

Episode 242

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SPEAKERS

Carissa Andrews, Aurora Winter



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. Hi, guys, welcome back to the Author Revolution Podcast. This episode, you better buckle up because there is so much good stuff. In this interview, I had the wonderful opportunity of speaking with Aurora Winter. Now this woman has done a lot. She's a creative entrepreneur, serial entrepreneur, actually an award winning author, TV writer, producer, and speaker, she does an awful lot and she helps authors, she helps people creatives really tap into more than just, you know the story. She's all about making a difference and making sure that you're trying and stretching new beliefs into new areas. I love this conversation we had so much in common. I know that you're going to enjoy everything that we talked about, as well as learn a little bit about Aurora and the new series. She's delving into fiction right now you're gonna need to listen all about this new Kickstarter that she's launching to, but hang tight, because we talk about so so much. It's an amazing episode. So without further ado, let's get straight to it. Well, hi, Aurora. Welcome to the author Revolution Podcast. I'm really excited to bring you on the show today, because you and I were speaking just a little bit before we started, we obviously have so much in common and I cannot

wait to share you with my audience. So before we get too far in, do you want to share a little bit about yourself and who you are what you do so that my audience can love you as much as I do?

A

Aurora Winter 02:58

Well, it's really great to be on the Author Revolution Podcast with you. And I just love what you're up to. I think we have a lot of commonalities. I saw all your fantasy books, and also that you help authors and you're like me, you're interested in everything from manifestation to what's the latest AI. So I love that right?



Carissa Andrews 03:17

Not to mention neuroscience!

A

Aurora Winter 03:20

Exactly. So we have a lot of ground we'll cover as much as we can. My intention is that people who listen to this podcast will get some tips that they can use right away to turn their words into wealth. I am a serial entrepreneur, I believe that entrepreneurs solve problems at a profit. So if you are solving a problem, or you could solve a problem with your writing, or your work or your business, this podcast will help you get a few more tools how to do that. So I've been, I don't know, I think I must be a restless soul. I think I've launched a new business at least every decade of my life, maybe every couple of years. I've done everything from launch a yacht sales business that grew to the largest yacht sales business in Western Canada and a multimillion dollar business from nothing. I've launched my own film and television production company with a partner in England. We raised 5 million pounds and made eight films. I also launched a coach training company that really, I think, was a pioneer. It was a disrupter. You like you like destroy, and helped people learn new skills that were apparently, you know, it was a grief coach Academy. And at the time, they said, You can't coach people through grief you they need therapy, and I'm like, No, grief isn't normal, natural reaction to loss. And there can be a step by step process to get through it. So I believe I did my small part and changing how people think about grief. And now well, I have a couple other businesses but right now, I help authors and experts launch his thought leaders and I write nonfiction and fiction.



Carissa Andrews 05:03

I love that so much. It's like you definitely sound like me. I mean, with the exception of changing your business every so often, I haven't done that I've mostly just stuck with my author stuff. But I do have to have new programs that do new things all the time. I can't just sit and and do one thing and just try to launch the same thing over and over again, for whatever reason, I'm very restless myself and I love touching on all the things, but it is something new right.

A

Aurora Winter 05:27

Aurora Winter 05:27

And you've got everything from Write Your Reality coming out soon. That sounds like a great nonfiction book to Midlife Wolf Bond.



Carissa Andrews 05:35

Right.



Aurora Winter 05:36

Or Midlife Wolf Pack and Midlife Wolf Mate.



Carissa Andrews 05:38

Yeah, all the things going on there. Midlife everything. I love it. It's so fun. Yeah, it's been a it's been a fun time to write those books. But now you're doing the same thing. Just transitioning. You're a serial entrepreneur. You're a nonfiction author, you coach nonfiction authors. But now you're also adding on fiction author into your mix. So can you tell us a little bit about your YA fantasy series that you're launching? Absolutely.



06:03

It's called Magic Mystery and the Multiverse. And it's Live On Kickstarter right now. So people can go to magicmysteryandthemultiverse.com. And that's the URL that redirects to the Kickstarter, or will redirect somewhere else useful when that Kickstarter is not alive. The first book in this series is already out. It's called Magic Mystery and the Multiverse readers Readers Choice Award Best Book for teens, several other awards. And the BBC. I just met with them two weeks ago, and they're interested in turning it into a TV series. So it's a it's a series of books, I've written three, but only one has been published. But right now, the second one has been launched exclusively on Kickstarter. And it's called The Secret multiverse Academy. And I'm not launching a Kickstarter, because I haven't written the book, I've written the book. Especially edited now. And for those who might be able to see this cover looks great, too. Yeah, professional cover design. So the Kickstarter is my way of connecting more with my readers and fans are potential fans and offering a bunch of really cool things that aren't available, ever, anywhere else ever. So they have a chance to name a character or join zoom calls, or get, you know, special edition hardcover books or have their name in the back and acknowledged as one of the supporters. And also my son has done such amazing artwork. So they're gonna get some digital artwork that is just beyond what I can offer, you know, on Amazon, or normal things, and we're even gonna make posters. Oh, that's so great. So people can check it out and just go to magicmysteryinthemultiverse.com. You don't have to buy anything, you do need to have a Kickstarter account. But I think every author should be on Kickstarter and support other authors and, and just see what's happening. It's very lively community. And it's really fun to see what different people are doing. It's very inspiring. And if you should ever want to do a Kickstarter, you should follow and support other Kickstarters and see, you know, become part of that community and see what's happening. Anyway, so anybody, anybody who likes why a fantasy that's fun, action packed, it's kind of cozy fantasy. So I'd say it's kind of like Harry

Potter meets Doctor Who because the kids got an adventure in the multiverse, or fans of Percy Jackson or good omens, or books along that line. Like the Lion, the Witch in the wardrobe will really like magic mystery in the multiverse. The title. I tested the title with the with teams, and they're like, Yep, I had shorter titles. But magic mystery in the multiverse was definitely the winner every time I tried to. They're like, No, we prefer this title. I'm like, okay, the readers are always right. But I have to thank COVID Ironically, for the fact of me writing these three fantasy books, because when I was nine years old, I read The Lion, the Witch and the Wardrobe. And the Narnia series just enchanted me. And I actually remember the moment of reaching up to get the last book in the Narnia series, which is called the last battle. And when my fingers touched the spine, I had this thrill of anticipation, because I was only one more book but also I had this tremor of anticipatory grief because it was the last book it and in that moment, I realized that as writers, we are wizards. And with just black dots of ink on white piece of paper, we can transport somebody to another place or time I'm like, that is so magical. I want to be a wizard like that. So at nine years old, I declared I'd like to be a wizard like CS Lewis.



Carissa Andrews 09:53

I love that.



Aurora Winter 09:55

When COVID hit. I'm like, Hey, Aurora, excuse me. Pardon me. I know you've written some movies. Got produced. But since then you've been writing nonfiction books and you've been being very practical with your business. But what about that dream? Are you going to write that series or not? And so I decided to write it.



Carissa Andrews 10:11

Love that. I love that COVID actually inspired you to do that, because it's so great. There were so many people that went into, oh, gosh, almost like a zombie lamb like, I can't do anything but watch cat videos on Tiktok anymore. It was so crazy. Where were the writers got to work? You know, we were we were in it. We were like, what's changed? Like, I'm still at my desk.



Aurora Winter 10:36

Exactly. Brandon Sanderson wrote for novels and did whatever. 10 mil is a massive billion Kickstarter. Yeah, he's a force to be reckoned with that he really is. But you know, I think it's important to remember that we don't have forever. So whatever dream is tugging at your heart, you can't put it off forever. And you don't want to be on your deathbed going on. I really wanted to write that book where I really wanted to be like, Karissa and write 29 books.



Carissa Andrews 11:05

A lot of books all the time, because why not? That's your real serial book writer and of course, creator.

A

Aurora Winter 11:10

Yeah. So I think a good question to ask is if not now, when? If not now, when I actually got my MBA in 2015, my older brother, who's very successful businessman, he's like, really? What do you need an MBA for? You want all these businesses, people come to you for business advice? Well, people are getting business advice from me, I think I should have an MBA. So I got my MBA and 2015 in Italy, of all places. Wow, that was fun. That made it a you really unique experience. And, and we studied neuroscience as well. So that was very cool. That is so so cool. But one of the reasons why I did it is this question If not now, when? So I'd been thinking about getting an MBA toying with it for like, a decade, like, you know, come on, don't do it. And in fact, I don't know that I really needed the MBA because I launched so many businesses, I have very practical understanding of business. But now I'm like, Okay, I've got the MBA, this is as good as it gets. If you'd like in business advice for me, I have the credentials as well as the track record.



Carissa Andrews 12:13

That's so good. I love that. I think it's so interesting how we do do that. It's like, we almost think we need this external validation, even though we we have the practical expertise. Yeah, we still think that there's this other element that's gonna make us more credible, if you go that route. Exactly.

A

Aurora Winter 12:30

It's human beings who are kind of funny, aren't we? I love Wayne Dyer. He's like, you know, being independent of the good opinion of other people is the biggest breakthrough you can have. So good that essentially, he endorsed my first book, which is called from heartbreak to happiness. And it's an intimate diary of healing. And he was my my first choice to have an endorsement. And that moment actually changed my life. There's a little story there, if you would



Carissa Andrews 12:56

Love to hear it. Yeah. How did this happen?

A

Aurora Winter 13:01

My husband died when he was 33. And I was 31. And I've been keeping a journal my whole life. And I was looking about 10 years after he died, I was looking at some boxes for some tax records. And I stumbled across my old diary. And I just flipped it open, just kind of intending to glanced at it. You know, two hours later, I'd read the whole thing cover to cover. And I was like, wow, that was a ride. Because when you're living through something traumatic, it's like watching paint dry. It's like, Oh, My Excruciating every minute feels like an hour. But you could read the diary in two hours. And so I realized I held in my hand a book that I would have wanted

to read, just like what is this journey going to be like? And should I just shoot myself now and get this over with there or not? Anyway, so then I had the head, I tidied it up and polished it but basically kept it in the diary format, and approached Wayne Dyer when he was speaking to like 1000 people, He's so kind he waits to greet everybody after the talk, or he did at the time. He's passed on now. And so I gave him my manuscript and then emails didn't get returned, tried to contact his agent. I went to another event and sat in the row front row he didn't seem to recognize me. And then my then fiance after he's after Wayne Dyer spoke he said, Let's go behind the curtain and follow him. I'm like, I'm like that. That's not my brand. I'm not that pushy. But my my, my fiance was so we went behind the curtain. Wayne Dyer was talking to three other people. This was like six months after I'd met him the first time. He looked up, and he said, Aurora, you're the woman who lost her husband, aren't you? I loved your book. I will give you that endorsement. Oh, my body went chills. It was like well Well, he remembered my name. And he did gave me a beautiful endorsement. So I think that shows the power of clear intention. He was my number one choice for an endorsement. And I was gonna I was gonna get a yes or no, I was persistent. And you know, a little bit outside of my comfort zone. It's always good to push yourself outside your comfort zone.



Carissa Andrews 15:21

So interesting that it wasn't the timeline either, right? Yeah. Yeah. It's like you kind of trusted and you went one for it, even though was a little terrifying there and terrifying.



15:32

And the book by that time had already been printed. So I had to have a sticker. It said, love it. He said, which is, Wayne Dyer said, I read every page of this beautiful diary. It touched my heart, and I'm sure it will impact yours. Anyway, that was the beginning. And I got that endorsement on 555. So may 5 2005. I'm like, That's very interesting. Oh, 5055. He mailed me that letter. So whatever your dream is, stick to it. And who knows? Maybe there's some value in your old journals.



Carissa Andrews 16:04

Yeah, right. So interesting.



16:08

So 20 years later, I've written about 10 books, and 30 screenplays, one of which was made into a movie. So amazing. I'm most excited about the magic mystery of the multiverse series of books, because it's so cool to get notes from kids.



Carissa Andrews 16:25

What do you what are you hoping that the book will actually trigger in young readers? Like, is there a theme or some sort of conversation that you're hoping to pull out of it? Yeah, what a writerly kind of a question. I'm like, there is something in there

written kind of a question. devious plan, there is something in there.



Aurora Winter 16:43

Exactly. We have a plan to change the minds and make them better, more hahaha.



Carissa Andrews 16:52

Insert evil laugh.



16:58

Yeah, I was reading the book during COVID. And not to get into a political discussion. But what I was shocked by at the time, was the bullying attitude that the powers that be that the political forces had, and people who were saying, Well, what about science? And can we have some data on that were cancelled and shamed. And some of them were fired. And I was just like, wait a minute, they're just asking for science, or they just have a different point of view. And that just shook me to the core. Because as an author, as a creative person, I think free speech is our most fundamental right, like words are the tools we use to think with, if we are very slippery and changing the meaning of words, or only having the majority view allowed to be expressed, we are in danger of the going backwards hundreds of years, because the majority is not. Right. And we want to allow space for new ideas, even if they could be unpopular or heresy at the time. Yeah, like Copernicus was reviled for suggesting that. No, the Earth revolves around the Sun. Right? Galileo had to renounce that idea in order to avoid being burned at the stake. But now it's like, oh, yeah, obviously, the Earth revolves around the sun, but at the time, no. And it used to be heresy, to translate the Bible, which was in Latin, into English, because the idea that peasants should be able to read the Bible was not the majority view. And it was, you know, cause somebody to be kicked out of Harvard or whatever the university was. And it was not that long ago, really, that women couldn't vote. It was not the popular view that women should be equal rights holders and have an equal say, and slavery used to be the norm. Right was unpopular to have the idea? What about the slavery thing? I think that's wrong. No, you're wrong, because the powers that be the wealth, you know, women couldn't vote and even more recently, gay marriage, it used to be unheard of, to even suggest that idea. So these examples show us that the majority can change its mind. And then there becomes a new norm. Anyway, I wait. Because I'm really passionate about this. So the Evil Queen like in in Narnia, or in The Lion, the Witch in the wardrobe, there's an evil queen, my evil twin. Maha is a censor. And so censorship is the is what the bad guys do. So it's about kind of like the thought police a little bit like George Orwell's 1984 or rain or Fahrenheit 451. And so don't tell people what to think about that, but that's what the bad guys do. And you see, the consequences are not so good. And the hero or heroine, Anna, she's a young teenager, and she's trying to write those wrongs and, and, and make things better. So that that's one of the themes that I'm playing with.



Carissa Andrews 20:25

I love that what a great theme to be exploring too, because like you said, so many people need to look at different perspectives and points of view without feeling as though it's like a physical attack on their own beliefs like you can, you can entertain someone else's thought without

taking it on. But even people who don't, and they just shut it down like it, it can't exist.



Aurora Winter 20:47

Exactly, I think that it's much wiser. And this relates to neuroscience, actually, I would love to hear to consider the possibility that the other person who has a different viewpoint from you might have something to say of value, you don't have to necessarily agree with them whole, whole hog, but you could try it on, maybe there's something in there for for you, maybe this person is not coming to make your life miserable. Maybe they're on a divine mission to give you a gift. Who knows, like if you have that curiosity, things and you know what things are not always as they appear. So for example, the worst thing that ever happened to me, my 33 year old has been dying in front of me, that was definitely the worst thing that ever happened to me. Oh, and in some ways, looked at from a certain viewpoint, it was one of the best things that ever happened to me, because it changed me so profoundly, and how it changed me from a type A ambitious go forward person who's living out the values of the world, you know, make money, blah, blah, blah, to somebody who is more nuanced, a little bit deeper, or hopefully a lot deeper, and has the intention that my life will make a difference. Right, you know, my all of my books attempt to to make a difference. And certainly, you know, with the censorship that you can see how passionate I am. And I'm grateful for the person that I have become, I'm not grateful my husband died, obviously. But if I can look at that, and go, the worst thing is also in some ways, the best thing, every idea has its polar opposite, every coin has two sides. And it's not possible to live in a world that's only one sided. Unless you want to have a two dimensional world. It's just not how things work. Right?



Carissa Andrews 22:46

Well in, in the like, realms of like manifestation, we need that contrast in order to understand more fully ourselves, to know what we want to get the clarity that we're looking for. It's like without one, you can't have the other really, because how would you even know what one was? If you don't have the other?



23:02

Exactly, and, and I'm torn, there's so much I want to say about this. But how neuroscience I want to I want to follow through on that is that you actually grow your brain. When you struggle, you don't grow your brain in the comfort zone, when you're doing things the way you've always done them. And you're thinking thoughts that you've always thought and you've saying things that you've always said, Right? When you struggle to understand a new idea, or learn a new skill, whether it's verbal or physical, you actually lay down new myelin in your brain. And you can do this at any age, even midlife and beyond. Right. And this is so important to know. Because when people struggle, they often think, Oh, I'm doing something wrong, I should back off to the comfort zone, but I want them to lean into that struggle. Because when you lay down new myelin, it's like, you know, thoughts that fire together wire together, you're actually laying down as it were, you're paving the road. So if you've only thought the thought, occasionally, it's like a Billy Goat Trail that had wind through the grass and the dandelions. But as you start to practice that new thought, or that new activity, it's like you're paving the road. So eventually, it'll be a superhighway, like you got six lanes going each way. And the difference

in speed of the thinking or the physical action, the firing of the neurons goes from two miles an hour to 200 miles an hour, and faster. So you can uplevel your own brain by a hundredfold by leaning into things that are not in your comfort zone by doing things that are difficult, including trying to understand somebody's idea, who is has a different viewpoint or different life experience than you. So there's even if you never agree with them, the struggle to understand them with sincere And he has value.



Carissa Andrews 25:02

Yeah, absolutely. I mean, it just makes it makes total sense. Because you're putting, you're putting yourself into almost like, without going completely ruin to the quantum physics aspect, you're putting yourself into an open frequency of possibility that you hadn't considered before. And now all of a sudden, that new frequency is able to give you more information that you hadn't even played around with in your brain. And then that leads to more thoughts that are of similar frequency. And dynamically.



25:30

Yeah, exactly, exactly. And the other point that I wanted to just circle back around to is, words are the tools we use to think. So when we have big arguments around what does the word mean? Like, what does it mean to be a woman? Does that mean, you were born without a penis? Or what does it mean? I want, I would invite people to step back from that debate, and just decide on whatever definition you want of a word, but then be friggin consistent with it, and then ask the other person, if they're using that same definition when you're arguing, because if you're arguing with different definitions, it's as if you are actually using different words, using different tools to think with. So one of the things that I find despicable, is re vising. What words mean, and then arguing about it? It's just kind of missing the point of thinking, like, I love what how Jordan Peterson puts it, he says, we think, so that our thoughts can die instead of us. So thinking is super important. Arguing about words is not as important as thinking. But thinking needs the tools of the symbols that words are right. Words only exist like hot only exists because of cold white only exists because of black short only exists because of tall. So we get into all kinds of arguments saying that person is not short, because we find that offensive. But sorry, like short only exists because of tall or medium might like it's it's a tool for thinking.



Carissa Andrews 27:09

Yeah, it just gives us context.



27:14

Exactly. Anyway, so put some of that passion into Magic Mystery and the Multiverse on Kickstarter. Now go check out magicmysteryandthemultiverse.com



Carissa Andrews 27:24



Carissa Andrews 27:12

When is the third book coming out? You said that you've got the third book already written as well, is that going to Kickstarter?



27:28

So, I've already written the third book, it's going to be a Kickstarter too, I hope that it'll come out very quickly. Because I don't want people to have to wait very long between book two and book three. And I've already written that. Book Two is already at the at the editor, Book Three is already had the cover designed. So book three, I just need to stop writing it. So I'm never done. I always think of what if I added this extra scene. Anyway, so it will come out this year for sure. But hopefully it'll come out in just a few months after book number two.



Carissa Andrews 27:59

That's great. Is there gonna be more to the series or just a trilogy?



Aurora Winter 28:02

I'm definitely a trilogy. And if it goes well and people like it, I'll I'd love to keep writing. These characters are fun and now but all the world building so long to do the world building. So got that really clear. I mean, I love the character of Anna. So she's this 13 year old from Los Angeles. She's an aspiring actress. And she's the definition of optimist. So she never imagined what could go wrong. And so she's a bit reckless some fun skills like parkour, and she's a great mimic. And she's a natural leader, although she doesn't understand that but she's also got this big secret that even she is unaware of is some family secret because she's got violet eyes and white hair. And her father always makes her wear contact lenses for some reason to cover her violet eyes. Although she says they're just like Elizabeth Taylor. Younger brother, Zachary is the exact opposite of that he's, he's immunocompromised, he's recovering from cancer. He's frail, he's like, er, he's a pessimist. He always seems to go wrong. So he's really fun. And then once they get to the the multiverse, they explore several different worlds but the world that they land on Tala Sora, where they're those nasty sensors are, they're actually invading from another planet. And, and they meet some, just, I had so much fun, there's dwarves, there's elves, there's new characters that you've never before seen. They're sort of vampire characters. And you know, she makes instant friends, including with the talking dog, and instant enemies, including, you know, the powers that be so they have some wonderful adventures. And the other theme that I'm exploring is around the value of air. So as a child, I had very severe asthma and I almost died several times I had to be put underneath an oxygen tent. So the other thing I wanted people to think about is another thing that we often take for granted is the value of air. Right? Oh, the, the evil people from the future world. They've destroyed their planet. They had a nuclear war and they ruined it. Well, no problem. We're just going to steal all the atmosphere from this, this more backwards world. So that's their evil plan that Anna has to stop with her with her new friends.



Carissa Andrews 30:25

So interesting. I love that you genre Ben to that it's it sounds, even though it's on another

planet. It's also got a lot of the fantasy elements tied to it as well. I did that in my first series to where it was like a tide the fate like, for me the entire time I was writing it. I thought it was a fantasy series. And my best friend was like, Chris, it's on another planet. Like I guess you're right. Like didn't even occur to me. It's up on it. Oh, gosh, I love I love those genre bending books in series.



30:56

Yeah, it's kind of fun. Well, in the second one is called The Secret multiverse Academy. So like, like Harry Potter, they go to this sort of magic school.



Carissa Andrews 31:04

So cool. I can't I can't wait to read all these books. These are going to be amazing. While I'll definitely be obviously once, I mean, as of recording this right now, the Kickstarter isn't open, but I will be joining it once it's open. Right? Because that's amazing. Are we are we able to get book one in the Kickstarter to if we hadn't gotten it yet? Yes. Okay, then I will wait until till everything opens?



31:28

Yes. So the if there's an e book level, and so basically, I bonused the book one ebook with the e book of Book Two or you can get them both as hardcover. So there's various different options because I want people although Book Two is standalone, you know, I kind of liked them to start with book one.



Carissa Andrews 31:46

Right? I made a little context again, exactly makes sense. I love that. Okay, I want to transition really quick though into like your some of your nonfiction specifically turn words into wealth, because it discusses generating seven figures through storytelling, which I know a lot of my audience would be like, What What are you talking about? This sounds amazing. So how can fiction writers or nonfiction writers apply the principles in your book to their own work?



32:14

Hey, thanks for asking, yes, Turn Words into Wealth show seven different ways to generate seven figures with a book. And I want to tell you that way number eight, is by selling a million dollars with books. So figure, but the more popular or the easier to achieve seven different ways which I detail in, in the book turn words into wealth, which is available on on Amazon, I'll just quickly go through them. And I in the book, I give examples of how I've done it, or my clients have done it, or super famous people like Mel Robbins or David Goggins, or Jordan Peterson have achieved these kinds of things, I should add probably you to this list, because you also have your, you know, 10 fingers 1010 pies, you've got various different things going. Okay, so just really quickly, and if you want to know the details of how to execute this and see

the examples more clearly, you know, grab a copy of turn words into wealth. But the number one way to make seven figures with a million dollar message, which is usually expressed in a book, but it could also be a pitch like I've also, I've worked in Silicon Valley and help people design pitches, get really clear on their message and then raise capital for a startup and everybody I've worked with, as raised seven or eight figures as a consequence of having their message nailed down. But usually it's also in a book. So number one, attract premium clients at premium prices by being the go to authority. Number two, attract investors and launch a startup. Number three, have your book be made into a movie and take advantage of merchandising, for example, magic mystery and multiverse series is attracted interest from the BBC. They're talking about a series talking about it doesn't mean it's going to be made but that's a good step in the right direction. But look at Harry Potter, for example, book was just the beginning you can buy Harry I was at the London Drugs yesterday in my neighborhood and in the beside the journal since I was buying a new journal there was like, Oh, by three Harry Potter lungs, my gosh. But you know, there's rides, there's Universal Studios, there's all kinds of merchandising, so if you're in the fiction space, look at that. Way number four is the free book and an upsell to a marketing funnel. So I'd love to give more details on that one. That is one I've done multiple times in different ways. You can see an example of that if you go to turn words into wealth.com or you go to same page publishing.com You can sign in and get a free thought leader launch starter library and you'll you'll See how the marketing funnel works, maybe we'll circle back around. And I'll give a bit more details on that way number five, to make seven figures with your book and message is to become a speaker speaking is the highest paid profession. So for example, Hillary Clinton makes \$250,000 a talk. Now, I'm not Hillary Clinton, and probably neither are the listeners. And if you are Hillary Clinton listening rate, glad that you're making so much money. But my clients whose names you wouldn't know, they, they can make \$35,000 and talk. So you don't need to make that many talks for 25 or 35,000. A pop to all of a sudden be making real money when number six is have a training or certification that comes out of your book. So as I mentioned much earlier, my first book was my diary. I really did not intend to do anything else with that, except hopefully give a gift to other people who are grieving and let them know they weren't alone. But that book brought people to me who wanted my support and wanted my help, and I'd meet people for tea or coffee and support them. But then eventually, I started coaching people through grief. And eventually two of my clients said the same thing to me in the same week. Like I love my therapists once said, I've been seeing my therapist for six months. The other one said, I've been seeing them for two years. But you helped me more in that one session than they have helped me. Can you show me how to coach the way you do? I'm like, Okay, I guess that's a message from the universe. So I launched the grief coach Academy. And there are many examples of having a training or certification program. For example, Marie Kondo, who wrote, I believe, it's called The Joy of tidying up. She has a training and certification program, so you can learn how to fold clothes the way that she does it. And I believe it's something like \$2,000 per person, but then it's an additional \$500 a year to maintain your membership. Well, that's very quickly a seven figure business. And curiously, she also did the movies and merchandising, even though that's a nonfiction book, Her idea was picked up on Netflix, and there were a whole bunch of episodes. And that's kind of amazing, because she doesn't even speak English. Right? But they had a translator, right? All right. And then my favorite way is when number seven is to create an evergreen bestseller. So an example of that would be the Miracle Morning series of books, hopefully, the magic mystery in the multiverse series of books. I've helped a client he's writing nine legal thrillers so hopefully those series of books, but using the Miracle Morning as an example. It's such a simple concept. And it's something that you and I probably both do every day is just putting forth the idea. Start your day, with meditation, with gratitude with journaling, like start your day, right. But this has become a seven figure or maybe even eight figure now business because he's got the Facebook page, he's got the community, he's got the events,

he's got, I don't know, dozens of books, The Miracle Morning for teens, the miracle morning for corporate America, fill in the blank. And so you if you have or look at David Goggins, I mean, I listened to a podcast where he said he has self, he self published his books. And he sold 5 million copies, 5 million copies. When he first went to New York and met with an agent, the agent said, don't self publish, you'll be lucky if you sell 5000 copies. And the only reason he didn't go with a big publisher, he says, It's because he didn't want to lose control of his story. I mean, it's his story. He didn't want to have to ask permission from a publisher, so he wanted to keep the rights and, and then he went on the podcast circuit as I am doing. Right. And, and his idea, his philosophy of hardening your brain and doing it anyway, really caught on. And the result is an evergreen best seller. And he's not several books, and he's not even an author, and he's dyslexic. So he worked with a ghost writer who is credited. So I guess, not a ghost writer, but a cat at the moment, remember the name, but I'd love to give a little more detail on the free book, and upsell exam, if you'd like to. I like the free book, an upsell idea. If you have a business idea you want to test or you just want to create a marketing funnel towards your business. So this book is called Marketing Fast Track a little book that launched a new business. What I did is, you know, after launching several businesses, I got known in the coaching arena as the founder of the grief coach Academy. So people knew me as the Grief Code. But more and more people were asking me, how did I get on TV? How do I write so many books? How did I do these other How did I grow my business? And so I wanted to see if people would be interested in having me as a marketing and messaging mentor and instead of as a grief coach because I get restless. So I like to move on. And the economy is being run. Wonderful friend and wonderful coach Audrey White is running it. So if you are interested in the grief coach Academy, you can get support from her. But anyway, I, I choreographed an interview. And I went to the director of coaching for Tony Robbins, who had interviewed me before. And I said, Oh, would you like to interview me about marketing, he's like, I would love to interview about marketing, because I know you know, your background. So he did a one hour interview similar to this not very long, just an hour, I liked the content. Because I had strategize what I wanted, what questions I wanted him to ask and the content I wanted to share. I just transcribed it, tidied up the typos and created a PDF. Using that PDF, which hadn't even been born into a book yet, I got two television interviews with a TV producer that I'd been on with before. And that immediately put, you know, the wheels in motion, then later it became put the wheels in motion and put \$15,000 in my bank account, because I got a client immediately. So then I'm like, Oh, I think this little book is working. I'll publish it as a softcover book. And then I made it available for free on my website, but I asked people to pay the cost of shipping. So they paid \$4.77 shipping, this was important, because it actually means the person is a lot more interested in, they're just getting a free PDF or a free ebook, right. And then, and then they got a series of videos, helping them with their messaging with their marketing, just adding value and explaining things. And then at the end, they were offered a free Business Breakthrough call, which I still offer something similar at book called dot biz. And so the result was, quite shockingly, this is after I finished my MBA, and I'm like, Okay, I really want to launch a new business, that it generated that little book and that marketing funnel generated \$250,000 in 90 days.



Carissa Andrews 42:07

Wow, that's amazing.



42:11

\$250,000 in 90 days is a million dollar rate of income. And that was just a little book based on a one hour interview. So if you if you solve a problem, and you add value, and then you have another thing to offer people, that is it could be the same. It could be the same value that you're tempting to provide in your book, but you're doing it a done with you or a done for you. Or you're doing it you know, the the white glove approach, or you're offering a different kind of delivery mechanism, like an event, or one on one coaching, or videos instead of a book, people will pay more for that. So there's seven different ways I've given more detail on one of the ways the free book and the upsell. And you can do this on Amazon. So I often have, like once a month or once every 90 days I promote one of my books for free. I'll get 1000s of readers will have those a few. Go Hey, Rob, I'd really like your I like what you stand for I like this turn words into wealth idea. Can you help me? And they sign up for business going through call and then they become clients? So you can do this, too? It's just one example.



Carissa Andrews 43:27

Do you find that your connections that you had also helped? Or do you think that it would have done what it needed to do? Like even if you you know, didn't have the production company aspect that you didn't have maybe connections like Wayne Dyer, or Tony Robbins people? Like, would it have lifted itself up if they were in the same position but without connections?



43:52

Well, everything matters, and everything counts. And as you can see, I'm somewhat shameless self promotion. Because I think people need to know like, if I don't tell you that the BBC is interested, how are you going to know that? If I don't tell you that magic mystery multiverse won the Readers Choice Award? It won the American fiction award at one literary Titan award, you're not going to know that. But everybody has connections. And everybody has something positive to say about what they're up to. And if you don't have anything positive to say, well then get something positive to say work on it. Like it took me a long time to get Wayne Dyer.



Carissa Andrews 44:31

Go behind the curtain!



44:36

Go behind the curtain. But yes, you know, I just went to the Banff Media Festival and I I went there last year, but then I hadn't been there for like a decade or two. And it was so interesting like going there last year. They're like, Oh, yeah, I remember you. But then going there this year, just one year more. They're like, Oh, she's like never been out of the film business. But I took a whole hiatus when I was no out in the film business, I was publishing books, I was coaching. And people will you know, if you have a, if you have a good reputation, people welcome you back and nice people, good people like to help good people like I want to help you, you know, with launching your book and attracting more people to the author revolution, because of who you are. So I challenge the thought, anybody who's listening who might be thinking, Oh, well, we could do that. But I can't or Karissa could do it. But I can't start your

morning with meditation, and maybe make a list of three things that you've done that are great to put yourself in the right mindset. We all need, we all focus on what's missing, or what's broken, or the shoulda, coulda, woulda is, but we need the discipline to also acknowledge the things we did, right like I have, okay, real quick. I want to give people homework. While I go to sleep at night, I always give gratitude for three things that went well during that day. This is a practice that is scientifically proven to enhance your happiness. So I'll simply review the day and go okay, this went well, or that went well. And then you can deepen that practice by acknowledging who you were like you're part of making that go well. So last night, it was so simple. It was like I acknowledged, it went well, the day went well, because I went for two walks in the sunshine. And, and I acknowledged the part of me that has good habits around physical exercise. Yesterday, I had a great podcast. So I acknowledged gratitude for the host. And gratitude for me showing up with my pattern, you know, so if you if you follow that pattern, every night, you start to notice you're not such a bad person, and you have a lot to offer. The other thing I do every night is wondering if you do this, it's a 478 breath. And it's just you. It's just very quick. Very quick.



Carissa Andrews 47:00

Are you breathing slowly? For four, hold for seven, breathe out for eight?



Aurora Winter 47:04

Is that exactly. Okay, and you only have to do it four times. And it's Yeah, scientifically proven to be very calming to the nervous system. So those are two practices people could do, okay, and then the 90 day challenge really quick. Here's the 90 day the 90 Day Challenge, which is in the book turn words into wealth. And also the book of thought leader lunch is you can change your life in 90 days or less if you choose to take on these practices. Practice number one write every day. It doesn't have to be long, it could be five minutes, but write every day, make it a habit. Choose a time and a place that you're going to write, get yourself a nice journal and a nice pen. And write every day. You could be just venting, it doesn't really matter what you write, but write every day. Practice number two read every day. It could be fiction, it could be nonfiction, it could be the Bible, it could be poetry, maybe it's going to be magic mystery in the multiverse, I vote for that. And then, practice number three is once a week, just review what you have written, and what you've read, and see what are you learning about yourself or about your life. So for example, I, when I keep a journal, and what happens for me, is after a little while, like when my husband died, I noticed, you know, I noticed I was I was drowning. So lots of times I felt like a victim. And I was begging for help. I was begging God for help. You know, my husband had died, we had business together, I had no husband, I had no business and had a little kid and no income. So I had some big problems that I had to solve. And I was venting in my journal and asking God to show me how I can, how I can manage how I could support us both. And months later, all these miracles happened, but I forgot to because I didn't review. I forgot to notice the connection. And when I when you notice the connection, you notice that whatever you are putting out like if you're asking a question you asking sincerely for support? I bet you'll get it. Yeah, yeah, yeah. And the more that you notice this, the faster it comes. And so and then the other thing that you'll notice, if you're like me, as you're complaining about something, and you keep complaining about it, but you're not doing anything about it. So stop complaining or do something about it. Right, right. So the review also matters. So I predict if

you're willing to take on this right every day, read every day and then review it once a month for 90 days, the 90 day challenge that your life will be transformed. And then I'd love to hear from you.



Carissa Andrews 49:50

Right. It makes total sense to me because that review process it's just it's so key because, like I do meditation every morning I I've read first, actually. So that's my first thing I do in the day is I read, and then I go do my meditation. But when I go through the meditations, I will write down any hits I get from the meditations in my notebook. And so every once in a while, and it's probably less than once a month, it's probably every two weeks or something, I'll go through, like, what was going on? What were the hits, are there any action steps I should be taking from those hits that I haven't yet done. And it's been so fascinating to see that process and the the ups and downs that are starting to, like when I first started doing it every single day, but about five months, where I've done it every day was kind of like, I don't know, three or four times a week. And then if I missed it was no big deal. But I actually made a decision to do it every single day. And I have been doing it since February. So it's just been interesting to see like those ebbs and flows kind of starts getting smaller and smaller, and to see the hits that are coming, getting bigger and bigger, and all the different ways that I can show up differently or be different, and move more in the direction of my desired future versus staying in the known or staying in. You know what I mean? It's just fascinating to go back and review it and see how it has changed.



Aurora Winter 51:09

Have you noticed that the time is shrinking between? you're needing an answer and it coming?



Carissa Andrews 51:17

Yes, yes, absolutely. Yeah.



51:20

Do you have an example you want to share?



Carissa Andrews 51:23

I don't know if it was super fast. But it was really interesting, where this one has just recently happened. Where with? No, I've been looking for more visibility, I've been looking to make bigger connections I've been being guided to, I guess, get more. I don't know if visible in a bigger, like, outside of just author revolution. So almost more mainstream, I guess. And I didn't know what that meant. But in in February, I was guided to weave for my anniversary, we went to Barnes and Noble because that's what we do. Because why not? So I got my attention was pulled over to Jensen Cheryl's book, you're a badass. And I was like, Okay, well, I have You're a badass at making money. I haven't read the first book. I haven't actually read the second book

yet. It's on my TBR I'm just gonna I for some reason, I gotta get this book. And so I got it. Read it right away that that week, because I felt very much guided loved her attitude, like the way she is read the second book then. And I was like, Okay, well, I really feel like I need more. I would love to be in her energy. I wonder if she does group coaching. And so I went on her website and that like, so this was I started reading, it probably would have been the last week have picked it up the 21st. So I probably finished it by March 1. So sometime in the first week of March, I was looking to see does she have group coaching? So I look and sure enough, she has this program. You're a badass in eight weeks or something starting on April 8, which was my brother's birthday. And she had four group coaching calls that went along with it. And she usually only just launches the course. And so I was like, wow, that was super, super fast. And so I ended up in the course did the work. Went to some of the calls. But in some of my meditations, I realized, Oh, the whole reason this was being led to me was that I'm meant to ask her to come on the author Revolution podcast. I was terrified, like, much like you were with Wayne Dyer. And I was like, I'm what else I have to. So I did actually get to the point of asking her live on those calls. Because I did I was like, Are you sure I can't just send her an email, like, my guides are like, Nope, you're gonna ask her on a call. So I did ask her. And so it was like, in the time that passed, like, it took me a month to finally get to the point of asking, even though it wasn't on like I was like, Okay, it's not on my timeline fine. Because her coaching calls were two weeks apart. And so when I went the second time to ask, I was like right at the end of all the people, so I got bumped to the next week. So I had to wait a month in between knowing I have to ask her this question and actually doing it. So that I finally did it. I asked the question, and then it took another month before she finally said yes. So she's coming on the show, too. But it was very, like, it's those sort of things that kind of happen. And while you know, it's two months apart before all this stuff came into being it still feels fast, if that makes sense that that was fast. And also you were growing your myelin because you were not in your comfort zone, but you didn't anyway. And that's how we grow. It's like when we get those little nudges. And then we actually do the thing that's yeah, a stretch stretch. Yeah. And you get the Yes, like it is like me asking Wayne Dyer that it is right to listen to that episode, because I can't wait. I can't wait. It's gonna be so much fun. She comes. Or we're doing the interview in July here. So it'll be July 25. I get to talk with her and speak about all things being a badass.



54:46

That is awesome. Well, that's a really good example. And hopefully that inspires everybody to take on the 90 day challenge right every day, every day. Absolutely. And then review it. But then you know, do what you did, Chris. Actually take action on a thing. Yeah, that you feel obliged to do. Exactly.



Carissa Andrews 55:03

Yeah, I think that's so key. Because when you get when you get those inspired hits, and people are like, Hey, go, go do this thing in your head. And sometimes, like you don't even realize it's not you until you start meditating. But this is truly like a, I don't know, if it's you, you know, source God universe, angels guides, your higher self, however you want to describe it. It's like there is very, very clearly a separation between you forcing a thought and it coming into your head like being downloaded to you.





55:33

Yeah, exactly. And I've noticed, like sometimes the, the, the result is so fast and so unexpected. I remember once, you know, writing something in my journal, and I was feeling a bit lost at the time it was when I was head of development for Canada's largest film and television production company. I just moved to Toronto, my husband had recently died, and my son was not really enjoying being in a new new city with no friends. And so I was like, please help me get my life in order. And two minutes later, there was a knock at the door, like I didn't even have to go anywhere. And somebody from the neighborhood knocked at the door. I don't know, they were wanting to say about something that was happening. Anyway, I invited the person in, we had a cup of tea. And then they invited my son and I over for dinner, we became friends. And you know, what I thought was this huge problem was just a small problem. I just needed a few or even one fret outside of work to have dinner with and, you know, share. But I was like, really? You brought somebody to the door?



Carissa Andrews 56:42

Awesome universe. Awesome. Thank you. Because I don't think I could have handled much else.



56:52

Yeah, but you know, for example, the other things that have happened it's been kind of amazing after my husband died, and friend dragged me to a party, like don't want to go to your party. He's like, You are moping. You need to get out of the house. So I'm sitting at the at the bar, really not networking, not being my shiny. Let's meet everybody self, but being my introverted self. A person sitting beside me. I don't know who it is. He says, What do you do? I tell him about the screen pan. But I'm writing. And I get all excited. As I'm telling you about the screenplay. And I light up of course, he's like, Ah, you should represent the province of British Columbia at the bank Film Festival. I'm like, Who are you? Turned out to be the head of the BC Film Commission? Oh, my gosh. So decades ago that really launched my career in film and television, because I said, I said, Yes. Then the next day, the phone rang, and it was a producer whose documentary producer, she said, can I follow you around, bam, and film a documentary while you are pitching? I'm like, Ooh, okay. It's like, you know, I knew I had to say yes, but it was like you with the asking Jen Sincero. To say yes, but I know I have to. I had the documentary film crew following me around. And I had my pitch in front of like, 600 movers and shakers from Hollywood and around the world. I'm like, Okay, if this goes horribly, they can, if they missed it, because they're not in the room, they can watch it later, because so I'm gonna make this work. Anyway, I got excited about pitching that screenplay. And it went really well. It ended up sparking a bidding war. And my agent was fielding fielding offers on my behalf. And it became a short, like, a half hour documentary that it's called the big break, they used it to teach the art of pitching in the back of the film school for a while. Wow. And yeah, and then it's like, full circle like that agent, Jennifer hollyer. I met with her like, a week ago at the bank Film Festival. And, you know, she's helping me and my clients place our books as as TV series and movies. that relationships matter.



Carissa Andrews 58:57

Yeah

can.



58:59

But it was like the universe, like forcing me into it or bringing it right to me, because I didn't, you



Carissa Andrews 59:05

know, right. And but you also held no resistance to it. Otherwise, it wouldn't have shown up either. You wouldn't have seen it for what it was. Right? Yeah. I mean, that's, that's pretty powerful, too, that you're willing to be like, what's going on here? Okay. Let me tell you more about this thing. Sure. Right. I didn't want to be here in the first place, but at least you asked good questions.



59:23

What am I want no resistance, say I see, like a massage therapist. So I was I was not perfect. I was torn. But I think it's an example. You know, your example with Gen Y. A couple of examples. I hope that inspires the listeners. Because as long as you are willing, even if you're uncomfortable magic can happen. Absolutely.



Carissa Andrews 59:48

Absolutely. Oh my goodness, this has been such a great conversation or where can my audience go to find out more about you about everything you do? Because you do so Oh, I love it. How do they? How do they get all the things? Well,



1:00:04

thanks for asking. So go to the Kickstarter that is happening right now. It's really fun even if you just follow and check it out, that would be fun way to connect the Kickstarter is that magic mystery and the multiverse.com. That's one thing I learned about Kickstarter, get your own URL so that you can make sure it goes somewhere useful that Kickstarter is just a short window, but it's live right now. And you can get the first and second books and the magic mystery in the multiverse series of books, as ebook or as hardcover books. And there's all kinds of special things that are not available anywhere else ever. So check out the Kickstarter at Magic mystery and the multiverse.com live right now. And then if you if you want to learn more about how to turn your words into wealth, I think the best place to start is go grab a copy of the book turn words into wealth, it's available on on Amazon. And if you'd like to learn more, you can visit my web page, which is my name, Aurora winter, a U R O R A w i n t e r . c o m . Or my publishing company is called same page publishing.com. And if you'd like you can sign up to get either some fantasy emails and goodies on the fiction side. Or you can sign up and get the free

thought leader launch starter library. And you'll get some books and some videos. And then if you'd like help with your book and your business, and launching as a thought leader, you can sign up for a Business Breakthrough call at [book call dot biz](http://bookcall.biz).



Carissa Andrews 1:01:35

So good. So good. Thank you so much for being here and sharing so much of your knowledge, we are definitely going to have to have you back. Absolutely.



1:01:44

You are awesome. This was a treat. Thanks, Carissa.



Carissa Andrews 1:01:49

Well, there you have it, guys. Isn't Aurora amazing. When I first brought her onto this podcast, I didn't quite know what to expect. I knew we were going to talk about her Kickstarter in her new fiction series, I knew that we had kind of similarities. And I knew that she was this multi passionate entrepreneur as well, I just didn't know quite how powerful her wisdom was going to be right? She brought so many golden nuggets. And I am still like thinking about all the things that we discussed and all the different ways that I can incorporate, you know, the gratitude at night and the way that you can include that the 90 day challenge of, you know, doing your reading, and your writing and your review every single month, and how that's kind of already been a part of my process. I mean, there's so much good stuff in there. And I can't wait to dig into turning words into wealth. That book is on my list. It's the next book that I'm going to be reading. It's just I can't wait. And there's so many good things. Of course, when it comes to the Kickstarter, I've already pledged to be a part of that because I mean, Magic Mystery and the Multiverse. Who wouldn't want that, that sounds so awesome. And it's so similar to the types of stuff that I personally love to write. So it's so great. At any rate, I hope you enjoyed the podcast interview, I hope you enjoy Aurora, as much as I do, I will make sure that the transcript is in today's show notes. So head over to authorrevolution.org/242 to be able to get in on that. But I will also include all the links like links to Aurora as books, links to her Kickstarter to her website to the booking a call, if you want to talk with her, all the things, they're all going to be there. So again, [authorrevolution.org 242](http://authorrevolution.org/242) Just make your make life easy on yourself, right? That's a good place to start. Speaking of making a difference, one of the things that I wanted to announce to you because it's all about making a difference for me as well, right? My meditations, my goals, all the things that I'm expanding into, it feels like things are shifting, and I'm not quite sure what it looks like or how it's gonna get to work. And now, one of the ways that I'm going to be shifting is that I've actually revamped my YouTube channel. So if you weren't following me on YouTube, if you weren't even checking things out before, I would love for you to head over to YouTube and look me up. It's actually under Write Your Reality. So that's my handle. So Write Your Reality with Carissa Andrews. And the reason I chose that name rather than doing Author Revolution, or rather than doing Carissa Andrews, which is what it was before, is because I wanted to tap into this concept that we are in charge of our destinies that we are the ones that get to have what we want, right? I'm I'm really trying to lean into this concept of we get to start our author revolutions, we get to make that decision and do something big and bold and better than we ever have before. And now whether that means leaning into AI whether that means

doing manifestation whether that means just getting our strategy straight. I want to be the person that helps you understand It All right. And the YouTube channel is now going to be like my hub, I'm still doing my Patreon. I'm still doing, you know, social media. But I'm leaning more into this concept of video and being able to offer more educational stuff on the site. So if you'd like to be able to get some of the free content that I'm putting out there, there's videos, there's already videos that are new, talking about, you know, what are you tolerating, and stop tolerating it. I've talked about AI and how to be able to create a nonfiction outline really quickly, the revamp is underway. And I would really enjoy and encourage you to come check out the new channel, because it's been so much fun to reimagine it and to give it some fresh life, especially since there was never, there was never any intention, really behind my YouTube channel, it was something that I just happen to have. Because back in the day, when you signed up for Google Plus, you got a YouTube channel, right. And so for me, even though I've been there for a long time, there was no intentionality behind it. But there is now and I'm in the process of revamping the entire thing. And it's because of you, I want to be able to give more back to you, I want to be able to tap in to my prospective students to my, you know, my buddy is my my peoples. And we need to be revolutionary together, I want to also make a difference, I want to, you know, elevate the community elevate our world. And I feel like I have to go bigger than I have been. So check it out. That will also be in the show notes. That's my biggest news for this week is just the fun that I've been having with understanding the new YouTube situation and my strategy behind it and why and really leaning into all that I get to bring to the table for this. So I encourage you to check it out. If nothing else, go like go check out the two latest videos. I would love that and let me know like if you look at it, and you're like, hey, I really liked this new revamp, let me know email me Carissa at authorrevolution.org I would love to hear that or drop a comment in one of the videos that would be fantastic to share it with friends if you'd like the videos like helped me get the word out that this thing is relaunching and being reinvigorated. Alright guys, here's the thing that I want you to walk away with. Here's the message that I stand for. Here's my go to statement that I think hopefully at this point by now you kind of have heard before and you know, but it's the powerful part of what this author revolution stands for. Yeah. Go forth and start your Author revolution.