

13.Charlee.Hoffmann

00:00

I mean, I don't want him to love me with his eyes.

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I mean of all the things I want him to love me with Porsches. Yes, yeah, yes, yes, yes, yes. I know what you like. And it's Porsche.

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I mean, I'm, you're Italian. Come on

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Yes, they are. They're Italian. Yeah. Yeah. Why they called Porsche? I don't know. Oh God, I hope I'm right. I'm saying this and I'm like, maybe I'm wrong, but I'm pretty sure they're Italian.

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I mean, we'll look it up, but I'm pretty sure

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I'm almost positive. You're wrong. This is our.

01:06

Welcome to the hybrid hotel podcast with me Emily Einolander. And me Corinne kalaskie. Hello, hello. We're mapping the frontier between traditional and indie publishing. And yes, this is my voice. Today. I had cold. Yep. The desperate cold. Yes. The same one everyone else has right now. Yeah, exactly. But in my iteration, it means I completely lose my voice at the end, but I feel great. Yeah, but she sure does sound sexy, doesn't she? Yeah. Oh, six. Yep. Yep. You know,

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you know who else is sexy? Oh,

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the person we're about to talk about? We have a great interview coming up with a traditional publishing Pro turned indie ghostwriter. But first, we would be remiss if we didn't refer to the amazing drama that's going on with the founder of amazon.com Indeed, we would be Mr. Jeff Bezos.

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So yeah, why don't why don't you start us off? Oh, all right story. Well, I mean, unless you've been hiding under a rock this week. You know that? Mackenzie and Jeff Bezos announced their divorce in tweet form on Wednesday morning. jpg. Wait, yeah, exactly. Yeah. So that was kind of weird, but I

mean, not really. I guess it's not really that weird considering we're in it. We're in a tweet kind of generation these days. Well, yeah. And also a lot of the comments were like, Oh, he's married. Yeah, that's yeah, I did. But like a lot of people apparently did it. Yeah. Yeah. And there was a great like the the tweet responses were amazing because there was one that was like, all it said was hashtag pick me daddy challenge.

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There was another one that was like Alexa installed Tinder.

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Then the first one was Who fucking cares? pay your workers a decent wage. You gargoyle?

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Think about it. Yeah, he kind of looks like a guard. He totally looks like a gargoyle or like an ogre or something a small small but not no, apparently Nice.

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Do you want to read this dropped from inquire I wouldn't be happy to let's see.

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So this is from the National Enquirer which is you know, the most reputable reputable publication I can think of all the best breaking all the best breaking. Okay, here goes. The marriage of the world's riches couple is set to explode it all out war. After billionaire Jeff Bezos was caught cheating on his wife of 25 years with the spouse of a Hollywood mogul. Oh yeah, the National Enquirer can reveal that for the past eight months, the hot blooded founder of Online retail.

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Amazon has two times novelist wife Mackenzie Bezos with busty beauty Lauren Sanchez, whose husband Patrick Whitesell is one of Hollywood's most powerful talent agents.

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Bezos self described family man, as Ben whisking his mistress off to exotic destinations on his \$65 million private jet, sending her raunchy messages and erotic selfie.

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Including one steamy picture too explicit to pray to hear and having secret Rondae foods at palatial private estates. Can I practice my National Enquirer? Voice? Okay, yes. During a blockbuster four month investigation, the Enquirer tracked Bezos who turns 55 on January 12. Oh, happy birthday.

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Who turns 55 on January 12, and secret lover Sanchez across five states and 40,000 miles tailed them in private jet swanky limos helicopter rides row

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Mantic hikes five star hotel hideaways intimate dinner dates and quote unquote, quality time and hidden love.

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Our reporters snap to the braggadocious billionaire and his Raven haired lover 49 doing the dirty on their spouses together no fewer than six times and 14 day Wow. On one occasion they even enjoyed a secret trust at the very boston massachusetts hotel. The Bezos family stayed in when in town for Parents Day at his son's MIT campus.

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Keep going, Okay, I need a break. Okay.

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It is the real reason why Bezos one of the world's most powerful men took to Twitter on Wednesday to announce his shocked divorce. We wanted to make people aware of a development in our lives. As our family and close friends know, after a long period of loving exploration and trial separation, we have decided to divorce and continue our shared live does friends lives as friends. The tweet said, we've had such a great life together as a married couple. And we also see wonderful futures ahead as parents, friends, partners in ventures and projects and as individuals pursuing ventures and adventures. The Enquirer also has learned that the innocent spouses were recently made aware of the fling for more shocking photos of the pair and all the details about the largest investigation in Inquirer history. Pick up a copy of a special edition of the magazine, Bob Loblaw, which we tried to do and yeah, it's all lies. We can't find it. Yeah, so it's too bad. It had like an old one. Or unless they all got grabbed up already. Maybe everybody's interested. I don't know. Maybe. Yeah. Also. This is the first time I've ever been to the National Enquirer website. Yeah. And they still have in their menu bar. Just the heading OJ Simpson.

06:59

Anyway, so

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Lauren, Miss Mrs. Laura. Beauty and question the Raven hair lover? Yes. She sent all of his text messages to her friend. Oh, no. Because at first I was like, Oh, well, maybe she was trying to stir up trouble then it's like, Oh, no. Yeah, she wasn't no, she thought that was a good idea.

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Yeah, Lauren, sources close to the investigation. This is a page six article by the way. Sources close to the investigation say Sanchez sent the text to a friend to show off about her relationship with the world's richest man. And then the palace flipped the text to the Enquirer. Wow, friend. Yep. Lauren's over the moon about their relationships at a source. Meanwhile, a source who has been who has seen the raunchy or text messages, which the tabloid didn't publish, but that include explicit selfies, says Bezos has more to boast about than his bank account. Oh, god, he's big. Says

08:03

big real big.

08:07

Oh my god. Well, do you want to read some examples of his text messages? Well, we do have wine. So I say you do want I do worry that you drink in between. Okay, I'll do this is rough. This is yeah, this is gonna take a lot. Well, I mean, it's partly rough. Because, like, I don't know, I don't know. Just for you to vote. Yeah, the whole thing is terrible. Okay, normally I wouldn't do this, but I'll tell you why I am afterward. If you haven't already guessed. Yes. I mean, I think it's pretty obvious. Okay. The first one I have which I think is the most famous one by now for good reason. I love you alive girl. I will show you with my body and my lips and my eyes very soon. As you see that tweet. I retweeted that was like, everybody's making fun of Jeff Bezos for calling her alive girl. But if you said dead girl, you wouldn't like it either. So what do people want?

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It's a good point. Okay, my turn.

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Oh, no. This one's really

09:10

okay

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like red sugar. She is Yeah, she is unable to read. I want to smell you. I want to breathe you in. I want to hold you tight. I want to kiss your lips. I love you. I am in love with you. Ah.

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Okay, so the next one goes, I miss you. I want to kiss you right now and tuck you in slowly and gently. I don't know. And maybe in the morning wake you up and not be quite so gentle with you. That's disgust that's the first time I've read that one. That's disgusting. Oh my god, your energy and ideas and competence and spirit. That's

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all

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Turn Me On You make me better you're meant for me. Oh my god, please make him better. What if she does? Maybe she What is he? Like? Isn't it turned into a socialist now we don't know what if he just like gives everybody all of his money and like, stops treating people like animal Yeah, it could happen maybe she is the the key she might be or strange things to people maybe when Mackenzie gets half of

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she's going to fix it. I maybe I wouldn't put it past her. Okay, your turn. Okay. I am so full of love for you. My heart is growing just so it can have room for you. It's bigger than it's ever been and still swelling.

Also sounds like it might not be about his heart entirely, but sorry, I'm sorry. I just I feel like that was like an obvious. Is he the Grinch? He might be. I think he is. Yeah, stealing all the children's toys. I want to hold you tight. I want to kiss your lips. I love you. Wait, no, that was one. Oh, that means I have to read the last one. Yeah. Oh, well.

11:04

Okay, this is for you, Karan. Thank you so much. You know what I want? I want to get a little drunk with you tonight. Not falling down. Just a little drunk. I want to talk to you and plan with you. Listen and laugh. I basically want to be with you.

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And I want to fall asleep with you and wake up tomorrow and read the paper with you and have coffee with you. Oh, great. Okay

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thank you.

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Oh, I mean, to be fair, like I've said terrible terrible text messages. Yeah, so is every bit like yeah, I don't know. I think he is in love there. I think that's the most uncomfortable part if you were just filthy like yeah, texts, text messages to his mistress. It would be like, right, right, but it's like, oh, this is uncomfortable. Yeah, it really has shit. Yeah, there's like a weird human element at play here. And he is not really known to be human. He's not allowed. Oh, speaking of which, yes. All right. So if

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I know we sound like we're being total jerks about about Jeff Bezos. Yeah, everyone deserves to find love. Yes, that's true. And how cruel that we would be grudge this man his feeling right? Yeah, but but fuck this guy.

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for so many reasons. Aside from him, like holding

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Do you remember that? Like, sinners in the hands of an angry God? Oh, yeah. And from like the 1800s Yes. Where he's like guy's name? Yeah, yeah. John Jonathan something something I want to say Swift. That's wrong, but it was like three names. Oh, my God, like a serial killers. Yeah, exactly. Yeah, yeah, I totally remember this. Anyway, all of you screaming at us at home. Yeah, look it up late. No, you know what it is? Anyway, so he was talking about like how God is hanging you over a fire and you're like a spider on a spider's web? Yeah, deciding whether to throw you into the fire. That is Amazon. Yeah. With everyone who is like tangentially related to books? Uh huh. Related to books, or just ordering anything or shipping anything or being surveilled? Yeah, anything. So I don't feel sorry for him. Yeah, ever read gossip magazines? No, neither do I. So I'm sorry. Like, if you're a terrible person who like ruins a bunch of people's lives. Yeah. And people die on your watch. Right? You kind of deserve to get raked over the

coals. Yeah, yeah, for whatever reason. Yeah. If you're if that's not good enough, yeah, here's the final nail in the coffin. All right.

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The biological dad of scandal hit Amazon billionaire Jeff Bezos died without ever reuniting with his son. Page six has learned Ted Jorgensen, a bike shop owner in Arizona was stunned to discover Bezos was the son he last saw when he was barely one year old after being approached by a writer working on the biography of the CEO. However, despite reportedly being sent a letter by Bezos, Jordan said died in 2015, age 70. without ever meeting his son and a family source told Us Ty was just a teenager when Jeff was born. He was good and bad, just like everybody else. But the sad part is that he never met Jeff. After he found out he was his biological father. He went to his grave never having spoken to him. He would never talk about it. But I know it was hard for him. So that's he let this old man die. Yeah, without ever meeting him without ever.

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Why bother? Yeah, that's true. Yeah, true. I don't know if you'd like been a deadbeat dad and left the family and it had, like a teenage pregnancy issue. And I'd be like, I got it. Yeah, totally. Yeah. But otherwise, it's like, so I'm sorry for making fun of his stupid No, I don't feel like I'm sorry, either. Okay, so Oh,

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it's just kind of depressing. Like the whole thing is depressing, too. Yeah, it is. It is. It's a sad story. I don't really I like to, like if a politician has a scandal thing. Yeah. I'm used

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usually, like, let's just judge them on the fact that they've, you know, murdered millions of Iraqi civilians. Right, right. Like, who cares? Yeah. Like, let's judge them on the fact that they like, shoot people with drones, like, Yeah, let's let's look at their policies and how terrible they are. Oh, they like had sex with this person. Great. Congratulations. Yeah, but I don't know, this feels more personal to me. Yes, I maybe it's because I'm in publishing. And that probably has something to do with it. Yeah. But I agree with you, because I don't really usually care about this stuff, either. It's like, oh, wow, shocking, a celebrity cheated on their hospitals with another person. Like, who cares? Well, and I also kind of still feel that way. Yeah. about it. But on the other hand, yeah. Anyway, yeah. So the interview. Yeah, let's do it.

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Okay, so we've got Charlie Hoffman here. She's a USA Today best selling ghostwriter of more than 25 books. After working in traditional publishing for five years. She recently moved from New York to Montana and is loving the change of base. She's a full time writer. And there's rarely a time where she doesn't have either a cup of tea, or an orange cat next to her, or both, I'm guessing. Yeah. A lot of times. Thanks for coming on, Charlie. No problem. Thank you for having me. All right. So I guess we should just get right to it. So what kind of work did you do in traditional publishing? And how long did you do it? I worked in traditional publishing for about five years, I did mostly agency work. I did a couple

of agency internships. And then I became an assistant at an agency as well. I also did a small editorial internship. And I worked at a lot of bookstores.

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Hey, of course. But yeah, my primary experience was in a agency working and going through the slush pile and queries and all that good stuff. That's fun, isn't it?

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Well, it can't be within a fiction or nonfiction or just everything. Mostly fiction. For me. I love nonfiction. But I yeah, I the queries for nonfiction are hard. They are. Yeah.

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So what brought you into the book worlds? Um,

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it's kind of weird. I was actually I went to school for theater and drama. And then I went and got a masters in Dramatic Writing. And I had to kind of become a book blogger even I don't, I know book bloggers are kind of a taboo at this point after the way it's turned. But

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I did that for a while. And in the middle of my graduate degree, I realized that I was having more fun online with my book, friends, then I was in my classes.

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And I thought I was like, This is not a thing that should be happening. So I kind of looked into publishing and I had been writing at that point for a while. And I really liked it. And I applied for some internships and joined a writing group of people who were in publishing in the city because I was at Long Island University. And yeah, I had an internship within two weeks and started doing editorial work. And then once I graduated, I kind of just like, took a right turn and didn't look back. Nice. Yeah, have you written any place or I, my graduate degree, I wrote a play for my thesis, which was premiered and directed by a fellow graduate student at the end of my tenure there, which was really fun. Do you think you'd ever do it again?

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Yeah, I really enjoy writing plays. I'm actually in two weeks, I'm going to Italy to collaborate with a friend of mine on a device production of Medusa. So

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which is pretty cool. But you know, I love the theater and stuff like that. It's just

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as an actor, the internal politics weren't just they weren't, it wasn't a right lifestyle for me, and I applaud all the people who can do it. But I'm much happier now. Yeah, I understood I was training to be I was training to be a classical singer.

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So you know what I'm talking about. You're talking about also my voice does this for two weeks every year so that's not good.

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Okay.

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Yeah, just all the the personality clashes it's a lot more chill with book people, isn't it? Yeah.

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We've got our fair share of drama, but it's always at least a little bit more chill. And it's always happening to somebody.

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Online at least online. Yeah. Yeah. Well, yeah. Why? That's totally not true. What am I talking about?

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All right. Cool. So did you ever have any inkling when you were like a kid that you wanted to work with books or was it just a very sharp right turn as you refer to it? I'm a, I wrote some really angsty poetry as a young teenager.

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But I never really thought

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thought about writing fiction until

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I did that thing with like, when I was like 13, I had a friend who was like, we should write a book. And you know, we'd like, did that thing where we kind of CO wrote a book, but it was more just like an excuse to hang out, like an embodied notebook. Yeah.

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I think it was actually a bead notebook.

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And then in college, I kind of turned back to that story that we had written as a manner of stressful leaf, like going back and stripping it and changing it. And I found that I really liked it. And I kind of fell into it and just kept writing from that point on.

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So do you think so you moved around a lot as a child? Right? So do you think that kind of influenced your interest in being like a book person? Um,

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maybe yes. And no, I honestly think like, moving around as a kid.

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I definitely am few influences your view of the world because as a very young person, then you, you understand from the get go, how small the world and our country really is. And it gives you a very unique perspective on life, which I didn't value until I was much older. But I honestly think the book person was more to do to my parents who read to me a lot as a kid. And, like, always provided literature for me to read when I was in countries that I didn't speak the language and stuff like that. I was homeschooled all the way through high school. So yeah, that contributed a lot. I see. Okay, okay. Yeah, gotcha.

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All right. Well, that's upside down.

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Okay, so you moved out of traditional publishing, and into indie publishing? Was there? Was there a crossover? You do? Sorry, you do ghost writing? So was there some traditional ghost writing before the indie ghost writing? Like, how did that work out? Well, um, before I transitioned into my job at the agency I worked for I had gotten an offer to do ghost writing. And this is kind of like, an interesting situation where it's a publishing company, but it's kind of published indie. So it's, it is kind of crossover.

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And I, when I went to work at the agency, I knew I wasn't going to have the time. And so I was like, you know, I don't want to do this right now. And then, when I left that job, I knew I didn't want to immediately move back into corporate publishing. And so I was like, this is a really good way to kind of balance the skills that I liked. Let me give it a shot. And so I've been doing it ever since. And it's really fun.

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It's great, because the views don't matter.

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They're not about you. Yeah. Yeah.

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I mean, it's actually really been really great training to look at bad reviews and just let them roll off your back because nobody associates it with your name. So it's, it's, it's fine. And you can learn to laugh at it if it's ridiculous.

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Well, that's good. It doesn't sound like the repercussions are too bad. Or they're either, like professional repercussions for bad reviews or No, not really. I mean, in general, my reviews aren't bad. But everybody gets those one stars that makes you laugh. Yeah. You know, so. But just learning to moderate yourself and looking at public opinion of your work and being able to let that go. In terms of my personal writing has been really valuable. Yeah. What kind of books do you go straight? I go straight rows. Mostly. Romance can't talk today.

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First, man, that's a completely different kind of book.

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No, I mostly go straight romance. And I have done a few thrillers. Okay. What? So are those? Tell me more about the thrillers, just because that's a personal interest of mine? Or were they like police? Are they?

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The ones that I worked on? Were serial killer type thrillers. Oh, fun. Yeah. Do you like get into the head of a killer? Yeah, it was interesting. Um, I was asked to develop the kind of MOA for this killer. So like diving into the rules that he would use and

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kind of the justification for his actions was really interesting. Be able to create that kind of twisted logic and then apply it to a plot. It's kind of fun. Awesome. It's really fun to get in there. So I know that there's a lot of sub genres of romance we've talked to many readers come in and talk to us about it on the show. So have you written all across multiple sub genres of romance? Or do you Yeah, and mostly, it's been considered a contemporary niche, but like, there's so many sub genres in that and I've, I would say, it's probably mostly like, just pretty traditional, contemporary, but, you know, there's a few here and there. Whatever they asked me to do. That's what I write. Or like, whatever you say, boss.

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That's already good typing fingers. clickety clack.

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35. That's right.

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Okay.

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Okay, well, you already kind of told us why you went into the that realm rather than traditional publishing. Were there other reasons that you would like to talk about that? You prefer to be where you are now? Is it like less stress or? Well, I mean, I've been with the same kind of contracting with the same company for for most of my work. And that's kind of nice just because you know, it's a sure thing. But ghostwriting is,

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because of the nature of a it's very inherently kind of hush hush. And so it's actually harder than one would think to find those gigs. So when you find a good one, it's nice to stick with it. Because you never know if it's, there's going to be like, if you branch out, is there going to be another one? You know? So it's all pretty secret?

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Yeah, I mean, yeah, it depends on the genre again, and it depends on the contract. And it depends on like, the type of ghost writing because you could def tech, technically consider the people that write with James Patterson is ghost writers and yet accredited.

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So it, it depends upon the situation, it depends on whether you're a real ghost or not. Yeah.

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Clearly, I am.

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Alright, so what overlaps Do you see between traditional publishing and indie publishing? And so what are some similarities? And then differences that you see?

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Well, I mean, the as facetious as it sounds, the obvious similarity is that they're just trying to get books to people. Yeah, but the just

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the overall approach is so different that I understand why there's a lot of friction between the two communities in general, just because there's such different mindsets. One is just very self driven. And the other is like, kind of what I would consider legacy like, this is the way we've always done it. This is the way it's been proven to work, let us do our thing. And then

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the indie people are kind of on the cutting edge. And they're they're always trying new things. Not that traditional publishing doesn't try new things, but they're actively reaching out. And,

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you know, they're connecting with readers on a greater level. And they're pursuing their audiences instead of letting their audience find them.

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So can you go into that a little bit more about how like one would pursue an audience? Well, speaking to the romance market, there's obviously within romance all of these sub genres and tropes that are pretty codified.

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And based on sales, the the writers in the community kind of see what works and they choose to create stories that they know these people are going to like. And so instead of, I mean, there are there's exceptions to every rule. So whatever I'm saying, I'll obviously there's going to be somebody who disagrees with this. But like, there's a lot of Romance Writers who take their stories. And

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they write to market, they write what they know sells, and they kind of let the content that they create be driven by their audience instead of in traditional publishing, I feel like it's more extolled to write the book you want to write regardless of audience, and we'll find it for you. Both of those approaches are valid. They're just they just take very different paths. So how do the authors get the feedback from the readers that show them how to write to the audience? I think reviews are really important in that and I think there are a lot of romance blogs and and the Twittersphere and the instinct Bookstagram sphere, where and even especially actually in the romance community, Facebook is hugely active. And they're these these women who love and read romance, they breathe it like oxygen, and they love to communicate with their authors. And they like to tell people if they like and they want more. So it's just it's a very open communication between author and reader more, so I feel that a lot of other genres. Well, that's good to have that I don't know if like traditional authors really get that kind of feedback, crimson marketing. And so I, what do you think? I think no, no, yes, my short answer, and my long answer is no, I don't think so. Would you say because I see authors, even indie authors as being like, sometimes they're extroverts, but a lot of time introverted people. Would you agree or would you say that the online persona is different?

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It takes all types, you know, and I've seen conversations with people where like, I I am definitely an introvert. So I understand the struggle that a lot of people

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Will who are also introverts and writers need when they present themselves on social media. But I think it doesn't matter too much, because everybody's going to find a strategy that works for them, you know, and they're, they're going to find their audience where they're at.

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If you're an introvert, maybe that means you don't do like Facebook live stuff. You know, it may be you just do more posts that you can schedule and not have to do a lot of face to face interaction, maybe just more text interaction, whereas I know there are a lot of romance authors who'd love to do Facebook Live and Instagram Live and like, have that real visceral connection with their readers, because that's what they thrive on. Right. Right. And they feed off of the energy. Yeah, but like, in a good way.

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They're not vampires. Oh, no, no, unless, unless the sexy kinds which someone Someone must steal like that, right? Oh, yeah.

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Definitely. I think I just saw my, my Facebook feed is just like, like, I swear, every third post is like an advertisement for a romance novel. And I see vampire ads all the time. Oh, good. Yeah.

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Just a little bit of nostalgia from Yeah.

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I think vampires are coming back. I've seen a few book deals for them lately. Yeah, it's about time. I've seen a few zombies even too. So like, I guess we're looping around. Not in romance, though. God. Yeah.

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That would be a hard one to pull off unless you set it on the backdrop of zombies or like, it's like a comedy, like, whatever. That one with Aubrey Plaza. Oh, yeah. I will say warm bodies. Oh, yeah. Oh, that was a romance, though. Right? Yeah. And that was a book first, wasn't it? It was a book. Yeah. Well, there you go. It's possible. Yes. You can dream it, you can go for it.

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Do do follow your heart.

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So what do you think traditional publishing can learn from people who self publish?

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I think I think the, the finding and distilling of the audience is something that they can definitely use.

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There I've seen in the past, when I have observed marketing and sales tactics among big chains and stuff like that, they they opt in favor of being the same across the board instead of serving individual communities. And what those needs are, for example, when I used to work at a bookstore in New York City, and I worked on the Upper West Side, where there's a lot of affluent people who live in that neighborhood, most of the sales in the bookstore, we're nonfiction, and like high end, medical books and psychology books, and, you know, graphic novels and things of that nature. Whereas, if you take a look at bookstores, in the Midwest, where people aren't necessarily as influenced by the New York Times, you would want to see displays of like mass market romances or genre books, but they don't do that. They just kind of have the same displays across the board and treat all audiences as if they're one thing instead of like paying attention to demographics, right. The right targeting for Right, yeah, they're not. I feel like they could target better. Okay, definitely. Yeah. That's a really good point. I totally agree with that. And I think it's, I mean, I think that's also just the mindset of like, the big five to, you know, it's like, this is the way we've always done it. So we'll just keep doing it this way. You know, and even if it's not really effective, it's just like, well, you know, like the see thing you were talking Yeah, that's exactly, yeah, yeah. And I've seen it time and time again, where I've interacted with certain publishers and

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seen what their employees do. And like, there'll be employees who know that things could be better, but because of the like, the decision ladder, it doesn't get done in a way that would benefit both the company and the book. It just gets done the way it's always been done. So that's I think, I think there should be a little bit more flexibility and maybe nimbleness in the traditional publishing mindset to take advantage of opportunities. book sales have been going up since 2013. Like so like, take advantage of it like ride the wave. One of my questions was actually tell us everything about your cat, because do you want to do that now or do you want to do that? We could we could go back to the other stuff. So let's talk cat right now.

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He His name is Darcy full name cat William Darcy.

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He does have an Instagram at cat William Darcy. Oh, everybody follow at cat

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he's a rescue. I got him when it was about a year old and like actually, his rescue story is one of my favorite things. Because I was living in New York and I my childhood pet had passed away about

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Six months earlier. And so I was down at my parents house visiting them in the summer. And I was in no way planning to adopt a cat.

35:08

I just decided to go to the pet store to get some cat love time. You know how it goes. And I walked in and there were several cats in there. And there was one that kind of fit, quote, unquote, the bill of what I was looking for she, she was like a female. She was about six months old. She was pretty gray. She had green eyes. She was very similar to the cat that I had lost. Yeah. And then there was this little guy.

35:32

Orange rambunctious and I'd never ever seen a cat try to get the human the way he was trying to get at me. He was reaching through the bars. He was grabbing my hair. He was mowing. He just He wanted me but it was late at night. And I was like, yeah, no, no, maybe this is a fluke. Maybe you just want like you're in a cage. Maybe you just want attention. So I came back the next morning. And there were workers there and I took him out of the cage. And he wrapped his arms around mine around me put his neck or his face into my neck and just hugged me. Oh, my God. He just he absolutely hugged me and my mom was there. And she she she will attest to the fact. And I was just like, Okay, well, yeah.

36:17

So I took the other cat out the grey cat just because I was like, I just want to see how she reacts. And she freaked out. And it wasn't her fault. She was really young and really scared. And I was like, Okay, well, I guess you little orange guy are coming home with me.

36:31

Ya know? No, he's he's just the best. He's, he's totally rambunctious. He's three and a half years old. And he still acts like a kitten.

36:40

And yeah, he's just such a people cat, me and my roommate, we always joke about the fact that he has the biggest FOMO of everybody I've ever seen. If she gets up early to go to the kitchen, and then like, for whatever reason, I have to fill my glass of water and I go to the kitchen, he has to come to the kitchen. Yeah, he has to be where the people are. He's Arial.

37:04

So he's pretty great. He's, he's great. But ya know, I just started the Instagram for him about like a month ago, cuz I used to be really against Instagrams but I got tired of flooding him his pictures on mine. So it's like you're getting your own.

37:19

I live for pet Instagram.

37:24

I kind of draw the line at the like that. I was seeing a lot of pet Instagrams that just seemed really over the top, like, just like dressing them up and doing stuff. And I was like, Okay, that seems like a lot of work for that. But now I'm just filming the more organic. Yes, yeah.

37:43

pictures of him hanging out. So that's good enough. He's great. All right. So circling back to our last question regarding publishing is, how do you view the future of publishing based on the synthesis of both traditional and were indies going and self publishing?

38:04

I think there is a future. I know that some ethical of that.

38:10

I think

38:12

the music industry went through restructuring with the advent of digital music. And I feel like publishing is going through that same

38:21

restructuring, but in a much slower form.

38:25

And I am the last person in the world who wants to see brick and mortar stores go down. I don't want that to happen. I don't think it will happen with the resurgence of independent bookstores and stuff.

38:35

But it's just going to be a lot harder. There's, you know, society treats books like luxuries now, and that's a historic thing based on the fact that publishing used to be considered a almost noble profession.

38:51

And with the with the economy the way it is, it's harder for people to spend money on stuff like books for entertainment, especially when they're viewed as such a luxury. So

39:03

I don't know, I think I think we're eventually going to come to a balance of probably mainly digital with a limited selection of print books. I imagine that oh, what were they called? A while ago, and idea was floated about, like showroom stores where you go and you look at the book, and you'd like there's a copy of a book, but then you order the copy from the, from the tailor, like, now, like with their mortar stores? Yeah, I think that's what they do. And I think that might be a good model for some bookstores to follow. Maybe not just Amazon. I don't know. If that would keep the overhead down. It would keep stock prices down perhaps. Yeah, what I've been seeing on like Publishers Weekly, it's the stores are all closing because of rent. Like yeah, they're just too high. Yeah, um, and I think I think the main concern that I would have about the fee

40:00

Truth is like I competition always benefits the consumer. So if

40:06

I don't really have

40:09

that's a lie, I can't say that I do have some beef with him.

40:14

I mean, they are keeping independent publishing alive in a very vibrant way. So I can't necessarily complain about that. However, if Amazon becomes the monopoly in publishing, and the only major retailer to be selling books, I believe that could create some problems just because then they're dictating everything, they have the ability to dictate, like whether or not they like the cover of a book, they have the ability to basically control the careers of authors based on how many books they decide to purchase from the publisher. So I'm hoping for a future where there are still enough brick and mortar bookstores to create the competition that we need for a lively and not.

41:00

No, I'm thinking the word

41:03

Imperial a word that's popping into my head, but

41:07

no, like, like, so it's not a monoculture is Oh, yeah, yeah. Yeah. The word my head was monogamous. And I was like, that's not right. That's too positive.

41:18

No, I so that the the competition will create, like, more creativity. That's what I'm hoping for, um,

41:27

nobody can really predict the future, though. So who knows? Yeah, that's true.

41:33

Well, I feel like they're already. I mean, controlling a lot of our traditional publishing companies schedule and stuff like that. So I mean, so here's the question. I know that self published authors have a lot of control, or are completely responsible for most of their marketing, and their SEO and their choice of keywords.

41:58

So do you as a ghostwriter, have any responsibility for that sort of thing? Or is that done by someone else? No, that's done by someone else.

42:08

Thankfully, but even in that there's a lot of, especially for published or self published writers, there's a lot of bullets to dodge in terms of Terms of Service for both Amazon and Barnes and Noble and Facebook, especially when you're advertising. So it's Yeah, Bree was saying it's one of their terms of service thing is like don't do exactly what you would expect or something like that. Yeah, I'm not. I'm not sure. Like this is this is forbidden, this is forbidden, the things that are forbidden are exactly what you might expect. That's what

42:45

everyone's like, Oh,

42:48

I think that the some of the problems that I've seen from self published officers of mine is that the the terms of service or the the guidelines rather, are very inconsistently followed. So you can get a slap on the wrist for doing something wrong. And if you haven't, it's technically not something that you thought was wrong. And then somebody else could do the same thing. And it will be totally fine. Yeah.

43:10

Yeah, I guess that's like probably a lot of people

43:14

doing subjective things and controlling it subject. Yeah. I mean, especially when you have big sites like Amazon, who are like, they're managing a massive flow of information. And algorithms aren't perfect, right. You know, so, like, that's a source of like, I think that's gonna get better in the future. I think that if

they want to have a more detailed filtration process, they're going to have to bring on more human bodies, because there's only so much a robot can recognize when putting guidelines up, you know. So I think that's going to, but I'm hoping that in the near future, we'll see a nice marriage and integration of the digital in the print world, but in a way, that's not as contentious as it sometimes seems to be. Right, like it doesn't have to be a war. Right? Yeah, right.

44:07

Yeah, let's hope not.

44:09

Well, and I know that the popularity of print bit and maybe this has to do with like, millennial 90s nostalgia or something like that. But there's a lot of people who are like, I only read print books now. And it kind of took a little bit of like,

44:26

boost not a very big one, but just a little bit of a boost in the last couple years. But what I've also seen is the trade war is causing the price of paper to rise a lot. Yeah. So I can totally see it going toward a more digital thing just for the reason of scarcity even it's an interesting thing that the price of materials also dictates the kind of books that people want to publish. Like, when the digital market happened, people the the maximum length of books that people wanted to query or the

45:00

agents wanted to accept when drastically down. You know, no longer were people expect accepting books that were like over 100,000 words. It was like hard cap for most genres you do not go above that number. Yeah, it's a little I mean, obviously, there's always outliers. Yeah. But um, yeah, impact stuff like that. So if the price of papers rising perhaps will compensate with shorter books, right or, or maybe instead of the traditional always hardcover than paperback model, perhaps we'll just go like to have more straight to paperback books, which a lot of readers would probably prefer. I love my hardbacks, but I know plenty of people who like, always wait to paperback. Oh, yeah. So

45:45

yeah, I mean, there's so many different ways that it could go like, if you do straight to paperback, do you give the author a little bit more royalties? Like, what? Just right? Where do you go? I hope that with the potential integration of these things, that maybe people will come to value books more and like not

46:03

think that it's only worth 99 cents? Yeah, right. Right. Yeah.

46:11

Yeah, that's a whole thing. I could talk forever. Man. I yeah, I feel it because I've been doing some editing. I've taken on some some editing clients for self published books, and I'm just like, this money shit.

46:26

Which like, I'm not gonna charge more than market price, obviously. But like, yeah, it's, it's, it's that whole race to the bottom thing. Like, people aren't paying a lot for the book. So you can't like charge a lot. For it's that it's the myth of the starving artist that is so prevalent in our society that we venerate and honor these people who are not in a healthy place and not able to live because they're not making money when in turn, like, that's not that's not cool. I've been the starving artists thing. It's not fun.

47:04

And I, I hope that myth goes away. Do it for closure. Yeah.

47:14

So fun question. less depressing than our,

47:20

our money making. Mystic about the future of publishing? Oh, sure. Talking about money. Oh, yeah. You know, isn't everything right? Yeah, true. Yeah. Yeah.

47:34

Okay, but no, I'm optimistic too. I mean, we're always gonna love books. That's that's pretty much stayed the same, I think. Do you listen to any of the Book Riot podcasts? I have occasionally, not as much as I would like to. There was one I think it was annotated with. And I might be getting it completely wrong. But they did that whole, like, oh, are people not reading books anymore? And they've talked about how people have been asking that question for like, over 100 years, every time a new technology comes out. So it's like, oh, there's radio now? Are people going to stop reading books? Oh, there's TV now? Are people gonna stop reading books? And it never happens. It just stays like the people who read books, read books. Yeah, there are very few sources of media like that, that have been so prevalent through the entire age of humanity. Why do you think that is?

48:27

I think it's the power of story. I think it's, I saw something online the other day that I can't attribute because I don't remember where it came from. But it was basically like, books are made up of scenes and scenes are made up of words and words are made up of letters. And isn't that weird how it adds up to a movie in our head.

48:45

And that's the that's the main thing. I think, actually, that was on ve Schwab's Instagram now that I think about it. And she's amazing, and I love her.

48:54

But that's the fact that you can be looking at something on a piece of paper and it can transport you to a place that you've never been, right. That's an experience you can't have with anything else. And you get to choose what that looks like to you. Yeah, yeah. It's like, time travel and imagination. It's just it's so powerful. It's like the greatest form of escape that we have as human beings. Yeah, yeah. And while maintaining some control and some artistic license, I would say. Yeah, cuz, I mean, how many times do you watch like a movie and go, that's not how I pictured that. Dare you?

49:38

Yeah, that's why I oftentimes when I go to see movies that are adult adaptations of books that I really like, I have to see it twice. Once to like, get my feelings out about like, Oh, that wasn't, that wasn't the way I expected. And then the second time I go, I know what's coming and I can actually enjoy the movie for what it is. I think that's a really healthy way to do it. Yeah, it was like that with the Hunger Games, Movies.

50:00

Even though I think the Hunger Games movies are amazing adaptations, but yeah, I still had to like go in there and unclench my shoulders a little bit, and then go and see it again and be like, Oh, okay, this movie is actually really good.

50:13

Okay, so what are you reading right now? Right now? I just finished the poppy war by Rf Wang. I don't know. I doubt I'm pronouncing her name correctly and I apologize.

50:26

It was a really very interesting book.

50:32

There it's not an easy book to read. It's a fantasy book adult fantasy I should clarify it's not ya even though some people have built it as that is very much not why.

50:44

Based on one of the wars between Japan and China and

50:50

is brutal It's an amazingly written and it's there's magic and fantasy and and really cool relationships and stuff. But it is also like an A unflinching look at the horrors of what war can look like. And it's, it was I still kind of haven't sorted all my feelings out about it. That and now I just started the book. I am I am I am by Maggie O'Farrell. I believe her name is it's more about near death experiences. So 17 Near Death Experiences, I believe is how it's billed for 17 brushes with Def Yeah, wow. Oh, yeah. That's one of the ones that was in the trades, right? Oh, yeah. Oh, I don't even know. I don't know. Maybe. I don't know. I feel like I've heard of it. Yeah, like I've heard of it and looked at it and went that looks scary. And then I just I just bought the wicked king by Holly Black, because I just came out yesterday, for a couple days ago. Okay. Karan? Yes. Oh, you want me to say when I'm reading what? I'm still reading the road to Jonestown.

52:01

by Jeff Quinn. I am also reading that we are reading it together. Sorry, what was the title of the road to Jonestown by Jeff Gwynn? So it's a Yeah, about Jeff Jones. Yep. Oh, wow. Yeah, that must be heavy. It is. Your 150 Yeah. 150 pages. And yeah, yeah. I mean, he's already doing really weird things. He's, I mean, we're weird. He did that weird things from birth, though. I mean, yeah, think about him. That's

like normal. Well, and remember how I was complaining. I read the I was listening to the Parker Posey memoir. And it was complaining about how I always think that childhood sections of people's memoirs are kind of boring. Oh, yeah. But then I read this one.

52:42

Orange, literally one of the sentences is, and then came the animal funeral.

52:51

That's amazing. Yeah. And sad, but amazing. Oh, my God. But what else? Are you reading anything else right now? I'm still trying to get through that Court and Spark book, but it's written very at the is that? No, that's the 33 and a third or three and yeah, it's about the Joni Mitchell album of the same name. Yeah, so but the author is, he's kind of one of those authors who just like throws big words around to show that he knows what they mean, which is very annoying to me. Yeah. So it might be slowing. But anyway, that's what I'm reading right now. So we're getting the incendiary still. Yes. I'm still reading that I forgot. Yes. Yeah. Still in the middle of that. Yeah. Yeah. But I love it so far. Yeah, yeah.

53:31

Emily, what do you read? I'm also reading the road to Jonestown. I'm reading I always have to have a Kindle book going. So if I can't fall asleep, but I can't turn the light on because my husband's sleeping. I can read on my phone. So I started reading, started reading the second sex by Simone de Beauvoir.

53:54

Though it's, it's 750 pages. And I'm like, Oh,

54:00

he would happen it will put me to sleep, baby. Yeah. And then the Oculus gate, part of the Broken Earth trilogy. I've seen I've seen that cover. And it looks super interesting to me, because I'm so NK Jemisin, as I've talked about on the show before.

54:16

The first one is the fifth season. Second one is the Oculus gate.

54:21

So after the fifth season, I cried inconsolably for an hour. Wow. And my husband was very frightened. And I was pacing the room and talking about it a lot. And but yeah, we went out and bought this when I finally started again and or not again. Yeah, I got the same author. Right. And I've heard such great things about that series. I just, I do have a tendency to stray away from the giant books like the big fantasies just because I know that they take me a while to get through and I have so many books that I want to. Oh, yeah. So I generally Oh, yeah. So I mean, it's like with the Outlander books.

55:00

or the ice Song of Ice and Fire that those kinds of things like, I would like. I do want to read the fifth season, I just have to work my my brain up to it. I think sometimes it helps to get any book because you trick yourself. You're like, I can't see how thick it is. That's true.

55:18

And then you can make the text size bigger. Exactly. I did that to myself with Jonathan strange and Mr. Norrell, I got it on ebook. And I was like, This just keeps going. But I'm having a great time.

55:32

So good. Okay. Is there anything else that you want to say? about publishing? Any thoughts? Closing thoughts?

55:41

I don't know. I feel like my big gun was kind of the value of the artist. Yeah. But no, I just I think publishing is such an interesting and strange career to have fallen into. And I really like it and value it. And it's so it's such a mysterious place to be. And I think that's why people are still kind of confused about what publishers and authors and agents do. Because, you know, the in the movies and stuff. They never get it. Right. But as the book is coming out tomorrow, yeah.

56:14

It's kind of like, it's just, we're in a little bubble. Everybody knows everybody. And it's like, it's like New York City. It's the smallest town in the world. You know, and it's, we've all got our own little rules and stuff. But yeah, I just, I am glad that I'm here because I enjoy it so much. Andy, you're in? You're in Montana. You said? Yeah. Yeah, I haven't once. Yeah. Is it snowy there, right. It is actually been a shockingly mild winter. I mean, it's been it's only my first winter living here. But I've visited before and it's we've got a little bit of snow, but it's been pretty warm. It's been like in the 30s and 40s, which is pretty warm for this time in Montana. So I mean, it gets it gets there here, so it must be warm. Yeah.

56:58

Yeah, it's pretty warm.

57:00

Is there? Oh, good. Is there anything other than cat William Darcy on Instagram? Is there anything you would like to plug?

57:09

Um, can follow my Instagram? Yeah, at Charlie underscore NYC even though I don't live there anymore. I know.

57:19

People constantly ask me if I was going to update my three letters. If I moved in. I was like, No, I looked there for a long time. I'm gonna be I'm still gonna be there. You don't owe anybody an explanation.

57:32

never apologizes. Julia Child says.

57:37

Okay, well, thank you so much, Charlie, for coming on our show. for having me. Yeah. And we appreciate your insights. Thank you, right. Oh, yeah. What a week. Yeah. What are we truly, what a week and don't forget that tomorrow is Jeff Bezos his birthday. Yeah. So everybody send him happy birthday wishes. I mean, it won't be tomorrow when I put this out. But now but January 12. Yeah, January 11. Yeah, honestly, right accordingly.

58:07

He's a Capricorn can't say I'm surprised. No, I'm neither. Neither surprised. Not surprised, either.

58:15

Neither is she surprised?

58:18

Yeah. So go to our website. Hybrid pub. scout.com. Sign up for our weekly news. Back weekly newsletter. Yes, maybe someday we? I don't know. I don't know. Sure. Um, day. Yeah. Whole New Year. 2019. Yeah. Anything good happens through so that's under join our troop just put your email address in there in your urine and yeah, you get a preview of curranz bi weekly rants, that whatever the hell she wants to talk. Sure. It's great. It's the best writing job I've ever had. Yeah, yeah. She doesn't get shipped for it. No, no. Yeah. No. Exposure. Oh, sure. I am being paid and exposure. All right. Yeah.

59:04

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59:08

And then Facebook. Hybrid pubs cat, also? Yep. And we're on Apple podcast. Please rate review. Yes. Yes. as many stars as possible. If you want to give us five stars Please rate and review us if you don't that you just don't. Yeah, just don't do it. No negativity. Yeah, yeah, just go on there. If you like us, and if you don't like us, why have you made it this far? Yeah, really? Yeah.

59:36

And then pod bean. Tune in. Hmm. Player FM, SoundCloud. That's it. You got anything else to say Corinne? I don't think so. I'm just excited to be reading again. Yeah, we're also proud. I'm very proud of myself, frankly. So yeah. Well, thank you all for giving