

Episode 246

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SPEAKERS


Joey Drolshagen, Carissa Andrews



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 to the Author Revolution Podcast. So this week, I have a couple of announcements I want to make before we get into this week's podcast interview. The first being hopefully everything is going good. You're listening to this podcast episode on all the platforms you have been familiar with and know about and all the things I had a weird situation happen where my podcast platform decided to up and quit on me. And so I have been in the process of trying to figure out like, who I want to go with, do I want to have the podcasts or Kajabi? Or do I want to choose a different podcast distributor? In the end, I decided to go with Buzzsprout. So I'm hoping this is my first podcast episode that's going out. I'm hoping obviously that everything is going perfectly that you're hearing this on your typical platforms. And so it would really means a lot to me. If you are hearing this if everything's going well. If you can just email me and let me know that hey, yep, everything's still looking good. I'm getting this podcast, in the same way as normal. Hallelujah. All things are good. So you can email me at Carissa@authorrevolution.org And just let me know, let me know it's good. Okay, so with that underway, this podcast episode, I'm really excited to share with you because it's an interview with Joey Drolshagen. And what's really cool about Joey is he is law of attraction on steroids. Like manifestation guru, he helps


businesses to create the revenue that they're looking for. But he does it with a method that is so wonderful. It's called the SMT method. And I'm gonna let Joe go into what this means what it stands for all the things, but let me just tell you a little bit about joy. So Joey has carved his own path in the coaching world he's been I've been there done that kind of person when it comes to career transitions. And what ended up happening is in his 28 years of experience in corporate and knowing how it feels to want out, he paved the way for others in the same position to step past their fears and hangups, and then step into entrepreneurship within months, and quickly skill over six figures replacing current incomes. After decades of studying and implementing and developing, the SMT method was formed, he now helps individuals break down the blocks that have been holding them hostage, and align with their deepest desires to easily create lives of purpose lived with passion and fulfillment, through shifting and reprogramming the subconscious mind. And Joey, I gotta tell you, he's just the most joyful person to speak to when we were talking about, you know, moving past fears and blocks and kind of being stuck in the same modality is, it really got me thinking about my own career, my own mindsets, my own things that I still hang up about myself as well. And I'll tell you a little bit more about it at the end of this podcast episode, because there was so much that we dive into that I want to get to it. But just know that there's more than going to be kind of giving you some information I'm gonna be giving you about what's been going on in my life lately. And how this impacted me so much and really just profoundly made me stop to think and shift and recreate what I want my life to look like. So without further ado, let's get into the podcast episode and listen to Joey law. Hi, Joey. Welcome to the Author Revolution Podcast. I'm really excited to have a discussion with you today. But before we get started, would you tell my audience just a little bit about who you are and what you do?

 Joey Drolshagen 04:58

Absolutely, Carissa, and I'm really like excited to be here with you, the conversation we had ahead of time. It's like, we're like this you're not, you know, just in alignment. So yeah, and what I do is I gear everything I do, everything I do is personal transformation, really. But I do it in a style related to business owners, professional salespeople and entrepreneurs to quickly get out of their own way through dealing with the subconscious conditioning, and really achieve unrealistic results in their business growth, and do so in a way that opens up more freedom of time as well.

 Carissa Andrews 05:32

I love that. So what got you into that? What got you into that? Like, what was the idea there?

 Joey Drolshagen 05:37

I was a student of like, I was a guinea pig of all the works I do today, because I came up with in my 20s, if something came easy for me, I thought I didn't earn it. You know, I didn't work hard enough for it. So I didn't deserve it, you know, and shifting all that shifting my money paradigm shifting what you know, where I thought I could get too in my life, like, you know, I'm a kid that grew up in Detroit, Michigan, and a very low income blue collar family. And the fact that I made it to first child in my family with a college degree, I made it into white collar work. And I made it

up to a vice president of sales, and helping, you know, organizations and bankruptcy, get back to profitability, and even into what I'm doing now with the coaching and consulting and all that it's not realistic that I would be here talking to you right now. But I am.



Carissa Andrews 06:21

I love that I love the unrealistic goal setter idea, that mentality is so cool to me, because so many of us, especially, so I teach indie authors and indie authors, there's this undercurrent of like that poverty mentality, or like, their writing isn't going to earn them anything, or it's not worthy of earning them anything. And so I'm constantly trying to help rework that subconscious programming, so that we can get back to a place where no we can get paid for our work and our creativity, you know, absolutely.



Joey Drolshagen 06:49

And that's, that's one of the reasons, you know, I tried coaching after coaching after coaching, you know, and I'd walk away thinking, Man, there must be something wrong with me, because I didn't get anything out of it. So when I developed the SMT method, which I'm sure we'll get into, it's all about laying out a pathway, it doesn't give you a, b, and c, that everybody does a one size fit all to get to D, it lays out a pathway for our unique transformation along the flow. So when when, you know, if you were to go through it, and somebody else goes through it, it's going to be unique to you and your desires and your visions, it's going to be unique to you in that conditioning. It's within you. And you know, I grew up with four siblings. And even now, Carissa, when we talk about a story that happened when we were kids, we have five different stories of that is our own conditioning. So we are we perceive things to our conditioning.



Carissa Andrews 07:38

Yeah, absolutely. And I think that's part of the reason why it's so important to look at things from different perspectives, because there are so many authors, I think we have it a little bit easier because of like, especially fiction authors, we're already kind of doing that anyway, when we're creating characters, and we're creating stories based off of other characters that are not ourselves, hypothetically, not ourselves, maybe aspects of ourselves. But in some ways, there's so many people out there who get so locked into their modality isn't there thinking that it's hard for them to envision anything else?



Joey Drolshagen 08:08

Yeah, and, you know, I've worked with, I've worked with artists, I've worked with musicians, I've worked with you. And it's like, it's actually easier doing that, at some point. In the beginning, it's easier doing that than it is somebody coming out of corporate America, because they're already into that creative flow. That's real entrepreneurship. Yeah, corporate America, you learn to do this, and you learn to do this. And you learn to do that even leadership, which I've led, you know, for two years, eight months leadership down, where I look for the local government and stuff for business owners, and even leadership, it's taught that you do this, and you do this, and you do this, and that's called leadership, but leave when we look at the

great leaders of all times, there are people that went against the patterns and everything, and they did what they thought was right, that led to this unrealistic outcome, winning a war, you know, I mean, like, like, like things that that have been achieved through doing that are not things that you do A, B, and C, and I keep hammering on that. Because we're so conditioned, even from our early years in math class, when you and I are working in math class, we have to solve the problem using the exact same steps and everything else. But if you have an easier way of getting there and you have the right answer at the end, that should be that should be like, like celebrated, that you're able to let you know think the way you think to get to there, but it's not. Instead we get it wrong or points taken off because of it. And it teaches us to live in this robotic conditioning that you know, one size fit all and you do a b and c to get to D and it's just it's just not a way you're going to really grow your business to unrealistic results. Anyone? Not you?



Carissa Andrews 09:44

Yeah, no, I don't mean that's so true. Like I even think of my daughter she's she has always been in like accelerated math. And if she like she can get to the answer very quickly. And if she doesn't follow the steps and write it all out, then she gets points docked and she's like, but no, the answer was right. So I complete I agree with you there. It's like, Ah, it's so it's so frustrating the way that society has put us into these boxes and tried to make it seem as though the creative mindset isn't valid, you know, or that it can't be valid, right? It's just, it's wild.



Joey Drolshagen 10:15

And you get into corporate America. And it's like, the whole thing is to shut that down. Do your 90 day goals, your six month goals, your one year go to three year old five year Bolin and things like that. And then you come up with your plan A and plan B. And then you come up with what's your recovery. What if this happens when you got to do and it's, it's all done through here, which is our logical mind, which is such a limited err, way to open up creativity. When you look at musicians and you look at artists. They have that creative flow that they're in. And when I work with entrepreneurs, it's about getting into our business owners or even professional salespeople. It's about getting into that flow, where all of a sudden things start that we desire, start showing up easily. And we're not working exhaustively to try to make them happen anymore. Right.



Carissa Andrews 11:03

Right. Abraham Hicks calls that efforting like we're trying to effort all the time. Yeah. And that doesn't.



Joey Drolshagen 11:08

I went and saw her one time.



Carissa Andrews 11:09



Carissa Andrews 11:09

Did you?



Joey Drolshagen 11:10

In not Charlotte, but somewhere in Carolinas and I got called up in the hot seat.



Carissa Andrews 11:17

How awesome!



Joey Drolshagen 11:18

It was awesome.



Carissa Andrews 11:19

Cool. I love Abraham Hicks. I love Esther too. Obviously. She's amazing. Okay, so I have to ask that like you've had this this VP in sales going on. But now you transition to coach and author like what inspired that change was there like something specific that triggered that shift over?



Joey Drolshagen 11:35

When I was 22 years old. I knew I didn't want to go into to what like the blue collar that my family was in, I didn't wanna go into white collar I didn't want to go into corporate I wanted to just be open, I want to inspire, motivate, and lead millions of people to live better lives. And at that time, Chris, I didn't know how to do that for myself. I told you I was struggling. So I became as I thought I would end up being a minister or a pastor someplace. And I am an ordained minister. I don't lead a church because I don't like the politics. But I enjoyed guest, you know, doing guest services and things like that, and speaking and working with people in individuals and groups. But yeah, so then as I went through, and I was just a continuous student, multiple programs, multiple, you know, self study, books, programs, you know, three months, six months, one year long, and everything else is something and I kept struggling not getting much results until I understood the conscious mind. And how the conscious mind is what triggers the brainwaves to the actions we take or don't take. So if we have in our, in our conscious is our habits, our paradigms, patterns, our belief system, you know, all that's in the subconscious. And so, if we don't do something to change that we can never break outside of that it's never outside situations. You know, I'll talk to realtors, and they'll say, Well, there's not enough inventory, there's too much competition, there's, you know, unreasonable sellers, this and that. So but it, this, there's people out there who are like killing it in the same economy where this person is struggling, right. So it's not about that it's about our inside conditioning. And then I was incorporated. Like I said, Vice President, I helped multiple organizations in bankruptcy to get back to profitability. And the last one I was at, my dad passed away, this is about 14 years ago, I already had a couple of certifications in what I do, but my dad passed away. And a year later, my mom just didn't want to be live without him. And she passed away a natural causes.

And I found myself an orphan, right, and I'm still doing this corporate thing, I'm still going to this place I don't want to go to I'm still you know, and I just got to a point, the last place, we got new owners to come in and you know, \$12 million of cement into the organization and instantly took them from a three, eight to a five week and I said, I'm done. I'm done. I had already been speaking and stuff like that. I had a couple of clients I'd worked with, and I just resigned and I moved down here in the mountains of South Carolina, and I've been building ever since the day, it just launched and took off. And then COVID hit and it dropped back that lot. And now I'm in you know, launching it back up again, stuff. And, you know, I struggle sometimes we all do with that some of that conditioning, you know, because we get it quieted down, we get it changed over we start following that. And then at some point, something that happened like COVID, and all of a sudden, you know, I'll have 16 scheduled events that'll cancel cancelled in like a matter of a day and a half. You know, it's like, oh my god, what am I gonna do? I gotta figure this out. And I went right back to my logical mind, because that's, you know, how I've been conditioned. And I'm trying to figure it out. And it's hard and I'm taking massive actions, working exhaustive hours and everything. And then I got another coach and started working with them. And he helped me get that alignment again. So this is funny, he would have me leave my office, leave my business and go out to Chattanooga, Tennessee, hang gliding, because that's a hobby of mine. Okay, and I'd go out there for like four or five days and while I'm out there, I'm setting up the glider put it together, getting ready for another launch, and I get a phone call with somebody out of the blue. There's a herder podcast a year and a half. That was a year and a half older. Something happened. And all of a sudden things happen out of the blue. And then then when I came back from there, you had a couple of calls, and who became clients, and then the I'd love pillar, impeccable. Okay, I can't get enough pickup, I was paying 12 to 15 hours a week of pickleball, and tournaments and things like that. And what it did is it kept me out of here to keep me out of my logical mind of how I'm going to fix this business. And it kept me out there. And I came in and did the things I had to do. But I didn't sit here and trying to find my logical mind, figure it all out. Within a month and a half, I went from two to 12 clients.



Carissa Andrews 15:33

Wow.



Joey Drolshagen 15:34


that is amazing. I love it just flowed. Referrals are somebody I worked with who came back, you know, it just like, boom, boom, boom, and it started lining up. And today, that's how I live, I do what I have to do. If I get a spark of an idea, then I follow that. But I don't sit here any longer and try to figure out from my logical mind, how to make my business better, stronger, more impactful, whatever it may be. Right?



Carissa Andrews 16:02

I teach that often where the house is not our responsibility. That's like the steps Yeah, station. Yeah, yeah. So if you don't decide you're locked in the trust, it's yours. And then you take the inspired action when it arrives. So manifestation for me is really a big thing. And I love that the house is not our responsibility, in some ways, because I'm I'm a double Virgo mental for me

understanding the how, was like a superpower in some ways, like I can see strategically, like we were talking before the show. And when I realized that that's no lot. That's not my responsibility, but the How will show up. It was like, such a profound, like a wake up moment where I'm like, that would be such a relief. But that's not my responsibility.


 Joey Drolshagen 16:40

Yes, yes. I mean, it just lightens everything up. Yeah. And I'll tell you, I traveled three to 5000 miles week after week after week. For years, I missed my only son's first birthday, because I was traveling, trying to, you know, thinking I was doing the right thing by building my sales territory, you know, and yeah, and got minimal results. When I learned this stuff started applying this stuff. I took a \$50 million organization with one sale of \$25 million a year to a \$75 million. Corporation. And it was easy, and it was fun. Right?



Carissa Andrews 17:13

I think that's the key to fun. Having fun with it. Yes.


 Joey Drolshagen 17:17

So I've had clients who have gone from like \$7.5 million in revenue for their highest year. Within 12, calendar months, almost toppled \$23 million. Wow, that is so cool. And the only year of their adult life that they took five weeks of vacation in the year that they experience that growth. I mean, I have story after story after story of success stories of people I've worked with. But when people hear this, a lot of times they'll go well, that's that's BS. That's unrealistic. It's BS. And that's Yeah, I used to think like that, too. And I haven't been into not experiencing unrealistic results. And what we want is we want our life to be incredible with what we do we want to be super successful at what we do. We want on realistic results. But then our subconscious conditioning is that limit that says, you know, that's unrealistic. So you can't you can't expect you're going to achieve that.



Carissa Andrews 18:12

Right? What do you think it's like the biggest limiting belief that crops up then like, if with all the people that you've worked with, when it comes to that, you know, when they're doing all the things from the outside, like if someone did an audit of their business, it's looking like they're doing all the things right, but they're not seeing the growth that they want. What do you think's going on there?

 Joey Drolshagen 18:29

Typically, it's some kind of conditioning, you know, a lot of business owners I've worked with one of the things that's common across, you know, maybe not 100%, but across pretty much across the board is, you know, as a business owner, you want to spend a majority of your time working on the business. And so many business owners I talked to talk about wearing so many

hats and everything else, and they're spending all their time working in the business. Yeah, and just a little bit of time working on the business. And it's coming from, and I'll tell you, we talked about but the logical mind, you know, I call it my Antichrist. And the reason I do is the reason I do that Christmas because I can't be living through the Antichrist here to control my life and figure it all out the house and everything else in my recovery plans everything and still be connected with with coincidences with what I call higher power, which for me is God but you know, universal with anything, whatever that is, I can't be connected with both I have to, and I get to choose one or the other. So the reason to pick up all the reason that things like that is it gets me out of living from here and opens me up to be in depth flow. Right, and are in that flow. So many people are worried about being lazy. I had a guy who was talking to it because I talked about you know, you got to lean into what feels good and he goes well, it would feel good to sit on the couch for a week and eat chips. Like okay, because I can't do it for a week. I go do it for a weekend. You got to work Friday, get on the couch, grab as many chips as you want. Like go there, you know and Saturday, and then do it again on Sunday. A and to see what happens. And by Saturday, midday he was born. Okay, that's what happened. Because we have a drive we have a spirit. And when we allow that to come to life, it's not going to allow us to be lazy, it's not gonna allow us to pull away, it's not going to allow us to not have that impact of that purpose, what we're here to achieve and what we desire to achieve. So we lean into that a little bit, you know, my Pickleball is tapered down, because my businesses is you know, where it's at and stuff. And I'm getting ready to kick launch Institute to certify other coaches now in the SMT method, I'm hiring coaches to come on and cover some of the overflow from the clients, you serve with the SMT method and such, so it like, you know, this morning, I got up early, I got up at six o'clock this morning, because I'm doing my own landscape. And I enjoyed doing that, you know, and so, you know, I went outside and puts spy out 12345 Out of six plants, you know, that that planted and stuff like that, and it's phase two, and it's so and I do that, and it just charges me up. And then when I do that, when I allow for some downtime, which so many business, even author, so many business owners, authors, professional sales, you know, whatever it is, is they're afraid to take that because they're not being productive, right. But sometimes that's the most productive time you can spend. Because that ignites that creativity. That's why I love windshield time.



Carissa Andrews 21:23

Yeah. Cuz you got nowhere else to be. So you may as well start thinking.



21:27

And it doesn't take all your capability, you know, what I finally figured out is, you know, I have to, like, my mind's got to help me to steer the vehicle, keep it in the lane, keep the speed, whether I got crews on or not, you know, things like that turn signals, and all that stuff. But it's not fully engaged so that I can open it up to be creative, and just allow creative thoughts to come to me. And I'll tell you, even in sales after I learned this stuff, that \$25 million contract I talked about, but many more, I would just be driving. And I would just get a thought of somebody, like, oh my god, I never checked back with him. And I called the person up. And I would there's multiple times I hear something like, oh my god, I forgot I got your quote. And I'm getting ready to place that today. Or I don't see your quote here. I'm getting ready to place it.

So can you send it over to me real quick? And like every one of those times when that's happened, it's led to me getting receiving that order. Isn't that great? It's like, yeah, because that would not have been on my exhaustive to do list or something to do.



Carissa Andrews 22:24

Yeah. Because you're so busy with when you're so busy with momentum of thought, all of different things that you're working on all the things you think you have to do. Like you said, there's not that visionary time, almost that expansive openness to receiving whatever is coming or trying to come through because sometimes I think it's still trying to come through even when you're ignoring it. Then all of a sudden, you're open to it. Yeah, that's so good. Yeah, I think that happens to all of us. That's where some of these great ideas come from. I mean, I've been stuck in my writing. And I'm like, Oh, I can't do this anymore. But my daughter is over here, like, Hey, let's go watch a show. And it's like, Okay, you go watch a show. And then all of a sudden, an idea pops in your head halfway through the show.



22:58

And you're like, you know, another thing that works well, because I've done quite a bit of writing, published two books so far. And I'm right now another one for the SMT working out another one for the SMT method. But um, one of the things I found that works for me is when I ever get stuck, I call a client, I'll call another coach, I'll call some business, you know, someplace, somebody I know. And I'll talk to him and find out how I can help them in that area. Okay, every single time I do that, Chrissa it opens me back up.



Carissa Andrews 23:28

Oh, how good is that? What a cool way to do it. Instead of you working on yourself and getting yourself probably more stuck. It's now out of myself. Yeah, good. Yeah. So smart. Okay, so I think we at this point, we need to talk about the SMT method. What is it? Can you explain it for my audience?



23:45

Yes, the SMT method stands for subconscious mindset training. Love that. And I'll explain that really quick. We have a conscious mind in our conscious mind is our knowing bits where we know what we want. But in our conscious mind, it's the words we use the thoughts, we entertain the people, we talk to the books we read, you know, the what we watch on TV, all of that in our conscious mind, and we have control over it. And then we have a subconscious mind. And all of our subconscious mind does is absorbs whatever's in the conscious mind. Within the subconscious mind, those are what I call this motherboard of all of our programming, our experiences, our habits, our patterns, our beliefs, you know, all of that, in fact, Chris, we don't even have to experience something to have it embedded within our subconscious memory. If somebody can tell it to us over you know, like, like, you know, and we absorb that as being absolute truth. And so what the subconscious mind is what triggers the brainwaves to the actions we take or we don't take. So that's why there's that gap that disconnect between

we know what we want, but we're not able to take those actions to get us there and what the subconscious mindset training is built on it. is that it helps identify what that conditioning is, and then quickly shift that. So it opens up the door for more of that knowing to be aligned with the actions we're taking, and bring about the results that we want. That's so exact, literally removing that gap between the conscious and subconscious mind, which brings total mindset alignment.



Carissa Andrews 25:19

Right. I think that's so powerful to my, in my manifestation courses, and I have a membership called your future self. So it's myself and then my friend who is a Board Certified Clinical Hypnotherapist. So we have either hypnosis or we have meditations, literally trying to help authors shift their mindset out of whatever limiting beliefs they seem to be having around whatever in their other career. At this point, I think we have like 120, together between the two of us. But I think it's so powerful, because so many people don't realize how, how much that subconscious aspect of their mind is running the show. And even I mean, no one is like immune to it. You You think you can cover it up? And you're like, Yes, I'm finally broke through it. And it'll rear its ugly head again, at just a different level. And you're like this again, I have to go through this again.



Joey Drolshagen 26:06

Yeah, one of the business owners I worked with as a wholesale company in Ohio. And he came to me, and he was doing \$30,000, he was doing \$300,000 A year, okay. And he had a line of credit, he was relying on to cover the gap between his his costs and his revenue. And all he wanted to do was get to \$500,000 a year because he could start nickel and diming down that line of credit. And 112 months that we work together, his business went from 300,000 to \$3 million. And with what you were just saying, that was a few years ago. And he's maintain that the person that hit almost 23, there have been maintaining that for five or six years now and kind of you know, adjusting upward a little bit, but not huge strides. So this gentleman's at \$3 million. He comes back to me last October. And he said, Man, I'm really frustrated. And I go, why what's going on? He said, You know, I, I want to get to 5 million, there's something blocking me I just can't do it. You know, and that's to what you were talking about another level of the onion, right? And I laughed at first what he did to when I explain because I go. So you only want to get to 500,000 You're at 3 million and you're frustrated. You can't get to 5 million he started laughing You know, but that's the human condition right there.



Carissa Andrews 27:21

Yeah.



27:22

We want higher mountaintop that that's great, because it keeps us in drive and things like that. So. So now we're working to go to that \$5 million number. And he's on his way.



Carissa Andrews 27:32

That's so good. Yeah. And it's, it's so it's so crazy how we can trip ourselves up. But as soon as you as soon as you can look at it and like kind of laugh at it and go, Oh, this is the same devil really honestly, it's like, I just need to like shift it again and start working on the shift, then all of a sudden things can can be shifted?



Joey Drolshagen 27:49

No. And you know, it's kind of fits in. But that's up to you. But you asked me earlier, you know, we talked about the commonalities. And another commonality with most most clients I work with, is I have to get them to slow down.



Carissa Andrews 28:03

Have more space space.



28:05

Our intuition like things like that, you know, the universe, we can guide, whatever you want to call that, you know, it's only as loud as our willingness to listen, right? So if we're doing 150 miles an hour, we're passing by all these opportunities to allow it to show up with ease. And we don't even see him. We don't even recognize them. Right. So then what happens is things aren't working. So what do we do is we people will tend to work harder, and I have to get them to slow down a little bit. Yeah, get into that alignment place.



Carissa Andrews 28:33

That is so smart. Like I think about the indie author industry. And like we kind of went, because it's such a new industry. People thought that, okay, the people were really killing it in the marketplace, it's those people who are rapid releases, they're putting out a book a month, they're doing all the things, they're they're just one book after another they're, it's crazy. And then so many of us are going Why isn't not working for us. And it's like, because it's like 1% of the population where that feels good to them. And it actually is in alignment with them, and how they work. The rest of us are like, we need a little more to absorb and think and process and play around with ideas and you know, do all the things. It's just, and I think you're so right, because like when I first started my businesses, whether it be the author side, or whether it be author revolution, it was like if it wasn't working there, it was like a dog with a bone. I need to figure out why not, why not? Why isn't this working? I'm a smart person. I know how things go. I got A's in school, like, you know what I mean? But it's so crazy how like real life goes. But in order to get ahead, you kind of have to chill out and listen to that higher that higher part of yourself.



29:35

What's what Yes, absolutely. This is great, because what you just talked about, you know, as the other thing, we're within the SMT and every client I work with is you know, you've heard the terms the squeaky wheel gets the grease, right? Which means whatever squeaking whatever problem there is, is what we were gets our attention it gets our focus, right and then the thought is okay, I'll fix this and everything would be going fine. But what happens is then there's another squeaky wheel The squeaky wheel know the squeaky wheel. And it goes on and on and on and on. And I've seen organizations, you know 170 \$5 million organizations go into bankruptcy following those squeaky wheels. And the last organization I worked with, and every client I work with today is the same way, I would go into these meetings five days a week for senior management and stuff. And we'd sit down for an hour and a half, two hours, and you just hear problem after problem after problem. And from for every single day for over a month. I'd say Mac and we talk about something that's going well.



Carissa Andrews 30:32

Right



30:32


We so often pass over our successes, we so often minimize our successes. Where when we focus on the success, and it's another word, what I do with my clients is I help them have the squeaky wheels be their successes. Because when we focus on that, and then the organization that I did this with is is we went finally one guy that works on smaller parts and Okay, almost out of frustration like okay, fine, Joe, you know, and he said, we had this problem, and we had like a 36%, scrap rate, whatever it was out number number, and we made this change. And now we're down to a scrap rate in the team's waste said that and the guy on the other side of the room that handles a big part said women, what's the problem? He told him, he goes wherever the same problem, he goes, Well, here's what we did. And so not even, like maybe four days later, the guy with the big parts comes in, he goes, Oh my God, we took our scrap right down into single digits applying that change. And then all of a sudden people would like look at me, like, Are you a magician, like what's going on. And we got lined up in that. And do you know, within a two and a half months, three months from there, we had new owners come in, we dropped \$12 million in operations and take them from a three day a month to a five day a week operation. Oh, my clients, when we start focusing on what's going good when we start celebrating those successes, which is part of every coaching call I do, whether it's individual or group, you get into celebrating those, we open up and get into alignment with more successes, when we get into when when the squeaky wheel is the problems of our life. And we get into that we just see more problems and more problems and more problems.



Carissa Andrews 32:14

Right? Because you're always looking for evidence of the thing that you're focusing on. So like Abraham Hicks talks about the stick, right? The desire stick, you're either focusing on what you want, or the absence of it. And so which which end of the same stick Do you really want to be focusing on? Because now that's the evidence that's going to be coming into your awareness? So yes, yeah, it's so important to to be aligned, aligning yourself with those successes. And I like high achievers, especially, there's a lot of authors who are high achievers, especially those

who can write and publish quickly. And they, they don't stop to celebrate that they just published a book that they just got another one done or like anything, that they got more reviews today, but it doesn't matter. They're just like, but it wasn't enough. Well, then how can you see the successes when they do come? If you're not looking at the little successes, right, you know, racking up right now. Right?

 **Joey Drolshagen 33:00**

Right. And it just builds upon them, you know, and that's, like I said, that's one of the things that's different about like I've learned through a lot coaching I've gone through is there's the I have your roadmap to success, you know, we have your pathway to success. And you don't even know me, you don't know what I do or how I do it. How can you know you have my pathway is one of the things I question now. But also with that is they have an ABC plan, everybody that goes through that does a, b and c, and they're supposed to get to D. But what happens is less than 1% of people following those programs ever achieves anywhere near what the person who built it did. And so that's why the SMT method is built with a pathway that creates a unique journey for each individual that goes through it. But when you get done with it, you have your say, roadmap, you can apply that to any other endeavor business, whatever it is, and you already know what that is for you and will work for somebody else. Yeah, worked for you in bringing about the same results you experience, you know, through that as you're going through the program.



Carissa Andrews 34:02

That's so good. So let's talk about your books too, because you're obviously aligning all of your your writing to go along with this as well. So you've got a book called align manifest transform, and in it, you're bringing individuals into alignment, love that word, love that terminology, all the things. What is the process for helping someone then identify what they truly want to achieve? And like, particularly in this creative field, like how did they get to that point of understanding what they really want? And I'm assuming that's the thing that also kind of blocks them if they don't recognize what they really want.



Joey Drolshagen 34:31

Yes, no, yeah. And you remember I said the SMT method is about identifying that conditioning causing limitation. And then we can shift that quickly and start opening up that doorway. So every individual organization, I work with sales teams, whatever it may be real estate offices, whatever. It's developing what I call a dynamic vision, and it has a roadmapping tools in it to go through and again, to create a unique experience. And like I said, That gentleman that you know, went from 300,000 to three million dollars, all you want to do is get to \$500,000. And I couldn't get him to believe beyond that. So I work with the clients. And we get that expanded some, because I know it's the desire is in us, we just so often cover it up and push it down so far that because it's it doesn't make logical sense. It's not realistic what we truly want. So within the roadmap rituals helps tap into that and bring it out. So he got to \$700,000 and that he was still excited for it. But he also had no idea how the heck that he could do that. And that's where I like to get people where you're excited, you can almost see it there. But you don't know how you're going to do it. Yeah, and we use that. And then as we hit 500,000, you

know, so quickly, he's going man, we can up that and you upped it to a million that ended up you know, and then the three it's up, and it's how it happens. And same with the person who went from 7.5 to \$23 million, and continuously within the 1000 clients I've served over the past decade, it's been like that, you know. So in developing that vision right away, we start tapping into that conditioning. You know, when I do a workshop, I have people put their hands up. And I'll say, tell me when when it's outside of your realm of imagination, you know, what you can see for yourself, and I'll say a revenue of \$100,000. Every year, people keep their hand up, I'll say 250, maybe one or two hands come down, I'll say 500,000. You know, and by the time I hit like, multiple millions, there's no hands left up there. And what I tell people, that's your limit right there. So I go through those buffer the whole thing with developing divisions going through those exercises to find out where is that limit? And then we start talking about that and building what what would it look like if that. And as we do that starts building where they start seeing it and more now, and helps expand that. And then what did everything else in the SMT method is dealing with a lot of different avenues. Like I said, the slowing down a lot of things we're talking about and more, but it's really at its core, is traversing the gap from where someone is now to where they want to be. And as we they follow the pathway, it starts bumping against that conditioning again. So we can we can, you know, be aware of it, we can shift it and open up the doorway. And so if you think about it, you know, we're a lot of things are like treasury and things like that. This is exciting. Because you know, as you identify, you're going to shift it and more your vision is open up, you see results very quickly, in the changes happening and stuff in your life you don't like not just your business. But that's why I say it's all about personal. It's all about personal transformation, but it's aimed at rapid business growth.



Carissa Andrews 37:34

Right? That's so good. I think that that's part of the reason why I have a couple of coaching programs that are called millionaire author. And the reason the only reason I named them that was because I was seeing authors like thinking that word Millionaire was so out of reach, that it would never happen to them. And so it was about like, kind of throwing it in their face a little bit and going like, can it be this way? Can you actually get to this? Yes, you can. So it's just, you know, it's that tweak that mindset shift, because you're right, so many people, and it doesn't matter if they're authors or not, are so stuck in what they think they get to have. It's wild.



Joey Drolshagen 38:07

Yeah, and I, you know, I can work with, like, you know, within the SMT method, I've worked with people who have a job, and they just can't stand it, and they want a better job. And they've gotten that, or people who are in a job and maybe have started a business maybe haven't yet, but they kind of, you know, they don't even know sometimes what they want to do, but they just know they can't stand the corporate world or whatever, all the way up to people who have been in business for you know, like I said, 1318 20 years and things like that. And I can help them to get into alignment with start with that vision and build that business all the way. And then I can help as well with a consulting side to Job benchmarking and bringing in ideal clients because as soon as you build the business, the next thing is you need a team. So I can help do that. And really take somebody from being miserable in their job, all the way to having a sellable organization. I don't do the sales, but all the way, you know, built through that pattern

all the way to do that. For adults, and I'm so blessed that I get to be a part and see this with people. And all I have to do Karissa is the most fulfillment I get in my life is I just get to live with a servant's heart. And I get to help people achieve what they want to achieve. Right?



Carissa Andrews 39:17

Well, I'm seeing that transformation too. I love that transformation effect of seeing things go from like, Good to Great like to really exciting and like just, like amazing. That's always been something like even when I was in school, or if I was driving or like riding a bike, it didn't matter what it was. It was like I always loved to see the transformation for myself. But then when you could start helping others achieve those results as well. It's just it's almost more addicting in a way because it's like, Oh, isn't this awesome?



Joey Drolshagen 39:45

Yeah, it seems you know, and then some of the things that happens like I just found out for the fourth year in a row. I've been nominated as one of the top 20 or 25 business coaches in the United States within the New York No. And then this year, they called me and said, because they sent me a thing you'd say you've been, you know, you've been selected, you're you're one of the top 20. And which is awesome, because it's all based on the impact that I'm having in people's lives. So it's not a personal look at me thing. It's like, this is the SMT. Or works, the method works, you know, and this year, they call me up from a conference room and they say, Hey, we just want to let you know that you have the number one spot this year, and it's like, I'm so blessed.



Carissa Andrews 40:29

That's so amazing.



Joey Drolshagen 40:30

I'm so blessed.



Carissa Andrews 40:33

When you started writing books, when you started doing the coaching, did you ever see yourself in this position? Where it was that part of your like, own training on yourself?



Joey Drolshagen 40:41

You know, what, as far as I could get with my vision? Was that I is I want to impact millions of people's lives. Yeah, my life works. Right. To me. That's as far as I didn't know how, you know, we talked about that to how I didn't know how or anything else in the avenues. I didn't know

back then when I developed that vision that the SMT method, I didn't realize it was being created in my walk. Okay, it's not something I could have done alone.



Carissa Andrews 41:11

Yeah, yeah. Oh, that's so called. And that's just part of being open to like not, not having to control all the pieces, being open enough to receive the Inspire guidance and kind of just trust it, knowing that whatever is coming to you is going to lead you to the thing that you're kind of already asking for, even if you can't fully envision it yet. You know,



41:30

yes. Yeah, one of the main things I look at when I meet people and talk to them who desire to change and things like that, is do they have a beginner mindset? Do they have an open mind? You know, so many of us are conditioned to say, I know, I know, I know, I know, and I get on the phone with a lot. Yeah, right. And we're conditioned to know the answer, right? We're conditioned to figure it out, you know, and everything else is so. So I have to look deeper into that, like, you know, the way I define a beginner mindset is, you know, we all know a lot of things, you know, a teenager is no more than anybody, right? And then when they get into alpha, we all know a lot of things. But a beginner mindset will say what can I take from here and add to what I already know. Right? Because somebody that's in that I know, state I can't really do anything for because they know everything they're gonna know they can't grow and expand that. So I have to look for people who want to add, and usually pain is the motivator to them open mind because pain will push us into change. Pain will push us in that like, even with like how I said that about the unrealistic you know, a lot of people will say it's unrealistic. Somebody who's locked into that is not somebody I can help. Yeah, because their own visions are not realistic for them or their true heartfelt visions or not, desires are not realistic for them, so they won't chase them. Yang will push us into opening up a little bit.



Carissa Andrews 42:59

Right? And then all of a sudden, you start seeing things from different perspectives. And you're like, Why was I so stuck there? So weird? Yeah. Yeah. Okay, so you've got a second book called called life's lessons. And you just you discuss learning from your life's lessons without judgment or anything along those lines? Is there a way that authors can apply this kind of mindset to their publishing process, especially when they're dealing with things like criticism or rejection when it comes to or? Or even like lackluster launches? Like how do they get over some of the life lessons from that sort of situation.



43:29

You know, in life lessons was my first book, and it actually came out after my mom passed away, you know, I think it was part of my healing to write it and stuff like that. And, and it was a process of my life where, like, I was so tired of life happening to me, I was so tired of being the victim of all this negative bad stuff, and everything else and stuff like that. So I was like, Man, I don't want to live like this pain. Yeah, I don't want to live like this anymore. And so what I did is

I started looking into things and everything, and I came across it, you know, now you hear it all the time. But I didn't hear it back then is, you know, I had the shift that to life is happening for me. And that to me, means there's a purpose and a reason. So then I took that, and I started going forward with it. And I couldn't get too far. Because it was like, Well, this is bad. You know, this is, you know, like, this isn't good. You know, somebody stole from you. That's, that's not good. Like, how can I you know, and so what I had to do is I had to learn, I had to remove judgment completely. There is no good or bad, there's no right or wrong, fair, unfair, none of that stuff. If life happens for me, and there's no judgment on what's happening, what is it trying to teach me? And the moment I did that, it opened up a doorway for me to understand things that happened way in the past. And then I was experiencing them. And I could understand what it was teaching me. So it's really done in a way. That's actually that's happening in my Life in what the lesson and I learned from those, and I go through it and talk about, like, you know, the judgments and things like that of those events and stuff like that. But like, what I ended up learning from that, and today, I still get to live like that today, I still get to live in life happens for me and that to me, and I get to understand how life is, you know, what it's teaching me?



Carissa Andrews 45:20

Yeah, I think that's so powerful. I mean, there's so many people, I've interviewed a number of people who have just really had a struggling childhood or struggling like beginning part of their life. And if they hadn't gone through that if they hadn't have experienced those things, they wouldn't be the person they are now they wouldn't have the career they have the kids, the family, the the mindset that they have now, all the things and so when you look at it, like you just said, without the lens up, like things only mean what you tell them, they mean or telling yourself that they mean. So when you say it's, you know, it's all working out for me, this is all here to give me experiences that are going to lead me ultimately to thing I really want, then you're you're, again, going back to alignment, you're going into the alignment flow of wherever life is trying to push you along, you know, you're on that river, going to where you're supposed to go.



Joey Drolshagen 46:07


Yeah. It's more of a flow, right? And going back to, you know, to just, you know, directly answer your question about authors who get negative, you know, reviews or things like that, and stuff, you know, it's, it's life's happening for me. And that to me, and I take the judgment out of things, the negative reviews, criticisms, things like that. I can understand, like, what I can use from that. And what part of it is that other person's opinion that really has nothing at all to do with me, it's where they are and where they're coming from. Right. And when I can do that, I get more lessons, because there could be some things in what they're saying that could really help me write?



Carissa Andrews 46:53

Well, I think sometimes to their authors, especially, because authors are such deep thinkers. I think sometimes there are certain authors who are ahead of the times. And so when people aren't understanding or connecting, it's almost like they think that they're doing something


wrong, but it's just that the majority of the population hasn't caught up to them yet. Like they're not there yet.

 Joey Drolshagen 47:14

It's like being in that math class. Right? Right. And you're never the way to calculate it in your head that works quicker and gets it's exactly that, right. But our culture will tell us there must be something wrong with me, because everybody else is like this. And our culture will tell us if you're not following the robotic conditioning that you're supposed to follow, then there's something wrong with you. You're an outcast. Right, really. That's the people that need to come forward with that and open up and be a gateway for other people to bring their uniqueness out.

 Carissa Andrews 47:44

Yeah, yeah. I so agree with that is so great. And you, you also talk about fears, right? You emphasize getting on the other side of fears. And I had a conversation with one of my author friends about fears, basically being the same thing as like exhilaration and joy if you actually kind of look past some of those fears. So how do you believe fear impacts people's ability to create or step into what they can truly receive?

 Joey Drolshagen 48:08

So yeah, I mean, fear and excitement are very close, you know, a difference between action. There, when we get fearful we go. Yeah, hold, we restrict. We're excited. Cool. We exhausted? Yeah, that's really the difference. So one of the things I'll do with people because we all face are, if we're going to experience anything, if we if we're going to have a vision, and not know how the heck to get there, that's going to be fear involved. Right. Last time, I went off a 2000 foot mountain top with a Hangout chat strapped to a hang glider. There was a fear. Yeah. And what one of the ways that we overcome it is that desire for what's beyond the fear, and getting into that place, will minimize but there will always be some level of fear. I remember the first time I was asked to talk in front, it must have been 350 500 people and they said, you know, come up on the stage and stand there when when you hear it started introducing and then come up there, you know, and I was standing there. And I swear if they gave me another three seconds I the book because I knew the closest doorway was that I counted the steps. And as I stepped up, there were two steps and then the stage and I took the first step of the first one and it was just like hang gliding the first step. I could feel my heart just moving. Right and I took up the next step, or the same thing with second step. I think I could feel my heartbeat in my throat. Yeah, and then when my foot touched the state or hang gliding when my feet left the ground. The fear was gone. And the experience of a lifetime began. Right, right. And then it's like that and that's what it is. Our fear is so wide we can't get around it but we spend our whole life trying to it's So Todd will never get above it. But most time our fear is going to be paper thin and it's going to feel the strongest, right when we're at that edge of our greatness, right? So learning to manage fear is necessary in order to achieve what we want to achieve. But we can have fear, but ticket the heck out of the driver's seat of our life, because so many people will when they get in that conditioning, the fear base is one of the things that happen. And sometimes it'll be fearful. It's like, nope, and they'll stop. And people will not even take a single action into their biggest desires, because of the fear. Right. And when you look at it, we

talked about entrepreneurs versus corporate and things like that. So when you look at it, true entrepreneurship is about that flow, it's about that creation, it's about not knowing that how, which means we're taking the actions as they're showing up. And we're taking those actions. And we're just adjusting kind of like that river in a kayak, you know, I'm going with the flow, and we go around the river. But just like that, you know, you're going down a river, and I'm suddenly here in a vial of water and everything else, it sounds like it's you think it's Niagara Falls by the sound of it, right? And you get around there, and there's rocks off to the far corner. You know, who are some people will pull off and get off and be done there because of their fear, where you go around, and you realize it's just some rock buildup on the far side that you're not even going by? You know, and that's how fear is, but we have to learn to manage that to achieve unrealistic results and achieve those greatest desires that we have in our heart. Right?



Carissa Andrews 51:24

Well, and I think that's so true, because there's so many ways that authors will keep themselves stuck. But people in general keep themselves stuck because of those fears. And yet, if we just kind of tiptoed into it sometimes you realize it's just amazing on the other side of that, so I agree. Okay, let's let's talk real quick before we end this, though, about exploring, like, what are you exploring right now? Are you learning any new techniques? Are you working on any new books? I think you mentioned that you are working on a new book. So where are you at right now, when it comes to all the things.



51:54

One of the other areas other than a servant's heart of getting to help people is I, I love being a student. As long as I've been doing this over three decades and stuff, you know, and as much as I learned and experiences, I love that Pete in that place of continuing to grow and learn. And so yeah, I'm always looking into things, whether it's different books and stuff like that. One of the things I'm looking into right now is I've never launched an institute to certify coaches. I've been to, I've never launched my own and now it's like a whole new learning process and a whole new vision, a whole new excitement level going through that. And there's some fear attached to that, too. So that's one of the really big things I'm doing right now is getting that organized. So we can launch that. And I expect this probably going to launch sometime this year, or early next year, that will launch the incident. And, and yeah, and I've always developing additional add ons for the programs or things like that. So you know, I have the exact programs that are under it. But I've created a self study, and I continue to expand within those programs. As I learn more.



Carissa Andrews 52:53

That is so good. So what is the what is the book called belt that you're working on as well? Like your method?



Joey Drolshagen 53:00

Yeah that's what I'm working on right now. The SMT method? And yeah that's great. And

Yeah, that's what I'm working on right now. The SMT method. And yeah, that's great. And people have been telling me man, you can go to a ghostwriter and doing stuff like that, but I just feel like it's supposed to be from me.



Carissa Andrews 53:10

I would think so. Yeah. You know,



Joey Drolshagen 53:13

yeah. So I know AI does all this incredible stuff now and everything. But I feel it should be my words, the way I talk the way I've learned the, you know, the examples, everything else should come from?



Carissa Andrews 53:25

Oh, yeah. Yeah.



Joey Drolshagen 53:26

You know, what was created through?



Carissa Andrews 53:28

Absolutely. Do you know when it's going to be coming out?



Joey Drolshagen 53:32

No, because I'm, so you know, that's one of the areas where I can kind of procrastinate on this stuff, you're clear. And then sometimes what I'm learning to do, though, in a good way, is instead of procrastinating and wasting time and procrastinating, and all that that leads to, is I just go, this isn't the moment for me to do this, right. And I'll lean into what feels good. And when I do that, usually, once a week, at least, I'll be like, you know, I want to write some more of that, you know, the table of contents and stuff like that I want to get into, I want to make sure I capture this, I want to make sure. So I'll just take some notes on the different, you know, areas and stuff like that, and knowing and lock them together. Yeah,



Carissa Andrews 54:12

I think that's a powerful idea that a lot of authors need to realize, because when you're so many of us get into this burnout phase where you're doing all the things and you've been working on it for a while, and you fall out of love with the experience of writing, and then they keep trying to push through it. And you're like, but do you need to though?



54:31

Business owners are the same way but but authors medical industry, you know, I've worked a lot with medical facilities and things like that after COVID And while COVID was going on. So as far as the same types of things and stuff like that is yeah, we we exhaust the fun out of doing what we're doing in our passion for doing it. And some people will literally leave and not do it anymore. And then they have it has a negative, you know, kind of a negative thought for them about it and everything else, when they're really passionate about doing it. They just exhausted themselves. Yeah. You know, took away the passion for it, you know, I mean, like, diminish the passion in it and stuff.



Carissa Andrews 55:10

Yeah. And so just trusting that the right timing will come about is it's so key. It's really about just so many of us need to realize that listen to that message, like, let go and just trust that you're on the right timing. Life is working out for you. Right? The experiences are working out for you. If it doesn't



Joey Drolshagen 55:25

feel good to do right now. Find out what does feel good and do that.



Carissa Andrews 55:30

Yeah, so good. Okay, so joy, where can everybody in my audience go to find out more about you about your books about your programs, the Institute? Where do they go?



Joey Drolshagen 55:39

I assume you'll have my website on there, because it's kind of a long one. So anybody can schedule a call with me a 15 minute call at coachwithjoey.com. And I love having these conversations. I love helping if I can help somebody and you know, leaning into them as if I love doing that's my life, you know, and so coachwithjoey.com they can find a date and a time that works for them. That's my personal calendar. They're scheduling it with me, and we'll have a conversation.



Carissa Andrews 56:05

So good. So good. Yeah. Well, Joey, thank you so much for being here and sharing your expertise, your insights, it was a great conversation. I know my audience is gonna love it. So thank you.



56:14

Oh, this was awesome. Because just to get to talk with you and share these things.



Carissa Andrews 56:18

Same. Well, there you have it, guys. Isn't Joey great. I just we had such a great conversation before the podcast episode even started airing. And I knew that this conversation was going to go swimmingly like I just there was a connection there between the two of us and we just have an understanding. And then obviously finding out that he got called into the hot seat at one of Abraham Hicks his event, oh my gosh, that was amazing. I love that so much. I cannot wait, that's definitely something that's on my bucket list of things that Carissa Andrews will be doing at some point, I'm gonna go to an Abraham Hicks, cruise or a gathering and get in the hot seat, because that just sounds like so much fun. But anyway, the thing with this podcast episode that really stuck with me was the concept of not allowing ourselves to slow down not allowing ourselves to really tap into our intuition and what our heart is trying to tell us. And over the past couple of weeks, actually, the past couple of months, I'll take that back, since probably about the end of May. And now it's currently the end of July, there was like a complete shift that was happening in my world in my like, mindset in the way things were working. And it kind of it felt like a tower moment, it felt like everything was falling apart to the point where I don't know that I want to do this anymore. Like literally I wasn't sure if I wanted to continue author revolution, I wasn't sure if I wanted to continue writing. And I'm not. I'm not saying this because I think it doesn't work. I'm saying this because there was just genuinely modality or a mindset or a methodology that I was using, in my own business in my own life. That just put me into a state of incoherence. We'll call it that, because I've been really doing a lot of inner work with Joe Dispenza. The incoherence in the way that I've been working through things is so similar to a joy he was talking about in this podcast episode where, you know, you're trying to effort and you're trying to do all the things and you're trying to just push through and make things happen. And then nothing happens. And that mentality was something that I didn't realize it was even fully doing. I mean, I was aware, but I wasn't aware, it's so weird how like, we can teach this stuff to other people. But in our own lives, sometimes we get almost blinded by the way that we're operating. And so what happened was like, I started questioning, like I wanted, I wanted things to shift in a positive way I wanted things to become, you know, better and elevated, I want to see growth. Obviously, you might see the trends in some of these podcast episodes, because growth is a big thing. I'm trying to wrap my head around growth, I'm trying to understand what makes really successful entrepreneurs tick, I'm trying to get my mindset around, you know, all of these things. And what was really interesting was, everything fell apart. Like people were not interested in some of the courses that I was doing, or the core sales, I should say, they weren't interested in, you know, some of the coaching things or the master classes that I've been doing. And I'm really interested in these things. I'm really passionate about all of it. But it was just kind of putting me in a funk and I didn't know why. And so my go to is to sit down and think okay, why is this happening? What What am I doing? Or what should I be changing? Because I know when stuff like this happens, you know, you can't take your old mentalities with you when you are growing. And so there's a level of when shits falling apart, a new version of you is trying to be born. And if you can hold on to that mentality, if you can trust that, okay, things are falling apart. It doesn't mean it's the end of the world. It means something new is trying to be born. Now all of a sudden you have space to allow in what's trying to come in versus trying to put up the resistance against it, right. We're not trying to fight against what's coming through. We're just trying to understand and allow What needs to be released to be released? At least that's the way that I take a look at things when things

like this happen. It doesn't mean it happens instantly, because there were definitely some days where I was like, What the hell is going on? But, you know, two months later, I can look back now and go, Okay, I'm seeing the pattern, I'm seeing what's happening. I'm seeing what was being shared. I'm seeing what was being released, I'm seeing what was being let go of, again, going back to like, Oh, interesting, right. And all of a sudden, it's like, things are starting to come together at this point. So two months later, after things started kind of limping along and then dropping off completely. I was like, Okay, what, what, what needs to change here? What do I have to do? And so I started getting still, I mean, I was already getting still with meditations. But I started getting more still, I started dropping some of the extra things that I was doing, I finished up mid level font. And I haven't really done a whole lot other than working on audiobooks. And that's just been kind of a slow, steady thing. And I've been reassessing what it is, I really want like, do I really want to be this person? Do I really want to teach? Do I really want to be this creative entrepreneur? Do I want to just write what is it I want? And why am I not allowing myself to have it? And what I found is that it has nothing to do, or at least so far, what I found is it has nothing to do with the fact that I can't have it has nothing to do with the fact that I don't want it. It actually has to do with the fact that I haven't been in alignment with my energetics the way I thought I had. And let me explain what are the things that I've been really studying up on lately is heart coherence. Joe Dispenza talks about this, Dr. Joe Dispenza talks about this a lot about how when our you know, our nervous system is out of alignment, then all of a sudden, we are not drawing from the field, you know, the quantum field. And we're not pulling to us in a magnetic way from our heart center. So our heart is our magnet. And our thoughts are the electro part of electromagnetic we have an electromagnetic field. And when we're not operating from our heart center, or we're not tapping into it, now all of a sudden, you become like an inert magnet, you're just a piece of metal. And so I've been actively working on opening the heart center, on flowing energy through again, on focusing literally on becoming an energetic alignment, just to joy just to gratitude just to support. I'm like I'm supported, I have ears, like I'm not looking at my goals, I'm not looking at growth, I'm not looking at a monetary number. And I was guided to this app, it's actually from the Heart Math Institute. I've known about the Heart Math Institute for a long time, it's called Heart Math is the app. And I'll put it in the show notes today too, so that you can take a look at it if you're so inclined. But what was really interesting is that I have been keeping track of my heart rate variability when I'm meditating, or when I am taking a manifestation break. So I do that like almost on the hour, I just take a couple of minutes, two to three minutes just to tap in tune in, get myself back into alignment. And what I was finding using that app was that like, during meditations, my brain is too active to allow my heart center, my HRV, my literal HRV my heart rate variability to come into coherence. And what that means is my heart, my heart was not beating in a rhythm that is producing the electromagnetic quality that we're looking for when we're manifesting. I'm like, Oh, wow, this is super fascinating. So here, I thought, during my meditations, I'm putting myself into this elevated state. And while theta, getting your brain into theta is a component of it, having your heart in alignment with it is also the secondary part. Right? So it's the magnetic part. So instead, what I've been doing is focusing on opening my heart center, opening my coherence, feeling into what it feels like when I'm in coherence, not incoherent, but in coherence. And all of a sudden, I'm like, Oh, my God, oh, my God, I have not. I have not been feeling this for a while. Now. I'm seeing now why things have been shifting why things have been going interestingly, in a different direction. And so all of a sudden, I'm coming back, and I'm tapping back in. And I'm doing it in a deliberate way. I'm not doing as long of a meditations unless I feel so guided, I'm just doing that the quick like two to 10 minutes. And I'm focusing with this app, on getting into that flow state into that ease into that grace into that gratitude into that love to feel into the flows of all of it. And it it brings me back to what joy was saying about, you know, doing something fun doing something that you enjoy, you know, drop the struggle and just have fun with something and in doing so, you're going to put yourself in a

receiving state. But it also ties back to Abraham Hicks because they talk about you know, when you stop doing that thing that you always do, meaning pushing the bobber down. If you let it go and just stop thinking about it. Stop You know, drop the stick and focus on a different stick altogether. When that brings you joy, you're, you're elevated energy, your vibration goes up. And when your energy goes up, all the other things get to come into, okay? And so this is why that's working. This is why the energy state of this is so important, why when you're doing your author career, if you're feeling like you're efforting, or you're feeling like I'm doing all the things, but it's not working, it's time to back off the gas pedal, it's time to just drop it for a little bit. And I'm not meaning drop it forever. I mean, like, just take a step back, take a breather, go do something fun that you've been putting off for a while, you know, take a minute or two to get away from your computer, go outside ground to the earth, like literally take your socks shoes off and stand on the earth. And breathe deeply for two to three minutes. And just focus on your heart center, letting the energy flow in and out of your heart. And just see what happens, see what starts to shift in your life. And now I'm at a place right now, I've been doing this probably for about a week where I've just been focusing on the heart center stuff and getting into heart coherence. Loving the app, because it's giving me real time data to work with, of course, double Virgo here, gotta love the data. And it's just been really cool. And so for me, it's putting new things into perspective, as I get ready to start writing Write Your Reality, it's putting things into a different perspective, as I'm thinking about the conversation I'm going to be having when I go to Author Nation Vegas in November, because I'm gonna be having a conversation about manifestation and how it works. It's putting things into different alignment for myself, in a way that I have not thought of before. And there's going to be plenty of things that are coming out because of this. But I just wanted to give you a heads up that there is something to what Joey is saying, there is so much that we are doing, we're focusing on all the hats, all the things that we have to do all the ways that we have to do it. But when we can drop all of that, and just trust that the next, the actions that are going to bring the thing to us that we've been desiring with ease and with grace and with flow. Now all of a sudden, we have so much more fun, so much more time for fun. And it brings into this new lightness, this new energy of just joy into the things that we're doing. And so while I didn't overly enjoy having everything kind of go topsy turvy there for a while. It's put things into perspective for me, because it's allowing me to reshape the direction of author revolution of how I'm going to publish, of how I'm going to teach you to publish, of how I want you to focus on your life and your support systems and the way that things get to work for you. There's a lot of cool stuff coming. And I'm not quite sure what it all looks like yet. But I wanted to share that information with you because this podcast episode really was kind of like a reminder to me of how far I've come. And also where I started before everything fell apart. This podcast episode was actually recorded before things started getting a little wobbly in my energy and in my businesses and all the things. And so it reminded me and getting this whole thing down that I knew that this was important. I knew that taking the time away was important. I knew taking a step back, was the action I needed to take. It was it was guided to me through you know, this conversation and others, where when the shit hit the fan, I knew the actions I needed to take without really putting a lot of judgment on myself, even though there were days where I'm like, Okay, I'm taking all this time off. I'm taking all the steps back. Am I just being you know, am I just being lazy? Am I just procrastinating doing the work? Or is this actively helping me? Two months later, I can say it was actively helping me but in the middle of it in the throes of it. There was definitely questionable moments, right. So I just want you to think about this. I want you to you know, put yourself into where are you at right now? What can you let go of what can you start to trust a little bit more? Can you take more time to do the things that are putting you into a happy heart coherence state? Can you work on your heart coherence? Can you feel into what love and joy and gratitude actually feel like, because there was a while there, I couldn't even tap into it. I didn't know what that felt like anymore. Because it was like I was so incoherent I

was so like, out of place out of whack out of whatever. So it's joyful. It's actually really it's really relieving to feel that again to feel like okay, this is starting to come back. This is starting to work all over again. I'm starting to feel into what I needed to be feeling and what I want to be feeling and all the things. So there you go. There's been a quick update on everything that's been going on for a couple of months. I mean, that's not everything. There's a lot of other things in fact, next week, get ready for it. I am interviewing and talking with Jen Sincero. So hmm, I can't wait to tell you about that one. I'm sure I've discussed it. I've dropped little hints here and there. And next week, August 7 on her birthday, no less, we're going to have the absolutely epic conversation that I had with Jen Sincero. So stay tuned for that. In the meantime, if you want to learn more about Joey, if you want to learn more about his SMT method, if you want to get information about that HeartMath app, head over to authorrevolution.org/246. And all the information will be there and available for you. And remember, let me know if this podcast episode is showing up at all the places that you would normally listen to it or if you had to hunt it down because I would want to know that and just let me know, you know, do you like this podcast, leave a podcast review if you do because I of course love to see those podcast reviews, I like to know that I'm doing a good job and tapping into the information and the guidance that you're looking for. Of course, if you ever have conversations or content that you would like for me to discuss, you can always reach out just email me again, carissa@authorrevolution.org I'd be more than happy to take a look at the content ideas that you have. Because I want to be able to tap in and help you right. That's why I'm doing this. That's why I've always been out here. doing the work doing a podcast episode. It's for you. Alright guys, have a wonderful rest of your week. Enjoy all of the sunshine that's happening right now. If it is sunny where you are, it is where I am. Anyway. Super hot in Minnesota at the moment, like 90 degrees. It's crazy. But enjoy it and have a wonderful time. Okay, go forth and start your author revolution.