

Me? On a Podcast?

January 2026

I'm lucky I went to the meeting that day back in July. The speaker at the monthly St. Louis Writers Guild meeting was Nicki Jacobsmeyer. Nicki is a local author and writing coach who hosts a podcast called Way-Word Writers, along with Heather Cashman and Stephanie Bearce.

Her presentation to our group of writers of varied genres and stages in the writing journey was very informative. She explained why and how they created their podcast and was open about the pitfalls and challenges along the way. She also shared tips on the best ways to reach out, prepare, and be a good guest on a podcast.

I was flattered when Nicki approached me at the break, complimenting me on my book cover for *Elsie's New Season* (authors display their books on the back table). She said it caught her eye and immediately communicated the book's vibe and genre.



After the meeting, I listened to several episodes of Way-Word Writers and was definitely glad to have discovered it! Topics included:

- Cover design, marketing, and advertising insights
- Writer beware (scams)
- Surviving conferences (very timely as I went to one in Arkansas in October and am going to one in Chicago in April)
- Mastering author branding
- "I've signed with an agent - now what?"
- AI revolution.

The author branding one was very timely for me, and the AI one helped update me on the latest in this crazy AI world we are in!

Using a template Nicki provided, I emailed her about the possibility of joining them for a future episode to share insights on writing a debut novel in my later years.

As she suggested, I proposed some possible topics:

- Navigating self-publishing in my later years (You CAN teach an old dog new tricks!)
- Finding a writing community

- Creating later in life romance characters and themes (life after loss, body image/sensuality, faith, senior living, family estrangement).

Just two weeks later I received an email accepting me as a guest, with a link to choose a recording date. Nicki sent me some possible interview questions so I could prepare.

I was nervous as the day approached. What if I blanked out and couldn't think of anything to say? How would I look on the recorded video call? This was a bit out of my comfort zone.

I made a few notes and practiced answering questions with my sister, which helped my confidence.

The day arrived. I had received a tutorial for how the studio recording worked (different from a regular zoom call), so I felt pretty confident as I clicked on the link to enter the digital "green room". When it was time, the hosts joined me and they couldn't have been more welcoming, putting me at ease. They seemed very interested in the later in life romance subgenre, the parts of myself I put into the story, and my process of self-publishing. It felt like a conversation among new friends who were eager to get to know me.

It's now over two months later and the episode aired today! I wasn't sure what to expect as I couldn't really remember what I said and didn't know how they would edit the recording. I was pleasantly surprised that I sound somewhat articulate (probably thanks to some good editing). Hopefully it feels like the organic conversation that it was!



I am grateful to Nicki, Heather, and Stephanie for making my first experience on a podcast such a great one!

You can find the video podcast on YouTube at: <https://youtu.be/h0TaryYNggg?si=zeFLttyQBnbPac2H>, or audio podcasts on many platforms including Spotify and Apple. Just search for Way-Word Writers.

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Thanks SO much!!

Julie

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