

# Episode 106

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## SPEAKERS

Carissa Andrews

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Carissa Andrews 00:09

The Indie Author revolution has been around for more than a decade. But we indies continue to push the boundaries of what we're capable of. From getting over initial prejudices to staring down perfectionism and author imposter syndrome. We've become a force to reckon with indie authors now wear more hats than ever as we strive to create a career full of meaning prosperity, and potential. We've doubled the demands and continue to be rebels in the face of adversity. Now, after years of hearing the shelter, hustling, grind, we indies are rebelling again, gone are the days of publishing a book a month until we drop, and in its place, sow the seeds of a better way to rapid release, a way that feels incredible as we build a sustainable, lifelong author career, that not only increases our visibility and royalties, but it's all done with intention and ease. If you're ready to buck the system and become the visionary entrepreneur, I know you're meant to be, you've come to the right place. I'm Carissa Andrews, international best selling indie author, and this is the author Revolution podcast. Hey there guys, welcome back to the author Revolution podcast. And wow, this has been a week and a half. I'll tell you it feels like it's been longer than a week thanks to this ungodly cold. I don't know what the heck happened there. It started with a household normal cold, I guess turned into a sinus infection that won't go away. Needless to say, last Wednesday was the worst. I think I actually felt like my eyes were on fire. And I kid you not. I was so disappointed when I didn't develop laser vision. It was just not right. Either way, though, either way. I am super glad that I'm on the other side of it. It wasn't COVID it was just a horrendous cold. And now it's slowly but surely on its way out. And I feel much more like myself. Alright, so this week, I want to talk to you about something I was actually planning on talking about last week, except my energy levels or just not a match. Funny, right? Okay, so today, we're talking about, are you an energetic match for your author, career, and all of your author goals and specific? So before we get too far, let me kind of break that down. What do I mean by energetic match? Okay, so here's the thing that I've been studying a lot. You've been listening to the podcast for a while, you know that this year has really been about me transforming my thoughts and perceptions around money, and my money mindset, because I, by nature, am someone who loves to teach, who loves to give who loves to be of service. And it's very difficult for me to be able to then turn around and say, Hey, by the way, would you pay me? It's just an awkward ask. So I'm learning more about number one how to ask better than that. Cuz that was a horrible way of asking, but also how to be willing and open to receiving money in my life. Right. So those are some of the things that I'm actually actively working on and trying to transform. But in addition to that, there's a lot of different mindsets and energetic matches that you need to be prepared for. And so here's what I mean by that. This, this will help out actually, has there ever been an item, an object that you knew with all your heart that you wanted it so badly? And you remember the

moment that it kind of clicked into place that you knew without a shadow of a doubt, it was yours, whether it was a car, or a laptop, or an iPad, or your phone or heck, having a baby, getting married, a new career, a job, a book idea? Now, there's always that inspirational energetic moment where it feels like it clicks. I can't describe it any other way. It's just, it clicks in your head and you go this thing is mine. It is meant to be mine. It's nobody else's. And you go for it, you know, maybe you hit purchase on the thing or you you know, sign the dotted line on a new house or whatever, whatever it is, that you're you're desiring. You know, in that moment, it's coming into fruition, you know, in that moment, it that is meant to be yours. That's what I'm meaning right? About Are you an energetic match. When when it comes into fruition once you have this thought process of hey, I desire to have let's say an iPad, I have been trying to manifest an iPad to be able to Play with for probably the better part of this year. But it wasn't really. I don't know, it wasn't really a thing yet. It wasn't. I wasn't ready, right? I wasn't ready. And so it kind of just hung up there, I had this idea, I knew I wanted to eventually play around with it for book covers. And in playing around with mixed media art in that way, it just wasn't ready. And to be honest, buying thing just wasn't a match for me yet. However, once we launched our 3d challenge, and it was so successful, and things went really well, I decided to celebrate by buying that iPad. So it might not be the newest newfangled version of it, but it is a new to me one, and it is a really nice iPad. So it finally arrived today, literally, which is kind of funny, cuz I'm staring at it going, I wish I could mess around with it, but I'm talking to you guys instead. So here's the thing, when you are finally an energetic match for the thing you are trying to bring into your life, there's that click, there's a shift in there. And that's when you know, your thoughts, your energy, your person, and that desire have all come into alignment. Now, when I first started my author career, I thought for sure 100% This idea of pen Domus was like the most incredible story ever, it combined science fiction and it combined fantasy in a way that was completely unique and awesome. And I knew without a shadow of a doubt it was going to be the next Hunger Games. You know, talking about you've done this, I know you have. But when it didn't, I mean, I shouldn't say it didn't. But it wasn't anywhere near that level, it did go on to become an international bestseller. So I can't poopoo it. But it just in my eyes didn't hit the level of success that I was hoping for it. And I know you've been there too, if you've got a couple of books out, you really wanted your books to do awesome. And then when you release the next book, you thought, Okay, this is going to be the next, this is going to be the one, this is going to be the book that really launches my career. And then when that doesn't happen, you get disappointed. And you try again. And when that doesn't happen, you get disappointed. Again, as authors, we have to be energetic matches for the things that we're trying to pull into our lives. Whether that's money, or our publishing schedules, pulling in the right readers, having our nano goals met guys, we're in November have been able to hit those NaNoWriMo goals that are important. Or whether or not you're willing to invest in yourself and your author career, whether it's editing, or book covers, or even coaching and online courses, like rapid release roadmap. So there's all these things that we as indies have to be an energetic match for before things come into play. So let's talk about money. Let's break that one down first. Okay, we all want, like the best royalties ever, we want to be making lots of money and have our writing become the thing that replaces all else, right? We want to create a career where we are only writing, and that's it, and we can be home and we can enjoy our lives and we can enjoy where we're writing, we can enjoy our family. But the problem is, you have to be an energetic match for it. And what that comes down to is, do you have enough books in the genre that you're writing in? Do you have enough social awareness around your brand? Do you have enough readers on your newsletter? Are you putting yourself out there in a way that is pulling the right people to you in order to create the money? Are you getting in the limelight of some certain areas that could then catapult you into a bigger realm. There's all these things that can play into whether or not you're connecting and matching that goal you're trying to dive into. And so when we don't connect to it right away, we get disappointed, and we think it's not working. But really what's happening is you have to stop trying to push yourself out there in a way that is trying to force it to happen faster, then it is possible. I know this sounds really weird. But here's the thing, you need to kind of take a little bit of a breather, and allow yourself to listen to your internal guidance. We all have an internal compass. And the second we have a desire, something that we know we really, really, really, really want. All of the universe conspires to help us. I believe that was in the alchemist. But I believe it's so true. Once our desire is connecting into

place, we will start to see things move around and come into fruition in ways that maybe we weren't even anticipating. So let's go back to that idea of money. And we want to have royalties coming in, we want to be this very successful and well off author. But we've only got a number of books out, we're not willing to put any money into advertising, we're not willing to do a lot of promoting, we're not willing to have an email list, we're not willing to post on social media. And now all of a sudden, our worlds are shrinking, the ideas and the capability of reaching our readers diminishes. And now all these things are becoming a mismatch for what it is that we say we want. So it, it comes down to number one, becoming clear about how you're limiting yourself from the thing you really do want. And number two, how to trust the universe enough that it will guide you to the right things to do. So let me give you an example. One of the things that I've worked on this year is trying to figure out what is really what is the thing I really want to give to author revolution, what is the the main heart and soul of author revolution, and ultimately boils down to the fact that I want indies, to know that they can take this indie author career and mold it into whatever they desire that they can, you know, create a part time gig, if they want to, they can create a full time gig if they want to, they can rapid release books all the time, if they want to, they can publish this four bucks a year, in a sustainable way if they want to. I want them to know that we can take on the status quo of what seems to be the norm, and shifted on its head if we want, we can be the rebels, we can be the people who are willing to innovate and dive in and allow it to be come something that is more than anything we have seen so far. Because this industry is super new. I mean, 10 years is not a long time for this industry to really have developed strong foundations and legs. So we're still in this place of trying to figure out, how should this truly look like, you know, what do we really want out of this type of career for ourselves. And we have the ability and the wherewithal to really kind of dig in and create whatever we want out of this. We just need to know that we have number one that power and the capability to do it. So when I think about becoming an energetic match, I stopped this summer. And I was thinking about, you know what you guys needed, what you guys wanted? And how could I pull you into my world in a way that you could see what I was capable of, while I still gave you value? And do you know what came out of that? That was the three day plan your series challenge? I shit Do not I plan that whole thing from like the beginning part of July until it launched in August. And it was really kind of on a whim on a guidance from the universe, if you will. Because it was something that came to me as I was in one of those quiet moments just contemplating what was needed. And so now I've done it twice. The first time was successful, people were loving it, and we had a great time. And then the second time was incredible. We had people coming from ally, we had people coming from my affiliates, we had all sorts of you who are engaged and a part of this process in a way that I didn't see even the first time and it's grown. And now it's given me so much energy and hope that what I'm doing what what author revolution is capable of doing is on the right track. So I am becoming the vibrational match of what I envision for author evolution for you guys, and for what I want as an entrepreneur and someone who wants to be able to make a living, doing what I love, and I cannot even express to you how incredible that is. And because I'm a part teacher, I knew from a very early point that I can't just write, I love to write don't get me wrong, I love it. It's a It's my safe space. It's the place where I can play around with ideas and worlds and, and really be creative. But there's a part of me that Virgo, probably the double Virgo part of me that loves to take a look at all the systems that are out there right now all the different moving parts that we indies have to deal with and try to break it down in a way that really makes sense. And that can be teachable and repeatable and help you to understand it in a way that you don't have to go through a decade worth of trial and error trying to figure it all out. So when it comes to All of this, I want you to stop and think about what it is. Your Author career should be looking like? Where are you right now? And where are you trying to go? Can you set yourself some goals? Can you set yourself a November goal? Like, what will that look like? Whether it's royalty wise, whether it is word count wise, like, are you doing Nano? Whether it is, hey, I would like to have X number of new subscribers on my email list, I'd like to have an email list. Um, I see you guys out there that don't have an email to get whatever it is, I want you to think about what is the inspired action you can take, that will help you become an energetic match for your goal? What is the thing that you can do to vibe into it? And then I want you to close your eyes. And I want you to think about what will it be like for you? Once you've achieved that, if you make \$2,000 in a month from your books? What does it feel like? I mean, be honest with yourself,

think about it. How does that feel knowing that your books, your creations, are bringing in that kind of money? How does it feel, knowing that you can buy things that you maybe didn't think you could buy before or invest in yourself in a way that you couldn't invest before, or create book covers, or get editors or hire coaches in a way that can take you to the next level that you never realized you could do before? How does that feel? I need you to lean into it and really visualize it in a way that you feel that sensation in your body. So what I mean by that is okay, this is the easiest way I can describe it, you know, Christmas, everybody is so excited and happy around Christmas, there is an actual Christmas vibe, I can't explain it, you can't explain it. But you know, when it hits, because all of a sudden, you just feel like it's Christmas. That's what I'm talking about, except for your goals. You want to replicate a sensation in your body, that really vibes with whatever it is that you want. And once you feel it, once it clicks in place, that's when you let it go. Weird, right? But that's true, you let you let it go. Because your only job at that point is to hold space for the thing to come to you. It's not to dictate how it happens, it's not to try to control your way to it. Because the universe will work in weird and mysterious ways. You're going to get all sorts of interesting things coming to you whether it's a new newsletter swap that you have no idea how this person found you, or it's going to be a reader who recommends your books in a way that gets them out there further. Or it will be you know, Christmas time coming. And all of a sudden someone orders 15 different books, or whatever something will happen. The how is not your responsibility. Your job is to think and listen to the desires that you feel and be moved to do the action that is inspired through those thoughts. Do you think you can do that for me? Hopefully that made sense. That's really something that's been on my mind and something I've been playing with. And I can tell you from experience right now. It's working. It really, really is working, whether it's in my author career, or in author revolution, or if it's in our house right now, as we do all sorts of crazy remodeling. And now we're seeing a lot more progress there. There is some sort of magical energy to being able to visualize the thing we want, and see it come to fruition. It's magic guys. And I would much rather I don't know about you, but I would much rather live in a world of magic and miracles, and trusting that the universe is here to actually help us that it's here to support us and keep us safe and guide us towards the things that we're actually wanting and desiring. One of the things that was super interesting. And I want to leave you with this thought is that our desires, every single one of them the things that we think we want the things that we feel like we can't have. I want you to read think about them because they are divine guidance towards our ultimate destiny, their divine guidance about the things that we should be prepared and ready for receiving. They're not pie in the sky goals. They're not things that we will never see. They're there, because we need to be ready for them. Alright guys, that's what I have for you this week. It's more of a riff off of the stuff that I think is super interesting. And I think authors, and you guys really just need to hear because I think there's some cool stuff happening in the universe right now. And some really neat things that we can be capable of doing. We're so powerful guys, we are so powerful. And we just need to be able to use that power for the good. So if you want to download the transcript from today's episode, head over to [authorrevolution.org](http://authorrevolution.org) forward slash 106. So, with all that in mind, remember that the three day challenge is over until January, but if you would like to still get in on it, you can always head over to [authorrevolution.org](http://authorrevolution.org) forward slash challenge in order to get it for \$27. Or if you want to just dive straight in to rapid release roadmap. It is always open, which you can find at [rapid release roadmap.com](http://rapidreleaseroadmap.com) and want you to go forth with so many great things. Take on Nano write mode, do some awesome stuff. And then just go forth and start your author revolution.