews 1:07:53

I have not seen that one. No, but I've heard it's really good.



1:07:56

What? Yeah, okay. Vampire Diaries will teach I think every author should watch Vampire Diaries. Because I must I'm one of those people who's like, no, the book is always better. The book is always better. Not in this case. I was a huge LJ Smith fan. I got her book in 93 the Series when it first came out the first three books and then the fourth one came out and then she like passed away and so they started like writing them there's like 14 books in it now. 1314 Anyways, she I saw I was like this is the best book ever. Best series ever. Never ever will I ever stray from this idea of vampires. And I didn't until I saw the video I saw I saw the show and I was like okay, Elena Gilbert supposed to be blocked what's going on? And I fell in love with the series I will not read the books now because I'm like no this the this series was done so well. The character arcs the series arc that there's no boring parts the entire series has just done so well. So for storytelling, I highly I'm always telling people if you want to learn how to do storytelling, right and how to do a character arc, right. TBD series hands down.



Carissa Andrews 1:08:53

I have seen I've seen episodes here and there, but I haven't seen the whole like the whole thing. Like, oh, okay, do it. Okay, I'll have to talk to my husband about it. Because we love my coffee. I love coffee. He loves Buffy. So it's like, it's kind of in our like wheelhouse is great.



1:09:08

Yes, it is you guys. So my husband even likes and he's a guy who likes I like X Men. I like a nice I don't even know what they're called boys men like Yeah. Like wilderness, Alaska, the last frontier or whatever. Like he likes those. And he's watching it with us. So yeah, we're all addicted to TVD. So it's gross, though. There are hearts ripped out just wondering. Yeah,



Carissa Andrews 1:09:28

I totally understand that one. Oh, yeah. Yeah, we were just watching From and that that one's pretty gross, too. But it's good. It's good. It is good. It's like lost with the next generation. Yes. And it's even got to the guy that played Michael in Lost. So it's great.



1:09:43

That's it. Really Wait, okay, and now I gotta go back and watch it because I haven't I don't remember him being in it. But it's been a while since last so



Carissa Andrews 1:09:50

you don't have to watch things like the main character. The sheriff is actually from last year.



1:09:55

Okay. Yes. Now I know what you're talking about. Yes, yeah. Then maybe I need to watch last Again, just for fun, right? Because that



Carissa Andrews 1:10:01

was good show to that time. Right? Because why not? Why not leave it in there somewhere? It's fine. It's fine. It's fine. Okay, one more question before we go. So advertising is obviously daunting for a lot of newbie authors. And this was a question I had for my audience. Do you have any advice? If if they're just newbies, they're just getting started? Like, what platform? Should they tiptoe in understanding first? Or should they start with strategy first? Or what? You know what we recommend?



1:10:26

Okay, yes, strategy first. So here's my thing on that if you are a new author, you need to come into this with the mentality of are your books good? Not just yeah, they're good. They're good. Are they good, because you want to float to the cream, there's 14 million books right now on Amazon, you're just throwing your book up with everybody else's. So you need to be able to say, okay, for instance, let's just, I'm going to write why a bully romance, I have the next three series planned out in my head. So this is this is the mentality you need to have. I'm going to work on Book One, then I'm going to work on Book Two, and I'm going to put up maybe I'll, when I'm starting to work on Book Three, I'll put book one out Book Two out on pre order, and book three up on preorder, right, so then, and then have the plan that you're going to release a box set and say six months, okay. And let's say that you have this whole thing all ready to go. And then you're like, I know, I'm going to be working on this next series, and then I'll be working on the next series. So once you have that strategy in mind of what your production schedule is, then it's a lot easier to be like, Okay, now I'm going to start pushing this and I'm going to start pushing this and I'm going to start Facebook ads on Book One, and two, the box set, when that's ready to come out, you know, I'm going to start the preorder, push, I'm going to start my newsletter, your newsletter should be the first thing that you're working on ever, period ever. So if you have all these books, and you're like, Oh, what do I do? You're right, I'm magnets. And you can run ads to your magnet. If that's what you want to do. You can share it with people do the book funnel, promos do all the things, but get that newsletter list started.

Because let's say we have people listening to us today. And they're like, oh, I don't care about direct sales. I'm NKU I'm hardcore, or I don't care about direct sellers too hard for me. I just want to do wide, right. That's all they want you and that's great. But that you that is listening to us right now might change their mind and a year might change their mind in two years. And then what do you have, you've got audiences that you borrowed from KU and wide, but you don't have them retained anywhere. You don't have them on a newsletter, you don't have them in your Facebook group, you don't have them anywhere, because you've had this mentality of I'm just going to be NKU or I'm just going to be wide. So you always need to be looking ahead. What do I want to do? Well, you can do whatever you want, if you own your own newsletter list. So that's the first thing you should be Well, absolutely. So then you want to talk about ads. Awesome. Let's talk about ads. Let's talk about different marketing stuff. But until you have your newsletter list started, I actually just kind of got into a thing with a client and I was like, You are not even letting me push your newsletter list. And she goes, funny. I don't want to tell you this, but I don't actually don't have a newsletter list. And I was like, what? That's one of the first questions I asked. And you told me you had a list. She was I lied. Oh. For three months, and you lied to me, I felt so dirty. Like I was like this has really I don't understand what's happening right now. Like, what is going on? You know, like, No, this is not okay, good.



Carissa Andrews 1:13:10

Did I skip dimensions? Like, what happened?



1:13:12

No, yes. She was she's making like 25,000 a month. I mean, this is not a small author. But there's no newsletter list. I'm like, Okay, we're stopping your ads until you get a newsletter list. Like this is ridiculous. So newsletter list, get your Newsletter Lists, treat them like your friends. If you have that in place, then you can start to really stress about that. Somebody who's doing a really good job at this. Becky's I'm gonna say her last name runs far. I say rock. She's a brand new author. And she just released her first romcom and she did it smart man. She's been doing tiktoks for it. She's been working on her newsletter. She's been networking like crazy. She's got booked to getting ready to come out. She has done it smart. I am just like, wow, like, yeah, I was, uh, yeah, I've just been floored by the way she's been doing this brand new author just kind of taking her time and doing everything right. And so I was like, You're the what to do, you know, these days, because back when you and I started Carissa, it was like, Yeah, you could throw a book up and make some money. It wasn't a big deal. But now, yeah, like that anymore.



Carissa Andrews 1:14:15

It definitely gets more tricky. Like, as everything goes on. Yeah, it's like what worked, you know, six months ago or three months ago, sometimes isn't working. And then you have to try to pivot and you're trying to go, why is this not working?



Bonnie Paulson 1:14:27

Yeah, exactly. And some people are still lost. And five years ago when it was like the whole 20 books mentality of 99 cents release. And yeah, \$10,000 spend on the week like that's not the

books mentality of 99 cents release. And yeah, \$10,000 spend on the week like, that's not the mindset, we can't do that anymore.



Carissa Andrews 1:14:38

Well, you're gonna hit a list anymore, either. So why list?



Bonnie Paulson 1:14:42

Yeah, right. Although I did see USA Today. Looks like they're back. Are they? Yeah, I suppose like, that's like two days, but I don't know if they're allowing InDesign or not. I don't know. I'll let you know. But that's what I saw seen. I can find the article and send it to you.



Carissa Andrews 1:14:54

Oh, I totally missed that. I would love to see that. Yeah, for sure. So I was like, what just happened? Whoa, wait a minute. Wait a minute. Hold the presses. Yeah, like,



Bonnie Paulson 1:15:02

I'm more what's going on?



Carissa Andrews 1:15:03

Like, whatever. So yeah, it's been a weird year when it comes to all that stuff for sure.



Bonnie Paulson 1:15:09

Just a weird year weird everything we're decade. It's crazy.



Carissa Andrews 1:15:13

It really has been. It really has been fun in some ways, but weird.



Bonnie Paulson 1:15:18

Weird, not expected.



Carissa Andrews 1:15:20

Goodness. Well, Bonnie, thank you so much for coming on the show and sharing so many

insights. I mean, we had a lot of questions to cover. And, like, I don't know how we're gonna do it, but we're gonna make it happen. You talk as fast as I do.



1:15:36

Thank you so much for having me. This is so much fun. You're just a delight. I think you are just sweetheart. So thank you for letting me work with come on here with you.



Carissa Andrews 1:15:43

Thank you for sure. Now, before we go, though, can you give my audience some quick resources on how they can learn more about you, your courses, what you offer, and obviously more about your team, if you want to be able to share that as well.



1:15:54

Yeah, great. Thanks. So I'm with Indie Marketing Mastery with John and Joe. And we, you can go to indiemarketingmastery.com. I also have Finding Your Indie. We have a YouTube channel where we give tons of like, we do ad account audit spotlights, we actually do tons of YouTube, like tons of Facebook. Oh, just all marketing tips and stuff on Mondays. And then we also have a free Facebook group. And it's the finding your Indie marketing, I don't even know what's called forget it's finding your ad something or other? And then yeah, right. Like all the things, I don't even know what it's called just whatever, we have tons of stuff. But yeah, we have some courses. And we have hivemind, which is actually a really great monthly resource where people, it's a Facebook group, but you have access to all of our courses and any upcoming courses. And then we actually it's kind of like a one on one consult. We're actually doing a Zoom meeting today for the hive mind group. So we can actually talk about questions they have about ads, and is my brand working right? What's my message and all the things. So that's good, that's really fun. And then I have boss mode launching, and I'll probably send you a link and give you more information about that. But boss mode is launching at the end of August. And that's actually where I teach people how to create their own ad and marketing strategies. And it's super intense. But it's really good. So...



Carissa Andrews 1:17:06

How will it differ then from IMM?



1:17:09

So, IMM is actually the overall look at everything, right? So it tells you how to straighten out your foundations and how to get your message completely wrangled the correct way. And how to identify your audience and how to run your ads. And like all of it, right, boss, boss mode is literally just how are you going? What are you going to plan for the next quarter for your marketing for your advertising? What are you doing for promotions? What are you doing, and I teach how to do it so that your whole everything's already planned and scheduled before the

three months even starts. So then you can just walk away and you can go and do your writing and do your other stuff because you and I have a billion other things. And I guarantee most other authors are working on a billion other things. So right didn't one way to wrangle that and to really make sure that you know what you're doing, and you have it all planned out. So there's no stress during the quarter. So it's actually awesome. Yeah, love it.



Carissa Andrews 1:17:58

It's good. Awesome. Well, thank you, Bonnie, thank you for being here. I'm so excited.



Bonnie Paulson 1:18:02

Thank you so much. You too, and I appreciate it. This is a lot of fun.



Carissa Andrews 1:18:08

See it didn't I tell you, you needed to have some coffee or something like headphones and just be paying attention because the two of us when we get going home man, we talk fast. And I love it. I love when I can actually have a conversation with someone. And they can keep up at my speed. Because most of the time, it's usually them trying to keep up with me. But I'll tell you, I was trying to keep up with Bonnie, she was incredible. The amount of knowledge and insights and obvious expertise about what she's talking about is very, very profound and very much easy to pick out as you're listening to her answers, right. So if you want to check out Indie Marketing Mastery, I will make sure that there's a link in the show notes. I think actually, as of right now they have reopened the doors. So if you're interested in getting into that particular course, where Bonnie and Joe Solari and John are all working together to help you create a very effective marketing strategy. Check it out. I'll have the link to finding your Indie as well. And I just want you to know like Bonnie and Mandy are amazing people and if you're looking for someone to really increase and up your game when it comes to ad spend as long as you meet those criteria that she was talking about. I think you're gonna find Bonnie is probably one of the best in the business. She is absolutely smart as a whip. I just love her to pieces and I hope that you enjoyed this podcast episode and interview as much as I enjoyed having it because it was just an absolute joy talking with her. I can't wait to bring her back onto the show. Obviously I want to see how her direct sales shop has gone and tell her that I've been doing it myself and didn't listen to a darn thing. I said in this interview before I went ahead and went direct sales. I literally had this conversation probably two or three weeks before I finally said screw it and decided to go ahead and do a direct store anyway for my urban fantasy So I hope you got a little chuckle listening to a blast from the past, technically, because the interview took place before I actually created my website. But I just I got a giggle out of it anyway. Because obviously, I can't not do something when it's so cool. And it's sounding so exciting and my activator strength was just like, Do it, do it, you must do it. So I think Bonnie probably helped me make that decision. There you go, Bonnie, I believe in you. It's all you. All right, guys, I hope you have a wonderful rest of your week. If you have not yet checked out four books five days, I just wanted to give you a quick update and let you know we had an absolute blast for the first live cohort, it was so much fun. And the course itself while the cohort is over, it's going to remain open. So if you want to check it out, if you are like dang it, I missed it, just head over to authorrevolution.org forward slash four books five days, or to the shownotes for

today's podcast episode, because it'll be there as well. But bigger news yet, we have decided or I have decided that we're going to be launching a live cohort of rapid release roadmap. Now this course has been ongoing, I usually launch it this time of the year with discounts and whatnot. But this is the first time we've done it as a live cohort. And so what does that mean? We're going to be launching it so that everybody can hop into the course. And we're all going to go through it at the same time. So week one is going to start on October 16. We'll have our first live live q&a Call on Saturday the 21st. So if you're looking for more sustainability, with your authorship with your author career and building it bigger, this is the course for you. Now I'm in the process of creating new content that's going to go into this course that's going to include modules on direct sales, on a I obviously am prompts that we can use throughout the different parts of our journey. So there's new stuff that's going to be added in very soon, it hasn't been added in yet, but it's coming. And if you're looking for that, make sure you're paying attention to the emails or get on my email list. Or just reach out to me because I do have special coupon codes that you can be using if you want it to be able to save some money on the course. So just reach out to assistant at author revolution.org. Or you can reach out to me Carissa at author revolution.org. And I can give you those for you. And I hope that you'll join us because it's going to be super fun that not only is it going to be the new students, new people who are coming into this course. But it's also going to be a revival for any of you who are part of the program already. So if you're a student of rapid release roadmap, and you want to get in on the action, get in on some of the excitement and have fun with authors who are also in this journey. I encourage you to kickstart it again with us. It's a six week program from start to finish. It's not as long as millionaire author manifestation, so don't worry there. But it's a lot of fun, and it will take us through most of NaNoWriMo. So we're gonna be talking about whether or not we want to do sprints together, there's a lot of fun things that are going to be coming out throughout this live cohort. So check it out, you can head over to rapidreleaseroadmap.com If you want to get signed up. And of course, if you want to be able to get the discount codes, reach out to me and we will make sure that you've got them there is a special discount that is going on until we close the doors on the 15th. So just reach out. All right, download today's transcript by going over to authorrevolution.org/204. Holy cow 204. Still can't believe it. And yeah, I hope you enjoyed all of the things that Bonnie and I talked about. It was a fun and fascinating and insightful conversation and I can't wait to bring body back again. She was so wonderful. All right. Have a wonderful rest of the week. I am literally a couple of chapters away from finishing my rom com so I'm gonna go do that. Have a great week. We'll talk to you soon. Go forth and start your author revolution.