

Episode 214

Tue, Dec 19, 2023 7:58AM 1:28:11

SUMMARY KEYWORDS

author, book, readers, people, event, community, talk, craig, conference, writing, rave, build, happened, business, ticket, sell, thinking, vegas, idea, podcast

SPEAKERS

Joe Solari, Carissa Andrews



Joe Solari 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.



Carissa Andrews 00:54

Well, hi, everyone. Welcome back to the Author Revolution Podcast. I am super stoked about the today's podcast episode and the interview that we're going to be sharing. Because this is a long time coming. Okay. So this conversation that I'm going to be sharing, I've been trying to get Mr. Joe Solari on the podcast for a few months now, actually. Well, before I knew that his group, his company, Author Ventures would be taking over 20Books Vegas as Author Nation. Yes, that's right. Today I am talking with Joe Solari about Author Nation. But I'm also digging in just a little bit about his book Advantage because I was reading it after Inkers con, and I loved what he had to say there. And I love the information that he's sharing about human givens and Maslow's hierarchy of needs, about the way that reading, and in specific reading books actually fulfills needs of readers that they don't have in their own lives. There's something about that concept that just really resonates with me. And as I am looking at my own businesses, whether it be author revolution, or whether it be my author businesses, I'm always looking for ways to make things better, right to make things easier to connect with my readers. And the book just kind of landed in my lap at the right time. But of course, it kind of got trumped a little bit by the news of Author Nation. And so in today's podcast episode, we're going to talk all the things we're going to talk about, you know, how this came about? What author nation is, who's working with them? What does the 2024 Author Nation conference look like? Why did it happen? What happened at 20Books Vegas? Like the whole thing we're talking about at all? So

if you're curious, if you want to know, you know, what it's going to look like, if you're curious about whether or not you should go to the conference in November, hang tight, it's going to be an amazing event. But I'm gonna let Joe explain just how awesome it's going to be because this interview covers it all. So without further ado, let's get into it. Well, Joe, welcome to the Author Revolution Podcast, I'm so excited to have you on the show. You've been on my list of people I've been trying to get on, or have had wanted to bring on for so long, I was reading your book advantage of you. And I talked about that before we started before. All this craziness happened with the most iconic indie author conference being transitioned to some new hands. And while we're gonna get to that in a second, I want to make sure that I grabbed my listeners so that they know who you are all the amazing things that you do. You want to tell your other story and your journey and kind of who you are what you do all the things.

J Joe Solari 03:35

Sure. And thanks for having me on. Like you said, we've been trying to get this negotiated with schedules and stuff for a while. So it's awesome to be here and, and being able to chat. So my name is Joe Solari, and I help authors build great businesses. My focus has been on how authors that are looking to, you know, turn their creativity into kind of their best life, how can I help them use business practices and strategies to do that? I'll keep it brief. How I got into this was my wife is a nonfiction writer. She started writing back in 2014. And great yeah, and those were the days were like, formatting was it was yeah, like, I remember those days. Well, yeah. Like it's like this was not cutting through with a machete. And she came to me and was like, Hey, I'm having issues with my my account not getting paid. And I went in and looked into her KDP account and she hadn't set up the tax stuff properly. So the money was just accumulating and there was like four grand sitting in this account. Oh, wow. For a book about T shirts and jeans. It was mostly pictures. And so I suddenly got interested in publishing. So I had been I've been I've been an entrepreneur my whole life. I've run multiple businesses. At the time I was in the oil and gas industry. You And, but this was going to become like I was going to be the tech guy. And I also was genuinely interested. And I started listening to like, the SPF podcast and you know, a couple other things to Joanna Penn and just to try and get an idea of like, how to do this stuff. And so one of the things I got introduced to early on was the 20Books group. And how that happened was, when I sold the business, I decided I was going to write a book, and I wrote this book about business practices for creatives. And, you know, I thought my wife could make that kind of money, I'll be a millionaire, right? So the six books I sold. That was it was most was mostly people in the 20Books group. And this was early days, I think there was like, 7000 people, which I thought was, oh, my god is seven. Yeah, yeah. It's 70,000. Now, right, right. But I got involved in just answering business questions like how to incorporate different kinds of basic business practices to help authors. That led me to go to that first 20Books conference in 2017, where I spoke, and that was the real eye opening event for me to see what was going on, and what I call this golden age of content creation, that there was these, these people coming from all walks of life collecting together in this community. And I just knew, there was gonna be somebody coming out of that, that was going to be creating, like, iconic pop culture, right? Like their characters and their stories, were going to change the world. In the context like Marvel or Star Wars has, I don't know who it was, who it's going to be, but it's just like, I had that vibe. I'm like, I gotta be around this, like, this is like an opportunity of like, being at, you know, a real paradigm shift in an industry. So I reached out to an old business partner of mine, we worked in this previous business, and I said him at this conference, and I'm meeting a lot of authors that are doing really well. And they don't have any kind of support of round accounting, business practices, or setting even setting up a company. Would you be interested in doing that? And she was like, Sure, because she's an accountant. I needed

somebody could do the books. Oh, sure. And so I said, Well, all right. And I came home with two clients. That's great. Right? So and then, and then that business grew to, you know, about 20 clients. And these are all folks that are doing very, very well like multiple six figure authors, seven, multiple, seven figure authors we've got now, but folks that needed this kind of support. And in that process, we went from just like, Okay, we're doing your books, and here's some structures you need to set up. And let's minimize your taxes to really diving deep into this industry and trying to figure out how authors could, you know, market better and build a business that supports their best life? I think a lot of a lot of times, we get sucked into this vortex around, hitting a number, like, oh, seven figures, 6 million, whatever it is. Yeah, like, and like, there's this myth that like when you get there, that's like, something magical happens. And things get easier or like it's not, it's like, no, like, it's a hollow victory. It's like, Oh, you did it. But like, Oh, now you have more customers. Now you have more responsibility. Now you have more overhead like, and when you what I've learned, and what I hope to help authors that work with me or come to Author Nation do is understand, like, figure out what your best life is. Because it might not have anything to do with a monetary number, or what it is cost a lot less than a million bucks to achieve.



Carissa Andrews 09:05

Yeah, for sure.



Joe Solari 09:06

Right. I know, that was a lot. But I think that's kind of the



Carissa Andrews 09:11

No, that's great. So how has your author like, you've obviously written more than one book now? Like, have you enjoyed that process? As you've continued onward with it from the author, author side of things?



Joe Solari 09:22

Yeah. So it's part of my learning process. So I have this, you know, when I wrote advantage that was about, really me discovering and trying to break down a problem than it was I had a group of clients I think, was about 12 at the time, that were really successful. And when you talk to them, what they identified as the source of their success, a lot of times conflicted. Right, because it'll be like, Well, it's because I'm really good at Amazon answers. Oh, it's because I'm really good at Facebook ads, or it's like, because I do live events. And so I was like, Well, it can't, because this one do, like, do I need to make sure this one's doing this, and if they had this, and that would have worked better. And as I, you know, going in and going through the process of writing a book and doing the research and pulling these ideas together really helps me to, you know, settle on a hypothesis and be like, Oh, no, it's not like with advantage, it was this idea of like, oh, this is how the market really works. It's very different than a supply and demand market, right? It's this winner take all market or popularity market, whatever you want to call it. And then what I found was the common denominator and all the success was

community. It was around how they were getting a group of readers to identify themselves to this brand, and then find people like themselves, and they did it in different ways. But when you combine when you when you get that working around your brand, where you get, and it doesn't have to be like all superfans, but it just needs to be that kind of common, collective ideal, in some way of those people to connect that, that feeds into all the systems that just perpetuate perpetuates that winner take all market, right, like you're feeding it what it wants. And then it builds, right, because part of this is it's not just reading a book, it's having people to talk to about that book that agree with you that that book is awesome.



Carissa Andrews 11:28

Right?



Joe Solari 11:30

Yeah. So then that, you know, so that and then the next thing I did was a book called attention, which came out of a whole different process where I was I do a season of emails where I write 45 emails on a particular subject. And that was the series I did was called Game of cults, where I was looking at like, cult behavior and things that con men do and like social behaviors, and how t hat ties into marketing, because a lot of this stuff is the same, right? And then I wrote those emails, and I promised that the subscribers, the ones that were paying for that, that they would get a book. And then I started writing the book. And it was like, oh, out of that came, like a process of applying the ideas that were an advantage, right. So like, my analogy is like, Advantage was, I invent the invention of the glue that they use on sticky notes like that glue has been around for decades. It wasn't until somebody figured out how to use that glue and a little pieces of paper that it became a billion dollar product, right? So it's like the ideas of Advantage. A lot of people that read that book or like, Oh, that's great. But now what? So then the Attention book became about like, Okay, here's some ways you can build systems, right? You need to have a way to retain customers, you need to have a way to, for them to nurture themselves. Right? Not when you want to sell them a book, but like, hey, if, you know, I'm a potential reader that just as discovered your brand, and I'm not necessarily the one click voracious reader, but I need time to kind of know who you are. And is this the right genre for me, and I get away to test it out. And then I can read at my own pace, do you have a system for me to kind of build my know, like, and trust with you? On my pace, right. And I think that's where all you know, commerce needs to eventually go is that we're not, we're not trying to sell people, but we're ready to give them what they want when they're ready to buy.



Carissa Andrews 13:42

Yep, yep. I think that's a really powerful way to make that distinction, too. Because it takes the pressure off of authors who feel like I have to constantly be trying to sell my books to readers. It's more about being the attractor of those readers and just keeping them there, if you're good at what you do.



Joe Solari 14:00

Yeah, and, you know, you've read the book. So you understand there's a lot of psychology in

Yeah, and, you know, you've read the book, so you understand there's a lot of psychology in this stuff. Because, you know, where people manifest your story is deep, deep inside their psychology, right? They're pulling in their own memories and associations, filling in the blanks with their own memories, their this stuff is all happening in parts of the brain that are the same places, like, you know, I talked about studies where they use a functional MRI, and they ask people questions about your character, like a character like Harry Potter. And the places where it lights up in the person's brain is the same places where they store their memories and associations for real human beings.



Carissa Andrews 14:45

Right and you explained in the books to when you're reading, you're in a hypnotic state like that you're being... Yeah, it's very interesting.



Joe Solari 14:54

Yeah, it's pretty crazy almost, and that's where I started getting to some of those darker stuff. Like Yeah, around how cults build is because or you're literally like when, when when readers are in their most favorable state, it's like a hypnotic trance. They're in a highly suggestible state. Yep. And this and this stuff that's going on, you know, if you start thinking about how more about how they're creating relationships with your characters in that story world, right, the more you're building your marketing brand. So I'm not talking like stupid stuff like product placement, I'm talking about like, they're thinking about this character. And there's, there's tons and tons of studies about this about how people have these parasocial relationships and how deep they are. And you know, what happened to communities when, like shows like Friends ended?



Carissa Andrews 15:50

I remember when, like that whole thing, Avatar with the, you know, James Cameron's Avatar when the tree actually got blown up in that movie, there were there were people that were, like, literally devastated because they had invested themselves so deeply into that concept. And it was like, Wow, that's fascinating.



Joe Solari 16:11

You know, that stuff, when you, when you kind of take a step back as a creator and start thinking about more as a marketer, it's like, oh, I have these super powerful tools that I can use for good.




Carissa Andrews 16:25

Yeah, hopefully.




 Joe Solari 16:30

But that other people don't have like, and that's the thing is, you know, you want to have it be something that is really beneficial for you and the reader. And when that happens, guess what, then you're not selling anymore? They're like, where's the next book? Where's the next book? Where's the next book, I need to know what happens to this character, I need to know what happens in this world, right? Like, that's where we want to help people get to.

 Carissa Andrews 16:56


Yeah and that kind of explains to why the character development portion of planning your books are is so important. Like if you if you skimp on that character development part, you're missing that component that can really tie the reader to your story to your world to your characters and have them coming back?

 Joe Solari 17:14

I talked about that human givens psychology system in the book, it's when you look at that, or hire Maslow's hierarchy of needs, or any of these different psychology systems. There's things that if you don't have, you're going to have physical and mental problems. And I think, like, a big part of this is like, oh, be longing, status hierarchy, within a community, these are all like, vital human needs that you have to meet. So like, if you create that, that's going to hook people in, like having that community becomes like, It fulfills a social need, like score, and how we identify ourselves. And the more the deeper that identity becomes, the more people are invested in your brand. So knowing that, like, how do you do that? Well, I also think there's this other part to it, where some of those human needs are fulfilled by us vicariously getting them through a story. Right?

 Carissa Andrews 18:12

I agree. Yeah.


 Joe Solari 18:13

Right. You know, and seeing a character that may have the same kind of needs that you do get their needs fulfilled, becomes almost an educational or kind of therapeutic process, right? So I think, you know, the deeper people get into that kind of stuff. It isn't, it's good making a good story. It's making good character developments, having an arc all that fun stuff. But when it's there, you're dripping a little bit is like, well, I'm, I'm creating some of these characters so that I can tap into a certain type of audience that will then connect with that character, thereby connect with my brand, thereby buy more books.


 Carissa Andrews 18:50

Right, right. Yeah, the community aspect of that is so powerful. And it just like you said, that the hierarchy of needs is such an innate piece of us that when when we are fulfilling and I think


you're so right, when we're, when we're reading those stories, I'm thinking about iron flame. And you know, that that series right now, and it's like just just seeing the way that the story structure has been built, and like the different story elements that have been pulled from, like, I can understand how that would make that make that part of it so powerful for each of us who are reading it, because we're rooting for those characters. We're rooting for the, you know, the different grade levels. We're hoping that they survive. It's very Hunger Games ask. It's just Yeah, it makes total sense in my brain.

 Joe Solari 19:35


I think that when you see some of these books that resonate, like they have, it's because they've, they've, you know, almost amplified some of that stuff. They made it easier for you to access or, you know, it's like, they make the stakes so much higher. And, and that's, that's the ride we want to go on. Right.

 Carissa Andrews 19:55


Yeah. Because our lives are kind of boring most of the time, right?

 Joe Solari 20:00

Yeah, for sure.

 Carissa Andrews 20:03

So speaking of exciting news, let's talk about Author Nation because holy cow, this has been quite the interesting turn of events here. So I don't I adore the name by the way, Author Nation is amazing. So you want to tell us a little bit about how Author Nation came to be. And like the behind the scenes of learning that 20Books Vegas was going to be passing the torch off? Like what happened here?

 Joe Solari 20:24

So yeah, so 20Books Vegas is done. It's, it's, it's no longer a thing. And just so people are really clear on the situation. While I have enormous amount of respect, and props, and consider both these guys, my friend, like, well, there's no association of 20Books to, to Author Nation. The 20Booksto50k group still continues to exist. And Facebook as that group, and Craig is still managing that group. And you know, the brand is still owned by Alan VPN, there will still be 20 books, conferences, mostly the mainly be overseas. That's Michael and really doing that with some of the stuff that he's doing around his overseas publishing stuff. Those guys, both for career and health reasons, came to the conclusion that they were done with that show. And Craig was on the hook for three years of contracts still at the at the hotel. So what my company author ventures did was we took the the liabilities of Craig Martell, Inc, from Caesars Palace, and we took that so we're on the hook for those contracts for the next three years. Knowing that this, you know, we're gonna, we're kind of building off of that, we just want to just make it

clear for everybody that ran wise, this isn't like 20Books. 2.0. You know, so I know some of that's kind of legalese stuff. But the point is, is what the so or I shouldn't say point is, so then the question becomes, why would I do that? Like, what, what is? Well, I told kind of that origin story of what I saw at that first 20 books, and I watched it grow. And most of my client base came from relationships around that show. And a lot of my clients, their success came early on for things they learned there to kind of leverage their careers or relationships that they made with maybe a co writer or a publishing company. So I wanted to see that continue, I think it's a super important part of the community that, you know, and this kind of gets back in the advantage stuff is like, there's this this really important author community that's there that needs a place to come to, and hang out and do their stuff. And I wanted to make sure that continued. And while I was trying to help figure out some ways to do that, it became clear that there's, there wasn't going to be anybody but me that would sign those contracts. So like, oh, oh, there was a lot of like, why, you know, do I really want to do this, I, you know, I've got a lot of other cool stuff going on, and it's packed other things. And, you know, I had a lot of walks with Suze and the dog talking about this before it came down. So in the end, it just made sense to me, and Craig was supportive of it. And so, and then, even kind of more behind the scenes I have, friends are actually very close friends that have run big conferences. So I was able to go and tap into those people's as mentors and be like, Hey, there's this thing. What would I be getting myself into if I did this? Right, right? Because it's not it's not while I've run a lot of stuff. And I consider myself a pretty good person that kind of, you know, building and maintaining operations. It's a new industry for me.



Carissa Andrews 24:07

So what is your vision for Author Nation? Like, is it? Is it going to go beyond just like the November conference itself? Is it going to do more things than just that conference? Or like, is it just going to be the conference and that's it.



Joe Solari 24:20

Oh, strap yourself in. Here we go. So I'm only focused on you know, the Vegas show, and those three years that I've got these contracts are like, big, you know, like, those those dates are carved in stone, the location will be the horseshoe. Those contracts are immutable. I shouldn't say we can add some things to them. But let's like there's no leaving. Okay. Yeah, because that number is is huge. And like, basically, they told Craig like his only way out of those things was to find somebody to take the contract or die?



Carissa Andrews 25:02

Oh, jeez.



Joe Solari 25:03


I mean, it's funny, but it's not funny. Like, there's literally no, he said, like, Hey, I just got out of hospital I was in, I was in ICU for 72 hours. I think this thing is killing me. And they're like, Oh, that's nice. Vegas casinos we don't care like, right. So it's back to your questions, what's going

to change? So a lot and not much. So, you know, the core essence of what this thing is, is this community of authors. And it's a community of authors that has some that have never published and some that are highly successful, and we want to keep that environment going. So we have to do things to deal with those different communities that are part of a big one big community. So we're going to get a little better organized around that to help people navigate where they are. Now, that's not to say you have to follow how we think the things but for me, I like to have key performance indicators. So the first two for me are tied to the author, component, and that is, how many people come that are not published. So about 12% of the community have a look over all the years as unpublished. So what can we do to make it where we get them up that learning curve in that week, so that nine months from them, we could survey them and say, of the 200 people that came that were not published? How many are now published? And we'll use that as an indicator for? Is this conference successful or not? We're helping people get their first book, because while it's great to celebrate millionaire authors, if you don't publish a book, you can't get there. Like, that's the that was everybody's first step. Right, then the next thing is, we have a pretty significant number of people that aren't profitable. So they published some books, and they're still not making money. So how many of those people can we get to where their books are breakeven enterprise? So that's a second key performance indicator of that we could through survey, we could, we can see how we're doing on that. Right. So I think when you start applying that kind of structure to the event, like it makes it really clear, like, oh, then we need to have content around those things. We need to have some, some tracks across domains. And, you know, the other kind of bigger shift is, you know, Craig had a lot of great volunteers. But a lot of that management was just him. Yeah. And I've, I've spread it out into a team. So if you were at the show you side, put a slide up. So I've, I've got a lot of people, I've got some people that were around before, to have the experience of running that show. But I brought in some people that are kind of subject matter experts to help pass around responsibilities and address some of the things that people were maybe critical of in the past, like how how do we get more diverse voices into to the show, right? So the way you do that, is you bring more diversity in. So there'll be some people helping kind of lay that out. The other big thing that's going to change is we're going to put an enormous amount of effort into the rave event, which is the reader author Vegas event, which is the signing event. And that's going to really kick off on Thursday night, and run till Friday night. So we're going to make it a event that readers will want to come to, to meet their favorite authors get books signed, and hang out. Because we build a community around our author community of readers, where they this gets back to the advantage stuff, right? If we're like, it becomes real simple for me when I analyze a business, where does all the money come from in this industry? All comes from readers. Yep. Right? Yep. It may have take a security as secured as path, you know, through Amazon to you but like, right, like it comes from readers. So what if we bring those readers closer cut out as many middlemen as we can, and help you build relationships with your readers? Like, one on one? I know this might be scary for some people, but like, This, to me seems to be like, a way that we can be relevant into the future is create a massive multi genre reader event where we can be closer and closer to our customer and help them find find their tribe. Right. Let's have all the lit RPG people find the other lit RPG people in the romance people find the romance people and know that there's this place they can go once a year where they can get their weird on and, and know that everyone there loves to read books and talk about books and hang out with authors.



Carissa Andrews 30:08

And are they going to be like clumped together so that those people have their community almost like, together, instead of everybody being spread out? Or like, what is the plan there?

 Joe Solari 30:18


So, and we're still working out some of the logistics with the hotel space wise, but we have that whole space through Friday. So we believe that the best use of that space will be to take the rave event and rather have it in one room, we break it into kind of some higher level genre stuff so that we can give those people the opportunity to do what they want to do, because their communities like the lit RPG community, in the science fiction community, where they are already doing this kind of stuff in some respects, and to have a place where they can like level it up. There's authors are like, yeah, absolutely. Like I, you know, this is what we would want to have the ideal science fiction event look like. Right? So and there's there's a lot of great like romance reader signings. Now that I mean, you know, some of these things sell out in 10 minutes. Right?

 Carissa Andrews 31:15

Yeah. Yeah. So why do that?

 Joe Solari 31:20

Well, because we're all looking like in the end, we want to sell more books, right? So that becomes my third key indicator is like, How many books do we sell at rave? Like, that's a really concrete thing we can measure. And I helping you guys get in front of customers to sell books at this event. And some of the best customers, people that are prepared to come and spend more money than you would pay for a book to come to an event. Right?

 Carissa Andrews 31:47

Right.

 Joe Solari 31:47

So that becomes like, what why? Why do we do something like Kevin Smith? Why would we have Kevin Smith calm, he's not an author, per se. Well, he for me, is somebody that one I've seen him speak before I actually saw him speak in Minneapolis, he was amazing night at a little salty, but he's...

 Carissa Andrews 32:06

Well, doesn't surprise me.

 Joe Solari 32:10

Be prepared. Like, if you don't like foul language, please don't come here. But he's somebody that, in my view, can talk about the independent creator spirit. He's been doing it for longer than anybody in a lot of different medium, and has moved from being an indie outcast, to Insider, maybe an outcast, again, to an insider like, and he's a funny guy. And there are people that are readers that would come to this event, just to hear him speak. So he is the bait, to bring awareness of this event, and to bring the, you know, a larger group of readers to that event. So on Thursday night, we're going to have that that main showroom, where we're going to bring readers in. So that's going to be where, you know, we'll actually sell out the space of that event, because we're going to sell tickets to readers to come in and see that and then they'll stick around until Friday evening. And we're going to have we haven't announced some of these things. We're still working out pricing and things. But there's going to be other events going on other than just the signings.



Carissa Andrews 33:26

So there'll be smaller events inside the event.



Joe Solari 33:29

Right. Yeah.



Carissa Andrews 33:30

Okay.



Joe Solari 33:30

So we'll definitely be doing like, the obvious thing is there's going to be some, some author panels, but there'll be reader facing, right. So yeah, you know, we've got amazing group of post apoc authors that always come every year, having them there, and their readers coming in them talking. Post apoc, not how to write post apoc books, but like, you know, fandom stuff.



Carissa Andrews 33:56

Yeah. Super cool.



Joe Solari 33:59

Yeah. So that's the kind of thing we're doing. I've had a lot of positive feedback. I've had some people that aren't so interested in that. But it's, that's our vision for how we can make this thing relevant for the next three to five years is it's like, do you have you met an author that said, you know, I've got enough readers?



Carissa Andrews 34:22

Probably not.



Joe Solari 34:23

No, no. How do we how well, here's a place where I can apply some of my strategies like that. Like I'm a, I consider myself a creator to and like this is, this is my medium as I can use this to create, I won't get read 100% Or the first but like, How can I create something that becomes this, this massive reader event where authors are like, I have to be at this thing because I know I'll find new readers and I'll find the best readers because these people are prepared to spend this kind of money to come to this thing. Well, then guess what? There's a feedback loop. Now we have more authors coming that are higher quality. Right? Yes then helps the newer authors. And then when we build in tracks, we're like, Hey, I know you were like completely overwhelmed about this idea about selling live, like you're breaking out in hives just reading the program. Go through just this year, don't think about coming to rave, other than to just walk it. But if this is something you're interested in, go to see these people speak. And you will learn if this is right for you or not. Sure. And if it is right for you, then what is the things you need to get in place so that you come next year? And attend rave? As as with a table and do it the right way?



Carissa Andrews 35:50

Yep, yep.



Joe Solari 35:51

So So I think if I was to distill this down, I would say this 20Books had a really inclusive vibe. Doesn't matter where you are in your career come. But it really did celebrate monetary success. Okay, it was about who's making the big bucks come up on stage and tell us how you did it. We're going to be a little more focused on we are still inclusive, everyone come here. We're more inclusive, though. Because what we're saying is, you know, we're going to help you get to this spot. But when you get to the spot where you're like breakeven, you're you're deciding now, let's not just talk about money, let's talk about you living your best life through reading through writing. So, what does it mean for you to live your best life to writing? It might mean, you only make \$40,000 a year? Because that's fits with what you want to do.



Carissa Andrews 36:57

Right?



Joe Solari 36:58

Let's celebrate that.



Carissa Andrews 36:59

I love that.



Joe Solari 37:01

Yeah. And so one of the things we're thinking through is like, early, like early on having a session that's like, a go to market session. So we're going to come to this session and learn all the different ways to go to market. You can go wide, you can go KU, you can use Kickstarter, you can do subscriptions, you can do, you know, there's all these different ways.



Carissa Andrews 37:30

There's a really, there's a lot there.



Joe Solari 37:32


They'll be more like we can't keep up. Yeah, but like the idea of like, I've never seen a session where it's like, here's the pros and cons of doing these, then we're going to take, we're gonna take an hour, we're gonna go through each one of these, we're gonna lay this out, we're going to analyze it. And under, because more most authors come in, and they're like, well, Oh, I gotta do this, I got to do that I can do this. It's like, no, like, if you're going to do something, like I know, people that have make a lot of money riding on using something like railroad a free platform, as part of their go to market strategy, right. And then when you understand their mechanics of like, Oh, but first, they're actually like, they rode on to that platform for a long time and weren't making any money. And then they started making money on Patreon, right? So now now, like, this is counterintuitive to most other things, because really, there are creators, the people that are getting the the Ross form, and their stuff are paying money for that. Who would have thunk? Okay, that doesn't happen. If you're a KU person, right? That then then after somebody's paid for it, then they go and put it free. And then later on, they move it on to these other platforms and sell it again, a different way. Maybe an audio? Like, that sounds really cool. But are you built for it? Like, are you ready to write a chapter a week? Are you willing to, you know, diligently put these chapters out every week for a year or two before anybody even gives a crap about your work? These, there's, there's these cons to it. Don't just look at like, oh, this particular person made this money. Look at like, this is the path. So those are the kinds of things we're thinking about differently, I think because, you know, we've been to a lot of different conferences and seen some different things. And we're like, Well, how can we differentiate things and make it where this is really valuable? And I like? There's a lot of ideas.



Carissa Andrews 39:26

Yeah, it makes so much sense to, because there was that, you know, that integral moment back in 2017 2018, when 20 Books really kind of came on the scene. And everyone was like, Oh, my God, I didn't know I could write that fast. And now that's why I'm not earning enough.

Okay. But there's a lot of us again, talking about being built. The way to be able to handle it. Not all of us are built in the in the way of being able to write a book a month and publish a book a month and go as fast as Craig and Michael have been able to go. And so it's like then there's a section of authors who felt like they were failing because they weren't going as fast as humanly possible, or, like, super humanly possible to some.

 Joe Solari 40:06

Yeah. Yeah. And then you know, and then along comes somebody like Russell Nohelty and Monica Leonelle. Talking about the Kickstarter strategy that Russell have been working on. Yeah. And how it's like, oh, this is what I do. I write a book, I've dropped it on Kickstarter. I don't make a bunch of money I make I make it's been increasing over time. Now, I know he's making a lot of money, because I've been doing this a while. But like, yeah, in the beginning, he was basically trying to stay revenue neutral. Yeah, for me, that's a brilliant idea. And then, like, what the magic when he first was explaining this, to me was like, oh, and then I take all the books, and I do a rapid release on Amazon, because that's what Amazon wants, and favors. But I do it after like, I've created this other audience over here that's well served and loves me. They're not going to buy over here. Right? And I do it again over here. And it's like, Oh, brilliant model that serves a huge, huge part of the the, the marketplace. But do they understand all the working parts? Are they prepared to like, that means you're running Kickstarter launches? Routinely, now you're going over into, like, Do you know what you're getting yourself into look at the good and the bad.

 Carissa Andrews 41:19

Right? And have a standard operating procedure put in place so you know what you're doing each time.

 Joe Solari 41:26

But to your point, like the idea of like that, that those kinds of models need to start having some visibility, like that's part of the diversity too, is like, Hey, I'm over here. And I'm, you know, I'm a mom, and I've got these things going on in my life. And my best life is I want to be able to be at Little League games and recitals. And so this is what I'm doing. And this is how I do it. Right, that that that's a great model. You know, I remember seeing Steve Higgs in Madrid. And he's like, Here's how I did it. Like, I realized I could write a book in 70 hours. No. Right? And then he he figured, like, all of the ways to eliminate hours that weren't writing book, okay? So it's like, I like family, marketing, book writing, this is my life. Now, some people would see that presentation be like, This is what I needed. At the start of my career. Now I understand how hard this is going to be and the kind of work I'm going to do, and I'm prepared to do it. Other people would see that and say, That's not my best life. And, and that, and that's, that's the right decision. But if that's all you get is like, you know, and I think that that became, I don't think it was necessarily the case. I think the Vegas show was trying to bring other things into it. But the brand became synonymous with Oh, yeah. Right, fast. Put it in que you just keep going. Right?





Carissa Andrews 43:06

Yep.



Joe Solari 43:09

Now, and this isn't just that show, but all shows, I think, if you've been to many of these shows, you should reflect on who in the past has been speaking on stage. And are they still around?



Carissa Andrews 43:22

Right? Yeah. Yeah, I definitely agree with that. Because there are a lot of people who have burned right the heck out. And they just, you know, and they just kept going. Yeah, yeah.



Joe Solari 43:34

There's a lot of people that were, like, crushing it and doing that, and now, they're, they're not. And it's like, okay, well, that model wasn't sustainable out even for you.



Carissa Andrews 43:47

Yep. That was one of the things that when I was first trying to create the program Rapid Release Roadmap, I was trying to I had so many authors who were trying to come to me trying to figure out how to juggle, you know, the moving components of having multiple books a year going on. And it was it was then it was like, okay, I can explain the different models. But there's no way I could justify teaching them to go as fast as humanly possible. Because even myself, I was like, this is not sustainable. I can't I can't do this. And so I had to, like, bring it all in to like four books a year is what I recommend, just because it's still doable. If you have another job. You don't even have to go that fast, though. It's like I try to explain to them like, look, that's it. You don't have to even go that fast. If it can be smaller, you can just find what's more sustainable for you. But it's really about that juggling aspect of having, you know, the backlist you're trying to market and the book that you know, you're going to be planning and then the book that you're writing on right now. And like it's all those things, those components, but the sustainability was huge, because I could I could feel myself burning out and I was in 2018 2019 somewhere.



Joe Solari 44:52

Yeah for sure. And so one of my observations is is that it's not about releasing fast It's about releasing it regularly, regularly. Yeah, it's like having, having it's it's like, like Apple, right? Every year, same time of the year they released these phones. Yep. They, some of these things are incremental changes, but it's not about that. It's about a business and people having that...



Carissa Andrews 45:22

Have an expectation.

J

Joe Solari 45:23

Yeah, expectation. That's the word I was looking for. Oh, it's that time, right? Yep. And they know it's going to drive things, synonymous to their backlist, it's like, okay, bunch of people are gonna upgrade, people are gonna, you know, maybe they're not going to buy the newest phone, but they're going to move up a few more phones, you know, all that kind of stuff just drives your business. And I think the days of being able to get in fast into an underserved market, through rapid release, they're, they're gone. And being a regular releaser is important. Because the whatever you kind of get your fans used to seeing as books coming out, they're going to be expecting it. And that's where things get weird is when you're like, oh, this book came out, I put out the first two really quick, and then the next one came out like three months later than the next one, six months later. It just, it makes it hard for fans to get that part of the, they don't feel confident in that part of the product that the regularity of it coming out. And especially in certain genres, like I've explained a lot, especially newer authors, it's like, there's people that are gonna wait until Book Three comes out. Like you're writing epic fantasy. Just like you know, like, especially like, if you read epic fantasy, do you love it? It's my favorite. It's like, do you ever buy just book one when it says Book One, and then there's a preorder? And there's no, no, I wouldn't do that. Well, why don't you think all the other people are gonna do it for you?



Carissa Andrews 46:59

Right? Yeah. And usually, it's like, if you buy the first book, and you know that we're coming out, it's like, I will just buy it sometimes and let it sit there and wait until the next ones are coming. I don't even start it.

J

Joe Solari 47:12

That's really interesting, right? Like, under, like really thinking about that behavior? And like, oh, yeah, like, Why? Why isn't it taking off? It's like, well, because they're window shopping, they take a covers cool. They think the premise is cool. But they're not going to, they're not going to invest until they know that you're going to. Here's the other thing a lot of indie authors have done is they've disappointed the community because they start a series and they don't finish it.



Carissa Andrews 47:37

Yeah. Well, and I think that starts to it's like, there's there's this mentality, that if you start it, and you're not seeing sales right away, then Oh, you'll just cut your losses and start something new. But I think it's it does, it works against you, because readers get invested in those characters lives. And then you cut them off. And they're like, Well, screw you.



Joe Solari 47:55

 Joe Solari 47:55

Yeah. From from a business standpoint, that's probably the right decision to make, like cut bait and go, but just understand that collectively, the the number of authors that have done that, or have, you know, bought a bunch of covers, and like, I'm going to write the series and they write one or two books, and then they flake off, that has left people with a sour taste in their mouth. And so they're like, sure, I got other stuff I'm reading. Did you see my to be read pile? I'll just wait like, and then that looks interesting. But I'll wait until, you know, there's eight books in this series, right?



Carissa Andrews 48:33

Well, I didn't even read the acheter series until there was all five of them. Like, and I know, there's probably going to be a six but I'm like, I finally just started reading those, like, a few months ago. Yeah, it was sitting there. I had them. I just didn't want to touch them yet. Yeah.



Joe Solari 48:47

And I think and that's, that's the way that's behavior. That's behavior. And when you start to think about that, and you you know, it's like we this happens a lot when we do a lot of marketing stuff where we build these, these email sequences based on books, and people are like, well, it's not working. It's like, no, it's working. They're just off reading the book. Like, not everybody reads the book the day it comes out. Yep. Right. A lot of people like like you just said, it's sitting around and you shouldn't care whether they read the book today or they read it six months from now just as long as they read it. Yeah.



Carissa Andrews 49:22

Well, yeah, cuz then you've got that that wonderful, hypnotic Juju going on. That's amazing. Oh my gosh. Okay, so I have to say that I do love that. You talked briefly earlier on that you're building a team outward, right? And I love that Craig Martell is actually going to be part of the author nation as the scholarship coordinator, which I think is really cool. It brings brings that kind of element across board. How did that happen? Like was it his recommendation? Or was it yours? Like, how did he get pulled in?



Joe Solari 49:53

So you know, when we did this Craig is a very generous person and he was like, what he what he wanted going forward is to just be able to come to the show and not have the stress of the show. Yeah, yeah. So I was like, Dude, you want to just come. And you know, that's great. But there's also, this piece of what the show has always been about helping the community. And our approach is going to be a little bit different, like Craig was trying to run this thing, basically just a cost. I'm trying to build an event. So I need money to come in. So that can reinvest it in the show and do things that are, we just, you know, we'll be starting to announce some of our sponsors, we're having amazing, amazing response from people wanting to help grow the sheet. That's awesome. But one of the things that happens is like, every time we're my wife,

Sue's is our strategic partner person. So she's talking about that, and we'll get towards the end of a deal. And then like, after they've kind of decided what they're gonna buy, and then she'll be like, and how many subs? How many sponsors? Scholarships, can we put you down for?



Carissa Andrews 51:04

Nice.



Joe Solari 51:05

So what Craig will be doing at the show is he'll continue to be doing what he was kind of doing in the, you know, helping people that are maybe financially disadvantaged, create their shot. So we've set a goal of raising \$20,000 this year that we can then put into scholarships in a variety of ways. So then that money will go to Craig and Craig will then decide how it's going to be kind of doled out now. So in some cases, where sponsors like, hey, I'll give you this much, you know, he's gonna say this came from the sponsor. And they'll they'll probably be some like that they want to do, you know, pay for two tickets, or they want to pay for a ticket, an airfare or per ticket and a hotel room, whatever it might be like, well, we're kind of working through those details. But the whole idea of having Cragged there, so he can still be participating in the shows continued success, right. Like, we're building our DNA as as off of that. Right. Yeah. And giving him he still needs that, right. And my hope is that by doing this, it's the right mix for him of him feeling that he's still continuing to contribute to the community in the way he wants to, without having to deal with all the headaches. I because this thing comes like sounds horrible. But there's a portion of this community, there's a reason why he's not doing this anymore.



Carissa Andrews 52:32

Sure, yeah. I can understand that there's small groups, while maybe large groups, too. I'm I'm thankful that my community seems to be very understanding and open. But I think that's something I've tried to deliberately nurture. But there there are certain like little components where people just get very, I don't know, persnickety, I guess.



Joe Solari 52:54

Well, you know, and so one of the things you may have observed, we haven't started a Facebook group. And there's, this is deliberate. We're anybody that's interested in communicating about the show or learning more, we have an email list they can sign up for. And I, anybody that replies to me and ask questions about the show, or wants to rant at me, I reply to every single email. Everyone has, yeah. Because I want it to be is just like, if you walked up to me on the street and want to ask me questions, or just like we're doing now. My only thing is, I don't want the mob to be injecting their thoughts about our conversation. It's you and I talking, yeah, I may come to the conclusion that we're not right for each other, and this isn't your show anymore. And God bless America, we'll go are fewer things. But a lot of the times, it's, it's better because you get to voice what you really want to say. Sure. And that feel that you have this community, you know, certain people that are going to inject in and then I can explain things and like, here's my viewpoint. I'm not saying I got it, right. I'm just saying

like, I'm the guy like, Craig's done. I've picked up the ball and run with it. How I run the rest of this field is it's up to me now. Absolutely. Here's the right here's the other thing is if you if you have opinions about it, like there are two committees where people can come beyond them. Right and help.



Carissa Andrews 54:24

Yeah. I think that's a smart move. Because I mean, that 20Books community on Facebook, it was a full it is a full time job for Craig and the people were running it just on its own. So it's like we we sometimes forget that like we're still trying to create our own things here, guys, like we have. We're This is not just our life, like the conference is not just our life, the group is not just our life. There are other things we're creating, and it's a lot of work. It really is.



Joe Solari 54:54

Yeah, and then a lot of times what I can do is I can actually address what a lot of the issues are that it's Whether the show makes a profit or not, it's not what you care about, what you care about is is, am I gonna get left behind? Because I don't have the money? Am I you know, like, it's it all goes back to people's personal fields fears and concerns. So what's happening to them in the industry, right? And this is a hard business. And it's like, if you know me, and you've seen what I do, like, we're actually, I can't write the book for you. Right. And if you're, if your book sucks, you're not going to succeed. But I'm trying to do everything possible with the tools that I have to make it so that we tilt the probability of your success, you know, towards success, not towards failure. Right. And, and that's kind of our focus. And if you kind of see how I'm thinking about like, hey, how do I know I'm doing a good job? Well, if I help more authors get published, right? If we have a, if we get that, I'm just, we don't know, because no one's ever done this before. But let's say that we find out that we can get about 50% of those people published, and we can, through our criteria and changing things, we get that to 60%. Most of those people are not going to be successful. Because that's how the market plays out. Right? Sure. But there's going to be some of those people that are wildly successful. And those that aren't successful, maybe it's just some things that they need to fix in their books that will then get them to success. But like, the only way to know is to take the risk and make that book a reality in the marketplace. Yep. So I'm not saying I can make your book successful. I'm saying I got your book pub help you get your book published. Right. Right. And I think that that kind of attitude is, through our whole team is the same thing.



Carissa Andrews 56:49

That's great. Okay, so speaking of the team, I've been watching your social medias, which are awesome, by the way, so many good questions and things that are going on in there. I'm like...



Joe Solari 56:57

Yeah, that's Isabella. She's doing an amazing job.



Carissa Andrews 56:59

She's doing great. And obviously, you've got a great team that's going on some amazing names. Some had haven't even been on this podcast before. Obviously, Craig. But did you want to give a shout out to some of the others who are on your?



Joe Solari 57:10

Sure, sure. So right away the first two people that Well, the first one was my wife Sue's like she, she's she's half owner in the show, like, like, that's the other thing to keep in mind is like her. If she didn't say, Yeah, we're going to do this, it wouldn't have happened, right? So she understands the risk that we're taking and what we're doing. And it is impacting our lives, like because we're our plan was to be moving this year. And it's like, they're not moving this year, like we are.



Carissa Andrews 57:41

Where are you going to move?



Joe Solari 57:43

Well, so where are our kids are in college now we have twin boys. And so we always had this plan is when they were done with high school, and we were going to move someplace that was a little more temperate, right. We started North Carolina, like, I know, you're like What are you talking about? I'm in Minnesota, right? Temperate?



Carissa Andrews 58:05

Well, I have a son that just moved to Florida. So I get it. It's fine. Yeah.



Joe Solari 58:09

I'll tell you temperate. I got snow in June.



Carissa Andrews 58:13

My husband Colin is always like, why do we live where there's seven months of snow? I have no idea. He's from England. So he really hates it. Yeah.



Joe Solari 58:23

So um, yeah. So she's, she's a strategic partner, manager. So she's working with vendors, and our industry people to make sure. And we're doing and she's doing things like we're reaching out to a wider breadth of people, trying to get more services available for authors so they can

out to a wider breadth of people trying to get more services available for authors so they can be introduced to other technologies and other things and figuring out some ways to do some cool stuff with the show. And then after that to two big ones that I knew we're going to do is brought in Shell Honaker to manage the programming committee, and Nora Phoenix to manage our Professional Conduct Committee. And the idea there is to have, like, there's a lot of people that are saying, hey, we want more device, diverse voices we want to have some are saying things and it's like, okay, well, here's, you can say you can say or you can do, right? If you do, I'm all yours, we've given you a great place to come and be part of that and work with those people to do things around how we, as a community interact with each other. Right? You know, this is a professional show. You're here to represent your own brand. And you're hanging out with other people that are trying to represent and protect their brand. So if you come here and act like it's spring break or summer camp, like this, right, right, like, especially when we bring readers in. Right, and there's going to be influencers are going to start coming to this thing. There's There's going to be, we're going to be in a situation where you need to be thinking about how you present professionally, how you come not as a taker, but as a giver, right? Because you're going to, you're going to get way more out of this, if you're thinking about how every conversation you have you can contribute to in a positive way. These are all things that I think need to be taught in the industry. It's not just like, we need to make a bunch of rules and say, this is all you got to do at our show. It's like, hey, no one's doing this stuff. Like, have you ever thought about like what it means to be professional? Right? And if you look at how they're building out their teams, there's, there's some strengths on those teams too. And we'll, we'll get to that, who's on their teams, when they're prepared to announce their store. Yeah. And so and then shell shells been, you know, she's the publisher of indie author magazine. She's got vast experience and teaching systems and running TEDx in Austin. And so she comes with this whole set of skills around that. Now, we did see that team, with folks outside of the 20Books. So there is a lot there's, like, voices that are on that team that come from wide from the win. And from just, you know, people that haven't haven't necessarily been into the 20Books community, because we want to get more of that in there. Yeah. Then we've still got Jamie Davis and Jen Green are gonna be the show managers. So they're the ones that are like, on the floor, making everything happen. Nice. And that's great to have them come back and do that work. Tammy Martelle, Craig's sister is coming back to manage registration. So she's, she, she does, it's not just like getting people checked, in which she does an amazing job. And it's also she's kind of like the switchboard for the place. So and, and people feel uncomfortable, they can come up to her and, and then she knows who to contact, right? She's got the phone numbers, like, Oh, this is probably a thing for this person or that like, so we need that. I brought in Mandy Stevens, who runs orb. Mandy's running rave. So we have somebody full time focused on the rave event who's run reader events for nine years. So that was, you know, has always been a volunteer thing and kind of, you know, not given a lot of resources. Well, she's, she's heading up that process in that team. Who else do we have? That's? Well, there's Isabella, who is she's my assistant. She's been working with me for over a year. And she brings kind of a younger voice and this focus on social media. So she's running her social media.



Carissa Andrews 1:02:50

And just great job.



Joe Solari 1:02:52

Yeah, great job. Just spun that stuff up, like, like, within an hour, like it was all set up ready to

... When the announcement happened, I don't know if you noticed

go. when the announcement happened. I don't know if you noticed.



Carissa Andrews 1:03:01

I did. Yeah. Oh, yeah.



Joe Solari 1:03:03

Yeah. So like, let us spend a lot of planning and discussion and behind the scenes and and then this is a bit of a scoop for you. We're going to be having a podcast starting in January. Yeah. That's awesome. Yeah. And Kevin Tomlinson is going to be the host of it. Okay. So it kind of he's, he's guys. Yeah. And so it'll be interesting, because we'll be, you know, interviewing sponsors and authors. And that'll be kind of our way of kind of educating people about what to expect from the show and introducing some of these concepts and giving people some ideas.



Carissa Andrews 1:03:44

Do we know what it's going to be called?



Joe Solari 1:03:47

Author Nation Podcast. I will, that's all I know, at this point. But that's like, we're actually the first bunch of episodes we're going to be recording soon. So that's great. That'll be coming out. Yeah. So there'll be some more people we're adding that will be helping out. We still have to figure some things out with how we're doing the volunteer coordination and the space monitoring people and so there's there's still some more names coming out. But and then Bonnie Paulson is heading up our marketing and advertising so awesome.



Carissa Andrews 1:04:23

She is so fun.



Joe Solari 1:04:25

Yeah. And she's a blast to see if you ever get to see her present.



Carissa Andrews 1:04:29

She is! She is incredible. She was between her and Katie Cross, they're my two favorites to watch on stage. They're great. So good.



Joe Solari 1:04:30



Joe Solari 1:04:59

Yeah, And so, you know, this year at 20Books, Vegas, the last show we actually did the marketing for the Rave event. Bonnie and I did. Yes. And we only had six weeks, but we had the biggest turnout ever. That's great. We ended up we built a list of about 800 names. Oh, And that was only focusing on the market, like a short period of time in the Las Vegas area. So probably February, we'll start our marketing and it's going to be very aggressive for that show, we're going to have some pretty cool stuff. So she's amazing. And what you can do so it'll be given some more time and some more latitude to do it is going to be fun to see what comes with and then how all these pieces hooked together to like, having professionally done podcast stuff that we can then hand off to Isabella on the social media side to Bonnie on the marketing and advertising side.



Carissa Andrews 1:05:42

So good. Oh, my gosh, that's like a dream team to it's so many good people in there that I'm just like, it's gonna be an incredible year. Yeah. 2024 it's gonna rock. I mean, it's just the beginning of it, right?



Joe Solari 1:05:55

And the hope is that this all become like, for me, everything should be teaching, right? Like this. We're an educational event. And we're trying to demonstrate to you how, like, granted, it's different. And maybe on a grander scale. But like, when we boil it down, I'm trying to show you how to build a community.



Carissa Andrews 1:06:14

Right? Yeah.



Joe Solari 1:06:16

Like, and from scratch on the reader side. That it's so like, sit back and be critical of it. But you know, see what you can learn because it's no different for ya, as an as an author to build a reader community, maybe more virtual than what we're doing. But this is what you need to do.



Carissa Andrews 1:06:37

Yeah. And not necessarily if you do go to more of the these types of conventions, where you are assigning or doing more things, but at least it's a starting point, for sure. That's really cool.



Joe Solari 1:06:49

Yeah.



Carissa Andrews 1:06:50

Well, let's talk. I think you mentioned some of the specifics, but let's talk about it just in case my listeners are wanting to double check to make sure that they know what they're doing. Well, the price of the conference changed, or will it be roughly the same as it has been with the 20Books group?



Joe Solari 1:07:03

Yeah, so we're our basic ticket, which is our, you know, our general visa, we're having this whole kind of like, Author, Nation, travel themed thing. We're doing love teasers and passports, and I tell stories, and, you know, also shell used to be in the travel industry.



Carissa Andrews 1:07:20

Oh, that makes sense. Fun. Plus, I brand to it. That's great. Yeah, yeah. So \$399.99 is going to be that same ticket that you would have gotten no matter what, which gets you, you know, the five days of the show, so we're, you know, the industry day, then Tuesday through Thursday is the author education pace, and then the Friday rave. So you can walk rave, as you know, a participant, there's extra cost, just like there's always been if you want to table it rave, or if you want to industry table. There's the same thing with there's industry guests, which is still 399 99, if you're somebody who wants to come to the show is an industry guests, you got stuff to sell, or you want to talk to authors about your products. That's how we would like you to come that way. And both of those include all the live stuff, and then we're going to have video. So we're going to produce, we're going to still record sessions, we're not going to live stream in 2024. I know a lot of people are not thrilled with that idea. But I have to pick my battles. And that was the entire team was like, This is the hardest thing we have to deal with. Let's not do this so we're not. Now, that means if you're used to doing the virtual event, it's not going to be the same, but you're still going to be able to get those videos. Our expectation is because we're just recording now we should be able to deliver a higher quality product there. And we will have some type of virtual q&a stuff built around that when those videos come out.



Joe Solari 1:07:25

So kind of like Inkers Con when they do their digital launch, right? Exactly.



Carissa Andrews 1:08:55

Perfect.



Joe Solari 1:08:56

So this is not new. This is what most people do. And understand this. Like when when we made this decision as a team to like we're not doing this. Last year, they had 688 people that were virtual. Wow, that's bigger than any other conference. Right?

virtual. Wow, that's bigger than any other conference. Right?



Carissa Andrews 1:09:14

Yeah. Right.



Joe Solari 1:09:16

So that from a from an economic standpoint, if I just raised the price, which probably would have kept me out like, that's what I walked away with walked away from, why because I want to get the live event to be amazing. I want to honor my team and say, Hey, you guys said this. I hear you. We're not doing it. That doesn't mean we can't do it. 25 do it right. And do it the Author Nation way. We just we have you know, start somewhere.



Carissa Andrews 1:09:45

Yeah, you gotta started somewhere and know where your limitations are, for sure.



Joe Solari 1:09:48

Yeah. And I, you know, and I do believe it's a solvable problem, but I I just it's not going to be solved right away. So that covers the industry ticket. The General Admission ticket and then the digital ticket. We're still figuring out what the digital ticket price is going to be, it's going to be more than what it was in the past, I guarantee that. And we're not going to be putting videos out on YouTube for free. We've had concerns about how that's done. And for some folks that are bringing content, they're not going to give us their best content. If we're just going to be thrown it out on YouTube, then we are going to have what we call our special visa, which is going to be \$100 more. And it's going to allow you to have preferential seating at that Thursday event with Kevin Smith, because we will sell out that room on that day. Nice. So some people have been concerned about well, that kind of creates an elitist thing. I guess it does.



Carissa Andrews 1:10:51

Get your ticket fast, then.




Joe Solari 1:10:52

Yeah, I think the funny thing is, like the show moved, because it sold out. Like there was a lot of people that couldn't come to the show in was 18 and 19. I think so now right?




Carissa Andrews 1:11:07

Before COVID?

 Joe Solari 1:11:07

Yeah, yeah. Yeah. Okay, it's sold out in 10 minutes, right. And then we moved to this bigger event. And so if I have it where I can, and part of this thing is being able to sell those preferential seats, I'm not worried about selling them to necessarily the authors, I'm trying to get the people that are readers to come and pay for those seats. And I want to know who they are. Because if they're prepared to pay extra money for a seat, and I can identify those people for you that these are these high value readers. Right, then I can go find more of them. This is like price discrimination. You know, it may upset some people socialist values, but there's a purpose for it in our market economy is that I can say, hey, these people will pay us more money for things. Let's find more like them. Right. So we don't have to discount stuff. Right?

 Carissa Andrews 1:12:02


Right. Right. Will there be like, special, like a couple of seats set aside for those like scholarship type people to or is it only going to be for people who are paying the extra price?

 Joe Solari 1:12:14

Oh, no. So if you're if you're on a scholarship, so if you're a scholarship, or you buy a general admission, like those tickets will get you into the room, right? It may not have the preferential seats. Yep. But you'll like anybody that we sell a ticket to will be guaranteed to have a seat in that room. Got it. Now, there was some talk about maybe some people needing accommodations because of things, well, we'll make accommodations, that means a big room, there's that that's not, you know, something that was really on our radar. Now that it is we'll we'll resolve it, it's not a big deal. But if you know, there are authors that are going to say I want I want to buy 10 seats in that section. And I want you know, I want to be here, and I want nine of those for my my super fans, and I'm inviting super fans, and I'm gonna make a contest out of this for people on my list to come. And we're like, because their dream is to sit with me and watch Kevin Smith tell dirty jokes.

 Carissa Andrews 1:13:20

Right, nice. Yeah, yeah. And it's a great way to build your community up, right.

 Joe Solari 1:13:25

Like, that's the whole, like, we're trying to facilitate stuff that you can't do. That's like, Oh, this is really cool. And like, and if you're not able to do that, that's something for you to aspire to. It's also an understanding that when you do have a table at Rave, you may be able to pick up some of that person's fans. Right? If you're in the same genre, it's like, you know, they're not super fans aren't dedicated like this is I only read this person's books. They're like, I love this guy's books are yours like him? Right? Because he doesn't wait fast enough for me.



Carissa Andrews 1:13:58

Right? I like to read many books.



Joe Solari 1:14:02

Yeah. Right. So that's the whole thing here is like, and I've had super big authors have been events, and they're like, You I like I sell a lot of books. And there's this other guy who sells a lot of books. And there's a Venn diagram where there's these people that that we are, haven't read either him or me, right, like so. Yes, this is perfect, right? Because we are alike. And we do have the same kind of tone in our books and we write. So that's ideas. You know, we're not competing. You don't have to worry that somebody is doing better than you. That's just going to steal your joy. Focus in on like, oh, what can I learn from this person? What can I do to serve his fans? In a great way that make them my fans?



Carissa Andrews 1:14:52

Right, right. I love that. Okay, so to be clear, too, this is going to be still held at the Horseshoe casino. Or what used to be Bally's. Yeah. So it's called the Horseshoe now. Will it be staying there? Once the three years are up? Are you just like committing only to these three years?



Joe Solari 1:15:11

We'll evaluate what we're going to do. You know, now we're kind of getting kind of inside baseball here. It's like, right, like for first year? I got to pull the show up, figure it out. Yeah. And not lose my shirt.



Carissa Andrews 1:15:27

Right? Let's make sure we're still standing. Yeah.



Joe Solari 1:15:33

November 16. Will they'll be is the day of reckoning is like how everything all adds up. Right? So. And that will give me information. Because if we attract the level of readers that I think we can, we have to think about expansion. Now the cool thing about Caesars Palace is in that specific hotel is what what is the horseshoe has more space in it than even Caesars Palace does. For convention, that's why the World Series of Poker is there, when they expand it into Paris. So we can, we'll probably start using some of the space in Paris over the next few years, mainly on the reader day, because we can expand into that and then contract down where we go in the future. That'll be informed by how this show is scaling. I'm, I'll say this. I think Vegas is a really, really good location for the show. Because it's a destination location, and it's cheap for a lot of people to get to. I know some folks are like, I don't like a smoky Casino. These are trade offs we make. Yeah, I could move this to I could move this to win. And the air would smell like Jasmine, then you would pay \$400 a night for a room. Right? Yeah, right. And the ticket

would now be 1000 bucks, right? Like, that's part of this thing that we have to figure out how we're going to deal with, because, you know, maybe it does move out of Vegas, maybe it moves out of the casino. I do know that. We're already limited. Just forgetting about the reader event. But just the size we are now we're limited in the places we can go. Sure. There's not many places that can take 2000 people. Great.



Carissa Andrews 1:17:33

It's a big, big group.



Joe Solari 1:17:36

Like there's there's, it's the Virgin hotel used to be the old hard rock that they remodeled. Okay, beautiful. It's got these outdoor spaces. We can't go there. We sell out the hotel block.



Carissa Andrews 1:17:49

Sure. Yeah.



Joe Solari 1:17:51

The room, they don't have this, like. So we've already kind of looked at some of these things there. So there's only certain casinos, you know, certain places that are capable of handling that size group.



Carissa Andrews 1:18:02

That does not surprise me at all. Okay, so for my listeners, what are the dates for sure of like this year's conference November what?



Joe Solari 1:18:10

So it's November 11, through the 15th 2024. So that's the Monday through the Friday with how we plan on doing things, you're going to want to probably come in Sunday night, because we're going to start Monday morning, we're going to it'll be a later start. But our plan is is to do opening ceremony in that event center. And then move the vendor day will actually be in the other space where for those of you have been there where we have the salon and the silver and the gold room, we can follow those walls back. So the idea being is we can bring people in, bring them into the Event Center, which is the biggest space having kind of network and hangout as people are checking in, do our opening ceremony that gives the vendors time to get their stuff set up. And we go later into the day. So we're going to be using that space in a different way where it's going to retry and retry to recreate some of the feel that we had at Sam's Town. Okay, where it's always funny because I've been to all of them.



Carissa Andrews 1:19:25

Right.



Joe Solari 1:19:25

And, and I agree with this, like a lot of the magic happened in those first conferences in the atrium hanging around that bar. Okay. It was a dump. To be real, like it was not, it wasn't some magical bar. Like it was small it closed around midnight, and like every hour on the hour after eight o'clock. There was a laser light show with Eagle screeching, right. But what it was it was a place for people to hang up network. So how can we do that? So like, you know, I and I had that same issue in a lot of people even before the they, they show happened. New I was taking over the show, we're like, oh, that's something I missed. Now it's gonna be harder to recreate. Because, you know, first year where there was 250 people, then it was 500 people now we're 2000 People are 1818 160 people last year, I'll be 2000 neck, right? Yep. But having a space where you guys know that it's author's hanging out. And there's cocktails and drinks and stuff to do and some some kind of stuff that and goes later into the evening. So we're going to be doing, we're going to have space like that more social space. And we're also going to have some writing space too.



Carissa Andrews 1:20:41

So that's cool. That's really cool. Yeah.



Joe Solari 1:20:45

I mean, it's NaNoWriMo month, we got to be putting words on paper.



Carissa Andrews 1:20:49

Right, Troy was always hanging out in the little like coffee bar area every time I saw him.



Joe Solari 1:20:55

So we'll take one of those palace rooms. And we'll do like before, we might, we might need it for some of the sessions. But certainly before and after hours, we'll have we're going to be looking to have like actual writing sprints, and some of that maybe genre based stuff where people can go because I think for authors, that might be a really good recharge alternative is not necessarily go squirrel away in your room, but go into a quieter room where there's, you know, five to 10 authors, and you're doing 20 minute writing sprints for an hour. But you know, again, like if we're talking about what makes us successful writers, you know, show starts at, say it starts at nine, get up, get up at eight and get your words in. Doesn't matter. You're at a show your words. And yeah, that's that's discipline. That's what makes, you know, separates good from great, right.



Carissa Andrews 1:21:30

Right? Yeah, that'd be a really a good way to kind of like get things back out of your head for a bit. Even if you're just taking notes, writing down thoughts from the sessions instead of writing your because there was no way like there, I would not have been able to hold my thoughts for my books during that week. So I like put my nano stuff on hold just for the week that I was in Vegas. Okay, so when do when do tickets go on sale?



Joe Solari 1:22:17

For the tickets go on sale? I keep looking at my calendar up here, January 6. Okay, they'll go on. Now, we're, it's right around the corner, we will have a sales page up soon, and I'll be ready to go.



Carissa Andrews 1:22:32

Awesome. Okay, so speaking of that, when the doors open, where did they go? How do they get on the waitlist? How do they get on it?



Joe Solari 1:22:39

So the best thing to do is go to authornation.live. That's our domain. Right now, it's just a landing page where you can sign up to get on our mailing list that will get you early notice about tickets and make sure that you're knowing about everything. It's also the way we're sending out a series of emails to kind of help socialize some of the ideas and some of the changes. So you're gonna get the best information there. And then if you have any questions, you just hit reply, and it's going to go to me, and either I or somebody on the team is going to answer that question. Most likely, it'll be me.



Carissa Andrews 1:23:17

Awesome. I'm really excited about this. I can't wait to see how things go this year. And well, next year. So thanks, Joe, thanks for sharing all the information about this and advantage. And we're gonna have to have you back on the show to talk about advantage and some of the concepts and all of that, but, and attention. So thank you for being here.



Joe Solari 1:23:35

Thank you. Thank you, this has been fun.



Carissa Andrews 1:23:39

Well, there you have it. If you have not been convinced, as of right now about how awesome

well, there you have it. If you have not been convinced, as of right now about how awesome and epic Author Nation is going to, I guess, take this conference, how 2024 is going to be the kickoff of something pretty spectacular, my friend, you are not listening. You need to go back and re-listen to this podcast episode. I am so excited to be joining. I'm hoping to be there this year, possibly as a speaker 20Books, Vegas was fun as it was. And so being a part of something new being, you know, in that flagship conference is going to be pretty powerful. But even if I don't get asked, even if that doesn't happen, what I'm looking forward to is going back and seeing how this version looks different. So my goal my plan as of right now is that Colin and I will absolutely be in Vegas again in 2024. We are going to make the trip and we're going to see just how much this particular conference is different right? I'm so excited. I'm so thrilled to have been able to finally talk with Joe not only because of this conference, but because like I said I was reading his book advantage and I wanted to get him on to talk about this concept of community and cumulative advantage and how, you know, having this readership will be so powerful for authors to, you know, leverage and how other authors are killing it. Like I was talking with Katie Cross. And Katie is the one that actually introduced me to the book of Advantage, like I've known, you know, of Joe Solari for a long time, he's been in the author's circles for a long time, right. But I didn't know about the book. And so I'm thrilled to be able to like, put some of what he has said to us, I'm excited to see when attention comes out. I am checking out his the game of cults that he actually has on his website right now, which is his conversation that will eventually turn into attention. So I'm looking forward to like digging through that over like winter break for like when the kids are on vacation and whatnot. But just I'm so excited, you know, to have this conversation with Joe to be able to understand how author nation is going to take over such big boots, you know, so even though they're not the same, it's not going to be run the same. I'm someone who's always okay with that, right. I'm I love change, I love to see things mixed up and shaken up. I mean, you know that anyway, just by listening to this podcast, because I like to see new things coming. I like to see that transformation effect. For whatever reason, it's like, it just makes me happy. And so it'll be cool to see how things play out. It'll be cool to see, you know, what happens from here on out. And, you know, 2024, man, it kicks it off. And so I'm thrilled to be a part of this. No matter how it plays out, it's going to be so much fun. And I think that you should definitely put it on your calendar, January 6, remind yourself tickets are gonna go on sale, and it's going to be so much fun to be at this conference. Don't miss out. All right. Good. All right. I hope you enjoy this podcast episode. If you'd like to download the transcript, head over to authorrevolution.org/214. And you can get it there. And of course, I will include links to Author Nation, I will include links to Joe Solari and his books, all the things that will be there to be able to like check it out and play around with Okay. All right, have a wonderful Christmas. Have a wonderful rest of your year. Of course, we do have one more podcast for 2023 coming out next week. But just in the meantime, have a wonderful Christmas and holiday season. Enjoy some time with your friends and family. Take some time off if you need to write. This is a time where it's okay to take a little bit of a setback, do some introspection, do some reflection on how your year has gone and just enjoy the process. All right. Go forth and start your author revolution.