

MY ALTER EGO NEWSLETTER



THIS ISSUE!

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INTERVIEW WITH MELISSA HEATHERS

NE: Thank you so much for chatting with me.

MH: Of course, I am happy chat with you.

NE: How did your book Dear Ego Dear Heart come about?

MH: I always knew I wanted to be an author. I had a longing. A history teacher once told me I wasn't good at essays but that I was very good at poetry. I've always seen the world metaphorically—nature, sunsets, mountains are art and peace—they all tell stories to me. I tried writing books many times, but I wasn't the right version of myself yet. It took healing after my divorce before I could write this kind of poetry. I also wanted to write my life story, but I wasn't ready to be that vulnerable. Poetry became my healing journey. Now I'm ready to start writing memoirs.

NE: I would and will definitely read all your autobiographies.

Events:

Canadian Book Signing Tour!

July 25th I'll be in North Van

September 19th I'll be in Granville

September 26th I'll be in Toronto

October 24th I'll be in Calgary



More dates coming soon! Check my website nathalieedwards011.com

What's going on in the art world?

July 3rd to August 7th, my artwork will be on display and for sell at Swayne Creek Ciderhouse. **JULY 11TH IS MY MEET THE ARTIST EVENT! Between 6-8pm.**

MH: I've already started it. It's becoming a series about my life. Along with the sequel to Dear Ego Dear Heart. Books are how we heal and stories connect us.

NE: It seems like a big leap to go from author to executive producer. How did that happen?

MH: After publishing my book, I realized we are a tough power and I am a thought leader. I started doing podcasts, radio shows and live interviews. And I met Deb Drummond, the founder of Woman's Channel and I went to her anthology and I spoke on stage. I had the opportunity to go to Emmy's gifting suite, we spent a lot of time together. TV came up in conversation, and I said I'd only be interested if it was a show for authors. Visibility is incredibly hard for authors. No matter how you're published, the marketing falls on you. I knew that a tv show with distribution could make an author visibility and that visibility is credibility. It aligns, your book is credibility but we miss the visibility. Now the two worlds are merging and that is how conversion happens. That's how The Book Crawl came about.

NE: I don't think new authors expect how much marketing is involved.

MH: They don't, and you're usually working a full-time job too. That's why visibility matters so much.

NE: Did you have any background in producing a TV show?

MH: No—I learned as I went. What I've discovered is that I don't love sales, but I do love connection. I read every featured author's book, promote them, and genuinely want to give people a platform to share their message. It's all about connection.

NE: Through all of your experience, what's been the best part, and what advice would you share?

MH: Authorship is magical. Writing is how I express my deepest thoughts, my healing, my spirituality. The Book Crawl was a huge leap because authors can hide behind their books—you don't have to speak publicly. I had to trust myself and believe that I was investing not only in myself but in other authors with important messages. My advice is to believe in yourself and trust yourself. Anything is possible.

NE: Did you have any moments where the universe showed you your path?

MH: I get my inspiration from nature and from my own trials. Before making big decisions, I ask the universe for signs. For me, it's always been a cardinal. If I ask for a cardinal and see one, I move forward. It even has appeared in a movie trailer when I was deciding whether to expand TV distribution. I took that as my answer.

NE: You balance a full-time job, parenting, writing and producing. How do you manage it?

MH: It's busy. I need balance or I get overwhelmed. I create strategies, dedicate certain days to certain tasks, and make sure I schedule time for my son, rest, and exercise. If I don't, I shut down.

NE: What else would you like to share with anyone thinking about becoming an author?

MH: Just that visibility is part of the journey. A year ago there was almost nothing of me online because I'm an introvert. Now I realize that whether you're an author, speaker, TV host or coach, you have to put yourself out there.

You can find Melissa on FB and Instagram [abeenamedzoey13](#)

Tips For Writing

In my experience, whatever you write about your reader will associate that with you and things you have done, or enjoy or think about. So keep in mind if you write spice, your readers, family and friends will assume you are writing from experience (picture you and your partner as they read). And there is no shame, there just something to keep in mind. If you write horror, your readers, friends and family will think you are a psychopath. Food for thought!



LOCAL AND FABULOUS

This book is a fantastic journey from start to finish. Excellent character development and suspense to keep you hooked until the end.

FEATURED BOOK