

Write Publish Market.Ep 125_mixdown

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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet.

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I hope you are ready for a fun conversation today because I have a feeling and that's exactly what we're gonna get. Our guest today is Nicole Lance, an internationally certified life coach best known for working with individuals and teams who are ready to make courageous transformations. Nicole recently celebrated the release of our first book, awesome on your own terms, intentional practices to stop shooting and start succeeding. And when she's not writing or coaching, she spends her free time trying not to step on the Legos, her daughter leaves dangerously hidden in the carpet.

01:09

So welcome, Nicole, thank you so much for being here.

Thanks, Jodi, I'm excited to chat with you today.

I am excited to dig in a little bit about your book, I know that you are a friar career transitioned into a new career have a book. So I want to hear all of the things about that. So let's start with the book origin story. Like, had you thought about writing a book for a long time? Did you know oh, this be good, you know, for this new direction my business is taking tell me how it came to be?

Yeah. So it's funny looking back, because I don't think there was like a clear decision point until like, fairly close to when I finally did it. But previous to that I would find myself in like mentoring situations, or I just kind of always seemed to be that person who was like the connector. So people would say, oh, you should go meet with Nicole ask her about this, like, Oh, you're new to the team, or new to the area transitioning into this kind of work back when I was in local government. And I would regularly have

people say, Gosh, you should just write all this stuff down, it would make a great book. And, you know, you do that thing where you laugh it off. One day, down the road after I retire after an illustrious 35 year career, I'll do that love it. And so ended up making my transition into this new space as an entrepreneur. And I was like, You know what, I really should write all of that down. Doesn't make sense. And my mom was an English teacher and advanced English teacher in high school, always wanted to write a book. She and I had kind of played around with some writing together. And she passed away almost a decade ago. And so there was like, kind of, yeah, it makes sense for the business. And also, I think this would be a cool way to kind of honor a little bit of that.

Oh, I love that.

Yeah, but less that sounds like too ethereal and wonderful. There was a third part of this, which was my self doubt that was like, that's gonna be really hard. I don't know how to do it, it's probably going to be awful. And whenever I bumped into that part, I like to really see if I can challenge it. So it was also partially driven by that. So not completely altruistic and sunshine and roses, but also the part of me that said, I don't know if I can actually do it. I really like proving that part wrong.

I love that. That's a great challenge.

Yeah, great challenge. It was sometimes I take that to the extreme, but in this case, it was definitely a smart idea. Definitely a smart idea.

I love it. Okay. All right. So so you had you know, like some familiarity with you know, like, love of language and all that I assume from your mom.

Yes, definitely like certified grammar nerd. Been a huge bookworm since I was little so steeped in all of that.

Okay, this is always one of my favorite questions to ask, especially business owners who are not by nature, like setting out to be like, the next great professional writer. What parts of the process did you love? And which parts of the process did you absolutely not love?

Yeah, well, that's a great question. Because like, one of the fallacies is that we have to love the entirety of the process or else it's not the right thing to do. And so I kind of consciously set out to, if I didn't love the actual writing of it, I was going to be okay with that. Because I knew I would love the product of it like having it done. So the the best part of it was the first time I printed it out in because I'm old school I wanted the red pen in the yeah for editing and the very first time I printed out the whole thing I had that moment in my office where I was like, I have written a book.

Yeah.

And that was really cool. Prior to that, though, because of how the book is structured, it lends itself really well to like an outline format. Yeah. And I was really excited to outline like, here's the points I want to make. Here's kind of the sub points. And then I got to kind of go back and fill in the filler since that

was, yeah, that was really rewarding, because it was bite size at that point. And so even if it was like, one tiny sub point, I could be like, I wrote my book today.

That's right. Absolutely. Yeah. Yeah. Which is a motivational strategy.

Behind that, yeah, for sure. I think the least favorite part of the process was not being an expert in all aspects of it. That was surprisingly hard. Because I think as an entrepreneur, especially for me, you know, I'm, I'm four and a half years into the entrepreneur game full time. And so I'm still kind of working through a lot of my nonsense around, I need to be able to do all of this, and I need to understand it perfectly. So as usual, my control issues came to the forefront. And it was like, I need to surrender control on parts of that.

Yes, that is a huge, I mean, that statement is what keeps people like me in business, because business owners, we, you know, we like to be in control. We'd like to be the one like driving the bus, so to speak. And when we don't have the knowledge to do so it makes us very uncomfortable.

It totally does. Well, in like, in a couple of ways, right? Like one I'm uncomfortable, because I genuinely don't know. Yeah. And then to Oh, my gosh, I might have to admit, I need help. Yeah, for like, I asked for someone else to help me with this part of it, or teach me this part of it.

So right. It's never just the experience of writing the book, it's the entirety of what you learn through it, right? I find to for business owners versus professional writers. It's always a balancing act, too, because most business owners don't have a statistic. But most business owners are not trying to, you know, write 1520 books. They're trying to write, you know, a book. And if they end up writing a second one down the line, great, but they're really just trying to use it, write a book to use it, you know, to market their business in some way, something like that. So there's that whole, you know, push and pull of how invest in in learning all of this do I really need to be if I'm only going to do it just this one time.

Right. Right. I think that's a genius. That's a genius question. And that's a perennial entrepreneur consideration, like what part of this makes sense for me to become an expert in part of this? Can I be an expert in getting the help that I need?

Yeah, absolutely. I had told you before we hit the record button that I there was something I wanted to ask you that I could not remember what it was. And I just remembered when we'd spoke originally, like, on a connection call way back when we were talking about the difference between doubt and impostor syndrome, and that a lot of people confuse them. And I remember you speaking like so brilliantly. I don't mean to put you on the spot. But if you have any thoughts on that, I would love to hear them. And I know that the audience listening needs to hear that.

Sure. Yeah, no pressure, I'll just recreate my previous affiliates. No, that's fine. Yeah. So in the book, I talk about doubt, in my speaking engagements, workshops, facilitation, and even one on one coaching, it's generally brought up as imposter syndrome. And there is a couple of issues with this. And there's a specific reason why I talk about it in terms of doubt. So impostor syndrome, as a concept was developed in the late 1970s. But the way that it was studied and kind of eventually categorized and

classified was centered around white women working experiences, which at that point in time was not a giant segment of the population. And as you'll notice, excludes a huge group of people.

Sure.

And so one of the challenges with that is a lot of the conversation around fixing and I have air quotes going even though you can't see me fixing or dealing addressing with imposter syndrome is that it tends to blame the person rather than acknowledging the systemic kind of outer shells and systemic problems that exist that are contributing to that. So toxic workplaces, systemic racism, workplaces that value, overwork misogyny in the workplace, it it kind of ignores all of that and says, you just need to be more confident. You need to work on your imposter syndrome. And so shifting the conversation into doubt, number one broadens it. So it's more applicable to meet, you know, larger groups of people in the population. But to it becomes actionable and it does acknowledge what else is going on around you. So, like, in the book, I talked about the difference between doubt and fear. So fear is I don't know if I should do this. Doubt is I don't know if I can. And and if I don't know, if I can, then there's a lot to learn about why do I feel that way? What else is contributing to that? What can I do if I decide this is something I do want to do? And then I can move through some of those strategies to kind of getting past that. I don't actually know if I can, sort of conundrum that could exist. Right? That I remember. Yes, one.

Thank you. That was pretty impressive. For on the spot, I have to say. Apologies. Again, I just I remember being so impressed. Like, it just made me think about it in a different way. When we had originally talked I I knew that I wanted to bring it up today because impostor syndrome and doubt are two words that are tossed around or a phrase and a word, I guess, that are tossed around so much in the book writing community and the book publishing world that I didn't want to let the opportunity go to, to talk about well, and I appreciate you asking it right, because impostor syndrome because it has, it's not exclusive to women, but it's generally talked about in that context.

Yeah. So a lot of people who are experiencing doubt, might feel like, well, that can't be my experience. Yes. And so again, they're excluded then from strategies that could really help which if we talk about it in terms of doubt, it's like, well, holy cow, which one of us hasn't experienced that? Right. So then we normalize it. And we're able to externalize it because impostor syndrome, as a definition tends to be an internal experience. Yeah. Yep. I love that. Yeah. Well, and then, as you were talking through fear into the mix, which is a whole nother level that comes into play with, you know, again, business owners are not in their element in the book writing world. So all of these things, I think, come Yeah, but even that, if you get into like the National Alliance for Mental Illness, like definitions around fear, it's responsive to what's happening in our environments. So there's actually some sort of threat. And again, that's where I think for business owners and for anybody, but specifically in that kind of space with entrepreneurs, is to dig in and say, like, Am I really being threatened by something? Or is it actually doubt? And then I can question it from that angle. So it gives you again, just a finer point from which you can move forward intentionally.

Yeah, I love that. That's so good. You really, I think in the book, to do a great job of putting this into language that makes perfect sense. And is easy to understand, okay. Like, this is, this is what I should

do about this, which is, you know, not always an easy thing to do with some of these, you know, sort of intangible concepts. Yeah. Okay. So let's talk about how you're using your book in your business. So your book was published just a few months ago, right? It's hasn't been out that long.

Yep. beginning of November. So three months? Yeah.

Okay. Okay. So how are you using it? Or how do you plan to use it in your business? Yeah, so the primary way it's showing up right now is in conjunction with my speaking engagements. So that's an easy kind of connection to make. And I'm finding that it's working, though, in a couple of ways. Number one, it's amazing. And like, people haven't even read this. And they're like, the fees are going up. What if it's terrible, you don't even know if this is relevant for you. It's not ultimately clarified. But it's giving me a different platform from which to begin conversations around fees and topics at conferences. So I'm less kind of reactive to what conference people might want, you just speak about, and I'm able to drive it a little bit more into some of these areas that I'm really passionate about talking about.

Great.

And then the second one is I've had a couple of groups that have that selected it for book clubs, which is again, I always say it's super cool. And I'm like, hey, I want to come into one of those. But I also feel like now I'm just walking around with my underwear on the outside of my pants. Because it's like this thing I wrote and they're gonna be Yeah, talking about it. So yeah, that's been kind have an interesting one. As far as how I'm using it, I've got some ideas later for, you know, like, it would translate well into digital course and, you know, mastermind groups, that kind of stuff. But right now I'm trying to stay really tight into what feels best for it right now. And I feel like both of those would be pushes, I'm not quite ready to take on.

And you know what? That's a great point that you're semi bringing up there, because the book is out there. Now, what you do now doesn't have to be what you're going to do in six months, or 12 months, or whatever. That's, I mean, I think that's both the beauty and the curse of a book, like, it's out there, out there.

But you, you get it done. And it's like getting engaged. And everyone's like, you're showing off the ring. And everyone's like, when's the wedding? Are you going to have a baby? When, like, what? And it's like, holy cow, can I just like, give me a memory? This thing? Yeah. And be okay with that. Yeah, because it's really not going anywhere. So there will be time for that. And my my hope is that, as I kind of get some more feedback, some more data points, it will actually help me craft an offering around the book.

Absolutely.

Yeah, that'll be more in tune with what folks will really want.

I love that. And that's also I mean, that speaks to, I mean, one of my favorite things to say about book marketing is book marketing is one big experiment.

16:28

You know, it's just one big experiment. And so many people try to do what you are intentionally not doing smartly, which is just okay, I'm gonna do all the things in the first, you know, couple months after the book comes out. And then they're burnt out, they were trying to do too much. So they didn't track data properly, to know what actually was working, what was not working, where they should focus their efforts next. So I love that that's so smart. What you're doing. Have you done any of the book clubs yet? Or no? No, not yet. I think the first ones the first ones coming up next month. So all right, I'm excited. I can't wait to hear how that goes. We'll have to we'll have to circle back on that one of my least favorite business sayings, but

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put a pin in it.

17:16

Let's get into some corporate speak. Okay, so what would you Nicole? What What if somebody came to you now? And said one of those conversations where people were like, You should write that down? What advice do you have for a business owner who's like, should I write a book? Should I not write a book. So the first one, actually, the original title of the book was going to be be intentional. And I would say be really intentional about why you're writing the book, like, don't just write it to write it, because I think two things will happen. Number one, anyone who reads it will feel that energy around it. And the second one is you are too and you're the one that's gonna have to sit with that project for a lot of hours to get it done. So you're going to one it's going to be a slog, and then two, you're going to end up with something that you don't really love or connect with authentically. There was I had an experience during the editing of the book where I wiped an entire chapter. Because it didn't, it didn't I was like trying to force fit it. And it was all completely what I thought someone else might want to read versus what really felt right for me anymore. So that

18:28

Yeah, I think that and even my editor was like, why does this chapter feel weird? Or like, this doesn't feel like you. The other ones all felt like you. But this one's off. And I'm like, dang, so everybody can tell.

18:42

That's a great lesson, though. Because so many people are resistant to that, because they, they think, Oh, I worked so hard to get these words on the page.

18:54

Yeah, it was really hard to give up. But I'll tell you what gave me the courage was and this would be the second piece of advice. would not, don't like shut yourself in your office and do this alone. I had a writer's group. That was awesome. They were all working on these, like amazing, like novels. And these really, you know, interesting literary pursuits. And mine was a little bit different. But just being in that community has helped me forward and I hired a she's actually a life coach. But she's written like six books. And I said, I want you to coach me through this experience so that I can bring it to fruition in a way that feels authentic for me. And that was just helpful for how I think. Absolutely, absolutely. You

mentioned that it was going to have a different title. Can you talk a little bit about why the title changed, so it was going to be called Be intentional? Yeah, it was originally going to be called Be intentional 11 strategies to stop shutting and start succeeding. Okay. And if you've ever read Liz Gilbert's Big Magic, there's the story she tells about her story getting essentially written by somebody else because she didn't do anything

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With it, the first draft of the book was finished pre pandemic. And I shelved it. Because you know, life was really lifee for a couple of years there in the title by the time I got ready to do editing and publishing, the title had been taken. And I'm actually glad it was because I awesome on your own terms for me is like, it's so much more me in the title. And it felt more relevant. But it was also again, as these things are, they're never just about the book was a great lesson in really kind of checking back in with myself, what am I actually trying to communicate here? And what feels really, really right and authentic for me. So yeah, but that was an interesting little hiccup that I hadn't quite planned for in the last two months before we hit the button. Yeah, sure. Well, yeah, lots of things keep you on your toes with with book publishing. That's for sure. I love though that I love on your terms in the title. Yeah. Oh, yeah.

21:02

Really? Right. Yeah. Which is, you know, again, I had to find my own way through it. And that's part of the thread and why I wrote the book in the first place. So seemed fitting, I wonder how many people are in that situation where they finished a draft, say, pre pandemic, and then had to come back to it and realize, oh, man, I gotta major changes. Now, I bet a lot of people are and my thought is, or my hope, if I can Project HOPE onto those people, is to allow for that flexibility. I always say my two post pandemic favorite F words are fluidity and flexibility. And so can they lean into that I added it was originally eight strategies, I added three post pandemic, because I was like, Oh, these are the things that I have used, that have helped me carve my path forward in this time. So I think it can actually be really additive, if you can choose to see it that way. Instead of like, oh, this is a hardship. Yeah. Right. Well, and not even just, you know, put away for a pandemic. But honestly, the more time I mean, everyone, almost everyone, once they've finished writing the draft, they're in such a hurry, then to get out into the world. The longer you can sit with, like a big project like this, if you just give yourself that time, the better the end result usually is. So I agree. You know, you'll see it differently. Take the break, you know, it's places it is hard to do. But it's also like, again, what's the intent? Am I trying to accomplish fast? Or do I want to publish something? That's a really solid product? That's such a great point. Yeah, you're so right. It serves the project so well, if you can make yourself do it. Yeah. Wow. All right. This was an awesome conversation. Um, we're gonna leave the link to your book in the show notes. Have it as someone who has read the book and then heard your off the cuff remarks in this conversation about you know, impostor syndrome doubt fear that should let everyone listening know that you really do know what you're talking about. This is not like a fluff book. And that it's so much is super helpful, especially I think, I mean, for anybody, but for business owners really would get a lot out of reading your books. So that's, that's my plug for the book.

23:25

There's certainly a you know, I don't let anybody off the podcast a call without giving me a book recommendation. So what do you have?

23:34

Yes, so I have to go with two of the first one is rest is resistance by Trisha Herzing, which is gaining popularity right now, has blown my conception of rest, wide open, which is just absolutely magical. And then the second one, I'm really intrigued. There's a novel I'm reading right now called the Song of Achilles by Madeline Miller, which is just absolutely fabulous. It's a like a reimagination of Achilles in the Trojan War. And it's just fantastic. It's like feeding my soul right now. Resistance is like challenging my life in the best way possible. But this one is like really just juicing my energy right now. Okay, well, those both some delightful actually, I have heard of that novel, but I have not read it I have not heard was to give you the title one more time. Rest and rest is resistance. Trisha Hersey. Okay. That sounds like something I'm going to need to head to the indie bookstore get ASAP.

24:40

Awesome. Thank you so much, Nicole. This was such a fun conversation, great book recommendations. And yeah, I can't I can't wait to hear more about how the marketing goes as time goes on. This was fantastic. Thank you. Thank you, God. Take care. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as if

25:00

Isn't sonar so I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab