

Smashwords™



Interview with Ezina

What is the greatest joy of writing for you?

I enjoy sharing information that can help others. As a touring speaker and musician, I am constantly asked how someone can get started. Writing allows me to share what I have learned so that I can make the journey easier for someone else.

What do your fans mean to you?

My fans are everything to me. My fans are like my extended family. Whenever I share something they are always there to cheer me along. I love being able to connect with my fans through my weekly newsletter, on my podcast and on social media. I love reading their comments, chatting with them and connecting heart to heart. I also love hearing the feedback on all of my creative endeavors.

When someone shares how something that I wrote or created touched I am deeply moved and want to go and create even more. My favorite part of all is meeting my fans face to face. There is nothing like that in person connection.

What are you working on next?

Right now I am working on a card deck for my book *Grow Your Star*. I've had so many requests for a deck and I finally sat down and put it together. We are also going to do a relaunch of *Grow Your Star*. The book has been such a huge success that we are launching a new updated version.

I am also working on a new album and film project which will be released later this summer.

What inspires you to get out of bed each day?

I am inspired by the birds singing outside of my window, the beautiful planet that we live on. I live in southern California where the weather is perfect almost every day. I can't imagine living anywhere else. I'm inspired to help others thrive and grow. I am inspired by human potential.

When you're not writing, how do you spend your time?

I spend a lot of time in nature. Walking, hiking, riding horses, doing yoga and playing guitar. I'm a huge DIY girl so I am always coming up with recipes or new food preparations. As a vegan, I am always trying to create recipes to convert my husband, lol. We have this joke going that if I can create something that tastes better than a steak that he will try veganism. I am determined to create something to make him swoon.

Do you remember the first story you ever wrote?

Yes, I still have it. It was so silly. I wrote about 4 girls who go to a dance academy and end up becoming movie stars. I was 8 at the time and obsessed with musicals. At the time I was so sure that I could write a musical and get it on Broadway. My girlfriends and I would take turns reading and acting it out. It was horrible writing, but oh so much fun!

What is your writing process?

My writing process is probably different from any other writer you will speak to. I meditate and whatever ideas come out of meditation I write them down.

Usually, the first thing that comes to me in meditation is the project's title. If the idea is with me 2 days later I will journal about it. I journal about who the writing would serve. Sometimes it's just for me and other times it's for my community. I then come up with 10 chapters titles and start dictating.

Once I get the dictation back I read it over out loud to see if it makes sense. If it does I start crafting and shaping it into it's final incarnation.

How do you approach cover design?

Since I have a large fan base, I tend to go with covers that feature me. I will meet with my creative team and we will talk about the clothing that I should wear and the setting that the photos should be shot in. Since most of my fans know me first as a musician, I always have an element of whimsy to my book covers. Once we have the photos I send them to my graphic designer to create the final images.

What is your e-reading device of choice?

I love my iPad. Its multifunctional and lightweight. I take it almost everywhere with me because I never know when the muse will strike or when I will end up with spare minutes to read.

What book marketing techniques have been most effective for you?

My newsletter list has been the most effective. I started my list in 1995 so many of my subscribers have been with me since the beginning. Back then, I used to print them up and mail them out. Now I can send them to specific individuals who have expressed interest in my books.

Until July 2018 I sold 99% through my newsletter list. Now I am starting to promote more on Instagram so we shall see how that goes.

Describe your desk

What a fun question. I absolutely love my desk. It is a big glass-topped white wooden desk. I love it because it is spacious and has two lap drawers and 2 drawers for hanging files. To know me is to know that I am a neat freak so my desk is always clean. The only thing on my desk is my apple Macbook Pro, a Smythson notebook and a Tiffany vase filled with vintage fountain pens. Above it hangs a calendar and a beautiful frame which contains my annual goals. It's my happy place.

Where did you grow up, and how did this influence your writing?

I was born in Flint, Michigan a town which still doesn't have clean water right now. I mostly grew up 15 miles away in a town called Grand Blanc. Since we had family in the Beecher area, we were there weekly. I grew up during the 80s so everything was technicolor. I remember seeing the color chartreuse for the first time. It was electric. Money was rolling in so some of my family members would match their cars to their clothes.

I would sit back and watch them and would describe every detail in my journals. To this day I will never forget my uncle Marvin buying a baby yellow suit and borrowing my aunt Linda's brand new baby yellow Cadillac convertible so that he would match. Or my grandma with her mint green Cadillac, and matching Hermes scarf around her neck.

The town was so colorful and I drank in every detail. This colorful upbringing has affected my writing on a soul level. I know that no detail is too small and with every project that I create, I try to include the most minute details as that is where the magic is.

When did you first start writing?

When I was 7 years old. When I was first given those fat pencils with the erasers that never worked. I had stacks and stacks of that dingy brown paper with the blue lines on it. I have no idea why they gave that to kids. Such depressing looking paper, but I didn't care. I wrote and wrote and wrote and wrote. Then I started music class and again was given ugly dingy tan colored music paper. So I wrote and wrote and wrote. Note after note.

What motivated you to become an indie author?

To know me is to know that I like to do things my way. My very first book was with a publishing house. I turned in the book and waited 18 long miserable months for it to come out. That is torture for an artist. I am the type of artist who likes to get things done and out and move on to the next project. If I had to wait 18 months for each book I would probably have stopped writing. I have so much to share and I need to get it out NOW.

I attended business school and understood that there are several methods to getting a project to market so I started researching the publishing industry and found out that it's not so hard after all. If you build your fanbase, they don't care how your product gets to them as long as you are consistently releasing content. I also learned what it took to start my own publishing business so I started Victress Publishing. I publish books by female authors.

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Books by This Author



[Make Money Now! Everything You Need to know to Sell Content Online](#) by [Ezina](#)

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Categories: [Nonfiction](#) » [Business & Economics](#) » [E-commerce / internet marketing](#)

Ezina has seen the role of content creators evolve and expand into something that no one could have ever imagined. For 3 decades Ezina has been creating content and selling it online through her

newsletter and now on social media. In this book she'll reveal how to: *Build an audience and keep them engaged *Package your content for multiple platforms *Monetize your lifestyle *Enroll others