

Mari: Paula welcome to the show. I'm so excited about this, because I've been talking about this podcast for about 2 years now, and I finally did it. I finally started, and it's on exciting careers, and I'm really excited, because I got to interview not only the best writer in Brazil right now, but also my cousin who I love so much, and I'm so proud of. So since we're doing this in English I think we should just explain to the Brazilian clients and friends and your fans that the reason that we decided to do this in English was because I don't live in Brazil anymore, and I also have clients that don't speak Portuguese, and because you are internationally recognized already with your books published in many languages. I think it would be a good idea for people outside Brazil to get to know your story. I always talk about you with friends, and they're so curious to know about your story. So I think this is a great opportunity, and I promise that I'm going to offer the transcript of this conversation, and I'm going to put this on the website so the Brazilian people who have doubts can read, okay?

Paula: Okay. Thank you very much for inviting me, and okay let's try to do this in English. My English is not very good. I can understand very well, and I can read, but when I talk sometimes it's not very good.

Mari: If it doesn't come out very naturally; I'll help you.

Paula: Yes.

Mari: If there's any word you don't know in English just tell me in Portuguese, and I'll help you okay.

Paula: Okay.

Mari: Okay so first for people who don't know you, you know, who is Paula Pimenta?

Paula: Well I'm a Brazilian writer and I published my first book in 2001. It was a poetry book, and my first novel I published in 2008, and this one was the one that made me famous.

Mari: Yeah that's "Fazendo meu Filme" in Portuguese, right?

Paula: Yes we have a version of this in English for Kindle, and in the Apple store, a digital version of this, it's called "Shooting my Life's script".

Mari: Oh that's nice. Okay but I want you to tell them a little bit more about your background, like you know, how was it that you became a writer?

Paulina Well I think I started to write since I was a kid. My grandmother other day appear with a poem I wrote with 6-years-old, and I was very shy when I was a child. Until now I am very shy, but I was much more, and I think writing always was an option to expose myself to let people know what I think, because I always had problem to talk.

Mari: To express yourself.

Paula: Yes so to write was always natural for me. In school my favorite classes was the writing classes. So when I was in college I decided to follow journalism career, but then I saw that it was not journalism that I wanted. I wanted to be a writer. I wanted to write fiction so I decided to give up journalism, and then I started to write only what I really wanted to write.

Mari: How was it that you discovered that you preferred to write fiction? How did you make that discovery?

Paula: My teachers at college. They started to read my texts, and then they said "Oh, it is very emotional". You can't put your opinion like this; you need to be impartial. I don't know how to say this in English.

Mari: Impartial like neutral.

Paula: Impartial, yes. What I wanted was to put emotion, to give my opinion, and everything. So it was when I, they asked me if, was it literature or chronic right? The name in English?

Mari: Yeah.

Paula: Yeah so in the college I discovered this, that, that was what I wanted to write. Chronic literature and everything not journalism. So it was natural; I just keep writing what I wanted to write, and when I wrote my first novel "Fazendo meu filme" that I see what I wanted to write for the rest of my life - that kind of story.

Mari: Now when was it that you actually wrote it?

Paulina 2005 - ten years ago.

Mari: Ten years ago. And I remember, was that when you were living in London?

Paula: Yes, when I lived London for one year and I made there a creative writing course, and this course make me want to write more and more and more. I think the most important thing this course gave me was this inspiration to write. Lots of things I learned there, but the feeling of 'I want to write'. Then I arrived home from this course, and I wanted to write. Then I had started to write in Brazil in 2004 but then 2005 when I was there I decided to finish it, and I see I could finish it.

Mari: Okay yeah that's something I want to ask you more later. Like how long do you take to write a book, but before we get into that - since you mentioned living in London - do you think that a lot of your inspiration came because of your trips or do you think that it's not necessary for a person to travel to have this kind of creativity that you have.

Paula: No I think we have less distraction traveling, because in Brazil I was so surrounded by friends, family, teachers, therapists, everything to make my mind go in the other way but there, when you live abroad, it's kind of lonely so my characters made me company. They were my friends so I couldn't wait to meet them in my story. I tried all the time to make space in my schedule to write to meet them.

Mari: That's so interesting. So yeah, so you really felt the presence of each of those characters that you created.

Paula: Yes, yes but then it was the first book. Now it's my career so I need to meet them here in Brazil I couldn't wait to travel to write. I write wherever I am.

Mari: I remember you telling me one time that Fany, the character, the main character of your first book right, you made a research, you made a long research at that time, I'm not even sure we had Facebook. I think it was just Orkut in Brazil, and I remember you told me you made this really big research. You created a character that was her age and you started interacting with kids her age. Is that true?

Paula: Ah, yes, because I wrote this book mostly about the inspiration for this book was my life, my teenage years, like me the character is an exchange student. I was an exchange student and I wrote this story about an exchange student, so I took the ideas of my teenage years but I didn't want it to be a story of a 80s or 90s teenager. I wanted it to be in these days so I made this research to see what teenagers of today were doing, like Internet -I didn't have Internet- when I was a teenager, so I kind of changed the story to pass in these days.

Mari: Okay, since you mentioned the exchange program, so is that when you first learnt English?

Paula: Yes, yes that's where I learned English because I didn't like English before my exchange year. I didn't have studied it before and I feel like I learn English talking and then later in London, when I lived there for a year.

Mari: Okay did you know that according to the last British Council research, less than 8% of Brazilians actually speak English, like they can understand, they can write, they can read but actually 7.9% of Brazilians are fluent and can speak. Do you think this is true?

Paula: Yes I think so because most part of Brazil are, I don't know how to say it, but they don't have access to study, so English is like a luxury.

Mari: A luxury. Yeah only the elite.

Paula: Yeah it's a luxury. Yes so that's why.

Mari: Yeah that's sad right? So maybe this interview in English can actually inspire some of your readers to improve their English hopefully right?

Paula: Yes I hope so.

Mari: Yeah so then so you lived in the States, you learned English there, and you never like, your English is so fluent. Do you travel abroad all the time?

Paula: Yes I travel. As I said I can talk in English. I know that I make lot of mistakes, because I never studied the grammar and everything so I can communicate.

Mari: Very well.

Paula: Yeah but I know that I have to study grammar. I have plans to go to United States to study in English, to improve my English. I just need to find time to do that but it's a plan. I want to do that.

Mari: Mhmm Okay and well since you mentioned the United States I'm going to go ahead and ask you because I think this is really interesting. You just got married right?

Paula: Yes.

Mari: You got married at Disney World. So, you know, can you tell people why is it that you decided to get married at Disney World? I thought that was so awesome, so different.

Paula: Well it's because I wanted to live happily ever after.

Laughter

Paula: That's what I will answer all the time people ask me that, and everyone asks me this. Well that's because I love Disney World. I think it's the happily place in the world. I think everyone there, and I like this princess thing. Since I was a kid, I never lose it. I wanted my wedding to be like, enchanted, and it's the place I like the most in all the world, so I, when I discovered that I could get married there, I could do my wedding there, I have no clue that I wanted to get married there and then I needed to convince my fiancé

Mari: Was that hard?

Paula: A little but he likes Disney World a lot too. We have been in Disney so many times. So when we talked to the families and they said they could make this trip, so we decided to go there. Many friends couldn't go there but it was worth it. It was very, very nice and magic and different.

Mari: It was.

Paula: And I could do this again and again. I could repeat this.

Mari: Oh my God.

Paula: I have no regrets.

Mari: Yeah, I think the party was amazing and I think it's great that you even got, you know, our Grandmother to go and the whole family had so much fun there. It was a good excuse for everybody to go to Disney World.

Paula: Yes I think this is the other nice thing about this. When could we put everyone together in a trip like this? Family and friends only in occasion like this so it was very nice.

Mari: I really think, you know, when I tell me friends about you, I tell them like Paulinha is, she is a forever teenager. I heard this writer, there is a girl called Maria Poppova, she has a blog called "Brainpickings", and I really like her blog and I was listening to her one day at a podcast and she talked about how she writes for herself because once she starts writing for other people, she loses the passion. So, she writes to make herself happy and is that the same thing with you? Do you feel like you write things that you would like to read?

Paula: Yes, Yes I think this is the secret to write well. When I was writing my first novel, I wrote a book that I wanted to read. I didn't know yet that I was going to publish it. I just wanted to, I wanted to read a book that I couldn't find in anywhere, so I wrote it.

Mari: That's great.

Paula: Yeah, I think this is the secret to write a book you could buy, you wanted to buy.

Mari: And it's... you chose a public well you didn't really chose it right, It happened naturally but the public that you write to, is a public that was kind of forgotten in Brazil right?

Paula: Yes

Mari: I remember when we were teenagers, all I can remember of was "Monteiro Lobato" but like this new generation, I don't see many writers I see you on TV all the time, on these huge national channels in Brazil and I've seen journalists telling you "Thank you Paula, for inspiring my kids to start reading." and so you've made you've given these kids, this generation Brazil a great gift of the passion for reading. Do you think that maybe the number of writers who write for teenagers will increase? Do you think there's any reason why writers don't usually choose this kind of public?

Paula: Well, I think it-- We had a time in Brazil that teenagers thought that reading was boring because it was for school, because the teacher tells them to do that. But now teenagers are discovering the pleasure of reading, in reading. I think Harry Potter and Twilight, these books had a lot of guilty in this, not guilty

Mari: Oh, they were responsible. Yes.

Paula: responsible. Yes, yes and I think since then, teenagers discovered this, that they can read only for pleasure and I think it's always a book that's, that is responsible for this and I like that some teenagers tell me that my books are doing this part, doing this, having this responsibility.

Mari: Mhmm Okay.

Paula: And, but I think now teenagers the publishers discovered that teenagers read, when I was looking for a publisher to publish my first novel I had to heard that teenagers don't read, didn't like to read. Yes.

Mari: You had to hear it from them.

Paula: Yes, yes they told me that.

Mari: That's a good point. How long did it take you? What was the process like to convince someone to publish your book?

Paula: I, it was in the third publisher I went. The first one wanted to, wanted me to pay to publish it and it was very expensive. I could buy a car with the money they wanted me to, yes. The second one, they told me this, that "teenagers didn't read, didn't like to read" so my book, it was not going to succeed because of that and the third one was the one, at the beginning they didn't want to read it because they, they told me that it was not the target that they had, they didn't have any books for teenagers there. So I convinced them to read my book. So, they decided to read my book and in one week they called me saying that they were going to publish. So the first publisher that read my book wanted to publish it.

Mari: That's great. Now when you said you convinced them to read, how did you do that? You have to teach people your secrets so that other writers can do the same thing.

Paula: Well, I told them it was not going to be only one book. That I wanted to do a series of this, that it was a story of an exchange student and then they said "Oh okay, maybe a story of an exchange student can be interesting because we have research here that most of teenagers in Brazil would like to live abroad to study in the other countries." So they decided to read because of it.

Mari: Okay. Now, from the moment that you finished the book to the moment that you convinced the publisher, this was five years?

Paula: No, no. I finished it in November of 2005 and I, this publisher wanted to write in March of 2006 but they kind of "prolongaram, como falo isso?" (portuguese) remain it? How do I say this?

Mari: Yeah, they delayed or stretched.

Paula: Yes, yes, for 2 years.

Mari: Okay.

Paula: It was published in 2008 September. September of 2008.

Mari: Okay, that's something that's usual? They usually do that, they sign with you and then they take a while to actually publish it?

Paula: Um, they, in the contract they have kind of, 2-5 years to publish it so it is common.

Mari: It's part of it, okay.

Paula: Yes.

Mari: So it was really fast then. It was less than a year from the moment you finished to the moment you signed the contract.

Paula: Yes, but I have lucky. For example, JK Rowling, the Harry Potter's author, I think she went to eight publishers. She sent Harry Potter to eight publishers before she found one that wanted to publish it.

Mari: Imagine.

Paula: Imagine these eight that didn't want to publish it.

Mari: No, because we saw in Disney World the whole park donated to Harry Potter. Imagine how much money.

Paula: Yeah, Universal, the Universal Park.

Mari: Well I'm sure we're going to have adult writers listening to this podcast and so I'm interested in the process since you know I'm always helping people improve their careers. In this process of writing and looking for publishers, what tips and tricks, you know, do you have to share with people who want to become a writer, a professional writer like you?

Paula: Well, I think the first tip is the one I gave before. It's to write a book that you want to read. I think it's the most important thing because when you do that, I have thermometer, how do you say?

Mari: Thermometer, yes.

Paula: When I for example, cry writing a scene of the book, it's usually the part that my readers tell me before "Oh, I cried so much in that part of the book." So I have this thermometer for me. When I like, when for example, I delay to write a part because it's kind of boring, I say to myself, I tell to myself "well if I think this part is boring, imagine my readers." So I write again that part. So I think the first tip is this, write a book that you like to read. Second one is read a lot. You need to read, you need to like to read because it doesn't exist a writer that doesn't like to read you need to read. I read every chapter of my books I think about 10 times before I show it to someone. For me, it needs to be perfect before I show to anyone.

Mari: Okay so what's the process like? Do you read chapter after chapter? What kind of process do you follow?

Paula: Yes. I write chapter after chapter, and then I read it many times before I go ahead. What I like to do is to write a chapter for day, because then I write a chapter and the other day I wake up and read these again and again. I make changes and everything, but when I have a (portuguese) deadline, when the deadline is coming, sometimes I need to write more than one chapter. Usually three chapters a day. It's about 15 pages for day, so it's a lot. I don't like to do that. I prefer to write one chapter for day.

Mari: Okay, and do you use any software or applications? I've heard of an application called Scrivener that a lot of Americans have been using. I don't know if you've ever heard of it?

Paula: Yes I heard of it and I tried to use this, but it doesn't have Portuguese version yet, so it doesn't have a corrector

Mari: To correct your typing mistakes, your typos.

Paula: Yes, so it's a problem. So I use Word, the software I use is Word because of this.

Mari: This feature of correcting

Paula: Yes because its good because sometimes you miss a letter or you, not only a letter, sometimes you think of the word and then you forget to put it so when you see it has, the software shows you that..

Mari: There's a mistake

Paula: yes, .. that there is a mistake. So I try to use Scrivener but I didn't use it because of this, so I use Word.

Mari: Okay, and Do you have writer's block? Do you sometimes like, have no idea of what you want to write?

Paula: Sometimes. Then I need to re-read the book from the beginning and it helps me to follow, to reconnect, to capture the idea again. But sometimes it doesn't help at all. Then I need to go away from the story and I watch movies or read books that inspire me and then when I come back to the book, to my book I'm inspired again. Traveling always, always, inspires me.

Mari: Oh, interesting. That's great. How often do you travel?

Paula: I love to travel. If I could, I was just like you, traveling all the time and I can because when I'm in the writing process I can write from anywhere in the world.

Mari: Yeah I was going to ask you this.

Paula: Yes but when the book is out, when it comes out I need to travel to make autograph sessions. Signing sessions and to promote the books. So I think six months of the year I can do that. I'm thinking about that, maybe.

Mari: You should! You should come to Thailand!

Laughter

Mari: Come to Thailand, you're going to love it.

Paula: Yes who knows? I need to, I can't like only travel for fun, because I need to see it and write. I have a writer friend, she said "The secret to writing is" in Portuguese you say, I forget the name she used. It's like "bunda na cadeira" (portuguese)

Mari: You have to put your ass on the chair

Laughter

Paula: Yes it's like that. You need to sit there and don't be distracted by anything. You need to have your time to write, because since we write from home we tend to distract like, "Oh, that's this program on the television, I need to watch this" or "I want to cook this, I want to eat this." You get distracted easily than work from an office, but that's something I would like to do - write from other countries.

Mari: So which countries haven't you been that you would like to visit?

Paula: I always want to come back to the places I like. I don't know, I didn't go to Spain

Mari: You've never been to Spain?

Paula: No.

Mari: Oh, my God, you have to go there, it's one of my favorites.

Paula: Greece. Yes, I wanted to go there too. Let me see

Mari: Actually, how many languages has your book been translated to by the way?

Paula: I think only Spanish, but Spanish in all Latin America. I just came back from Mexico, I was in Guadalajara Book Fair. It was very nice, this year I went to Portugal. Ah, so it was translated to Portuguese from Portugal, it's different from Brazilian Portuguese.

Mari: Oh yeah, that's a good thing that you explained that, because a lot of people think that it's the same.

Paula: No it's not the same. Yeah we can communicate to each other but it has a lot of different words and expressions and pronunciations and so it was translated to Portugal, to Spain too, and all Latin America, and now I have two books going to be translated to Italy.

Mari: Italian.

Paula: Italian, yes.

Mari: But, you do have it in English, right?

Paula: Yes, yes in English too, but it's only digital. They can't find this in libraries in the United States or anywhere. Only in the Apple store, Kindle store and Amazon store.

Mari: Right, right. We were talking about Kindle before we started recording this and I always ask you because I travel so much right, and it's impossible for me to carry books because of the weight and so Kindle is a solution for Digital Nomads like me, and you always tell me you avoid to publish your book in Portuguese, in Kindle, in Amazon because of piracy right?

Paula: Yes in Brazil the piracy is very, very high. The levels of piracy. So, I see that when a book here is published in digital platforms, it is very, very easy to break the locks and do piracy of this. So, that's the reason I didn't allow my books, my Brazilian books to go this way.

Mari: Yeah, I understand. To finish the process of writing. When you finish writing the book, do you ask people? How many people do you ask to read the book and how do you choose those people?

Paula: It is the same people that is doing this from the first one. It's my mother - she's the first one who reads all the things that I write. My cousin Elisa

Mari: My sister?

Paula: Yes, and my other cousin Aninha and Cecilia sometimes. So, my cousins and my mother and I read this out loud to my husband.

Mari: Really? He has the patience to listen?

Paula: Yes, yes, he loves it. He prefers that I tell the story to him. He prefer this way.

Mari: That's so nice.

Paula: I think he never read a book of mine, he just listened to it.

Laughter

Mari: I did not know this. You never told me this.

Paula: Yes, he is here listening to the the interview and he's laughing. But, I like this because when I read this in voice, out loud, I can see things, I can notice things that I didn't notice only reading. It's interesting. So, I like that he likes this way. So, I can "unir o util ao agradavel" (portuguese)

Mari: Yeah. Well that's great. I didn't know that. That's amazing. I don't think all the writers in the world will have husbands who will be as patient as Kiko right?

Laughter

Paula: Yes he's very patient.

Mari: That's nice. So the whole process of writing from beginning to end - until everybody reads - how long does it take on average?

Paula: Three months.

Mari: Oh really, I thought it was much longer.

Paula: No, the first book I took eight months to write it, but it was because I wrote it only in my spare time, but now it is my work, it's my job so, I close my schedule and only to write. So, I enclose myself.

Mari: You lock yourself up.

Paula: Yes, for about three months to write a book. So, I took this time to write a book about 400 pages. When it has less pages I usually take less time.

Mari: Okay, so you're writing about a book per year?

Paula: No, I think about two or three books a year now.

Mari: Oh my goodness. So, that means that if you take three months to write a book then you would be locked up six or nine months a year.

Paula: Yes, but I can't do that. I have the main book that I need to, normally I have one book that is the most wanted by my readers. This is the one I took three months. Three whole months to write. That's the one I give more attention. The other ones, it's not a novel. It's chronicles or poetry or not a very big novel so these books I take less time to write. So I do this while I am traveling. I don't like to do that but sometimes I need to do that, to write it more in less time.

Mari: Okay and all the books that you write, are you the one that decides "Okay, I'm going to write so many books this year." or do you have a contract with the publisher that tells you exactly how many books you need to write and that kind of thing

Paula: No, I think I'm in a level that I can decide it. Now I said "Okay, I will write a book. I don't want to have a deadline." I said it, but then I put a deadline for me and then I always reach this deadline and I need to have more time. I like to have deadlines, because of it. If I don't have a deadline I'm avoiding this and I'm putting things in front of it. So, if I have a deadline I have this commitment and pressure to write this in the time. So, normally I say to the

publishers, "Okay, I will write this book this year. I don't know when I will finish but you can put this in your schedule that we will publish this year." So I decide when I'm going to publish it.

Mari: Okay, nice. Now, since you mentioned the deadline, what else do you do to help you have performance? To help you produce more work? Do you have a morning routine or something that you eat?

Paula: Yes, I prefer to write at night, and at dawn - like after midnight. I think it's when I get more inspired, but as I said, I can't, today this is my job, so I can't do this all the time now, because sometimes I have an interview or I have to go to a school to make a speech. So, now what I like to do is, when I woke up in the morning, usually I wake up at 9.00 when I can, and I review what I did last night. So, I review this and then I start to write again in the afternoon and then when I have ideas I let it flow and then I go over the night until I finish this, the chapter or whatever and then I sleep and then in the other day I wake up and start to review everything.

Mari: What about your other habits? One of the things as a career coach - with my clients - I always try to help them increase to maximum performance. As you know I'm very involved with meditation now. I've been meditating every day now, and I can see a lot of difference in my performance because of meditation, and physical exercise and that kind of thing. Is there anything special that you do to make you feel better with your body and more alert?

Paula: Normally I love to listen music when I'm writing. I forgot to say it. **I'm always listening to music while I'm writing. I put songs that help me to construct the setting of the thing I'm writing. For example, when I'm writing a sad part of the book I put a sad song to help me**

Mari: "Get in the mood"

Paula: **Get in the mood, exactly. When I need to write a happy scene, I put happy songs or when I need to write a romantic part I put love songs, and I use songs to help me write.** But normally I think there things that I call brain-food, because you need to give food to your brain. So, I'm always watching series, watching movies. I think everything give you maybe unconsciously it gives you ideas. It gives you inspiration to write your own stories. **And traveling. That's the thing I like the most is traveling. When I travel I'm always with a notebook. Not a notebook computer but a pad, and a pen. So, I'm always having ideas,** and I'm writing to remember after the trip finishes. The places I have most part of my ideas is traveling, and sometime I saw a writer saying that, and I observe it's a right thing. When I'm in the water or doing something with the water I have ideas. So, sometimes I need to (portuguese) solve a

part of my story that is kind of stuck. Then I, okay I will have a bath or take a shower and then I think sometimes this helps me to find a solution.

Mari: Nice, now you mentioned the music that you like to listen to, while you write, and I know that you have the habit - I don't know if you still have the habit of connecting the chapters of your book to different parts of films that connect to that chapter right?

Paula: Yes it was an idea that I have when I was in my first novel, because the main character - she's a movie passionate - she loves movies. She wants to be a film maker, and I was in the middle of the book, and I wake up in the middle of one night thinking that I was not using this passion of hers so much as I could. So I had this idea to relate the chapters to quotes of the movies she likes the most. So I started to try to do that and it was very, very nice. I think it gave a sparkling to the story. I think different to the story and then I did this to all my books. To "Fazendo meu filme" books, but now I'm in my second series.

Mari: So, "Fazendo meu filme" for those who don't know is the first one and you have three books.

Paula: Four.

Mari: Four in the first one.

Paula: Now I'm the third book of my second series. That is "Minha vida fora de serie". It's like "my life out of series"

Mari: So how many books total have you written?

Paula: Total 15. But now in this new series the character she is crazy about TV shows so I'm doing the same thing that I did in "Fazendo meu filme". Now with series, I take quotes of the series, and put them

Mari: What's your favorite series right now?

Paula: Right now it's Pretty Little Liars. It's the one I can't wait to see how it's going to finish, how it's going to end.

Mari: Now are these TV series in English?

Paula: Yes

Mari: In Brazil or do they have just the subtitles in Portuguese?

Paula: Yes, and I went to the set of Pretty Little Liars in Warner Bros in Los Angeles and it was very, very exciting.

Mari: Oh really. Is that something that's open for anybody to go or is that something

Paula: Yes, you need to go to the Warner Bros in Los Angeles where many movies and series and TV shows are

Mari: Recorded

Paula: Yes, filmed, and then you can go to the sets.

Mari: I just remembered, just like you used to go to watch "Xuxa" (Brazilian TV show presenter) when you were a teenager right?

Laughter

Paula: Yes.

Mari: I was watching TV one day and I saw William Bonner's wife; what's her name? I forgot. She has

Paula: Fatima Bernardes

Mari: Fatima Bernardes yes. I saw her telling you that her daughters are your fans, and I remember when we were teenagers we were like 10 or 11 and your father used to take us to the door of five-star hotels to get autographs of RPM, Ultraje, Guilherme Arantes (names of brazilian music bands), and then now the kids of these, you know, famous people from when we were young are your fans right?

Paula: Yes

Mari: How does that feel? That's probably so strange isn't it?

Paula: Yes, it's not strange but it's nice, because now I'm in the other side so I can imagine what my readers, my fans are feeling. Until the other day, I was there. I was the one who was screaming for someone. So, I can, I always try to meet them and talk to them because I know what it means for someone who has an idol.

Mari: And each signing that you do you stay what? Six hours signing, giving autographs?

Paula: Yes, kind of. It depends of the time we have, because sometimes the library

Mari: The bookstore.

Paula: Yes the bookstore, sorry. The bookstore give us a time to finish it. So, we need to, we give "senhas" (portuguese), numbers to control.

Mari: Yeah, actually, I don't know. Numbers right? To control the..

Paula: Yes, numbers. I usually take one hour to sign a hundred books. So, if we have 400 books I will take four hours. So, the bookstores decide how many books it will be.

Mari: How many of these signings do you do per year?

Paula: Many, many, many. I don't know.

Mari: Do you have any idea?

Paula: Maybe 40 or 50 yes.

Mari: Oh my God so it's almost like two months of your year you're traveling.

Paula: Yes, yes that's it. Yeah, when I write a book I always make a tour in Brazil. So, I go to south to north traveling and signing books.

Mari: So the next country is Italy?

Paula: Italy, yes. And I was in Bologna Book fair last year. It was very nice. I didn't have yet books published there and maybe in the next book fair I will so I'm very excited about that.

Mari: Yeah, I was going to ask you - like what's your next big project?

Paula: Well, I will start - say it.

Mari: I remember you told me something about a film.

Paula: Oh, yes. The "Fazendo meu filme" my first novel is, I sold the rights of it to movies, and it's in the pre-production. We don't have yet when it's going to be ready, but I'm excited about that. But, I confess that I'm not ready to see my characters in person yet.

Mari: Oh really.

Paula: Yes, because I have them in my mind and I know that I couldn't find a person exactly like Fany, or Leo, or the other characters so I will try to find, I put in the contract that I will help to decide who is going to be the actors. So, yes I think next year we will find these persons who will

Mari: That's interesting. So, you can keep your eyes open when you look at Brazilian television to see the actors

Paula: Yes, I'm always looking for actors and actresses

Mari: Have you ever seen any actor or actress that you thought "Okay, this person would match this character."

Paula: Yes, but not in Brazil. I have two actors, one actor and one actress that could be Rodrigo and Priscilla, the main characters of this new series of mine but they are Americans so

Mari: So you're going to have to the film in English I guess.

Paula: Yes it would be great.

Mari: When are you planning to do the launching in the States or Canada or England?

Paula: Well I have an agent. She's trying to sell my books for America and England, but she's trying. Let's see. Let's root, hope that..

Mari: Let's root. Let's hope that she does

Paula: Let's pray, yeah.

Mari: Each country that you start the process you have a different agent, an independent agent. Is that how it works?

Paula: No, no it's the same. I have an international agent. Yes, she is selling my books abroad.

Mari: Okay, in Brazil how many books have you, is it true that you've sold a million books already?

Paula: Yes, I'm reaching this amount. Last time I heard it has 950 thousand I don't know how to say this.

Mari: 950 thousand.

Paula: A little more, and I think now with the Christmas selling I will achieve this amount - a million books.

Mari: My goodness. Imagine if it was digital on Kindle. Imagine.

Paula: Yes

Mari: And this is only in Brazil right?

Paula: Only in Brazil, sure.

Mari: Only in Brazil - Jesus Christ. So, who is the writer that you admire the most in Brazil, and who's the writer that you admire the most abroad?

Paula: Okay in Brazil it's Martha Medeiros. She's a writer. She writes everything like: poems, novel, plays, and I like everything that she writes. I think she's my biggest influence to write chronicles, because when I started to read her chronicles in the 90s years I saw what I wanted to write. I saw that I wanted to write like that, and then I started to write chronicles too. She is my favorite writer, and biggest influence in Brazil, but for my teenager books, Meg Cabot - she's American - she is my biggest influence, because when I read Princess Diaries - it's her most famous book, it's a series - I discovered that my diaries that I wrote when I was a teenager I saw that they had a lot of stories to tell so that's when I decided to read my diaries, and I started to write "Fazendo meu filme" about them. Meg Cabot has a big influence to

Mari: The diaries that you are talking about are the journals that you wrote.

Paula: The journals yes.

Mari: Since you were a child.

Paula: Uhuh. Not a child but a teenager.

Mari: You used to love comic books, like "Monica, Cebolinha" (brazilian comic books for kids) right. I remember that. You had a huge collection of these.

Paula: Yes, I still have.

Mari: You still have?

Paula: Uhuh.

Mari: Oh my goodness. Jesus.

Paula: Mauricio de Souza, he is my favorite author when I was a kid for sure. I started to read because of the comics he wrote.

Mari: Is there "Monica and Cebolinha" comic books in English?

Paula: I don't know. I'm not sure about that. I think so.

Mari: I have to tell people this. I told you this a hundred times, but I was so angry, because you were always Monica and I always wanted to be Monica(the main character of these comics), and I had to be Magali(the second character). Maybe I think that I have some kind of psychological trauma that's why I eat so much. (Magali used to eat all the time in the comic book stories)

Laughter

Paula: But Magali eats so much, and didn't gain weight so it's a good thing.

Mari: Well, yeah, I don't know about that. I'm always having to control so I don't gain weight, but anyway. Okay, now I want to change the conversation a little bit here, because this is a career talk. Do you have a team? Do you have employees or people who work with you or do you work solo?

Paula: Usually I work solo. I have two readers that become friends. They help me with my fan pages. They are twins, and they are always updating my fan page. For example, I put things in my personal Facebook page, and so they share this to me in my fan pages or when they see news about me - interviews - they put there, too. They're always helping me, and trying to help to answer the other readers too, because they know more about me than myself maybe. They help me a lot, but they are not employees. They are just readers who help me. In return I gave to them all my books in the first hand. They are always in my events without need to take the numbers.

Mari: The passwords. So you don't even have an assistant or a virtual assistant or somebody that helps you?

Paula: Well, the people in the publishers, they help me a lot. I think that's the people who help me a lot with the books and the events and everything. It's my publishers that do that for me.

Mari: I've travelled with you so I've seen how you are really the person who produces your social media - your Facebook. Are you into Twitter?

Paula: Uh huh.

mari: Which one do you use the most, because I've seen you use Snapchat and do you use Periscope?

Paula: Yes, I think Snapchat. Snapchat is what teenagers in Brazil are using the most now. So, I'm always connected to my public, to my readers. So, I'm using a lot of Snapchat, because of them. They made me create a Snapchat account. So, I'm using this a lot now, but Instagram is what I use the most. I put photos on Instagram, and then I share this on Facebook, and Twitter.

Mari: Yes, Instagram is good that allows us to do this. What's the difference between Periscope and Snapchat? I'm sorry but I'm not familiar with Snapchat. Is it the same thing?

Paula: It's kind of the same thing, but Periscope is live. You are doing this, and people are seeing at the same time. Snapchat, you record you only have 10 seconds for each recording. You can put photos too in Snapchat, and then you put and it stays in your timeline for 24 hours, and then it destroys itself.

Mari: I think Periscope does that too. I think it's 24 hours. Do you also do Periscope?

Paula: Not so much. I did it sometimes but I'm not used to it yet, because my public use Snapchat, and I can't do that at the same time - the both of them. I prefer to use the Snapchat. I reach so much people. I think each video that I post in the Snapchat, it has about 10 million views.

Mari: 10 million views?

Paula: No, 10 thousand, sorry.

Mari: It wouldn't surprise me. Anyway, social media has a very important participation in your routine right?

Paula: Yes, very much, because I like to talk with my readers, and I think now it's a good time to be an artist, to be a writer, because you don't have more barriers between you and your public. In the past when, for example, a magazine say something about an artist, how can they agree with this or defend? Now you can go in your Twitter and say "Oh, it's a lie. I didn't say it." There you can defend yourself. For me, it's good, because I can have instant return from my readers. I launch a book, and in the other day I know what the readers think about it.

Mari: That's really nice.

Paula: And they can ask me all that they wanted to know, for example, they always wanted to know about the character. Who is going to be with who, if it's going to be a happy ending and when the book will be published, the next book.

Mari: That's nice. You know that I'm a digital nomad right?

Paula: Uh huh.

Mari: What do you think about this? You know, one of the things that I want to do in this podcast is interview other people who have digital careers, because a lot of people have been hiring me to help them create a digital version of what they do, because they are tired of working in an office from 9.00 in the morning until 6.00PM or they're tired of only having one month of vacation. They're not writers like you, and if they don't have the freedom that you have a lot of times they're depressed and they're sad. So, what do you think about this new tribe, this new revolution that's happening where people can create and online work and travel the world as long as they want? You told me one day, you said "Nana, you're crazy. I think you're going crazy." Right?

Paula: Yes, I said that.

Mari: Do you really think that people who do this that I'm doing are crazy? How do you feel about this?

Paula: I think they are people who is following their happiness as you, but I think not everyone can do that because sometimes they depend of their employers to, their jobs. I think it's a good thing, because normally you can do whatever you do from your house, because now we have the internet, computers, and we can. Like me, I can write from everywhere. Most of people can do that. People who work in offices can do that too, but

Mari: The software that they have today allow people to work remotely right?

Paula: Yes, but I think it's a very new for everyone so it can scare people - the bosses, the owners of the companies.

Mari: You know that when I lived in Canada, I heard from many of my Canadian friends that I think probably 50% already of professionals in Canada have the freedom to work remotely. They have to go in the office maybe once a week for meetings or things like that. For the mothers, for example, for women it's much easier to raise their kids, and have time for their kids but in Brazil I never see this, right. The companies in Brazil are so behind in that kind of culture.

Paula: Yes, they are. I think they should start letting people trying to do this, to see how it goes.

Mari: So, five years from now, what's the perfect future for Paula Pimenta?

Paula: Well, the perfect future right. I think I want to have a house or a flat in Orlando, because it's the place I most like in the world. So, I would like to go there whenever I want to. Take a plane, and go there and have my house there and stay there. Yeah, I would like to live there, for example, six months a year.

Mari: Oh my God, that's great.

Paula: Yes, and I don't know. I think I would like to have more books, more inspiration to keep writing. I actually doing right now what I like the most. I like to write. I like to travel. That's things I'm always doing. So, if I can keep like that with more readers, and more countries knowing my books I think it will be great.

Mari: Yeah, that's great. I think it's good, because then when I have my kids I can just send them to your house in Orlando, and they can stay there on vacation.

Laughter

Paula: Yes, yes, good.

Mari: "Go to Paulina's house now for a month. Yeah." Okay, well they say that we should surround ourselves with the people who inspire us the most. So, do you believe that? Do you have certain people that you're always trying to be around? Who would these people be in your life?

Paula: I like to be around other writers, because I'm always learning from them, from their experiences and from their writing process. Always when I talk to writers I think I have a new tip to try to use. So, I think that's it. I think it's the other writers.

Mari: Writers who also write for teenagers, you mean?

Paula: Oh, all the kind of writers. For example, I go to a lot of book fairs so I'm always having this kind of contact with other writers, and for example, I sometimes I met a boy who write for kids, and I was watching his speech, and I learned from his process. So, it's not necessarily for teenagers, the writers from the same public of mine.

Mari: Interesting. The books that you usually read, do you like to read different kinds of books or do you normally like to read novels?

Paula: I like to read novels. I used to say that, "I think we should write the same type of book we like to read," because you will spend a lot of time with your books. So, you need to like it, because the readers feel the passion that you put in the pages. So that's it. I think you should write. I like to read novels, so I write novels, and romantic novels, and teenager books. I love to read teenager books.

Mari: Do you normally read books in Portuguese or do you have the habit of reading also in English?

Paula: I read in English too, because sometimes I so curious about a book and I can't wait for it to be translated. So I read Harry Potter, for example, I read everything in English, because I couldn't wait.

Mari: Okay, interesting. You know that I've been researching about the power, the therapeutic power of writing, and I've been recommending my coaching clients to write, to journal every day or at least three or four times a week. It helps people make decisions, difficult decisions in their lives. Have you ever heard of this?

Paula: Say it again.

Mari: Instead of going to a therapist. Well not instead, but like also you should take at least 30 minutes of your day, especially in the morning they say to write, and then you have clarity on the decisions that you want to make.

Paula: Well, I think it depends of the people, because me, for example, I used to say that I write thinking, no I think better writing. ("Eu penso por escrito" - portuguese) So, for me I always clarify my mind writing. I always, for example, I know the base. I know what I want to write, but it's writing that's the ideas flow. I get more inspiring. So, I think if people like to write

I think it could be a good thing, but some people don't like to write. So, it depends person by person.

Mari: Yeah. Me, for example, I never really wrote. You know, while you were writing, I was in Minas (club in our hometown), and going to the club and you know, having my boyfriends and everything, and now, as an adult I discovered that I really like writing, and I started it because I read some neuroscientists talking about the power of writing in terms of making decisions and because I have to help people make decisions about their careers I wanted to test it. And I discovered that I love it.

Paula: Oh, good.

Mari: Two things that I always recommend people do: one is meditation, at least five, ten minutes a day close their eyes. Have you ever meditated?

Paula: No.

Mari: You should try it.

Paula: Uh huh.

Mari: You should definitely try it. You and Kiko should do it. Put the alarm

Paula: Kiko did it. He went to a... remember he told you about that. He went to a meditation retreat and he couldn't stand to stay there all the days. He run away.

Mari: That's right. He told me. You guys should come to Thailand and do a silence retreat with me. I discovered that you don't have to do it for ten days. We have three-day silence retreats, seven-day silence retreats. You can chose.

Paula: Uh huh. Okay.

Mari: No thank you right?

Paula: Not for now. Maybe someday.

Mari: Okay, so just two things here before we finish, and I'll let you go, because I know you're really busy. What advice would you give, you know, your teenage-self? Like when you were a teenager, if you could give yourself an advice today, what would that advice be?

Paula: Well, I think I would tell her to, to not worry so much, because all the things will be good at the end. And, to don't lose so much time thinking what people are thinking, and instead of that, take this time to improve her self-esteem. Because now I know that the secret is to have a good self-esteem. When we like ourselves, people like us too. So, I think I would say to her to do whatever it takes to like her more.

Mari: Okay, great. So, now the last thing I want to ask you for something. I put on my Facebook this morning that I was going to interview you and I already probably received like five messages in my inbox of people asking me "Oh, please can you ask her for a book. Oh, please give me this, give me that." So, I wanted to ask you like whenever this interview goes public, could you maybe gift the first person, something like that with a book autographed?

Paula: Yeah, sure.

Mari: How do you think we should do this? Like after I publish this, the first person who comments or something? You're more experienced than I am. How do you suggest we do this?

Paula: It is a book that already is published or the new one?

Mari: What do you think? You can chose.

Paula: Yeah because I think it will take months to the new one. So, I think it's a book published is more easy, is better to send. If we announce this, the first one, everyone will. I think it's a surprise no? If the one who make it for a surprise.

Mari: Yeah, only after they listen to this, and they listen until the end of our interview they will know.

Paula: Ah, good, good and then they say "Oh, I heard that I can." Oh, good. I think it's a good idea.

Mari: Yeah, and then they're going to say "Oh, I want it. I heard, and I want it. I'm the person who wants to get it. I'm the first person."

Paula: Oh, good. We can do like that. I think it will be good.

Mari: Great, and the other thing, in the future I'm going to ask people, if they have any questions that they want to ask you, because I want to try to inspire, you know, Brazilians to speak more English. Can we in the future - when you have more time - record a Q&A. Like a Q&A where you can answer questions that they send in English.

Paula: Sure, we can do that. Okay, so who is listening this, if you listen until here, you can put the comment on the Facebook saying "Oh, I listen until the end. I'm the first one."

Mari: And they can chose the book they want.

Paula: No, because I don't have all the books.

Mari: So, which ones do you have?

Paula: It will be the last one, because it depends if it will be an English person. For example, it will need to be the "Shooting my Life's script".

Mari: Yeah, that's true, but based on

Paula: So, I think that we can talk with the person. If I have the book that they want. We need to talk to see which book they want. If I have, okay, but if I don't have this book we need to, the person will need to choose another book.

Mari: Okay, great. That's fair. So, for those who are listening and who want to read the interview in Portuguese, they can go to my website which is www.maxicareercoaching.com and they will find the interview in Portuguese and in English. Audio only in English of course but written in English and Portuguese also. Paulinha, thank you so much for your time.

Paula: You're welcome. If people want to visit my website it's www.paulapimenta.com

Mari: Yeah, I was going to ask you this. How can they find you? If they send you a tweet do you normally reply? Do you have time for this?

Paula: Yes, when I have time I reply.

Mari: Okay, so the best way to find you is your website or your Twitter?

Paula: All my social networks I try to talk to readers there. So, I think Twitter. I always talking to readers and Instagram too and Facebook. Everything. In my website they can find all my social network.

Mari: Okay, so have fun. Thank you so much for your time. Send kiko a big kiss, and I'll see you in the end of May in Brazil. If you decide to come visit me in Thailand just tell me.

Paula: Okay, I'll let you know.

Mari: Beijo

Paula: Beijo