

Episode 208

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SPEAKERS

Carissa Andrews, Clayton Noblit



Carissa Andrews 00:04

The indie author revolution has been around for more than a decade, the Wii indies continue to push the boundaries of what we're capable of. From getting over initial prejudices, to staring down perfectionism and author impostor syndrome. We've become a force to reckon with. Now, after years of hustle and grind we indies are rebelling again. Gone are the days of publishing a book a month until we drop, and in its place, we're sowing the seeds of a better way away with more ease, abundance and flow. Get ready to learn about indie authorship from a whole new perspective. We're about to cover everything from releasing your poverty mentality to manifesting your millionaire author destiny. I'm Carissa Andrews, and this is the Author Revolution Podcast Well, hey there everybody. Welcome back to the Author Revolution Podcast. Oh, man, guys, I am feeling some big heavy duty FOMO going on right now. Seriously, fo Mo. As I'm recording this podcast episode, it is the start of 20Books Vegas, the final 20Books Vegas and I am so desperately wishing I was there with all of you. Instead, in my place are all of my friends which is very sad in its own way because I'm like dang it I missing out on seeing so many people that I haven't had the chance to see for a while. Most of all, of course is my friend and co-business partner person and my millionaire author manifestation co creator Tammy Tyree. She's out there, she's handing out some amazing discount cards. So if you are interested in the millionaire author manifestation course when we open the doors, in February mixture, you hunt her down, like she's not hard to spot, she's been wearing a t shirt that says something like, if you want to manifest your millionaire author destiny, ask me how. And she's got these little coupon card things that we're passing out and letting people get in on the waitlist early. And then use the discount card. Obviously, as we get closer to launching. So hunker down, ask her about it, if she runs out, you can always email me as well. And I can make sure that you get the discount code. Since you are obviously listening to this, and obviously are a part of this podcast community, which we love so much. So anyway, it's been, it's been one of those weeks where not only has NaNoWriMo gone really, really well. Like guys, I am past the 15,000 word mark. And if you're hearing this, on the eighth, which I'm assuming you know, a lot of you are, I should even be past this 17,000 word mark. I've gotten knock on wood, a chapter done per day. So right now I'm heading into chapter eight, and it's been going so wonderful, like 30 bucks is coming out just absolutely funny and so much fun to write. But even though that's going well, I'm seeing all these pictures like I'm getting, you know, obviously images from Tammy, she's sending me photos of everything that's going on there. And I'm getting comments from Troy

Lambert and other people. And I'm just like, Oh, dang it, I want to be there so bad. And it's, it's even worse now that I know what the vibe is like, it's even worse. Now that I know, you know what the whole week feels like. It's terrible. So needless to say, I am very excited about next year very excited to be going back to Vegas, I can't wait to find out what Joe Solari's team is going to unveil at the end of this week, because they're going to be talking about what the new name of the conference is going to be, how it's going to all operate, what it's going to look like next year. And so that's gonna be really fun. And so obviously, I'm gonna be tapping Joe to get him on the show. And so if anyone's near him, I've already talked to him once or tried to talk to him once, I should say, and we've been crossing here, so we need to get him on the podcast to talk about this new transition and how it's all going down. It's gonna be an interesting one for sure. And I can't wait to go back. Seriously. FOMO is real guys so bad. I have just like, why am I at home instead of in Vegas right now. It's bad. So since I'm here, since I'm hanging out and doing my thing, I'm very excited, however, to finally unveil a conversation that I had with Clayton Noblit over at Written Word Media, who by the way, is also in Vegas. So if you are looking for more information about the topic we're going to be discussing this week, make sure you hunt Clayton and his team down. Written Word Media is an amazing group of people. They're an amazing site and amazing everything. Everything that they do is wonderful. I've just I've always been really thrilled with the amount of data or information that they're willing to put out. Obviously, if you've been listening to the podcast for a while, you know that I love Clayton surveys and the things that he's put out as well for those, but like their promo sites are amazing as well. I use free books all the time I use bargain book, see once in a while. And now that I'm getting ready to launch the rom com, I'm gonna definitely be checking out red feather romance and others. Like, it's just such a wonderful site and a wonderful group of people. And I love being able to support them in new ways. I mean, they are innovators truly. And you're gonna find that out in this podcast episode, because we're going to be talking about all the new things that they've been adding, like, like what they do isn't enough, right? They can do so many wonderful, amazing things. And now they're adding more to it. And this is going to be an interesting one for those of you who maybe haven't heard about all the expansion that Written Word Media has been putting into their promo sites. So this comes from a place where I utilize Written Word Media to utilize the promo sites, they are some of the best in the business, from my experience, and that's coming from, you know, an urban fantasy aside. So I'm looking forward to seeing how it works for romance and seeing if it's any different any better any worse. I don't know yet. But I am definitely excited to give it a whirl. And so I want you to just open your ears think about new ways to be able to promote your works. Because what they're offering now what they're working on offering is going to help you out a lot, especially if you've got new releases. So without further ado, without reading too much into it. I'm going to let Clayton describe what's going on. So let's get to it. Well, hi there, Clayton. Welcome back to the Author Revolution Podcast, I'm excited to bring you back on the show. So people who have been listening to this thing for a while, they're going to know how like you have come into the sphere a couple of times, so they're gonna know kind of a little bit who you are, and why I keep bringing you back on the show. But for anybody who might be new to this podcast, I do want to explain real quick who you are and what you do.

Clayton Noblit 06:47

Yeah, absolutely. Well, yeah, first of all, thanks for having me again, excited to be back as always. And yeah, but my name is Clayton Noblit, and I am the Senior Marketing Manager for Written Word Media. And Written Word Media is a book marketing company. And so we have email lists of is combined over a million and a quarter readers now. So a very large audience of readers. And essentially, authors can pay us to send out links to buy their books to our readers.

That's kind of the most simple way to explain it. And we also run Facebook and Amazon ad campaigns for authors. So if you're an author, and you want people to buy your book, we can help with that.



Carissa Andrews 07:22

Absolutely. It's like, marketing made easy for authors. Oh, my gosh. Okay. So for those of you who haven't heard some of the other podcast episodes, make sure you go back and listen, because Written Word Media does an awful lot of things. So this particular podcast episode is going to be focusing on something called promo stacks, which is a brand new baby that you guys are launching, which is really cool. And in the past, obviously, authors have had to, like, do all the things trying to get their promo days in order to talk to different promo sites, schedule everything page place individually. But now though, you've created a way that's going to be a little bit easier for authors and their pas probably to handle all this. So do you want to explain that a little bit?



Clayton Noblit 08:02

Yeah, yeah, absolutely. So promo stacking is one of those strategies that, you know, invented by indie authors a long time ago, it's kind of tried and true, right. And so it's the idea that if you do a lot of marketing in a short period of time, your books ranking will increase on retailers. And you'll see Halo sales, so sales just from readers who wouldn't otherwise see your book, seeing it because it's higher up in the rankings. And so with a promo stack, you'll get the sales that you would normally get from your marketing, but then you will get additional sales on top of that, because of the increased visibility of your book. And so kind of the trick with promo stacking is you can kind of make one plus one equal three, right? That's kind of a it's a very cool thing that Amy's came up with. And so you know, we we run a lot of promos for authors and authors stack our promos with other promo sites with other promos with Written Word Media. And so we know that this is something that authors are doing and have been doing for a long time. But the big drawback of running a promo stack is that it can be pretty exhausting. It's hard to coordinate all of these dates, right? Some promo sites won't tell you what day your promo will run until like a week after you schedule. Sometimes you won't know if you'll get approved for your promo. And so there's a lot of juggling calendars and making sure you have everything lined up to make sure your promo stack runs, and a good three to five day period to really make sure you get the most out of it that you can. And so you're earlier this year, we were experimenting with what authors go through. And my boss actually he was he was doing it and he was like, This is insane. Like I'm a professional marketer. And this is miserable for me. And we all know not many authors love marketing. A lot of them do it. But very few love it. And so if someone like my boss, Mike who loves marketing was having a miserable time putting together a promo stack We knew there was something that we could do. And so we've done is we've partnered with other promo sites. And we've put all of our promos together into different stacks. And so you can schedule, you know, maybe five different promos in a single stack with one click, and you'll know what days they're gonna run. And you don't have to do anything other than give one link to your book. So it's taken something that could be hours of work spread out over weeks, into something that now will take five to 10 minutes, and you'll know 100% When your stack is going to run. So yeah, it's a really huge time saver for authors. And it really helps make the strategy more accessible to authors. So Yeah,



Carissa Andrews 10:40

No kidding. Right? No more copy, paste, like leave the last promo site up and then copy it over to the next site, and then try to remember what you did with yet. Yeah, there's none of that. That's so cool. I think that was the hardest part for me where it's like, oh, man, I did that yesterday. And I should have left it open. So I could copy and paste all this stuff. Oh, okay. Let's do it again. Here we go. Yeah.



Clayton Noblit 11:01

Yeah, with our promo stacks. When you're when you're going through to checkout, you'll enter the description for your book, you'll give us the link, of course, tell us the price that your book will be. And you do all of that once and then goes to all the promo sites that are included in your stack. So yeah, but no juggling calendars, no switching between tabs. So yeah, we're really excited about it.



Carissa Andrews 11:20

So how did this idea like come about, then you said that your boss was playing around with understanding how it worked? But like, why, like, what was the point of like, giving it a try?



Clayton Noblit 11:28

Yeah, yeah. I mean, we're always looking for ways to make marketing better for authors. And so you know, we do run experiments where we, you know, do different marketing tactics for books. And if you're a premium member with Written Word Media, sometimes your books will be used in these free of charge, as well, yeah. We're always looking for ways to market books better. And so he was testing out other promo sites in ours as well. And we like to think our promo sites are very easy to book promos on. And so that's great. But we also know authors, were going to other promo sites that aren't owned by Written Word Media to book their promos as well. And so if we make our promos very easy to book, that's great. But an author is still having to switch between brands and sites, because that's not their whole experience. Right. They're just booking promos with us. We know that's the case. And so yeah, it really just made sense to, you know, if we can partner with with other promo sites to kind of bring everything together, all the promo sites benefit, the author benefits a lot, because their life is much easier. Right? So yeah, once once we started thinking about it kind of became like a no brainer. And then of course, we're really lucky to have other promo sites that are really interested in supporting authors, and then also really easy to work with.



Carissa Andrews 12:48

I was just thinking, like, how would that work? Because in a sense, are kind of like competitors. So how did that aspect of it go? Like, where are they going? Oh, heck, yeah, let's partner together where they should we trust you.



Clayton Noblit 13:01

Of partnering with other companies is building that trust. And I think you technically we are all competitors, right? From like an industry perspective. But kind of how what I was saying earlier, that's not actually the reality of how authors use promo sites. Yeah, very few authors choose which promo site they're going to use. Most of them are running stacks, they're booking multiple promos across different promo sites, in a short period of time.



Carissa Andrews 13:28

It's kind of like readers and books, it's like your your competitors only because you're doing similar things. But really let the reader or in this case, the author is going to be like going to whichever ones are available, and can help them get their book out. So it's like, you're not really competitors, you just kind of are.



Clayton Noblit 13:46

That's really the perfect analogy, right, you know, authors to fantasy authors. You're technically they are competitors, as you know, you would define it in business school, but they're really not. Because very few fantasy readers are saying, well, I've read my fantasy book for the year. I'm done. Right?



Carissa Andrews 14:03

Nah, I'm tapped out. I'm good.



Clayton Noblit 14:05

Exactly. So you know. And so these two fantasy authors can work together. And they can do newsletter swaps and help promote each other's work and Ising tide lifts all boats. So literally, that's kind of what we're seeing with promo stacks, right? Like authors are very excited about it. We're seeing it like a really exciting, exciting kind of movement. When we release the product.



Carissa Andrews 14:27

I think it's super cool too. And when we're all able to collaborate together, whether it be criminal sites, or whether it be authors like getting that getting to that point where we're no longer kind of like these individual units, we're all kind of like in this thing together. And we are helping each other that's really cool.



Clayton Noblit 14:41

Yeah, yeah. I mean, I think that's that's absolutely what we're going for. Right? You know,

authors authors come to us, they pay us money. Hopefully they earn more money by running promos with us and then we're able to take the money they invest in their and their work and invest in creating a bigger audience and more promos for authors. And so it's this flywheel effect that helps us helps them and then they everybody benefits.



Carissa Andrews 15:07

Right? It probably brings some insights and aspects into, like their preview that they didn't have before. Like, especially if you're a new author, and you're not like, real familiar with promo stacking. They're probably like, Who are these people? So speaking of that, okay, so what are the other promo sites that you guys have partnered with? Who are they?



Clayton Noblit 15:22

Yeah, yeah. So we have three partners. And so they are the fussy librarian, which is a really well known, well known site. And then we recently partnered with Hello books, just mark Dawson's, if you're familiar with him. And then we also partner with ereader IQ. We have three promo site partners that are not owned by Written Word Media. And then of course, we have our five promo sites. So yeah, it totals up to quite a large audience. So yeah, it's very, very exciting.



Carissa Andrews 15:55

That's super cool. Okay, so what genres then if authors are coming in, they're like, Heck, yes. I'm gonna do this promo stack because it's gonna make my life so much easier. What are the genres that can actually do the promo stack through you guys?



Clayton Noblit 16:05

Yes. So we are rolling out more genres constantly. Right now, we haven't seen romance mystery thriller, science fiction, fantasy, horror, we just launched a nonfiction from a stack. Think we also just launched some literary fiction promo stacks. And we're adding more every day, as we get more genres available, we also need to improve the filtering to make it easier for authors to find their genre. But that will be coming very soon.



Carissa Andrews 16:34

It was pretty easy, though it wasn't it when I was looking at it, it was actually really easy to take a look at and then you filter it down to like, how long you want it to work. That was pretty cool.



Clayton Noblit 16:43

Yeah. you know, the goal is for it to be easy. We have very high standards for things being easy. That's the goal there.



Carissa Andrews 16:50

We need it to be easy.



Clayton Noblit 16:53

Yeah, I mean, everybody wants things to be easy. So yeah, that's the goal. So yeah, we have a lot of different genres available. And what I would say is, if any author doesn't see their genre, please ask for it. Because we will build a promo stack if there is demand. Just you don't see your genre, definitely reach out and ask, you might be surprised at how quickly we can put something together specifically for you. That's cool. It's early days, and we're you know, we're looking to serve authors in the best way that we can always reach out and make a suggestion. Worst case, we say, hey, it's gonna take a little bit best case, we say, hey, done and done. We're ready to go. So Right. Yeah.



Carissa Andrews 17:34

Okay. So, Clayton, I gotta ask you do audiobook versions of the promo stacks.



Clayton Noblit 17:38

We don't have audiobooks.



Carissa Andrews 17:39

There's one to add.



Clayton Noblit 17:45

Yes, there we go.



Carissa Andrews 17:47

That would be awesome. Yeah. I mean, we need more sites from an author perspective for their for audiobooks, like Chirp is great, but it's like, Come on, we need more of those. Yeah, yeah. Yeah. And more for direct sales. FYI, direct sales promo sites would be great, too. I know you guys are working with that, though. You have a lot of great options there. Okay, so when it comes to price restrictions, though, do you have to have your book at a certain super discount? Or like how does that work in order to do a promo stack?



Clayton Noblit 18:14

 Clayton Noblit 19:11

Yes. So we are pretty restricted on the price. So in order to run a promo stack right now, your book either must be free, or 99 cents, does not have to be specifically discounted. So if you have a perma free first in series, or if you have a first in series, that is always 99 cents, you can leave it at that you don't need to specifically discount for your promo stack, but has to be free or 99 cents. And I know that that's frustrating. That's a very low price, right? And that's just kind of where we are on pelo books, for example, only ever did free promos. Funnily librarian is also very focused on free promos. And so this is, you know, so are we at Red word media, we are focused on discount free promos. And so in order to make a stack, you know, across sites that works well and performs in a way that we're comfortable selling. Those were the prices that that we had to land on. So right now free or 99 cents might change in the future. But right now, that's where we're at for our book price when running a promo stack.



Carissa Andrews 19:16

That makes sense, out of the genres that you guys run, are there any that you've gone, holy cow, these ones work really well, like get a ton of clicks and like this is definitely the leader when it comes to like the promo stacks just going gangbusters.



Clayton Noblit 19:29

I mean, it varies, because the list sizes are different for different genres. So for example, the romance stack reaches a literary fiction standard are you talking about? And so and so the Roman, the Roman stack is more expensive, but that one is probably the one we've gotten the most feedback of being like, wow, you know, this took me 15 minutes to schedule, and I'm seeing a massive increase in my rankings. So I think that that one stands out in terms of you because there's so much competition and romance that when you give something to romance authors that really works and marketing like you hear about it. Oh, yeah.



Carissa Andrews 20:11

Well, and I'm in fantasy. And for me, it's like, I always go to you guys always when I'm doing a promo stack of any kind, because I will always earn my money back that same date, like I've never not done it. And so it doesn't matter if it's a free promo, or if it's a 99 cent promo, it earns itself back. So I'm like, I never have any worries whatsoever. It's like, oh, I just whatever, let's, let's wing it. And we know how who have to go to so it's great. Okay, so question for you, then when it comes to series, because that I think that's why it works so well for me. Does the promo stack offer way to promote the whole series like your series promos do or like, Do you only advertise to book one? And that's it? Like, how does that work?



Clayton Noblit 20:49

Yes, yeah, great question. So for context, our series promos are very popular. And that's where when you run a promo with us, we will send readers to your series page on Amazon instead of just your book page. Your series page is really popular because readers can buy the entire

series with one click. And that is just a really good thing for authors. So use your series page whenever possible.



Carissa Andrews 21:16

I agree.



Clayton Noblit 21:17

Absolutely. It's a great thing. We don't have series promos included in promo stacks right now. Okay. I think that's a logistical thing between partners and our different sites. Sure. Thank you that that could be coming in the future. That's a very exciting thing. But we are seeing with the promo stacks that it's just such a powerful a powerful promo, that people are seeing really impressive results with a promo set compared to even a series promo. Note no series promos and the promo sax right now, but another another good idea. Carissa, yeah,



Carissa Andrews 21:51

Yeah, you're welcome. Good ideas. I blame that on my strategic strength from Becca Syme she was going through that whole thing. Oh, yeah. That's strategic. Oh, funny. Okay, so what price ranges? Then do we have for the promo stacks? I know that the genres, like you said, are different based off of you know, how big the lists are, and everything like that. But like, if they were coming in there, what's the difference?



Clayton Noblit 22:16

Yeah. So it's a pretty wide range, because you know, we have single day, three day five day promo stacks. So yeah, a lot of options. I believe the cheapest right now is \$80. And the most expensive is 395.



Carissa Andrews 22:31

It's great. Cheaper than BookBub. I mean, I love BookBub. Don't get me wrong, but come on.



Clayton Noblit 22:37


Yes, and you'll know you'll get it when you schedule it. No. You know, you're getting it. So yeah.




Carissa Andrews 22:44

Yeah, that is definitely a benefit. Yeah, that's a that's a great. Okay, so you mentioned that the one three and five days, which is really cool. So the promo stacks can either happen all on the same day spread across three or spread across five. Have you found any of them to be more


effective than others for authors? Yeah.

 Clayton Noblit 23:00


So I think in general, with our promo stacks, because they're so well filled out, the longer it is, the better the results we're seeing. And so I don't think that's necessarily true. Always, I think it depends on how much you put into your promo stack. But the way ours are designed, the five days longer, and so there's more promos built into it. That is typically more effective. Another benefit of a longer promo stack, I find is that there's more room for authors to kind of add in their own stuff on the side, right, you know, maybe you have your email list, on a five day promo stack, you have more time to send to your list, maybe do a newsletter swap with another author or something like that, to get at the top of the promo stack that you're running with us. So the longer promos that gives you a little more time to run your own ads, post on social media, do all the extra stuff that you want to do on the side as well.

 Carissa Andrews 23:51


Right? It kind of builds more buzz throughout the that timeframe to I've found, it's kind of like doing a launch in a sense, where it's like you have this bigger timeframe. And you can get a lot more people engaged and excited about it than then just one day and all this and it's done. And you're like what just happened?

 Clayton Noblit 24:05

No, absolutely true. It's a good signal for retailers for their algorithms to say, hey, this book is getting sustained attention for this five day period. Right? A period, right? Like that's a better signal for them to keep it higher in the rankings. Absolutely.

 Carissa Andrews 24:19

Yeah. And then it stays higher, like more organically for those sites for a bit of time as well. So it's not just that one that one day where people are going oh, yeah, and then nothing else. Exactly. We need more things. So are there any other restrictions on like, for example, how frequently they can use a promo stack? Can they do it? Like every month? Could they do it? Like every two weeks? Like what is the restriction there?

 Clayton Noblit 24:43

Yeah, so the restriction is every 30 days, run the same promo stack within 30 days of have one and that just gives us time to add more readers to our lists. So you'll continue to get good results. So you can run one every 30 days or less longer, you know, we haven't had promised X out in the public yet to really know kind of how authors are using them, you know, we think they would work well, every every 30-60 days, something like that. We assume there'll be a lot like our normal promos, where we see authors book pretty frequently, some authors will book

you know, every 35 days, some every 60, it kind of depends on what the author finds works for them. So I anticipate that's how promo stacks will be. But I'm really not sure if authors will book them more frequently or less frequently.



Carissa Andrews 25:34

What about if they have a different promos that they run? Let so like, for instance, this month, I ran a free book seat, and it was like the first of the month? What if I, like, have a new release coming up, and I'm gonna use the same series to like, get all excited about this particular thing? Just maybe my thing and actually might happen right now. So like, I have a book coming out on the 21st. But I already did a free book, see normal free boxing, not a promo stack? Can I still do a promo stack? Or because I already did a free book, see, it won't work.



Clayton Noblit 26:03

You can't do a promo stack that involves free books for that suit. Because then your readers will be getting the same book.



Carissa Andrews 26:12

Bargain Booksy?



Clayton Noblit 26:13

You can do a bargain books. Okay. And audiences? Yeah. So it can't just can't be the same brand within 30 days.



Carissa Andrews 26:22

Okay, gotcha. I like that. I might have to take a look and see, it's short notice, because next week might have to take a look at it. Well, is there anything else authors should know about when it comes to the promo stacks? Because I mean, this is so new, like you said, it's just coming out and rolling out. And authors are obviously getting into it. But like anything else that we didn't touch on that authors should know about?



Clayton Noblit 26:47

Yeah, good question. I mean, you know, I think if you're, if maybe you've haven't run a promo stack before, we did write a great blog post that kind of explains promo stacking, and kind of the different ways authors can think about it. So WrittenWordMedia.com. And click learn at the top of the homepage, you'll see the blog post there. So that can be a great thing. If you want a little more information about promo stacking in general. And then, you know, like I was saying earlier, if you have suggestions, like you do, or



Carissa Andrews 27:18

I'm always full of suggestions.



Clayton Noblit 27:21

That's literally how promo stacks came to be right? So I would really encourage any author that has any questions, anything at all, please contact us, ask us for help ask us to do something for you. And yeah, that's how we make things like this happen. So yeah, I would say that that's kind of the number one thing. And then if you want to book your promo stack, you can go to WrittenWordMedia.com/promo-stacks. And you can see all the promo stacks there, you can also just go to our homepage, and hit promote now, and you'll see an option for promo stacks. So lots of ways to get there. And yeah, we're [media.com](https://www.media.com) is the place to go.



Carissa Andrews 27:59

That is so awesome. I love that you guys are so innovative. And you're like I said, every time I pull you on here, originally, it's all started from your surveys, because you guys have the incredible surveys that you guys do and the different articles that you do every year, especially when it comes to trends or, you know, things that are happening in the author industry. And so that's kind of where you like, even though I was using free books and bargain books, it was just kind of part of my routine, it didn't really like connect how well you guys are innovating and everything until I started looking at those it was probably what 2018 2019 Somewhere in there when you started this survey is just like, this company is really cool. That something is really cool. And obviously you do such a great job with those articles too. So keep them up. I love reading them every time they come out.



Clayton Noblit 28:42

So, yeah, we have a lot of fun doing them. So yeah, there'll be another survey this year for sure.



Carissa Andrews 28:47

I can't wait. I will be involved. Well, Clayton, thanks so much for coming on the show and talking about this. This is one of the most exciting things that I've seen for a while but other than the other stuff that you've been doing, like literally you guys are constantly coming out with something cool and new and unique every every time. And if you can start getting even better with it, like the direct sale stuff. Oh, you're gonna like master this thing so much. I'm gonna I won't go anywhere else. I'll just be they'll just be fine. It's fine. Yeah. Well,



Clayton Noblit 29:15

Thank you so much for having me. Always, always super fun to talk to you. And yeah, this is this is great. Thank you.

this is great. Thank you.



Carissa Andrews 29:21

Alright, guys. So there you have it. I love bringing Clayton on to the podcast because he has such number one, he has such insight into the authorship process and like what we as authors are really looking for. But when it comes to promo sites and things that are helping us to get a bigger reach out there, Written Word Media, at least in my experience, and I've said this before is probably one of the best in the business. I mean, in some ways, some of the promos that I've done through them are even better than running a BookBub. So if you haven't yet tried any of their stuff, I definitely recommend it. And now this podcast episode is not a promotional podcast episode. I'm not there is no like a affiliate links or anything like that that's going on with this. It's just literally one of the best ways that I have used promo sites and promo stacking in order to get my books seen. So when I call Clayton to come on here, I knew that this was something that, you know, as they're building out these processes as we're building out these aspects for authors to be able to make their lives easier with the promotion side of things, I knew you'd want to hear about it and know that this is actually an availability and a process that you can use just to make your life so much easier. And it really does like for everything that they do. Like he was saying, like, there's so many different ways that they're just trying to make life easier for authors. And it really does come through in their ethos. And so I want you to check it out. Feel free to you know, dig around and like, see what's happening. But just know that from my perspective, v, and all of their promotion sites have just been fantastic for getting my getting views on my books for being seen for like that ROI aspect of it, where you spend money, you get money back, it's been great. So check it out. Hopefully, you'll see it all happening. If you've got questions, stop by the Written Word Media booth over in 20 bucks Vegas if you're happening to be there this year for 2023. And just know that like, there are companies out there who are constantly innovating and Written Word Media is certainly one of them. So it's part of the reason why I like to chat with Clayton, I love asking questions about his surveys and what what they've been finding out, they keep a pulse on what authors are doing, how the industry has been impacted, like what it is that we're trying to accomplish with our books. And when it comes to like promotional sites, or just like marketing endeavors, having that aspect, where you know that the people behind it are really rooting for you. I don't know, it feels really good, it feels important. And it feels like you know, you're you're not in this alone. It's like having a really close friend, who is there to help you figure out how to make your book scene and how to, like get readers to notice them. And so check it out, talk to Clayton, he's fantastic. And like you said, they're very fast at being able to respond to like, suggestions and things like that. So just hang out and like, see how it works. Play around with it, it's definitely something that I like to do, I'll play around with the concepts that they're putting out there, I'll see if it works for me and my process. And some of them do, some of them don't. And some of them it, it comes back around. Like even if I'm not doing it all the time. I'll cycle back through it. Because you know, we're always trying to switch up our game, right. We're always trying to create new things for bringing eyes to our books. And so just just know that these are options. This is a great company and a great site to be able to work with as well. And having these new promotional sites that are all in collaboration with Written Word Media is pretty awesome too. I know I use fussy librarian and e reader IQ and I've haven't used Mark Dawson site yet. But Hello books does sound pretty awesome. And so all the things are just waiting there for you to be able to get your reach expanded to get your books into the hands of new readers. So enjoy. I hope you have a wonderful rest of your week. If you're in Vegas. Say a prayer for me. Hold me in your thoughts. Like just have fun, have a great time Vegas and 20Books is is definitely an experience you will not want to miss out on cherish it. It's a lot of fun. And make sure you stop

by and say hello to Tammy Tyree she is out there. Like I said peddling some wonderful postcards with discount cards for the millionaire author manifestation course when we re launch in February. So check her out and talk to her give her give her a nudge from me because she needs to be teased. At any rate, I hope you have a great rest of the week. Enjoy NaNoWriMo as well. I'm going to be writing my little heart out. I'm gonna like... ah, this book is so fun guys. It's just writing romcom I'm finding it's hilarious. It is actually really, really fun. So at any rate, I'm gonna be doing that I'll be writing dirty stories, dirty books, whatever. And having a good time doing that, I guess while you guys are out there doing your thing as well. Have a great week and we will talk to you next time. Go forth and start your author revolution.