

# Write Publish Market.S6E8\_mixdown

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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. Our guest today is someone I am thrilled to welcome back to the right publish market podcast. Any Francesca is a former Disney storyteller, Best Selling Author, six figure founder and branding expert. In 2013. She quit a dream job telling stories at the Walt Disney Studios to start her own agency. Greatest Story creative since then, and he has branded 125 Plus businesses spoken for 1000s and released two best selling books, including the personal development guide permission to try her newest book, establish yourself debuted at number one on Amazon in seven categories, including women in business and consulting today through her brand story solution and establish yourself framework, and he helps Coaches and Consultants clearly and confidently grow their greatest businesses without burning out on marketing. And he is also proud to be a Duke University graduate, a lifelong Muppets fan and a serial rewatch her of the Golden Girls. She lives in Durham, North Carolina, with her husband, Gus and their favorite person, their son, Leo. So Annie, welcome back. I'm so happy to have you back on the podcast today.

I am so happy to have survived a second book and be invited back on.

That's the spirit. All right, let's dig right in to book number two. So you released a second book this year, my very favorite email to get as a book editor and book coach is I think it's time for book number two. So tell me how you got to that point,

I think I always had in my mind that a second book was going to happen. Because when I set out to write my first book permission to try, I knew that I wanted to write multiple books. And I felt like the first book had to be my story in some way. So that's really my story of quitting a dream job at Disney and pivoting my career and starting a business and basically a pep talk to anybody who is pivoting. And this

was years before COVID happened, right? Anyway. But when I wrote that book, I thought, you know, that's this first foothold. And then the next book will be the business book, when I have built a big enough and great enough business worth talking about. And so you know, that first book came out in 2018. This one came out in 2022. And I needed to live the, you know, eight years of business that went into writing that book. Up until the day it came out I was we lived through so that I always sort of had this notion and I think right after I finished permission to try, that was sort of the thing over my shoulder of like, okay, be thinking about what is this going to what is the title of it? What's the framework? How's it going to work? And so I really have been workshoping it in my head for about two years before I finally I my 35th birthday, which was May 26 2020. That year, we were all busy doing nothing. Right? I has been I want, you know, we just had a little our little boy, Leo. And he was home with us. And so we were watching him every day. And I said, I just want a day to outline my next book. Because I know if I start outlining it, it will make this book happen. And so that was I put all these post it notes up on my wall in my office. And that was the gift he gave me was the day to focus on that. And that almost two years to that moment, the book came out this year. Wow. So so it was really a four year journey of do this. How am I gonna do it and tearing my hair out along the way, as we all do in such a rewarding book writing.

I love that you it was such a different the books are so different. But your process with the post? It's because I remember with your first book that you did that. You were on vacation or something, right? Yeah, I

went on a retreat because again, I needed to get out or I'm really better when I have a day of time to sort of dedicate to be real time. So yeah, I got these enormous you can order these enormous posts off Amazon that are like, I don't know, let's say they're like five inches by eight inches. Like they're big. Yeah. And so I will use a giant wall or in that case, it was somebody's guest room. And just basically my here's my strategy for doing a book. I think it's similar to how you help people the beginning, which is that dump of information. So I'm like, absolute literally, this book began with what do I know about business that I think is true, and then starting to, you know, throw it up on the wall and then go well, what things grouped together. Yep. Right? How does it all make sense? What fits together? What makes sense for the kind of person I'm trying to write a book for what does it but really putting it up on those index cards? No sticky notes really, really, really helps me will pull a picture I can send it, you can put it in the show notes. It is. It's beautiful. And it's chaotic. And it's helped me with both books just to get everything out.

Absolutely. Yeah. No, it does start as that absolute utter mess of chaos. But then like you said, you know, you can start to see things come together. You said something, when you're giving that answer that I want to just touch on real quick, because you were like, what everything I know about business. But then you mentioned your audience, like, what does this audience need to know? So did you have the idea, like the concept for the book first, and then who you wanted to reach? Or did those sort of how did that sort of morph into being? Yeah,

it was sort of a coalescence. So it's like this. As I started to think more I knew I wanted to write a business book. But then as it's funny, as I, over the years, especially since the last book came out, I've continued to niche down and niche down. And it's a lot of what I teach, I used to not teach that I used to be like, well, you should work with everybody. And a lot of what I learned and what I shared, establish yourself, because my second book established yourself is all about how to grow a coaching or consulting practice without losing your mind to marketing. And back in the day, when I was losing my mind to marketing, I didn't have that clarity. And so figuring out the audience for this book really was about, you know, telling myself, No, you can't write a business book for just anybody, you need to write a business book for the kinds of clients you really want to work with. And so that was, you know, I think at the end of the day, I realized that this book, when I talk about what I know about business, it could have gone for one of two audiences. One is for the entrepreneur, who's new in business, or has been at this for a long time, and has not seen success and needs to kind of hear the tough love of how to fix things. And that's been one gigantic client that I've worked with who I love, incredible people. But what I realized and what I needed, it's a very different book to write for who I wrote for, which is my ideal client, which I would say, as a coach or consultant who's been in business for a couple of years, at least like three to five years, their biggest problem is not how to get clients, right. So I can't write a book that's like all about how to get clients, if that's not their biggest problem. My ideal clients are people who they can make money, but they really want to get to that next level. They know their branding. And marketing does not reflect them as a confident expert, because it's whatever they got started with, right? Like, they got scrappy, they got out there, they threw the tennis shoes on, and they did it. And I can run very far with folks like that, because they have so much value, but they have real trouble articulating it, you know, it's like, I know what I do, but I have trouble doing it. You know, when you have that you've got something that works, you just need the coaching or the branding, you know, in the story, to be able to charge more for it, to organize it more simply and have this business that doesn't run you. And so I think you may have heard and what I've just said that if I were to write a book for someone who's new to business, or someone who's just never been able to get clients that has really different advice in it, right then the book that's like, hey, you know how to get clients, what is holding you back from that next level. And that's the book I was more interested in writing, because that was going to be worth my time, because it's so better aligned to the kinds of clients not only that I want to help but that I have more value to help. You know, I'm not the girl that's like, here's how to get clients when you never been able to, I'm the girl, it's like, great, you want to get clients, let's make that process easier for you more high quality tell the story more cleanly, so you get more and more that you really love. And you love what you do. And that clarity,

I mean, obviously helps you in your business. But I mean that clarity when when your book writing is huge, because it saves you from like, so much like spinning your wheels or writing something and then sending the book out for beta feedback. And they're like, Hey, this is like, I already know all this, like this wasn't this didn't teach me anything new. And then you're like, Oh, well, back to the drawing board.

Right? Right. And you can't write for both. When you talk to both sides of your mouth, nobody can hear you. Yeah, it's two different books. And so many people don't realize that it's too and that's fine. If it's

two different books, like that's a good thing. And it's definitely a good thing to recognize that. Yeah. And here's some permission on that to just kick to the thread. I think because I face this a lot with coaching clients who are, are very afraid to niche down, right, they want to serve everybody. And what when I doubled down on this and really said this is for who might our ideal clients are and I had Alpha readers and beta readers. I had some beta readers that were more of the brand new business and stuff. And they came back and said, Oh my gosh, I love this. I feel like this is gonna save me from things. You know, I Hey, I wish there was more stuff for new business owners the book, but I really found it useful. So it's not that just because you pick an audience doesn't mean it's not going to be useful to other audiences. It's just going to better reach the folks you really care about reaching.

Right. Well, and yeah, I mean, that's almost like the primary versus secondary audiences that and like, I mean, you're helping them and getting them like bridging them to what you're really trying to do with the book. I want to I want to talk about like the process and all of that but while we're on this thread, I want to I want to stay with it. So with This book you launched, like you talk about your value ladder in the book, and you did something so unique with this book with launching the book as part of that value ladder and like getting your next step of your, your new action club. So I want you to talk a little bit about that, because that's something a lot of people struggle with is they know that they want to use the book as part of a funnel. But like, is it the top of the funnel is at the bottom of the funnel? Where does it fit in? And I think that with your launch and your action club launch, you did it beautifully. So if you could just like walk people through that a little bit, it'll be like, almost like a case study.

Yeah, absolutely. I think I think it was quite a journey. As you and I talked about, because I came to God. And I said, I really, if I'm gonna put all this time in, you know, you heard it probably four years, really two years on the ground, beating my head against the wall going, Wait, why is this book so much harder to write than? Oh, because it's a totally different book. And I just want to say something about that, before we talk about all this funnel stuff is because it really didn't get formed, that I'm really kind of glad that I got down the rabbit hole before I realized that a business book is really different from writing, like a personal advice book, which is what my first book was. And I think if I had known that, if I'd known that going into it, I might not have done it. Because I'm like writing it and realizing the book is like twice as long as the other book. And it's because I didn't realize at the time, but it would be so valuable. For me, the really challenging. Writing a business book meant I had to take all this stuff, I've been teaching people for close to eight years, and formalize it, put it into a framework, make it all make sense, content, you know, decide what was gonna be included, and what will be cut out and how it was my philosophy, like, you know, there's difference between giving advice as a coach and then kind of making it all make sense, as a framework. And that has been one of the tremendous gifts that I didn't anticipate this book would give me and it did. And knowing all this hard work I was putting into it that this was going to be my thing. And this would be a great way that people are going to find out about me, you know, book is a great way of doing that. Especially a book that promises you can market yourself without obsessing about social media. Yeah, which is the promise of it. And so I don't love the word file, because I think it confuses people. But basically just say like that, okay, I knew that the book was going to be many people's first introduction to me, or really accessible way to work with me and be introduced to me. And so I was like, I want to be smart about this and make sure that everything I do is really

efficient. So one thing I've done that's been really successful, that leads to something else that I that you're getting at that I built, instead of having all these different options like this free guide, and that free guide, what I did is I made a workbook. So I made one thing, one really great thing. It's like a 62 page, printable digital workbook, so you can edit it on the computer and print it out. And it's called the establish yourself companion workbook. And it is free. It comes with any copy of the book you buy, whether that's the ebook, the paperback or when I have a collector's edition from have we talked about that strategy as well. But basically, that there is this way, a very clear way where I just say throughout the book, I'd probably 30 calls to action to it. You gotten tired of editing them, I'm sure. No, it says, Hey, because there's exercises throughout the book to write your greatest business plan and to figure out, how are you going to grow your business without so much traditional marketing? How is that going to work? So I created this workbook where that makes that easy. And so from the very first pages of the book, it says, go get this free workbook. And then throughout the book, hey, are using that free workbook, here's where to get it. And I will tell you, you know, I have a pretty good sense of how many books have sold of the hundreds of books that have sold, I have 25 to 30% of those people in my email marketing now because they have signed up for the workbook, which is huge. Yes,

yeah, that's a great conversion. But also, if you happen to be a reader of Andy's book and haven't gotten the workbook, do it because even somebody who's honestly, again, like not in maybe in your primary audience, but I mean, I went through the book myself and not as a copy editor, but like, as a reader, you know, and like, do some of the exercises like refresh it all for years. I mean, it's a great like, refresher, even if you're not like trying to actively figure that stuff out for your business. And the the workbook. I mean, it's yeah, it's such a great companion piece. So it was so smart the way he did that

when I think he's having because I'm not like the queen of email marketing. But I think having it be just that one clear thing. Yeah, it's something that is really a huge value add for them. Yeah. And I've just heard so many people have gotten so much value from it. So that was sort of the next step. Right. So you get the book. Yeah, okay, get the workbook. Okay, I'm putting it into action. And I had this vision of, hey, I really want people to be able to sustain their momentum, and not everybody is going to be able to have the resources to work with me privately. Yeah. And I don't have a scalable option, you know, at the time, so I was like, How can I build something scalable for my business so that it's, you know, not dependent. I can kind of scale the same amount of time I put into it. I don't love selling or launching. So I've created all these digital trainings and things like that over the years templates. Some tools and lessons. And I'm like, I don't want to sell all that, like that's so heavy lifts, I was like, What can I do that sort of similar where it's just, hey, get the workbook. And so I created what I call the establish yourself action club. And the idea is, is if you read the book, or you're curious about the book, and you're like, I want to grow my greatest business, you can join the action club. And it is like a business book club on steroids, you can join anytime, great description, there are three big things to it. So it is monthly accountability emails for me. So if you're loving the book, or you're trying to get through it, you'll get an email from me kind of walking you through it encouraging you to take action on part of the book, there are monthly meetups with me. So you can come join us on Zoom, we have people from all around the world, including Australia, joining as the middle of the night, when we meet. We actually meet at lunchtime on the first Thursday. But in any case, I should host a q&a and I talk about the book and

answer questions about your business. And the last piece is sort of how did I get around having to sell all these little bitty products, I put them on what I call a vault. So the establish yourself vault has on nearly every tool I've used to get to this point in my business, all kinds of trainings and templates and checklists, things to help you streamline your story or plan your brand photography. So basically all this stuff in one, one library, you can access any time. So you've you join the action club, you kind of have no excuse. But to grow your greatest. You have got, you've got your plan if you've done the book, and then you can come meet a community of close to 40 of us that are all working on growing our greatest businesses sharing our wins right from each other learning from the experts using these tools that I talked about in the book, I give many of them away through the workbook. But there's many more to be found there. So it is really a unique thing. And I agonized over creating this because I kept saying Jody, do you know anyone? Yeah, any other author entrepreneur who's done something like this, and you were like, We don't know. And I asked around, we couldn't find anything that really matched it. But I was I was very nervous. I launched it about a month after the book came out. But it has been really such a life giving program for me, and a really great transition because I used to speak for free every month with a series called branding with Annie, you can find more about that at branding with annie.com. And this was a really important transition for me having done that for free for four and a half years to have a community that was kind of low lift that had a lot of value. But it was easy for me. You know, it's I show up once a month. Yeah, all I've got to do except for December because I take December off. Right. So that's the whole other story. So that's sort of the whole, you know, overview of how I tried to think about how can this book work for me. And really, I think, you know, to simplify the idea of funnels, it's just about inviting people to take the next step with you, right, you know that you've mentioned, the value ladder, there's what I call a streamline service value ladder, which is plotting all of your services out visually over money. So you kind of know, like, okay, somebody with this budget can do this, somebody with this budget can do that. And I've kind of thought through that, that that's, to me, that's not about having all these different audiences. It's actually the opposite. It's like, okay, I wrote this book for my ideal client, what do they need from me first? What do they need from me next? What about this level? What about that level, and that just makes my life so much easier. So everything I offer, from the action club, to the book to my branding services are my business coaching, it is all so aligned to exactly what I teach

100% It is, but it's helping you and your business, which of course, is you know, one of the goals of writing a book to serve your business. But it's also it's helping your people make that next step or take that next step, because all of the things that you're doing, are inviting them in a little bit more. And they can, you know, they get to see you like face to face, and they see even more depth of your knowledge than they're reading in the book or seeing in the workbook. And yours. I mean, you're just advancing that No, like trust factor to make it easy for those who are going to move on to that next step of working with you one on one. Yeah, it's seamless. Yeah, it's it's just it's so smart. And yeah, and I know that everyone listening is probably feverishly taking notes, just like I was, as I was reading your book. You know, just to kind of model because like, yeah, like you said, I mean, it's similar to it. We had talked about this, during some of those conversations about who has done this, who like, has anyone done this? And it's similar to I mean, it's similar to a lot of people launching a membership. I mean, like, my membership is that middle piece like your action club is, but I didn't do it all at the same time. So there was definitely you know, it wasn't as streamlined for I think, for a lot of us as it was, it

wasn't as stressful for you either.

That's, that's probably a fair point. That is probably a fair point. Like then, like the work on the back end, then to sort of get everything to be more seamless like you have.

Once it's done though. It's done right like that's the beat Do you have it and it was like building the plane while you're flying it. I know people like that metaphor, right? So it's like, I'm not sure I would recommend trying to do all of it all at once. But that's sort of the nature of how it all came to be. But I spent at least six months behind the scenes developing the action club. And I would say I couldn't have done it without the support of my virtual assistant and her team, and being able to delegate some of those pieces to come up with a strategy, but then have people behind me helping execute. And I that was one of my biggest growth lessons that I share in the book is, you know, years and years ago, I would have tried to do it all myself, and it wouldn't have gotten done. Yeah. And so it got done, because I was willing to ask for help.

Right? Well, yeah. And that is I mean, and that's one of those lessons for the early on in business, people who are reading the book to sort of take away also, I mean, but let's face it, we can all take that. I'll take that lesson away,

for sure. Absolutely. Sure. Okay,

I could talk about that piece of this thing, like all day, every day, just because I feel like now when people ask me that, has anyone done this? Now? I have, I can be like, yes. Here's how you need to model.

Absolutely. And I do coaching on it. So come ask me. Yes.

So let's, let's talk about like, the usual stuff. Now we talked about, like on these, you know, book story episodes, like, your favorite part of the process, your least favorite part of the process? Like dig into that a little bit for me?

Yeah, I mean, I think I'm gonna flip it. So I'm gonna, the worst part. I kind of alluded to it. And I think I am just the kind of person that finds it really interesting to strategize and come up with like, kind of the overall premise of the book, the strategy, like what is the outline, and then I really enjoy the like, it's

done and sharing it with people and talking about it. And the part I just really can't stand is the like, I came up with this plan. And now I have to put words on the computer like that is, and there's some people who just love that part of writing, right. And I'm like, and this is always I think it's always surprising. So people, a lot of people think of me as writer. And I would say, I don't like writing. I like strategy. I like coming up with the concepts which I can do really quickly. I used to joke that like in school, that I wish that I didn't have to write papers that I could just go talk to the teacher about it and be like, Look, I understand what you're asking, here's what I would say, like, I would do that, you know, 99 times out of 100, if I could have gotten away with it. Because I just find it to me, just the way my brain works and how how much faster I can think it then I can write it, that it's it's hard. And so if you're in that process, I feel you and I feel for you. And you know, by the time you kind of get that what we call that first crappy draft, I knew that that book was going to happen. But I needed to get to that that awful point. And I just forced myself to do it around having a toddler and COVID. And like all these things, so that was just not my favorite, but it's just that necessary geekiness that we all have to do if that's not your Yeah, yeah. And my favorite part, I'm really proud of it, I think, you know, I was really proud, I am really proud of permission to try. But I think establish yourself is really, in many ways an end to that story that I never thought would happen in a million years. And I'm just tremendously proud of what established yourself represents. I don't think I realized how much I was signing up for, as I said about, like, kind of formalizing what I teach and what I do. And I think the most rewarding part. And my favorite part so far has been the sharing it with others and realizing that even maybe more so than permission to try that it's going to have an has had real impact on people. And there's really nothing better than like, you know, somebody who's read it, and it changed their life in some way, or change how they felt about something. Because I think we all talk a lot about like, you know, entrepreneurship is really hard. It's really isolating. Many of us are in businesses that are just us. Maybe we have some contractors, maybe we don't, but I think that there is really nothing more, you know, you got a call the other day and somebody's like, Oh, I'm reading a nice book, or I just got it Oh, it's great. And I was just like, a little embarrassed, right? That was like, I didn't pay them to say that. But there is really, it's still washing over me that this book is just not this thing I agonized for and cried at the computer screen. It's something that really now has a life of its own. And I think that's also my favorite thing about permission to try. You know, I would say this, and I'm sure you say with your clients that once your work is in a book, you're never getting that story back, you know, that book is in the world, but could outlive me by 100 years, right? Potentially? I don't know. I hope so. I hope so future ancestors are listening to podcast. But truthfully, like that's the thing. I could never get back the story in the book from either of these books if I really wanted to. I couldn't take the Mac. And so there is really something amazing versus like, you know, nothing to say about blog posts and things like that. And the things we put out are things we put out in the world that sort of having a digital life. It's different. It's the things that have this like really tangible existence can outlive us and just really meaningful ways and so that knowing that, at least from what I've heard from people who read it, and it is a good book. So I want to take their, their word on that. And that these books then have this life that I don't have to control don't have to worry about and know that no matter what else I do I contributed something meaningful.

That's fantastic. That's a fantastic perspective. 1,000%. But I also I agree with the people who have read the book, like, I mean, it really is, I mean, it could almost be a textbook, Annie. Just it's like the the material is so foundational and applicable, and all of the all of the things and can be, make big changes



for people who, who read the book and follow your instructions and work through the exercises and all of those things. I mean, I think it's going to do everything you want and more, which is, I mean, obviously fantastic.

So and God, how much do I owe you for that? Yes. I

mean, I mean, you know, you know, perfectly well, I would not say that. I mean, I'm sure everyone listening has heard episodes of this podcast, where I've said nothing like that. I wouldn't say it if I didn't mean it. So the book has been out now, like for a few months. So tell me like some of the things. I mean, obviously, you've got, you know, 40 ish people in the action club. That's awesome. Like, what are some other things that have happened?

You know, for me, it's been really interesting, because one of my one of my favorite things has come out of it is like going on a podcast now is really different. Because I feel like because I spent two years really thinking about what I believe it's so much easier to be a good podcast guest and to have something really meaty and important to say. And so it just made that world so much easier. And I think speaking so much easier, I just booked one of my biggest speaking gigs. And it's not even for establish yourself, it's for permission to try. But I think the book really has raised my profile. It's brought me clients, like I had a client who, you know, just discovered me off of Google. And she followed this kind of exact path that I'd hoped someone would wear, finds me on Google finds the book finds the action club hires me, we're working, we literally met this morning. And she's in Australia, like, what, like, wow, does that happen. And so it's just stuff like that. And I think waking up every day, and just getting these emails from people who are reading the book, or want to read the book, and that it is just, it's like, I'm, I haven't quite been able to fully step into the shoes of what this is going to mean. And I haven't talked a lot about the book since this came out. Because I had some personal, some really tough personal things happening all at the same time that, you know, people would look at this, Oh, wow. She's like really growing her business in this book, and just have no concept of like, the tragedy that my husband and I have been, whether and he's okay, and he's we're both healthy, and all those things, but just, you know, some personal, really huge setbacks for him that we've had to weather. You know, it's been a tough season. And so for me, it's like, the initial results of it have been so empowering. But I also am kind of most excited, I think, for the future of it. And for this to exist. And for me to really love on it. I think my instinct, I'm very much like a change. I'm not a smoker, but I caught like Austin Kleon, who's an artist, he says, It's chain smoking, you go from one project to the next to the next. And so my, I tend to be on this pyramid and always looking up and never looking down. And I need to be in a season where I'm kind of hanging out on this level or looking down and using and appreciating what I created before I guess go, you know, make a bunch of new stuff. Because that's that's my inclination. Right? Just really grateful that the book is here. It exists. And thank goodness, I never have to write it again.

Well, I think I mean, it's that perspective is fantastic for you know, the book having just launched but like we were just talking about now the book is out there. So like just I mean, think about all of the all of the

things to come is exciting to me. And tell me about I know that speaking of podcasts, that you are doing something, which I think is totally neat and super smart with the book in the podcast form. So talk a little bit about that for us. Yeah, I

mean, should be available as soon as you guys are listening to this episode, but I really excited kind of had this concept of okay, I think I want to do some sort of establish yourself podcast, I don't have a lot of bandwidth, what could I do that would be meaningful? And I've been getting questions left, right and sideways about hey, is there an audio book, and there is an audio book on Audible for permission to try I read it. And I did that because that book really lent itself to that the personal development kind of book. And I haven't produced a AUDIO BOOK OF establish yourself. But I have now produced the next best thing, which is the establish yourself, podcast. So not sort of your traditional podcast like what we're doing today. But if you have been curious, as you've been listening to Jody, and I talk about this book and how it's going to help you grow your business without being beholden to social media, then I think this might be a really great lesson for you. It's seven episodes, that I'm sure at least the first three are going to be out at this point. But basically, it's going to give you sort of a audio book look behind the scenes. So it's not the full book, but it is a really great preview. If you'd like to listen to books and get a really good sense of what's in this book, how Did it help you and take a little bit of things away from it? About how can you grow a business that isn't all about social media marketing, but it's really about what you want from a business in terms of passion and profit. So you can check that out, it's going to be a Greatest Story [creative.com/podcast](https://creative.com/podcast) I'm gonna can't wait to hear what you think. That's fantastic. I

can't wait to listen to it. We'll put the link to it in the show notes. Also, for anybody who, who missed it while we're talking. What a great idea. And I love that.

It was very easy, as I just mentioned to you, God that it was a good I know, you teach your clients to repurpose things. And so I was able to produce seven episodes of this podcast episodes are about 10 or 12 minutes. And I was able to write them in probably about two hours perfect, because I was able to take what we had already edited and written and reworked some things to just kind of keep those key moments and and so I didn't have to start from scratch, you got to create another piece of this sort of funnel experience.

Yep. Yeah, no, use what you have as a jumpstart for the book. And then from the book. I mean, that's just as important. And I think a lot of people don't think about it that way. They think about using repurpose content to get to the book manuscript, but less so to take the book, and then use it in different ways. And I mean, it's just, you know, just as important and impactful. So that's, that's fantastic. I can't wait to I can't wait to listen. Well, Annie, this was an awesome discussion. You know, however, that I don't let anybody leave the podcast without a book recommendation, although you'll get a pass because I know you've had a lot going on. And in addition, even without a toddler, you've had a lot going on, but you also have a toddler. So if you haven't had time to read anything, I will give you a pass. But if you have, I would love a book recommendation from

you, I'm happy to share and I it's not going to be a business book. So that's fine. You know, the thing that's really I'm in my 30s. And like many people in my 30s, I'm dealing with trauma of my childhood, right. And so, a book I recommend that I really has really had a huge impact on me the past few years is a book called adult children of emotionally immature people, okay. So if you may have had an emotionally immature parent, you might enjoy this book. But it is a really interesting book. But it basically breaks down if it was, it could be a parent, it could be a loved one, it could be a friend, but just people in your life that you love, but are just Yeah, difficult people like it's tough to love them, you maybe don't see eye to eye with them, it's hard to love them without, which you know, for me is important. Having become a parent of a toddler, like wanting to really be the best parent I can be and have the best boundary. So it's like, it's really great book if you want to be a better human, or if you're dealing with a lot of like conflict between friends or your parents or family members. And you just want to, like lovingly navigate that, but not get stuck to it because I think I spent many years very sucked into it. And this book does a really good job of kind of explaining, while that happens and talking to you about people's how their upbringing really shapes how they handle emotion. And you know, perfect example for us is we have this toddler, right? So his emotions run his entire universe. And so being able to better understand how we deal with emotion. So I think you know, that piece, and that really ties nicely into what a TV recommendation, which is a book recommendation as well, which is Brene, brown, and Atlas of the heart. She's got a show on Netflix kind of breaking that down. And it really ties I've heard great thing. Yeah, it's okay. All this stuff just really about that's the thing that it does tie back to business in a way because I think for me a lot of what my message is becoming is don't grow any business grow your greatest business. And your me a greatest business means space and time and emotional health, for me to be Annie and a person and not just the accomplishment factory, the person who works all the time, the person who's so successful, right? It's like, just a person, as Mr. Rogers would say, so that you kind of have a journey like that. I know, probably left field recommendations here. But that no, it's fantastic. The greatest business is your greatest life to

what you said for it's for anybody who wants to be a better human like who doesn't want to be a better human, somebody? You're right. There are some people but I don't think

they're listening to this. No, but someone needs to give them these books and be like, You need to be a better human.

You actually, they're the people who really need it. That's No, that's a great recommendation. I find all of like human emotion and all of that more interesting. The older I get the same. I feel like I spent the last few years especially I feel like all of that has been like cracked open for me after my mom died too. I think that, like plays a big part when there's like something like big like having a child losing a child losing a parent like something, you know, it just kind of Yeah, cracks things open in a way that you're sometimes not really ready for.

Yeah, absolutely. And I think I think that that's the thing of realizing that emotions just have this huge role to play in our happiness. Yeah, that's, that's been the awakening for me. So I think that that's one of those, you know, if you're kind of feeling a little bit untethered, I think I think the best to bring it back to the bigger point is that I think the best books, business or otherwise are ones that cause you to think about your life absolutely differently. So I think establish yourself as a book like that least that's what I've heard Krishna tries, right published market, let's say, right? And adult children of emotionally immature parents that hopefully can help you along in your greatest lifestyle. Absolutely.

No, that's that's a great recommendation. I appreciate that. You mentioned that. So this was an awesome conversation. I love talking to whether it's about our books, our businesses, our lives, you know, whatever. So thank you very much for your time today. This was a great conversation.

Thanks shirting.

Thanks for listening to today's episode of the right published 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 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, the 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