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## SUMMARY KEYWORDS

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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. Harsha desponding is a trauma informed health strategist, high risk pregnancy specialist somatic trauma professional, Best Selling Author of pregnancy brain speaker and advocate for women who have been through second or third trimester loss, preterm delivery, neonatal loss and birth trauma and are preparing for a high risk pregnancy. She is the owner of a global petite company that is dedicated to reducing pregnancy complications, improving maternal and fetal outcomes and ending preterm birth. And we are lucky to have her back on the podcast today. So welcome back to the podcast. Powershot. I'm so happy to have you as a return guest. Hi, Jodi.

I'm so glad to be back to I

we were just talking before we started recording, I pulled your book off of my bookcase I keep in my office with all of my client clients books. Because I was like, is it was it 2019 or 2020? When she published pregnancy brain? And it was 2018. I know. Yours? Yeah. It's a good time to sort of like to have like a follow up like refresher conversation anyway, what you were talking about doing but I man, I can't believe it's been that long. That's so bananas. Yeah, it really flies by it, isn't it? Yes. I which seems weird to say as we're, you know, still in the the slowest period of time known to humans. That will not end but yes, it does seem at the same time. That was yesterday. So yes. So let's talk about that. Because I mean, the idea was for us to talk about, you know, like using your book long term, but now, you've been using it even more long term than I realize. So like, just kind of like, if you could just like sort of refresh everyone's mind. I'm gonna link to our original episode, like about when your book had first come out in the show notes, but just kind of like, bring us up to speed about like, what's happened since then how you've been using the book?

Yeah, sure. So it's wild, I have the same experience as you have hasn't really been out in the world that long. Because it's so interesting how much the experience has just kind of built on itself. In terms of the book getting out into the world, we get more and more messages and emails from people who found the book through or somebody or through an organization or through their doctor's office or something like we can no longer track how people find the book, which still to this day blows my mind. Wow. Because I remember in those first early days, you're like, Okay, I gave you the book, and then you gave it to that person. Like, you can very easily track that journey. And then it just kind of explodes on its own. It just takes on a life of its own and grows, which has been so, so phenomenal. And the book has been absolutely instrumental in growing my audience, my community, and ultimately informing the way that I work with my private clients and in what capacity and in what way, it's just really opened all kinds of doors in so many ways that I'd never even imagined it would

Oh, I love that. I want to have like a hashtag first world problem, right? That you can't track how people are getting. It's really cool. That's so awesome. So what does it look like now, like marketing your book now versus marketing your book, like when it first launched,

I would liken it to the analogy of running like an 800 meter dash versus running a marathon. Okay. So at the beginning, it was this big push as much as I could. And I know that I actually published his book in the middle of just life being really busy at that time. So I didn't get a chance to push the way I wanted to, at the immediate point of publication. So that kind of that my sprint went a little bit longer than I'd originally planned. But now it's really about being really strategic, not just in terms of these micro pushes, but also long term strategy, which at the beginning wasn't quite so much. The my focus, at least my focus at the beginning was how do I get into as many people's hands as possible. Now it's, how do I get it into as many people's hands as possible who can also I champion the book to even more people that I can't reach. Yes. And that's been really

fun secondary audiences. I love it. Yeah. Okay. All right, let's I want to go back to something you said before, about how it's opened up doors that you never imagined it opening up. Can you talk about that a little bit?

Yeah. Like, like, give me a couple of examples.

I have been invited to be a keynote speaker at several conferences, where we were able to actually provide a copy of the book to everybody in attendance. Fantastic. Which was so fun. Yeah. Like, it's really just a side note. It's been four years. And it's also still such a mind ticularly experience for me that like, oh, I have a button that I can give to someone that hasn't gone away yet.

I hope it never does. That's I mean, that's one of the joys, like, the rewards for all the work you put in.

Yes, I agree. It's really, really fun to have that novelty that that experience. So, so yeah, keynoting conferences has been amazing. I've been invited to speak at multiple conferences, and at events where again, the book was either made available, or we gifted it to several people. And we've now got the book in several doctors offices, especially physicians, kind of in the LA New York area who are working with celebrity patients. So the book is kind of making its rounds that way. And it's been highlighted in a variety of different organizations, to their community members. And that it's just been wild, like to be able to reach these communities that I don't otherwise have access to. Right, you know, and from there, like I said earlier, it's also then because of the feedback we're getting of what's connecting with people, what what's the next thing that they want beyond the book? What are the questions that they have afterwards? How are they wanting support now that they have this kind of foundational understanding of stress physiology, and its impact on pregnancy? What's next. And so we now have a full offer suite for our private clients for a variety of different topics related to stress, physiology, trauma, physiology, fertility, pregnancy, and post pregnancy. So there's just like this. Imagine it like this, this house and all the rooms have something for everybody. And the book is kind of the entry way into that house. And there's a place now for everybody to go, which has been amazing and fun.

First of all, that analogy is awesome. With the book as the entryway. That's fantastic. How did that happen, though? Like, at what point? Were you just seeing the same sorts of comments and getting the same sorts of questions to the point where you just realized, Oh, hey, we can be doing something more fun serving clients in this way.

I think it happened pretty quickly.

So yeah,

I would say within the first year, but that first year, I was off on maternity leave for I think it ended up being like five months. So I was taking in the information, but I was doing nothing with it yet. Like, oh, that's nice. Anyway.

Newborns so alternated on that for a little bit. Yeah.

Exactly. And, and then it was, it was really interesting. Once I came back to work to see the kinds of clients, private clients were waiting to work with me, where you know, whose family building journey was timed right around the time that I would be back to work. And so we kind of filled up our private client spots really quickly, once I returned, and seeing kind of what brought them in, what was that trajectory from the book to wanting to work together? What how do they make that leap? How do they

know that was the next step? And then tracking what their history was like? So if there was a really tight profile, almost of, okay, yeah, this is somebody who has experienced pregnancy complications before, and doesn't want to leave anything on the table next time, and wants to add this kind of neuro endo immune support to their prenatal care plan next time. So we had like a profile that we were putting together. And then we kind of filled that out, that became very clear very quickly, and then it was okay, but I also only have a very limited amount of space for private clients. I also don't want to work with a lot of private clients because I want to save that energy and leave time flexibility for them. So what else can we do for the community and the feedback that we were getting by that point, which was I guess it was like 2019. Summer was before the pandemic began, was even at that point, the feedback was, it's not just general stress. It's not just chronic stress, but it's traumatic stress. Which pregnancy brain does not address pregnancy brain is about stress physiology, generally not about traumatic stress specifically. And so that got me thinking about, Oh, gosh, there's totally something here, especially if we're talking about people have experienced medical trauma and traumatic losses. And so that opened up kind of various different offers that we tried out and tested to see what people connected with and what they didn't. And it really wasn't until this year 2022, that after working with nearly like, 100 or so maybe even more people over these last three years, in various capacities, were we able to identify exactly the offers that we have at various points of the family building journey that are really tailored to each person's physiology at that specific point, covering everything from chronic stress, acute stress, and traumatic stress and traumatic loss. Wow. Okay.

So the book is the entry into your funnel, then your versus you like, so, I know, some people write a book and then use it, you know, like, almost like a textbook and like a program or something like that. You're not using it that way. You're using it on the front end there,

right? Yeah, exactly. Yes. It's okay. Let's, let's make sure we're speaking the same language before we go any further kind of thing.

Okay, that is incredible. And so what what does the your business look like, offer wise, like before the book and then after the book,

before the book, I feel like such a novice thinking back to those days. But before the book, there was only a one way that I was working with clients. And it was very specific to them already being pregnant. And but also general enough, where I'm like, I'll try to work with various kinds of people to see what works and what, what, who I'd like to work with who likes to work with me and things like that. So there wasn't a lot of specificity in that way other than high risk pregnancy. Now we have if you imagine that house, we have multiple rooms. And it's differentiated by what I call the seasons of your family building journey. So if you're in the you've already delivered, whether you were able to bring baby home or not, whether you were pregnant before and you weren't able to bring baby home or you were you had a NICU stay or not, it doesn't matter. But you that experience happened and you're not ready for the next pregnancy or you won't be, then there are certain rooms that are right for you. But if you're trying to

conceive, then there are other rooms that are right for you. And if you're currently pregnant, there are certain rooms that are right for you. And it's very, very specifically tailored to what your body is doing at that time. Because I found that people will read the book, oftentimes, they'll get the book maybe a little later in their journey. And so they'll already be pregnant. Okay, and then they'll want to work together. But because Pregnancy is a very specific physiological experience, not everything is possible to do at that point, versus had we begun the work prior to pregnancy. Okay, and so those are the kinds of differentiations that I've been able to finesse and fine tune. Okay. Over the years since I wrote the book.

I mean, it's incredible. I mean, just watching from afar, I have it's incredible what I mean, I remember conversations with you, where you were thinking if we could just get the book into like some doctors offices. Yeah, like now like, look, I mean, like, you've turned your business on its head and grown it in different ways. You've got, I mean, the book is in all the doctor's offices, and, you know, conferences and all that. It's incredible. It's incredible to have watched, and for me for years seems like so long ago, but like we're saying, also, it seems like you know, we just blinked and here we are. Yeah, it's amazing.

Thank you,

I really want to, I mean, shout from the rooftops is the fact that you have these things are happening, because you're still talking about the book all the time. The book is still front and center, you didn't publish the book and put it in a silo and just expect like all of these great things to happen. Yes, still, like you recognize that it's still, you know, something that you need to be putting out there in front of new people sighs to get to those secondary audiences to bridge to your primary audience to get them you through that entryway, and then into, you know, the other ways you can serve them. It's I mean, it's amazing. I hope you realize how special it is what you've done.

Oh, thank you for saying that. I really appreciate it.

So let's I want to go back to another thing that you said where you were talking about book marketing as like long term strategy versus like micro pushes, I think you said so, what does that look like for you? I mean, do you strategically say okay, I'm going to Do you know do like a concerted book marketing effort, you know, like once a quarter, once a month? Or what are those little pushes look like compared to like your overall long term strategy? Sure.

I think, truthfully, it's the short term pushes are many times driven by when was the last time I talked about the book? Oh, wait, it's been a while.

You are not alone.

So there is a little bit of that, to be very honest. Okay. But what we have tried to do is about once a quarter do these, these little pushes on social media to remind people that the book exists, you know, we found that the top of that funnel is people coming and following me on Instagram. And sometimes they come to Instagram after they've read the book, but many times they find us on Instagram first. And then so it's a nice reminder of, oh, here's a small little step, a little taster that you you can access really easily. So we start with that we try to do this about once a quarter. And it's genuinely just to get new eyes on the book. And you know, especially with the community that I serve, it's a revolving door community. Yeah, that when you're in, you're in, and then when you're out, you're out for a little while, or forever. But right. There's always new people coming in, always, always, always. So we try to do that as regularly as we can. Sometimes if it's like, oh, you know, it'd be nice to know that push maybe didn't result in as many sales as we'd like, or something like that we will do another just kind of little blips are on social media for about a week or so. I find that podcast interviews actually do really well in selling the book too. So I noticed that when I have those blitzes of podcast interviews that start coming out regularly, we see a spike in book sales. So that's been kind of a nice mid tier strategy, I would say, another way to get new eyes in front of it and in front of the book, and then have that the new wave of people coming into the house, so to speak. Yep. And then the long term strategy that that we're in right now, is really asking the question, Who do we need to get in front of to allow us to get in front of what new audience? Yes, so that we can do what? So with a lot more questions, yes. And it's a lot more specific strategically. For example, if I want to bring in more people into my new program that I just launched, called arrive, well, then who do I need to get in front of that has the people that are right for this particular program? Versus if I'm looking for, oh, I think it'd be really fun to be associated with a particular organization, then who can I send the book to, to get it to the leadership team of that organization, so that I can have speaking opportunities or consulting opportunities at that particular organization? Right. So it's less volume? At the beginning, I would say. But then once we're in like that, that conference, I was mentioning, once we're in, then we have the opportunity to sell in kind of a bulk fashion, so to speak to community members and things like that. So I guess if I had to separate it, it would be that is kind of the short term Blitz is casting the net wide to get a lot of new eyes versus the long term strategy is how can we be more precise with who we're reaching? So the quantity is less upfront, but has the potential for many more sales on the back end?

Right? Yeah, well, and I mean, things like conferences and those relationships when you build them. I mean, just allow for so many more connections, and, yeah, further relationships, and all of that. And you I know, have never been afraid to give the book away, to get it into the hands that needs to get into. Yeah, which is something a lot of people really struggle with, especially like when the especially when the book first comes out, because you want those numbers at the beginning. You can't help whether you're into the vanity metrics or not, you can't help it when the book is first launched. And you're afraid of missing out on a sale, you know, that you a lot of people hesitate to send the book, you know, to get it into the right people's hands. And that's something that I know, you've always been a proponent of. And done, and it has obviously served you very

well. It has helped. Yeah, and thank you for saying that and acknowledging that I appreciate that. It's it is hard at the beginning because you don't know if it's going to sell or not. You have no idea. Yeah. If if what you've poured your heart and soul into is going to result in anything financially. And and I find that it always helps me to reconnect with why I wrote the book. I remember the moments of my personal experience and thinking back to in those moments. I wish I'd had a book like this you And if that means that one or two or 10 people a month get the book for free. Great, because they will, they will tell other people. Right. And that really sells very well.

Yeah. It's such a great point that just can't be overstated. I don't think, like you said at that in the beginning, you're so business owners writing a book, you're doing everything, you know, one, you're in this unfamiliar zone of the book publishing world, trying to figure it all out. And you're putting all of this, you know, blood, sweat, tears, money time into something without any financial, you know, it's there's no financial impact right then. So you're, you're taking away some sort of income generating activity to work on this book. And it's scary. It's so scary and like being so vulnerable, right, then, then it's hard to like, take that big picture view of okay, this is what I need to do right now. But I also need to remember, like the long term impact I'm trying to have here and like the bigger goal totally. And you've Yeah, you've been able to, you know, sort of toe that line in a way that not everybody can Oh, thank

you.

Yeah, you're welcome. It's again, it's just been such a joy to watch. And I remember, I also remember us having conversations about like the book, your book category, because it was like that it was sort of like it's like that hybrid memoir, self help personal development kind of book that it seemed like, is this going to be a trend that sticks around? And it seems like it was, but you know, you just never really know. And it's still really all these years later is still resonating with people. And that's, it's so fantastic. Yeah.

And if I can add to what you just said, about it being scary. I remember when we connected and when I was sharing the vision of the book, I felt so strongly that I did not want to write a technical book, you were mentioning about using a book as a textbook for a curriculum, or program. I did not want to write it that way on purpose. Because again, I was thinking about the moments of my journey. When I wanted to have a book like this, I wouldn't, though there's a part of my brain that would have wanted the textbook II type thing. I know that what I needed was a book that normalized and really helped create a sense of compassion for what somebody was going through when they're fighting for their child. Yeah. And I say that because it was terrifying to write, there's, like, you know, the academic part of me like, this

is not legitimate. It's not there's not enough citation. I mean,

all of that. And yet, the part of the book that resonates with people the most is the store. Yeah. And every single time we hear from people where the book has connected with them, it's because of that, it's because they know that I get it. Yeah, because I shared part of my story, I shared part of my clients stories, and then everything is backed by science. And there are plenty of citations in the bag, what

I was just going to, like, correct a little bit there just to make it sound like it was, you know, flying by the seat of your pants, writing a journal entry no.

Right, but that's what it felt like, you know, and, and so, I, the reason I share that is because as an author, I think we have a gut feeling about how we want to write a book. And as terrifying as it feels, go with it, because that is what's going to resonate with the audience, no matter what other parts of your brain are trying to tell you otherwise. There are ways to blend, you know, ways to write the book and all of that, but we have that gut feeling. And it is really scary. Yeah, to go with it. And also it will pay off. Because it's you writing Yeah,

especially with such a with such a personal topic. You know what I mean? Like, you were sharing you were sharing such intimate details of your life and your husband's life in your son's life, you know, that's different from like someone sharing about, you know, like, I share about my own journey, writing a book that's completely different. That I mean, it's also scary to put yourself out there but not in any way compared to, you know, sharing something that that intimate like you do in your with your story. So I think that that's that's part of it, too. But you like I mean, you did a beautiful job of your story, versus, you know, the science pieces of it, versus just like the general text talking about a topic and I think that really, I mean, it's part of the appeal to a lot of people is that they're learning, but they're also it's so easy to learn from you because you're being so open and forthcoming with them. My opponent, like you said, they know that you get it. Yeah. Yeah, I think that makes a huge difference. And it's I mean, and then think about just how they already feel like they know you and trust you as they're entering that house. Yeah, yeah, right. Yeah. Well, I mean, yeah, it's yeah, it's incredible. I don't even know what to what else to ask. This is such a fun, like, catch up conversation. I know. I guess one other question I have is like, do you still think about marketing the book as a chore? Or is it now just something like that you do to talk about the book? Or is it both? It can be both, you will hurt my feelings?

No, actually, I love that you asked that. Because marketing is something I always struggle with just generally. But I don't feel that way about the book. It just feels like a natural extension of something I would talk about, it just kind of flows in conversation. It's just a very easy like, Oh, hey, by the way, have you checked this out? Or some? You know, we get questions. And oh, you know, here's a great place to start. Have you read pregnancy brain? Check out chapter four. Right, whatever you know, that might be. It feels very simple. Now to just mention it because it's, it's just part of the conversation.



I love it. Yeah, that's fantastic. That's music to my ear. We made it. Anyone listening? Who's thinking about writing a book sees that, like, Yes, this is one it's possible. All of the things that you want to happen long term are possible. They do not happen overnight. Very rarely do they happen overnight, I should say. And they are not without a continued effort, as you know. But I mean, just, I feel like what's happened has even exceeded the expectations that we had set, like all those years ago, so yeah, it's yeah, it's such a joy to a joy to see I love when it pops up on my Instagram, you know, the picture of the book cover and everything. It's still is one of my favorite covers ever. Oh, thank you. Yeah. Yeah, this now this was a fantastic conversation. I hope we're still having this conversation, even four years from now about the book and it's still, you know, just as exciting and just as impactful. And all of that, I'm sure we will. Okay, you know, well, you you're repeat guests. So you know, I don't let anyone leave the podcast without telling me what they're reading. Although, again, you get a pass because you're homeschooling running your business to little kids at home. If any podcast guest

it's Oh, gosh. Well, thank you. But I am actually reading something I very slowly. But I have discovered a new author, new to me, author. Okay, Val McDermid. She's a Scottish author. She writes British crime novels. She also was part I actually discovered her because of a show that I found on the BBC or something. A called traces. And I found that because the lead person was from Breaking Bad, which is obsessed. Okay. Anyway, so I'm reading her series when I'm on before and I think it's called the torment of others or something. Okay. It's Oh, McDermid? Yeah. Okay,

I'm loving it. It's very dark. So if you don't like crime dramas don't read it. But okay, I'll read it at night because? Yeah. Okay, that sounds good. Listen, slow reading is still reading my friend. Yes, true. Well, thank you for your time. I so appreciate it. This was such a fun conversation to catch up. And it's I mean, continued success. You know, I wish you all the success in the world. Oh,

thank you, Jodi. It's just such a joy to always talk to you and connect with you too.

Thank you. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of your soul 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.