

Ted Olczak Highlights Power of Book Awards and Reviews for Indie Authors on Writers of the Future Podcast

Episode 392 Reaches Almost 3.5 Million Listens Worldwide via United Public Radio Network Syndication on the Initial Release

HOLLYWOOD, CA, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- In an exclusive interview on Episode 392 of the Writers of the Future Podcast, host John Goodwin, President of Galaxy Press, sat down with publishing industry veteran Ted Olczak, President of [Printed Word Reviews](#), to address a critical question facing indie authors today: Do book awards and reviews make a difference?



Podcast #392. Ted Olczak Do Book Awards and Reviews Make a Difference?

During the episode, Olczak, who publishes the monthly magazine Printed Word Reviews and manages marketing for prestigious competitions including the [Independent Press Award](#) and the [NYC Big Book Award](#), broke down how third-party validation helps independent writers cut through market noise, secure shelf space, and build long-term author brands.

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With so many books flooding the marketplace, authors may wonder if the investment in book awards and reviews actually matter”
Ted Olczak, Publisher of the Printed Word Reviews magazine

The discussion highlights how independent authors can leverage third-party validation to stand out in a saturated market and successfully compete along with other independent as well as traditional "Big Five" published books. Olczak's belief is earned recognition from prestigious programs like the Independent Press Award or NYC Big Book Award validates that great writing can come from anywhere. For authors, these accolades serve as a

clear stamp of quality for readers, librarians, and booksellers alike.

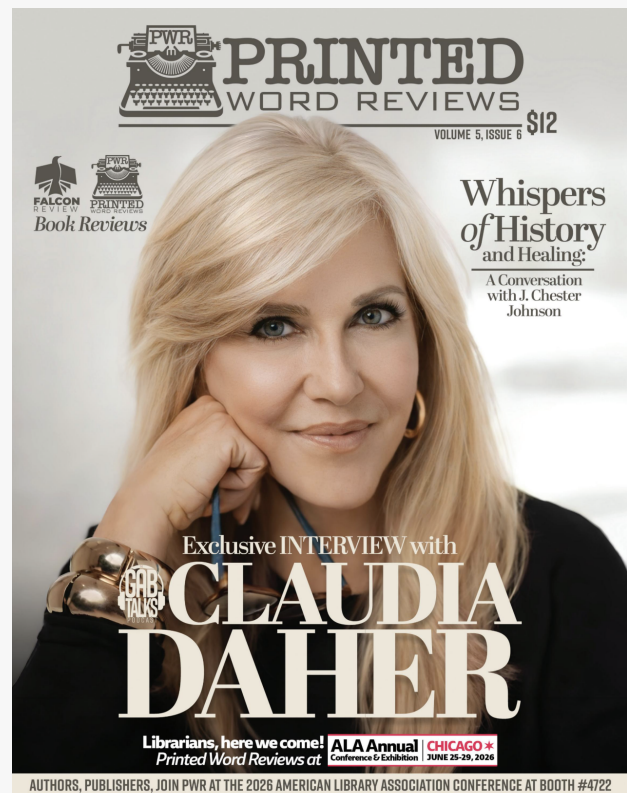
Goodwin pressed on book reviews, based on Olczak's recent IPNE presentation, found here: <https://ipne.org/book-reviews-and-awards-do-they-make-a-difference-in-book-sales-ted-olczak/>. Beyond serving as vital marketing tools, these accolades and professional editorial reviews should form the core of an author's marketing collateral, which authors can strategically deploy across retail metadata, jacket blurbs, press releases, and digital advertising campaigns to drive growth. Olczak pointed out that both summary and critical reviews matter in how a reader spend one's time and money. Ultimately, achieving this success requires strategic navigation, meaning authors must intentionally target platforms that align with their unique genre, demographics, and long-term goals.

Broadcast across standard podcast platforms and syndicated globally via the United Public Radio Network (UPRN) to listeners in over 150 countries, the episode provides indie authors with the practical, business-focused insights required to transition from writer to published success story.

Demonstrating the extensive reach of the speculative fiction and indie publishing community, Episode 392 broadcast on the United Public Radio Network (UPRN), achieving 3,489,496 listens across approximately 150 countries on its release on its first afternoon.



John Goodwin, host of the Writers of the Future Podcast



Printed Word Reviews June 2026 featuring Claudia Dahler

In addition to its global radio network syndication, the Writers of the Future Podcast reaches authors worldwide through standard podcast directories, including Apple Podcasts, Spotify, iHeartRadio, SoundCloud, PlayerFM, and PocketCasts, as well as the official Writers of the Future online platform.

To Listen:

Episode 392, "Ted Olczak: Do Book Awards and Reviews Make a Difference," is available now at writersofthefuture.com/podcast/episode-392. The Writers of the Future Podcast, hosted by John Goodwin, has been recently ranked #3 by Feedsport in the "100 Best U.S. Podcasts For Authors and Writers."

About Writers of the Future

Created by L. Ron Hubbard in 1983, the Writers of the Future Contest provides a premier path for aspiring science fiction and fantasy writers to gain industry recognition. The accompanying podcast, hosted by Galaxy Press President John Goodwin, delivers weekly insights, publishing strategies, and writing advice from industry leaders and bestselling authors.

About Printed Word Reviews

Led by publishing veteran Ted Olczak, Printed Word Reviews provides editorial reviews, publishing resources, and marketing strategy for independent authors and presses. Olczak also oversees BOOKCamp Magazine and manages marketing for major literary competitions including the Independent Press Award and the NYC Big Book Award.



NYC Big Book Award winner



Independent Press Award

Ted Olczak

Printed Word Reviews

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