

# Ep 228

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## SUMMARY KEYWORDS

author, readers, relearn, talk, fun, writing, instagram, love, perspective, fresh perspective, carissa, book, genre, rom com, world, karissa, feels, urban fantasy, andrews, elements

## SPEAKERS

Carissa Andrews

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Carissa Andrews 00:02

Welcome to the Author Revolution Podcast, where change is not just embraced, it's celebrated. I'm Carissa Andrews International Best Selling Author, indie, author, coach and your navigator through the ever evolving landscape of authorship. Are you ready to harness the power of your mind and the latest innovations and technology for your writing journey? If you're passionate about manifesting your dreams and pioneering new writing frontiers, then you're in the perfect place. Here we merge the mystical woo of writing with the exciting advancements of the modern world, we dive into the realms of mindset manifestation and the transformative magic that occurs when you believe in the impossible. We also venture into the world of futuristic technologies and strategies, preparing you for the next chapter in your author career. Every week, we explore new ways to revolutionize your writing and publishing experience, from AI to breakthrough thinking, This podcast is your gateway to a world where creativity meets innovation. Whether you're planning your first novel, or expanding your literary empire, whether you're a devotee of the pen, or a digital storyteller, this podcast is where your author revolution gains momentum. So join me in this journey to continue growth and transformation. It's time to redefine what it means to be an author in today's dynamic world. This is the Author Revolution Podcast, and your author revolution starts now. Well, hi, there, everyone. Welcome back to another episode of the Author Revolution Podcast. This week, I want to talk about something that has been on my mind. And it's been something that I've been actually implementing and integrating into my own author career. And I think it's going to help you as well. So as you know, I'm someone who likes to look at things from different perspectives. I like to balance the science fiction with the fantasy I like to do and think about things from new and interesting perspectives. For whatever reason, it's just my jam. It's what I love. And I've been thinking an awful lot about how authors get themselves stuck in ruts. and myself included, right? Because we are, I guess, people who, you know, try something, it doesn't work out. So then we believe it won't work for us. And then we give up right? And in specific for me, this has been kind of more of a like the social media aspect, like the number one relator in me, really enjoys engagement and enjoys having those connections and being able to communicate and talk about things. But at the same time, when I don't see engagement happening, then I give up a bit. Does that make sense? Like I give up and I'm just like, Okay, well, clearly, this is not my site, this is not my jam, this is not the place. But at the same time, I'm also a little bit dubious about too much engagement, like I'm one person. And I know myself where I love to

engage. And so if there's too much engagement, I'm a little bit freaked out that like am I gonna get all the things done? It's a weird double edged sword. But for me right now, what I've decided or what kind of came through one of the meditations I had was that I wanted to create a new experience for the Carissa Knight readers for the Chris Knight brand. That is the the rom com pen name. And so I was like, You know what I'm gonna do and kind of give my all into Instagram, which is not something that I've really given a whole lot of thought to. I mean, it did in the beginning, I guess for Carissa Andrews, I kind of did some fun things, and there wasn't anything like super exciting, you know, back at that, at that time, it would have been like, 2017 2016, somewhere in there. And, you know, I did what I wanted, I guess, but it wasn't truly like my heart wasn't in it, not not the way that it is now. And so I created last week, an Instagram account for rom com Karissa, that is the handle rom com Carissa. And I'm like, Okay, I'm going to do this differently. I'm going to have fun with it. I'm going to just play around with it, and see what happens. And, like, come into it, like a newbie, like I've never been on Instagram before. I don't know anything about it. So I'm going to, you know, when things pop up, I'm going to follow the lead of it when I'm trying to learn, you know, a new way to do a story. I'm going to kind of watch what other people are doing, like I'm doing that sort of thing, right? And so I'm looking at it with a fresh perspective, a fresh set of eyes, and I'm having fun creating kind of branded images and identity aspects of Carissa night on Instagram, but it's different. It feels different. Like it doesn't feel like buy my book, buy my book, buy my book, even though there's some of that going on in there. I'm actually doing it more from As a reader perspective, like because I love rom com and actually love, you know, reading and writing bunches of genres. It's been fun because I know what I look for when I'm on Instagram. I know what resonates with me. And so it's just been a different animal. So today, what I want you to be thinking about are, what I want to talk about, I guess, is this idea or this notion of sometimes, in order to get what you want, you need to relearn it. And it's not so much about like, your learning process didn't work the first time. It's just that sometimes we make snap judgments or quick assessments, and we believe something is going to work or not work in a certain way, because we tried it for five minutes. Or even if we tried it in a different pen name for a decade, right, I've had Instagram for Carissa Andrews for a very long time. And it just got to the point where it's like, there's too many things going on everywhere. So now when I focus, and I feel deliberate or intentional about a social media platform, it gives me like a better feeling. So like, my Patreon page is so good, because those people engage with me, we talk about things, I love communicating with them, I love being a part of that world with them. And we can, you know, talk about how crazy some of the chapters are like I my Carissa Andrews, Patreon right now has been so fun, because I've dropped some like crazy bombs in there. And my readers are like what just happened? And that brings me so much joy, that, you know, it just makes me want to do it more, right? So when I look at Instagram, and how I'm working with it differently, I like when I first started on Instagram, it was more just like me like, it's just me. And I'm looking at it more now for the pen name itself, specifically, almost like a tick tock type of situation where this particular Instagram account, I it's deliberate. Like it's romcom readers, it's smart readers, it's romance readers, it's people who like to read in the genre I read in so that as I'm following them, as I look through that feed, all I'm seeing are booktalk people, right, all I'm seeing are romance author, like suggestions, I even myself, I got sucked in. I'm reading a book right now called Love Contract, because of someone on Instagram is crazy. But it's fun, because now it feels like a little bit more of the right vibe, but like the right situation, the right thing. And now I'm starting to understand why I wasn't having as much fun on some of the other social platforms. Now, I'm not saying you can't do this for tic tac, I'm not saying you can't do this for Facebook, what I am saying is, when we get spread out, right, we have this thing where it's like, we just want to have it be over with, we just want to like spray the same message as much as possible. Hope it sticks to someone and then move on. That was my take on it anyway, like after a certain period of time when it came to social media and the you know, when Facebook's

reaches started plummeting and your organic reach of your audience fell off, it was just like, oh, so this is just like a money grab. And so now you have to pay to play in order for people to even notice you anymore. Well, Instagram, it's been interesting, because with this particular pen name, it's been picking up where I'm having conversations with readers. I'm having conversations with book bloggers, I'm having conversations with other authors who are in the same genre. And it's just been kind of fun. It's been almost like how it was when I very first started writing way back in the day, like 2010, the same kind of vibe, where it's like, you know, it's the fun aspect of like, getting to know people again. So when I look at this, I'm like, You know what? I'm relearning it. I'm relearning how to engage in a way that feels good. I'm relearning how to talk about what I love to read and what I love to write in new ways I'm relearning how to communicate what my book stand for, and why the people who land on my on my profile are gonna like it, right? So this happens across so many things. It doesn't just apply to social media, it applies to your ads, right? If your ads didn't work the first time around, it's not because they'll never work. It's because you just haven't found the right way yet, or the right person to help you get or the right situation to light the fire up or you haven't thought about a new way to run those ads that are going to make your ads stand out. There's all sorts of different things that are you know, kind of in the mix here writing right? You I myself am constantly trying to learn relearn, understand how story structure work. I don't believe we're ever going to get to a point as authors where we believe we know it all. And if you got there, and if you're there, and you're like, I, of course know at all, my friend, I have some humbling news for you, you do not know at all, we are constantly evolving story structure is constantly being updated. And it's not that, you know that there are seven archetypes to story structure, we know this, right? We understand that, you know, the story process, it's diminishing returns. But at the same time, you can take the structures, you can take those archetypes and twist them, you can make them your own, you can understand it better, so that you as an author can tell the story better. You can like dig into character design and creation, you can dig more into setting design and creation, you can dig more into, you know, dialogue and how you say it, there's always something you can be improving as authors. And I think that's part of the fun of writing, at least for me, because when I believe I've mastered something, or when I have done something over and over and over and over again, even if there's no mastery involved, it's just doing something over again, I get bored. And I think that's why I have author revolution on one hand, and I have my writing on another. And then I've got, you know, romcom on one hand, and I've got urban fantasy on another, it all feeds into my creativity and helps me to look at the world differently each time I go into a different perspective, a different genre, a different part of my business, whatever it is. And when we relearn things, or we go back and try to learn it from a deeper perspective, we get better, we get better at our craft, we get better at marketing, we get better at publishing, we get better at all of the things. And so what I want you to be thinking about is, is there something in your business right now that feels stuck, that it feels like you wish it was working? But it's not? And if that so maybe think about like? Is there a way to come at it with a fresh perspective? Is there a way to drop all your preconceived notions of what happened in the past, how it worked for you in the past, and come at it with those fresh eyes of a brand new person who's never been there before? Who's never attempted it before? And look at it for what you know, now. So for me, the biggest difference is understanding on a much deeper level, the tropes that are you know, very powerful in both of my genres technically, like when I first started urban fantasy, tropes weren't even a buzzword, like people weren't talking about it, we were talking about themes we were talking about, like, you know, stuff that people like, we weren't using it in that way. And so it was hard to know what reader expectation was. And when you're new, you know, you're writing your books that you feel good to you like the things that are on your heart. But as you realize this is a business and as you realize you want to make this a business and as you dig deeper into it all. Now all of a sudden, it's like, oh, gosh, there's so much that I didn't know, like so much I didn't even consider this

process. And so when I look at it with those fresh perspective, eyes of knowing what tropes are what knowing what the reader expectations are, knowing what entices me to stop and look at a post. It makes things easier to come at it. And some people are just innately good at that. I know so many authors who, as readers they knew, but, like drove that for them. They knew why they were connected to it, what resonated. And for me, it was muddled I guess in the beginning, because I knew what I liked. But I was so I felt so isolated, because I was such a genre Bender, I loved stories that had, you know, elements of one and another, and then mash them together. I was a Joss Whedon fan through and through, I love that kind of concept of like taking two completely different things and making them new, right. And as I was doing that I was finding it was harder to connect to readers because they didn't know what to expect with that like, Okay, is it science fiction, then? Or is it fantasy? Then like, what? What is this? Like? How do you describe it to the reader? And so I had to go through that journey of understanding like, what would make a genre bending reader like this book? Or do I just converse with them about the fantasy elements and let them be surprised by the science fiction, or vice versa, right? And the obvious answer to that is all the things like whatever makes the story exciting for me, it's going to make the story exciting for them. So talk about the different elements, but you can separate them right you can separate one post for like the science fiction elements of it. Another post about the Chosen One elements, another post about the you know, the crazy dialogue or the funny side characters, whatever it is for you. That brings you to the story. It makes it Fun. That's what you talk about. And then those readers will resonate with that specific thing. And that's cool. So look at your author business, like look at the parts work, you're like, Man, I just, it just doesn't work for me. So is that Facebook ads? Is it Amazon ads? Is it writing book descriptions, whatever it is come at it with a new perspective, because you might find that since the last time you learned it, or the last time you tried it, you have something new in your tool belt to be able to help you create it. And now we talk about this a lot through our manifestation courses. But when we're in the process of building an author, career, and we know we want it to be successful, we've decided it's the case, we know this gets to be ours. The thing that we have to remember is that when we have big dreams, sometimes we have a lot of tools that have to come into our toolbox, right? There are things we have to learn people, we have to connect with situations we have to be put through. And each one of those are elements that get put in our toolbox. Learning something goes into the toolbox. But as time goes on, your mind fills with new ideas, it fills with new understanding. And so when you cycle back around to something that you learned a while back, you're bringing with you all of those new tools, all of those lessons, and you're able to, like come at it totally differently than the person you were the first time around. So hear that, again, you are a different person than the first time you looked at it. And it doesn't matter if it was last week. It doesn't matter if it was yesterday, it doesn't matter if it was a decade ago, you are a new person. So if you can look at it with those fresh perspective lenses, you might find the thing that was missing last time, it might, like pop out at you. And you're just like, oh, oh, of course. That's what that was no wonder it wasn't working. No wonder I wasn't engaging enough. No wonder the ads didn't work. Because I didn't understand the tropes, or I didn't understand the hook that the reader needs for the the ad to work, of course, Oh, I get it. And so it's so fun to go back in and to relearn it is so fun, at least to me like to to look at it and then have that perspective shift where you just go, Oh, that's amazing. And wonder, you don't even mean, I don't know, maybe it's just me, I love the perspective shifts. And I think they happen a lot more than we give ourselves credit for. And so when you look at something that didn't work, I really, really, really want you to think about giving it another go and doing it repeatedly, like not just once or twice. Like, if it's still not working for you. Give it some time, let it kind of it's almost like editing your book, right? So Stephen King talks about how like, he'll write a book. And then he'll set it in a drawer and leave it for a few months, and then come back at it with a fresh perspective, fresh set of eyes, so that he can edit it as a reader. Now, that's super cool. That's super important. Because

that perspective, shift happens by giving yourself some space. So if you have space, and it's been a while, and the thing is still big a problem or a problem child or an issue, go back at it with new lenses, new perspective, new glasses, new, whatever, rose colored glasses if you want, right. So it's time to like dig into it. My challenge for you this week, is to think about what's one thing that's been a thorn in your side? That hasn't worked the way you wanted it to, but you hoped it would. Now that's the kicker, you hoped it would you hoped it will give you something, whatever it is. And I want you to look at it with new eyes a new perspective, like a brand new person who's never done this before, and see what you find, like, journal on it, or, like, go through the motions of doing it or start a new Instagram account or you know, whatever it is, and just give yourself the grace and the space to play around with it. As a brand new author, can you do that? You might find it super fun to it's, it's fun to go back to square one and pretend you know nothing. Because obviously your subconscious mind knows a lot. And it's going to remember a lot. But that new perspective of a brand new author, who secretly does know a lot is going to give you some insights that will knock your socks off. I promise you. It's amazing. And it's actually kind of fun, because now all of a sudden it's like, this is new. This is really cool. I like this. So that's my channel for you this week, I hope it's given you some food for thought because for me it really, it was really an eye opening event to like, number one be like manifested that in my mind my meditation. I was like really an Instagram account when I hate social media right now like, okay, but I did it because I had like I told you in the podcast episode a couple of weeks ago, I am doing whatever I am getting, like insights on from my meditations universe, let me know what you want me to do. I'm open, I'm willing to do my part. So I did my part. And it was fun. It was super cool. And it was fun to come up with new designs and to play around with like, how it's going to look and like what I get to do with it and how I'm going to engage my readers who love rom coms, right? It's, it's fun. And I want you to enjoy the process. If at any time, like, it starts to feel like a drag, it's still not working, it makes you frustrated or irritated. Obviously, time to drop it time to let it go time to let it sit and gain some more tools in your toolbox before you come back at it. Okay, that is your challenge you're going to be trying out this week, and I know that you're gonna have a lot of fun doing it because it is it's super fun. Alright guys, I am going to get moving on my own social media stuff. I have obviously romcom Karissa stuff to take care of today. But also I want to get some writing in I'm trying to ignore the snow because we just got like 20 inches of snow in the middle of March. Yay, Minnesota and second winter. But I don't know, it's, it's gonna be a fun day, it's going to be a fun week. Oh, also, real quick, before we head out. Those of you who are written word media members, I want you to be taking a look at their social media because I am going to be doing a talk on sustainable rapid releasing on Thursday. So Thursday, the 28th of March. If you're hearing this before, then, and you want to join in on the conversation, it's going to be fun, we're going to talk about what the state of rapid releasing is what we can do to make it sustainable. We're going to talk a little bit about AI, we're going to talk about, you know the methods and madness about how I manage doing a sustainable rapid releasing schedule, and how you can do it as well. But also, we're going to talk about why you should not get down on yourself when things come at you. So it's gonna be a fun talk. I hope you'll join us. So I will also include the link in the show notes in case you want to be able to just go straight to it and sign up. So for that, head over to [authorrevolution.org/228](http://authorrevolution.org/228), and you can get the link there you can go sign up. We're gonna have a blast. Alright guys, have a wonderful rest of the week. Enjoy getting all the words on the page. Have fun with this challenge of trying something again with a fresh perspective, because you're going to enjoy it and go forth and start your author revolution.