

FINAL LOB EPS422 Maggie Van Galen

[Liz Theresa]

Liz on Biz is brought to you by the Women's Business League, the only networking organization where women come together to connect, support, and grow authentically. Whether you're a seasoned entrepreneur or just getting started, WBL is the place where genuine networking brings real results for your business. Join me, I'm a member, and sign up for a virtual membership, or you can join one of their local chapters at womensbusinessleague.com.

Want to be a lead magnet? It starts with using better words on your website. Hey, I'm Liz Teresa, and I'm here to tell you that improving your copy is the absolute easiest, quickest, and most cost-effective way to get more clients and cash rolling in.

Go to freecopyvideo.com to download my free copywriting training. See you there. Hello, and welcome to the Liz on Biz podcast, where the guests are barely prepped and I'm barely ready.

I'm your host, Liz Teresa, and I help you launch, build online businesses you love. This podcast is all about entrepreneurship, and I hope you like it. Hey, everybody, and welcome to another episode of Liz on Biz.

Here with me today is my great friend, Maggie Van Galen. Welcome to the show, Maggie. Thank you, Liz.

I'm so excited to be here. So ironically, when you were like, oh, no, no, the podcast, and I was like, wait, you haven't come on yet? And then I was like, oh, that's weird.

So I'm really glad that you're here. I'm glad you're joining the show. Tell everybody a little bit about what you do.

[Maggie Van Galen]

Right. Well, words are my gig. I am a copywriter, editor, proofreader, and under the cloak of darkness, I'm a children's book author.

[Liz Theresa]

Like by night.

[Maggie Van Galen]

Yes, by night.

[Liz Theresa]

You're sneaking into libraries across America, just injecting your book. Is it in the library? Probably.

[Maggie Van Galen]

Yeah, it's everywhere that I have five children's books. I've been doing this for, I don't know, over 20 years. Not to try to date myself or anything.

[Liz Theresa]

Are they a series? Like, are they, is there like a recurring people in it?

[Maggie Van Galen]

So there's two series. The first series is The Adventures of Kino and Ernest. Kino's just a short summary.

Kino's a mischievous little monkey. Ernest is his best friend. Kino gets in trouble.

Ernest has to get him out. Along the way, they learn some valuable life lessons and morals. And then there's three books in that series.

And then I co-authored a series with a doctor of pediatric occupational therapy called King's Day Out. King is a Bernese Mountain Dog. And the hero of our story is a neurodivergent boy who teaches King how to overcome the fears and anxieties associated with everyday sensory challenges.

Using the tools that he's learned in OT. And there's two books in that series.

[Liz Theresa]

Oh my gosh. Oh, that's really cool. And so which one has been, like when you did the Kino series, which was your first series, were you surprised by the reaction that it got and that people were like reading it?

Like, did that blow you away?

[Maggie Van Galen]

Yeah, still pinching myself. Like, I, the honest truth is when I, I used to tell the stories all the time to my kids. Um, and then, uh, my youngest Dylan, his, um, kindergarten teacher was like, you need to get this published.

Like there's teachable moments, there's things that we can use in the classroom. And I was like, hmm, okay. So anyway, I, my plan was just to sort of leave a legacy for my kids and to see my

words in print.

Um, and then I, she introduced me to a classically trained artist who, um, had some illustration experience, but not a ton, but I can literally draw stick figures. So to see my words come to life and illustrations was like mind blowing. So, and that was back in the day when like self-publishing was really self-publishing.

Like you, you know, you pick out the paper and you.

[Liz Theresa]

Oh, that's very, that's, that's how it was though. Cause nowadays it's so different.

[Maggie Van Galen]

Right. Right. So, um, yeah, I had no, like, I know I had no inhibitions of trying to get picked up by a publisher or anything like that.

I was like, I just want to see it in print and we'll see where it goes. And a friend of mine in Georgetown here, um, Lisa Scala is a phenomenal jeweler.

[Speaker 3]

Yeah. Yeah.

[Maggie Van Galen]

And she has this amazing, like old space, like her shop is in this like antique building downtown. And she was like, oh, let's do a book launch. And I was like, I don't know what that is, but it sounds like fun.

I was like, well, just invite people. So I literally sent an email to everybody I know. And, um, at that time, my kids were little.

So I had all the, you know, the parent contacts and sold a ton of books. And I was like, wow, this is kind of cool. Um, and then.

That is a pinch me moment. I would probably cry. I'd be so happy.

Yeah, it was like when the first arrived from the printer. UPS man thought I was crazy. Cause he arrives at like three every day or not every day.

[Liz Theresa]

But when he comes to three, I feel like mine comes too bad, but keep going.

[Maggie Van Galen]

But I was standing on the front porch. Cause I had gotten notification that the books were arriving and I was like standing on the porch, like, yeah, they're here. And he's like, are you all right, lady?

And I'm like, but, um, no, the real pinch me moment came. I, it's weird in the book world. Like if you, the awards that books get, you have to submit and pay for, which seems counterintuitive.

[Liz Theresa]

Yeah.

[Maggie Van Galen]

But that's the way of the world.

[Liz Theresa]

The way it works. Yeah.

[Maggie Van Galen]

I submitted my books just on a whim to the mom's choice awards, which is like an internationally acclaimed awards organization. And they look at all family friendly products, media, that type of thing. And I thought, let's just see.

So I submitted one book and it won an award. And I was like, wow. Okay.

It's cool that family and friends like my books, but like total strangers tell me I'm doing okay. Like, yeah, that's kind of cool.

[Liz Theresa]

That's special.

[Maggie Van Galen]

Yeah.

[Liz Theresa]

So that was the new keynote needed more, more adventures.

[Maggie Van Galen]

He did. He did. And he was actually having more adventures.

I just hadn't written them down yet. So I did that two more times. And then, you know, and the morals of the story sort of followed some of the life lessons that my kids were having at the moment.

So they like the first book is a younger lesson, like kind of following family rules. And yeah. And then the second one is Kino's learning about asking before taking.

And then the third one, Kino learns about staying true to himself and not changing. So others will like him. So, which I think everybody should read that book, by the way.

[Liz Theresa]

I think every, I think as a grownup, we need reminders that it's okay to be who we are. Yeah. Now, I think with marketing, like, and I think when you do copy, you make, I'm sure that you've run into this with clients is that clients will sometimes think, oh, well, this business over here, their copy says this.

So shouldn't I say that too? Or they start their website this way. Doesn't it mean I have to start my website this way?

And, and then like, and then that's when I'm like, oh my gosh, you know, you're enough. You are enough. And like, and it's my, so like when I work with people at like making websites, like I'm tuning into like who you are energetically.

And then I'm like, okay, how can I portray you as the greatest, happiest, best version of you, the most exclamation point version of you. So then when you see your website, you're so proud and it resonates with you energetically. But the second you start looking at other Pete, at the other kids, other papers or asking chat GPT, can you just write my copy?

Yeah. It has no soul. It didn't come from your heart.

[Maggie Van Galen]

Right. Yeah. I mean, whether a website's a great example, like it is your story, right.

And it's your story visually, as well as like what the person where you're saying. So, you know, if you're, if you're buying, if you're really into, I don't know, Pokemon, if you're really into skateboarding for me, I said Pokemon because I'm a child, but yes, like the store that you go to is not the same that the store that somebody that's really into, I don't know, basketball would go to, to sneakers, right. So you go to like a zoomies instead of Foot Locker because they have like, better selection of skate shoes.

Right. And all the swag that goes with it. Yeah.

So it's a story that they're telling you and your website is sort of the front door to your store. Oh, yep. Front door to your story.

Oh, I just created.

[Liz Theresa]

Oh my God. That is a yummy metaphor, but it's true. Do you, I would not be offended if you, well, this is recorded, but you can write that down.

It was so good, but I'm also like, I'm like, it is. Well, and that's why I always say when people get upset about their sales or like their conversions, I'm like, it's only as, it's only as good as your website because that's where decisions are made, which is like, that's why I'm so, I love websites because I used to do, I still do visibility strategy, like, and I still do marketing strategies, but the bulk of our business is websites because where decisions are made is absolutely the, fundamentally the most important thing to get right. Because if you get that wrong, it's like Jenga, you know, it's like your, your bricks are laying in really weird positions and eventually the tower is going to fall or you pull, or you have like, you pull one out. The whole thing doesn't make sense.

And you don't want to build with sticks. You want to build with bricks. Yeah.

Yeah. I like that. Yeah, there actually is a word.

There's a WordPress site builder called bricks builder. And it's like a really nerdy developers, but it's good for like front end users too. Like you wouldn't hate it.

Like my clients don't hate it that have bricks, but we don't build with bricks anymore. Cause actually it was too many bricks. It's like, I was like, there's too many layers of customization that like we loved it and it's beautiful and it is great and so cool.

But I was like, there's too many brick. It's like, not, it wasn't tenable for me to re brick every brick that ever bricked for every single client. Do you know what I'm saying?

A lot of bricks. It kept breaking new ways of brick. It was like, I was not tenable.

So now we were back to beaver builder, which is what we, what we build with. But I took us very far away from your front door story. That's okay.

Or no, the front door to your store. Right. Yeah.

So your store. I love that. Cause that is, that is so important.

And so what's juncture in your journey? Cause like you're a key knowing and I'm not, you know, like at the restaurant where you pick numbers, you were, is your Kino spelled differently than Kino in the restaurant?

[Maggie Van Galen]

No. Yes. It's K E E N O.

[Liz Theresa]

Okay. Good. Cause then I don't want to destroy a beloved character over Kino.

Cause like, I was like, Oh, like I just picture like the pizza bar a little bit where I'm like, look at the numbers and you'd bet in the money. But when, what, when you did the Kino life, were you working as a copywriter then? Or like did copy not enter your professional sphere at that time?

[Maggie Van Galen]

So I literally have been writing since I could hold a pen.

[Liz Theresa]

Yeah.

[Maggie Van Galen]

And I went to school for journalism that morphed into like advertising, creative writing. I was in school in, at Michigan state, which when I came out of school and again, I'm dating myself, but the automotive industry had imploded. So my dream job of working for an ad agency, being a creative writer, you know, squishy chairs, the whole thing there was none, there were no jobs.

So I went into sales as you do back in those days. And I chalked that up to my writing experience in sort of business writing because, but we didn't have email or, you know, we had typewriters and our sales literature was literally like, wow, here, Liz, we'll be talking to you today. So, and all of our proposals were hand done.

Everything was, you know, so it was, that was, that was sort of a business experience. And I was, you know, a 20 something year old in the completely male dominated IT industry. So it also grew me some thick skin and I learned a lot, right.

But my career always was somewhere in, I was always using writing for something. And when I was doing the Kino and Ernest books, my kids were little. So that made a lot of sense, right.

Because I was going into schools and doing readings and all that kind of thing. But I was also writing for the local paper and I was, you know, helping people with whatever writing projects they had. And then COVID hit and everything came to a grinding halt, especially from a going into schools perspective.

I think I tried one, like Zoom reading with a class of kindergartners. And I was like, man, again,

they like running around in the background. Yeah.

Or like face right in the camera. You're like, oh, so. Those were weird times.

[Liz Theresa]

Can you believe that was a while ago now? I know it was crazy. It was weird.

That is crazy. Well, so then that halted. So then then what happened?

[Maggie Van Galen]

Well, I was whinging to a friend of mine over a Zoom glass of wine, because, of course, we couldn't, you know, actually go out. And I said, you know, what am I going to do? And she said, well, if you would just put a price tag on all of the writing that you do for everybody else.

You know, there's a whole industry called copywriting. I'm like, I know about that. I'm like, oh, so, yeah, I've officially hung my shingle out.

You know what? Seven or eight years ago doing like officially being a copywriter. But it just kind of I mean, I've always done it, I guess.

I just never I never charged for it. I never I just did it like for friends and that kind of thing.

[Liz Theresa]

So, yeah. And isn't that funny? I feel like was that because you were humble about it?

[Maggie Van Galen]

No, it was because I was being a mom and I was, you know, I was doing the books and I don't know, it just was more. It was just more of like a side thing that I people knew I was good with words. And yeah, and then that sort of morphed shifted.

So I do that as well. But then I had a lot of people that would ask me, oh, you've published a book. Can you help me?

You know, I have questions about getting my books out there. And I was like, oh, yeah, let me have a look. And that so and I finally just this year, like stepped up to the plate and said, I do author consulting and help people.

It looks a lot like editing and proofreading because I'm not I'm not a publicist. I'm not an agent. I'm not a marketer.

So I can get your manuscript from, you know, it's tucked in the bedside table, or I have an idea to polish ready to go. And then a ton of contacts with 20 years experience after that to say, you

know, OK, you want a website? Talk to Liz.

You want, you know, you want to PR a person, talk to this person, whatever. So, yeah, so that's that's been fun.

[Liz Theresa]

And yeah, so, yeah, that's it. Well, and so what point did the second book series come along? Because you said you co-wrote that with a doctor, a pediatric OT.

Right.

[Maggie Van Galen]

So Amy Whedon, who's she owns a OT clinic in near me in Raleigh, Mass, called Kid Shine. I met her. We met for something completely different.

She was opening a new clinic and a mutual contact and suggested I come in and do like readings of my Keno and Ernest books as part of like, you know, something to occupy the kids, like a little side hustle thing. And we met for coffee and we started talking. And a good friend of mine has a son who has a chromosomal disorder and it presents a lot like autism, plus a number of other issues.

But one of the biggest problems that he has is sort of sensory challenges. I think we all have some sensory challenges, but his are extreme. Yes.

And so anyway, we were chatting, Amy and I were chatting and we got to talking about this and she's like, oh, you know, my specialty is sensory processing disorder. And I was like, oh, that's interesting. And I had just taken my king is Bernie's Mountain Dog was my dog.

And I had just taken him to the car wash. And I was telling her how funny it was that he was like kind of freaking out, like smelling, chasing the bubbles as they went down the window. Then jumping back and forth in the car.

Yeah. And she's like, oh, my God, we should write a book about that.

[Speaker 3]

Yeah.

[Maggie Van Galen]

And she's like, I don't know anything about writing a book. But and I'm like, well, I got that part covered if you can do this. And so we were like, yeah, let's do it.

Let's give it a try. Let's see what happens. Right.

Literally a week later, the world shut down to COVID. So we had met once in person. And then that was our sort of COVID project.

So I write the book, the story. And then she comes in and lays like an OT lens over it. And we we integrate it.

And another friend of mine is an illustrator. And she's an amazing artist. And I asked her if she would be interested.

And little did I know that her oldest son is autistic. So it has a lot of sensory challenges. So she was all in to do this.

So it became this really fun project.

[Liz Theresa]

That's so interesting. Yeah. And so it became like this team effort.

And I love that you like met another way. And then you were like, what if this was a thing? And then so you said this is another, this is a series of.

So there's actually been two books of this series.

[Maggie Van Galen]

There's two books. So there's King's Day Out the Car Wash. And then King Takes a Bath.

Because bathing for kiddos with sensory challenges can be, you know, there's sound, temperature, touch.

[Liz Theresa]

Yeah, I coach. I still coach. I used to have to coach my son through it.

Because he was like, my eyes! And I'm like, close your eyes. But then we started to do this thing.

You'd be wicked proud because I'm a good mom. So we started to meditate before bath night. Like so in the bathtub, we would do a short meditation.

And he would like practice his breathing. Yeah, he's awesome. And so then he did a lot better.

If he meditated right before he did it, because then he was already calm.

[Maggie Van Galen]

Well, one more time, give me your address and I will send you my King's Day Out.

[Liz Theresa]

Yes, I want, well, I should buy them. But I would love any book. And then he would love that.

Because I'm wicked. I'm just impressed. I love that you have this personality.

I mean, that's entrepreneurial though, right? Like where you're like, oh, I think I'm gonna do this. And then you just like, do it.

[Maggie Van Galen]

Give it a try. Yeah. Possibly go wrong.

That's my motto in life. Yeah. But I will say, I would love it if you would buy them.

Because what I do now with my books is I have a charity of choice program. My kids are all grown up. So I don't really, my inspiration for the children's books is kind of...

Dwindled. Um, so I have a charity of choice program where I pick a charity that focuses either or on children and or animals for six months. And I give 15% of all book proceeds back to that charity.

So my- Yeah. My charity of choice is Soul Models, which is based in Kittery, Maine. And they work to empower young women.

So, and they work with middle, like late elementary, middle.

[Liz Theresa]

Like a confidence program kind of a thing? Yeah.

[Maggie Van Galen]

Yeah. They do summer camps and all that kind of thing.

[Liz Theresa]

We have a business like that near me in Hanover called Fearless Focus, but it's a bit, it's like not a nonprofit, but I'm like, man, she really could be because it's, she did, it's all confidence camps for girls. There is one for boys that I'm like, oh, I really want her to do one. Cause I think my son would get a kick out of it.

[Speaker 3]

Yeah. Yeah.

[Liz Theresa]

And she's cool too. So that, so this is this, I want to talk about the cop, not the cop. I love the copy side, but I want to talk about the author consultant side.

So that's really that I want. It's all interesting. All your work is really cool, but I'm like, I think it's really neat that you kind of went out in the world.

You got your author licks in and you know about all you're very knowledgeable. Like I didn't know anything about that. Like you have to apply to get an award.

I thought books just were handed out things. Cause like, I don't, no one knows these, you know what I mean? Or that there's a website.

Hold on. You might know this. Okay.

So there's a literary review website where you can pay to have them read your book and review it.

[Maggie Van Galen]

Do you know if a lot of reviews are paid, paid to read?

[Liz Theresa]

You didn't know that either though. And do you have to do those things to like get people to read it? Or where are you at?

Like how much of that heavy lifting did you do? Like hustling that way?

[Maggie Van Galen]

Yeah. So I feel, so I'm in the children's book space, right? Children's picture books to be specific.

They're pre-K through mid-elementary is where my books are. And I would argue that it can be different for different genres of books. And they're, you know, you start with like board books.

Then you go, you know, picture books, young reader, young adult. You go all the way up. There's how to self-help, fiction, non-fiction, all the different things.

And I would argue that there, there's probably different strategies for different types of books, right? And I felt with my books when I was in it, that I really tried a whole lot of different things. I, you know, I did, I did library readings.

I did bookstore findings. I did, I sent my books to the, the Bologna, Italy children's fair is like the biggest children's book fair. Yeah.

Unfortunately, I did not go with them with my books, but they went.

[Liz Theresa]

I hear they have amazing food in Bologna.

[Maggie Van Galen]

Yes. Cause it's bologna, but it's not bologna.

[Liz Theresa]

But yes.

[Maggie Van Galen]

Um, you know, and I, I sent them with, with my publisher and I was like, what do I do? Like what's next? And she's like, just sit back and wait for the orders.

And it was literally like crickets.

[Liz Theresa]

I was like, Oh, she didn't know either. No offense to her.

[Maggie Van Galen]

Yeah.

[Liz Theresa]

Well, I know, you know, so I felt like I had tried. Traditional publishing though, that round.

[Maggie Van Galen]

I did not. I went, I went with a print on demand service at the time. And yeah, I mean, it's, even back then to get picked up by one of the big five publishers, you need an agent.

Yeah. To represent you. Yeah.

And you, the process is, is not easy. So a lot of times they won't even accept a submission without an agent. So like, I can't just go to random house or.

[Liz Theresa]

And it's going to be like, I have this book. Right. Yeah.

[Maggie Van Galen]

So you, you have to have somebody that represents you, which means they take a piece of the pie.

[Liz Theresa]

Yeah.

[Maggie Van Galen]

Because obviously they need to get paid.

[Liz Theresa]

Do you like, but you're not, are you like, and I wouldn't say, are you anti traditional publishing, but like, are all your stuff self is all your stuff self.

[Maggie Van Galen]

So I, I started out with, um, with indie publishing, which is print on demand, independent publishing. I now go through a boutique publisher in Haverhill. So it's a smaller, um, like a kind of a hybrid.

So I print under his imprint. Yeah. But I do a lot of this stuff myself.

Like he doesn't do any of the marketing. He doesn't do any of the distribution for me. He does some marketing, but, um, yeah.

So.

[Liz Theresa]

But like light marketing, they're not like doing, they're not hustling your book or bringing it places and doing.

[Maggie Van Galen]

No. And I, I will say, and I have a client who did, we did get her picked up by one of the big five, um, that romantic notion where a publisher rolls you out to the world. And like you're on, it's never really like that.

It doesn't really happen anymore. Maybe you, I mean, unless you're already a famous author, right. If you're Ann Patchett or Tom Clancy or whatever, then you'll probably get the red carpet treatment.

But for the, for the, for everybody else, yeah. Like they will, like, this is the only experience I have with the big five. Is this, um, my client, but I mean, they do help her.

Yeah. But she does a ton herself. Yeah.

Yeah. Yeah. Yeah.

So, you know, I always tell my clients, people have this conception that if you write it, people will read it. But if they don't know it exists, they don't know about it. They can't read it.

Right. So, um, you know, I, I always tell my clients, I'm like, you need to think. Like, it's not just about the book, right.

You have to market it. You have to be willing to like, step out. You have to be willing to, you know, do podcasts and create social media and do all this.

[Liz Theresa]

Even you did that though. You went to libraries to do talks. You went to schools, like you brought it to people.

Yeah. Books need to be promoted. I have, this might be, so I have selfish questions because I'm writing a book.

[Maggie Van Galen]

Fire away. I'm ready.

[Liz Theresa]

So, well, cause I'm like, I, of course I'm thinking about all the marketing thing. So like, I have really cool ideas for how to like get people to read it. Do you want to know them?

[Speaker 3]

Yeah.

[Liz Theresa]

Fire away. Okay. So like, I was like, I'm going to print like, like 50 to a hundred just for me to go to little free libraries and stick them in one way to do it.

Another idea I had. So my book is called, I Can't Find My Phone Because I Can't. I mean, it's here, but like, I will say once a day, I don't know where it is.

And so that's why it's the name of the book. And then it's like the sub name gives you more

insight as to what it is. But it's one woman's story from startup to six figures is the sub name.

And so, and it's really my whole story. So it's not like a how-to book. It's very much like an entrepreneurial memoir, like a business book, like a business book.

That's not so tippy. Yep. My hate.

I'm so sick of everybody being like, this is the way to do it. Just shut up. I mean, I get, I do feel like, you know what?

You know what? It's time to log off social media. Like when you're looking at your feed and somebody will be like, what color wallpaper should I do this or this?

And your reaction is just shut up. That means you're so grumpy. You need to get off social media.

Like I've started to be like, no one cares that I'm like, I can't say that to another human being. That's the way that I like sign up. That's when I have my phone, right?

But this book is about not finding your phone. So one of the other ideas I had was to print stress. There's stress relievers that look just like iPhones.

And I was going to write, print on it. If found, scan this code and then write, I can't find my phone.com. And then it'll be like, oh, you found my phone.

Like, thank you. And like, here's this book that's also called that. Like, that's a great idea.

I know, I have such good ideas. But like, these are like marketing ideas. And then like, I want to have a book launch party.

Like you had that book launch party. So that's in my head. And then I, I, I've also had a lot of experience with like clients that have had books.

And so I've seen their book launches. And then there's like these like little ninja strategies that they do. Can I tell, I want to tell you those too.

Cause like, I'm like, I wonder if you've seen these, but like my client Farnoosh, she's written a lot of books. And so she had this book and has her latest book is called a healthy state of panic. And if you go to a healthy state of panic.com, it's about, it's all about fear. It's really interesting book. And the way that she does her book launches and a lot of publishers I notice have their authors do this is there will be a sales page about the book. On the sales page, you see all these good things.

This book's so great. Da, da, da, da, da, Tony Robbins, like my book, da, da, da, da, keep going. Right.

And then you get to this call to action section. And in the call to action section, what she has you do is pre-order on Amazon, take a screenshot of your pre-order opt in here, like upload your screenshot and fill in your name and email and whatever, and sign up to get the bonus freebies that accompany the book. So like that, I like, and it could be like, get a bonus chapter, you get a supplementary workbook for free with the book.

I've seen a few different things that people do. And so then people are using, they're using this mechanism before the book has even come out to increase the pre-order amount, to increase the likelihood that you're going to be number one or number top 10 in a category, I have a feeling, or a number one new release or a bestseller status. So this is like, these are like the things that I've had to do from a website, like build perspective and setting up the MailChimp to like deliver the freebie and dah, dah, dah, dah, dah.

So like, I've done all these things. So I'm like, oh, I could do the same strategies that I've seen. Then I'm like, how far in advance do you really promote a book?

Or do you just wait till it comes and then you have that excited moment? Like, do you have an answer to that?

[Maggie Van Galen]

So I think that in my opinion, a book is like any other product. So, and I've, I have this conversation with, cause a lot of authors, when they come to me, they don't start the marketing until the book is out. However, if you're, I mean, there's a reason that when you walk into any, you know, Nordstrom's or whatever store, like it's, it's July and they're selling winter coats, right?

There's a reason for that. So there's, you also have to have a marketing campaign for your book, which starts with the book is coming. Yes.

You know, and like, if you just simple things like Goodreads, for example, the site Goodreads. Yeah. Yeah.

I use that. Okay. So you can, you can, as an author, you can upload your book, like coming soon.

So, and you can drip feed it. So it's, it's a similar marketing campaign that you would use for any product.

[Liz Theresa]

Did you do, well, in children's, you wouldn't do it, but like, there are those people that will do ARCs, which is advanced reader copies. ARCs, yeah. Oh, you do those too.

So then you send, and what's the purpose when they do that? Is that to get people's feedback or is it just to send it out and get reviews in?

[Maggie Van Galen]

It's both. So you can do advanced reader copies prior to having like a finished copy. Like you might send it to, like for me, for example, I, my, I, I, the same person, people that I send it to, I send to, for both, like I want their feedback.

So I sent my books to a reading specialist at a elementary school.

[Speaker 3]

Yeah.

[Maggie Van Galen]

And I also ask them for a review. And that's how, when you get a, when you pick up a new book and it's got reviews on the back cover, those come. That's where they came from.

Yeah.

[Liz Theresa]

Oh, but like for my, the changes, like if they're like, Oh, I wish that the monkey was blue. Like, do, do they, are they really thoughtful feedback? Or do you just take, do you take some of it with a grain of salt?

[Maggie Van Galen]

No, I mean, I would never send it to somebody that would tell me to turn my monkey blue. To be honest.

[Liz Theresa]

Oh, you mean you're selective with your ARCs. You're not just ARCing. Cause some of these, I'm in a book group on Facebook, which is probably, some of these book groups are crazy because all these women with Kindles and reading really dirty things.

Like I have learned some really dirty tricks from this Facebook group. But what I will say is there's authors in there, like indie authors, and they'll be like, Oh, like, does anybody like, and it'll be like a list of bullet points about the book, like, Ooh, cis men's, but then like, Ooh, you're going to sleep with your husband's brother. Like, and like all these crazy things.

And then like all these women are like, yeah, I like this book. And then they get ARCs, I think in exchange for reviews, but that author, she, she's not listening. So she doesn't know me.

So don't worry. We can say whatever we want about her, but you might be perhaps foolish to be

so.

[Maggie Van Galen]

When I, when I talk to my clients about getting ARCs, advanced reader copies, I always say it's like when you're coming out of high school and your counselor's telling you, okay, you're going to make a list of colleges that you want to go to. You're going to have some for sure colleges, you know, you get into some stretch colleges, and then you're going to have your reach colleges. So it's the same thing with ARCs, like people that you know, will give you like feedback, and hopefully positive feedback that you want to put on the back cover of your book.

You're going to have reach, which could be people that maybe you don't know, but are experts in their fields, or, you know, other authors or whatever the case may be. And then you're super reach people that are like, sort of your mentors or idols. So like for my second book, or for the King's Day Out series, I, Chris Van Dusen is one of my favorite author illustrators.

And as a boy mom, if you don't know him, you should like, I want to know him. He's amazing. He, he, look him up.

He's written so many different books, children's books, and he's the illustrator as well. So he wrote like, if I built a car, if I built a house, cool, he with Mr. McGee, and both words and illustrations are just awesome. So and he lives locally in New England.

So I was like, he's my like, reach, reach, reach, reach. And I was like, you know what, what have I got to lose? So I reached out to him.

And I said, Hey, you know, I've read every single one of your books, I still read them, even though my kids are grown up. And you know, would you be willing to give me an arc? And he was like, absolutely, I would love to support you.

So I have Chris Van Dusen's words on the back of my second King's Day Out. I would just did you scream? I did.

I was like, yeah.

[Liz Theresa]

So I know, because like, this is giving me good ideas. I know so many people that have come on the show, like, that are like, some of them are like fancy. Yeah, I bet would probably help me.

Absolutely. We should. So I'm gonna pay you at some point, Maggie, because we should do consulting.

I will accept this money. But like, because I have, I have, I feel like this is so wildly interesting. And you're this really well rounded brain.

So I want for people listening to know that I feel like what's really cool about what you do. And, and in the in the course of the work that you get to do is that you make people feel really witnessed. Oh, thanks.

Yeah. And then, and then you have this really cool job of kind of giving voice to these people that, you know, maybe are like, Oh, well, it's nothing. Like, because we're always like that about her, you know?

[Maggie Van Galen]

Yeah. Well, I have to say, I mean, in the author world, like imposter syndrome is real.

[Speaker 3]

Yeah.

[Maggie Van Galen]

And I, you know, if people want to be the next Tom Clancy or Ann Patchett, I'm probably not their gal. But for people that have, like, either an idea or a manuscript tucked away somewhere, or like I do scraps of, you know, cocktail napkins with like stories scribbled on them, I can help get from point A to point B. And one of the best parts of my job is I get to watch people come to the realization that their story is worth telling.

[Liz Theresa]

Oh, great. Well, my heart. Maggie, you should make that.

Okay, we've got a lot. The front door to your story. And your story is worth telling.

The realization that your story is worth telling. I mean, like, that could be like, if you were, if bumper stickers were still cool and didn't ruin your car, or like, maybe car magnet that says that, or like a t-shirt or a tote that's like, your story. Oh, Maggie, you need totes.

Let's say your story is worth telling. MaggieVanGalen.com. Oh, I'm like emotional.

We need to make- I'm writing it down. You can buy them here and then I'll buy a sale. We'll just keep throwing money back at each other.

But I'm just like, Oh, my God, I just got goosebumps when you said that, because what a powerful reminder. And I also feel like so much of what you shared. Like when you were like, Oh, I had this guy that wrote these really cool books, and I'm VanDoozer, would you say you're gonna- Chris VanDoozen.

VanDoozen. I want to look him up because my son loves books too. But I'm like, and then you had this like, well, what's gonna happen?

I'm just gonna ask him. I mean, that's how we got Katrina Weidman on our show. So Katrina Weidman is one of the people that used to be on a show called Paranormal State.

And then she was on, not ghost, like she's on one of those ghost shows where they walk around and they're like, Oh, what was that? So she came on for a Halloween episode.

[Speaker 3]

Oh, that's awesome.

[Liz Theresa]

Like she checked, like after I had cancer, she was like, Oh, my God, you had cancer. And I was like, I know, wasn't that dumb? And she was like, so dumb.

And then like, we were talking and it was nice.

[Maggie Van Galen]

These people are just people. Yes. Right.

And they all started out where everybody else starts out.

[Liz Theresa]

100%. We need to remember that. And the worst thing they can say is no.

Right. So what? I think a lot of people say no.

I've had a lot of people say nothing. And I've had a lot of people say no. Right.

But if you don't ask, the answer is no. Such a good reminder of like- Of what? You are like living presence.

You are present. Yes. But you are a present reminder of, if we don't ask, the answer is no.

Oh, it is such a feel good episode. This episode of Liz on Biz is now called the dopamine rush, because I just feel filled with dopamine. So no, that's like, no, then we'd be a scientist.

Then they'll think it's a science show. Not very keyword laden.

[Maggie Van Galen]

No. No.

[Liz Theresa]

Figure it out. Don't worry, Maggie.

[Maggie Van Galen]

Your story is worth telling. That's what this is.

[Liz Theresa]

That should be the name of this. Okay, you guys, if you're having a moment, like when you watch a movie and then they say the name of the movie while you're watching the movie, now you're going to have that moment. Your story is worth telling.

That is also the name of this episode. Goosebumpies everywhere! Maggie, tell everybody where they can find you online.

[Maggie Van Galen]

So I am online at maggieangelin.com. Easy peasy. I'm on LinkedIn, Instagram, social media at maggieangelin everywhere.

Yeah, just look me up. I'd love to chat. I love meeting new people too.

So, you know, if you just want to have a good conversation, I'm, I'm open for that as well. So, but this has been awesome. Thank you so much.

[Liz Theresa]

Thank you for joining us today. Thanks so much for listening today. Be sure to subscribe and listen again later.

Tell your friends, leave a review, because all of that helps me do all of this. For show notes and more information, check out LizTheresa.com slash podcast. Liz on Biz is brought to you by the Women's Business League, the only networking organization where women come together to connect, support and grow authentically.

Whether you're a seasoned entrepreneur or just getting started, WBL is the place where genuine networking brings real results for your business. Join me. I'm a member and sign up for a virtual membership, or you can join one of their local chapters at womensbusinessleague.com.