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SPEAKERS

Carissa Andrews



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 shouts of hustle and 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. Well, hello there and welcome back to the Author Revolution Podcast. I hope you've had a great week, a great Mother's Day weekend, I can't believe it's already like Mother's day has gone by and here we are in the middle of May like when did that happen? Okay, so here we are. We're sitting at currently the 10th of May for myself as I'm sitting here recording this podcast episode. And literally the whole planet has gone into chaos because of so many different things. So we've got Mercury going in retrograde, starting today we've got a lunar eclipse, Full Moon Lunar Eclipse happening on Sunday, we've got chaos and upheaval happening in our government system. There's so much craziness that is happening right now. And I feel it all around me like people are just a live wire I guess. And they're all kind of seeking some sort of inspiration or guidance or hope that things are going to be going in a good direction instead of going backward into some like, Handmaid's Tale kind of chaos. And I feel you guys I feel it because even myself the past couple of weeks, it's been such an up and down because we went from having the millionaire author challenge which was so high vibe, guys, it was just amazing. And after that was over with and we've been working on now this millionaire author manifestation course, there's been a lot of energy still shifting. And so it's been so weird to have like this really high vibe group of people that I am committed to and working with. And we're putting this course together. And then on the other hand, like the world is just spiraling out of control. So how do we stay high vibe? How do we continue as heart centered individuals as creatives? How do we

stay in high vibe and continue to create and manifest the millionaire author destiny is the careers that we're looking for the lives that we really deserve, right. And I mentioned this on one of my TikToks, but we cannot continue to stare at the stuff that we do not want and expecting the things that we do want to arrive. So for example, with this whole thing with the Roe v Wade situation, you know, rightly so we've got a lot of people who are up in arms about what's happening and how we can't go back into you know, the the closet abortions and stuff like that. Now, regardless of where you stand on this issue, wherever you are, whatever your desire is, so if you do not want us to go backward, for example, sitting here fighting, the idea that we could go backward is only adding to the energy and the vibration of that actually happening. You can't fight against something, holding that into your like alignment into your frequency and not get it because remember, we live in an inclusion based Universe. So whatever you are putting your energy and attention to you are going to get and if that is oh my gosh, here's this thing I do not want the universe is going to be like, here you go, here's this thing that you do not want. It is going to say yes to you. It's gonna give it to you. So instead, we need to start focusing more on the things we actually want the future we really envision the things that we are only available for So rather than saying you know, oh my gosh, we can't go back. We can't do this. You know, we need to stand up. We need to fight No, no, no. We need to be focusing more on here's the reality I am not available. Go for that kind of energy. So we're going to go XYZ into the future. Here's the things that we're focusing on. Here's the things that we're doing. Here's why it's important and move forward. Right? The same really does go though, for our author careers. So as we're kind of in this upheaval of energy, and as we're kind of dealing with, you know, the whole oh, gosh, Mercury Retrograde nonsense, and it does impact authors, I kid you not, I've been doing this for a while and just noticing what when Mercury Retrograde comes up, and how it impacts how I'm feeling and who I am. And sometimes I don't even know that it's coming up. And when I feel weird, and I go look for like, Okay, what what's going on in the energies right now? And I'm like, Oh, look, it's Mercury Retrograde, of course it is. So for me, what's neat, though, about Mercury Retrograde is that it actually allows us to go inward. And I find myself naturally doing this at this point where it's like, as soon as it's kind of coming up, I turn inward so that I can focus more on what is it in myself that I'm either a trying to clear, or be trying to bring out, like, become more of you know what I mean? So, here we are, we're in Mercury retrograde. As authors, we can bring out those stories now we can bring out those things that maybe were on hold for a little while, and we hadn't had the opportunity to really speak them, or breathe them into life, so to speak. You know what I mean? Right now is a great time to dig into your manuscripts is a great time to be thinking about, okay, where's all the stuff that I've been ruminating about? Let's bring this story into fruition. And that's actually exactly what I'm going to be doing. I'm diving into midlife wolf pack, that's book two in my accidental Alpha series, it has to come out, it's coming out June 24. So I need to finish this book. But I already feel the energy supporting it. Even while there's this upheaval energy, even while there's this like weird, oppressive ish type energy that needs to like, just go away, right. So today, I want to talk a little bit about how important it is that we stay in alignment with what it is we really want. And in order to do that, sometimes we have to pull ourselves out of a funk or we have to continue to put our attention on the thing that we actually want, like deliberately move it from fear based to Nope, this is what I want, I'm not available for that. I am not available for that reality, here's what I want. And the way that we do that, it's really hard to jump from complete fear base lack mentality to a place of security of love of abundance, right? So we do that by bridging the gap, using incremental upgrades to get there, whether they are incremental upgrades in your thought, incremental upgrades in the way that you're handling your day to day work, or like the things that you purchase, even like you can pull yourself out of a poverty mindset, literally by buying small things that incrementally make you feel better. Now the key there, though, is buying something that makes you feel better, not just because, oh, buying stuff is gonna bring you more money. No,

that's not the key. The key is how you feel when you're buying it. The key is how you're bringing yourself into alignment of joy of abundance, that amount of money isn't the thing. It's not what's important, right? So today, we're going to talk about incremental upgrades and how to pull yourself out of a funk, how to pull yourself up into alignment with the stories that you're trying to write the career that you're trying to bring into fruition. Because all of these things are so important when it comes to having the life that you really want to live and not falling back into the traps of fear of lack of going back into a past that is no longer suitable for us because we've evolved beyond it. Okay. So today, let's talk about a couple of them. So we're gonna go into mindset Writing, Publishing, and promoting incremental upgrades. All of them right. So with mindset, sometimes, like I said, we get into this funk and we're just like, Man, I'm just not feeling it today. I'm not quite sure. So the way that you could incrementally upgrade yourself out of a funk is literally by reaching for the next best thought like finding something that you can appreciate something that you can find just a glimmer of appreciation for So look around your space. Do you have crystals on your desk that bring you just a little bit of appreciation? Are there flowers outside that are blooming that really look pretty right now because it's springtime? Are you appreciating the sunlight now that it is getting to be the light half of the year? Do you appreciate the fact that you're able to sit down and write today whatever those next best feeling thoughts are? Reach for them because what happens is as we're holding on to the vibration of a thought that feels good, as little as seven seconds will bring another good feeling thought to you because law of attraction says like energies are attracted to like energy. So as soon as you have a good feeling thought another one's going to join it if you can Hold the frequency at that good feeling thought for just seven seconds. Now if you can continue to do that, and you can hold that for six different seven second, John's, now you have grown your frequency into an exponential amount where you are just holding on to the vibration and frequency of appreciation, which is as close as you can get to your source energy as possible, right. So, hold those thoughts, it doesn't have to be a huge leap. It doesn't have to be my millionaire author destiny is here. Because if you don't believe it, you're not going to vibrate with the appreciation and joy of it. So find yourself pulling in more and more good feeling thoughts in order to pull yourself out and get yourself into a better place. And sometimes it's a really great way of pulling yourself into the right alignment for writing your next chapter. Because if you go into writing a chapter, I don't know if you've ever done this, I know I have where you go into a chapter and you're like, I'm just not feeling it. I'm just not feeling it right now. And you're telling yourself, you're not feeling it, you're telling yourself, it's not going to be easy, you're telling yourself, this is gonna be a little bit more difficult than normal or whatever. Guess what, it's going to be more difficult because you've been aligning your thoughts and energies along with that. If you go in, they'll go okay, well, I'm not feeling right now. But I know I could feel it. I know I have felt it in the past. I know I really enjoy when I am writing things that are new and fresh, and the ideas are fun, or I put my characters into an awkward situation and I have to get out of it. Or I love the idea of being able to uncover new mysteries in my worlds and be able to really surprise my readers, all of a sudden those thoughts start to compile, start to join together and become an exciting adventure that you know, you're now willing to go on. So put yourself and your mindset in the right place when you are trying to write your stories when you're trying to get started for the day, when you're starting a brand new process, maybe even when you're planning. So put yourself into the right frame of mind by knowing that the energy you're putting out into the world and into your books starts with how you're feeling about it. And you can change that vibration at any point just by reaching for a better feeling thought holding it for seven seconds, and allowing more of them to join in. Okay, so that's your mindset, incremental upgrade. Now, what about writing? What about when you're actually sitting down, you're trying to get better at the writing process. The incremental upgrades that worked really well for me in the past, and I've seen them work really well for my students is number one, see if you can reach for more words. So if you are used to only writing 500 words a day, for

example, reach for 600 today, just say I'm going to go 100 words more than yesterday, and reach for it, then the following day reached 400 more words. So rather than it being 600, it's now 700 words that you're going to reach for today. And as you show yourself and give yourself those examples, and the evidence of it has arrived in your reality, you are now more able and capable of believing that it's possible for you because so many people, you know, you get started with NaNoWriMo. And you're like holy shit 16 167 words every single day. Are you kidding me? How is that even a possibility? But then you show yourself you can and then you do it again. And then you do it again. And then you do it again. So you know it's possible, you know, you can do big things. But sometimes our brains are wired wonky, right, we've white we've wired our brains ourselves wonky. And that's literally all it is. Because remember, a belief is only a thought you think over and over and over again. Belief is not fact it is not law. It is just a thought you repetitively think over and over again. It's that simple. So give yourself some new beliefs. Yes, of course, I can write 1000 words today, because that's who I am. That's how I always am. Of course, I can write four books a year, because that's who I am. That's how I've always been. Of course I can do you know, whatever it is that you're looking for you give yourself new beliefs by thinking the thought over and over again. And sometimes. Maybe there is a little bit of that fake it till you make it in the very beginning. But the cool thing with thoughts is that they do become beliefs. So whether or not you believe them in the beginning doesn't really matter. As long as you are intentional about what it is you're trying to shift towards. If you want to be the millionaire author you're holding that thought of Of course, I'm going to be a millionaire author. Of course I am. It's coming. It's manifesting is there that's literally the only vibration you need to hold knowing that that is what is coming to you Law of Attraction dictates that anything vibrating and on the same frequency must be drawn together. It is law right? So continue to think new thoughts continue to make new beliefs that are going to make you feel better. I know it's kind of segue back into mindset. Sorry, guys, but it's still important because your writing is part of that belief structure. As you decide you want your career to move forward, as you decide that you are going to write more words, as you decide you're going to publish more books. It's all about that mindset. First, you have to have the decision before you can do the thing. So you put that into inspired action inspired motion by the going, Okay, well, I'm not feeling like a huge jump, but I could do 100 more words. I mean, that's not terrible, right? When you have the 600 words, and you go, you know what, tomorrow, I could do 100 more words, because of course, I can do 600, I showed myself I could do it yesterday, I'm gonna do 700. Today, you're stretching yourself and you're stretching what you believe you're capable of. Okay? Another way to be able to increase incremental upgrades with your writing is by saying, Okay, what kind of programs can I purchase? or utilize that's going to help me write faster or feel more organized or feel better in my flow? Is there an incremental upgrade monetarily, where I am investing into my author career, so if money is important to you, and earning money is important to you, you must invest in yourself, if you're going to assume or allow that others are going to invest in you. It's just part of how it works. So is there something that you can upgrade? Is there literally a program like Scrivener, Atticus plotter that you can upgrade to that's gonna make your life easier? Is there a way to be able to invest in yourself, whether it be learning how to write better, maybe there's a coach that helps you to learn how to write your books better, or someone crazy like me, who helps you figure out how to put into place, the four books a year process, whatever it is, there is a method to the madness of incrementally upgrading yourself so that you know what you're worthy of and what you're capable of work. Here's another one for writing, find 15 minute blocks every single day that you wouldn't have written. So just for example, right? I wake up in the morning, and I'm reading my books, and I love my my process of meditating and reading first thing in the morning, but I don't go straight into writing. So what if I started incorporating 15 minutes of writing right after reading my books? What if I did that just for 15 minutes where it was just literally, that's all it was, was a sprint. And that's it. And then later on whenever my normal

writing time is I go back into writing, but just find a 15 minute block to add to your day. And if you're not writing every single day, this is great. Because it puts you in a routine of getting those words out and it increases not only the words on the page, but it's increasing your neural pathways, training your brain training yourself training your energy that this is who you are, you are a writer. Okay, so what about publishing? In the publishing side of things, if you're trying to incremental upgrade? I was trying to think about how this would work. And really honestly, it's kind of like, can you publish one more book this year? I know that for some people, that's not the big thing. Because if you're already publishing four books a year if you're already publishing, you know, 12 books a year, because you're one of those unicorns that can actually do that. Maybe one book more a year, isn't that upgrade? Maybe it's downsizing a little bit is the upgrade. Weird, I know. But here's the thing, most of the time when we're writing like lunatics, and we're trying to get the words out, we're trying to get the books out, it's actually because we're trying to buy back time. We're trying to get books out there so that we have products that people will purchase so that we can buy our time back. So in that case, if you're already publishing way too many books, what if you downgraded one book this year? What if you bought back a little bit more of your time and enjoyed things around you a little bit? Or if you're only publishing a couple of books, can you up that that count just by one book a year? Now remember, we do need a number of books in our backlist. And when I say need, it's just because it seems to be the average out in the indie author community right now, when people are starting to make a living if you want to get to the 22 to 28 books, on average right now. That's what it's taking authors to feel like they're worthy of having the money, right? Because what it comes down to is we have to feel in alignment with earning the money earning the income earning the respect and the readability and all those things. And sometimes it seems that indie authors are having to struggle through the sludge first to get clear on who they are, how they are, the branding that they are before they feel comfortable enough to allow the money in. We could do it far sooner. I'm truly in belief of that now, where before I don't know that I saw that. But if we want to be able to earn an income, we still need to be putting those books out. We still want to be doing this because this is what we love to do. So continue doing it continue to stay I for that exploration in your stories and the adventures of your stories and being able to escape into the worlds that you loved, to write and to be in, because the more we put our energies and efforts into the things that we love, and the things that bring us joy, the less we're focused on those things that are bringing us down those things that are pulling us into fear, right, you can't think two thoughts simultaneously with fear. And with joy, because it doesn't work. You can obviously hold opposing thoughts, you can have those two beliefs in your in your body, but you can't think them at the exact same moment, one has to win out. So if you are focusing your attentions on your writing, you are not focused on the things that bring you down. Okay. Also for publishing another incremental upgrade, what if you publish this year in new formats? So let's say you're only an ebook, reader, publisher, and that's it. So you only publish in Kindle, you only publish in wide ebook format. What if this year you decided, I'm going to put three of my books in paperback? Or what if this is the year you decide to try audiobooks? Or what if this year is the year that you go into German translations who've talked about this a couple of times, there's always some way to incrementally upgrade what it is you're doing as an author in the way that you're publishing. I mean, honestly, even if you decided to do audiobooks, you could then decide to do audiobooks in AI, you could do decide to do audiobooks. As part AI part, you could decide to do audiobooks as a full cast. I mean, there's so many different options. And I think it was Joanna pen and I who were talking about all the different variations, your IP has so much power. And we forget that when we are done with the one book and we move on, we forget just how much content that book has. There's a lot a lot that can be done with it. Okay, so let's get to the promoting part, the marketing side, of course, there's incremental upgrades there as well. So number one, my number one thing, can you get help for marketing efforts. So hire a PA, I don't care if it's \$50 a month to start with just to see

what they're capable of doing. But I'll tell you what the second you get a taste of help with your author career with what you're trying to accomplish, you will not ever want to go back, you will not want to go back into something where you had to do it all yourself. So see if you can hire a PA to help you with some of the marketing aspects that you don't like because we all have aspects of marketing that we don't like, right? So that's the first one. Number two is to try TikToks. Now, for me, I love video. I love audio. I love getting out there and doing funny things. But I even struggle with like, what is the right vibe from you? What is it? I'm trying to say? Because I'm so multifaceted with the things I'm interested in. And so how do I then relay that in Tik Tok? And so what I've decided to do is I broken apart my tic TOCs. So I have my author revolution tic tock where I'm talking about law of attraction manifestation, and writing. And all three of those things go together. I have like a personal tic tac where I'm just kind of flailing around trying to figure out what my vibe is there, what I want to talk about what I want to speak about what I want to do there. So mostly, I'm just training the algorithms of what I like to watch right now. And then, from my other side, I've handed it over to Jenny for a little bit, where she is doing all of the TikToks, for like page flips, and getting getting the algorithms trained to be able to be more reader based because she's a reader. And for me, I mean, I'm a reader as well. But for me, it's like I am so entrenched in the author side of things that it's hard for me to relay, I guess the information from the reader perspective, which is super weird, because like I said, I read every single morning, I have my nonfiction book, and I have my fiction book. And both of them are going every single day. Like I literally read two different books every single day. And so I'm absolutely a reader. But for whatever reason I with tick tock, I am not a tick tock reader person. Does that make sense? It's so weird. It's like I know what I'm looking for. I know the types of books I want to read. And so I'm not looking for guidance there. And so it's just a weird mismatch of energy. But for her, she is absolutely a reader. So for her taking over my author tic toc for right now and giving it kind of an overhaul. It's gaining more momentum. So there you go. You can either have a PA help you with something like TikTok, or for me, I was posting like a tick tock a day one because that's about as much as I could handle with all the different things that I do. But she was really recommending bumping it up to three a day. And I'm like, You're crazy. You're crazy. And Jenny was very adamant about it. And so we had to have a conversation where I was like, you know, it's a shame I don't know of a PA that really understands the benefit of you know, have obviously in jest, who doesn't, who understands the benefit of TikToks, and how important it is to do XYZ? You know, cheese, I really wish I knew someone like that. And of course, she was like, oh, curse you woman fine. So that's why this whole thing came about. But it could be helpful, it could be beneficial to you, you don't know how you're going to be seen in the world. And so if you're coming up up to resistance on something, there is always an answer, to be able to get around the resistance so that it can melt away and it can still do its thing. And so for me, that was my path of least resistance. So what about trying a new ad type or changing old ads as incremental upgrades? Changing an old ad, like sometimes Facebook ads get, you know, oversaturated people see them a lot, and they need to be transformed. They need new images and new words, whatever. Sometimes with Amazon ads, it's the same thing. If you're, if you're running retargeting ads or something like that they need to be refreshed and start again. So is there something that you can do? Can you add a few more Amazon ads this week? Can you try a new Facebook ad to see if it works better? Can you test out tick tock ads or Twitter ads, whatever it is incrementally upgrade just to see and test and come at it like an experiment come at it, like the thing that you know, you are trying to uncover make it the mystery that it is and just view it as this really cool new adventure that you're on as you're trying to discover what works for you. Or, of course, you can add, so with the publishing side of things, you might not realize this, but reading one more book this month, could be beneficial. Read a book that is in your genre, because as we read books that are in our genres, and even when we're reading books that aren't, we're getting information, we're getting insights, we're getting cool new ideas that are

going to percolate in the back of our minds. And so not only is it going to help your writing, but it's going to help you with your marketing side of things as well, because you're going to get a pulse for what the reader expectations are. And so rather than putting your focus then on Oh, geez, I wonder what the readers are expecting of me, you already know, it's already become a baseline for who you are and what you're expecting as an author to create. So it no longer becomes this big thing that you have to uncover or try to struggle through to find it can come effortlessly to you and you just flow through it and write the books that you want to write, knowing that they're going to hit the tropes or the themes that are really resonating with people at present. So all of those things as you incrementally upgrade them, what they do is they create the snowball effect that really helps you to play a bigger game, honestly, you're able to communicate better with your readers, you're able to feel better about your writing, you're able to feel more confident about what you're doing and how you're marketing your books, you're able to feel more secure in who you are as an author. And as someone who is wanting to put their creations out into the world, you're no longer hiding behind them or hiding, you know, behind this wall of things and not wanting to share those aspects of yourself because you're secure in who you are, and what the readers are what anyone else might say about those books or about the stories doesn't matter because you wrote from your soul, you wrote the things that were dying to come out of you. And they all kind of come together because you are allowing yourself to expand. Because expansion is what we're all about. We're not meant to live the lives of boredom. We're not meant to be on a treadmill, just running and going nowhere. We are always meant to be expanding and growing and becoming the things that are more than we already are. So incremental upgrades whenever you're thinking about that I feel stuck, or I feel like nothing's changing, or I feel like nothing's moving or nothing's happening in my career. I want you to stop and remember this podcast episode and remember, ah, I need to expand. That's what this feeling is this feeling of stuckness is telling me it's time to expand and to grow. And best way to do that is to incrementally upgrade something. Whatever it is, that's feeling the most stuck. You know, like if you're feeling most stuck with your writing, do an incremental upgrade in your writing side of things. If you are feeling most stuck with your marketing, try something new with marketing. If you're feeling most stuck with your mindset overall, it's time to dig in deep and find out what you really want. Because your emotions are your guidance system telling you when it's time to shift to a better feeling thought to a better feeling place because new ideas and inspiration springs from those better feeling thoughts and places, not from the darker ones, right? Not from those denser energies that make you feel like you're not worthy or not enough, because you were always worthy and you were always enough. So you're being First, you're being guided toward the direction of the things that you really want to be to do to have. And you just need to allow yourself enough room to feel just a little bit better, just a little bit. And every time you feel just a little bit better remember what we said in the beginning, all of those energies are going to start attracting to your thoughts. If you feel better, more thoughts will join it. And the more thoughts that join it, the better you feel, it's going to incrementally continue to upgrade that mindset. And next thing you know, you're going to be in a much better feeling place, I shit you not give it a try. If that does not work for you, come tell me because I'm going to call you out on it. And we're going to do like, a riff off or something, trust me. All right, holy cow, guys, I've talked about this for half an hour. As you can see, I am very passionate about wanting to make sure that we authors aren't staying stagnant, that we're not staying stuck in this kind of mindset, or this place where we feel like we are not becoming what we are destined to become. Because that is absolutely our birthright. It is absolutely where we're headed. And there is no turning back. Okay. All right. So if you're looking for the transcript is today's episode, make sure you head over to authorrevolution.org/132. And you can download it from there. In addition, I just wanted to let you know that I am, like I said in the process of creating the Millionaire Author Manifestation course, which is a full course all about manifestation law of attraction and how we can apply it

in these types of ways to our author career. It's something that's been so fascinating to me, and I've just enjoyed so much. And when we did the challenge, The Millionaire Author Challenge just a couple of weeks ago, I didn't know that this course was something I would even be doing. But I'll tell you what, I have 15 Beta authors who are in the course already, are testing it out with me who are in there and working through some of the concepts with me as I'm trying to develop them as well, and giving me some incredible insights. So this course is going to be absolutely phenomenal when it's done, and I cannot wait to share it with you. Now I don't know specifically what I'm going to be launching it. So if you're interested. Or if you want to get insights as to when it does launch, head over to millionaireauthorcoach.com/manifestationcourse and get on the waitlist for it because I really want you to like if your this is interesting at all to the way it is to me, I hope you're gonna join in and just really get involved with this concept. Because I truly think that we in this community can change the world as we focus on the things that we really want and the desires that we really have. And the way that we want to impact the world and the community. I think we're here to light things up guys. I think we're here to let go of all this fear based stuff, this nonsense that's going on and evolve into something that is even better than we ever imagined. And the only way to do that is to continue to think those better feeling thoughts. That is my riff off today on incremental upgrades. I hope it was helpful for you and I hope you go forth and start your author revolution.