

Episode 139 (take 2)

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SPEAKERS

Carissa Andrews



Carissa Andrews 00:10

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 juggled 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. Welcome back to the Author Revolution podcast, my friends, I am so glad that you're here this week. So Holy cow, I can't believe we're already seeing that July, you know, every month, I swear it goes like this. But June really did flash by it was one of those things where maybe it was the craziness with the storms, and then the cars and the insurance and all the craziness there. Or the fact that I was trying to get midlife, Wolfpack finished. And then that launch happened in such a blur. But now here we are in July, and all I can think of is, wow, we are in the middle of summer, middle month of summer vacation, and it's flying by. So this week, I have some really interesting things to be talking about interesting things in the sense of, you know, I don't really go much into the political side of things. However, for those of you who are aware when it comes to like all the things that are happening in the United States, right now, I know I have listeners all around the world. And so if you're in the United States, this is probably already on your mind. But if you live outside, it probably is as well, because human rights and women's rights are a big thing. And they are kind of under fire at the moment with the whole Roe v. Wade overturned decision with the Supreme Court. And now, what I want to talk about with this is that we indie authors, we're unique, we come at things differently than most people, we have a different mindset, a different way of being and doing things because we already have an independent mindset. We're coming at things for our author career, knowing that we want to do things on our own, maybe some of us choose to go indie, because it's the only choice or we think it's the only choice, maybe some of us come at it because we literally like the control of it.

Other times becoming an indie author, maybe it's a gradual progression, maybe you started trying to go traditional, and then ultimately decided that your words your books were destined to be out there. And so you were willing to do whatever it took to do it. No matter how you got here, no matter how you became an indie author. We're doing things our own way. We are the masters of our destinies, and we are capable of viewing, testing, trialing doing things in ways that other people have not even considered doing. We're innovators, we are people who are capable of looking at things and coming at it from a different perspective, right. And understanding that different perspectives exist, that success doesn't look the same for every single person that we can come at the same problem, you know, infinite ways and come up with a good solution. So with this whole Roe v Wade thing, we understand, I think better than most how, as people as human beings, we can't put our own perspectives, our own rules, our own beliefs, our own desires, on other people, in the ways that I think maybe the overall populace does, like people who don't write stories for a living, where they're having to put themselves into other people's minds and think of how these people are going to react to outside stimulus to think about how different people will react to different things. We literally take on different personas and develop worlds that don't exist so that we can understand and play around in the energies of it. And so we're different when it comes to that. We can understand, you know, the gray areas, the morally gray areas that the pieces of like the not so happy pieces sometimes of what exists in the world and understand why sometimes things that might seem not great still have to come to pass that they still are the appropriate action at certain times and why people, regardless of where they come from, or what they're doing, should always have the right to their own autonomy, their own independence and the way that they do things that we should not be controlling other people and their lives just based off of our own beliefs. Now, maybe you don't agree with me, when it comes to this whole abortion thing. I know it's a hot button issue. And that's fine, you are completely 100%. In your right to have whatever opinions you choose to have. This is my platform. This is where I speak. And this is what I do. And so for me, while I don't typically go and tiptoe into the realm of political stances, this is one that I really take to heart because I know many women, many friends, close friends who have had to have abortions. I know many people who have had tough decisions when it comes to things like this, where a baby was stillborn. And they had to try to abort the child in the seventh month, and there are hundreds 1000s of different things where an abortion would be not necessarily ideal, but the appropriate response. And so to turn people into criminals based off of that, and to put us in some sort of, I guess Handmaid's Tale version of life just isn't the route I want to see the world going. And so I'm putting my beliefs on the line, I'm putting my own idea of what I view the world capable of becoming on the line, because I feel very deeply that we have two choices. And we've talked about this in terms of manifestation. But this is still a manifestation, we have two choices. Either we sink into the tragedy of what we've lost what we believe could keep coming, if we're not careful, the slippery slope that could continue happening to the rights of gay people of trans people, all the different things that we've already accomplished and made possible, we could slip into that slope of feeling as though our rights are being taken away. And in doing so, we give it energy in doing so we make that bigger, and in doing so they could hypothetically win. Or we act as change agents, we act as the radical voice of change, making sure that the things that we actually do want the world we do want to see is the thing that is most relevant, most powerful in the minds and hearts of others. And so when I was considering, what do I do as one individual, how do I invoke the change? I want to see in the world, what do I do as one mom, one in the author, one person? What do I do in order to move things towards the direction I really want to see. And now it was, obviously I have a platform, this is my platform, where I can reach hundreds and 1000s of people every single day, every single week. And maybe just maybe I can help impact this aspect of the world in some small way. So as one person, what can I do to invoke the change I want to see, well, it's to number one, stand up for what I believe number two, do inspired

action, knowing that it is enough. And so for the month of July, as we sit here not feeling overly free during freedom month, not feeling overly independent during Independence Day. I wanted to embrace the community as a whole embrace the idea that indie authors are capable of holding different perspectives and being the incredible entrepreneurial change agents and have the opportunity to give back to a cause that really is on my heart. So I've created this independence month. Now you might have heard me talking about on tick tock, maybe you see my emails if you're in my email list this month. It's huge guys. It's absolutely massive. I've racked my brain on how I can go about creating something that can help not only the indie author community level up and become the independent people, the indie pendant authors that they need to become, but also to impact the social causes that are near and dear to me right now. And I know that they're near and dear to you because I've been seeing them all over social media. I have seen so many of you talking about how distraught you are how heartbroken you are how much you can't believe this has happened and how we need to do something about it. Well, here's your chance, if you want to level up and become independent and to do better as an indie author, and support those causes, this is your chance. Independence month is all about being the change we want to see in the world being the change we want to see in our own lives, meaning taking action, taking the appropriate inspired action to become the author that we really want to become, and truly inspire others, and be the change agent for the social changes that are important to us as well. So what I've done is I've created two stack, like course options. So I've got seven courses that I've bundled together. One of them is for authors who are somewhat new to this indie, author space, maybe you're brand new, and you're trying to figure out the ecosystem of becoming an indie author. Well, that's where the starter stack would come in. It's including in the bundle, my indie publishing fundamentals, the right frame of mind, so you can get your mindset underway. I've got my 14 Writing hacks for busy people. So you can learn how to get your writing down and fit it into your busy schedule. And also the story cure assessment so that if you're writing a story, and you're trying to figure out what archetype you're trying to have unfold in your world, you can assess it quickly or come up with a storyline for your next book. That's course, option one stack number one starter stack. The other one is the accelerator stack. Now, that's for the indie authors who have got the basics down, you understand this process, but you're trying to learn how to juggle, rapid releasing, you're trying to learn how to increase your speed, increase your output, and really step into your power as an indie author. So that core stack has rapid release roadmap, the rapid release roadmap Quickstart kit, and the three day pioneer series challenge. And both of these stacks, I decided, I'm going to embrace the number four, because obviously, July 4, right, it's an important day, it's this thing. And so the number four is prevalent everywhere, you're gonna see it everywhere, when you start looking in the indie pendants, date stuff, you're gonna see it all over the place. So the starter stack and the accelerator stack are \$444. Now this is deeply discounted, guys, because the stacks, like just indie publishing fundamentals by itself is ordinarily 497 rapid release roadmap by itself is ordinarily 697. So to get all of these courses on sale at that price is awesome. If that's still just a little bit too much for you in one big chunk, I get it. So I've created and I haven't done this before. But I've created a 12 month payment plan at \$44. Again, for \$44 for both stacks, so that you can continue to move forward, you can make that change right now you can get started in the courses, you really need to get started on right now and learn what you need to do to become independent. But that's not the best part guys, it really isn't. The best part is I've chosen four. There it is, again, that number for different nonprofit organizations that are in support of women's rights. And every single sale of every single core stack single course or one on one coaching for the month of July, is going to then donate \$50 to one of the four nonprofit organizations. And those include Planned Parenthood, the Center for Reproductive rights, equality now, and she should run if you choose to become a student, or to enroll in one of the courses that you haven't done yet, or enroll in a bunch of courses that you haven't done yet or enroll in a one on one coaching session or

package with me. \$50 is going to be donated to one of those four causes. And you get to decide which one that is. I cannot think of a better way to help level up to rise up to embrace this incredible independent mindset, then to help my indie author community and help women's rights at the same time. To me, it's just this. It's what author revolution truly stands for. I mean, think about the name in general. It's like I've always been this rebel, this person who wants to have in be and do things that will create this awesome movement of change. I want to see this industry innovate and become something that is more than what we've ever dreamed up. I want to see the indie author community be an agent of change and to do things that we've never seen done before. And yeah, we've seen people donate to causes we've seen these sorts of things happen before but I want to see this on a big scale. I want to see this go global. I want to see this movement be so massive that traditional news media is going to start taking it up and going holy shit what has happened to the indie author community what is going on right now. This is like the craziest thing I've ever seen. I want this to be that big guys. And the reason for it is because I know it's possible. I know how fired up we are I know how much of an impact we want to make, I know that we are sick and tired of the status quo of things happening to our communities, to our people, to our friends, to us. And we're ready to be the change that we want to see in the world. And we're sick and tired of living in the fear based mentality that it seems like the politicians want to put us in. Well, with independence month, we're here to get the courses you need on sale, and to help women everywhere through those donations happening with every single one of those sales, I want to see you level up, I want to see you embrace this independent spirit and become this incredible force to reckon with yourself, I want to see you engage with your readers to become this successful author that you know you're destined to become, but you just haven't allowed yourself to do it yet. Or maybe you're on the brink of it. Or maybe you're working towards being even bigger than you already are. And yet, you still want to be this massive voice for change as well. So that's what's happening this month, guys that it's going to go on the entire month. So the whole month of July, these core stacks are going to run their limited edition core stacks. As soon as July is over, the core steps themselves are going to end and everything kind of goes back to normal, I'll have other sales going on. I'm sure. I'm in the process of working on the millionaire author manifestation course. So that will likely be my next launch of courses. But guys, I'm thinking that this sort of thing where every single course sale or every single one on one coaching sale, we're always going to be donating. And maybe it's not always going to be 100% women's rights. But I think these options will always be available. But maybe we broaden it, maybe we pick a certain additional cause each month, maybe we decide to keep adding to it where every single month you get the choice of where your money gets donated to. And it just continues to go forward because I want I want us to be focusing forward, I want us to be getting away from this lack fear, poverty, like fear mentality, let's let's get past this, it's time for us to embrace the change and view the world the way we want to see it. And in the authors. We are, if no one else, we are the ones who can imagine the future, we do it every single day with our books, we create worlds out of nothing. And if anyone can imagine it, if anyone can see it in their mind's eye and hold it and hang on to that vibe, knowing that it is ours knowing that it is coming to pass. It is us, it all starts with us. We are the imaginers we are the ones who can see the future before it's here. We are the visionaries. So if you're ready to become the visionary as well, I hope that you will get enrolled in one of the courses or get enrolled in one of the course stacks or join as a one on one coaching client. And that way we can donate more and more funds to one of these four causes. Now my goal for this month guys, is to raise \$4,400 for these causes. And that means 8888 People have to sign up this month, 88 people, that's it. Oh my gosh, guys, that's so doable. You have no idea. And so far, we already have five of those. And this is what they five holy cow, we've got one day since it started. And this is the first time you're hearing it on the podcast. So if we can continue doing this, it's absolutely doable. If it can continue to snowball and get bigger, it's absolutely doable. And if you want to be a part of this

in a bigger way, I have an affiliate program, and you are more than welcome to join up and to become a part of this process to be the voice of change and to be a part of this entire thing and earn a commission from it. So if you want to learn more about that reach out to my assistant Trina at assistant@authorrevolution.org and say, Hey, I'd like to join your affiliate program, how do I sign up, and we will get you all of the details. I want you to have as many opportunities to level up your author career, level up your financial abundance, and help be the voice of radical change that we want to see in this world. I want to give as many opportunities to us as possible to raise this whole thing up. We are here not to just roll over and take it we are here to light up the grid to be the voice of change. I know I've said it over and over. But I hope you're hearing it hope you're listening to that. We are here to be the visionaries, we're here to create the new version of reality. And we as those imagination beings that we are, we are capable of it. So if you would like to learn more, I want you to head over to authorrevolution.org/139 to get the transcript to get the link to the independence sales page. Which is actually if you want to just head straight to it. It's authorrevolution.org/independence. One word though, indie-pendence, or like I said it will be linked in the show notes for today. Now, I want you to also really consider if this is a cause that's on your heart as much as it is mine, I want you to become an affiliate. I want you to be someone who helps me spread the word for this, because I want this to go far and wide. And I want to help as many women as many people as many of you as I possibly can. That is my mission. Alright guys. Well, I think that was a lot for this week. I think you can tell that I'm passionate about it. So with all that in mind, I hope you go forth and start your author revolution and Happy Indie-pendence Month.