

Episode 133

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SPEAKERS

Carissa Andrews, Emma Dhesi



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 impostor 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 are 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. Welcome to the Author Revolution Podcast, my friend, I am so glad that you're here today. Oh, we have a great podcast episode for you today lined up. I am interviewing Emma Dhesi. Now Emma is a friend of mine. And we met each other a couple of years ago, actually when she was hosting an online summit for indie authors, helping them try to learn about different aspects of the indie publishing world. And so obviously, I was there to teach a little bit about rapid releasing. And since then, Emma and I have just found that we've been on the same wavelength a lot. And because of that, I asked her to join us on the author Revolution podcast. She is one of those women who is just not only an incredible creative herself, but she is such a big hearted entrepreneur wanting to help other indie authors, especially new authors learn the ropes of indie publishing, she actually has a mission right now that she wants to help 1000 indie authors publish their first book, talk about a cool mission, right? So not only is she doing that, but she's got a group coaching program that's brand new, that she's getting started. And she's really excited to talk about. And so I wanted to invite her onto the podcast to talk more about what it is she does, how she operates, why does group coaching thing and a little bit more about like, where she headed and what's happening? So I cannot wait for you to listen to this podcast episode. So let's get right to it. Well, welcome. And I'm so glad that you're here for the author Revolution podcast today. It's been like a long time coming, you should have been here so much longer.

E

Emma Dhesi 02:57

Yeah, what's going on? Carissa, what's going on?



Carissa Andrews 03:00

(Laughter) Well, I did tell my audience in the introduction, a little bit about how we met and how I was actually a part of one of your summits. And that's kind of like where it all began. But for my audience who's listening now, could you tell them a little bit about who you are and what you do?

E

Emma Dhesi 03:14

Yeah, of course. Yes. Thank you very much for having me. And so I'm, I am Emma. I'm a fiction writer, I write predominantly a women's fiction, contemporary women's fiction. But I also coached New Agers as well. And I focus very much on those people who are writing their first novel, and just needing help getting started. And even just doing that first draft, which can elude so many people. Yes. So that's the kind of primary way that I help writers. And I have a website where you can go and check out a little bit about me. But more importantly, I have a podcast called Turning readers into writers. And that is full of wonderful interviews with people like yourself actually, not long ago. And coming in and talking about the ways in which they've learned to write their books and what works for them. But one of the things I do enjoy doing is talking to debut authors and people who have just published their first because that's who my audience is, and it's talking to them about, okay, how do you find the confidence to do this? How do you find the time to do this, and I'm a big believer that if the if people can kind of see someone else in their position has done this, then they know that they can do it, too. So those are the ways that I help writers, but it's been a long journey. I think like a lot of people, it can take a bit of time to get to where you want to be. I didn't write my first book until I was 14. So a lot of you know, stop, start, stop, start along the way. And I just got to a point where I hit a brick wall, and I thought, right, either you do this or you you move on and you know, just forget about it because you've never done it. Are you gonna do it? Yeah. So I said, Okay, let's do it. Let's do the first draft. And if I enjoy the experience, then I'll go on and do the revisions. If it was horrible, painful, just I never want to go through that again, then I know and I can fit into one slide and not fret about it. But as it happened, it I loved it. It was challenging. Don't get me wrong, it took me a long time. But I loved it. And what I loved about it and why I do, what I do now is I realized that if I could write a book, something I dreamt off for so long, then it was like, Well, what else can I do? And I do say that writing that first draft changed my life, which feels a bit dramatic. And it's not the bit changed in that moment. But when I look back now, over those years, I can see the incremental changes that came about as a result of that. Absolutely. Life, My outline, so yeah, so that's how I got to where I am.



Carissa Andrews 05:52

That's amazing. So did you always know you wanted to be a writer than Is that something that was always in the backburner?

E

Emma Dhesi 05:58

Well, you know, I think it was because I remember being about 7,8,9, and had just discovered fiction, and the magic of fiction. And then I wanted to be a writer at that age. And like we all many of us, did, you know, the children's stories with illustrations and salad teach together and all the rest of it. But then life happened. And I put that to the backburner. I remember somebody saying, What did you want to do at the age of eight? Because whatever that is, that's your true calling. And so maybe it has always been there.



Carissa Andrews 06:33

That's interesting. That's really cool. So at what point did you go, Okay, I really want to write the story that like, did you have the story idea first? Or did you decide to try to write a book first,

E

Emma Dhesi 06:47

I have the idea first. So my first book, the sort of theme of around it is around postnatal depression, postpartum depression, which I had went through for a number of years. And at the time, I was journaling about it as a way of kind of trying to manage it and understand what was going on. Because I didn't know what was that at the time. And then later just kind of evolved into the thought this might make a good story. And so I pursued it and turned it into fiction and kind of just saw where it led me because I'm very much a pantsier, rather than a plotter Are you. So let's just see where this goes. And if it has any legs, and it did seem to grow, and the characters then came into their own, and they flourished, and the story evolved. Now I love pantsing. It's my favorite way of doing it. Because I love the aha moment that comes when somebody says something unexpected, or even a character appears that you didn't know was going to come. I love that freedom. But then the downside is the back end when you have to go back and shape it and turn it into something beautiful. So then it took me a long time to kind of form that into into a story with a real beginning, middle and end. But definitely, yeah, the I suppose the character originally was me, and then evolved. And then the story came later. And then it became what it is now



Carissa Andrews 08:13

That's amazing. So how many books do you have out now?

E

Emma Dhesi 08:16

I have three published now. And I'm working on my fourth. But I've been working on it for about two years now. And it's a change of genre for me. So there's a lot of new learning going on there. And it's it's my first attempt at suspense. So lots of new kind of expectations going on and of structuring it and, and learning what's enough kind of suspense and what's too much or what's too little. So I'm learning all of that. To find that, but it's good. I'm really, really enjoying it. Can I tell you how it came about?



Carissa Andrews 08:46

Yes, absolutely.



Emma Dhesi 08:51

I am I interviewed somebody who is a medium or yeah, she would think she would describe herself as a media channeler. And that's the word she uses. She's a channeler. And she when I interviewed her about how she uses channeling to help writers write their books, and she puts them into a meditative state and unleashes the subconscious. And, you know, the, with the belief that if you've got this idea already exists, you just need to bring it into you and manifest it and make it happen. Yeah. And I was like, Ah, this is brilliant. That's if I can just speak this book. I was gonna give save me so much shoulder cramp. Speed up, the whole process is going to be I love it. To work with this lady for three months, and this is the book that came out. And that's why it's such a departure for me from women's fiction to the suspense side of it. It has not been as these things never are. It has not been as simple. Right, right. Meditation and the book comes out perfect. There's a lot of work that's had to go into it subsequently. But I really glad I went through the experience. It was a lot of fun. I because it is so



Carissa Andrews 10:00

cool, I would never have thought to go to a channeler like that I didn't even know something like that existed to be honest. I mean, I probably should have been the type of information I like to consume. But I had never even like considered that. That's so cool. So how did you find this person?



Emma Dhesi 10:17

I think she was a word of my somebody recommended that she might be an interesting person to talk to, for this live workshop thing that I was doing. And they were right. It was it was fascinating. It opens up a whole new thing for me. I because I think we, we can be more familiar with the idea of a what do they call it when you have a meditation? And then you come out of it? And then you write? Yeah, because if you write a comment what that's called, but the idea of actually speaking, it was a new one for me. Yeah, that



Carissa Andrews 10:47

is really cool. I know that that's kind of like Abraham Hicks kind of goes into those types of channeling to where it's called a rampage of whatever, whatever it is, but for a different reason. And so not necessarily to bring out a story, although I could see how that could work.



Emma Dhesi 11:03

Yeah, interesting. Yeah. And I'd love it. Because I don't think I would have come up with the story idea. If I'd been sitting consciously thinking about it. And I love the story idea. I love it.



Carissa Andrews 11:13

So cool. I can't wait to see. Are you using the same pen name? Are you going to try a different pen name? Because it's a genre departure?



Emma Dhesi 11:19

I'm thinking I'm going to try a different one. Yeah. And actually, you're an indie author, I should probably be asking your advice on this, too, as thinking of changing is because my surname is not the easiest to remember. Okay, maybe I should go with my married name, which is much simpler.



Carissa Andrews 11:37

Okay. But I don't know. We should see. Yeah, that's a possibility. Although I have in my experience. What's been interesting is that when your name is different, or it's harder to remember, people actually, in some weird way, remember it better. Like they know it's weird. They know it's different. And they're like, I can't remember her last name. It's different I think I can find it you know, kind of thing. Or if it's like, Andrews is like, there's a bazillion andrews's. You know what I mean? And so it's hard. It's like, it's easy to get lost in the shuffle of that as well. So it's kind of I don't know, it'd be interesting. Yeah.



Emma Dhesi 12:13

But I think you're probably right changing genre, maybe it is a good idea to have a different pen name.



Carissa Andrews 12:18

Yeah, absolutely. And especially if you want to be able to kind of compare the different pen names in the genres. Which one is working better for you? Which ones? You know what I mean? Yeah.



Emma Dhesi 12:31

Oh, yeah. So exciting times and fingers crossed, that will be out by the end of the year,



Carissa Andrews 12:36

I was just going to ask that I'm like, so when is it going to be done? What's been your biggest challenge so far?

E

Emma Dhesi 12:45

I think, to be honest, the biggest challenge was just getting started with that first one. Because in those beginning days, there's not the self belief that I have now that I can do this. I didn't have the evidence that it was possible. And so kind of, sort of, for example, my mum is a writer, and I'd say a much better writer than me, but she never finished anything. Ah, okay. Does it I'm think there was a little bit of me there kind of going, Oh, well, mum didn't do it. So I don't have to either. Sure. Yeah. Kind of battling that. And sort of saying, No, I do want to be a finisher, I really want to see if I've got what it takes to do this. And so I think just that first book, Getting Started and making that commitment to myself, that I was at least worth having, is was worth me having a go at doing this. And they just didn't miss during the first draft. And they're on in it. I don't want to say it's gotten easier. And but in terms of motivation, and self belief, that certainly gotten easier, because now I can say, Well, look, Emma, you've done this, you've written a number of half manuscripts that got nowhere, you've written a number of full manuscripts that you've published and people are enjoying. So no, I know, it's possible for me to do it, even when it's hard.



Carissa Andrews 14:07

Absolutely. And I think that never gets easier either. I mean, I every single time I start a brand new book, or a brand new project, I'm like, can I actually do this thing? I think every single one of us do it, where it's like, what if it doesn't come out the way I want it to? What if it doesn't? Like, I put it up for preorder? Oh my gosh. What if it doesn't happen? And it always does. But you always I don't know that that goes away. It's so weird. I don't know why we do that.

E

Emma Dhesi 14:34

No, and you're taking it that extra step. I think you're very brave and you put things out on preorder. But maybe you know that's you're putting it out to the universe and saying, Hey, I'm doing it. It's happening. It's already done.



Carissa Andrews 14:45

Yeah, it's already done. I've decided so now I just need to like get into the vibe and know that it is here.

E

Emma Dhesi 14:53

Maybe that's the next one.



Carissa Andrews 14:55

Yeah, it as a Virgo. I have to say that's very scary too. I mean, especially In the beginning, when pre orders were, I think first established for indie authors, that was scary, because we only

have three months. And now it's like, Whatever, I'll put it out, you know, two months in advance. It's not a big deal. But it, it was scary to take that leap before you figured for sure it would be ready. But it was also really liberating to because it does it triggers that decision inspired action motion to get it all taken care of. Yeah.

E

Emma Dhesi 15:25

Yeah. I wonder if that maybe that had happened to me at that beginning. When I made that decision. Maybe there was no, I had this concrete character that I felt like it really, there was something tangible there to work with. And I could envisage the end. Yep. And so then I put it out and made it put in the right vibrations and made it happen.



Carissa Andrews 15:43

Absolutely. I think you did, for sure. I think it's so cool. The way that we our minds will do that, too. As soon as we've once we've locked into that decision that it's happening. It's like the whole universe will aligned for us to make it happen. And that belief just backs it up. It's holding that vibration and knowing that we're we're capable of doing it and it's it's already here. It's manifesting. That's so cool.

E

Emma Dhesi 16:05

Yeah. Because when you think about other things, you know, outside of writing other things that would make a decision about I'm going to move house, once you make the decision, it happens. You're gonna have a family, you make the decision, it happens. I'm going to acquire a new job. Yeah, a car. And so if we can make that decision about our books, writing that first book,



Carissa Andrews 16:24

it can happen. Absolutely. Absolutely. And if we do make the decision that marketing is going to be easy, it will be easy. Right? Yeah, in theory. I keep telling myself and every day gets a little easier, because then I hand things over to my PA and go you do it. She was on me yesterday about doing more tic TOCs more frequently. And I'm like, but I have so many other things. I'm like, If only I had new a PA that love to do tic TOCs. I could do it for me. The amazing. Oh, goodness, it's just funny. Okay, so like you were talking about in the beginning, you've transitioned into being an indie author, coach. So when did you know in your author journey that you would like to help first time authors publish their books?

E

Emma Dhesi 17:15

It was at that, let's think it wasn't it was I'd say it was a year or two after I published my first book. And so maybe even when the second book was out, and I was kind of able to reflect then on just how much my life had changed in so many ways outside of writing as well. And I find it transformative, I really, really did in terms of my own self belief, what I could do how I viewed

myself, I can now proudly say I am a writer as well. But then it was also it gave me that confidence to start another business, not the coaching, but a different business as well, something I would never have dreamed of doing before. And I, at the time, I was very much focused on women of kind of around middle age around the age that I was, women who have, you know, worked very hard, have given up a lot for family say, been juggling everything family and work, and had never really felt able that they could have a writing career as well, or at least write for themselves. And so wanted them to see that it's absolutely possible, especially, you know, if your kids are a little bit older now and less dependent. If you're in a good place with your work, that it was never too late, you could always do this as this is a dream worth pursuing. And if you pursue it, you also have the opportunity then to have what happened to me, which was this big transformation and the wider ripples of your life, right? And see how, and also the idea of being an example to my kids, as well, which I know can sound a little bit cliched No. But honestly, my middle girl, when I see her sitting down with her book, her notebooks and writing and saying that she's going to be a writer, and she's got all these titles for her books laid out. I'm showing her that this is very possible. Even if she doesn't pursue writing, she's seeing that she can pursue her dreams.



Carissa Andrews 19:08

And that's not cliché, because you you have that example yourself, where it kind of held you back for a little bit because your example wasn't strong. I mean, it was strong enough in some ways, like the writing aspect was strong. But the the finishing part was lacking. And so you're you're kind of completing that whole cycle so that the next generation then doesn't have to worry as much or have to go through that limiting belief so much. That's



Emma Dhesi 19:30

yeah, yeah. And yeah, so true. Just kind of seeing me finish a project and seeing out there on the world in the world. Although I am I only do ebooks. I don't do paperback. And so she did ask me when are you going to wait a real book?



Carissa Andrews 19:48

Well, you can always transform your ebooks into real books. If you have the content. It's literally just a cover. That's all you need. So if you need some help, Emma I can help you with that.



Emma Dhesi 20:00

I thank you



Carissa Andrews 20:02

We can make magic happen, it's all good.

E

Emma Dhesi 20:05

Just gonna see that that's where it came from. It's just changed me so much. It gave me so much confidence. And I really, really wanted this for other women who have put everybody else before them. And now is their time now is their opportunity. And it's it, I do see it in a lot of people who they don't believe they're worth it. They don't think that they should be doing it, you know, that question of who am I? Who am I to think that I can do this. And the feeling around and myself wish to be doing this, and taking time away from the other people in my life. And so a lot of what I do is try and reframe that for people to kind of say, No, you're being an example, you're being healthy for your own sanity. And that's always a good thing. And that filters out to the rest of your friends and family too. So that's yeah, that's the driver behind me.



Carissa Andrews 20:54

I agree with that, though. Because when we when we have these creative impulses, I really think that's the universe or our subconscious, or however you want to describe it, warning us of what we need to be ready for, because it needs to come through us, you know what I mean? So rather than holding ourselves back or feeling like it's selfish, knowing that that's a part of us that is being triggered to warn us that we need to be ready that it's, it's on its way, it's already here. We're meant to be doing this thing. I think that's such a better way to frame it, then worry about self worth. And I think you're so you're so spot on about, especially women, I mean, I'm sure there's guys out there too. But they do feel that selfishness of like, okay, I'm reading this book, when my kids over here, like for the 900th time wanting juice, and eventually you're like, Get up, get a sibling to get the juice, okay. You know, we have we carry that guilt with us. And it's so weird, because, you know, there are other people in this house who are all doing their own things. And it's okay to be a little bit selfish, if that's what you want to call it. But honestly, it's more about filling your own needs, and filling your cup so that you can then spill it over.

E

Emma Dhesi 22:01

I think that's such a nice way of putting it Yeah, just being happy finding a way of having contentment in our ever busy lives.



Carissa Andrews 22:09

So I want to talk about your turning writers into readers podcast, you've got more than 100 episodes. I mean, it's amazing woman. So what inspired you to start the podcast versus say, a blog, you know, because everyone was doing a blog. And it was like, that was the big thing to do for a long time. Why a podcast?

E

Emma Dhesi 22:25

So I did start off doing a blog. And then, but I love podcasts, I discovered them and was consuming them as much as I possibly could. And I got a lot of my learning through podcasts as well, a mixture of solo episodes from people, you know, actually teaching. And then also

interviews like this one where you get to kind of have a discussion around a topic and, and really delve into somebody else's experiences. I loved those I really, really enjoyed listening to podcasts and what they could offer. And I could do it on the move. And it was an easier way to consume. I'm probably being very lazy here. But it was an easier way to consume knowledge than having to sit down and actually open up something and read it. Yeah. And I'm a very slow reader so that. So so then I made that switch, I found crystal profit, this wonderful woman crystal Prophet, we were in the same training course together. And I saw what she was doing. And I thought, oh, my gosh, this has come to me at just the right time. This is what I've been thinking about. And she's showing me how to do it in a really fun step by step simple way. And so she got me inspired, and then the podcast was born. And I loved it. I just really, really enjoyed it. So the first few episodes were solo ones while I got to grips with all the technology and how it all works and finding the music and all that kind of good fun stuff. Absolutely. But I realized too, that I did prefer the interview style, I find them more fun to do as well and meant I get to learn at the same time. So a little bit of selfishness in there.



Carissa Andrews 24:05

That's a good thing, not a bad thing.



Emma Dhesi 24:09

So when I'm talking to somebody, even a DB writer who's just written their first book, there's always something to learn from everybody else's experiences or process, the way they approach their work. Even if it's to kind of learn that's not the way I want to do it, as well as Okay, yeah, that's something I could aspire to. And so the interviews became more and more frequent. And then that's what I do all the time now is I do interviews and I love them. I really, really do. And as I'm getting more experienced, then I'm still interviewing those Debbie writers, but I've also been lucky enough to interview people like yourself who are much further down the author journey and have even more to share with likes of myself and my listeners. So it's really good fun.



Carissa Andrews 24:54

It's so great. It was I remember when I first started listening to your podcast and I loved I love that Write about it because of the fact that you were doing you know the the solos. But you had that intermix of the brand new authors with the more experienced authors because it does give such a, I don't know, a spectrum of experience levels that I haven't seen on a lot of a lot of podcasts for writers. It's really cool.



25:18

Yeah, it is nice. And it keeps me on my toes as well. And, and funnily enough kind of talking, sometimes talking to authors who are a little bit, you know, where I was a few years ago. It's also nice to reflect, gosh, I've come a few steps as well. And I've learned some things along the way. That feels really good. And so again, it's that nice boost of self esteem and self belief to keep me going. Keep me writing when I'm hitting a brick wall, and I'm finding it difficult.



Carissa Andrews 25:44

Yeah. And you're sitting here going, oh, wait a minute. I am mid manifestation, aren't I? I'm in the middle, the messy middle of my author career? Yes, I totally get it. Oh, my goodness. Okay, now you have a great Facebook group as well. One that is just you do so many great Facebook Lives and things that are going on in your Facebook group. Do you want to tell my audience a little bit about that as well?



Emma Dhesi 26:08

Yes, I'd love to hear. So yeah, we've got I've got a really nice group of actually a mix of writers, some people who haven't written anything and others who have written a series, but kind of enjoy being part of a mixed a mixed bag of writers. And so I'm in there most days either posting or responding to post, I quite often go in and do a Facebook Live either, just with a little tidbit that I've noticed in the course of my day and can see how it's relevant to our writing. And a lot of what I talk about is there. What's another word for mindset, but the mindsets stage of it and how we constantly need that encouragement and reinforcement that we're doing a good thing. And it's okay, if it's tough, it's meant to be as a challenge. That's part of the fun of it. So Facebook Lives about that. And then also, I often have free events going on, whether it be a summit, like you were part of workshops going on, sometimes just a simple q&a session. So you can come in and asked me anything. And I'll do my best to answer. And so yeah, so it's a really nice, safe space to be and some people share their work as well, which is lovely and encourages others. People also share when they've got a new publication out, which is really nice and keeps everybody galvanized. While I love being part of it, it's really, really nice.



Carissa Andrews 27:26

It's great when you have such an engaged community and people are excited to to be a part of it and to share their their process and to hear, I mean, you have you cultivated this great group of people who are willing to not only share, but to interact and to just like go through the process and try to understand how it's all working for everyone else. And I think that's really, that's really neat.



Emma Dhesi 27:47

It says lovely, when you do see somebody put up a question. And then other members come in and offer their solution or their suggestion about how they would go through it. And so it's really kind of like a grassroots organization, if you like, you know, it's coming up from everybody who's involved, not just for me, you know, being the high and mighty. But really remember, we're we're a community rather than a it's not a school. It's a community. Yeah,



Carissa Andrews 28:14

that's so cool. Okay, so you, obviously you're doing so many different things. And you were talking about the summit, you're talking about your free workshops. But now you've got this

new coaching opportunity that's opening up, I think you said in May and ending in June. So do you want to tell my audience a little bit about that?

E

Emma Dhesi 28:28

Yes, well, I'm opening the doors in May through June. It's on my money. I'm doing my first group program, which I'm super excited about. So up until now, I've been doing just one to one coaching, focusing very much on one person at a time. But I have a vision for the future. And my vision is to help 1000 authors write their first book. And I realized, if I continue doing one to one, it's gonna take me a long, long time.



Carissa Andrews 28:57

One at a time. Yep, I get it.

E

Emma Dhesi 29:01

So I've created this group space. And we'll have a maximum of 10 people in each cohort. And I've put together a framework for people which will work through month by month. And the framework I'm very excited about I've kind of based it on sort of architecture if you like. And so the ground plan for our story is the story behind the story. So what is going on in your character's life or even in the world before the story starts? So the we're best place for where to start the story. And then we've got our foundations, which for me are as characters all about character for me, we've got to know who the story is about why they're here, why this is important to them. What's the relevance to this person involved in the story? We then have the elevation of the building which is the structure you know, then we need to know how to place everything and make this go smoothly. so that your reader wants to stay reading and as excited to know what happens at the end. And then we have, we look at what I call the interior design, which is more of the kind of the craft elements, you know, dialogue pacing Show, don't tell that big scary phrase that we can do in revision, you know those things. Once we've got the basics there, we can go in and do these things in revision. And then finally, we've got the roof, which kind of overhangs everything. And that's the alignment piece being aligned you yourself being aligned with you as an author, being a business owner, being a creative being possibly somebody that earn some money from their right. Yeah, as possibly somebody who gets rejected from agent after agent after agent, but still is aligned to themselves as a writer and will carry on, regardless until they get what they want. And for me, and I'm guessing for you as well, because this hangs above everything we do, we can, we're never going to get that book written unless we have a level of self belief and level of ego in the best sense of the word. We need that to write the book and then talk about the book as well.



Carissa Andrews 31:12

Bring it into stations, your words, yeah,

E

Emma Dhesi 31:14

EMMA DHESI 32:11

yes, yes. So that's the kind of framework that I'm teaching. Okay. And it's over 12 months. And I'm really excited because it's not just about me, I obviously coach and I obviously teach in it. But we also have sprinting, what do we call them, I'm trying to come up with a different word, sprint to haven't come up with it just yet. But writing sprints, and there's up to 10 a week, so people can come into a zoom space, there's no prerequisite to write a certain number of words or anything, there's no pressure that way. But it is a space to come in and be with other writers who are writing. And what I love about these, and why I think they're so so valuable is that you can enter the Zoom Room when you're feeling a bit tired, and not really inspired. But once you get there, and you're with others, it's amazing how your own energy shifts and suddenly become so so productive, and get more done. And then at the end of the time feel Yay, I did something that I didn't think I'd do.



Carissa Andrews 32:13

It must be that that combined mental energy, where it's like it all comes together into that Focal Point area. And so the Zoom Zoom meeting is like the focal point, but everyone's there to do the same type of thing. And so it just elevates those who aren't quite feeling the vibe yet to get up into the the level of accomplishing it. That's awesome.



Emma Dhesi 32:34

Yeah, yeah, it's bizarre isn't even in a Zoom Room, it's still so powerful, so strong. And I think also what those they can do is give that a level of sort of being a little bit official. So you can say to the other people in your family, oh, I've got a meeting now with my writers, but you know, it gives you that you can justify to those in your family who perhaps don't quite get it. Yeah, there are people waiting for you, and you have an obligation to turn up. So it can be good for accountability.



Carissa Andrews 33:06

Absolutely. My accountability group is waiting for me. I must go right. Didn't do my sprint now. Be good. I'll see you later. Exactly. If you're on fire, okay.



Emma Dhesi 33:19

Oh, yes. I work in a big covered and the nine of times, like hold on to the coverage of where the kids are trying to get in.



Carissa Andrews 33:27

A lot of times, I've had to lock the door. There were so many years where I was literally out in the open. I didn't have an office with the door. It was like, oh, oh, my goodness, I feel Yeah, I definitely feel you're there.

E

Emma Dhesi 33:40

Oh, funny. And then the final piece that I'm excited about too is I have an editor coming in as well. And she's going to be coming in each month to talk about different aspects of the editing process is very different to the coaching process. But because I know that that's something that people think about, can't help but jump towards as they're writing, editing. So it's, it's the full package and really, really excited about it's a really robust program for writers.



Carissa Andrews 34:09

Awesome. So we're, if anyone listening right now wants to learn more about the program or how to get involved, where do they go,

E

Emma Dhesi 34:16

they can go to my website's EmmaDhesi.com. There's lots of information there. And you'll also be able to get on my newsletter there, which means you'll be the first to hear about any of these opportunities coming up. If it sounds exciting to you, and you would like to chat to me about it, there is an application process, then you can go to EmmaDhesi.com/application nice and simple. And then we'll get to have a chat and see if it's the right fit. And if it is, then we get to work together and make magic happen.



Carissa Andrews 34:46

That's fantastic. And also make sure that the links are available in the show notes too. So if they want to just click and just go without having to figure out how to spell anything. They're available for them there as well. Oh my goodness. I think that's just it's such a cool group program. And I think so many new authors are going to benefit. I mean, obviously, you have 10 This time around, but they're going to benefit so greatly from it and the experience of it, where, again, you're building that community that almost like a tight knit community of 10 to grow and bond together so that then the next round comes in. That's just it's such a cool way to do it. I love it.

E

Emma Dhesi 35:21

Yeah, yeah, it's fun. I, I'm a member, I've you know, I've worked one on one with people. And I do also partake in group programs as well. And I do love one to one, I get a lot from that. But there's something about being in a smaller group, where you get to know everybody, you get to learn from them, too. And the number of times I've turned up to a group coaching session, not really had any questions or not knowing what I wanted to know that day. And somebody else will ask the question that I was meant to hear and get the response to. And so even if I turn up just as myself, I'll get something from it is the Cairo from our grades. It is it's



Carissa Andrews 35:57

amazing. I even with, like the challenge that I just ran, we had a one one call one live zoom call at the end of it. And it was like the energy from the people there and learn hearing about their experiences over the course of the week, or their manifestations with your there writing or other weird things that came up. I mean, we had one lady that she and her husband had like the surprise cataract surgery thing come up that he needed to have, and it wasn't covered by their insurance was like \$1,200. And, like she didn't know how she was going to cover that during this the course of our millionaire challenge. And then she like through her benefit stations and everything she was doing. I mean, it was in process sort of it had to have been she she had been let go from a job three years prior three years prior. And that week that they found out about this cataract surgery, she got a check for the exact amount the \$1,200 to cover it. And it was like the payout from her health insurance like savings plan or whatever. And it was like, how is she she's like, I don't even remember doing it. I had no idea. It's just like, it just gives me goosebumps. I'm like, it's so cool. And those are the experience. I mean, even when it's just a small group experience where you're doing this enormous, elaborate, incredible community. I mean, what an experience that's going to be epic. Yeah,



37:16

it is. It's going to be so much fun. I just, yeah, I'm very, very excited about it. And I know that we'll all all learn together. And that's that that joy of seeing new writers evolve, develop their skills, develop their confidence. And when I see the light in people's eyes when they Oh, they have that moment. It's it's priceless.



Carissa Andrews 37:37

I agree. I love it so much. That is it's so wonderful to see them when they finally, especially if it's something that's been bugging them a while. And they can't and haven't quite figured out like they know they're missing something, but they're not sure what it is. And then it clicks. That's so cool.



Emma Dhesi 37:51

And then there's that domino effect so many other things then fall into place and make sense. Yeah.



Carissa Andrews 37:56

And love it. Okay, well, where can my audience go it like I'm assuming it's your website, if they want to learn more about your books and your your course and coaching programs? Like where do they what's the best place for them to go search in your



Emma Dhesi 38:10

best place is my website's EmmaDhesi.com. But to be honest, if you put my name into Google, it's pretty much just me out there. But also, my Facebook group is a great place to come as

well. So Facebook, turning readers into writers, and then you'll find me and come and say hi.



Carissa Andrews 38:27

Absolutely. And again, we'll make sure those links are there too, so that people can look at them as well. It's so wonderful. Well, thank you, Emma, for being on the podcast today. I so appreciate you being here and telling us about your journey as a writer and then how it's transitioned into everything that you're doing. I think you do such an amazing job with everything and the people who are in your circle and who gravitate to you are just, they're the sweetest people. They really, really are. So anybody who's listening to this podcast, if you want, like just an amazing group of people to be your cheerleaders or to be there as an example, definitely check out Emma's everything was everything.



Emma Dhesi 39:05

Well, thank you. Carissa, I love being here. I always love chatting with you, as you know, thank you.



Carissa Andrews 39:11

See, I told you, Emma was awesome. I don't know what it is about her energy. Just, I love being around her and talking with her about all the different aspects of indie publishing and manifestation law of attraction. She's just one of those really cool people that you just can't help but love, you know. So if you are looking for more information on Emma's books, or her group coaching program, or any of the things like her podcast, just head over to authorrevolution.org/33 and all of the details will be there. And in addition, if you'd like to download the transcripts, as always, it will be there as well. So authorrevolution.org/133 and you can download the transcript at the bottom of the page. Alright guys, I don't know about you, but I am just loving where this year has taken us there. are so many cool, unique, awesome, incredible entrepreneurs who are out there incredible writers who are here to share their journeys and their insights into how things have been working for them. And I hope that every single podcast episode is helping you to sift through the information and make things just a little bit clearer on how you want your writing journey to go how you want to call in that millionaire author destiny so to speak. So, I hope you've enjoyed this podcast episode as much as I did interviewing Emma because she's amazing. And in the meantime, I hope you go forth and start your Author revolution.