



EPISODE 30

*What Does Clarity of Vision Have to Do
with Rapid Releasing?*

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Hi there and welcome to a new episode of the Author Revolution Podcast. I'm your host, international bestselling indie author, Carissa Andrews and CEO of Author Revolution, the author's source for all things rapid releasing.

Have you ever stopped to think about your future as an author? Do you take some quiet time to just dream about your vision for writing and publishing?

If you've answered no, you're not alone. Most people don't stop to get clear on what they want, what they want to be known for, or how they want to get there. We're not just talking authors here, either. We're talking everyone from Joe Blow down the street to some of the most powerful and influential leaders of the world.

I'm in a somewhat unique position. I'm not just an author (if "just" is a word that can be used for such a role.) I'm also a business leader and a nonprofit leader. I'm not always as great of a leader as I could be, but I am always striving to be better than I was yesterday. The past few weeks I've been thinking a lot about what my vision is for my life, my business, and my nonprofit. In fact, I'm reading a great book called the Vision Driven Leader by Michael Hyatt. I have the audiobook and the hardcover because I'm that interested in trying to get clear on what my vision is.



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Interestingly, as I've been in the process of this, I've been challenged by my incredible Education Director for the Lakes Area Writers Alliance to put my vision for the group in action. She's one of those awesome women who starts to feel discouraged when we're not reaching for new heights. I totally get it. I'm the same. The funny thing is, I don't think she realizes just how much I've already been working on this behind the scenes. In this era of COVID-19, taking some bold stances could help our small group flourish in ways it's never seen. The only question is...how? How do I do it? Do I have time for it? How much energy do I want to put in? Can I motivate our team to pick up the slack? Can I get them on board with a mission that could be different from what it currently looks like? How much time, energy, effort do I logistically have with all of the other big, bold goals I'm reaching for this year? I'm still not 100% clear, but I'm getting myself focused and will have an answer by next weekend's strategic meeting.

In *The Vision Driven Leader*, Hyatt has so many interesting tidbits that have given me food for thought. I've always been someone who likes to think strategically so I can put things into motion. But he goes beyond just the strategic to talk about the clarity of vision it takes to do such a thing.

When we decide to become authors, we're reaching for a big goal of one day being published. Then, when that goal is realized, our next hurdle is to continue the momentum of it. To continue forward trajectory. Rapid releasing is just another rung on the ladder of those big, bold goals we can be making for ourselves. You could choose a different rung, but what matters is having clarity in your journey forward. As soon as we accept a clear path toward our author career, it instantly helps us to prepare for a future of our own making.

George Bernard Shaw said, "Some men see things as they are and say, "Why?" I dream of things that never were, and say, "Why not?"

I believe as authors, we think along the lines of Shaw. We write because something inside of us sees things that never were, but need to be. However, so many of us do this as a one-off. Maybe we have a flash of insight and we want to write it down. But once it's done, we're left asking ourselves, "What now?"

This is why I'm so incredibly glad I didn't reach that "instant fame and success" so many people dream of. Having built a solid foundation to spring from, I'm not longer worried about what next. Instead, I'm focused on what I want.

Throughout the years, I've asked myself over and over – why am I still struggling? Why are my royalties not where I think they should be? Will this next book be the thing that finally launches my career? And you know what I realized? I was asking myself the wrong questions.

I should have been asking, "Where do I want to be in the next 3-5 years?" or "What author business model do I want to take?" or "How long will it take me to get 22-28 books out?" or even, "How do I become a NYT Bestselling Author?"

Instead, my focused was scattered. My vision blurry on how to get books out there.

Well, my friends, if there's one thing 2020 is good for, it's getting clarity of vision. (See what I did there? HA!) Sorry, vision joke. Anyhoo...

Here's my clarity of vision. It's not fully realized yet, I'm a work in progress, but this is what my brainstorming has all boiled down to.

- Author Revolution: Finish creating, then maintain/update regularly Rapid Release Roadmap as my flagship course people can go to over and over again as a way to level up their author career. I will retire all other courses in 2021, so the lessons can all be rolled into Rapid Release Roadmap.

- Author Me: Write and publish every other month. I would love to do monthly, but until my obligations with the Lakes Area Writers Alliance are up, I don't have the bandwidth without putting a strain on myself and my relationships. So, for next year, I'll be releasing a new Diana Hawthorne novel every other month, starting in February 2021.
- LAWA: Level up the Lakes Area Writers Alliance so people in my local writing community can learn how to write, publish, and connect in ways they never have before.

Here's why this is so important for us as authorpreneurs... our lives as authors can be better tomorrow than it is today. We can reach more readers, impact more lives, and yes... earn more money. Wouldn't it be exciting to know in a few year's time you've taken your author career to new heights? Wouldn't you love to see your readership go up and engage with you in a way you never thought possible? Wouldn't it be a relief to know exactly how and when you plan to publish your books?

This is why we need clarity, my friend. It's like our compass, pointing the way to a future of our making.

So, how do we go about getting clarity of vision? Does lightning just strike and all is right with the world? Oh, do I wish. Alas, it takes a bit something you might not overly want to give. **Space to breathe.**

It means removing yourself from your ordinary grind - whether that include daily writing or not. Get yourself out of the house. Take a day off from work. Whatever it might be, remove yourself from the day-to-day responsibilities so you can surround yourself with the quiet space of possibility. In the Vision Driven Leader, Hyatt calls this step distance. Essentially, it's the same thing. You must have a quiet mind and by extension, a quiet space around you, to envision possibilities that can lead you to a future better than where you are now.

Next, when you're quiet and ready... it's time to get curious.

I need you to stop trying to control your dreams and follow those rabbit holes for a change. Ask yourself some questions to get your mind on the right track. Things like:

1. What author goals scare me the most?
2. Where do I want to be in 3-5 years? How many books would I like to have published?
3. If an oracle, like Diana Hawthorne, could tell me precisely how to move forward to reach my goals, what would I most want to know?
4. What do I need to change in order to make my goals happen?
5. What sorts of stories could I write to reach my goals faster?
6. What could I give up in order to boost my goals?
7. What do I want my readers to feel when they read my books?
8. Is there a mentor I could be working with that could help me with my author goals?
9. What is my subconscious drawing me to right now? What shows, movies, books, events, etc.? Look for patterns.
10. What would make readers beg for more books?
11. What does my ideal day look like?
12. What tools do I need to acquire to make my life easier?
13. Could hiring a PA help me?

Ask as many questions as it takes to start getting clear on what it is you really want with your writing. There's no judgement here. You might even find out in this process that rapid releasing isn't really where you want to go.

However, you might find that limiting beliefs were holding you back, telling you rapid releasing was impossible... or that there was no way a series written and published quickly could be any good. (Oh, I've been there!) And even better yet, you might get 100% clear on your next steps.

The goal of this exercise is to clear the path so you can see where it is you're going. While you could totally "pants it" – just like with writing a good book, it will often take longer to get to your destination and you'll probably do it totally confused. Not only that, your execution will be half-assed and more than likely, your overall impact will be stilted.

You know me by now, guys. You gotta have a plan. Nothing extraordinary in life happens without one.

So, once you get clear on where it is you want to take your author career, next is to dig deeper yet into how you're going to get there. Determine your execution and the exact steps you need to take in order to make it happen. This might take some time. And it might even take longer than your day away from the office or home. It could take practice and experimentation. Sometimes, it even takes a whole lot of creativity. But we're all authors, so we have that in spades, right?

Often times, authors think that being constrained by deadlines or strategies will stifle their creativity, but actually, it's the exact opposite. We're stunted by the infinite possibilities and spurred into action by a clear vision. Writer's block happens when we're not clear on what we're writing and why. Same goes for publishing consistently. When you don't have a defined goal or vision in mind, it's easy to keep putting it off. We're so good at putting ourselves last and everyone else first, after all. It's time to put yourself and your vision first. Who's with me?

Now, to recap, in order to get clarity of vision you need:

Space to breathe and focus on what you really want. Ask yourself as many questions as needed to get clear. Follow as many rabbit holes necessary. Understand what you want as an author overall.

Next, allow that clarity to unfold into a plan of action with your books. What strategies do you need to implement to make them happen? What deadlines do you need to put into place?

Then, finally, you need to take the action steps that will help you get there.

Okay, so next week, let's talk about wordcount goals. How many words should be in each book if you're planning on rapid releasing? Does it matter?

If you're interested in checking out Michael Hyatt's book, *The Vision Driven Leader*, I'll make sure to post it in the show notes today, as well. You can download the transcript from today's talk by going to authorrevolution.org/30.

Don't forget to head over to Facebook and join in the conversation. Our Author Revolution Online Community is open to anyone who wants to talk about rapid releasing, publishing, or writer life in general.

Last but not least, I hope you're subscribed to this podcast wherever you're listening. But if not, would you click the button now? By subscribing you'll not only make sure you get notifications when a new episode drops, but you'll also increase its visibility to other authors who might like to listen, too.

Well, there you have it, my friend. I truly believe having clarity in our lives can lead us to greatness. This includes everything from our author careers, to the books we write, and ultimately the lives we live. I hope you do, too.

Until next time...

Go forth and be awesome.



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