

Write Publish Market.S6E7_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 up yet. Or our guest today is life coach for leaders. Tara quiche, Tara is a burnout prevention and recovery expert with a master's degree in clinical psychology, and a resume of fortune 500 Consulting, and Tara's signature program, the leaders coaching mentorship, you get training and certification and professional coaching skills so you can be a better happier, more fulfilled leader and create the impact you want to see in the world with ease and joy. Coaching is perfect for when you're ready to grow, but want to figure out how for when you're committed to what's next, and what's supporting getting there. And even for when you feel stuck, and don't know how to determine what's next. So we are in great hands for today's discussion. So welcome, Tara, I'm so happy to talk to you today. Thank you for being here. Yeah, I'm

stoked to be here.

This is I mean, a burnout and stress, which I know that we need to sort of differentiate between the two. But this is something that comes up I think, honestly, not just for book writing, but business ownership in general. But I feel like then when you're writing a book, it's sort of adding that extra layer to what already, you know, can be like stressful, overwhelming, and all of that. So if we could start there was just sort of like defining some of those terms a little bit like, how do we differentiate between like, Oh, I'm overwhelmed, I'm

stuck versus like, actual burnout. So I think, I mean, they're, they're co related, like they occur to you or other time stress. And like some of that momentary, like, Oh, my God, I don't know what I'm going to do. I feel a little overwhelmed. Those are really fleeting. When you get to the place of burnout, and there are cycles of burnout, right? You can be anywhere within the spectrum, a little bit of burnout or entirely

burnout. But burnout is when you find yourself doing things for reasons that you don't like. And I know that sounds strange duty, especially when your audience here or like writing a book from a place of passion. But when it feels like you're doing it because you have to or you're doing it to please somebody else high high achievers high people pleasers. Yeah, I am gonna recognize you. That driving force is what's going to help it feel not rewarding, even when you do achieve. Things are even when you do complete milestones. And so paying attention to like that lack of satisfaction, paying attention to the questions like What am I even doing, or when you stay stuck? Stress is a beautiful response. Like it's a healthy thing. It's like our muscles flexing it's our bodies and our brains responding to help us in an instant. But if it feels constant, like that's, that's the warning flag.

Okay. Well, I mean, but I mean, how do we know? Like, is there like a timeframe we should be looking for? Like, okay, I felt stuck for you know, I'm I'm sure the answer is no, God, there isn't. But, you know, like, I felt stuck for a couple of days versus I felt stuck for like weeks now.

Yeah. And I think that's important, too. So, I mean, you know, yourself, what's driving the burnout, what's driving that feeling of stuckness. And this can be some of the hardest work. I'm not, I'm not trying to brush you off on this question. And I encourage anybody that's thinking like, Oh, God, I don't really know, this is just your moment to look at what's not working anymore. It doesn't have to be a diagnosis, to be an indication that you're ready for a change. And that's how I like to think about burnout and overwhelm. If you imagine that your emotions and your body are wired for your survival for like your optimal living, and if people have a faith, or if people believe in the universe, whatever it is, our emotions are just flags, they're tools that we're equipped with, to help us pay attention and live closer in alignment with what we want. So when we do feel that stuckness, or that overwhelm, let's listen to it, let's give it the attention that it's asking for before it demands more attention. And in that moment, listening to what doesn't feel right can be really hard, because it means likely that something needs to change, and we're wired for safety, right? So change in and of itself can sometimes feel really risky, but that I just want you guys to know that like burnout and overwhelm are really just like indicators that you're ready for something to be a little bit different, maybe a lot different.

I love what you said too Tarah about, like addressing it before it demands more attention because I feel like a lot of these, you know, change, stress all of these things that we deal with in life that like there's positive aspects to them and the negative aspects to them. So it's almost like before that flip switches and it turns from something that's maybe not totally positive, but not yet. Totally negative, like before it flips to being problematic. Right? Yeah, that's, that's really good.

We have in our lives, right? Like, I'm sure all of us have stories, probably personally, if not anecdotally of others who have hit that, like that rock bottom place, or like that completely out of it dissociated place, or like things sort of implode, because we're not performing at our best. And, yeah, it's just, it's just an opportunity. There's no judgement, they're feeling bad about feeling bad doesn't serve you, it's

kind of my mission to help make sure that we start feeling good about feeling, right. Paying attention to it.

So once we recognize that we're in a place of this is not great. This is this is this is more than just, oh, I'm having writer's block today, for example, or something like that. What should we do? Like in general? I mean, if you could speak to this sort of generally, and then if we have any, if you have any advice or tips, you know, specifically for writing? Sure, but let's talk generally, first,

well, it applies to writing. So this is the stretch, I want you to ask yourself what it is that you really want. And you're gonna give me some like surface level answers. Like, I want to finish a book, I want to be on the New York Times bestseller, I want to, like have this achievement, I want this net revenue. What this many followers like all of those metrics, great. Those are indications, those are key performance indicators. Tell me why you want that? Like, what is it that that will help you create? Once you to get to that deeper one? That deeper? Why? And then we look at that and say like, okay, of all the things you're doing, of all the things you're focusing on and investing your energy in? What's going to create that, and everything else becomes optional. That's great. Yeah,

that's great. The why always asking why I feel like is something that that seems like such a simple advice. And yet, how few of us are actually practicing it every day.

Well, some of this is mirroring my own work that I've been doing these recent years. But like on programming from people pleasing, and programming from the patriarchal supremacists, norms, all of these things in our lives, and I'm looking at your audience, like with a heart of compassion, and like self identification to right, like we want to achieve, we want to do the next thing, we're good at what we do, we've done well by being good at what we do. And we want to keep doing that. But are we doing that? Because that's what we're feeling called to and rewarded by? Or are we doing that because it's just the next right thing that we should be doing? And that should is another really beautiful flag for us to all pay attention to in our own thoughts? Or in how we describe what we're doing and why we're doing it.

Yeah, that I Yeah, women, especially I think, are ruled by the shoulds. Much more than we would like to be. I think that that's really an important point, especially for, you know, author entrepreneurs, business people in general, but especially when it comes to writing a book, because it does seem like, even if people are in that space, where yes, this is what I want to do next, it's uncomfortable. So then it's easy to flip back to, oh, maybe this isn't what I shouldn't be doing next. Or maybe this isn't what I want to be doing next. Because they have to sort of get themselves out of the, you know, I mean, business owners or business owners, because like you said, they're good at what they do. They like being the decision makers, I'd like in the driver's seat. And then when it's time to write a book, that's something uncomfortable for them. Because they don't think of themselves as writers, they think of themselves as business owners first. So they have to sort of, you know, put on that other hat for a brief time a couple

of months, usually, but it's uncomfortable. And then it's hard for them to sort of make that determination. And it's easy to come back and forth to Oh, is this what I want to be doing? And I feel like that's where the questioning comes in. And the stuckness comes in, and then next thing you know, we're like, we've got that big boulder going down the hill, I haven't toured burnout.

Okay, so let's dive in coaching moment. So, when something feels hard, one of like, Okay, again, our brains want us to survive, our brains know how to survive by perpetuating our status quo. Okay, so we can look with compassionate our brains and be like, Thank you for trying to keep us alive. Thank you for doing a good job with all that. So we're not going to beat ourselves up for what's happening. We just want to observe it. That's the disclaimer, the discomfort that you are stepping into with writing a book and intentionally like pushing past your normal confines of creativity, like stretching your commitment to timelines or showing up with your editor. That discomfort if you look at why you're doing that. It's for the reason of putting your art into the world or serving more clients or helping inform the people Veteran your audience like it's, it's coming from a place that fuels you. So we know that we know that that's why you committed to writing a book. What we're embarking on then, is what I like to refer to affectionately as intentional discomfort. It's the difference of like being comfortable on the couch with not like Netflix and popcorn, right? Like that's, that's a comfort that won't create your intentional outcome. Intentional discomfort is on purpose, for a purpose for a reason that you love that will directly contribute to creating that outcome. And, like your tolerance, your ability to be uncomfortable on purpose is the distinction between those who achieve what they want, and those who don't. And you can see that journey, right, like the people who are willing to show up and be uncomfortable for that period of months or the writing. Yeah, those are the ones that get the goal. So that's that sort of discomfort, tolerance is important. But I just want to make sure you're doing it for reasons that you love. So what you're doing, because you're listening to this podcast you want.

Like you said, it's coming back to that asking yourself, why is it going to get you to that? Because I mean, yes, a lot of a lot of people, I just have always dreamed of writing a book, a lot of people want to be on the bestseller list or whatever. But most people I mean, most of my clients and most people listening to this podcast, I mean, like those vanity metrics are great. But they're, they have a bigger purpose with their book, like their book is going to fit into their whole business ecosystem in a different way that it doesn't, you know, it doesn't matter if it's traditionally published doesn't matter if they make it on the bestseller list. What matters is, you know, like, whichever XYZ goals they've set for themselves and their business, but asking themselves that why I mean, on almost every coaching call I have with my one on one clients, we

that comes up. Yeah.

So I mean, no matter what stage of the process they're in, because again, it's I mean, most of them are doing it for the first time writing and publishing a book. And so I mean, it's, you know, it's an uncomfortable first time, unfamiliar experience. So, Tara, what should people short of, you know, like,

yes, we have to recognize these things that you're talking about. But then what do we do to sort of work through it?

Yeah, this overwhelm. I love that. So sometimes why it can feel like a hard question to answer like it feels existential, and like navel gazing. Another thing that can be important to think about that can help you refocus, right, because we're paying attention to the burnout, right? We're listening to that overwhelm, like, Okay, what do I really want? If that's hard to answer, you can also think about, like, what is it that I value, right? Using the example of a business owner, like I value serving my clients in this way, like I value the transformation, that I see that they're ready for, that they're capable of, I value, helping them feel whatever it is, like connected or empowered, or, like intimate with their spouse, or secure with their finances, like whatever you're passionate, like, whatever your objective is, there's a value there that you hold precious. So to step out into the next phase, beyond burnout, paying attention, yes, to the why, but also to what you value, can help you get really clear about what success ultimately means for you. And I'll give you an example. So I love to help leaders, I love to help leaders feel connected in their relationships with themselves and at work. And once they do, they feel more connected in all areas of their lives. So they feel like they're fulfilling their purpose. For me, that value is for others to recognize that they're valued, and valuable and valid exactly as they are. And then to bridge that gap into connection with those that they lead and love and serve. Those are my values that helped fuel me. So even on like the really hard days, even feedback, even when I'm physically tired, even when I don't want to show up that value for me, when I can put that into my focus helps me step out of my hiding the comfort of hiding into the discomfort of showing up and doing the thing.

That's fantastic. That yeah, that connection point is, I mean, something that I think would be, I mean, I can see how it can be helpful for me, but other people as well. That's yeah,

I do have one other note. Because sometimes, especially high achievers, we'd love to use this to sort of like beat ourselves up our chest as like, I should be doing this for the greater part. Like, immediately we turn it and try to abuse ourselves. So I want to give that word of caution that it's important to Yes, focus on your values, and then remember how you show up the most valuable. So if it is an instance where you're feeling exhausted, or you're feeling emotionally depleted, maybe you've got personal stuff happening in your life, like pay attention, because those emotions will show you what's really going on. What I mean is, yes, you can feel overwhelmed, but are you Feeling overwhelmed? Because there's too much to do in your business? Are you feeling overwhelmed, because you don't know what to do in your personal life or with a hard decision, you're having to make you feeling overwhelmed, because you didn't eat or sleep or drink water today, like whatever that is, is the doorway that will help you like see what the real need is. So that's why it's so important to start there.

That yeah, that's really good. That's a really good Tara, what about this might be something, I'm getting, like, a little bit off of the stuff that we talked about covering. But so what let's say. So, business owners again, they like to be in control, like all the time. And I know that that's a huge generalization, but I have

found it to be mostly true. So when they, when they decide, okay, I'm going to write a book, they're adding that to a plate that's like, already full. I mean, and that's obviously even, you know, before pandemic times when people are running a business and homeschooling and doing all of the things at the same time. So how would you encourage someone to sort of we talked about that, like they're putting on this writing hat temporarily. But just being okay, with how do we get to the point of being okay, with, okay, this is my priority right now. And I recognize that something is going to have to give in order for me to sort of create the time and space for this. But these other things are also equally important. So I find that that struggle happens a lot, even after they've committed to doing this writing work. What would you say to somebody in that situation?

Yeah, so a couple of things occurred to me. The first is your commitment to invest your time and your energy and your thought to create this intellectual property is an investment like you would make for a financial investment. So just like you wouldn't offhandedly commit to buying a house, or maybe you would buy it, whether you make these decisions, right? Like is it's a similar investment, I think it's important to prepare for it similarly. So I'm thinking of a friend who's buying her first house, and she's very excited about it. But she's been preparing for a long time, right, like setting up systems for her finances, setting up systems for her lifestyle. And for her family. They're, they're doing all of that good ahead of time planning, they've been in open communication about what it's going to look like. So it's not different from committing to write a book for a chapter of months. So if you're committing to set aside time, be open with your partner about what's happening, tell your family members that you're going to need extra help with kids, if you have them or financially, if you are, if you are the CEO, and the sole proprietor and the primary breadwinner, like have a safety net of funding that could cover you because your sales calls time maybe where you're making that trade off, set up systems. So your emails get answered or hire a VA, like all of those preparations are possible to equip you ahead of time. Yeah, that's

honestly one of the differentiating factors with people who actually get their book done and who, you know, Hem and Haw is the behind the scenes. You don't decide to write a book today. And then you know, hire a book coach today and then get your book written.

works for most people. Yeah. Yeah, no, that's super, super helpful. The other thing that occurs to me, and like, I'm super guilty of this myself, too, this isn't here on our high horse. This is hanging out, allowing there to be doubt about your decision. So if you've made a commitment, and you're going to do a thing, once you get in the thing, and it's uncomfortable, and it's that intentional discomfort, right? Like we remember that we made this decision. Like sometimes I like to go escapist on myself, where I daydream about quitting or running away or like, I don't even know like burning it all down. escapist fantasy emotionally for me feels very different than actual, like, the need to get the work done. So don't let yourself hang out in indecision. Like, remember that you made a decision. If you do need to make a different decision. Of course, you can always change your mind. I'm not telling you that you have to hold yourself to an impossible standard. But like, let a decision be a decision and see it through. If it's still going to help you serve your deeper value. Like you're intentional.

Yeah, I love that. I mean, yeah, it's so easy to say just make a commit if you made a commitment, honor the commitment, but there is, you know, sometimes a little more work to be done sometimes. So yeah, that's super helpful. You could probably hear me on this recording. I've been jotting down notes like crazy even though I'm trying to stay in the conversation but this is so good. Tara, thank you so so much. Great. I hope that whether you're writing a book or not I'm sure that this was all super super helpful. I don't know if you're a listener of the podcast but I don't let anyone leave the podcast here without giving me a book recommendation or something you know, on your to be read pile something you're reading now and loving something you recently read and loved and sort of anything goes here.

Okay, I read so many different random things. I don't know. I'm sure I'm not I know, I have like three or four. I love it. Okay, so I just finished that Daniel Pink's to sell as human. Okay, I loved his framing. And, again, I think this is probably like systemic programming or generational programming, I don't know. But anytime I think about selling, and I get tied up about it, it's usually because I'm believing like some stories about it, like slimy car salesmen. That's not the work that I do with my clients. So it's, I always like to learn more about how people who are really good at connecting with their with their markets do it. So I found his his writing approach really valuable. He cites a lot of research. It's really like nerdy fun. And he weaves in anecdotes. So it's super fun to learn. Yeah, I

like his writing style. Yeah,

I do to the other one. So I have a confession. It's not really a confession. I'm super proud of it, actually. But I read a lot of like romance for fun. So when I find myself, like feeling burnt out, this is actually one of the things that I do is like, Okay, I need a shock to my system to my state. So I go completely like bubble gum. I have an author that I love Laura Jane Williams, okay. She's British, and she writes in that, like, very rapid fire, like, the British manner of speaking, that's so fun to last. Highly recommend her and then I just started this other guilty pleasure. I'm going to tell you a little story about it, if that's okay. Absolutely. So it's, it's called Nine rules to break when romancing a rake by Sara McLean. The reason why I love these romance novels, so is because the characters in them sort of get to be a hero for themselves. And you see this so much in our lives. And we've talked about it through this interview, where we can get disconnected from what really moves us like what's interesting to us, like, our own pleasure or sense of what we enjoy can be sort of muddled by the burdens of the to do list. Yeah, so in these bubble gum, romance novels, it's always like I have a hero to root for, as they sort of like discover, enjoying themselves or having romance or having an adventure. So it's like a good standby for me, anytime that I'm feeling stuck or burnout, just to get a silly bubble gum romance novel, I love to really enjoy.

You know, I those books get such a bad rap. And listen, there are some that are not great. I'm gonna pretend that there are not. But I mean, those books are also not easy to write, especially if they're

written well, and have a character like that or protagonist that you can really, you know, root for. And I'm guilty of this too, because I always call them a beach read, because I tend to read them, you know, like in the summertime at the beach, at the pool, whatever. But man, that really does the books a disservice. And I know that it does, but I am guilty of it too. I love a I'm doing air quotes, like a lighter read like that, especially Yeah, when you're if you've had especially you know, like, a season of day or whatever, where your mind is just like on overdrive and you just need to sort of, you know, like, veg out and not like overthink things. Yeah. A well written fiction, novel, romance, whatever genre of fiction, I think is Yeah, absolutely. I love that. Those are good, good recommendations. And I especially love British humor. So I'm definitely going to check. I'm not familiar with that author. This was such a fun conversation tear and so so important. I think especially you know, as we're, when this is published, it's going to be in the fall is where you know, leading into the holidays, another holiday season, you know, in a pandemic, you know, probably helpful for everyone. So thank you so, so much for your time today. I really appreciate it.

My god things.

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, 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.