

Episode 198

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SPEAKERS

Becca Syme, Carissa Andrews



Carissa Andrews 00:04

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. Now, after years of hustle and grind, we indies are rebelling again. Gone are the days of publishing a book a month until we drop it in its place, we're sowing the seeds of a better way away with more ease, abundance and flow. Get ready to learn about indie authorship from a whole new perspective. We're about to cover everything from releasing your poverty mentality to manifesting your millionaire author destiny. I'm Carissa Andrews, and this is the Author Revolution Podcast. Well, hey there and welcome back to another episode of the Author Revolution Podcast, guys. Oh, my goodness, this is going to be a fantastic episode. This is going to be another long one, because I've brought in the amazing Becca Syme to talk all things about author success archetypes, the Clifton Strengths, and how we as authors need to individualize our process and our author careers so that we don't get into burnout. And we can do things better and faster, right. So if you haven't yet met Becca, first of all, where have you been? She's an amazing woman, and someone with so much knowledge that I seriously could sit and pick her brain all day long, she has so many insights that are just absolutely incredible. And for someone like me, who loves to kind of dig into how the brain works, how people are the same yet different is super fascinating stuff. So without further ado, I'm going to get straight into this interview, because you're gonna love everything that Becca has to say and what she's talking about. And I don't want you to miss a thing. So let's get to it. Well, hi, Becca, I'm so excited to have you on the Author Revolution Podcast. It's, you've been like on my like to do list of bringing you here for I don't even know how long. I did talk a little bit in the intro about how you finally did come into my sphere. But for my audience who might not know about you quite yet. Do you want to tell them a little bit more about who you are and what you do? I know, it's a long list of incredible things.



Becca Syme 02:22

yeah, my, I'm a success coach for writers specifically. I mean, we do other stuff like we coach and corporate and do stuff like that. But generally speaking, I work with writers because I'm also a novelist. And that was how I got into doing it, so I was noticing that my friends were

also a novelist. And that was how I got into doing it, as I was noticing that my friends were struggling with certain things that I knew could be explained through either like systems thinking, or through personality, like behavioral science, right? Because that's kind of where my background is. And so I was like, okay, I can help you figure out why this is not working for you. And then we would, you know, help them. And this was really early back in the like, early days of indie. And so I would start individually coaching people, and then I kind of just kept coaching more and more and more people. And what I do now is partly, I mean, I still coach, I still do individual success coaching. But I'm also trying to kind of translate some of that data into like, here are the general patterns that I see among writers and how writers are successful in different ways and how it's possible for you to be wired extremely differently from the people that are successful that you're looking at, and for you to still have success in just a different way than they might have it because the way that people are successful is so nuanced and different. And it's just likely that you don't know anyone who's successful in your particular way yet, but there are people out there who follow the same success patterns that you do. They're just not for whatever reason, in your purview yet. And so I kind of tried to translate that by saying, like, here are the general patterns that I see from having coached 6000 Plus individual people. And that's not like 6000 people took my class or, you know, 6000 people heard me speak at a conference. This is like I sit down one on one for at least 45 minutes with more than 6000 individual people. Because my goal is to try and see like, how are people the same? And how are they different? How does that success difference matter? How does your personality matter? And then just kind of give big picture. Like this is how we're different and this is why and yeah, that's kind of that's kind of me in a nutshell. I guess.



Carissa Andrews 04:34

So cool. I love that. That's all the things that you're so interested in passionate about. And it comes through with everything that I've seen you talk about, you know, you've got a YouTube channel. That's amazing. I've seen you speak at 20 books I've seen you speak at Idaho. I mean that other places as well. But obviously those are most recently. I can't remember how you came into my sphere. I want to say it was my friend Liza street I'm almost positive it was her recognize that name. Yeah, she's a man I think I love her so much. I think she she got me turned on to your dear writer books, and I started reading those while back. I mean, it's been it's been a while when you first started, I think the very first one. But when we were at 20 books to 50k, your talk just blew me away because you were talking about author success archetypes. And it was the first time I'd heard you speak like about that particular aspect of it. So I wanted to start there, because I know it's kind of the the next phase of what you're doing. And we'll we'll get to kind of what you do with strengths. But could you explain a little bit about this concept? Because I know people are gonna be like, Oh, my gosh, and for me, it really triggered in my brain some aha moments.



Becca Syme 05:36

Yeah, like, the easiest way to kind of describe it is that we already do this without realizing it with like plotters and Pantsers, for instance, and we have a lot of discussions in the author sphere about like, Are you a plotter? Or are you a pantsers? And I'm like, well, like everything. It's a continuum. It's not a binary, right? And so when you think about how people are successful at story creation, what you're essentially asking when you say, Are you a plotter, or a pantsers? As I'm asking, Can you write a coherent, clear, compelling story without needing to plan ahead what you're writing? Or Can't you? And just how much do you need to know about

what you're writing before you can write a clear, compelling, coherent story? And there's a continuum with that, that this is why whenever we say, Are you a plotter or a pantsner, almost everyone is like, Well, little of both. Because that is the reality is the majority of us are in between and not on the extremes. And so we already kind of know a little bit about success archetypes, just by having that discussion. But in addition to plotting and pantsing, there are so many different continuums that exist out there. And what my job has been in doing this high volume of coaching of individual people is, so like people will come to me, and they'll say, This is what I do in this particular arena. And because we we talked about trailblazing a little bit, I'll say, let's talk about writing to market that's like one of the continuums How do you create a book that is sold in the market for a particular market? And how do you relate to that market? There's a continuum that exists. And on one side is the trailblazer, which is like I want to write something the market has never seen before. And I want to be totally different and blaze a trail that people will follow me on to write. And then there are the drafters who are taking what the trailblazers do and sort of trying to iterate it, and seeing if they can make it better. Sometimes they can. And sometimes they can't, but because sometimes the trailblazers hit on the thing that people are actually going to follow them on. And then sometimes the drafters you know, just stopped drafting and then go draft something else. That's just what drafters do. And then we have this segment of evergreens, which is, they don't really need to look at the market intentionally in order to be able to create good books, because so much of the story is innate to them. Like there's some level of capacity in either miking the genre that they write, or having an endless of some kind, or being a discovery writer, whatever it is about them that they don't need to be looking at the market. And then there's the islands who they may or may not watch the market, but when it comes time to sit down and write, they really don't care they are they are an island unto themselves, right? So the reason that I needed to have that discussion is that I would get a lot of evergreens coming to me saying, Well, okay, so I need to write to market in order to be successful. And I'm like, wait a minute, no, you don't have to write to market in order to be successful. And then we would have to have a conversation about why that is the case and etc. And I'm like, Look, it's just easier for me to explain that there's a continuum of people, you can be anywhere on that continuum and still have success, because that's the key to these archetypes. It's not just that it's possible for people to be wired this way. It's that it's possible for them to write books that people want to read, which by nature means that they are marketable, right? So it's possible to write books that people want to read without ever studying the market without intentionally trying to write to market without doing any research. Or it's possible to sell books by intentionally writing what you think the market might not want, or might want later, because you're trailblazing, right. So like, it's possible to sell on at any point in that continuum, but because it's easy to teach people how to write to market, it is easier to teach how to be a drafter. So the majority of what is put out there for like, how do we do this author life is aimed at drafters really, and then everybody else's sort of Like on their own to figure it out whether they're, you know, able to question the premise of writing to market or not. And then they get really frustrated because they're not able to be successful at the drafting. And so the whole goal of doing this particular continuum, and like I said, there are so many others. But the goal of this particular continuum was to answer the questions that I would get from people about why can't I write to market? Why when I tried to do it, is it not working? And then what should I be doing instead? And I'm like, Oh, my sweet summer child.



Carissa Andrews 10:35

I love it. One, we had an interesting conversation before we started, it's always there's always interesting conversations before we start, so I have to go back to this a little bit. I was mentioning how like, with my urban fantasy side, I feel definitely more of the Trailblazer

energy. But now that I'm kind of shifting into rom com, and I've just been enjoying, like the reading process and enjoying it from the writer or from the reader perspective. I it's not, it was never meant intentionally to be like research mode, it was just meant to be like, let's immerse myself as the reader again, and like enjoy that process. So I feel much more like an evergreen in that name. Yeah, I mean, a little bit of drafter. But not really, like I'm not looking at what other people are doing and trying to create it or trying to do it better, or any of those things. I feel like it's more just, this is the story. And it's innate in me. So it's just, it's an interesting, like, position. Do you feel like a lot of authors have like, even people in general, but like, where you can be multiple archetypes based off of different things?

B

Becca Syme 11:30

Yeah, really depends on what what actually happens when you're writing. Right? And whether or not it's successful. Because I think that's always the question for me about it is an author success archetype different on different for different people, it's. So this is the best way to describe it. If you're a trailblazer, and you really are only a trailblazer, when you start trying to Evergreen, you'll eventually start trailblazing without realizing it. And it might not happen by accident, it might happen without you intending it to happen, but but just after talking to you about it, I don't anticipate that it's predictable that it's going to happen, because it really does feel like there's a different energy, like you do feel more like you have evergreen energy about that platform, because I do also think we kind of were talking about it in terms of like this pen name. And then this pen name, and I feel very trailblazer in this pen name. And I had said like, oh, that that makes total sense. Because we have a lot of like nonfiction people, for instance, who kind of say like, I'm definitely not a drafter. In my fiction, like I'm an evergreen in my fiction, but then they are very much drafters in their nonfiction. And and then the the way that they act over time will show like, yes, you're definitely a drafter. So I have seen people be different things in different platforms. But usually what'll happen is you'll have like a type where you have wild success at something. And then that'll be where you're the most aligned. And if you have a secondary type, it'll be like, well, let's see. Is it possible that I was actually in Evergreen the whole time? And I didn't know it? Or is it possible that I am going to be a trailblazer in my evergreen, but it's also possible that you could legitimately be both because and this was the heart I mentioned this at 20 books. The hard part about having this discussion predictively in the future, is that the market is capricious, right? Like the market is unpredictable. And it's very, very difficult to know for sure, just because it fits all of the things that it should fit that it's actually going to sell. So it's so hard to say this is part of why when I have the discussion, we're almost always looking at what has happened rather than like what's coming in the future. So because it's so hard to say like, I'm going to do this in an evergreen way. And then it's 100% going to be successful, because evergreens can write series that don't sell and so can trail blazers, and you know, whatever. But yeah, it's definitely possible to have. It's not like an Enneagram number, right? Where you pretty much are just one core motivation all the time. This is more about all systems alignment. So like if my entire system of being a huge urban fantasy writer, aligns with me trailblazing because there's all these parts of myself that aren't getting exercise in other areas. And then this part of rom com sort of fits in with my evergreen nature and the time in life that I write where if I've had a wild amount of success and in one genre, I don't necessarily need to have a wild amount of success in a second genre if I am okay with where I'm at. So then that might make you more likely to be evergreen in that experiment. But yeah, it's definitely possible.



Becca Syme 11:30



Carissa Andrews 15:00

Yeah, when I first started writing, I would say, I wonder, like the way that you're describing it if I was more evergreen in the beginning, because I didn't really care about trailblazing, I didn't care about what the readership was. There was just a story. I knew I had to get out. And I had a lot of fun with it, you know? And so it wasn't very clearly about that. Yeah, right. Yeah. Yeah. But the more I worked on it, and the more I kind of played around with the ideas of it, there were definitely times where ideas stood out. And I'm like, I don't want to do that. Because everybody else is doing it. Yeah. Yeah. So then I'm like, No, I'm not going to do that. Like my PA. I've said this on the podcast before it my PA kept pushing me to right where it will stop. And I'm like, oh, want to do werewolves. Oh, no. And so when Cathrine and Shannon Mayer started doing all of that, like the midlife stuff, I'm like, I haven't seen any midlife full things or female alphas Oh, now I can do it. And so that's Gatsby.



Becca Syme 15:53

Do you have ideation or strategic and your strengths?



Carissa Andrews 15:57

Yes, I believe I do. Let me look. Yeah, see what my top were I have I'm a relator. First, then strategic, activator, Maximizer, and then ideation. So yeah.



Becca Syme 16:09

So the strengths, Clifton Strengths, success metrics are more broad in terms of they're not specific to authors, they're more broad for the whole population. And the strength means that these are the things that are the best about me, right? Like, this is the thing that I have the most instinctive, easy time doing. So ideation is all about having new and different ideas. And specifically not wanting to do what everyone else has done. And then having like an ability to make a new idea out of old ideas, also, right? So there's an element of ideation, that if you are evergreen in your creation, like where you actually create the best when you are in love with what you're doing, and it's organic to who you are. And then that ideation comes along and is like, but not with this, oh, but let's do this, right, but let's try that, like both of those can still be, can still be possible. It's just, what you see is, I am at my best in story creation, when I sort of have a full heart about what I'm writing like that I am interested in what I'm doing and that I'm invested, and then I kind of can't make myself write something just because other people think that I should do it, then that ends up with me just writing what I want anyway, which is why I'm sort of joking about like, hey, it's possible that you may trailblaze as an evergreen if you are a trailblazer. Because when you get into writing, you'll get so frustrated with what has been done that you'll just you know, better Blaze and watch for everyone to follow you.



Carissa Andrews 17:51

So that'll be a big question mark, I think yeah, that will be because I could I could definitely see myself, you know, trying to write force proximity, for instance, and being like, I can't do it. I have to make fun of it or something like, you know?

 B**Becca Syme 18:01**

Yeah. That's fascinating.

**Carissa Andrews 18:08**

Okay, so we'll obviously get into Clifton Strengths in a second. But I want to dig just a little bit deeper with these author archetypes or the success archetypes, because you've mentioned, I can't remember if it was your YouTube channel or somewhere, but how we don't obviously have enough exploration or talk about whether it be in conferences or other places about how there are different success metrics and how oftentimes when people are up on stage, they're, they're talking about it from a very specific success archetype and not talking about it from the others. Do you think that there's a reason why there hasn't been a whole lot of debate? Like, is there a specific archetype that likes to talk about what what's winning what's working? Or is it just like, literally, we had no idea that other people could succeed other ways.

 B**Becca Syme 18:53**

So some of it is, so like, let's talk about the Clifton Strengths for just a second, because they're very, like, when you think about the most instinctive thing about you at all right? Like, that's your number one strength, and to a point where it will not make sense to you that other people are not like this, right? Like, I have a number one input, which means that I'm like a compulsive Googler I am obsessed with googling everything. And I want anytime anyone brings something up, I'm like, Oh, let me go look that up. I wonder because I'm very curious, right by nature. And so when I meet people who don't automatically Google things when someone brings it up, or they don't, like kind of have their phone with them at all times to be able to like, you know, compulsively Google thing. It never makes sense to me. I'm like, How can you hear someone talk about something interesting and not immediately need to go look it up like a compulsion? And it's because I have this trait that is extremely high. That is so instinctive for me that I can't see it. It's like a blind spot right? And we call this our 3000 words a minute level, right? Because that's the top 1% of speed reading. And that was kind of the introduction into strengths theory in the first place was trying to see, hey, if we took a whole bunch of average readers, could we bring them all up to the same level if we just gave them a really good teacher, and then they tested these two groups where they started off with like the average speed at 90 words a minute, and the above average, people were at 350. And they put them in groups together, put them through the same class. And then at the end, the average group had gone from 90 to 150. And then above average group had gone from 350, to 3000. So like the ability to get better, faster at this thing that you have such a high natural capacity in, it's almost like, of course, you're not going to recognize that you have that blind spot. Because it feels so easy. It's like, well, if I can do it, anyone can do it. Because it's something that just comes so naturally to me. And we don't recognize that like for every number one input, there's a 34 input, and I have dated him, and he is not like, like, it was painful. It was very painful. But my first instinct is knowing everything. His last instinct is knowing everything. So if I designed a preparatory material for being successful at being a writer based on, you have to know everything and be completely connected and, and compulsively go look everything up and take every course he would fail every time. He's brilliant at what he does, but not in the same way that I am. And so if I set him up for success, assuming that you have to be like me in order to be successful,

because that's the way that I was successful, then he's gonna fail. But there's a way for him to be successful. It's just, we have to figure out how to set up his success plan in a way that takes advantage of his 3000 words, a minute level stuff instead of mine. But to your question, yeah, absolutely. There are certain strengths that find hard work to just be easier than other strengths. There are some strengths that find making strategic decisions to be the easiest and most important thing that they do their strengths that find communication, and talking about what you do and selling themselves to be the easiest thing for them to do. And for every person in this industry that is good at that. There are 1000s of people who are 34 at that, right. So it's like, yeah, we need to understand that there is no such thing as an expectation that will work for everyone. It's always always individualized.



Carissa Andrews 22:48

I love that. And I think it makes so much sense on my brain to because So speaking of Enneagram, so I'm an Enneagram nine. And so it's like I love I love seeing like all of the different perspectives and how they all can work together. And like, it's totally okay that you think this thing and I think this thing, and we can find that that balance of how it's working for all of us. It's like I just the concept just absolutely. I love it. And I think more people need to understand that it is, it's okay to have a different strength. It's okay to be good at something that is completely different from what other people are telling you how to handle it, how to do it, whatever. So cool. I just, I love it. I think it's one of the most fascinating things that like I used to refer to. Yeah, meaning uncovered you because it was just like, Oh, that's so cool. That's such a neat way. For sure. Do you have Okay, so obviously, this is a big topic, and I want to get into the Gallup Strengths Finder and Clifton Strengths. And so do you have any resources for authors who are wanting to dig deeper into this idea of success, or other success archetypes?



Becca Syme 23:47

So I have some videos on my Tiktok channel that are about that right now we are we're still figuring out how we're going to release this stuff because I don't I'm not a fan of releasing things before they're ready to be predictively helpful for people. And right now what we're finding is there still is some refining to do and how we figure out who is what, right like how to decide who was what thing. So currently, we're primarily using it on the YouTube channel. Like when I discuss things we often will say like well, Trailblazers will be likely to do this. So you'll see it peppered in the videos, but I did a four part series on my YouTube channel that are sorry on my tic tac channel. They will be coming at some point we are going to do more kind of explainer videos. But actually the 20 books talk is probably the easiest place to watch because I talked about why I didn't talk about two continuous but at least talked about the Trailblazer one in that in that sure.



Carissa Andrews 24:50

I think you talked about the the pantsers and plottesr and you definitely went over all all four of the the archetypes and how they worked and so that was to me just so fascinating how the whole thing kind of It made sense. And all the knobs and the the dials on that slider was great. Yeah, that's great. That's a visual person. I'm like, That is so cool. I'd love that, if that's easier,

right? So obviously, I had the privilege of speaking to again in Idaho, and we were there. And you spoke, I believe it's more about productivity and the whole, like, we're trying to be productive. And every, like, technology thing kept going up and down. But it's just funny. You also in that process that will, like reminded me of Clifton Strengths in that talk, because you talk about this pretty frequently. And I've also followed, obviously, Claire Taylor and her stuff on Enneagram. So I was curious if you could describe for my audience, like, what is the difference between these two types of personality resources? Like, are they same? Do they jive together? Or are they like completely different animals?

B

Becca Syme 25:48

Yeah, they really do jive together. Well, they're interesting that they're not predictive at all. So like, you're not going to find that, like all nine Enneagram is have these strengths because they're really testing totally different. They're both behavioral science, but they're testing different types of behaviors. And so Enneagram is more about your core motivation, right? Like, what is it that you, what will make you take action every single time you need to take action, either in a generative way, or non generative way, is that core fear and the core desire, right, so that's kind of the whole of Enneagram is about that. And then you have strengths, which is, if you're thinking about how you're going to be successful, like the most successful, that's what the strengths test is about. And that reader speed thing that I mentioned earlier, essentially, it was trying to do behavioral analysis on, you know, millions of people about how is it exactly that you're able to be successful at what you're successful at. And they specifically interviewed the people who were already designated as the most successful in their industry. And we're going after them and asking, like, well, how are you successful? And they would do these long batteries, right? And code everything, just like research. And so the strengths are really trying to explain how are you going to be successful at something, whereas Enneagram is more about that core motivation. And where I found Enneagram, to be the most helpful for me, especially the way that Claire talks about it is, the things that I'm afraid of are often the things that are holding me back, or that are making me take actions that I don't want to take. And so I still think that everyone needs to know both of those tools, if they're going to have a really well rounded experience of being a writer, just because so much of the uncertainty that happens in the industry, is going to be directly tied to what causes fear in us. And so like all of our coaches are learning from Claire about Enneagram. Because we think it's been just extremely helpful. And she's going to do some work with us in the future twos like that. Yeah, I think they work really well together.



Carissa Andrews 28:01

Yeah, it makes so much sense to me. Because if we're operating out of fear, you're not, you're not like going to your strengths, you're not going to the thing that really is the the higher version of yourself to make things happen. And so you're actually defaulting into this place of like, I have to do this because I have to do this. Or if I don't do this, this bad thing is going to happen, where you take very different actions. If you're like, nothing can fail, of course, this is going to work for me. So yeah. So interesting.

B

Becca Syme 28:29

Yeah, it's fascinating because the the way that we used to get at that, because we can always

hear it when it's happening, right? Like I can hear when you're when fear starts to creep in. And the way we would always get out, it was through a strength sway. And part of the difficulty in doing it with strength is that the what we call basement behaviors, which are like how strengths work against you. The basement behaviors of strengths are often motivated differently, depending on what your Enneagram numbers were, we were I was literally just talking about my coaches with this, about this yesterday, where we said, you know, if you look at the way that an empathy three, and an empathy nine are different, like the fears that are driving them are really what is different, where you have a really high empathy person, but what they're afraid of, and how you solve that fear and how you help them work out of that fear is going to be different based on why they're afraid of the thing. And if you don't know how to naturally hear that, because I have a strength called individualization that makes it easier for me to hear that without needing to categorize it. But man Enneagram has just been like, life changing for us in terms of like, helping to have a place to send people also because Claire so good at what she does, and she's so good at hearing, you know, the the actual motivation that's there. And so I yeah, I refer people to her all the time. She's so brilliant.



Carissa Andrews 29:56

Right? I love it. And it's just, to me even it's been really interesting. thing to discover, I always thought for a very long time. And Claire and I had talked about this where it was like I thought I was an Enneagram. One, but I'm not. I mean, like after we redoing the test and like going through it after taking or after getting her book, I realized I was a nine and I have a one wing that which is great, but it was like, and I have an eight wing actually. But understanding I was a nine, all of a sudden, it was like all those things clicked together. And I'm like, oh, oh, I get this. Yeah. And now those core fears and the core desires make more sense. And it was just like, it was such such an aha moment for sure. And it's so great. It's huge. All those in your writing, too.



Becca Syme 30:36

I mean, can we can we sort of joke about the I can't remember if this was an Idaho or if it was at a different conference. So we were joking about, like, there are so many different tests, and they are all helpful on some level, like for something right? Every single time you have a designation of different continuums of some kind, there's going to be some level of helpfulness to it. And we were sort of joking about, like, if you tell me what kind of bagel you are, I could tell you what that means about you, right? Because there's some, there's something that you're latching on to about that identity that is giving you a way to explain yourself to other people so that you're understood. And essentially, we're explaining the different facets of our personality through like either metaphor or analogy or something like that, right. But it says something about who we are the way that we latch on to those identity pieces. So I find that people who no matter what designation that they're using, there's always something helpful in understanding how people would categorize themselves, or what they find to be the most helpful about those different designations. And so I, like I've had people come to me and give me tools that I've never even heard before. And I'm like, Oh, I can see why that resonates with you. So let's talk about why that works. And then see if there's an application, right? Because I think that's part of where the coaching comes in. It's like, okay, it's great to know all of this stuff. But what difference is it going to make for you and how you're acting like, that's where I find strengths in Enneagram, to be the most helpful as they're the most predictive. And so if I

talk to you as a nine, I am more likely to be able to guess, and help with what you're I'm up to, with, with what you're wanting to get out of your experience as an author, if I know certain things that are already aligned about you. So it's really just a shortcut, and the, the strengths of the Enneagram just I find to be the most helpful.



Carissa Andrews 32:36

I love that I love them so much. So speaking of the string cells, for anyone who hasn't, like really learned a whole lot about or heard a whole lot about it. Could you explain what the Clifton Strengths are? And like how they they work out? Because you've already mentioned that there are 34 of them. But what is it?

B

Becca Syme 32:55

So the program was initially developed to try to explain just how different success is for everyone. And I don't know if any of you remember this. But because I wasn't alive. When this was written, it was written in like 1925, or something. But there was this really famous book about why people are successful. And what what success psychology was, and its origins was basically studying individual people and then applying that one example to like everyone. So like Napoleon Hill, I think, was the name of the author of the book. And it was basically like, well, if you wake up at five o'clock in the morning, and you do this, this and this, then you're going to be super successful. And then all of a sudden, you have all these other successful people who are like, well, Einstein didn't do that. And you know, this person didn't do that. And then all of a sudden, it feels like it invalidates everything that has been said about all these other successful people. When that's not the point at all. The point is to say, yeah, some of you are going to be successful doing it this way. Some of you are going to be successful doing it a different way. And it's valid for both of you to be wired the way that you are. So when success psychology was in its infancy, the doctor Clifton, who was the creator of this was running these experiments just trying to figure out why people were so different. Like why why would the reader speeds experiment results be as massively different as their work? There must be a huge amount of import placed on the fact that you have natural talents that you can multiply. Every time I do that, by the way, that story about the 3000 words a minute reader speeds, and I asked that I'm almost 100% Sure This happened when we were doing it in Idaho, where I would ask the room like where do you think the 350 group ended up and everybody was like, 350. That's where they always start is like, we think instinctively in well rounded terms and we don't realize how insidious that mindset is, where if I have a we weakness, I need to go and fix this weakness. So I can get my 90 up to 150. Because my god, I can't be average at anything. And I'm like screw average, who cares about average, there are things that you are phenomenal at that you're ignoring because you think you can't get any better at them than you already are. As opposed to, you have a top 1% capacity to be reached in these areas. Like I think I first heard about strengths when I was 24 years old. I'm 4420 years ago, my number one input was like baby talk compared to where my input is today. Because I intentionally worked on it over the course of 20 years, right. And I did so much development on that input. I'm doing things today, Sherlock level that to like what my 24 year old self would have thought I never thought it was possible to get to where I'm at now. And part of that is because we don't think expansively enough about our success capacity, we constantly are thinking about weakness fixing. And for from a perspective, just this is why I use the numbers all the time, right? I'm like, do you want to go from 90 to 150? And then still be average at it at the end? Or would you

rather take your natural capacity and then maximize it to its fullest potential and go after that top 1% area, especially because this is maybe the biggest danger of strength is that our weaknesses are not our 30 to 34 numbers, right? Like I'm a number 34 consistency. I am not a weak at consistency person. I don't care about consistency, it does not register for me. I am too much input sometimes, because it's my number one, right. So my biggest problem is not that I need to get better at consistency, where I'm not even in the average range on consistency, I am F like I fail. So like I don't want to try to get to be a better failure. Consistency, I instead want to try to hone my input to a place where it's working for me and because of the way that the clusters of behaviors work, because each one of those strengths represents, like input, for instance, is a cluster of 12 different behaviors. And so if I want to get better at input, I need to work on those 12 behaviors, and stop trying to get better at the nine behaviors that are inconsistency. Those don't matter to me, like somebody else can be good at that stuff. But I want my input to not work against me anymore. And that's what the development work for me has been over the last 20 years. But too many of us have a you can't possibly get any better than 350 mentality. And when we start guessing numbers, like Well, where do you think it went? 354 5500 550 I'm like, oh my god, at least twice that you guys move a little faster and like and then I just finally I'm like No 3000 Like it was 3000 Everybody and like, believes me, right? Because it's such a huge difference. The world record was 25,000 words a minute. So it's not even that big, 75% comprehension, this is what people don't understand, like when you are phenomenal at something, you are so much better than the average people can even fathom that it's not worth talking to the average people about it, because you really need to be honing in on these. Because again, they could be working against you at the level that they're working for you. And we'd rather have them working for you at 3000 words a minute than against you at 3000 words.



Carissa Andrews 38:48

Yes. Now do you? Do you find that the most important are the first five are the top five or the top? 10? Because I know like when you get your reports that it gives you both like you, you know for sure these are your top buyers. But here's your top 10 like does it matter?



Becca Syme 39:01

Yeah, it depends, totally depends on the person. So there are some people who are so instinctive at their top 234 that it really is a very marked difference between like their top three, let's say and you're not going to be anywhere near that level of good at your number 10 strength. But because and this is just a function of when when Gallup was first publicizing this test, the people who are in charge, we're all significance Maximizer people. Dr. Clifton, the originator of this was a significance Maximizer top five and what that means is like only the greatest is important, right? So it's like let's focus on your top five because that's where your top 1% levels are. But to be fair, like you still can be in the top 10 or 15% through your top 10. So it's not like They're falling down down there, and they're just worthless to know. But it definitely was the goal of the originator to force us to focus on those higher levels. Because of course, when everyone would get their results, and this even happened when I first got trained to coach back in, like 2005. So when I first got trained to coach, all of my class was like, I want my full 34. So I can go look at what my bottom strengths are. Like everyone wants to know what their bottom strengths are. And I think Clifton was sort of like, no, though. I need to just

look at your top five, because that's where your excellence is going. And that's, that's the positive psychology part of strengths. Right? It's like stop weakness fixing, I think, maximizing, yeah, it's hilarious.



Carissa Andrews 40:47

As an Enneagram. Nine, it's considered Peacemaker. Right. And my, my 34 is harmony, I'm going, yeah. How does that work?



Becca Syme 40:56

Yeah, harmony is because the peacemaker, and for me it, it all depends on what your core motivation of the peacemaker is really about. So is it about connection with people? Or is it about the way that people see you, like the way that people value you, right? Because if it's about connection with people, then the way that you create harmony around yourself is less important than then it would be as a harmony strength, right? Like, because the relational, let's say, flow is going to be way more important from maybe an empathy place, or a relator place, or an individualization place or something, and it's going to be way less important for me to just never have any conflict around me ever. That makes for the lack of conflict is going to come from a different place, like strategic or empathy, or relator.



Carissa Andrews 41:48

Or, yeah, and I've got strategic and relator as my top two. So it's like, okay, that makes Yeah. Sounds like, and it's definitely more about the connection. Like I grew up in a very large, like, Irish Catholic fan. So many cousins, like so many husbands. So it was like, yeah, there was always someone to hang out with, until with and it definitely more of a connection. I didn't. Probably that Trailblazer energy didn't care so much if people got me as long as we were having a good time.



Becca Syme 42:14

Yeah. Yeah, that makes sense.



Carissa Andrews 42:18

Okay, so were you all you mentioned you you got certified in 2005. But were you always interested in gallop strengths and how to do Shift it then to applying it to others? Was that always the goal? Oh, no.



Becca Syme 42:30

In fact, when I first got into it, it was because I went to grad school like I was I had, I had done a nonprofit. I was an executive director of a nonprofit at 23, I think. And yeah, I was the stupidest,

I mean, and most wonderful about like the stupidest decision, I'm like, oh, yeah, I can do that, I can figure out how to do that. I have a high learner strength. And it was a lot of pressure. And so I ended up going to grad school to try to help myself, learn how to do that job better. And I ended up in a program about transformational leadership was, which was all about how to make organizations thrive, and how to make individual people thrive. And it was based in industrial and organizational psychology. So they made us take the Clifton Strengths. When I first got into the program was the very first thing we had to do. And then we got coached in the, in the strengths, actually here where I live currently. And so what happened was, I got coached, I walked in that room, one person and I walked out of that room a different person. Because I had just been assimilating my parents expectations for themselves. Without realizing that I was never going to be able to do that, because I was so different. And I just had no sense for like, it's okay for me to be different, though. And so when I found that out that it was possible to be successful in like, 1000s of ways that I had never thought I could be successful in. It just changed my whole life. And I got really obsessed with it. Like I read and talk to everyone. I went to Gallup immediately, like I, I was so obsessed with, like, I just wanted to get certified. I wanted to be able to learn more about it, really. And the coaching was somewhat secondary. I would say at that point, it was more that I wanted to know more. And that was where you had to go to know more. And then when I took the coaching certification, my mentor who is now has passed away, but his name was Kurt and he was phenomenal. Just the best. He was like, Well, the way that you learn about strength is you coach people, like you'd need to see it in action, how people are different. And that's really how you learn. And so I'm like, okay, and then I just got obsessed with coaching everyone. I mean, I would coach because I was working in an organization that had different arms throughout like the state and we had a whole ton of people, every single person that I could get to take the test. I was like, Look, just take this test and send me your results. And I used to carry these little packets around that had codes in them, because you used to be able to buy the books from Gallup, that had a rip out code in the back. And I would just buy like 100 of them, and then rip all the codes out and carry them around in my bag. And I would just hand them out to people. I'd be like my emails on here, I had a little sticker that I put my email on the front. After you take the test, send me your results, and I want to talk to you about them. And I just got obsessed, and I would coach, literally everyone who would even talk to me, I mean, in line at the grocery store on the plane, like anywhere people would talk to me about all that input coming in. It was oh, my god input. Yep. And when Kurt told me that he basically told me like, you just need to input as many people as possible, right. And so I'm like, okay, 10,000 people later, I'm finally at a point where I'm like, I feel like I kind of understand this now. Like, I feel like I get this. And but what happened with writers, which was just still to this day, it feels a little bit like a whirlwind. Because when I first started, you couldn't be an enterprise coach, like, they wouldn't allow you to go coach outside of your organization. So the only place I was able to coach and get paid for it, were when I was inside of an organization that was using strengths, everything else I had to do for free just as like, Hey, if you want to talk to me about it, I'll talk to you about it basically, right. And so I assumed I would never be able to do strengths unless I worked for Gallup. And so when I was coaching writers, I actually started teaching productivity, because I was teaching a system about like, sort of holistic productivity, like you need to understand all these resources that you have, and understand yourself in these six different areas, and blah, blah, blah, and I had this holistic productivity class. But I every single time, I would get someone in there, I was like, I want to talk to you individually. And every time I would start coaching someone, it's like, I can't really coach you unless I know your strengths, because I can coach you on such a deeper level, if I know your strengths. And so Gallup by that time had enterprise coaching, where you could go get certified officially as like a public coach, where they would certify you to be able to make money as a Gallup certified coach. And so I was like, Well, I'm gonna do that. And then I just kind of didn't look back after that it was it was so incredible. And because we'd already

been coaching people in author, like indie productivity, and you know, indie stuff like that, we already had a bunch of people who were very excited about strengths, because we had been sharing it with everyone, right. And so I was just very excited to be able to finally start coaching officially and be able to like, actually coach drinks and have the support of that community, because it really is the most accurate, the most effective tool that I have ever seen, just in terms of the nuance that you can get to because of how complex it is. But then that also means that you have to really understand it. So I think it's a little daunting to some people. Because when you get the 34, it's like, there's 34 words. And I don't know what these words mean. And I have to learn what all the words mean. And then somebody has to sit down with me and help me understand how to apply this. And so it definitely is sort of a, a commitment of time that people have to go through. But again, for me like that one coaching appointment. And we see this happen constantly with people where you sit down to coach with us one time. And because we know so much about the strengths, and they're so predictive, it's like there are so many questions that I jump ahead and asking you, because I don't have to ask you all of the basic questions that you've already answered for the test, right? It's like, Well, we already know that these are the things that you want. So let's focus on these areas where you're really strong. And it's just such a shortcut, and helping us be able to help align people's behavior. And so it's just, it's been a metamorphosis, for sure. It was not anything I ever thought I would be doing. In fact, if you had told me 10 years ago that I was going to be a professional coach of strength, I would have assumed I would have to be working for Gallup at that time, because they didn't have certification for enterprise yet. And so I would have been like, Oh, good, I'm going to be working at Gallup. But then I thought, but then I won't be writing. So now I get to do both of them, which is like the best of all worlds for me.



Carissa Andrews 49:37

Right? It's so amazing. When you can marry those things up. It was kind of the same for me when I was I've always been very interested in manifestation and like New Age experiences and things like that. And then all of a sudden, it was like, one day, I was like, I could marry these two things up. Like why am I not doing that now? And then since that point, it's like this is so much more fun. Because now you're talking about the two things I love in the same place. It's so cool.



Becca Syme 49:58

That's so true. And The obsession level, right? Like when you really, really get into something, it's just, ah, yeah.



Carissa Andrews 50:07

Your coach was so right, because as you, you know, teach other people, it's reinforcing everything in your own brain and it's making more sense. And it's becoming so clear. I'm signed up to be one of your students for strings for authors. And I'm so excited because I can't wait to see how all that comes together. Because I find your your approach to coaching. So interesting. It's like, you described it as being Sherlock Holmes and being able to, like, slow down time and see all those things into me. It's like, you're a composer of music, and you're able to hear all the, all the different instruments before it's even on paper. It's like, you can hear people talking

and hear people, you know, when they're speaking with you and already know, you know, the probabilities of what their strengths are. It's like, a super power, I swear to God, what's that been? Like? Like, has that been like weird?

B

Becca Syme 50:54

It's very weird. And interestingly, the, the place that I see it the most, and I have the most difficulty with it is actually in personal relationships, and not in professional because in professional relationships, almost always, when writers are talking to other writers, they are looking for help, right? Like, they are like, What do you know? How could you help me? How can I help you like we're a very helpful kind of bunch of industry people, which is amazing. And so I never find that people are weirded out when I know things about them in like author conversations, there's usually a relief, right? It's like, oh, my gosh, finally, understand seems like somebody gets me. Hard is like I've been dating recently, after moving. Don't do not recommend zero stars. It's not fun. But it's made it very, very difficult to form new friendships, and form new, you know, romantic relationships with all of the knowledge that I have. Because I find myself being so fast to move into coach mode, right? Like when they're expressing something like I dated a guy back in Montana, it was a long time ago. But I did need a guy who was struggling with a particular thing that I coach people about all the time. And I found myself just on a date, we're literally at a steak house, and I'm just on the date, like shifting into coach mode. And I can't even help that I'm doing it because he's so he needs help so much. He's so desperate to get help for this thing. And I'm like, Well, have you thought about blah, oh, my God. And I then you know, and I'm like, Oh, cool. And now I don't want to kiss you anymore. It sucks. I can't. But but that has been not as fun. And people who don't know me in the author sphere, tend to get very weirded out when I know things about them that I shouldn't know. Right. And so that has been a challenge. And I think I am happy being single for a while, because it's just been too much of a challenge for me, but But generally, in the author community, people are very receptive. And, and they're, they're interested in the help. So I find that it's just a lot easier to kind of be a little bit, you know, you can just be like, people this works.



Carissa Andrews 53:19

You're just psychic.

B

Becca Syme 53:20

Yeah, psychic, I promise, I'm not in your house watching you. Right? That's the thing, right? Is there like, because of course out the dating, it's like, Well, are you googling me? And I'm like, No, you're just very predictable. Very predictable.



Carissa Andrews 53:36

Are you someone that then would want someone who is unpredictable? Who makes you like have more of a challenge?

 B

Becca Syme 53:42

No, actually, that is that has not been a good fit for me in the long run. And it's not that it's not that I don't like unpredictable people as friends, because I have some of those. It's more just that in my very, very close relationships, I need a lot of security. And so the closer someone is to be the more helped I am by not having to guess about what they're thinking or doing. And yeah, so it's predictability is so much so much, so much easier for me to handle in really, really close relationships. Yeah, that was just weird, probably. But yeah.



Carissa Andrews 54:21

No, I think that makes a lot of sense. Because then you know what to expect from them. Like, if you're going to tell them something that is, you know, close to your heart, you can somewhat predict that they're going to be kind and loving and capable of handling the information you're giving them that makes me Yeah, well, if they're unpredictable, it's like, do I tell them this like?

 B

Becca Syme 54:41

And then I spend a lot of time of course the chronic over thinker, right. I spent a lot of time over thinking about, did I say the wrong thing, or did I reveal too much or should I not have told them this? And especially and I'm sure you get this as well, even just meeting new friends, right? Where it's like, I mean, do I talk to them? at all about what I do for a living, because it's kind of complicated and nuanced. And it's sort of easier to just say like, I don't know, what do you do? Like I, let's just not talk about it. Sometimes there's, it's fine. There's a lot it's, but but also like, it's a real, it's all of the information that I have been given from all of the experiences I've had is such a gift. And I wouldn't trade it. Because like, somebody actually asked me that the other day, they're like, Well, if you could go back and tell yourself, like, how hard it would be to like, make brand new friends, because of course, I just moved. I was like, would you not move in order to like, save yourself all of this difficulty? And I'm like, No, I still would have done it. Like, we can do hard things. It's okay. I'll be alright. But also, the situation that I was in before I needed to be done, I was done.



Carissa Andrews 55:51

So, if you ever want to see this part of Minnesota, because we talked to you before the show started, this area is very pretty. And we can hang out and have coffee all the time.

 B

Becca Syme 55:59

I know. I have no idea you were here to intend to go up there at some point.



Carissa Andrews 56:04

You better yeah, let me know.

 B

Becca Syme 56:08

You could put it on social media, everybody will be jealous. And you will not be allowed to join us. So I'm just kidding. And that's mostly because like I do so much better with very, very small groups of people like one on one when I'm hanging out.



Carissa Andrews 56:28

Same. Relator number one, relator over here.

 B

Becca Syme 56:32

Individualization for me. But yeah, very similar.



Carissa Andrews 56:34

Yes, I love that. And one of the things I want people to understand about this, and I heard you talk about it on your YouTube channel, I can't remember which video it was, I've watched so many. But you you're talking about with the success archetypes that, you know, authors shouldn't obviously change everything all at once. And that when you understand your success archetypes and when you understand your strengths, it's it's not about them chasing trends, but it's actually helping you get set up for the long game of indie authorship, do you still find that to be the case?

 B

Becca Syme 57:07

Yeah, in fact, the majority of what we find when people come to do coaching with us, right is that their instincts are already trying to align them in this direction. Like they're already if they're dominant in like a think a major thinking strength, they're already trying to find time to think and they feel guilty about doing it, because they're like, oh, but it's not productive. And I'm like, nope, if you have these strengths, thinking is working, you need to walk away from the computer and go do these other things. So that it will help you, you know, have a better experience writing the book. And so many of them are caught up trying to be productive like that. And I put air quotes around that intentionally. Because the productivity industrial complex doesn't like people who don't produce something with every single minute of their day, right. So if you are a person who sits around thinking or like if you're a creative artists, and you'd need to, like have some space to kind of get your head around a project, they're like, Well, you're not being productive, though, like, where's the evidence that you actually worked these minutes, and I'm like, the evidence is, it takes me three hours of thinking for every hour of writing. So if I want to go write for an hour, I need to have three hours or two hours, or whatever it is, for each individual person, have creative brain space that will allow me to be able to do that writing. That's what the product is. But we don't like that, because it's not easy to monetize. And so anything that's hard to monetize in this world that we live in right now is very hard to convince ourselves that we should be doing. So I think a whole portion of what I'm trying to get across to authors is to sort of question the premise of the productivity industrial

complex period. And to make sure that you're aligning with your instincts about what you actually need to produce, the books that you're going to be happy with that are going to give you a long term career. Because we don't want you to be doing this flash in the pan, like so many people have to do because they just wear themselves out doing it. Three years and done, right? Like we want you to be doing this for your whole lifetime. And that means we have to be more intentional about sustainability, which always means being aligned to your personality.



Carissa Andrews 59:25

I love that so much. Because like when I first started teaching, I was creating a chorus called rapid release roadmap, because I kept getting questions like how do you produce quicker faster, and I wanted to give them information on like how to structure it because what is my strategic is number two for me and so I can look at it and I can go okay, these are the ways that you can get everything put together and you can build your speed up and be able to do things but the more I was looking at the various ways of rapid release saying the more I'm like these are not sustainable, like people are going to burn out and like kill themselves with these. Let's focus on the one that's going to make them the most stainable in doing it, and so that's how rapid release kind of rapid release format became like teaching him how to do for a year or less sometimes because it's like whatever, but let it kind of give them that permission that it doesn't have to be a book a month, you know, it doesn't have to be like super crazy, because it it just felt to me like we're putting people on this, you know, super past towards burnout.



Becca Syme 1:00:23

And we've seen it happen, right, like we've actually seen after the gold rush, we saw people just burning out and mass from 2019 through 2023. And we're really still not through the tail end of like the burnout generation in this industry. And the downside is, because there's always new people cycling in and those of us who when we burn out, we watch other people who have a higher capacity for not burning out than we do. But it makes us want to get back into that race again, instead of trying intentionally to do the sustainable choice and, and just from statistics, 57% of authors have at least a dominant intellection trait, which means that they're going to need more thinking than the average person. And they're probably not going to write more than three or four books a year at their absolute best, assuming all things go perfectly, and no crises happen and nothing up ends anything. And that is maybe slightly more sustainable. But even then the majority of intellectuals would actually benefit from allowing their intellection to be the driver of when they released. And so just the fact that we're questioning the premise of the 12 books a year, 24 books a year, 48 books a year style, right is like just the fact that we can QTP that, but also, there are people out there who can write 12 books a year sustainably. There are people who've been doing it for 10 years sustainably, but it's a small percentage of the population. And it always lines with particular personality traits that allow them to be on that kind of treadmill and never run out. And it isn't just practice, right? I think that's the thing is like a lot of people who are able to do that don't see their 3000 words a minute level capacity to do that thing. Or they do and they don't realize how hard it will be for other people to get to that place. But it's it is so different for each and every person what sustainability looks like. That's part of why I do a lot of like caveat eating, right? Because it's like, well, yeah, some of us will only write 123 books a year, and some of us are going to

sustainably write 48. And be fine. But again, what works for one person has no relevance to other people. It's not a promise that I can do that. It's just, it is possible. Absolutely not for everyone.



Carissa Andrews 1:02:54

Yep. Yeah, yeah, for sure. And it just makes sense to me that each person, especially with when you describe it as the intellectual, like if there's an intellectual strength in your chart, or in your results, it makes sense that like as authors, we would have that and that we would need the space to cultivate it in a way that the creativity can come in and then expand because otherwise, if you're going, it kind of feels like you're on that treadmill of just like spewing it out as quickly as possible. And you're not really I don't know if honing, honing it is the right word, but like you're not really bringing it into its full, fullest embodiment, you know? ,



Becca Syme 1:03:29

Yeah. Yeah, that's true.



Carissa Andrews 1:03:33

Great creatives definitely need that space to be creative. like to hear the wisdom of all I think, yeah, yeah. So do you have any resources then for others who are really interested in diving into their strengths? Do you have some resources that they can start digging into? Whether it be, you know, through your YouTube or like, obviously, your coaching, what kind of things can they get involved it with, with you and your team to be able to figure out their own personal strengths?



Becca Syme 1:04:01

Usually, our goal is to get people to take the test first. And there are a couple of ways that you can take the test. One is, there is a book called StrengthsFinder, 2.0. on Amazon that you can purchase, make sure you buy a brand new version, yes, that one, because it has a code in it that you can cut out and those red packets I was telling you about that's from those books. So take take the test first. And you're gonna get a report from the test that'll kind of tell you like, here's your top five. And then from there, there are individual definitions inside of gallops book about what all of the strengths are. And then once you start watching our YouTube channel, and you can pick out sort of the I would pick out topics that are the most relevant for you like I would kind of go, here are my strengths. And then I'm gonna go look at our topical videos and say, like, I really struggle with productivity. So I'm gonna go watch the productivity. I'm in burnout. So I'm gonna go watch the burnout. And that's kind of how we encourage people to Start off because the the book is sort of the scientific like, this is what the core definition is about. And then sort of similar to how Kurt describes to me, right? How you live into those strengths is either through coaching, being coached yourself, or through listening to other people talk and sort of attributing different things to strengths. And then just taking in the information with a lens of I'm listening for those traits. Now, I'm listening for someone who if I have a number one input, I'm listening for those people who are also curious, who also like to

collect resources who also are very, you know, helpful. And then if I'm a number one strategic, I'm listening for those people, which by the way, a huge portion of the nonfiction industry in the writer sphere is either number one or number two strategic like, then I don't know every single person's strengths, but the ones that I do know, it has been almost predictable, that they're either a number one or a number two strategic, which is not surprising, just because strategics are usually ahead, you know, they're usually ahead of the curve. But, but I want to listen for that language in other people. And then also kind of let the strengths sink in and what the meaning is. So if I have a high empathy, strength, which means that I'm very receptive to other people's emotions, that I want to think not just about the fact that I have that, but that not everyone else does. Right. So I may be having expectations of other people and how they respond to my emotions that are unrealistic, because I don't have super high empathy. And I'm married to an empathy person, for instance, like that, or, you know, similarly to basically every other strength, but But yeah, I would say I would start first with the test. And then I would go and watch our topical videos. And then from there, if you want to go deeper, there's always deeper stuff to go in. But, but not everybody does. Some people will go watch, like, you know, a video like this, go take the test, read the report, feel really good about it, and then never darken our doorway again. And I'm totally fine with that. If you want more coaching, we definitely offer it, I still think coaching is the best way, it's why we organize these cohorts in the strengths for writers is really just a cohort of coaching, where we say, Okay, everybody is going to come in at one time, and you're all going to go through the process of scheduling your coaching and getting in with a coach. And then we do follow up calls. But the strengths for writers is really just coaching calls, right? So it's, it's not really a class, but but we do it that way. Because the strengths are the best applied on an individual basis and not on a like corporate learning sort of basis.



Carissa Andrews 1:07:46

I love that. And I love how it's structured to it just from like my perspective of I don't know if it's the strategic part of me or...



Becca Syme 1:07:55

Yeah. Wanting to be done quicker, righ.



Carissa Andrews 1:08:00

I also like the smaller aspect of it, like to learn kind of what's what's to be expected through the course part of it, because there's like a course part it's written, but then going, Oh, my gosh, I could actually like, give my information over the 434 results, and find out how these are being best applied to my personal career and how I should be sitting down with an expert. Yeah, by sitting down with an expert that actually knows what the heck they're doing instead of me just going okay, I think I'm reading this right. Yeah. If I understand this correctly.



Becca Syme 1:08:32

Yeah, it is very, very nuanced.



Carissa Andrews 1:08:34

Yeah, for sure. Yeah. And it's so cool. Well, Becca, thank you so much for being here today and sharing so much. We're gonna have to have you back, like I mentioned before we started because what you do is just so broad and like, full of depth, that there's so many ways that we could do it. I was even struggling to figure out like, what are the best questions to ask here, because there's so much we could cover. But obviously, you're welcome to come back whenever you'd like. But before we go, would you like to give the details of where my audience can find out more about you, your books, and all of your coaching aspects, your courses and everything?



Becca Syme 1:09:07

The best place to go to either our podcast or YouTube channel. Because I find that a lot of a lot of what happens when people are first introduced to me is like, okay, we're really excited about let's say, the strengths test. And then if, if what works best for you is to go take the test and never talk to us, then that's what you should do. And if you want more, we do podcasts about all kinds of topics related to writing, trying to help the different personalities of writers sort of acclimate to things. We also talk a lot about burnout and sustainability. We've been talking a ton about getting stuck, right because I wrote a book about the stuck place and then but just we try to cover as many topics as we can about writer so I always encourage people to go there first. I know that's because I'm an input. So I'm like go sample the information, see what helps you and then decide if you want more From there, because for some of you, you'll just listen to a couple of videos and be fine. And for others of you, you're gonna listen to every video and then still want to do write better faster or strengths for writers. And that's also fine. But you can get plenty out of the resources just by me, like, subscribing on iTunes, you know.



Carissa Andrews 1:10:21

I suppose, if they input some of at least some of the information that's already freely available. Now you're on the same, like language, you guys can talk specifically. And yeah, speak the language together instead of you having to like start from ground level going, Okay, well, here's what this is like. Yeah. That makes your total sense. Yeah. Awesome. Okay. Well, Becca, thank you so much for being here. I'm so glad that you're here. And we are definitely gonna have to do this again.



Becca Syme 1:10:47

Yeah, that'd be great. And thank you for having me. I had a great time.



Carissa Andrews 1:10:51

Isn't Becca amazing? Like, seriously, I had so much trouble whittling down my list of questions for her because there were so many different things I would love to talk to her about. And I'm gonna have to bring her back on to the podcast, because she's just so cool. And since the time

of having this conversation, I've even had a coaching call with her so that I could get more insights into myself and my author career and even how I handle author revolution, in fact. So it's just been so interesting to get more clear on the way my brain works. And I know that for you, if you're looking into understanding what's working, what's not working, how can you excel even further and utilize your strengths to really set yourself apart from others in your author field, you're going to want to talk with Becca, you're going to want to listen to what she has to say on her podcast or on her YouTube channel or Tik Tok channel. Check her out wherever you can, I will make sure that there are links to all the things that we discussed today in this podcast episode up on the show notes. So you can head over to authorrevolution.org/198. To be able to get all that information, get those links, be able to check all the things out. I'll also have the transcript ready and available for you to download as well. So in the meantime, I hope you just enjoyed the heck out of this conversation the way I did. I know Becca is someone who I admire greatly. And everything that she does or talks about is something that just always blows me away doesn't matter where she's at or what she's talking about. I'm always there for it. So make sure if you're going to any of the conferences coming up, and her name is on the list, check her out because she is amazing to listen to. Alright guys, I'm going to get moving on to all the things I have yet to do today with my author career as well. And I hope you have a wonderful rest of your week. Go forth and start your author revolution.