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SPEAKERS


Carissa Andrews, Jo Buer




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. Behind there, everybody, welcome back to another episode of the author Revolution Podcast. I am so excited to talk to you guys today. Not only have we finally gotten on the other side of NaNoWriMo, which is great. But now we're here we are, we're kind of in the final stretch of 2023. And of course, this is the time of year where I start thinking about a lot of things like what's coming? How did this year go? Like? How is it all looking? What can we expect from next year? What are the trends that are coming. And it's always interesting to me to just take that moment to reflect on how things are going. And one of the reflections that I have is that I am so grateful for like all of the people, all of the authors that I've dealt with all of the, you know, author professionals that I've talked to over the years, we've really built a community in the authors have, with some incredible personality is incredible minds, who have the ability to just really touch the lives of, you know, all of us. And I'm, you know, really thankful that I'm kind of like in this position to be able to talk to so many of them. And today's podcast guests is definitely one of them. So today I'm talking with Jo Buer from the Alchemy for Authors Podcast, and of course, she's an author as well. And she is one of those people who just has some incredible insights and just such a generous kind heart that I can't help but be absolutely thrilled. And like profoundly happy that I met this woman, right. So today we're going to be talking about a lot of different things, we're going to talk about her switch up to a new genre, which I find super fascinating, especially since I had to do the same thing with rom com this past year. So that was kind of a neat serendipitous thing that she and I share. But also we're going to talk about, you know, what does it mean to step out of your comfort zone as an indie author, because, you know, just because you've published a couple of books just because you have a podcast even like in Jo's case, it doesn't necessarily mean you're immune to impostor syndrome or feeling like you're out of place or feeling like you're not quite sure that you can do

this next thing, this next step, whatever it might look like for you. And Jo has had a very impressive year when it comes to insights into stepping out into those comfort zones, that you know, we're keeping her in place. But now she's growing beyond it. And I think you're going to understand or at least hear from her some pretty powerful mindset shifts that happened not only for herself, but those around her because of the things that she's done this year. And if you listen to her Alchemy for Authors podcast at all, she's talked about some of these things, but maybe not in quite the same way as she does in this podcast episode. So we're going to talk like I said about her new book that came out this past fall, Hades haunt, and we're going to go on to talk about a lot of different things. So hang on to your hats, we're going to have a wonderful conversation. And I know you're going to find some golden nuggets in this one. Here we go. Well, Hi, Jo. Welcome back to the Author Revolution Podcast. I'm so excited that you're on this show again. So a lot has happened since last time we talked. One of the biggest ones is that you've obviously published a couple of titles. And the most recent one, though, that you've completed. It's a full length novel. And it's called Hades haunt. And it was kind of a switch off of from the things that you normally do. So I was wondering if you could explain to my audience a little bit about what makes this title different?

 Jo Buer 04:34

Yeah, sure. Well, first, like thank you for having me back on. I'm just so excited to be here. I love chatting with you. So this is fun. But yeah, so I did do a little bit of switch around. I'm used to writing Gothic suspense quite dark, and moody and all that.

 Carissa Andrews 04:55

And it's so good.

 Jo Buer 04:57

I really really enjoy it but what I was finding it is, after one of my books Unspoken Truth, I, it really took a lot out of me, it was quite an emotional book. And because I'm a discovery writer, I don't know what the characters are going to do until they do it. And so there were times I was on the writing process, and I'm crying to my husband going, oh my gosh, I never saw this happening. And of course, he thinks I'm a weirdo, because I'm the author. And I should have seen that. But, you know, my characters went to some really dark places that I wasn't really expecting. And it had a bit of an emotional toll. So I got to the end of that book, and I was feeling quite burnt out even though I love the story. It just had such a, such an emotional toll on me. And so there is a sequel to it Broken Lies. And so I started writing that and then couldn't quite get into it properly, even though I know the story has to be written. And I tried on and off for ages. And it just wasn't happening. But I knew that I needed to get back into that writing space, somehow. And strangely enough, when I started this writing journey, and like taking it seriously with writing books, and that I think 2020 I stumbled across these pre made covers, that was a trilogy set. And they were just really cute. They had this black head on the front, and they're all like magical and paranormal, cozy ash and I had no intention to write paranormal cozy at all, I thought I was always just going to be reading dark, moody ghost stories. But I splurged, and I purchased this premade set of covers, without any idea what I was going to do with them. And they just sat there, you know, like in my computer looking pretty for a couple of

years. And then I was like, You know what, maybe, maybe my problem is, I'm being too serious with my writing. And I need to do something just a little bit more freeing, where it doesn't matter if it's a complete flop, I just need to kind of get my writing mojo back. And so, yeah, so I wrote a book based on a cover I'd already purchased. And, yeah, and so the titles was kind of unusual. So I wanted something that had that alliteration feel to it. And I'm a cat person, we've got four cats at the moment. And we've had my husband and I have had quite a few cats turn our relationship. And Hades is our little black cat, that's a bit of a rascal. And it just made sense that the black cat on the cover should be called Hades as well. So then, so I did everything back to front, I hit the covers, and then I came up with the titles. So I've already got the titles for the whole trilogy. And no storylines. I had zero storylines. I had a vague idea for the main character who was a character that I had played around with as a secondary character, and another story that never came to anything. So I kind of already knew Alice who's the main protagonist. And yeah, I just I decided, well, I'm going to do everything opposite to what I normally do. I'm going to write a real, magical, light, humorous, fantastical story where anything can happen. There's going to be no swearing, and six, which is tough, because I'm a bit of a sweaty person. And but I but I also teach teens like young teenagers, 12 and 13 year olds, and they knew that I am an author and write books, but I always said to them, you can't read my books. Like, yeah, but just because, you know, I didn't want those angry emails from parents and getting in trouble with the principal and stuff so but they were really wanting to read something that I've written, which is understandable. So in a way, I decided to write this book. So even though it was for an adult audience, it would appeal to them to so if they stumbled, stumbled across it, read it, or there was nothing that was going to get me in too much trouble. So yeah, and then I just to make things even more challenging for myself, I like a little bit of a challenge. Although I'm based in New Zealand, and my books are usually Russian and UK English. I was like, I'm gonna base this in a, you know, an imaginary place in America, where I've barely even been, and will not American English and spelling and terminology, which is a little bit different than the UK, New Zealand terminology. And, yeah, so it was a lot of fun. And I you know, I was writing it and I thought I knew who was going to die and I thought I knew who the murderer was, and neither of those have eventuated.



Carissa Andrews 10:00

And isn't that funny how that happens?



Jo Buer 10:04

Yeah, but there was something just, there was something like really a little bit magical about this book. And that's because I had zero expectations. I had no idea if I could write a paranormal cozy. I never tried. It was quite freeing. And so I absolutely loved the process. Like every moment, it was just fun, because I'm like, sure this can happen in this world. Because anything can happen in this world when there's magic, like, yeah, cats can magically open locked doors and do weird stuff. Yeah, so I had lots of fun. And coincidentally, I had the lovely Renee Rose on my podcast. And she was talking about one of her kind of tips for manifesting abundance, and that around a book is to really just love your book. And for some reason that really, really stuck with me. And although like I, I'm using air quotes here, love my other books. There were times I really didn't like them at all. And it was a hard slog. And once they were written, I never wanted to open them again, because they were just a hard slog. Whereas Hades Haunts, I was really just determined to hold that fun, light, happy, loving energy around

it. And I've now actually read it a few times since being published. And yeah, I can't even explain it. I just, I love the book. And it's showing in sales. It's had more sales than my other books, even though it's the only one in this genre that I've read in. And, yeah, that's kind of the weird story that brought me to Hades Haunts.



Carissa Andrews 11:49

Interesting. I love that. So a couple of things popped into my head, as you're talking about this sounds to me as though you were open to like that inspired guidance inspired action. So when you saw those covers, even though you had no no idea why you would do anything with it, or like if you would do anything with it, you took that inspired action and took care of those covers, made sure that they were yours. So when the opportunity presented itself, you're ready to rock and roll. That's, that's cool. To me. I think that's really neat.



Jo Buer 12:16

Yeah, it was, I don't know. So it was one of those things where in the last couple of years, I was diagnosed with ADHD. And so now I'm like, looking at everything through the lens of, you know, was that ADHD? And I do have that knack of, you know, splurge, impulsive purchases. And I honestly thought those covers was just going to be one of those things that never eventuated into anything. And yeah, but I just liked them. Oh, cool, but I just liked them. I just don't know, they just they just had to touch a co feel to them. And I just loved them. And yeah, but I didn't really have any intention to write anything for it was really bizarre. Yeah.



Carissa Andrews 12:58

When when that happens, I know for me, it was definitely like switching up gears. It's the same vibe. We're, it's such a freeing experience to switch into a genre you've never written before. And just see if you can do it, right. And just kind of figure it out. Like, did that feel that way to you? It was just like, so freeing.



Jo Buer 13:19

Ah, hugely freeing. I think one of the reasons I was struggling so much with writing the sequel to Unspoken Tuth was because every time I thought about it, I'm like, oh, but people really liked Unspoken Truth. So what if this next book doesn't live up to that, you know, like, I was putting a lot of extra pressure on myself that it had to be of a certain standard. And so swapping genres, it was like, Well, I'm going to have no expectations with us. If it doesn't sell anything, doesn't matter, as long as I'm having fun. And it's getting my kind of writing mojo going again. And, and it has because right now I'm in the process of writing Broken Lies, which is the sequel to Unspoken Truth. So I'm back into that Gothic, a, you know, darker kind of realm. And it's easier, it's easier. And also because I know that after this, I will probably need to swap it up. And then I've got the next book and the Hades series to go to so you know.



Carissa Andrews 14:18



Carissa Andrews 15:13

It's great when you kind of go back and forth and it's not just all darkened, and you're not always in that place, you know, I think especially those of us who are kind of more into the woo, it's hard to be in that vibe and stay there when that's not who we really are like, Yeah, I don't I mean, I feel the same with urban and paranormal fantasy. I love it. And I've loved it for a long time. But even now, it's like I'm not I'm not as excited to write it as I am the the rom com, which is super interesting to me, and I'm sure that'll shift and it'll change back and whatever. But there is just something magical about being able to, I don't know change things up or do something completely different and just surprise yourself once in a while, you know?



Jo Buer 15:03

Yeah, I honestly I highly recommend it to anybody that feels like they're in a bit of a rut or so called writer's block, I think, yeah. You just got to find something that's going to give you permission to not care so much about what's on the page.



Carissa Andrews 15:19

That's making no big deal.



Jo Buer 15:23

Yeah. So that was really, yeah, that was the best thing about it is, yeah, I had no expectations. And I just, I was really determined to enjoy the process. Like I really wanted to make sure that every time I sit down to write, I was in that happy space to do it. Whereas when it came to comes to like my Gothic suspense stories and that I almost want to be in a little bit of a moody darker, you know, kind of mood to kind of pull from that a little bit more angsty and all that whereas, Hades horn, I wanted to come to it with. Yeah, lots of love. And, and I've really been pleasantly surprised by its reception, which is really cool.



Carissa Andrews 16:06

I love that that is so cool. So you touched on this just a little bit. And we were laughing yesterday that in Hades haunt you have someone a character who has my first name, which is something I rarely see. I think it's amazing. I was very excited about that. So thank you. But obviously that that main attraction is Hades and the fact that you're pulling it from your cat. So I'm wondering if you could elaborate like was there as true so you've got four cats. So why he's Why would you pick Katie's instead of Gaia? Or you don't I mean, why? I want I want to understand how this happened. There's got to be a story.



Jo Buer 16:41

There isn't there isn't like, I've always been a cat person we've always had well, not always but since moving to New Zealand, which was I don't know, maybe 12 years ago, my husband's Canadian so we lived over there for a while, ways started ending up with cats just you know,

like adopting pets that were Yeah, kind of abandoned or, you know, just strays and things like that. And we've always given them cool names. So we've had like Loki and Odin and rare and now we've got Guier, Atlas, Zeus and Hades. So Hades is the newest addition. And he came into our lives, gosh, at the beginning of last year, so yeah. 2022. And he's, he's a real character. I mean, all my cats are different characters. They've all got very, very different personalities. And yeah, so the Hades in the book, he's a little bit like the real life hate is very cheeky, very smart. But in a Yeah, kind of unusual way. Very much has a bit of cattitude as what I call it, a cat with attitude, and a bit sassy. But he's the character in the book. He's also an accumulation really, of bits and pieces of a lot of the cats that I've had. Yeah, yeah. So it's, it was more that you know, so when you think of Hades, you think of like, the god of the underworld. And I struggle to write stories that don't have ghosts. And I'm a bit of a you know, I love my ghost stories. And so Hades one does the same. It's got some spirits and stuff in there. And yeah, so So Hades in real life as much as he's a darling. He's also a bit of the devil as well. And if anyone's gonna get in trouble and mischief, then it's gonna be him. So, yeah, yeah. So yeah. So it's a little bit of a tribute to all my cats, in a sense. And it's funny because I've had people who've read the book who don't know me don't know me on social media, or don't know that I'm a cat person. And they're, they've written things and reviews and things like that. Like, you know, I don't know if this person you know, I don't know if Jo has cats in real life, but she really does know cats.



Carissa Andrews 19:06

Like, I have lots of experience. Oh, yeah. I love that so much. This book was so fun to read to him because I have actually read it. And the twist is fabulous at the end. But the whole time especially once the ghosts do come into play. It just kept reminded me so much of the show goes Did you ever watch that?



Jo Buer 19:26

I did. But you know what? I hadn't thought about it until you said that.



Carissa Andrews 19:34

I love the show Ghosts. Definitely. This is a book right up your alley. It's so cute and so funny. The different ghosts that are in there just it's cute to see all of them and their different personalities and how they interact with Alice and obviously Hades and the other characters. It's super cute.



Jo Buer 19:51

It is the only book that I've written where I actually love every character, the good and the bad. Like I actually really love every character But it's so funny, isn't it? Like, I hadn't even thought about that program ghosts, which I know I've seen. But it's interesting how when we're writing stories, how we do pull from so many different things, like and then put our own spin on it, but we really do from real life from shows we've seen from books we've read, and it's largely

unintentional. I, to be honest, like until you said yesterday that reminded me that one of the characters was called Carissa, I had completely forgotten. And I'm like, oh, no, I hope you don't think it was like, Yeah,



Carissa Andrews 20:36

Well, I will say that I did notice the last name Andrews was in there as well. That was pretty cool.



Jo Buer 20:42

Interesting. I can't even remember now.



Carissa Andrews 20:45

Lucy's last name.



Jo Buer 20:48

So funny. You must have been on my mind when I was.



Carissa Andrews 20:52

I love it. I love it. That was so funny.



Jo Buer 20:55


I don't even remember at the time, I'm just writing. I'm like, I need a name. And it's, quite often it's the first name that comes to mind. And there's not much thought behind it. But there is some things like one of the characters in the book Christo. I have a lovely friend called Christo when I was in Canada, and physical features and that were quite similar. But of course, and the book, yes, characters not the same. And I'm like coffee ever reads us? I hope he doesn't take offense, because it's not like actually based on him. I wouldn't Yeah, I just met today, in a way. Yeah, yeah, I loved his name. And there are aspects of him as a person that I really loved. And so I put the positives, and but yeah, but it is always like, Oh, no, I hope no one takes offense to the way, the way my quirky brain works. And I'm just stealing from the real life here and there and people's names and stuff.



Carissa Andrews 21:50

When you and I were talking before we we hit record here today to it's, you know, our brains are so powerful, like all the different people that we know, all the things that we read, it's this accumulation of all sorts of information. And, you know, with AI, we were talking about, like the

moral ramifications of this before we had started. And a lot of people like it are concerned about like it pulling from copy written information and things like that. And personally, myself, I feel like it's no different from using a good friend who has read a lot of books, or Stephen King, your best friend, Stephen King, who's written a lot of books and probably read more books than I'll ever read. Like that, you know, using them and brainstorming with them, it's in my mind, at least, it's not a whole lot different. Other than Yeah, you know, AI can accumulate a heck of a lot more than any of us in one setting. But still, it to me just feels like if you use it the right way, it can be a lot of fun. And it can be helpful. And it doesn't have to be like, Oh, I'm using it to write my stories, because I don't want to lose my voice either. Right. But I just think it's really interesting that, you know, you're talking about it too, because I'm the same I incorporate so much of what I've read or what I've seen, or, I mean, that's kind of the whole point of reading in your genre. And understanding what expectations are. I mean, it's part of the process. And so it, I just find it really a really fascinating way that we all I mean, whether you're using AI or using your, your own experiences, we as authors, we're going to hold something new and cool, based off of what we love, and what we've read and all the things it's great.

 Jo Buer 23:23

Absolutely, like, I do believe all of us writers, all of us authors, we, we are thieves, like we steal ideas and things, you know, there's that saying there's no new stories under the sun or something like that. And I talk to my students often about that, too, because some of them, you know, sometimes they'll come up with a similar idea. But the way that they write their idea into a story is going to be completely different. The characters are going to be different, the dialogue is going to be different. But I also have them with their writers notebooks, you know, pay attention to the world, you know, be that person who's eavesdropping on conversations in the supermarket or in the playground, and that enjoy those, you know, like we were like the crows or magpies going around and stealing all those juicy bits that we can somehow put into our stories. And yeah, and I'm not talking plagiarism or anything like that, because we're always we're doing this properly. We're putting our own spin our own words into all this and using AI for ID generation. And that I guess is really just the same, right?

 Carissa Andrews 24:34

Yeah, for sure. I mean, I do that sort of thing all the time too. It's like close friends or overhearing conversations my my character Jinx in the accidental Alpha series is based off of one of my close friends and she does some crazy things and I love her to pieces and so I've I've stolen some of the silly things that she's done. I mean, obviously with her permission, she doesn't mind but it's it's just so much fun to to be that person. Who gets the inspiration from all sorts of sources? You know? Yeah, it's so fun.


 Jo Buer 25:04

It's what I think we authors do. Yeah,


 Carissa Andrews 25:09

I agree. Absolutely. Yeah. So you and I were talking to that you've been branching out


I agree. Absolutely. Yeah. So you and I were talking to and you've been branching out, obviously more than just genre wise lately. You've attended a local horror writing workshop, you've attended your first local book fair. I personally love in person events, whether it be book signings or book, you know, where you're just selling stuff, or whether it's, you know, other conferences is just a lot of fun for me. But what was what has that experience been like for you? Because if it's new, and you're just kind of getting out there in that local sphere, I know a lot of authors are kind of a little bit freaked out about that. Were you freaked at all?

 Jo Buer 25:41

Yeah, yeah, completely isolated. Like, it was such a big jump out of my comfort zone. So I am a huge introvert, that sometimes people don't see me as an introvert, because, you know, I'm a teacher, so I've got to be on all the time. And, and then, of course, with my podcasts and everything, you know, like, it's a little bit different. You're chatting, you're just doing your thing. But behind the scenes, I'm like, a big introvert and too much people in I get like people hangovers, sometimes if I if I'm around people. So I've been living this lovely little author life where, you know, I've got my podcast, and I got my books, and I've got my website. And, you know, I connecting with people through social media, and chatting to authors all around the world and doing all this cool stuff. And selling most of my books overseas, like New Zealand, we're really little country, it's really hard to get indie published books into bookstores here. A lot of effort and not much reward for that. And so my sales on that is primarily in the US, with Canada, UK, and even Australia kind of following close behind there. And so, yeah, there was just there was the opportunity to connect a little bit more in my local area. So I live in a city called Hamilton and there was a Hamilton book month in August. And I just thought how I kind of should probably put myself out there. And, you know, nobody in New Zealand knows me, but maybe I should try and make some connections with other authors here. That's what the cool kids are doing. I probably need to do that.

 Carissa Andrews 27:30

And if nothing else, let them know about your podcast.

 Jo Buer 27:35

It's so it was so weird. There was so much impostor syndrome with it. And so my first little thing is I attended. I was just like, for three hours or a couple of hours or something, a little workshop by the author Lee Murray, who's like, I think she's won the Bram Stoker Prize Award, like five times or something for her writing. Like, she's amazing. And so it was quite an intimate, little workshop, there was probably maybe 15 of us or something. And yeah, I was really, really nervous. And I'm sitting there and the first thing we've got to do is introduce ourselves, which is an introverts, like nightmare to wait till your turn to say who you are. And I keep thinking in my head, okay, I'm just going to pretend I'm like on the podcast, and I'm really confident in who I am. And so I'm going to say, you know, I'm job viewer, and I'm a gothic suspense, author and paranormal cozy author and have this podcast. And yes, I was faking all the confidence. And the woman across the table from me was like, Oh, wow, so you like you're really into this? You're really into writing? And I'm like, Well, yeah, actually, yeah. Yeah, I am. I am. Yeah, but it was it was such a weird thing. Because I was really feeling like I had to fake this confidence in something that I don't feel like I fake normally. Like, like, I feel quite confident talking about

being an author and having a podcast and that in any other situation, but because it was in my local sphere, I was a little bit like, I don't know, there was a big impostor syndrome, like, oh, my gosh, people are gonna find out I'm actually a fake or something. I don't know. But, but what was cool was in the workshop, there were people from like, at all stages, some people who had just thought they might be interested in writing, and so wanted to learn a little bit more. There were people who had published like, 40 plus books, which was just mind blowing to me. And yeah, so there were people at all different stages of writing or a writing career. And yeah, so that was my first kind of introduction and just kind of learning how lovely actually, you know, the author community here is which was fantastic. And so um, I signed up to author, a local author book fair. And it was my first signing event. And I had no idea what to expect we had to talk for. I can't remember it was three or four minutes about our book. But it was very, like, you've only got this amount of time to talk about your book. And yeah, and it was my first time having a table set up. And so I spent weeks of anxiety going, Oh, my gosh, what do you have on a table? Like, do I have enough books? Do I have too many books as I was gonna, you know, like, I was overthinking everything, what to wear, what to say? How to sign my name, like, it was ridiculous. It was just ridiculous. And yeah, and then, so I had so much anxiety around it and thinking, I'm gonna be showing up with all these people who've done lots of book fairs before, and who am I, and you know, and I'm like, Well, I've got to try and invite as much family and friends as possible, because I don't want to be that one person standing there. Kind of like, I'd worked in bookstores and Canada. And I always remember feeling horrible for some of the authors who would have a table set up for book signings, and that, and then nobody going to the table. And I'm like, I don't want to be that person. That's there feeling really awkward, because no one's talking to them, and no one's looking at their books. And so I tried to invite as many people as I could not many of them could make it. So that was disappointing to get. Yeah, but it was such an amazing experience. Because as soon as I got there and set up my table, and kind of looked around, I'm like, Yeah, you know, what I actually do belong, like, it just, I've got as many books or, you know, more than some people, some people have got more than me. But all of a sudden, there was just some kind of, I don't know, spark a confidence that just made me feel like, yeah, you know, what these are my people, I actually do belong here, I've you know, can claim a place here. There were so many amazing things that came out of it. And so if anybody is sitting on the fence of attending local author things, I highly recommend you give it a go. Because so not only was I flat out busy, like after my talk, and selling books, in that it was just one person after the other, which was amazing. It was such an awesome experience for the people that I connected with, like the whereas I met so many amazing authors, the organizer of the event, actually sent an email out to all the authors that attended about my podcast Alchemy for Authors. So I've been Yeah, so I'm, like, pretty, pretty booked out pretty much into the end of the year, which is fantastic. And other opportunities. So I've signed up for some larger local events for next year, which would be very cool. And yeah, I just learned a lot, but it gave me a lot of confidence. And one of the unexpected surprises from it was I did have a few family members attend. Like my, my, my mom and my dad who aren't together. So there was a bit of traveling, and my brother as well came and my husband, of course. And what was interesting is that even though my mom and my dad and my husband and that had always been supportive, I think them seeing me get up and do a bit of a speech and then having this table set up with physical piles of books, because I generally sell more ebooks, I guess, for the likes of my my brother and my husband. I think it's kind of made them see me in a different light that Yeah, so my brother had never really mentioned anything about me writing books had never really asked or seem to show any interest. And I know he was quite Yeah. And and I guess, you know, maybe it's different when you're just talking about oh, yeah, I've wrote a book and, you know, they don't see physical evidence or something. But yeah, I think I kind of held my own and looked like I belonged. And it was just interesting hearing, like my brother going, Oh, my gosh, like, I had no idea. And they're like real books, and you've got

piles of them. And like, Yes, I do. And, yeah, and even my husband who you know, he's, he, he knows what goes on. He sees the crazy hours I put in and everything. There was something that I think just changed for him too, because just some of the conversations afterwards. And he was like, oh, you know what, I'll cook dinner tonight because I know you know, I can really? You've got it. You gotta get back to your books. And you know about it. Yeah, there was just so there was a subtle shift from I think, maybe thinking of it as more of a hobby to like, Oh no, this is actually this is a business. This is a real thing and your career and where you're hitting full time, like down the path. And so, yeah, so that was really? Yeah. So that was really interesting seeing some of those people close to me. Get it, I guess. Yeah. Because if you're not an author or you're not a writer, then I think it's hard to actually get it. I don't know.



Carissa Andrews 35:22

But I think you made that transition to realizing that you do belong there, it probably transcended to them where they could see it and feel it coming off of you to where that epiphany kind of clicked for all of you.



Jo Buer 35:36

Like, even my dad was like, Oh, my gosh, he's like, I don't think I've ever seen you so happy that you just and I'm like, Well, you know, I'm a happy person. But he's like, No, but it was something different, like, you just like, came alive being there. And, yeah, so it was, yeah. So getting involved in local activities, with like, other authors and writers and things like that I am now just a huge advocate for so if anybody's on the fence, and like me and feeling a little bit nervous and impostor syndrome, and that I think, just do it because it is amazing. The doors are opens and even sales have continued since then, which is crazy. Like, what? It's not crazy. It's amazing. It's awesome. But it was a surprise to me that Yeah, yeah. That is so cool.



Carissa Andrews 36:28

So was there like, obviously, you had to pep talk yourself to get out of the imposter syndrome? Was there any tools or tricks that you kind of deployed? Other than just fake it till you make it? Or was that kind of like the big one where you kind of went in there going, you know, I've got, you know, 60 plus episodes of my podcast, let's go like, what was that like for you?



Jo Buer 36:46

There's always, for me anyway, there's always a little bit of that feeling of like, you just gotta fake it till you make it. But it was also that it's the knowing too, because I think we all experience impostor syndrome. And so there's that that knowledge that, yeah, I'm feeling this way. But that doesn't mean that that, that I am an impostor. Just because I'm feeling that way doesn't mean that that's the reality of the situation. And doesn't mean that I will always feel that way. So I think it was also been really cognizant of that, that. Yeah, and then just trying to talk, you know, that that inner talk, you know, pick myself up a little bit with, you know, like, Yeah, but I have written some books, I've had good reviews, I'm selling books. I've had amazing guests on my podcast, and yeah, we've got 60 Odd episodes now. And, you know, I'm, yeah,

like, like I do. It's kind of one of those weird things, and that, I tend to think of my author, career and that officially starting in like, 2020, because that was when I first published my first book. But in reality, like, I had short stories and that published and literary journals in that in like, 2014 2015, that kind of thing. And I had been writing my entire life, like, so I've been an author longer than I've been a published author, if that makes sense. Yeah. So I think it was, yeah, just trying to be a cheerleader for myself. Because we have to don't really like we've got to be our biggest cheerleader, because sometimes our friends and family are just not going to get it. So we can't depend on them. So yeah, one I love that you kind of, you know, Pep Talk to yourself, too, because it's that whole concept of reaching for that better feeling thoughts, so that you can continue to manifest and bring forward what you really do want and transition your inner world, your inner experience to be more reflected on the outside and so that you're in harmony and alignment with it as well.



Carissa Andrews 39:01

That's so cool.



Jo Buer 39:04

So yeah, but it did take me by surprise, the imposter syndrome because I, you know, I always feel a little bit of impostor syndrome, but it's usually, most of the times in my author sphere. It's not so bold and in my face, and so it's easy to kind of push aside. Whereas when it came to these local events, it was scary how strong it kind of came out and kind of slapped me in the face. I wasn't expecting that. But yeah,



Carissa Andrews 39:31

Right. Well, it's always scary those first few times to like just anything new, really, that you're, you're putting yourself out there in a new way. I remember the first time doing, you know, like a Facebook Live. I think it was 2017 And literally, like, I think I had one person that hopped on and it was probably a friend, right? But I was so nervous about doing this, you know, Facebook Live thing. I had no idea why I was even doing it, but I just knew I had to give it a try. And it was scary or doing audiobooks for the first time. It's good, because people might listen to this thing later. But as you get going, you get more confidence about it. I bet it was the same for the podcast, right? I know it was for me.



Jo Buer 40:11

Oh, yeah. And there's still times where I get a little bit nervous, depending upon who the guest is. Like I was saying to you before we started recording this, like, there was a little bit of nerves too, about coming on here and going, Oh, well, now I'm on, you know, the other side of the conversation. And yeah, so there's, there's always a little bit of nerves, but you do get more confident? Like, yeah, yeah, for sure. The more you do something for sure.



Carissa Andrews 40:37



Carissa Andrews 40:13

I think that's so cool. And I think with you, I mean, having the podcast, and then obviously, being a teacher, that must have helped, even though you're an introvert, with that hole of getting up and having to talk a little bit about your books at that event. You know what I mean? Because if you didn't have those things, even that would have been another hurdle to jump over.



Jo Buer 40:57

Yeah, it definitely would have been harder. It's still, like I had a school event last week, where it was an evening where I had to do a little bit of a speech in front of parents. And I so nervous, so insanely nervous, and it's ridiculous, because I can get up in front of a bunch of kids. And I'm completely at ease and can be goofy and silly. And Chet and I can get on a podcast and I'm relatively okay. But standing in front of adults is a whole different thing. They're slightly. Yeah, I'm sorry. I was really trying to with my little, you know, it's only like three or four minutes. But with my little speech for the, at the book fair, I was standing behind a podium. And I'm like, I'm just gonna try and embrace my teacher persona here. And just pretend I'm, you know, in front of a class, so I can just be, you know, more natural more myself. But I am so glad that there was a podium there because my legs were shaking so badly. And I got off and like, everyone was like, Oh, wow, you look so calm. And so like, I'm like, Oh, my gosh, note, like my heart was racing. My legs will literally jelly behind the behind the podium. It was ridiculous.



Carissa Andrews 42:14

But you did it, and I'm sure you did fabulous. So we need to talk about these 60 episodes of podcasts which congratulations, by the way, getting this far like, yeah, what what has this past year of podcasting been like? And obviously, this is like, quite a while right. So you're, you're going into your second year podcasting? How are you liking it?



Jo Buer 42:35

I absolutely love it. Absolutely. Love it. So yeah, it was so weird. It was another thing that just kind of started off on a whim of like, completely out of my comfort zone. Being an introvert. I'm like, I can't talk to complete strangers. Like I can't do that a normal everyday life. How am I going to do that? Yeah, with the recording. Yeah, so those first few episodes? Well, quite a few episodes incredibly nervous. And when I started the beginning of 2022, I was doing an episode every week, which was great. And I loved it. But so time consuming, because I do all of it myself there the editing and yeah, the graphics that audio and I'm a bit of a perfectionist and not particularly fast at stuff. So yeah, so I'd started a new job and an education. So the hours are insane. And then trying to put out a podcast episode every week was a big recipe for burnout on top of trying to write books and stuff as well. So I did cut it back. I think it was this year, or two every fortnight so every two weeks, I put out an episode and gives a little bit more of a breather. But I do find myself getting a bit antsy, like I want to put out an episode every week. But yeah, I just I want to stick to this a little bit longer until I have a little bit better of a work life balance to be able to make that happen. But yeah, so I would be much further ahead with more episodes if I was doing it every week. But I'm just I'm really enjoying it. And the best part is that I have an excuse to talk to other authors and other writers and other amazing people who are doing really cool things. And yeah, and I'm really high on the StrengthsFinder

with Luna and so I get to learn from all these amazing people. So it's a little bit of a selfish act in some ways that I get to invite people on pick their brains. Yeah, but it's been such a fun ride and yeah, and I hear lots of positives. I get some nice DMS and things like this and email messages about my certain episodes and that and I've started to see, like I've got buy me a coffee set up, and you know, and I'm getting more Were more of those kinds of donations and that from people that really like the, the podcast, so yeah, it's so fun. I can't imagine not doing it. So I'm just kind of, I'm just running with this for as long as I can. I guess. So.



Carissa Andrews 45:14

Has there been anything about podcasting and doing what you're doing that surprised you?



Jo Buer 45:21

Gosh, well, it surprises me that I'm keeping it going. And I'm still loving it. Like, like, honestly, I was. When I started podcasting, I was told of pod fade, right? And different people say, Oh, it's after you've like nine episodes, a lot of people stopped podcasting. And that's when podcasts kind of disappear into the ether and whatnot. And I was really determined not to be that person. And I met, I've had moments where I've been like, oh, my gosh, like, everything's falling apart, and I can't get guests on, or there's, you know, slower moments. And then yeah, and then I'll wait it out. And all of a sudden, there's like, I've got a million interviews, but everything's crazy again, which is great. Yeah.



Carissa Andrews 46:05

Interesting how it flows, does it?



Jo Buer 46:07


It really does. I think the the most surprising thing to me is just that the episodes connect with other people, because like I said, it's a little bit of a selfish act originally. And now I just want to talk to cool people and learn cool stuff. And if people others, you know, listeners get anything out of it. That's awesome. But yeah, I've, yeah, I've just had people come back to me and say that they're just really resonated with some of the episodes. I think it always. So this is the imposter syndrome again, that when I throw in a solo episode, those are the ones I'm usually the most anxious about. And I don't mean to, but I usually advertise much less. And I'm I don't know, I'm just a little bit more tentative about them. But they're quite often the ones that I get the most replies from, or have resonated with the most people, which is always quite surprising to me. Because, yeah, I still think of myself as a bit of a baby in the author world. And I just like figuring stuff out as I go along. And yeah,



Carissa Andrews 47:16

I love that though. Like, because of the learner and you having podcast guests on is going to be so great, because there are people that are going to be asking the same questions or wanting to know the same things you're asking about. So it makes you the perfect person to be you


to know the same things you're asking about. So it makes you the perfect person to be, you know, talking to people and asking those questions, bringing things on and trying to dig through it all. I think that's so cool. Plus, you obviously love it. So that aspect just shines. That's neat.

 Jo Buer 47:40

I absolutely, absolutely adore and then when I have amazing guests like yourself on right? Well, this is the thing, like the ideas that come to me, because the last episode that you were on, we were talking about AI but we're also talking about selling direct, which was one of those things that was way, way back in the very, very back of my mind. And I hadn't really thought anything about it. I've got like, pay hip and book funnel set up on my website. And I think I have from the beginning just for ebooks. But yeah, you talking about selling direct. And it was a little bit like my book covers for a hiatus want, there was that little bit of a spark and I'm like, Ooh, okay, this, this is going to be something that's not going to be something right now for me, because I've got, you know, other priorities with book deadlines and stuff. But you've definitely planted that seed that I know where I'm headed now. And then that's definitely in my future is looking at the Shopify and getting set up and stuff like that. So yeah, so that's cool things like that.

 Carissa Andrews 48:49

It's so fun. And with your bookstore background, too, it's going to feel fun, it's going to feel like oh my gosh, I've done this before I can do this. Yeah, it's so fun to be able to come up with ways to bundle the books together or make people excited about the books or, you know, think about how the experience on your store is going to be for the readers. And as long as you look at it as like a work in progress, where it's okay, if it starts out a certain way first, and it evolves. That's cool, because now it's like you're learning little bits here and there for I'll just give you an example. I was in one of the direct sales Facebook groups. And I don't know, I can't remember who had mentioned it, but they were talking to a reader from their site, and they were talking about how they love you know, buying books and stuff from other authors from their direct stores. But the problem that they have is they don't know whether or not they bought the book before because a lot of our other sites don't have the capability of knowing that. So of course, I had to do some digging and I figured out how to create the you know, the customer profile and have like a wish list and everything so now they can see you know, which books have they purchased before which ones do they want to have put it in a wish list, you know, whatever. And so it's it's like little things like Add that you don't even think about. And now, when you stumble upon it, now you can add it or, you know, just evolve the stories just a little bit or add new things, it's just, it's been so fun just to play around with and try to figure out how to make it more engaging for readers.

 Jo Buer 50:14

I'm really excited, and I am somebody who I feel like I've always gone an eyes wide open with the whole author thing, and that I'm not in it for the get rich, fast kind of thing. Like, you know, like, I know, it's just, it's a little bit of a slow burn for me also, because, you know, I work full time and other areas and do other things. So I have no expectations of huge set overnight success, right. So I'm excited to, hopefully, January start to look at what a Shopify store is going to look like, for me, and gradually, you know, take that time to gradually build things up. But

it's also one of those things that I don't know why it hadn't really come into my sphere until you started talking about it. But it's, it aligns really closely with why I'm an indie author in the first place. You know, like, I love having that control over my business and not being, you're not being at the whim of other people. Like, that's, that's, I love that. And that's why I also went wide, right from the beginning, instead of KU, even though, you know, it's, it can be a slower, like I had always been told, you know, when you're starting out, going wide, straight off the bat, you know, it might be just a little bit of a slower burn to kind of get similar sales to where you might if you were straight into KU or something,



Carissa Andrews 51:42

And the same for people coming out of KU you for sure, at least I've experienced that for myself, it is definitely a slower burn. Yeah.



Jo Buer 51:50

And I've been okay with that. And so I think I'm kind of lucky that I started this career, being okay, right from the bat of having that slow burn, having a second income, you know, to support at all. And so I don't need that huge influx of cash right away. But I've always had that kind of mentality that I want to go further and further into having more control. So yeah, with the craziness of the world, and that we've seen firsthand over the last few years, and how, you know, security can be taken away with a click of your fingers, you know, not having all your eggs in one basket, or having a little bit more control over those eggs to for yourself is. Yeah, really important. So I definitely think it's a direction that I'm going to, yeah, I can see myself definitely going in that direction. For sure. Right,



Carissa Andrews 52:41

I can too, for you, for sure. Because it's, I mean, it's just as long as you're not scared of the process, and you're not scared of like, what it's going to look like, the sky's the limit, right? It's it's all about what you're willing to do what you're willing to, you know, explore and see how it works for you. It's, it's so great. And I even though it is a slower burn, even though it is a little bit of a, I don't know, somewhat tricky thing to make sure that readers in your genre are understanding, you know that it's okay to purchase from you that yes, you are going to get your books that here's how it's going to work. I think having the Shopify store, and I think we said this, on your show to having that store that looks a lot like other people's stores, and the process looks the same. The layouts are similar, you know, it looks like Taylor, Swift's merch store, you know, whatever, all the things where they've they've interacted with a Shopify store before, it gives them that level of comfort, and they understand how it's gonna work. And it doesn't, like every time they purchase, it's just like, just a little bit more, that they're trusting of those sites. You know?



Jo Buer 53:40

And I definitely think it's where everything's trending like I, I think this is the direction. So whether you're kind of jumping on this now, or not, I think most authors are going to have to at some point so it could be years down the line but I do think this is kind of we were we were

some point, so it could be years down the line, but I do think this is kind of we were, we were heated so and yeah, that's fun. That's exciting.



Carissa Andrews 54:04

It is, especially when you think like I'm no longer like beholden to just the retailers, I have the opportunity to engage with my readers on my site, to you know, get paid almost the full price, obviously, for my book, to get it now versus two months from now, like all the different things, it's just like, why why not? Why not? Give it a whirl and see what happens, you know, so cool.



Jo Buer 54:25

Exactly. And I love the retailers and it's not about cutting them out or anything, either. But you're a business and so you want to do what's best for you and for your customers. Right. And yeah, and that's giving them another another avenue to purchase like another storefront to purchase from. And yeah, there's so many positives to it. And yeah, and then if you end up falling to the, you know, moody whims of one of the big platforms, you've still got that backup, you're not starting from scratch if you've already got it established, right? Yeah, yeah. Uh huh.



Carissa Andrews 55:00

Yeah. Okay, so I got a, I'm just curious, going back to the podcast a little bit like, okay, you've got 60, I think 61 episodes out now, do you have a theme or a direction that you're heading? Or do you just kind of see where it goes? And like the types of people come on and kind of go along with it like that, like, how do you how do you create your show list? I'm curious.



Jo Buer 55:21

There is no real plan. It's pretty much how I live my life. making stuff up as I go along. So no, I am just like very much with the podcast, because this is like, this is a fun thing. For me, this was never created to be a moneymaker or anything other than fun and a way for me to learn and for listeners to learn to from other people in the know. And so it's a little bit of those, I'm just kind of going with the flow. So I, as I've progressed with this podcast, I have more and more people reach out to me rather than me having to reach out to other people, which is nice when people kind of come to me and want to be on the show. And then some people I'm like, Oh, I don't think you're quite the right fit. But you know, but most of the time, it's fantastic people. And so I'm I tend to leave it a little bit out to the universe, and just that, you know, the people that I reach out to or feel that inspired action to reach out to or whom feel that inspired action to reach out to me and feel like a good fit. There's a reason for that. And so, there's a weird synchronicity that I hear all the time of like, I really needed to hear that like that that episode that you released. That was exactly what I needed to hear right now. And yeah, and I find that to with the guests that I have on, sometimes they'll say something, I'm like, wow, I really, I really needed to hear that. So it's, I probably part of me wishes I was a little bit more planned out. And that yes, this is the theme and the direction we're going in. But no, there's no real rhyme or reason I just I want lots of diversity, I want people to share their right writing experience, particularly if people if listeners are new to, you know, just a few books and or just thinking about writing their first book, I want them to be encouraged by other people's stories,

but also see, you know, the ups and downs and that challenges are normal. And I also want more of those wonderful kind of craft things like I've had, like Troy Lambert talk about plotting, and I've had the lovely Jesse Cunniff talk about blurb writing recently. And I'm always always open to the wonderful world of it's not even really woowoo. But you know that that manifestation, which is really just a psychic term mindset, you know, that, that really going in deep and aligning your author career and your writing career with whom you are and your innate values and your strengths and everything. So that also includes like, the lovely Claire Taylor, who came on to talk about the INIA gram, and I've had bigger signs on as well who's talked about, I think, like author alignment and everything, too. So there's, yeah, there's, there's just so much goodness out there. So I'm kinda like, bring it all to me, I want to share it with the world.



Carissa Andrews 58:20

I'm definitely the same when it comes to podcast interviews. It's like, if there's something cool about what they're doing, it's like I want I want to bring them on and like learn from them. It's so fun. For the solo episodes, I typically, I kind of think of a somewhat vibe that I want to go to like, for instance, when I started transitioning to the the manifestation a little bit, I would try to keep a lot of the themes tied to whether it's, you know, coming up to a release for a manifestation course. Or like, at the end of the year, I do like rapid release roadmap, obviously. And the plan year series challenge, which is now the the four books five days thing. So trying to help them see the value in the courses or see the value in what they need. But other than that, I kind of leave it open to what's the weird thing that's coming up for me right now that maybe authors need to hear about. And so even though I'll have things planned out for the solo episodes, and I'll have like a list of ideas beyond that, sometimes it will just be Hey, guess what, guys? Amazon created some new guidelines for AI. Let's talk about that today. You know, like it just sometimes there's something that just comes up and we have to discuss it too. And it's, it's kind of fun when that's the case when it's just in some ways left up to the universe to give you that kick in the button inspired action and then you move with it. Yeah, absolutely.



Jo Buer 59:36


I find that with my solo episodes, too. I quite enjoy recording them. I'm just really anxious letting them out in the world. But I'm what I try to do with the solo episodes much like your is looking at where I'm at where I might be struggling or the things that are, you know, on the forefront of my mind, and just trust that because I think we all need this reminder that we're not alone in any of these situations that we go through or experiences we have or feelings that we have? And that the right people are going to resonate with what we have to say? Yeah. And so yeah, and that's just a trust that I'm always having to remind myself of, with writing my books, too, you know, like, it's always like, not everyone's going to love my books, but the people, the right people will enjoy them will get what I want out of them, or get what they need out of them. So there's Yeah, putting a lot of trust kind of in the universe, that I guess that our voice matters that our experiences matter whether it's through the podcast, or through writing, as well.



Carissa Andrews 1:00:47

Yeah, absolutely. I agree with you. Oh, my goodness, could you remind my audience just a little

bit about where they can find you, Jo? And like, where they can locate your podcast and everything. I'm 100% sure that most of the people are probably already your super huge fans anyway. But just so like, if they're new, and they're finding out you about you for the first time. I can't speak today. We were talking about getting the words together. Where did they go? There we go.

 Jo Buer 1:01:14

Yeah, so my website is jobuer.com, you can actually get to the same website by typing in alchemyforauthors.com. It takes you to the same place. And so that has my books you can buy direct from me as ebooks at this moment. So yeah, so it's got my books, it's got a little bit about me. And it's also got access to all the episodes of Alchemy for Authors and the show notes. So I have a few people who prefer reading, rather than listening to the episode. And so you've got that option. So I'm mainly there. I'm also on Instagram, and Facebook, I prefer Instagram, but I am on Facebook, too. And you can find me under my handle is at job, your author. And you can also find me at Alchemy for Authors. So I've got the two kinds of handles there. And yeah, that is really my main things. You can find my books, I'm wide, so you can find them pretty much anywhere. Amazon Barnes and Noble Kobo Apple everywhere, or request from libraries as well. That's a cool thing to do. And, yeah, yeah. And same with my podcast, too. You can listen to me pretty much anywhere it is Spotify, Apple, Amazon. I've got audio only on YouTube as well. So yeah, lots of options. Just type in Jo Buer And I'm kind of everywhere. So yeah.

 Carissa Andrews 1:02:43

Awesome. Well, Jo, thank you. Thank you so much for coming back onto the show. And being a part of the podcast again, I love bringing you on the show. I wish we had more time to talk about all the things we do. So we're gonna have to bring you back to do that soon. But absolutely, I love it. I love I love it. But we had so many cool things to be talking about today, like all the thing about your new book and impostor syndrome. And ah, I think so many authors need to understand that, you know, getting out there in the local community is so important. And being a little bit afraid of it or impostor syndrome at that process. It's normal, you know, and so I really appreciate you talking about it.

 Jo Buer 1:03:17

It has been so much fun, it's always so much fun chatting with you. So thank you so much.

 Carissa Andrews 1:03:25

Every time every time I bring Jo on this show, I'm just always amazed and thrilled to speak with her. And the insights that she is able to provide are so profound, they really are. She's so humble about all of her, you know, wonderful things that she's done all of the, the avenues she's taken, I mean, she's working a full time job, guys. So for those of you who are in her shoes, just know, like, if she can do it, you can do it too, right. And so, like talking with Jo and listening to her journey and her story, and understanding that like as she's gone out of her

comfort zone into those places of like signing books or talking about her books to her local community, it became a mindset shift not only for herself, but for her family as well. So if you're still in this place where maybe your you know, spouse or your close, loved ones or friends even don't quite understand or view you as the author you're becoming, just know that sometimes it takes that external source, like going to a book signing and inviting them, for them to actually see what you're doing. Because, you know, we're all a little bit skeptical. We're jaded, right? Not everybody understands the work and the process that goes into writing our books and getting them published. And so it's not until we're actually sitting down at a table, talking to other readers who are listening to the book descriptions are what we've done with our writing and then selling those books in front of them that it clicks into place. So be thinking about like it There's a local community event that you can join in 2024. Is there a way that you can step out of your comfort zone and do something just a little bit bigger next year? Like, is there a new genre that you need to start writing in? Because you're getting burned out from the one that you've been writing in? Is there something new, you can add that can reinvigorate your author career? That's really what author revolution is all about, too, right? I've looked at that over the past couple of years and going, Okay, what we really stand for is this idea that we can reinvent, at any time, we can reclaim our author careers, at any time, we can become the authors we were always meant to be. At any time, there's nothing that stops us. We're only the ones that can stop our progress. We're the only ones who can decide if we're done or if we're going to pivot one more time. And so I love that you guys are with me on this journey. I love that you are with job you're and the Alchemy for Authors podcast and her journey. We have so many incredible minds in the indie author space, and Jo is definitely one of them. So make sure that you head over to authorrevolution.org forward slash to one to check out the transcript if you'd like to download that. Or for sure, check out the show notes because it'll give you a quick link over to Jo's podcast and her books as well. And just know like, there are authors out there with the knowledge you're looking for. There are authors who are experiencing the same things you're experiencing. We are all in this together. We're all kind of doing our best trying to figure out how this gets to look how it gets to work for us. And Jo has definitely highlighted that for me in this podcast episode as well. So don't worry about impostor syndrome. Trust that you've got this lean into what you know, lean into what you expect and get to receive like, what do you decide you get to receive and just keep moving forward confidently knowing it's yours because it is, it's coming? It's always on its way to you. It's always in the process of being yours. Okay. Well, my friends, that's today's podcast episode. I hope you enjoyed it as much as I did recording it. And I hope you have a wonderful first week of December as we continue onward getting closer to the holiday season. Go forth and start your author revolution.