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SPEAKERS

Martha Carr, Carissa Andrews



Carissa Andrews 00:02

Welcome to the Author Revolution Podcast, where change is not just embraced, it's celebrated. I'm Carissa Andrews International Best Selling Author, indie, author, coach and your navigator through the ever evolving landscape of authorship. Are you ready to harness the power of your mind and the latest innovations and technology for your writing journey? If you're passionate about manifesting your dreams and pioneering new writing frontiers, then you're in the perfect place. Here we merge the mystical woo of writing with the exciting advancements of the modern world, we dive into the realms of mindset manifestation and the transformative magic that occurs when you believe in the impossible. We also venture into the world of futuristic technologies and strategies, preparing you for the next chapter in your author career. Every week, we explore new ways to revolutionize your writing and publishing experience, from AI to breakthrough thinking, This podcast is your gateway to a world where creativity meets innovation. Whether you're planning your first novel, or expanding your literary empire, whether you're a devotee of the pen, or a digital storyteller, this podcast is where your author revolution gains momentum. So join me in this journey to continue growth and transformation. It's time to redefine what it means to be an author in today's dynamic world. This is the Author Revolution Podcast, and your author revolution starts now. Well, hey there, everybody, welcome to another episode of the Author Revolution Podcast. Here we are, it is already already the beginning of May. And who knows how fast the rest of this year is gonna go. It's just been insane how quickly everything has been flying by. And I don't know, it's probably this whole notion of what I'm trying to do and what I'm trying to accomplish this year, I'm doing big things going bigger than ever before. And it just has been a very quick year, I still look back and go holy cow Where did the past four months go. But alright, here we are. Now today, I want to talk to you about someone who has been on the show before. She's amazing. Her name is Martha Carr. And you probably remember her when we were talking about Kickstarter, last year about her first ever Kickstarter, amen. And what's really cool about Martha is that she is an innovator she's not afraid to like try new things to go new places to start over. And in essence, that's kind of what she's doing with this new set of Kickstarter is she's relaunching her career as a solo author. In the past, she was a traditionally published author. And then she was also co writing with Michael underlay. So there's a lot of books she's put out there in the world. But not all of them are just hers. And so with these Kickstarters she's working on developing her own style on her own, getting her audience, you know, primed and prepped on her own. And it's

been really cool to watch her just flourish. I mean, she's an amazing woman anyway, but to see all the exciting new ways that she's willing to just kind of put herself out there and try new things. It really embraces and embodies the type of author that I'm always encouraging you guys to become right, the one that is willing to look past your fears and try new things and step out of your comfort zone and maybe innovate in new ways. And so her story is one that always inspires me. And when she comes on the show, she always has such great advice and insights as to what it means to be an author because she's been doing this for a long time, right. And she's seen a lot of trends come and go she understands the marketplace in ways that even I myself am only just beginning to understand. So if you want to hear some awesome insights about Kickstarter about how to innovate your author, career, how to connect with your readers, this is going to be the episode for you trust me. Alright guys. Without further ado, let's get into the talk with Martha. Well, hi, Martha. Welcome back to the author Revolution Podcast. I'm really excited to have you back on the show the last time you were here. We were talking about your first ever Kickstarter for Amen, right Queen of the flightless dragons. So I'm excited to see what you have going on. Like what what were some of the surprising lessons that you had from that campaign?

M

Martha Carr 04:26

I found out a few surprising things. One is how supportive people can be of authors. So that was a really nice surprise. And how complicated a Kickstarter is. It's a lot more work than maybe it looks like to people who are joining in and we used backer kit and should have started that earlier in the process. So we learned about that. Shipping was a fun little figure out right. But the whole Kickstarter thing was a lot of fun because cuz it's much more engaging with whoever's purchasing or pledging for the books or the various things. So unlike Amazon or Barnes and Noble, where you don't know who bought the book, you know who bought it, because you're shipping it to them. And, and then they will write to you and tell you what they thought and if they liked it, and how excited they are. Or fortunately, that's all I got. But I mean, they can tell you anything. Yeah. And so it's a much more personal way to do business. I kind of liked it.



Carissa Andrews 05:35

Yeah, it was it something that were when you were finished, or like, Okay, that was worth all the stress. I'm assuming it was.

M

Martha Carr 05:43

Yeah. And also, if you're going to be in this business, then nothing is going to be easy. And you may hit a stretch where you know it so well, that Scott and easier, but it's also going to change on you. So it's more like pick the thing that speaks to you the most because there's going to be stressed no matter what you do. And Kickstarter speaks to me, because I liked the idea of that interpersonal relationship. That's kind of what fans knowing for too because I do the author notes at the back of every book. Sometimes they review the author notes instead of the book, which is fine.





Carissa Andrews 06:17

That's so funny. Like, what, like what just happened?



Martha Carr 06:22

Yeah, that's good. That yeah, that's good. Oh, it's all good. But yeah, and also with Kickstarter, you can offer your previous books. At the same time you can offer we're doing on this Kickstarter, there will be tattoos, fractal tattoos based on the book. But yeah, Dragon and snowflakes. And then we're offering the things that came the first time, if you didn't get to chime in, and you wanted those enamel pins, which were really popular, which was surprising, though, it'll be available as an add on. So yeah, Kickstarter gives you the opportunity to do a lot more things than, say, going to Amazon or Barnes and Noble.



Carissa Andrews 06:59

Right, because you kind of get to mix and match like that. Not only like all of your back list, the new book, the new book that you're trying to promote, but then merchant to the whole process as well. That's really cool.



Martha Carr 07:09

Yeah. And also, the attitude is a one of we are pledging, so we're helping this person, get out there and do something different. You'll see a lot of people do very, very customized special editions that you cannot do on Amazon. Right? And yeah, and Kickstarter, also, they'll set up pledge limit. Like, if I don't get here, then I can't do it. So it makes it possible to order to offer those special editions, because you know, okay, if I don't get have the support, at least I don't suddenly have to come up with the money to do it for these handful of people. Yeah, yeah.



Carissa Andrews 07:43

Yeah, that makes a lot of sense. Are your books like that? Are you designing in that way? Or are you just trying to because I know other authors will just launch the book, or they're just trying to get it out into the world? How are your books in that spectrum?



Martha Carr 07:55

I have a little bit of everything I have not gone as far as some people have, which there are gorgeous, like leather and the the painting on the side. But there is a special edition book that is the old fashioned hardcover, where it weighs something in your hand. And it's signed. So yeah, if you're I know, you know, people like to click books. And last time to a lot of people bought the paperback and a special edition. And I get it, you're gonna keep the special edition and not crack that spine. You're gonna read the paperback, Ryan. So yeah, there's a little with original art. If you'd like to see what everything looks like as you're reading on your Kindle, or whatever your device is.



Carissa Andrews 08:35

So there's something for everyone in there. That is so cool. So obviously now you're you're launching the second Kickstarter. So it's for Book Two, which is let's say right now, right Queen of the flightless dragons. So when does this Kickstarter as a new Kickstarter go live?



Martha Carr 08:49

It goes live on May 1 for three weeks. And let's there is a Gaelic word for fire. And this is it's a trilogy. So this is the middle of the story. It's kind of a Romana. See there's there's romance and there's action adventure, because I really like a plot. I'm very big on a very strong plot and not just giving over to the romance. Yeah, but there's Harry and Willow to check in and see how they're doing. And this one will be bringing the fight to them. It's that whether or not the regime will win and she's discovering whether or not she can ask for help.



Carissa Andrews 09:25

Awesome. What a great like, evolution of the story, though. So good. Okay, so when it comes to the feedback that you receive from the first Kickstarter, has there been anything that has influenced the way that you are kind of you alluded to it? I'm assuming that there is that has influenced the way that you're launching this new Kickstarter? Absolutely. And



Martha Carr 09:44

Also from watching other people's Kickstarter is what I really gained from it is much like traditional publishing, where you have to have all of your marketing setup before something launches. Kickstarter is kind of the same, and it's necessary to have interviews Podcast shout outs, newsletter swaps all set up beforehand and planned out over the time period, you have a Kickstarter not bunched up toward the front or the end, I noticed some of it was pure luck, where somebody would say, Hey, can you want to be on our podcast? Is it right in the middle, and it was great. And I noticed that he had a steady climb the whole time, whereas other people will report it to the beginning in the end. And that makes perfect sense. If you're not out there talking to new people during the middle, then of course, no one is because your fans are going to jump in right away, or some will forget. And then when you remind them at the end, they'll come back, that middle section is devoted to whoever doesn't already know you. And that's the approach to take is I use influencers who talked about the book that was a big help, podcasts were a big help. And then shout outs from author friends, but stalking along the middle so that they're those all those people who have no idea who you are get to know you. That's the benefit of Kickstarter, you have 1000s and 1000s and 1000s of people passing through looking for something. And this timeframe that you have is when you can try and bring in new eyeballs of people who didn't know you at all.



Carissa Andrews 11:17

Yeah, that's so smart. That that really makes a lot of sense too. Because even like with a normal launch for any business, other things, not just Kickstarters. But that middle phase is usually

normal launch for you know, other things, not just kickstarters. But that middle phase is usually where things are, like a lot quieter. And so then you have those like with Kickstarter, I'm assuming you've done like the layered things where it's like you reach your stretch goals. And now you have something new open up. Yeah.

M

Martha Carr 11:38

Oh, yeah, their stretch goals. But to hit those stretch goals, really, the middle section is going to be about who does not know, you know, who already does? And so there's two mindsets. Yeah, you have to let all your fans know and repeat it for them and remind them, but what have I done in order to get brand new people. And also the main character in this book is a girl gamer. And girl gamers are kind of not represented in fiction very much. I'm a girl gamer. And so that's the crowd I'm also trying to go for and Kickstarter is the largest seller of tabletop games. Not Walmart, not Costco, not Amazon. Yeah, so there's a potential there for a lot of new people, men and women. I've gotten some great reviews from some male gamers who really appreciated that the gamers are the heroes in this story. And they're accurately represented. So yeah, Kickstarter is a great place to go and spread your wings further if you're established to a new audience, or get known if nobody knows who you are, and to grow.



Carissa Andrews 12:51

That's so good. Yeah, I remember I was talking about that last time too about like when you're a new author, or if you have a backlist, and people have never heard of you because Kickstarter has such a vibrant community. Have you been able to leverage their community as well? Like with the last project? Obviously, we haven't started this project yet. But were you able to leverage their community? Yes.

M

Martha Carr 13:11

Yeah, I got, I was very fortunate it got a project we love and it went out in their newsletter to everybody. So that's so good. Yeah, that's hundreds of 1000s of people who got to take a look. And yeah, so I was able to also I did a little tiny Kickstarter in between the two of play mats, which is what you use in a tabletop game. Okay, and of the different dragons and different art from Amon and that one I could direct so when you do a Kickstarter you have to pick like is it publishing is a gaming this one I was able to aim at St a gaming and maybe drawn a few more people who now are really cool, Matt, and can hopefully come and buy lists there so yeah, now



Carissa Andrews 13:56

they're a part of your they understand who you are. They're kind of following you when you when they back you right so then when you go back into that you can be like, Hey, by the way, I have a new Kickstarter, and then they can see it. Oh, smart. Yeah, that is really smart.

M

Martha Carr 14:10

Yeah. And and then once the book is launched. and doing an out there. so also the books if you

get on Kickstarter, I'm going old fashioned on everybody. And I'm marking the page inside with the date in 001. And if you get it later, it'll be 002 or 003. So the only way to get a first edition is if you're in on the Kickstarter. And yeah, so that's also another clever little thing you can do just that's that's the fun of Kickstarter is it's limited to how clever you are. Absolutely.



Carissa Andrews 14:45

Absolutely. Well on you. Okay, so you mentioned backer kit as being something you wish you would have started sooner. Do you want to elaborate on that? Like what what was it about backer kit that you wanted to or you wish you would have done earlier?



Martha Carr 14:57

There's a lot to fill out for backer kit and a lot of time it approved and it takes a little bit of time. And I didn't realize I could start it sooner. And if I had, it would have sped up the process a little it wasn't a big deal. But it was just a learning lesson that backer kits a little more complicated than it looks on the surface. It's very helpful, very useful. It helps people who decided later they wanted add ons, they can do it then. And it was significant. How many people did exactly that? So it's very useful. Yeah, the backer kit was super useful for, for just giving people a second chance to look around again, and getting the surveys done. I should have started it sooner. Man, you know that I expected that though, that I'm going to new process. And I'm going to learn over time the best. But again, in this business. The second you really have it down things change. Right? Yeah. Ready? Yeah. So it's anxiety producing if you think it has to stay the same, because it's working well for you. Because it will not. You just have to trust you figure it out before you'll figure it out. Now, there'll be some rough moments, there'll be some great moments. You just kind of keep going.



Carissa Andrews 16:12

Yeah, it's it's always interesting in this marketplace, there's always something that's shifting. I mean, look at how AI has changed so much in the past year. I mean, it's it's been incredible. As soon as you think you know what your process looks like, it's something comes along goes Do you really though?



Martha Carr 16:28

Right? Do you remember BookBub when everybody was panting over BookBub and wanting to book Bob, and that's all you heard, and it just kind of went, by the way science. Some people are still doing it. But and Kindle Unlimited was the thing for years and years, and now people are starting their own stores. And redeem is a new hot little thing that people are grabbing on to Yeah, and what that tells me is you, there's gonna be lots of shiny objects. So you I look for the shiny object that speaks to me. And I tried not to look at all the others, because they're all good. It's not that one is better than the other. It's what suits my personality and what I'm doing, and budget and everything else. And budget will vary. I mean, some years you have a big budget some years You won't, right?



Carissa Andrews 17:16

Yeah. And that's so smart to like taking on the things that call to you, instead of spreading yourself too thin to try everything all at once. Because then you just yeah, you just get burnt out. And then you don't like what you do, and you end up quitting. That's not fun.



Martha Carr 17:31

And it's also probably a sign it for me at least I'll speak for myself, it's a sign that I'm not trusting what I'm doing if I'm doing too many things. And I really need to get centered first and pick and then be willing to hang in there till it does catch on. Or keep you know, adjusting until it does catch on. But it's always a building process. And I'm venturing out on my own with this trilogy, as I mentioned the first time. So for me, in some ways, this is brand new territory, and I have to keep reminding myself behave as if you're new. And then everything is a success, instead of saying why isn't it like that? That could kill the joy? And yeah, I'm gonna have to like say, I Yeah, do you have an audience? But in some ways, I'm brand new. So we're going to build from here? Absolutely.



Carissa Andrews 18:19

One, I think it allows you to innovate a little bit, where like, if you just assume well, everyone should know about me, because, you know, I've been around for however long or I've heard these other accolades. Now you're not, you're not centered enough, like you just said, to see the opportunities that are right in front of you, as if you were that new new author, because there's, I mean, just in the past 12 years since I've been publishing, so much has changed and so many interesting new things have come along and you you could latch on to one small thing, if you were just paying attention and it sounded like fun that would revolutionize everything. You're doing a Kickstarter being one of them.



Martha Carr 18:56


Kickstarter being one of them. And as much as I love Kickstarter, I am realistic enough to realize that somewhere down the road, we will clog that drain. It will, we'll all move on to something else or Kickstarter will morph into something else. Frankly, Kickstarter started as a place for people to start brick and mortar businesses and to I mean a more traditional business business. And you know, we've little writers who were very crafty and somebody spotted an opportunity and dove in there. And it wasn't till Brandon Sanderson that Kickstarter caught on that we were there already. Yeah. So something new will come along, or Kickstarter will more and we will all charge the gate.




Carissa Andrews 19:42

Right? Well, I kind of feel like it it kind of ebbs and flows to like someone like Brandon Sanderson comes in changes the dynamic. The early adopters come rushing in, but if it didn't feel good to them, or it was too much work or whatever it like for whatever reason, the ones

that aren't willing to add that to their process. They'll ate away. And so then it almost needs that resurgence of interest again before another best two people come. Yeah, all the things.

 Martha Carr 20:07

But you know, if it speaks to you hang in there. He's, yeah, I agree with you that there's a lot of early adopters, and a lot of them fade out. But there's a handful who spot the the opportunity and stay. And then everybody regrets that they didn't hang around, right? Yeah, it speaks, you hang in there. And if you're growing, you're growing. And you know, take what you can from it and go. Plus, in Kickstarter, you have the emails of everybody who purchased from you, that is gold. And on top of whatever, you know, you managed to do for the Kickstarter. And you've got that forever. So you can continue to build an audience and start your own store and let all those people know. So sometimes getting email addresses is worth just as much as the book you just saw. Absolutely.

 Carissa Andrews 20:56

Yeah, it well, and you can tap, you can tap back into that audience, even if you don't want to email them necessarily. You can do it through Kickstarter, where you're putting another update and just being like, Hey, guys, it's been a while since my last Kickstarter, but guess what, I have this new moolah, whatever. It's like you always had that opportunity where you're just targeting specifically them to it's just, it's a really neat process. For sure.

 Martha Carr 21:16

I noticed Brandon Sanderson is doing that. Because one of the things he gave on that on that historic Kickstarter for 40, some million was a 12 month box, which was brilliant. So now he's going back every month and revealing what the box was. So everybody gets an updated email. Any and he's able to say I've got a new project. Here it is. What a it's a huge list clearly.

 Carissa Andrews 21:41

Yeah. Yeah. And that's like, it's so smart to then be able to go back to it and and utilize it when you can I mean, do that. It just makes so much sense. Right? So what aspects of this latest book then do you think will excite your existing fans to or even attract new readers? Like what what are you hoping that this book is going to bring to the table?

 Martha Carr 22:02

I always bring magic to the table. But for me, Magic is something that I think is all around us all the time, it sat in Austin, Texas, which is where I live. And so I always liked the idea that we're just unaware of our potential. That's basically what I'm saying. And if we came together, we could figure it out. And you know, you throw in dragons and my usual snarky sense of humor, and the romance between Willow and Harry, the borrower in Austin is full of so many weird places like in a Amman, my friends, and I went and researched every speakeasy. And we didn't

even close them all. There are so many. Yeah, there's so many in Austin, some you needed to know what button to push, you had to make a weird reservation. One was in a parking garage, and you really had to be confident you're in the right place. Because nothing told you you were close to a speakeasy. They had used the old valet office for this summit parking garage. It's literally a parking garage. And inside the valet office is now a little bar. And it's in a month now too. And so yeah, so there's there's a museum that's in Las err, in Austin. That's old, creepy dolls.



Carissa Andrews 23:18

And sounds like something one of my friends would really love. She was a bit creepy. In fact, she wrote a book called creepy dolls.



Martha Carr 23:26

Yeah, then she would love Austin because I've also seen people do weird front yard crushes at Christmas time using creepy dolls. And I was like, that is a whole street worth if people did come together. So hilarious. Yeah. So Austin is a great place to set something that's magical. And you and you don't know what's right around you because it's kind of the vibe of the place. I was in the parking lot at the grocery store. And somebody you could tell it hand painted their car to look like a cheetah. And, and I appreciate that effort all the time.



Carissa Andrews 23:59

That is so interesting. We had a car like for the longest time and in a little town called Brainerd here in Minnesota. And it was affectionately known as the carpet car because someone had like, outdoor carpeted their station wagon.



Martha Carr 24:14

Yeah, people. Yeah, people expect that in Austin and nobody will bat an eye we will just kind of maybe take a picture and appreciate that. This is somebody's artistic. Okay, go right. I got you. Yeah. And that's kind of what the book is like, as well. Is this sense of everybody's okay, can we please work together and throw in some magic and a lot of epic battles and some romance and dragging us.



Carissa Andrews 24:41

I love that. That's so cool. I always admire when people can take a normal place and add the magic layers on to it. I think that's so interesting to me, because when I think we talked about this in one of the last conversations we had, it's like when I when I create worlds for my fantasy. It never occurred to me to really make real little places, because it was like it felt like it was so outside of like the norm. So I would, I would take a real place and give it a slightly


different name or, or something along those lines. And I, all of a sudden, like it was after you and 20 books, I can't remember who was talking about maybe it was you were Did you do a talk on urban fantasy and layering?

 Martha Carr 25:18

I'm sure, you know, friends. So I've talked about a lot of things. So yeah, yeah, hearing these. Yeah. And just this idea that it could be you've, it's magical, and you just haven't woken up yet. And that that's around you too, and that there's help to figure it all out as well. And it can be fun and hilarious. Yeah, I love that kind of story. I love always hunting for it too, as well, so that I can read it somebody else's.

 Carissa Andrews 25:50

You too. Me too. I think that that aspect of taking that trope of the chosen one where they have to wake up and realize that they're their magical, that's, that's always been a big part of my storyline as well, for whatever reason, probably because of the way that I view the world as well like manifestation and mindset work and how we are truly untapped potential in so many ways. And so I love bringing that to the fiction parts of of my worlds as well. So I'm the same, I'm always looking for books like that. That's so good.

 Martha Carr 26:21

And that's what books no matter what they are, do for anybody is it expands your view my view of the world. I mean, I find out how other people live what's possible. And I've heard people say that books save their life, because you know, they may have lived where they weren't well thought of, for whatever reason, and books taught them that this is not the whole world. And for some reason, we as human beings tend to think everything is like, what we know. We kind of know better we don't. And fiction takes you out of that and says no, there's a whole other possibility and then add magic. Plus and nail the third book in the series will be out in June. And that's the combination where little has to learn. Not only May she she may be the chosen one, but nobody gets through this alone. So don't give anything away. But there's A found family. Yeah, yeah.

 Carissa Andrews 27:19

Good.

 Martha Carr 27:19

There's a whole process of how do you accomplish really great things, and not lose yourself in the process? Right?

 Carissa Andrews 27:28



Carissa Andrews 27:20

Oh, that's, that's really good. What a good lesson to put in the story. Yeah, and yes, absolutely. Absolutely. Well, I think it's so true. And when you look at the different, we do it, we think about things in the world. And think everyone has the same thought processes. And then we're so confused when someone will blurt something out that is so like, absurd. You're like, why would you do that, or, you know, your spouse doesn't think the same way you do, or whatever. I remember the first time I wrote my first series, and then the second, it wasn't meant to be a series. But it turned into a series a second, like set of books that I've started writing. I wanted to create a character that was different from me. And it was so hard as an from the author perspective to write someone. So vastly different from myself. But it's it was challenging and enlightening, like mindset wise to be able to realize, oh, my gosh, okay, there are people that are going to respond opposite to what I would normally or Yeah, and that was kind of fun to play with that too, to play with that concept.



Martha Carr 28:27

Yeah. So I found out from doing book signings that I find out at the book signing what the book was really about for other people. Because they come up, and they say that pretty much the same thing to you over and over again. And it's generally not what I thought. But yeah, people didn't let you know, this is what it did for me. Yeah. And sometimes the humor that I do, just as an aside is all they'll talk about, and I think, okay, I didn't see that coming. But sure. So yeah, it's Yeah. And people in when they come to talk to the author, they don't really come for the author to talk, they come to tell you what their experience with this world was. Because it's real, which is a super cool moment. And again, you know, that's Kickstarter to it used to be to show up in person people show up you talk, but Kickstarter, you can have a conversation back and forth. So also, if if somebody is watching this interview, and they're a reader, this Kickstarter is a way for you to get closer to your favorite author like me or you as well, and how you come to Congress conversation about what you liked, what you didn't like, what you'd like to see more of, right.



Carissa Andrews 29:36

It's so good. And it gives you that direct line of communication in a way that that feels authentic. I think that's part of the reason why I also like Patreon. I haven't tried reading, but I've heard great things about him as well, where it's like you have There's something about having that paywall where someone has to come in and say, Yes, I believe in you enough to be able to hand money over. And then it's like they're they're freer than to have that conversation. I think so. So many times authors are put on this pedestal. And then readers think they can't reach out or say something or, you know, talk to the author themselves. And so the author's over here going, no one likes my books, because no one says anything. But really, it's just they're scared to do.



Martha Carr 30:15

Yeah. And I think maybe I accidentally went over that bridge by doing author notes. The other notes are so personal, and about my life, because you do so many of them, you know, you start to run out of topics, and see people feel like they know me, so it's easier to talk to me. So that's

another way you can do it is just put a note in the back of every book about what's going on.



Carissa Andrews 30:37

That's so smart. That is so smart. Because like having that connection with your readers and vice versa is really kind of what we're all about. Right?



Martha Carr 30:46

That's it's everything. And I've watched, it seems like the people who really work on creating a connection with their fans do better at say book sales than maybe those who don't. Also during quarantine, I started something called pizza Friday quarantine back in March of 2020. I love that I was going to do it until quarantine was over which I thought it was going to be two weeks. It's four years later, and we're still doing it first Friday of every month. So cute and can't stop it now. Because now they're devoted to it. There's I think there'd be a revolution if I tried to stop pizza Friday.



Carissa Andrews 31:24

Open Arms. Yeah, busting the door.



Martha Carr 31:26

They say that too. And it's the first Friday of every month on Zoom. So anyone's welcome five people want a pizza. And because, you know, during quarantine, you get a pizza delivered to your door you didn't have to. And it was just a little way to like brighten someone's day. And, uh, but it also has a connection with the fans with the readers who are right there on Zoom. And yeah, you just gotta find ways that suit your personality, that you connect with readers, whatever it is. I hear there's a lot of pizza Friday. imitators out there now too, which is awesome.



Carissa Andrews 32:01

You started a revolution yourself accidentally. That's so great. I love that. Okay, so going back to Kickstarter, then and your Kickstarter experiences from both that you've been working on? What would you say has been the biggest challenge and how have you adapted your strategy to meet it?



Martha Carr 32:18

The biggest challenge is getting all of the details ready for the Kickstarter in the story page so that it's interesting, it's new, it's fresh, it's informative, and it's not too long. And I think that's really what takes the most time and but you know, you get it done. I mean, you're it's like you're writing 10 blurbs meaning blurbs or, or the short description of the book for anyone

who's not actually not there. It's our least favorite thing to do. We will write 100,000 word book and then struggle over 20 words. Yeah, and yeah. And Kickstarter is like doing that over and over again, about five different times. And that's probably the toughest part. But it's doable. It's you know, it's all doable. It's just start soon get it done. I always talk it out with a couple author friends. Sometimes they spit out some genius that really helps. So I guess too, don't do it alone. Get some people look at it, they'll spot the thing that you're not seeing include graphics. Nobody wants to see a long block of text. Yeah. Going film yourself talking about the buckets. Okay, it'll be okay. Everybody expects you to be personal on Kickstarter. It's not supposed to be a slick commercial that will not work in your favor.



Carissa Andrews 33:35

So just do you. Yeah, I think that's so important. Being able to just kind of chill out and realize it's just about sharing who you are, what you do and why they're gonna love it. So speaking of why they would love it. So with the series, The Queen of the flightless Dragon, what, what would you tell your audience or new people coming over to the Kickstarter that would convince them to backless air on Kickstarter this time? Like, what is the thing that you are telling them?



Martha Carr 33:59

So if you really want something that will take you out of your world, you're in and have an adventure without a tremendous amount of angst, because I'm not a big fan of banks, either. I've been known to flip to the end of a series on TV. And I've been known to flip to the end of books. Oh my goodness, I cannot stand to be held in angst for a long stretch. I mean, there's some but I'm not going to do that to you or you like this the entire time. But if you want like fast paced action adventure if you want romance, and if you want really good character development with a lot of humor, and every place in the book is real fun. Also, if you're into board games at all, that's the strategy that gets used the board games get mentioned. If you just want to have some fun and escape for a while and have it go fast pace and really love these characters so much you want to know how are they doing now? Then come check out lists there.



Carissa Andrews 34:56

I love that. That is so cool. So what are your goals? For the Queen of the flightless Dragon series following the second book, obviously, you said the third book. Are you doing a Kickstarter for that third book in June or you are okay.



Martha Carr 35:09

The nail will be out in June and then the mermaid detective will be the next trilogy that starts in July. Oh, yeah. And it'll be set in Austin, of course. And my goal is to just keep writing fun books. I like to say I write recessed. I think I mentioned that the last time where you just get to have fun and laugh some and really care about the characters. And maybe think a little and just feel better in your day. I don't want to make you feel worse actually want to help you feel better?



Carissa Andrews 35:41

Yeah, yeah, we need more books like that, especially in the fantasy realm there. There's such a weird divide. It's like you're either really dark and like, yeah, like the world almost almost apocalyptic, post apocalyptic in the fantasy or it's like the opposite. It's just like, yeah, yeah.



Martha Carr 35:59

For both because people seem to really love both. But I'm not your doom and gloom, girl. I'm more than your as you are more magnificent than you realize. And you can have fun while you figure it out. And you're not going to do it alone. And there may be some great battles. That is so good.



Carissa Andrews 36:18

Some are just beyond beyond just the funding and marketing. What do you think is the most valuable aspect of using Kickstarter for book projects that authors might not initially consider?



Martha Carr 36:29

It's those emails, it's that you will gain an asset that you can use forever. You know, people talk about how big is your newsletter list? And they're really saying, how many emails do you have, and you're picking up new ones every time on Kickstarter, use them appropriately, don't abuse it. And that mean really is the most valuable thing you're getting is that contact that you can make later, with those same people to say, Oh, by the way, I've opened a store. And here you can get these other books. And I have a bigger back list. Did you want to go browse? Or if somebody wants to start something that's like rain, or Patreon, but on their site, and more and more I see authors are, are cutting out the middle people and saying, Well, you just come to me. And that's what Kickstarter is going to help you do. Because they are giving you direct contact with everyone who said, Hey, I kind of like you.



Carissa Andrews 37:24

Right? I think that's so key. It really is. Especially in this like era, it's so hard sometimes to think about, like how do you get those initial new readers? Like, you know, it's Oh, it's a reader magnet, oh, it's, you know, doing ads? Oh, it's doing all these things? And really, it's, you know, it's that connection, like, how can you? How can you leverage your connection to your readers and what which platforms are which, which way is feel like you are the most aligned with speaking to that with being with them. And I think Kickstarter is great.



Martha Carr 37:57

Yes. Also, if you were, if I was doing strictly the traditional places to go sell a book, I would have to buy ads each and every time to the same equivalent to reach the same people. Because I don't know who's bought the book. So that never goes away. Kickstarter changes the whole

story. plus something I'm adding on this time. We're doing a fun game that I can't reveal yet, but it'll become known soon. And it ends at DragonCon. Labor Day weekend in Atlanta. And we especially, yeah, there'll be a special edition book of Avon with an extra story in it a short story, and a special edition decal on the front. And it'll be available in my store after Dragon Con. But if you're headed to Dragon Dragon Con, which is one of the biggest fan cons for urban fantasy, fantasy sci fi, look for me there and you'll you can get a special book with an extra story and a discount.



Carissa Andrews 38:55

Oh, awesome. Is that that is super cool. What a great way to be able to leverage that con to amazing Yeah, that's so good.



Martha Carr 39:03

It's so fun about at least 90% of the people there are in elaborate costume that, you know, they've been working on all year. And it's 1000s and 1000s of people. And they have all sorts of cool things going on, like Vulcan poetry slam, so the whole poetry was invoking. And that's just wonderful. Yeah, it's well that's one event.



Carissa Andrews 39:24

What does Vulcan have to do with dragons?



Martha Carr 39:27

Well, it's sci fi fantasy urban fantasy, so they got it all. Okay. Oh, gotcha. And they have lots of things going on at once. I'll be on a bunch of author panels. And there's books galore that you can get and so we decided to do something really unique. That will become more and more obvious that maybe you and I can talk about later when I can actually say what it is. But we've gone way over the top with a with some a project a secret project that culminates at Dragon Con on Labor Day weekend.



Carissa Andrews 40:02

Okay, Martha. So where can my audience go to find out more about you and all about this new Kickstarter for Lasair?



Martha Carr 40:07

So I have a Kickstarter site MarthaCarr.com is devoted to just the Kickstarter, and you can link up and sign up so that you're going to notice when it goes live, and it's Martha ca rr.com. Wanting to make it easy, because you know, sometimes the links can get to be super long. But

that will take you straight to where you can sign up and get a notice and find out more about Avon and looser and the nail.



Carissa Andrews 40:32

So good. Well, Martha, thank you so much for joining me today and for talking about all of your expertise and knowledge now with Kickstarter from someone obviously, who has been doing it and sharing your stories and wisdom. I appreciate it so much.



Martha Carr 40:45

Thank you for having me on. I really appreciate to your wisdom. I mean, you're out there telling people hey, I think you can do this. You know, you're you've got it in you. You just here's a few tips. I mean, it's invaluable. It's it's low key, and it's not: So why aren't you doing better? You know? It's a good service.



Carissa Andrews 41:02

Well, thank you. Thank you. Well, thanks for being here. I appreciate it. See, see, I told you this was going to be a good episode. Martha always brings such interesting insights when it comes to the talks that we've had, like she's talked about a lot of different things that I've seen her at. And obviously on the podcast, we've talked mostly about Kickstarters. But she's a fount of information and wonderful insights. So I definitely recommend I can say this with 100% accuracy. Now, going to one of her pizza Friday deals the first Friday of the month, there are so much fun. I just went to her last one here in May. And it was just such a blast. And I got to corrupt her readers a little bit because I was in there. I got asked the question of what I'm reading right now. And I was literally just finishing up puking around until I got to introduce the concept of polyamory into the mix, which was a very interesting discussion. Needless to say, anyhow, it's a fun group. So many cool people. There's so many readers that are just insatiable when it comes to fantasy and science fiction, they love to read. They obviously love Martha and adore her to pieces as well, they should. So check that out, I will make sure that there are links in the podcast notes today about how to get to Martha's Kickstarter, how to head over into her fan group to be able to like know about those pizza Fridays. And then of course, I will have a couple of other insights and tips in there for you as well, because author revolution has some new and interesting things that are going on in June. So I'm giving you a little heads up as of right now, the end of this month is going to be a little bit crazy for me, I have my in laws coming from England. So my mother in law and my brother in law are coming over to spend two and a half weeks with us, they're going to be here from the end of the month into the like middle of the first week of June. And right in the middle of that is my mother in law's birthday. And right in the middle of that is my son's graduation and his grad party and his best friend's grad party. So I'm taking time off. I'm taking time away from author revolution from writing from doing all the things even though I'm in my fourth bond is going to be launching on my website, guys, because I'm almost done with that, too. It's been a crazy month. I'm telling you, I've been so deep into the rabbit hole. It's just been nuts. But the thing I want you to know about is we've got a couple of things going on. So in June, we've got a new masterclass, that's gonna be coming up quantum manifestation. So this is for you guys who are maybe a little bit more on the skeptical side or need to have some scientific understanding in order to figure out

why manifestation is a thing. Maybe you're not all completely woo like I am, right? I'm both I am scientific. And I am woo. I like that dynamic of both. And so I understand things from quantum physics, from neuroscience from manifestation and why it all comes together and why it's all like language that's talking about the same thing. So we're going to have a discussion about it. I was nudged into meditation to talk about it to start putting it into my messages that I am relaying when it comes to manifestation going forward. So here we go. Quantum Manifestation is coming your way, guys. So if you're interested in joining that masterclass, it will be on June 14 at 1pm Central Time, the link will be in the show notes. But there's also I've been nudged by a couple of students now that if I'm doing master classes, that maybe we have a master class membership. So I've created a masterclass membership, where you can sign up you can have access to all of the master classes, you don't have to keep signing up over and over again. And what happens is then you have it for a cheaper rate, obviously, because that's you committing to being a part of this thing. But also it's just like this ongoing process. You can join in and stick around you get access to anything and everything. We're going to talk about things from manifestation obviously to AI to new technologies when they arise to new stuff. adages as they get developed or as I started thinking them up, or I started implementing them or whatever, we're gonna have new new classes every single month. And so going forward each month there will be a brand new masterclass that I'm going to be talking about that I'm going to be creating, on Zoom live, bring your questions, do all the things, then then after that, I'm also going to be launching a brand new course it's going to be an audio books for authors course called own voice audiobooks. And so this is going to be me walking you through step by step, how to create your own audiobooks. So I've been doing this for a long time I have, I don't even know 16 or more, I last count, I was like 16 is good, whatever, audiobooks that I have done on my own. And obviously, I've been doing this podcast now for five plus years. And so I know a thing or two about audio. So I'm going to launch this audiobook course. So if you want to record and narrate your own audiobooks, I'll show you how to do it and how it's done. But, but I'm also going to be having like an add on or like a smaller course, where it is just about learning how to use 11 labs to have AI narrated audiobooks, and that's going to include things like using your own voice as an AI, picking other AIs, like let's say you have a dual perspective novel, and you want to have, you know, one chapter being read from a guy one being read from a girl, I'll play around with the concept of having something that's more of a dramatic experience. But I'm not sure how that works yet. I haven't played around with that yet. So there's going to be two different audiobook courses that are coming out at the end of June and early part of July as well. So if you're interested in any of these things, there will be special pricing going up until the end of the month for the audiobook stuff. So you get beta launch pricing for that. So make sure you check out the show notes. And just look around and like there's new things that are happening all the time. And I really, really want to be here to support you on all the new ways that you can be innovating your author career. So if you're excited, like I am about all these things, share it with a friend, let them know that you heard it on this podcast, like get involved, sign up for the courses, and then share that with your friends as well. Okay, so that they know that these courses exist so that they know that these master classes exist, because it's all about sharing the love. And it's all about helping to elevate the author community in ways that maybe they haven't, you haven't. I know I haven't sometimes thought of until this very moment. So that's what I'm here for. I'm here to spark that creative innovation help you to be a bit unconventional. And of course, start your own author revolution. So head over to authorrevolution.org/234. To get all of the goods, that's going to be the transcript, it's going to be Martha's length, it's going to be the stuff for the new courses and masterclasses. So check that out. And I just hope that you are ready to embrace this new half of the year things are going to start really manifesting in new and interesting ways, especially, especially now that quantum manifestation is starting to play in the mix of it. I feel like there's been a shift in me, where it's like, again, everything's coming together. Everything's making

sense. And now I get to talk in new and exciting ways. So here we go. Buckle up my friends, because it's going to be one hell of a year. All right. You know what to do, number one, on Martha's Kickstarter, and then number two, go forth and start your author revolution.