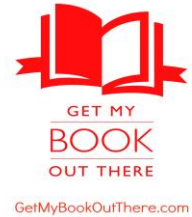


## Get My Book Out There Podcast # 14 Mental Mindset Armour



Narelle Todd:

I'm Narelle Todd.

S.E. Smith:

And I'm S.E. Susan Smith.

Narelle Todd:

We are the self-publishing author and marketing duo that has sold over two million books, but we didn't start out knowing how to sell books. Fast forward, past many failed promotions and a lot of lessons learned, you'll see how we went from self-publishing newbies to hitting the New York Times bestsellers list and making the USA today bestsellers list 19 times and counting. We created the Get My Book Out There podcast to give you simple yet effective marketing strategies to increase readership and book sales so you know what to do, when to do it and how to do it as well as some tips for staying mentally and physically well.

S.E. Smith:

Let's get started.

Narelle Todd:

This week, we wanted to talk about creating mental armor for yourself. So a number of things happened during the week. We just felt that we needed to address them. One of those things was an author who posted in a Facebook group and she'd had a really bad experience with a recent release of hers. And the book had been given some one stars, two stars. It had really impacted her mental health and her approach to her authorship. And as a result, she had decided that she was going to give it all up. And she actually told everybody that she was stopping, that that was it for her.

The sad part about it is **not only did she [inaudible 00:01:26] but** she also had this engaged group, like 1500 people in her group. And my heart just went out to her because I was like, you've got this. You've created a community of readers who obviously love your work and are there in your group with you. The impact though, of those negative reviews was so much greater than the goal that she had with her Facebook groups, so much to the point that she was going to stop writing.

We wanted to address that today. So you may be feeling in a similar position where something's happened with your writing and you've just said to yourself, "It's over. Things aren't working and I'm never going to make it as a writer." Or whatever make it looks like to you. So we want to address that today and give you three tips for how you can create a mental armor, wrap yourself in this mental armor so that no matter what happens along the way, you are prepared and able to keep going with your business, because most success happens in business through tenacity. The fact that you keep going and often the gold is at the other side. It's just, you need to just hang in there, but it's not always easy. So let's go and have a look at three tips for how we can hang in there and wrap ourselves in our mental armor.

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S.E. Smith:

I've had that same issue, where you keep going and going and going. And I think you try to mentally prepare yourself for that one book that's going to come out just going to get panned. It's something that all artists fear, think musician or your painter or actor or an actress. I remember being so excited about the movie *Cats* coming out. I mean, it was so bad I guess even the actors and actresses have been making fun of how bad it was. That's kind of the mentality you've got to get. You cannot give up. I did that. We're going to be able to offer that mental armor, the mindset armor of how to work through this. Tip number one.

Narelle Todd:

Bear with me on this one because it does sound a little bit different, but that is to have a negative partner. Let me just set up for you what I mean by a negative partner. I'm not suggesting that you have a negative energy or a negative presence in your life because obviously you may be reeling from whatever the bad news is because that's negative. So we don't want to add more negative. What I'm meaning by this is, or an example I can give is the movie *World War Z*. In that movie, it's a zombie movie and Brad Pitt plays the lead character. He goes and travels to Israel who built a big wall around the city and they're inviting people who haven't been infected by this zombie virus or whatever it is. They can come inside the wall and stay safe. So he goes and he's speaking to the Israeli man, who's responsible for building this wall.

And he says, "How did you know to start building this?" Because they had started long before the virus had become apparent everywhere. That's where we're introduced to the concept of the 10th man. So the role of the 10th man in the movie was that if this group of 10 people, if they came together and nine people agreed that whatever the proposition was, was too insane to consider or too ridiculous, or they just weren't going to go with it, the 10th man would take the negative role and he would actually go and plan as though whatever that suggestion or thought was. He would plan as though that was actually going to happen. That person's role was to be the negative person and say, "No, look, it could actually could happen. Let's plan for that." What I want to do is just adapt that a little bit.

What I want you to do is find your negative person or your 10th man or 10th woman. Their role is when you are in a position in your business where you say enough is enough, I can't do this anymore. That person, their role is to actually say, "You need to keep going, you need to keep doing this." Because often what happens when we get into a situation with our business, where things are just not happening, it comes through in your body language, in your face, just in how you treat yourself. You might [*crosstalk 00:05:25*] type of way, but it becomes obvious to those around you that something's happening.

You're not happy with where you're at. Friends and family don't want to see you in that kind of pain. So they naturally will be saying to you, "Yes, you should give up. Go and find a nine to five job or go and do something else that's not so stressful." You in your heart know that this is it for you. This is your job. This is your calling. So the role of your 10th person is to be that person that you know is inside you that's saying, "I'm not giving up. I know that this is it for me." So that's their function. And so when things get really like I'm giving up, their role is to come in and go, "No."

S.E. Smith:

So often I have been throughout the last eight years, I've hit those roadblocks. It's like give and give and give and give, and you become mentally exhausted from constantly going and going and going. And when you give so much of yourself and then you get that negative feedback in a review, or somebody says something negative, you really do need that person that's standing behind you, watching your back. And when you kind of fall back, they're the ones helping hold you up and say, "No, you can do this. You can do this." I guess, in a way it's like the runner's high that I've heard about, but never experienced where people who keep going and going

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and going, and you see that you're getting close to that finish line, but it just seems like it's a mile away and you're ready to give up.

Sometimes you need that little bit of extra boost from somebody who says you can do this to give you that second win. As an artist, I think we tend to be a lot more sensitive to that negativity coming in from outside sources. And we need that negative person behind us. So she said, that's going to be that balance for us to say, "No, you want to give up, I'm saying just the opposite. Can't happen. I won't let it. I'm here for you. I can shoulder some of the weight until you're ready to get back on your feet."

Narelle Todd:

Such a vital role in all businesses, I think. For any small business owner, entrepreneur, you need that person who's going to be there for the really dark moment. Everybody has moments along the way where it's like, oh, it's not working, but then you bounce back and things are good. I think everybody has those moments where it just seems like it's never going to happen. So that's why it's so important to have that person.

S.E. Smith:

Yeah. I keep coming back to Stephen King and the point where he got rejection letter after rejection letter, after rejection letter, and he had the manuscript for Carrie and he threw it in the trash, he was done. He wasn't going to do any more writing. That was it. And his wife got it out, sent it in. And you think of what would have happened if she hadn't been that counter to him at that moment.

Narelle Todd:

Very powerful example of the use of attempts. So our second tip is around stepping away from the keyboard. Never make a decision when you are in the kind of personal turmoil or hell, or you're just like, that's it. Step away. Don't write anything. Don't make any decisions. It's just not possible to make a major decision when your mind is so conflicted itself.

S.E. Smith:

That is again, another vital tip. When you step away, it may be for 10 minutes. It could be for two months, it could be for six months. But the thing is, is that in your heart of heart, you'll know when you're ready to take that challenge back up again. Don't make any decision in the heat of the moment. They say that heat of the moment when you want to go splurge buying and then you ended up with all of this stuff and you're like, I shouldn't have bought all of this. Step away, think about it. Don't do the one click, take some time out, go for a walk, find something, cook a meal, take that time for you and get your head back in the game and make sure that you're making a rational decision. What is tip number three?

Narelle Todd:

That is to keep going. I know it's easier to say than do some days. Once again, I think both of us have been in this position. It just doesn't seem to be working. That's it. The key is actually the tenacity to keep going. And that's where if you can build your muscle around tenacity, I think it gives you then that step up and increases the strength and the coverage of your mental armor. Because it's a way of being able to say to yourself, this is something that's just happening today. That's okay. Tomorrow's another day. Let's just see what tomorrow brings, but I'm going to keep going. For many people, building that muscle around tenacity, that would look like different things for many people.

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So, one suggestion I can give you with that is if you find yourself in a position where you're going, "Oh, this is too hard. I'm going to stop." One thing you can do is journal. That's often a really good one, particularly for writers, but journal where you're actually handwriting. So writing down where you're at, what you're thinking, what you're feeling, often getting it out onto paper is a really powerful way of releasing some of the emotional connection you have around what's happening. Because often while it could seem that the facts around what's happening could seem really bad, it's also what we then perceive the facts to be. So maybe sales dropped significantly. That in itself, as a fact is bad, but then we assign all sorts of things to that. So we then, our crocodile brain starts working. So it's going, "Oh, well obviously my sales have dropped because people don't like me. My writing sucks." And the list goes on. It may not be that at all. It could just be that people weren't buying at this particular moment in time, or there's something happening in the world that has stopped people buying.

S.E. Smith:

There was actually a hurricane on east coast and wildfires going on on the west coast. This is one of the things that we noticed when there was a hurricane hitting the east coast and fires were devastating the west coast. And again when half of Australia was on fire. So you'll notice that if you look back at what's going on at that time and see, oh my sales drop, and then see does it correlate to some of those events that are going on? For example, another one is the pandemic. There has been a lot of things going on with the pandemic and there's been a lot of stress economically on families.

So if sales have gone down, then it could be the fact that they've got to watch their pennies. So when you have things like that, then you just try to say, "Okay, take a step back, the sales aren't because I suck. What can I do to improve my sales? And maybe if one of the things I did, I offered a survival pack?" Give something back to the readers, because they're going to remember that when you thought about them and that you had empathy, because you're going through that same thing that they are, but you have a gift that you could give back. So don't be afraid to think outside of the box when events like this happen.

Narelle Todd:

And that's where the tenacity muscle comes in. Because part of exercising that muscle and strengthening it is that you are enabled to be able to step back. It's not me, it's you, that sort of thing. It's not actually my writing. It's this could be something else going on. But that muscle allows you to do that so you don't automatically disappear into a mental black hole where you eventually shrink down into a situation where you think I'm going to give up, where you actually do give up, because that's not something that we want.

S.E. Smith:

So those are three fantastic tips for dealing with wrapping yourself with your mindset armor, to help you keep going and not give up. So I think the listeners, just kind of apply this because it's not only for authors, it's for everybody and all walks of life, no matter including being a parent or being a teacher or being an author or entrepreneur, you're always going to find these different situations. So these are three great tips to help you get through it.

Narelle Todd:

So go find your 10th person, whoever that might be and just let them know what their role is. And remember also to kind of step away from the keyboard, never make a decision, a major decision when something major has happened. And there's a been a trauma of some kind. And if a troll farm hits a book of yours with a whole bunch of one stars, I would regard that as a trauma for many people. So just be aware also of things like that,

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that that is an act of trauma for you. Just remember, don't make any decisions until you've had some time to come down. And that the third tip is to keep going, start to practice getting up and exercising your tenacity muscle, because that's what will get you through to the other side where the success that you may be so close to and that you're wanting actually is.

S.E. Smith:

Kind of a little bonus. If you don't have a person, don't forget that a lot of us have pets and pets can actually be a perfect 10th person for you because they'll listen to you and they'll love you and they'll never give up on you.

Narelle Todd:

That's very true. I tell my two chickens all sorts of things and they just look at me and just demand food.

S.E. Smith:

And we forget that you were in a black moment because you're just laughing your head off at them.

Narelle Todd:

Okay. Well that sounds good today. Thanks very much everyone.

S.E. Smith:

And thank you. And we'll see you next week.

Narelle Todd:

Hey, thanks for joining us today. You know we've got way more information we want to share with you to increase your book sales. So please come and join me facebook.com, Get My Book Out There.

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