

Write Publish Market.Ep 131_mixdown

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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Mariah magazine is an award winning organic SEO consultant and educator for online business owners over at Mariah magazine.com. She's a firm believer that showing up on Google and marketing your business don't have to be as difficult and overwhelming as everyone makes them with seven plus years of experience as an entrepreneur in the online and digital marketing space, where I has helped more than 100 clients get their websites found on Google by implementing a strategy that feels both doable and aligned. So welcome, Ryan. I'm so happy to have you today.

01:09

Thank you so much for having me. I'm super excited to talk about this.

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I love when it's a fun topic, a fun guest and like all the stars align. So very excited.

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Well, I'm excited that you think that SEO is fun, because that's the most thing that like, I tell people that I can make it. And I even had a coach at one point, she was like, helping me with my messaging. And she was like, so like, what, like, what makes you different? I'm like, I make SEO fun. And she was like, Mariah. SEO is not fun, literally, for anybody. Like it's never fun. It's not fun. I'm gonna hate it like no. And I was like, okay, like, that is a fair perspective. And then she ended up jumping into one of my SEO strategy. intensives literally, at the end, she was like, Holy shit, dude. This was fun. And I was like, Thank God, I'm recording this because like, I know,

02:02

yeah, that's a good testimonial, too. I love that. I think it has the potential to be one of those topics that where people sort of like their eyes could glaze over. But if you present it in a way that makes it seem, you know, like tangible, actionable, like, oh, my gosh, I could actually do this. Like, then yeah, that's a

different different situation. So actually practical. Yeah, for sure. Yeah. Yeah. Well, and that is a good place to start, I think. Because that just sort of like did something in my mind. But it was one of those things where like, yes, your eyes can glaze over. Because I think it's one of those things that people think they understand but actually don't understand. And then they realize they don't understand but don't want to like admit they don't understand because they feel like they shouldn't you know, they mean it's like that hamster wheel. So that's probably like a good place to start. Let's do like a little like SEO one on one with Mariah.

02:54

Okay. Okay, cool. So to be completely transparent, like SEO is multi layered. It can be extremely complex. And honestly, that's one of the reasons why when I got into it, I hated it. I thought it was the worst thing on the planet. Because when I was diving into it, the only information that I was finding was either content created for advanced SEO people like by advanced SEO people. So this is like super technical SEO, things that like big websites like HubSpot marketing, or like Tony Robbins, or like Neil Patel, like, huge brands, like this is the stuff that like they paid attention to. And I was like, Yo, I'm not that big dude. super competitive keywords like copywriter? Right, coach, do you know what I mean? So I was just like, This feels like they're just like overdoing it. And so then I realized the other pieces of information about SEO, were created by SEO agencies, usually for local business owners to overwhelm the local business owner so that they just then handed over SEO, and it was like, here, you do it, I don't want to touch it. So when I first got into this, it was like, there was no good options for online business owners, honestly. And that's why I was like, you know why I enjoy a good challenge. And I needed it, because I felt like everybody else. Do you know what I mean? I felt like, I'm never gonna know enough. This shit doesn't make sense. Like, I feel like it could make sense, but it doesn't make sense. So like, let me break down SEO in a way that kind of helps me in my clients. So SEO stands for search engine optimization. And basically all that means is that your website is set up. And it's put together in a way that is optimized so that the Google bots can understand your website so that Google can then show your website in organic search results. So SEO helps you Get free and organic traffic from search results on search engines like Google, I say, like Google, because when you optimize your website to show up in search engines, that trickles into all of the other search platforms, US SEO people, we just talk about Google the most because I have the biggest market share. So this is in comparison to paid ads. So some clients when they come to me, they're like, brand new, and they're just like, Yo, I'm wondering like, do you also do Google ads? Like, is that the same thing? Like, what's the difference? So SEO is not the same as paid ads? paid ads? Is Google AdWords, that's like, when searching something on Google, you'll see either ad or sponsored next to it. That's not SEO. Those are Google AdWords. It's a completely different strategy. It's under the same umbrella. But it's actually S E. M, Search Engine Marketing. Okay, so that's my distinction. Yes, it's technically something different. And to be honest, I've like never logged into the Google Ads dashboard. And some of my clients are like, what do you need? And I'm just like, I don't fucking pay for ads soon. Like, why would I log in and see that, like, all of my strategies are just so much more sustainable. And I like that organic, free traffic than you can get. And the other thing is that like those paid ads that you see at the top, there only clicked around 25% of the time, on average. And I think this is because like, as users, we just have been trained not to click on ads. Like I think the only people that still click on ads is like my mom and my boyfriend. And like, literally, like guys, I have told you to stop clicking on the ads, and then you're frustrated about like, where it's taking you because it's not the best solution to the problem. And I think

that that's happened so often to all of us, that we just kind of skip over, skip over. Yeah, 75% of the clicks are happening on organic search results. That's where the juice is.

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I mean, that's a pretty compelling statistic.

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Thank you so much. That's why I like to spew it. And yeah, like, it's just, it's so good. Like, if you're not intrigued about SEO for the organic traffic, the sustainable traffic that can build over time, then like, consider the fact that like most people are clicking on organic ads, like, or organic search results, not ads, but it's like, think about how you as a user use Google. Do you click on ads? Yeah, the only one that isn't rocket on ads, right?

07:31

Yeah. No, you just, I mean, just automatically start your scroll a little bit later down the page. Like, exactly. Okay. Okay, so that's a great overview with some good math in there, too. I love that so much. What should people actually be doing? Like tangibly? I think that's one of the confusing parts about SEO for a lot of us that aren't, you know, sort of in this world all the time is that it feels intangible. Yeah.

07:58

Because Oh my god. Okay. So I I was actually having a conversation with a website designer, and we met, like, through some networking group, and we like hopped on a coffee chat. And she was like, okay, Mariah, can you like, hypothetically, let's say that I hire you to do SEO for a client. She was like, like, what would you do? She was like, I've literally been interviewing SEO people. She was like, I interviewed four different people. And I asked them what their strategy was. And all of them literally said, I can't tell you. And I was. I was like, lol. Like, that's the thing in this industry, especially when you're coming from like, a corporate thing is like, everybody wants to keep their shit like hidden behind you. And I'm just not like that. I'm literally like, here, let me pull back the curtain show you that it's not scary. Because my business also isn't set up like an agency. Like when you work with me, you work with me getting like doing consulting? Yeah. So like, I don't want my clients to need me forever. But SEO agencies, their entire marketing model is built on the filter routes. Yeah, it's built around the fact of like your client needing you forever, right. So I think that's why a lot of people don't want to like, talk about easy ways to be able to get on Google. But I think the number one thing that you have to understand if you want to get on Google, you have to understand how search works. So I know that this is like a little less practical and a little bit more informational, educational, but I'm going to explain how search works really quick. So Google has robots that go through when they crawl the web. And these robots take note of websites and the content that's on them. So they scan a page to try to get an idea of like, okay, what is the main idea of this page so that they can put it into Google's index. All Google's index is is a really big filing cabinet. So when you go and you search Google, it's like Google goes into the filing cabinet and tries to pull out and show you the results that it thinks best matched what you searched for. Okay, so why using keywords, the correct keywords is so damn important. And I can't tell you how many clients I've literally gotten on calls with. And they're like, Yo, I know my keywords. And I was like, I looked at the form that you filled out and my friend, you do not know your. And I think that that's the first thing is like people don't understand how keywords work. They're like, I want to show up

for this keyword and this keyword and this keyword. And I'm like, do you want those words literally on your website? And they're like, Well, no, can't you just put it in the back end? I was like, we're the folks you want me to put it in the back end? Like Absolutely not. There was like 10 years ago, there was a place they were called meta keywords where you could just like on the back end drop keywords. Yeah. And that would tell Google, like what keywords you're trying to hit. As marketers we ruin that we ruined Google is like I no longer to be able to put accurate meta keywords in there. And also the Internet has blown up since then. Yeah. Can't trust that. So the bots literally take a look at the content, the words that are on your page to try to understand like what section to put you in the filing cabinet. And so a lot of people are like, Okay, well, if I haven't done SEO that I'm probably not in the filing cabinet. Well, that's not accurate, because Google has to be able to organize the content on the web somehow. So you're probably in the filing cabinet for something. It's just probably not what you want. What you thought. Yeah, exactly. So it's like, before I started focusing on SEO, I was on page five for the keyword what does the name Mariah mean? Because Mariah was just all over my website. The Google was like, we don't know where else to like put this girl. Yeah. And so I then also had a copywriter client who's like a sassy copywriter. And I was like, Yo, you want to know like, what keywords are being associated with your website? She was like, Yeah, for sure. One of her blog posts was showing up on page three for the keyword but jokes. referenced a butt joke. Once Google was like, I don't know, like, word is important. So I think that like, that's educational, informational, informational, but also practical of like, what words? Are you actually looking on your website? And so once we can have this perspective, shift, you're gonna see your website totally differently, because then you're gonna look at your website, and you're gonna be like, What does my heading say? Oh, it says, like, find your I don't know, like your deepest desire. And it's like, okay, so you're in, like the Google index for deepest desire, like, what does that even mean?

12:48

Right? That's, I've never heard it described with that visual, like the filing cabinet visual. That seems like super simple.

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Exactly. And so I'm glad that you say that nobody has said it. Because I feel like I'm the one that says it. And if anybody else is saying, Yeah, I'm gonna be mad.

13:09

But that also, like, I feel like that takes away some of that, like, intangible quality that I think SEO has, because that feels like something, you know that a lot of us, you know, like, right brained people are like, Oh, that's something I can do and check off my list. Like,

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yes, exactly, exactly. And so that's the thing is like, we also have to keep in mind. So in the beginning, I kind of mentioned, SEO can be multi layered, it can absolutely be complex. And I think it's because Google judges a website and over 200 factors, some of these things, we don't have control over. Some of these things we do have control over, right. So I also actually just posted a post on Instagram, where I was like, Hey, do you want to know why, like SEO results take time. And I was like, because it's a testing and tweaking process. And I was like, and you want to know what else takes time? Literally any

other form of organic marketing strategy? Like, I don't know where SEO got this thing of like, you're only going to see results in seven years from now. Like, I don't know where that started. But like, Okay, if you want to make money on Instagram, you want to whatever that shit is going to take time. If you're going to do it organically. You want to make money on Pinterest, it's going to take time. Yeah, there's money for in Facebook groups, like relationships, I think, take less time, but they still take time. Right?

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That actually is a question on my list of questions to ask you is, is to talk about, like the long game of SEO because that's what you hear all the time. It's a long game. It's a long game. It's a marathon, not a sprint. But I think that that's a great point that you're making, that it's not any different. Are that different from other forms of organic marketing.

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It's right not like it is a little bit because I guess like if we bring if we compare SEO to social media, social media does have a certain kind of leg up in one arena of like, you get to connect with the person directly, like you're having a conversation in the DMS, where like, unless you have a chat box on your website, people from SEO for finding you from Google aren't going to have a direct connection, right? Yeah. But we're Google outweighs search or word, oh, my God, they're the same thing for Google outweigh social media is that the content is searchable, it has a way longer shelf life. And so it's like I could literally write a blog post today, that's on page one of Google for the next three years. And people can still type in keywords into Google and type in phrases that are connected with that blog post. And I can show up as the best solution to that problem. And therefore get people into my world in a more sustainable way. So when it when it comes to like, how long does it take to see results for SEO? It depends what phase you're in. It depends where you're starting. Okay, so I like to break SEO down into two phases. Phase one is like, are you in the right section of the filing cabinet? That's the biggest thing. Okay, so so many people focus on phase two of SEO, which is like backlinks, growing domain authority and all of this stuff, which is basically like a ranking factor. How authoritative is your website, it's like, word of mouth for Google. So like, they're focusing on all of that. And all of that is amazing. It's really good at increasing your rankings. But back in the day, if I was focusing on backlinks and increasing my rankings, without doing phase one of like, the foundational stuff, finding the right keywords, looking at competitors, optimizing like my homepage, my about page, my services pages for your audience, like your book, landing page, like if I didn't take the time to optimize those, I would go from page five to page one for the keyword, what does the name Mariah mean? And that's helpful. I find that that first phase, we can typically see results pretty quickly. I've had clients where it's like, they're starting to get found in the right section of the filing cabinet within 30 days. So that might like you might start out on page three, you might start out on page four. But that's results. Now you're getting associated with the right keywords were being found in the right section of a filing cabinet. Now we move on to phase two, which is like increasing those rankings. That's what takes more time, depending on how competitive that specific keyword is, because I've also seen stuff that's like, you need to do this, this and this to get on page one. And it's like, no, you have to be better than the people that are already on page one is what it takes to be better than the people on page one is going to depend on how good the people are on page one and how hard it is to rank for that keyword. So like, how difficult it is to get on page one for a certain keyword is very much based on that specific keyword and extra context. Okay.

18:07

I think this is where it gets tricky for a lot of business owners, especially because we want the checkbox, we want to know what to measure and all of that. So like how do we create goals around SEO? I mean, obviously, I liked the breakdown of like phase one can move a little bit quicker than phase two. But it's you know, obviously going to depend business to business book, landing page to book landing page at cetera, et cetera. So what are the things that we should be looking to measure whether they're tangible or intangible, obviously, like getting to, you know, page one and Google ranking? Great, but like, what else metric wise, is there to be looking at? Or is that not even the right way to look at it? Yeah, no,

18:49

I think that it is a good way to look at it. So one of the things to keep in mind is like, how many keywords is Google associating with your website? And what are those keywords? Like, it's, we want quality over quantity. So like we've, I've even seen clients where it's like, I've increased the amount of keywords being associated with our website, from like, let's say 50 to 150. And it's like, at first glance, it's like, oh, my gosh, that's so amazing. And it's like, yeah, it is, but we need to get like, what are those keywords? Is it? Are we showing up on page two for what does the name Orion mean, and but jokes? Or are we showing up for keywords that actually align? So in order to track it's kind of like, what are your target keywords? What are like the top dogs that you really want to show up on Google for? And then like, are we starting to be found for that exact keyword or related ones? So like, just different ways to say things? So it's like, what keywords are we being found for how many keywords is Google starting to associate with us and then like, what is the click through rate like how many people are seeing your option? And how many people are actually clicking on it. So those are things to keep in mind. And then just like a bird's eye view, it's like how much traffic are we getting from Google?

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Okay, so the testing and tweaking process, I mean, that's not one of those things that ever ends, right? It's just like, continual forever and ever and ever.

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So. So this makes SEO sound bad. But like, yes, but it doesn't. Like I guess my follow up question to this is always like, what form of marketing isn't testing is not? Yeah, yeah. Even Yes, rolling a business like, yeah, consistently test, our business should be evolving. As we're evolving, always. Absolutely. Our website's evolving, our SEO is evolving. Because we're learning more about ourselves. We're learning more about like how we want to serve people, we're learning more about our audience, all of that stuff. And honestly, I think that's why I'm obsessed with SEO, there's always something to learn. There's always something to do. Like I recently had an E commerce client come back to me, he was like Mariah, we've seen an increase in organic traffic, we haven't seen an increase in conversions, like an increase in purchases. And I was like, Cool, I'll take a look at the data. So I ended up looking and I was like, oh, it's because Google is indexing the wrong page for a keyword. So he ended up having like, some, some PR, like thing, like some PR press release, like on his website, talking about his products. And it had like his bio, and like some bullet points, and whatever. And so that was showing up on page one, for a key word that people are searching and have the intent to make a transaction. Okay? So they have an intent to make a transaction. So for example, it's like, this isn't the keyword, but

like, let's say it's beef jerky. Okay. So when you type in beef jerky, it's literally like, Yo, I'm trying to fucking buy some beef jerky. And so if you're trying to buy beef jerky, and then you click on a result, and it's a press release, you're like, What the hell is this? Like? So people are going to bounce from that press release back to Google search? Because it's like, Okay, that didn't solve my problem. Yeah. So when I saw that, I was like, oh, duh, like, of course, you're not getting good conversions, because like, this page is showing up. So that's kind of the testing and tweaking process, because Google isn't going to tell us like how we're why or anything. So it's like, when you're looking at data, you kind of have to know what you're looking at. And maybe I'm a little biased in this way. But like, to me, it's kind of just using our critical thinking skills of just like, okay, is this press release set up for conversions? Is there a buy button? Is there reviews? Does this make it easy for somebody to purchase? If not, okay, well, then that makes sense. And then we can do some things to be able to tweak that. First of all, I love

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that used beef jerky in that example. That's fantastic. But I think like the key of what you were saying there was the how does this solve my problem as the searcher? Because I think that's, I think we, we tend to, in the online business world, like, we've got like these like buckets of things, and we keep separating them. So like we think of SEO is like the standalone thing. But you keep talking about it in a way that brings it back to what we're used to thinking about in our business is how am I solving my client's problem with whatever I'm offering my service, my product, my course, my book, my whatever. And that's really, I think, you know, one of those, like, put that on a sticky note and put it on your laptop. So you keep remembering that that's what we're really trying to come back to here. That's exactly

23:47

what we're doing. Like. And if I were to boil SEO down, it's literally like, how can we be the best solution to the problem? And how can we showcase to Google that we are the best solution to the problem? I think one of the biggest issues that people have is they see, I think marketing as a whole. But I see it specifically for the SEO perspective of just like, we're selfish is kind of like an intense word here. But like, we're literally thinking about it, like making it all about us. Like, I want to show up on page one for this. Are you the best solution for that? According to this content on your website that has three sentences on it? And literally not enough information? No, you're not the best solution to the problem. Google from a business perspective, Google wants its users to be satisfied with the results that they see in, like after they've searched something. They want people to be happy. So who wants to showcase the best solution to the problem? So in order to get on page one, how can we be the best solution to the problem? Like it really is that simple? Obviously multi layered, but like if we zoom out? Yeah, that's really what it's about. As you were

24:55

saying that it reminded me so much of people trying to with their book, like get an audit on a best seller. or lists like, it's a vanity metric. But like, you've got to like, pull back the curtain. And what is that doing for you? Like? Yes? Is it? Is it that going to help you meet your goals, which are solving these people's problem and getting them to your funnel and et cetera, et cetera, et cetera? You've reminded me of that a little bit. Let's talk a little bit about books you mentioned, like book landing pages. So what should we be thinking about? Like, are there other pages we should be concerned about? Like when it

comes to like SEO for our book? Is it just about like, using those keywords on that landing page? Like, what else should we be doing?

25:41

Yes. So I think the biggest thing for authors is yes, make sure that you have a landing page specifically for your books, like do not just have an overall Books page with all of your books on them. Do not do that. Because Google in the index, it's a page by page basis. So like, if you have a page on your website, unless you're a major author, that's like Colleen Hoover, like people are gonna go into Google and typing in Colleen Hoover books. Yeah. So like, okay, cool. Like, you can have just a Books page, if you're calling Hoover, if you're not calling Hoover, have a landing page where you're targeting the title of your book, because if you're going on a press tour, if you're doing marketing, whatever people hear about your book, or even word of mouth, people hear about your book, where are they going to go in order to find your book, they're probably going to go to Google. Yes. So we've like, we want that landing page to be able to show up. And so the other thing for authors is like, make sure that like, you're using the word offer. On your website, do you know what I mean? Like, it's super simple. I know. But like, sometimes when we get into the copywriting world and the website design world, it's like, I want to make this super fancy and creative. And whatever. It's like, are you using the word author? Because people will type in Mariah magazine offer? Okay, yeah. So it's like, we want to be able to connect those words back. And then if, you know, if somebody listening wants to start creating blog posts around the topic that their book is related to, yeah, that's also a decent way to start getting traffic and kind of like, a little bit further back in the buyers journey, where maybe they're a little bit more, maybe they're not problem aware or solution aware yet, but starting to get associated with words related to the topic that your book is about. That's also another way to do it.

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Right? Well, and that's a way to build your potential book audience also, not just your searchability. So do exactly if you're listening. Yeah. And then let's say what once the book is published, what should they be thinking about? Or we be thinking about as far as SEO? I mean, are we updating that page with reviews? I mean, those aren't the words that people would be searching for. Right? Probably not. If you already

28:01

have a landing page that set up It's Seo, optimized all of that to good to go, your book is published. And like, let's say that, like, the foundations of your website is solid, like we have a game plan. You're targeting the right keywords on your website. They're in the right spots on your website, you have your pages bla bla bla bla, bla. Okay, cool. Now you spend more time in phase two, SEO, which is like, can we start getting backlinks to the website. So it's one of a really, really great ways for authors for getting backlinks is like reaching out and having like a blogger do a review on it. So it's like now you have a review written by somebody. But you also have a backlink from their website to your website.

28:43

Yeah, that yeah, that's a good point. Okay, so All right. So phase two is where the rubber really meets the road to use another dumb cliché.

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Yes, but it's like, you're already if you're an author, you're already doing this shit. Like, you're already being us on people's podcasts. So they're probably gonna link to back to your website, like from their podcast, show notes. Okay, cool. Make sure that they're linking to the specific book page so that you can increase that specific pages authority. Hmm,

29:14

yeah, that's a great tip. Okay, before we run out of time, anybody listening just a heads up right now, we are going to dive into all of this and so much more with Mariah. Mariah is very graciously coming into the author entrepreneurs Lab, which if you are listening to this episode you probably know about but that's our membership, mentorship, where we talk all things book Writing, Publishing, and marketing. And our quarter for training is going to be all about SEO and books and authors and all of that brought to you by our wonderful guest experts here today. So if that is something that interests you, we'll have all that information in the show notes with all of Maria's information in the show notes, so rest assured, more to come. I've already started as as you were talking today, I've already started making a list of questions that I want to make sure we talk about in the lab. So

30:04

oh my god, hell yeah. I'm so excited.

30:08

I'm excited. I'm excited that like, I feel like my brain could actually explode like I know, you should see like my notepad right now, because I've got a list of questions for the lab, I've got a list of things that I'm doing wrong. Like in my business page, I've got a list of things I want to change on my book page, like so I've got, there's a lot going on over here. Thank you. Thank you. Thank you. This was awesome.

30:36

Yeah, absolutely. Honestly, like, I just enjoy having conversations like this, I really enjoy being able to break down SEO in a way that like, feels practical, it feels doable. And just remember, like, if you're dipping your toes into this stuff, like you don't have to get everything perfect in order to see results. Don't listen to Neil Patel don't listen to HubSpot marketing. Like we really have to prioritize here. And so if you're interested in learning more about SEO keywords and stuff like that, I would definitely recommend snagging the replay of my SEO keywords workshop, I have it on my website, you can use the Code S E O love 10 for \$10 off. Like when I say that keywords are one of the biggest issues that I see people making. It's true, like a lot of people aren't doing keywords properly. So I was like, You know what, I'm just gonna host a workshop. And the workshop isn't one of those things where I'm like talking at you. It's like, we do a little bit of education. And then I literally share my screen. And I'm just like, yeah, who needs a keyword, like and I walk people through my exact process of how to think about things. And I think that it just like allows things to cement a little bit better versus like, educating without integrating. So hopefully we can put that workshop or replay link in the show notes.

31:55

Absolutely. Yeah, no, and thank you for the code, too. That's very generous. I think you're right, that you explain things in a way that I don't hear other people explaining them. And in a way that makes me as

you're talking. I'm like, Yeah, I could totally do that. That doesn't seem like something that I can put on my list like, oh, that's something we should get to like, no, that's something like I can easily do like today, for example. So yeah, all right. So Mariah, you know, I know you're a reader. So you know, I don't let anybody off the podcast without giving me a reading recommendation. So what you got?

32:29

Okay, so I just finished up this book. And okay, I was like, obsessed with nonfiction and like, personal development for a while and business books. And then I was like, Bitch, you were educating too much like your brain was you? You can't get better in this minute right now. Like, holy shit. Let your brain relax. Yeah, so I really been diving into fiction books a lot more taking recommendations from my friends. And my one friend suggested it's called the writing retreat. And it's a first time author, and I can't remember her name off the top of my head. But it's kind of like a thriller, a tiny bit horror, and mystery. And I'll tell you, like, I couldn't put that book down. My boyfriend Andrew was like, Hey, you want to watch a movie? I'm like, No. Very busy. I think I finished the book in like three days, which I'm not usually that quick into reading. Like, it's not like I don't usually read every single day, unless I have a book that I can put down. But that is a book that I was like, Holy shit, this is way better than I thought it was gonna be.

33:36

Okay. All right. Like how scary though, because I'm a big chicken.

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There's like some Gore in there. But it's not like, I can't go to sleep at night. Like I'm also Okay, so I'm also not a person. I don't watch horror movies are awful. my nervous system cannot handle it. I just feeling like that. Yeah, I thought that the book was like scary enough where I was like, oh, but it was like, intriguing. Scary.

34:01

Okay. All right. Did you read it at night or during the day? At night? Okay. Okay. All right, curled

34:07

up on Twitter in my nice, comfy bed. I was like, Oh, yes, we are in this.

34:12

All right. Well, that gives me hope then that I can read it. But I would probably do during the day because again, I'm a big, fat baby. Okay, with the writing retreat, we're going to look up the author of that book and put those in the show notes as well. Thank you for that recommendation. I don't typically read that kind of book. But the fact that it's called the writing retreat makes me want to

34:31

interesting, like, at first, my friend was like, read this and I was like murmur ever. She gave it to me. And I was like, Well, I don't really have any other books here. And I was like, solid, I guess I'll just read this. And then I read it. I was like, Whoa, and then I learned that it was her first book. Yeah, like wanted to, like give a standing ovation. Like

34:54

yeah, hopefully she does. Okay, all right. I'm gonna check it. I trust you. So I'm going to check it out. And if I have nightmare cuz you're the person I'm calling.

35:01

Yeah, you can, you can Voxer me and then yell at me. They're

35:04

like, wake up. Awesome. This was such a fun conversation. I cannot thank you enough. This was so so good. Yeah,

35:12

thank you for having me. I love I love speaking about this stuff. And hopefully this stuff was helpful for everybody.

35:16

I can't imagine that it was not helpful for anyone because like, like we said, this is a continuously evolving kind of subject matter. So helpful for all of us in business. I think book writers are not but obviously, you know, here, we're book writers. So thank you. Thank you. Thank you. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of your soul journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership. The author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab.