

Book Journeys Author Interview – Apr. 16, 2015
Dr. Angela Lauria with Cassie Parks, author of *Money Mindset for a Champagne Life*

It starts as a decision point and so, I knew when I made a decision that I was writing the book. That was the end game for me. ~Cassie Parks

Angela:

Well, hey everybody. We are back at Book Journeys Radio and I am trying it ... a new way to dial in ... we may have today so ... you to Cassie Parks who ...I think we've...

Cassie:

Hey, I'm here you are cutting out.

Angela:

Alright, we are gonna start this show again and we'll see if we're doing any better than we were last time, had some technical snafus at the beginning. But let's see, Cassie, how are we doing?

Cassie:

I'm good. I can hear you now.

Angela:

Perfect. I am so glad. We're right at the edge of the ability of technology today but I'm excited to do our show. Cassie Parks is the author of *Money Mindset for a Champagne Life*. She is also the author of *Investing Secrets for a Champagne Life*. We will be talking about both of those books today. But first, I'm just gonna start off by letting Cassie introduce herself.

Cassie:

Cool. I am Cassie Parks. I'm host of the Champagne Life Party and I teach about money mindset and really getting, having a better relationship with your money because it's not always about how much you make or, you know, how much, sometimes it's about how much you spend, you save, whether you have, uhm, internal blocks some place that aren't letting you make the money you wanna make. So there's a lot that goes into money mindset. I'm excited to talk about it.

Angela:

And Cassie, you actually have another book about your journey of retiring at the age 32, which is pretty exciting. So, you're the author of many books now and I guess I just wanna start off by asking you...

Cassie:

You cut out. Can you repeat the question?

Angela:

Yes and thank you for letting me know that. Uhm, I was saying you've written three books now. Why did you want to be an author?

Cassie:

You know, when I first, uhm, started writing books, it was, I don't know that I wanted to be an author so much as someone told me, "If you wanted to be a speaker, then you needed a book

to sell after your speech.” And then, after writing the book, I realized how powerful it is to have a book in someone’s hand that you can go to it any moment because you can’t always call up your coach, you know. Sometimes you’re having a crisis in the middle of the night, or you need some support, or you have great idea in the middle of the night. And so, you can pick up a book anytime and so, I just wanted to have the tools available for people that wanted to change their life in an instant and needed support on that.

Angela:

I love that. And I also love the idea of using a book to help build a speaking career. So, my question is there are a lot of people out there who see speakers and they think, “Wow, yup, they have a book so I should write a book.” But they don’t know a lot of that that you’ve learned. So, what is it that you wish you knew before you started writing books?

Cassie:

Ah, the one thing I wish I knew is just how much other stuff goes along with promoting your book. You know, one of the best things, I think, you teach is how to write a book that is, you know, gonna make you a speaker or get you a client, uhm, and I would say, just one thing is that I wanted, I wish I would have known how long everything else was gonna take me ‘cause it takes twice as long to set up the things, uhm, that you want to support people with your book, you know, that you might give away as a support. And yes, that’s just the one thing that I wanna know.

Angela:

I think a lot of people don’t realize that they think writing the book is 90% of the work, it’s probably 10%, haha, you know, good news and bad. But good news in the ...

Cassie:

Yeah, yeah, that is true. Yeah, and if you’re listening to this, the good news is like, now you know that so, yeah.

Angela:

Absolutely. So, let’s talk about what the process of creating your book was like. First of all, before, uhm, before you even wrote, did you envision your book, ah, completed? What did you do to sort of, ‘cause I know you’re sort of a manifesting maven and you know a lot about law of attraction, so how did you get your mindset right to complete the book?

Cassie:

Uhm, first, I knew when, I think, it starts as a decision point and so, I knew when I made a decision that I was writing the book. There was no, you know, that was the end game for me. Uhm, and, so along the way, you know, I would also, like, I do a lot of writing as I want things to be, so it’s script a lot, uhm, and I just knew. And it’s easy to have a high belief that something is gonna work out when you go into a system that’s already worked. So, while I did a lot of work, I also didn’t do a lot of them, work as swinging it just because, it’s almost like, you know, getting in a tube on a water park. Like, you know you’re going down the slide, right? Once you get in the tube, you know the guy is gonna push you down and you’re gonna get, you’re gonna enjoy the ride and you’re gonna get to the end. And that’s kind of what I feel like going into the Difference Press process is like. There’s this, you know, you know the steps and you just get in and you go for it. And so I knew because of that, that it would all happen. And that it would be a bestseller.

Angela:

I love it. I love that I've just been compared to a water park. That's fantastic.

Cassie:

Hahaha!

Angela:

I don't always have fun but yes, it is a lot like getting in the tube and getting pushed down the river. So, for a lot of people, they have a lot of book ideas and sometimes it's children's ...

Cassie:

You're cutting out again. Can you start over?

Angela:

Uhm, so, what I was saying is a lot of people have trouble picking what they want to write about. So they have an idea for a children's book. They have an idea for a novel. Maybe they have an idea for a memoir. How did you pick your book topic?

Cassie:

Uhm, I picked out by working with you and really it was just answering the question of what do you want. And I think that's how we answered, you know, all the questions. Do you wanna write a novel because people are going to write a novel or do you wanna write, you know, a book that changes lives and impacts your business in a big way? And to go after, I didn't know, I actually don't think I had any idea what book I was gonna write when I started talking to you. But as we talked about it and my goals and my Money, Money, Money program, we came up with the book idea that would, uhm, encourage people to register for that program and encourage their money attraction and all of that. And so, that made sense to me as to that was the right book to write.

Angela:

I love it. So, let's talk a little bit about, ah, about the outcomes you have for your book. You ...

Cassie:

You cut out at outcomes.

Angela:

I'm sorry. It's not working as quite as nice as we wish as we might hope. Uhm, but let's talk about how your outcomes are connected to your book.

Cassie:

Yeah. Uhm, so my outcomes are really for people to get the tools that they need but additionally for my business, are to register for my Money, Money, Money course. So, my book is written for, it's written as the step before the Money, Money, Money course. So it's for certain individuals who, I'm thinking about the ideal reader. It's somebody who is, maybe they're working too hard for too little every time they get a new job. It's like they're excited because it's more money but they increase their stress level, uhm, and somebody who wants to keep more of their money. So, we go through all of the money beliefs in *Money Mindset for a Champagne Life*. And where that gets people to is really shows them that Money, Money, Money is the program that they need to be in because that's gonna support their money mindset growth. That's gonna support them because they're gonna have people celebrating with them. It supports their shift in mindset and gives them the opportunity to be around people that are like them, that are shifting their money mindset because it can be hard when you start shifting your money mindset to be in the

same group that you've always been in. If everyone else isn't shifting their money mindset, you can come up against challenges to that. And that's a lot of times when people fall off but when they join the course, they have people supporting them that are doing the same thing. And so, writing the book was really thinking about what is the step that a person needs to do. What do they need to do, learn, understand and who they need to become before they're ready for the Money, Money, Money course.

Angela:

Fantastic. So, if you wanna check this out, you can see *Money Mindset for a Champagne Life* on Amazon. Check that out and then, see how it's connected to Cassie's course, moneymoneymoneycourse dot com. And you can really see that connection and that's what I want you guys to do for your book too, if you're listening to the show, is to be able to make that connection with the outcome you want so the book is doing exactly what Cassie's explaining. It's feeding into what the next thing you want your reader to do it. Uhm, let's, let's talk about your experience writing. Did you, were there times in the process even though you had clarity about who you wanted to help and why you were doing your book, were there times you experienced writer's block and if so, how did you deal with it?

Cassie:

Yeah. So, I have a couple of ways of dealing with it. I can remember one time specifically where I just shut the computer down, left the coffee house and went, hung out with a couple of friends. Uhm, and then I came home later that night and was just really able to write. Ah, the other thing that I do is, ah, and one attraction technique that I do that's called scripting. And so, whenever I hit writer's block when I'm writing a course or when I'm writing a book, I always go to the end. So I go to when my book is a bestseller or I would write about all the good feedback that I'm getting from people and how the book has changed their life, but write about the opportunities that I'm getting as if they have already happened. Uhm, and sometimes it takes two minutes, an hour in that stage but that usually moves me to writer's block.

Angela:

And so, how do you do that? Do you just journal?

Cassie:

Yeah! So, it's journal and I usually start something like, uhm, you know, *My book launch was totally successful. Everyone loved my book. Or it could be, uhm, I got this really great review from someone today*, or I might start, *Someone emailed me about how much my book changed their life* and then I just continue with the story then. Basically, just letting my mind go and making up the story, uhm, that's just got one line. I just pick one line and I just let, uhm, my brain, my hand take over and just keep writing.

Angela:

... my other podcast which is called ^PageUp^, about the mindset of a successful author and we talk about how to free your inner author using my author feelings-based scale. This is a great, you can go to the authorincubator.com/three to listen to that episode of ^PageUp^ and this is a great way to fit into that if you are in a place where, like, you can write but it's a struggle or where you're in a place where you can't write at all. It's a great technique to use to move yourself up. So, when you do write, you write pretty quickly. And I know Cassie, you write like 2000, 3000 words an hour, so you're sort of a writing machine when you're in the zone.

Cassie:

Yeah, when I'm in the zone. It's amazing how fast I can write. Haha!

Angela:

I love that. So, when it came to writing or publishing your book what was different than you expected or what surprised you about the process of becoming an author?

Cassie:

What surprised me the most is, uhm, how is the Difference Press process that you, you become an author very much overnight. And, uhm, like you've said, I've written books before so it's not that, you know, I didn't ever write, it's not writing for me that made me feel like an author. One of the things that makes you feel like an author is selling your book. So, obviously, becoming a bestseller really antes up your author life. But even before that, just having, being in a process where someone is, like, you know, where your editor, you have scheduled times with your editor, you have, uhm, deadlines, you have times where you're working on your book cover, you have somebody working on your cover and you're helping to make changes. And you have a team of people who are really, know your book and who are, you know, putting you through the process. That for me really helps to ... an author because that what happens if you're at, I assume that would happen if you're at a big publishing house, you know, there are deadlines, people are asking, people are helping you, people are supportive, and so going through that process made it very easy for me to automatically become author, which is a title I'm not sure I owned in the books that I wrote before, at least I didn't own it on this level. Uhm, and knowing your book's gonna go on Amazon and be a bestseller, like, that for me makes it, made it really easy to just become an author.

Angela:

Well, let's talk about ...

Cassie:

Start over.

Angela:

...like, *Oh that doesn't matter, Everybody's getting that, or What is that anyway?* And so you have several books that have been major successes on Amazon and you've gotten that bestseller status. What does it mean to you?

Cassie:

It means that you're, you know, your book didn't just go into this sort of pool. I mean you probably know how many books there are on Amazon, uhm, but there's a lot and so, getting that bestseller means you came out of the gate hard. You, uhm, did what you needed to do to promote your book. It means that your book got seen and I think that's, you're writing a book, you're not generally writing it to keep it a secret. You're writing it because you wanna change people's lives or you wanna impact people's lives somehow. So getting to bestseller status is, A - something that I can write on, in every bio, everything I say from now on. So, when I do any interview, I'm a bestselling author, so that was a big deal. Uhm, and just getting to promote that on Facebook gives you more, uhm, credibility because you're a bestselling author, like, you just didn't write a book and put it into the Amazon pool. You're book got noticed, it's a bestseller, uhm, you know, my book continues to be pretty high in the rankings because it came out of the gate hard, which means I'm also getting leads from my book on a monthly basis. So I did the work once and I'm continuing to get leads and people into my system and into my funnel from putting in the work at that point.

Angela:

... to come out of becoming an author and having your own book, your own book series. What are some of the big wins you had?

Cassie:

Uhm, people in my world definitely look at my business more seriously. Uhm, you know, I always had an inner circle that always really respected what I did but it's definitely becoming an author makes you more visible, you know. Uhm, your mom buys your book, so she has way more insight into what you do, which is cool. Uhm, everyone's excited for you so they're taking on an interest that they wouldn't have taken on before. Uhm, it opens up channels to be interviewed more, uhm, it's boosted my revenue, it's given me more credibility and it adds to that, you know, calling yourself a bestselling author really adds to feeling that confidence when you're promoting your business.

Angela:

And you've also talked about how it's easier to talk about your business when you're an author. How does that work out?

Cassie:

Yeah. So, whenever you, you know, you're, like, if you're saying, *I just wrote a book* or *I wrote a book*, or *You can check out my book*, you don't, you don't have to sell yourself ... did I really ever sell myself. But people ask me questions, you know they're, if you're an author, especially a bestselling author, people wanna know how did you write your book, they wanna know what your book is about, they wanna know how to get your book. So, they're taking the steps of, they already invest in you and your business almost as soon as they hear you wrote a book 'cause they wanna go check it out because everybody wants to write a book. And so, they want to talk about that journey but they also ... how you wrote a book that's a bestseller on Amazon. Your credibility just goes to the, they don't even realize that that's why they make you more credible but and so, they just wanna know more about what you're doing and all of that. So, yeah, there's a lot more conversations that come up about my business because of the book.

Angela:

It's amazing. I talked about how you have all the same knowledge before you wrote a book and you won't be able to have a tenth of the conversation you can have after you wrote. Private conversations are happening from a stage or running a course or just standing next to somebody at, you know, a New Year 's Eve party. The level of conversations you have about your business changes dramatically 'cause everybody gets what a book is. If you're like, "I teach courses online," people will not always really get that. But like a book, people know what to do about that.

Cassie:

Exactly. That's so true. They, that's what it is about it, is that they can relate so there's nothing, once you say "book," they understand it. There's no fuzziness about it.

Angela:

Wow. Huge difference. So, ah, since we talked about this, I know people have asked you for your advice because you are a multiple time bestselling author, author of a series and so ...

Cassie:

You cut out again.

Angela:

What advice do you give to people who tell you they want to write a book but they haven't been able to finish it?

Cassie:

I usually just tell them to call you and have a conversation.

Angela:

Hahaha!

Cassie:

Haha! Because, you know, if you want to do it and you want to finish it, you know, there are ways that you, you know, you can go in that space forever of not finishing. You yawn in the space of not knowing which books to write first forever. But if you get some clarity and I think sometimes the reason people stay in that spot is because they're missing what Difference Press is so good at doing is, they don't know the outcome. So they know they wanna write a book but there's something inside them that doesn't, and doesn't make sense. Because it's not just about getting it on paper, it's about getting the words on paper that somebody needs to make a decision about your business. Or somebody needs to change their life and so I think when people get stuck, it's because they don't have that outcome ... And so that's why, that's why I would suggest that they call you because you can help them identify what's the outcome that they want versus just writing a book.

Angela:

Well, thank you. That's very nice. So Cassie Parks is the author of several books, one of which is *Money M...*

Cassie:

You're cutting out.

Angela:

... Even if you don't have a money mindset challenge, I would get her book, *Money Mindset for a Champagne Life* from Amazon as a pretty small investment that you can make. And then go through the process and go to moneymoneymoneycourse.com and sign up for her program...

Cassie:

Angela, you're cutting out.

Angela:

Thanks, Cassie. So if you get Cassie's book and you get that course, you can see for yourself where those connections are and then do the same thing. So come up with a book idea for yourself and a program that you would want people to step into. And just see if you can outline those connections. So I wanna thank Cassie for being my guest and putting up with our technical snafus. We'll see how this recording comes out and we may re-record it. But Cassie, thank you so much for being here.

Cassie:

Thank you for having me.

Angela:

Awesome. So we will be back next time on Book Journeys, changing the world one book at a time.