

**Author Platform Rocket
-Podcast Transcription-**



Author Platform Rocket

Transforming Your Mindset
The Golden Angel
Success Interview

Guest: Golden Angel

With **Jonny Andrews**

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Voiceover: Welcome to Author Platform Rocket. The highly acclaimed source for actionable business, marketing, and mindset strategy for authors delivered in 20 minutes or less, most of the time. In other words, this is how you sell more books while building a bigger fan base the right way, and here's your host and author, marketing veteran, Jonny Andrews.

Jonny Andrews: All right author folks. Here we are at Author Platform Rocket. I am the voice you keep hearing if you listen to the show. You already know that I am Jonny Andrews and what we're talking about today is the ... let's call it the mega-riffic shifts that can happen in your life and business when you adjust your mindset and when you also incorporate mentors into your journey. This is something that ... I really like these topics because I've been harping on them quite a bit, especially with all of the mindset things that I get to help authors with, but today, we have a guest. I know, it's crazy. I very rarely do this, but I reached out into the ether, and I shook the tree and said, "Hey, who has some cool stories that might be able to help inspire and really help guide some of the authors?" So our guest today is the delightful Golden Angel, who is a fairly prolific indie romance author. You've got at least, what, two novels out now?

Golden Angel: 37.

Jonny Andrews: Exactly what I meant to say. That's exactly it. That's what I meant to say was 37. So you've been kind of out there doing this kind of stuff, and what I like about ... when you wrote back, it was like, "Holy crap." There's definitely a journey that you have gone through, so why don't you give folks a bit of your background, like where it began for you, and what was it that made you change your mind about doing this stuff. Just paint a good picture for them. You're an author, this is what you do.

Golden Angel: Yes, well I try to. I started writing for a free website called Literotica.com, which is erotica and romance online, and you can check it out anytime. The stories are all free, they have a ton of different genres. I started writing for them in 2005, and I just kept working on the website, and I took a few breaks, but I would usually come back to it, and several fans, when I was writing a story called "The Venus School", they started pushing me ... they said they really wanted to be able to own it, not just to look at it on the website, but to be able to read it on their Kindle or whatever e-reader they were using. So that was back in 2012, when I was writing that story, and I said, "Well, okay."

Golden Angel: A lot of times I took reader requests when I was writing for the website and I figured, "Okay, this is a new kind of request for me, but sure, I'll go ahead." And I ended up turning it into a quartet because the way the story ended on the website was kind of very open and could go anywhere after that. I made a little bit of money off of it, mostly from people following me from the website to Amazon, so I just kept writing for the website and I kept writing that quartet, and when I was getting close to finishing that, I had an idea for another story that I probably normally would have put up on Literotica and instead I put it up on Amazon.

Golden Angel: I knew things that authors were supposed to do because I'm a huge reader. I'm a huge reader of all genres, everything from historical fiction to actual historical biographies to sci-fi and fantasy and romance, thrillers, mysteries, I read everything, so I knew what authors were supposed to do. I knew I was supposed to have a newsletter, and I knew I should probably have a Facebook, make a Facebook page, so I started doing some of those things and I was thrilled when I had like 50 people sign up for my newsletter. It was really exciting for me, and 20 people on Facebook who wanted to be my friend.

Golden Angel: As I was doing this, it turned out that there were a lot of other authors who either started on Literotica or who were reading on Literotica, and started writing, instead of writing for the website, they actually sold their books. So they started reaching ... once I got onto Facebook, a few of them started reaching out to me, and at first, I was like, "Oh my gosh." These writers, many of whom I had read their books, seemed to know who I was, and they would chat with me. It was only a few of them at first, and I was very shy. They would always say, "Hey, you should come join this author group." Or, "You should do such-and-such." And I kept going, "I'm not ready." My covers were being done by a volunteer. She was amazing, but neither of us knew anything about how to do a cover for market, and she was learning at the same time I was learning how

to do books so I didn't feel like a real author. I certainly didn't feel like I was anywhere near their level and I kept putting them off.

Golden Angel: My income was growing a little bit from year to year because I was kind of trying to do some things, like having a newsletter and everything like that, and people were finding me using the Amazon algorithms, but back in 2016 was when those authors started friending me on Facebook because that's when I finally joined as my author name, and one of them in particular, Lee Savino, was very much like, "No, seriously. Come join these groups. Do more with your newsletter." And I kept putting her off, and putting her off, and saying, "Oh, I'll do that eventually when I'm ready for it." And this past November, I finally ... I had a weekend where I was sick and I wanted to be productive, but I didn't really have a whole lot of energy, so I just sat at my computer and I did everything that she had ever told me to do.

Golden Angel: She had told me I needed to pimp my newsletter, to add a free store to it, put the free store in the welcome message and really work on getting sign ups for that, and maybe even run just a cheap Facebook ad, \$10 for three days, saying, "Hey, come sign up for my newsletter and you get a free story from me." And to put the link to my newsletter in the front and back of all of my books, which I'd never done. I'd seen other people do it, but for some reason, it just never really clicked for me that I could be doing it too, so I changed the front/back matter of all of my books, I made a welcome message for my newsletter, which I had never had before and she kept telling me that I needed, and she had also been asking ... she had been one of the main ones who had been after me to come hang out in some of the author Facebook forums and virtually meet other authors.

Golden Angel: That was the thing that freaked me out the most, just the idea of trying to talk to what I considered real authors, which is not what I considered myself, which is something I still struggle with considering myself. Even though I had been making friends with a lot of other authors, like Addison Cain, and Jennifer Bennett, and just really lovely people who were very, very sweet to me, I wasn't sure if I was ready to interact with them on a professional level. So I would mostly just kind of lurk and fan-girl that any of them wanted to be friends with me. And I've noticed that's something that's pretty common as I've become more involved in the community. There's a lot of us that are huge readers, and we all kind of fan-girl over each other, and there's a lot of mutual love going around.

Golden Angel: We haven't all read everything every author has put out, but I've met a lot of authors that I've been reading for years, and I found out that they were just as socially anxious as I am. They are just as scared of meeting everyone else, and most of really struggle with the idea that we are a real author and we belong in this community. So I started getting more involved in the community, I started joining Facebook reader groups, which up until around November, I didn't really even know was a thing. I created a private Facebook group based off of Lee's suggestion, and after watching, I kind of lurked in her group for about a month

before creating my own, and I started lurking in other author's groups who I was a fan of their books anyway, so I wanted to be part of their private group.

Golden Angel: I looked and saw what they did, and I said, "Okay, I think I can do this. I don't know if anyone will want to be in my group." But I created one and people started being added. The biggest thing, though, was definitely the author groups that Lee added me to and that others started adding me to as I became more and more involved in the community. I was just blown away by how nice and welcoming and warm and supportive everyone in these groups were. It didn't matter that when I first joined these groups I had maybe 200 people on my newsletter list, which I was like, "Oh my gosh, I have 200 people on my newsletter list. This is amazing." I've had 100 people for years, and then Lee gives me some advice, and all of a sudden it's 200. And all of a sudden, I'm in these author groups talking to these authors that have 20,000 people or more on their newsletter list.

Golden Angel: Lee was encouraging me to swap and I said, "Okay, I have a new book coming out, my list is tiny, I just want you all to know, but if anyone would be interested in swapping, that would be really cool." Basically. And they all jumped in. That's selling authors, authors who have made the USA Today Best Seller List. Authors that are best-sellers on Amazon, whose lists were anywhere from 1,000 to 50,000 were like, "Sure. Let me put you on my newsletter." It almost made me cry. I can't tell you how many times I've gotten emotional over the past six months just over how supportive and helpful everyone has been to someone who was very, very tiny when I joined all these groups. My newsletter has exploded. I had like 200 people in December on my newsletter, it's now getting close to 9,000, and part of that is newsletter swaps, part of it is Instafreebie, which again, Lee was like, "You need to join Instafreebie." And I said, "Okay." I looked into it and I said, "Okay, this is pretty cool, it's only \$20 a month." And the group giveaways on there has helped me find a lot of new readers, but it's something I would have never known about if I hadn't become involved in the community.

Jonny Andrews: I like it. So let me take a quick recap here because that's a ton of info and history there-

Golden Angel: It is.

Jonny Andrews: It almost sounds like had you not gotten sick, none of this would have happened. I'm kidding-

Golden Angel: Oh, definitely.

Jonny Andrews: You just ... I just like how you said, "I did everything she ever told me to do and it worked." Which is awesome.

Golden Angel: Yeah. And I really wish I'd done it sooner.

Jonny Andrews: There we go. That's what I was trying to get out of you there, is that the mindset that you had beforehand was sort of like, "I'm not ready. I'm not worthy." Kind of situation?

Golden Angel: Very much. Yeah. Very much, "I'm not worthy."

Jonny Andrews: Well talk a little bit about that because clearly you are. You're putting out good stuff, people are reading it, you have a developing fan base, and you have the respect and support of a community, so it sounds like even before you were kind of like, "Hey. I have a tiny list." It already kind of sounds like you had the respect and support of a community of people who, maybe, some of them were bigger than you, but everyone was kind of in there together. What made you finally see? What made you cut through that dialogue in your brain of the Impostor Syndrome?

Golden Angel: I don't think I successfully, completely have yet. I will say that. I still have quite a few moments of, "Oh gosh." I'll tell my husband, "Oh my gosh. So-and-so asked me to be part of a box set. I'm going to be writing with real authors." And he's just sitting there going, "Okay. How many times do we have to go over this? You are a real author. You've been writing for how long? They're inviting you to be part of these things they're doing because you are a real author." And I'm just like, "Oh yeah, right."

Golden Angel: I think a big part of it was that I was kind of sick of telling myself that I wasn't ready, and I really owe a lot to Lee because she started reading me on Literotica and she kept reading me when I moved over to writing, and she loved my work so she wouldn't let it go. There were even times where I would get kind of annoyed with her during the ... before I started taking her advice, when I was like, "Why won't she just let me write and stop trying to push me to do this?" But I'm so glad she never gave up on me, and I think that was definitely a huge part of it was having someone that was very vocally supportive of me from the beginning, and who had very concrete advice to give me.

Golden Angel: Eventually, I said, "You know what? I should just do this. I should just do this and I should see what happens, and then she'll leave me alone if I at least try." That's really what I think it was is I got to the point where I wanted to at least try, and if it failed, I could be like, "All right. See? It failed, that's what I expected, and now I know." Except that it didn't and everything she said was right. Just the past ... literally since December, the past six months have just been this wild ride for me of suddenly ... like I said, my newsletter exploded, my Facebook page now has over 1,000 followers whereas back in December, it definitely had under 100.

Golden Angel: My income has increased exponentially in conjunction. By the end of March, so the first three months of this year, I had made as much as I had in the entirety of last year.

Jonny Andrews: Well that'll do.

Golden Angel: Yeah, I was like, "Oh my gosh." And that was really, even within the first month of taking her advice, I could see. Not just in number of newsletter subscriptions and things like that, but I could actually see financially, "Oh my gosh. This has made a huge difference." And each month, it keeps getting bigger, and part of that is I am ... this year, I decided to try to put out either some kind of story or book every month, so that helps, but I think even without that, I'd be doing pretty well because I've been learning how to market, and I've been following her ... not just her advice anymore, either, but the advice that I see in author groups. If I see something that I think will work for me, or just needs a little bit of tweaking and then it will work for me, then I follow it.

Golden Angel: I think really the biggest thing has been the acceptance that I needed to try, and then once I did try, the amount of support and help that the community just throws at you because they all ... it's very much a cohesive, "We need to work together." There's a million readers out there and we can't write fast enough for them, so the more I can help others, the more the readers are happy, and the more they keep coming back to all of us, which is wonderful. It's very much working as a team, and that's something that surprised me when I first joined the community. I thought it was going to be ... not cut-throat exactly, but I certainly didn't think it would be quite as welcoming-

Jonny Andrews: Maybe more competitive.

Golden Angel: Right. I thought people would be like, "Who is this chick? Why does she think she's worth our time?" But time and time again, I see people who have never written a book, they may have written a few things for one of the free websites that are out there because there are a lot of them, but they've never written a book, and they say, "Hey, I've been reading you forever, and I told so-and-so that I was writing a book and they pulled me into this author group. I have my first release ever coming out next month. Can anyone give me advice on how to market it?" And they just get bombarded with comments and offers of support and, "Can I pimp your book?" "Do you want me to tweet for you?" "Can I put you in my blog or newsletter?" It's just one of the most beautiful things I've ever seen, really.

Jonny Andrews: That's phenomenal. That really is phenomenal, and I like that you sort of evolved through this process to be ... it sounds like you're more accepting of your lot in life being-

Golden Angel: Yeah.

Jonny Andrews: Okay, good. I like that you still ... I think that's one of those things, I posted something the other day in a similar vein, it's like, I don't believe ... there's all those self-help, personal development people whoa are like, "You can completely transform into this new person." I don't know if I buy that so much.

I'm more of a ... I kind of believe that those voices are always going to be there because we are who we are, and it really comes down to you just outrun them by taking rapid action, but then at the same time, the evidence that supports the reality typically mounts up to such a huge level, it's almost the equivalent of being a hoarder and having your house full of dirty socks or something, but in a positive way.

Jonny Andrews: That's the weirdest analogy, that came out of nowhere, but it's just like, "Look at all these dirty socks. Clearly, I'm a dirty sock person." And that's awesome because you want to be a dirty sock person. So the voices are like, "No. You're into Tupperware." You're like, "No, he's dirty socks. This is it right here." And you'll hear the voice. A couple years deep into this, maybe two years down the road, you'll be like, "Whatever. Go sit down." And it won't even be an issue.

Golden Angel: I hope so. My husband asked me ... because I do, I still keep doing the real author thing and referring to other people, and he said ... because I'm going to be signing a contract, I have my first book that's going to be traditionally published this year, and I had always told him that if I ever got into ... if someone ever wanted to traditionally publish my book, I said then I would feel like a real author, but I'm signing that contract today and I still don't feel any different. I think that even if I made the top of a best-seller list, in my head, I would still be like, "Oh gosh, now all these people are going to read it and they're going to think that it's terrible." Or, "They'll think this book is fine and they'll realize that I'm a fraud and I didn't belong up there."

Golden Angel: And honestly, I'm not sure that's entirely a bad thing as long as you don't let it stop you because that's what's going to keep pushing me to be better and keep pushing me to develop my craft and keep pushing me to work on myself as a writer. And I don't think that's bad, I think what's bad is when I let it get to the level where I wasn't ... I was too afraid to try and I was too afraid to take any steps in any direction without having someone really pushing me to do it. And I think I have now gotten to a point, thanks to the support from my readers, and from Lee, and from the other authors, I think I've gotten to the point where I have started taking steps, and like I said, I'll be signing with this publishing house, which I'm really excited about, and it's a huge step for me, and that's something no one pushed me to do. That's something I did myself and I wouldn't have thought that I would get to a point where I would be comfortable doing that, and yet here I am.

Golden Angel: It's really just about having that voice is okay. Letting it run your life and run what you're doing is not.

Jonny Andrews: That's perfect. And I wanted to thank you so much for coming on, for showing ... I really love the journey that you took though this, especially ... I'd have to say, when it comes to having that side of yourself, your take on this is probably the healthiest I've heard. It's great. Like, "Hey, I have an idea, you should write a book."

Golden Angel: I don't know. Non-fiction, I'm not sure I'm ready.

Jonny Andrews: See? There you go. Where can everybody check out this stuff?

Golden Angel: I am all over, I am what's considered a wide author, so I am on iBooks, Cobo, Barnes & Noble, Smashwords, and Amazon. You can find me just by googling "Golden Angel kindle books" or "Golden Angel e-books" if you're not on Amazon, and I am on Facebook as Golden Angel. You can find me and friend me. I do check to make sure it's not fake Facebook accounts, but if you're a real person and especially if you have an interest in books or you are another author, I accept all of those requests, and I've been talking to other authors who are now looking up to me the way I looked up to Lee. Mostly, I send them onto people who are more experienced than I am, but I've had the pleasure of pulling some of them into the groups that I was added to, and I'm always looking for new ones and new people to connect with, which I think most authors are. I'm on Twitter at GoldenI, that's just the letter I, Angel, no spaces. Those are really the best places to find me.

Jonny Andrews: Perfect. By the way, because I did this, if anyone is looking, go directly to Amazon, type in "Golden Angel", and you're not going to believe who comes up. It just came out of nowhere, it jumped at me like some sort of puma lying in wait. Seriously, thank you so much for coming on because I-

Golden Angel: Thank you so much for having me.

Jonny Andrews: Just to wrap up, this is absolutely, I think, one of the biggest issues plaguing this community is that ... it's just this sort of entrenchment within negative beliefs, and hopefully your story is going to be able to really help inspire everybody that you're good enough, you're smart enough, and gosh darn it, people are going to like you. Get out there, do things, it's important.

Golden Angel: Come join us.

Jonny Andrews: Exactly. All right. So folks, for more good stuff, jump over to AuthorPlatformRocket.com. Once again, I'm Jonny Andrews, and I will see you in the next installment. Okay, that does it for another round of AuthorPlatformRocket.com. Remember, we're here to help you with your business marketing and mindset, so if you have a question, want us to cover a topic, or interview a special guest, just shoot over an email to Show@AuthorPlatformRocket.com. And as always, we need your reviews and support. If you like what you're hearing, please leave us a glowing review on iTunes and forward the show to an author friend who might need the love and assistance, but most importantly, if you're an author who needs help with marketing, why not let us do it for you? Check us out at AuthorPlatformRocket.com, always affordable, effective, done for you author marketing so you can get back to writing your books. I'm Jonny Andrews, and that's it for today. I'll see you on the next show.

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