

# Transcript

00:00 You're listening to the My Simplified Life podcast and this is episode number 203.

00:09 Welcome to the My Simplified Life podcast, a place where you will learn that your past and even your present don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life, and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you while taking you on my own journey.

00:37 This is my simplified life.

00:44 Hey friends, welcome back to another episode. I'm your host, Michelle Glogovac. Before I even begin this episode, I wanna remind you that *How to Get on Podcasts* is now available for pre-order. You can grab it on Amazon, Barnes & Noble, [bookshop.org](http://bookshop.org), Books-A-Million, Walmart, literally all of these amazing places that sell books. And I would be forever grateful to you for purchasing it.

01:11 As a special thank you, every pre-order will receive a free companion course that I am creating and it will be available to you on the day the book launches, February 27th. All you have to do is send me your receipt. Just email me a copy of your receipt of your purchase and you will be added to receive the companion course. So with that in mind, I want to start off by talking about

01:40 how people can support authors. There are so many authors out there. Books are coming out every single day. They are traditionally published, hybrid published, self-published, and it is a lot of work on the part of the author. It's not just writing the book, but then bringing it out into the world takes so much time and effort. There's a lot of marketing that goes into it, and PR. And in all honesty,

02:09 a lot of it falls on the shoulders of the author themselves. Some publishers, if you're going traditional, have a PR department. Mine does not. So I do not have a publicist. I am my own publicist. Or they have to hire an outside publicist, and that literally costs thousands of dollars a month, and that's the bare minimum. Then there's those who don't have a publisher, a traditional one such as McGraw-Hill.

02:37 And they are coming up with all of the marketing on their own, all of the PR on their own. And so it's important to remember as someone who's a friend of an author, and I'm speaking not just as an author myself right now, but as someone who's connected to many, many other authors out there on how we can support them. What is it that we can do to make them feel like everything they're putting out there isn't falling

03:06 on deaf ears. It is actually going somewhere. People are paying attention to it. And so I jotted down some ideas on how I'm supporting authors and how you can do the same because not just buying their book, that is a huge way to support an author is to buy their book, but to share about it. That's the number one way I feel that you can support an author is to share with other people how great their book is.

03:36 I'm going to give you an example. A lot of my pictures, if they are done at home or out in the wild, and you see me reading a book or I've posed in the bathtub for one, for Meg Tatey's Super Bloom book, I posed in the bathtub, in my bathrobe with a towel on my hair. Well, the individual who took that was my seven year old. She is the photographer behind those kinds of images for me.

04:03 And so the other day she came home from school and I said, you know what, I need you to do me a favor. I need you to take a photo of me. And she is always down for this. She absolutely loves it. Even when I say, no, try again. Oh no, let me sit up a little straighter, please. Use portrait mode instead. And I correct her a million times. And she has no problem with it. I told her, the reason that I'm asking you to do this is because I wanna support an author.

04:31 And if you are the person taking this picture, then ultimately you are helping authors with their books. And she looked at me and kind of was like, okay, mom, whatever you say. So I posted this picture of myself on Instagram and my stories, and it was for the book by Jessica Saunders called Love Me. It's coming out in January. You're gonna hear from Jessica in January. It is a great book. And.

04:59 I posted it and literally within two minutes, a follower came and said, Oh, thanks for your recommendation. I just pre-ordered the book. And I turned to my daughter and I said, See, you ultimately just got a sale for this author of their book because you took the picture of me reading it. And that's incredible to know that one photo created a sale for someone. This is monumental for an author.

05:26 and this is now my author hat speaking. So sharing in your stories, sharing in your feeds that you've read this book or that you've pre-ordered this book and putting the image out there, people who follow you already trust you. So it's just like when you're doing a podcast interview, the podcast that you're going onto, the audience already trusts the host, therefore that trust is extended to you. It's the same exact thing when we're talking about your social media feeds.

05:56 When you put something out there that you are essentially endorsing, that means that you trust whatever product, book, or service it is that you say, get this. And ultimately, that means that your followers will feel comfortable in doing a pre-order, in finding that book that they have never heard of before, possibly, and saying, OK, well, if Michelle likes it, then I might like it too, because I've seen the other book she reads, and I'll do that.

06:25 So that's one way is to simply share in your feed. Another way is to write a review. Getting reviews is something that is, it's hard. An author doesn't wanna ask you, please review it. That's like, how many times do I ask you to review, rate and review the podcast? I really don't, and I

probably should be asking you to go hit the five stars on Apple podcasts. But these days, you need to have the reviews on Amazon and on Goodreads.

06:53 And it's so hard, especially on Goodreads, because they allow for pre-publication reviews, which can be amazing and which can also suck very, very hard. There have been times where I actually was interviewed on this in Book Riot about how pre-published reviews, when they get bad ones, and it could be out of spite, it could be that someone just doesn't like them.

07:22 and starts posting negative reviews without even having read the book, the book's not even out, they didn't get a galley or an advanced copy of it, and they post negative reviews, that has a negative impact for the author. So if you as a friend, as a supporter, can post a review on Goodreads and on the day that the book comes out on Amazon, then you are doing a huge favor to the author. So go review your books.

07:50 If you are downloading the galley copies on NetGalley, then hit the five stars. Every time that you finish the book, let them know that yes, I loved it. Then go to Goodreads and go hit those five stars and say, yes, I loved it and here's why. Spread the word because that is going to be another great way to show your support to an author. Another way is to simply reach out to the author and say congratulations.

08:17 You've done an amazing job. I know how much work and effort you've put into this, and I'm proud of you. It feels like a very lonely island to be an author a lot of times. You sit and you write a book, and you write for days and days. Some cases it's years that you are writing this book. And then there's this long waiting period of edits and waiting for newer.

08:44 copies to come in that have updated edits, and then you're editing again, and it's a big long waiting process. And I know that for me, there was time where I spent with my editor, and then that was done. And then I went to the copy editor, and then that was done. And then you just kind of sit in limbo of like, well, the book is somewhere, but I don't know where it is, and I'm all by myself. Or you're gearing up to launch it, and you're wondering, am I doing all the right things? So having people support you.

09:13 and send you a text or an email or a message or a comment that just says, congratulations, it's a big deal. Think about it just as a normal human being, not even an author, but someone who reaches out and says, I see what you're doing in the world, way to go. Be that person that shows your support. Another way, if you have a podcast, invite them on. That is a huge deal because like I said before,

09:42 Podcasts have audiences who trust the host. So for you to extend an invitation to an author to not only share about their book, but to really share about themselves so that the audience can get to know them, that's gonna go a long way in the eyes of an author. It's a big deal, they will greatly appreciate it. Trust me on this one. If you have a newsletter, let your audience know in the newsletter, just this morning.

10:10 Lisa Haukom, who is my photographer and who took my author photos, she said, can I share with everyone that you're looking for a launch team for your book? And I said, absolutely,

thank you so much. And she shared with her entire audience that they can pre-order my book and join the launch team. And to know that someone trusts what I'm doing enough to share it with their audience is a very big deal.

10:37 I don't take it for granted, I don't take it lightly. And to know that she thought of me in that way is something I greatly, greatly appreciate. So if you can share with your audience in any kind of way, on social media, on your podcast, in your newsletter, let them know that this book is coming out and you're behind it. So, you know, why not pre-order it? Then that would help an author in such a big way.

11:07 And of course, last but not least, buy a copy of the book. That's ultimately one of the best ways is to buy it and then share that you did buy it too because now it's a double whammy thank you. And the author is gonna appreciate that even more so. The pre-orders help an author, especially when it comes to Amazon to get into the new release categories, to start tracking, to become a best seller.

11:34 And if it can be a best seller during pre-orders, that's even better for when it launches. So these are just a few of the ways that you can support your fellow authors. As a reminder, how to get on podcast is coming out February 27th. So feel free, please, to show your support because I greatly appreciate it. I was overwhelmed last week in releasing the book cover and what it looked like and that you could pre-order it.

12:03 that I did make the number five and six spots in two categories for best sellers and was the number one new release in the podcast book category. I am completely blown away. It leaves me speechless because it was one day of just saying it's out here in the world. And I thank each and every one of you for pre-ordering, for sharing it with the people that you know.

12:30 for all of the congratulations, the comments, the emails, the text messages. It's just a beautiful thing and I so greatly appreciate it. And I want every author to feel the way that I've been feeling and the support that I'm receiving. Every author deserves to have that same sort of feeling. So if you have an author in your life, show them that you support them in one of these many ways. And it's going to go an even longer way for that author.

13:01 Thanks so much for listening. Pre-order the book if you would like to. I would love you to. And I will talk to you all next week.

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action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you while taking you on my own journey.

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06:25 So that's one way is to simply share in your feed. Another way is to write a review. Getting reviews is something that is, it's hard. An author doesn't wanna ask you, please review it. That's like, how many times do I ask you to review, rate and review the podcast? I really don't, and I probably should be asking you to go hit the five stars on Apple podcasts. But these days, you need to have the reviews on Amazon and on Goodreads.

06:53 And it's so hard, especially on Goodreads, because they allow for pre-publication reviews, which can be amazing and which can also suck very, very hard. There have been times where I actually was interviewed on this in Book Riot about how pre-published reviews, when they get bad ones, and it could be out of spite, it could be that someone just doesn't like them.

07:22 and starts posting negative reviews without even having read the book, the book's not even out, they didn't get a galley or an advanced copy of it, and they post negative reviews, that has a negative impact for the author. So if you as a friend, as a supporter, can post a review on

Goodreads and on the day that the book comes out on Amazon, then you are doing a huge favor to the author. So go review your books.

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08:17 You've done an amazing job. I know how much work and effort you've put into this, and I'm proud of you. It feels like a very lonely island to be an author a lot of times. You sit and you write a book, and you write for days and days. Some cases it's years that you are writing this book. And then there's this long waiting period of edits and waiting for newer.

08:44 copies to come in that have updated edits, and then you're editing again, and it's a big long waiting process. And I know that for me, there was time where I spent with my editor, and then that was done. And then I went to the copy editor, and then that was done. And then you just kind of sit in limbo of like, well, the book is somewhere, but I don't know where it is, and I'm all by myself. Or you're gearing up to launch it, and you're wondering, am I doing all the right things? So having people support you.

09:13 and send you a text or an email or a message or a comment that just says, congratulations, it's a big deal. Think about it just as a normal human being, not even an author, but someone who reaches out and says, I see what you're doing in the world, way to go. Be that person that shows your support. Another way, if you have a podcast, invite them on. That is a huge deal because like I said before,

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11:07 And of course, last but not least, buy a copy of the book. That's ultimately one of the best ways is to buy it and then share that you did buy it too because now it's a double whammy thank you. And the author is gonna appreciate that even more so. The pre-orders help an author, especially when it comes to Amazon to get into the new release categories, to start tracking, to become a best seller.

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