



EPISODE 24

Let's Start Taking Imperfect Action

SEE THE SHOW NOTES AT: AUTHORREVOLUTION.COM/24

Welcome back to another episode of the Author Revolution Podcast. Once again, I'm your host, international bestselling indie author, Carissa Andrews and CEO of Author Revolution, the author's source for all things rapid releasing.

So, look guys, we need to have a chat. Perfectionism is killing your author business. That's right, I said it. You are stifling your growth and limiting your success by waiting to make a move until everything is perfect. And here's the thing, my friend, there is no such thing as perfect.

In all the years I've been an author and author coach, I see it over and over again – authors think they have to be perfect in order to do the thing, whatever the thing might be. For some, it's writing the book. For others, it's learning to do something new. And on the flipside, some of my high-achievers out there might think that if they don't magically make things work the first time, the thing doesn't work.

If you know me at all, you already know I'm a stickler for authors getting out of their own way. Perfectionism is one of the Author Impostor archetypes, as is wanting things to go perfectly the first time around. (check out podcast episode #11 to learn more about them).

Here's the thing, though, guys... the only thing perfectionism is giving you is permission to procrastinate. There, I said it.



**EPISODE 24: LET'S START TAKING
IMPERFECT ACTION**

WWW.AUTHORREVOLUTION.COM/24



I'm in the process of reading *The Big Leap* by Gay Hendricks and let me tell you, this book has been enlightening. Even for me. While the book isn't about perfectionism, it is about something he calls the "upper limit" problem. In short, it's about the way we self-sabotage when we reach the internal limit for how much success, love, joy, we feel and experience. If you haven't read this book, I highly encourage you to check it out. It's awesome.

Perfectionism, to me, is just like an upper limit problem. It's a barrier, stopping you from reaching whatever goal or desire you're trying to manifest. If you don't make that move, you're safe, right? Safe from ridicule, judgement, or gasp... failure.

While all this might be true, you are also holding yourself back from any of the successes you're truly striving for. So, rather than hold on to your idea of perfection with an iron fist, I want to give you a better option.

Do it now. Hone it later.

Did I just hear you shudder? Yeah, I'm pretty sure I did. But suck it up, buttercup.

Taking imperfect action is the seed you plant in order to grow it into a plant of success. Dorky analogy - yeah, probably. But is it true? You betcha.

If there's one thing I've gotten good at over the years, it's taking that imperfect first step and allowing myself to make mistakes along the way. It's how I started teaching in the first place. I was NOT a great public speaker and truth be told, until I get my bearings with my audience, I still struggle with my Gilmore Girl-esque speech. Particularly if I have too much coffee before hand. It's also why I have any online courses and why I've launched Rapid Release Roadmap in beta for the month of April. It's also why I started this podcast. Or wrote my first book. Learned how to run Facebook Live Events with Ecamm. Learned audiobook creation. You name it, I am now doing it because I said to hell with it - and gave it a try.



I knew I wasn't going to be perfect, so rather than trying, I went for my best. Whatever that was at the give time. And if there's one lesson I've learned over the years of writing, publishing, and growing an online business – it's that you have to be willing to make bold moves.

Keep in mind, no one is perfect right out of the gate. The expert in any given topic is an expert because they've failed more times than the beginner has even tried. Here's some food for thought... How many times have you tried in whatever area of your author career you want to make headway in?

Marie Forleo is so right – Everything IS Figureoutable. But first, you have to give yourself permission to be a beginner. Hell, the permission to be crappy at the first few attempts and totally suck. You won't be perfect right away, so don't put that pressure on yourself. Instead, it's time to take big, bold, imperfect action.

Some of the author areas I want you to think about taking imperfect action on include:

- Start writing before you think you're ready – Sometimes, authors are afraid to start writing their story because it feels bigger than you are. Let me tell you first hand, your story has found you for a reason. Yes, found you. Do it some justice and allow it to unfold, because it will.
- Sending your story to readers before it's perfected – Whether that's to beta and alpha readers, your cousin, or BFF. Get feedback on your story and see if you need to work on anything. If you're just starting out, lemme just tell you – you have more to do. If you've been doing this for a while, same rules apply. No one is above constructive criticism and every little bit helps.
- Tell people you're writing a book right away – Yes, if you've started a new book, new series, or whatever – tell people. Announce it on Twitter, your author page, your website... Tell your Mom or your uncle Bob. Whatever it takes, tell people what you're doing and when they can expect it.



AUTHOR
REVOLUTION

PODCAST
TRANSCRIPT

- Add your book to sales sites before you're finished – Amazon and other sales site now give you a full year to put a book up on preorder. Take advantage of it. You can get pre-orders taken care of while you write your book, and give yourself a hard deadline while you're at it. In a different variation, go ahead and HIT PUBLISH before you think it's been perfected, too. I have an amazing client who just published her very first book. Hey, Terry – you rock, woman! One of the things I am most proud of about her is her willingness to go out on a limb and hit publish that very first time. Spent many years writing and tweaking her book before that momentous occasion. It was a long time coming. And while she could have agonized over whether or not it was absolutely perfect, she did finally reach a point where enough was enough and she let 'er rip. And you know what? There were mistakes. Was it the end of everything? No. She made some corrections and got them uploaded. Easy peasy. Plus, she learned a ton in the process of making corrections and updating the files. I guarantee you, the experience will be an invaluable lesson for the next book. And that's what it's all about.
- Try out ads before you know it all – All authors should be running ads. But ads are a beast and take a lot of tweaking until you understand them. Trust me, I've been running all sorts of ads for my books from Amazon to Facebook, to BookBub and more... and I'm still honing them. You will not have the perfect combination right off the bat and if you do, you're some kind of freak. LOL! No, just kidding! But really, if you rock them straight out of the gate, you need to come on this podcast and teach. Deal?
- Build your tribe – Start a Facebook group for your readers, maybe even before you have your book released. Why not?
- Try some new social – Even if you're not a social media author, you still need to be visible in order for readers to find you. Think about what kind of content you enjoy either consuming or creating and start doing your own author variation of it.



**EPISODE 24: LET'S START TAKING
IMPERFECT ACTION**

WWW.AUTHORREVOLUTION.COM/24

- Hire a PA - I cannot tell you how many times last year I questioned whether or not I was insane for thinking about hiring a personal assistant. Now that I have Jenny in my life, I keep trying to find ways I can pull in more money to throw more work at her. Even if all you can afford is \$50 a month, you'd be surprised at just how much help that can bring to you when you have the right person on your team.
- Start rapid releasing your books - You know I had to go there, right? After episode 22, you have to know I'm more jazzed than ever about RapidReleasing and making Rapid Release Roadmap as comprehensive as humanly possible. I'm even making my own rapid release plans for 2021 and working out how they're going to be different than they were for this year.

So, here's my challenge to you. If you're listening to this podcast episode and you've made it all the way to the end, there's probably something about your author business you want to improve on, begin work on, or launch. I want you to promise to take action on it for the next 30 days, every single day - even if the idea of it scares you. Think of it this way, even if you only spend 30 minutes on it for the next 30 days, that's 15 hours of effort you've put into reaching your goals.

I truly believe this year and the challenges we face with the coronavirus pandemic and subsequent quarantines are a gift to us creatives. Stillness breeds knowing, creativity, and ultimately, success.

I hope you found this podcast episode inspiring and motivational to get moving on your big dreams and goals for this year. Next week, I want to dive straight into writer productivity during the COVID-19 pandemic. We'll talk about transmuting fears and anxiety into a powerhouse of creative energy that can make 2020 your most successful year yet. Are you ready? I know you are.



Alright, so one last item of business. If you haven't subscribed to this podcast, what do you think would happen if you did? Would you learn something new each week? Could you get the motivation you need to push through a big writerly obstacle? Or maybe you'll just find a place that feels a little like home, where your trials and tribulations feel understood. Either way, clicking the subscribe button literally takes half a second, but it could change the course of your life. Am I being a bit pretentious? Absolutely. But am I wrong? Only time will tell.

There you have it, my friends. We've reached the end of another great episode. Head over to authorrevolution.org/24 if you'd like to look over the show notes or get in on the special Rapid Release Roadmap beta test offer. Remember, the doors close May 1 on this particular round and it will never be the low in price again. So, if you think you could learn a lot from this course, I encourage you to get enrolled today.

Until next week, my friends. Go forth and be awesome.



**EPISODE 24: LET'S START TAKING
IMPERFECT ACTION**

WWW.AUTHORREVOLUTION.COM/24