

EPISODE 10

Goals or Process? Which is Better?

SEE THE SHOW NOTES AT: AUTHORREVOLUTION.COM/10

Welcome back everyone. This is the Author Revolution Podcast and I'm your host, Carissa Andrews. I want to thank you so much for being here today.

It's the very first episode of 2020 and I know you have plenty of other podcasts and content vying for your time and attention. The fact that you chose to spend some of that time with me means the world.

I'm really excited about today's episode. Today we'll be discussing the best way to make our dreams happen as we head into this new year and new decade.

I know you have New Year Resolutions locked and loaded with all the best of intentions. However, even our best laid plans can be derailed at times, especially if we aren't focused enough on the bigger picture.

I've been really thinking a lot about the best way to make progress toward our big dream goals and it's become painfully obvious to me that if we don't focus enough on the systems, we use to get things done, our goals are nothing more than pipe dreams. You feel me?



EPISODE 10: GOALS OR PROCESS? WHICH IS BETTER FOR GETTING STUFF DONE?

WWW.AUTHORREVOLUTION.COM/10

So, when I asked the question – which is better for getting stuff done, goals or processes – the question was actually kind of loaded. In my personal experience, goals are great for setting expectations, but unless you put your focus into your process, how will you ever reach the goal? How will you know if you're successful? How can you possibly see if you're even on the right track?

This is especially true when you have a lot of moving parts, like I typically do with my big dream goals. Because I'm multipassionate, I have a lot of different plates all spinning in the air at the same time. I don't just write. I don't just design. I don't just teach. I don't just publish. I don't just do social. I'm not just a podcaster. Do you see what I'm saying? Because of this, I have to have my systems locked down so I can create healthy habits that fuel me, keep me on track, and compound the efforts I'm making so they inch me toward my goals.

One of my own personal downfalls, and something that I've noticed in my own day-to-day grind as I turn a critical eye to how I've been operating this year, is that I will automatically gravitate toward easy tasks that I know need to be done but I'm comfortable with. Redesign my online school. Check. Add a new email integration. Check. Redesign a cover. Check, check, check. Redesign my author website... also check. While it might seem like I'm being super productive, I've found I'm actually avoiding some of the harder things that will technically push the needle forward in my business and for my author goals. Have you ever done this?

For 2020, what I am going to be doing is taking an intense critical view of what my goals are for the year and the actual tasks that will make those dreams happen.

To be clear with all of you – because you are my tribe, after all – I have three main goals. That's it. They are:

1. Launch the Windhaven Witches series, and in specific, Secret Legacy to the NYT and USAT Bestseller Lists.
2. Get my Profitable Author Mindset and Indie Publishing Fundamentals Courses running with webinars and Facebook Ads.
3. Launch my flagship course with detailed systems in place: Rapid Release Roadmap.

While they might seem super simple when I say it like that – being able to discern what things are actually pushing the needle forward versus being busy work that feels comfortable, is a challenge. Especially when there are other distractions always in play.

For instance, I just got my first ever BookBub Featured Deal! YAY! I had been trying to get a BookBub deal for my first book Pendomus all year in 2019, I kid you not. Back in 2018, I had reached out to the BB gods and asked what I could do to increase my odds. They wanted me to put the series wide and keep trying. I did that, but because of it, my sales have tanked all year. Partially because I didn't put much effort into their ad spend thanks to Playing with Fire, and partially because I just don't have a big enough wide following in the genre I write. I had pretty much resigned myself to pulling Pendomus and putting it all back into Kindle Unlimited, but figured I'd try one last time to get the deal. I totally figured the answer would be no – like it has been for the last three years. But... I got a different answer! This year, on Christmas Eve no less, I got my first YES. And now Pendomus will be featured in the Teen and YA category on January 21st. Which, I'll have you know, is our husky puppies, Aztec and Pharaoh's 1st birthday! So, talk about a double whammy good sign!

Thank you BookBub gods!

However... when I look back at 2020's major goals, does it technically feed into those three goals. Not really. BUT – it does feed into the underlying goal of earn a living wage as an author, which is sort of the whole point of wanting to hit a bestseller list. You know what I mean? I could totally allow myself to fall down the rabbit hole with the tasks I could be doing... newsletter swaps, promo stacks, social media posts... new images. The tasks are endless. But at the end of the day, it means anything I do for this now will be removing my time away from one of the three major tasks. Secret Legacy is only half complete because of this and I need to drop into my writer's cave and not come up for air until it's finished. Otherwise, I'm allowing myself to get too comfortable in not doing the work. And what happens then? My goals fall through and my process has failed me.

So, going back to this goals v processes question. I want you to think about this question...

If you set a goal without having a process in place to make that goal become a reality, will you still accomplish it?

Now, on the flipside, let's say you work on a system without having a goal in mind, would you still accomplish the goal in mind?

While a goal without a foundation will likely fail, a system in place without a goal in mind will always reach a destination – and maybe even a more awesome one that you could have dreamed up. So, in my personal opinion, this is why a process is super important.

HOWEVER – when combined together, a goal AND a process – you have just made yourself unstoppable. You have combined intention with action, and that my friends, is where the magic happens.

So, for me, I have a few systems I'm putting into place for this year to create my overall process. This way, I can stay focused and reach my three main goals.

The Three Systems I'm Implementing for 2020 Are:

- Full Focus Planner (Michael Hyatt) – I was first introduced to Free to Focus by Michael Hyatt when I was listening to Amy Porterfield's podcast. At the time, I didn't think much of it, because I've was doing pretty good with keeping the plates spinning. However, as the year went on, the more haggard I felt and I realized that I was doing too much, with too little reward. Meaning, I had become all work and no play. And I was burning myself out. Like, big time. While you might think that being super busy is a good thing, it's not. It means never having any time for yourself and never feeling like you can make the time either. This year, I want things to be different, so I'm going to build the life I want to live and make my work fit around that. I have listened to Michael's book Free to Focus and I have recently ordered his Full Focus planner so I can get my mind clear and my goals accomplished.
- Asana – Asana is a project management tool that I first heard of from my friend Allie Bjerk. When I was reaching my breaking point this year with all the different items I was working on, I realized I needed a project management tool that could do some heavy lifting. I did some research and decided to trial Asana out. I have to say, I am in love. I've gone through and created full processes for editorial calendars, writing, publishing, and marketing. Not to mention, my nonprofit Lakes Area Writers Alliance's yearly to-dos, my mentees and their task lists, my subcontractors, and even my kids have their daily chores all running through Asana. It's become a tool I will lean on more and more – and will likely integrate even more stuff as the year comes to pass. As a side note, learning how to use this tool for your publishing business is an integral part of my upcoming Rapid Release Roadmap online course.

- Content Batching – Another big win from Amy Porterfield. I took her online course this year called List Builder's Society and I can say that while I'd heard of batching before, I wasn't sure how I'd use it in what I did. After all, in order to make incremental progress on a book, for example, I need my daily writing habit to be running. However, I have found that batching my podcast scripts and recording, for example, is extremely useful. I also have started batching my client work when I have similar tasks that can be done in one day/sitting. This has sped up my processes and allowed more time on other days to focus on bigger projects. I will definitely be looking for more ways to implement batching into my daily routine
- StoryOrigin – I have been around the newsletter and promo swap block for the past four years. I've used Prolific Works (previously InstaFreebie) and BookFunnel. I was one of the original authors tapped by Evan Gow to try out his new site called StoryOrigin a couple of years ago now. I can say, as he continues to make improvements on this site, it has grown into a powerhouse for authors. You can send out ARC copies, get reviews, do newsletter swaps, group promos, universal book links – all of it – straight from this single site. Not to mention, you can add in Facebook pixels and Amazon Affiliate tags, too. It's an incredible piece of kit and one that I believe every author needs to be working with. In fact, I really do appreciate all the work he's put into this site and I'm sharing this info because I truly utilize it and can see myself relying on it more in the coming year. And no – I am not an affiliate, I just love the site and the way it streamlines my author business.
- Gantt Charts – There are a lot of deadlines when you're an author. One of the things I've been turned onto this year is Gantt Charts. While you can use this function in Asana if you are a paid subscriber, you can also create your own or use other programs to track projects over the course of the year in a very visual way. While I use Asana for this, I wanted to mention that I rely heavily on this so I can visualize the amount of time a project will take because I'm a visual person (hence being a graphic designer, I suppose). So, if you're someone who needs a visual map to see your process, you might want to look into Gantt Charts as well.

Obviously, getting my processes in place so I can reach my goals is crucial because I have big dreams to hit this year. I want to make big waves with my author career and with my author coaching career. I know I have a lot to offer this world in terms of what I know and what I can help others achieve.

While Rapid Release Roadmap will have detailed systems for how to write and rapid release a series of books, the process itself is the same for any book. You're just not having to juggle the overlap that may come from having multiple books all going at the same time.

So, if you're looking to make 2020 a big year for your author career as well, I encourage you to do two things. Number one – subscribe to this podcast. I will be laying out a lot of the foundations I'll be teaching in the course, so you can get a first glimpse into what I'll be teaching. Second – head over to authorrevolution.org and sign up to be on the waiting list for Rapid Release Roadmap. It will be coming out in the Spring and I want you to be the first to know when it's ready.

Alright guys, that wraps up our talk on goals and processes. If you have any insights on how you feel about them, reach out on our Author Revolution Facebook page or our Facebook Group. You can also leave a review for me right here on the podcast.

Don't forget that if you want to go over the show notes, find clickable links to anything we talked about today, or reach out to me online, you can also go to authorrevolution.org/10

Next week I want to talk chat about mindset and what it has to do with writing and publishing.

Until next time. Go forth and be awesome.