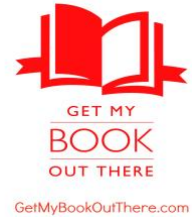


## Get My Book Out There Podcast #1 Stress Management for Creatives



Narelle Todd:  
Hi, I'm Narelle Todd.

S.E. Smith:  
And I'm S.E. Susan Smith, and we'd like to welcome you this week to our weekly chat on real-world marketing tips and promoting for self-published authors.

Narelle Todd:  
And today we're talking on resilience, which topical for where we are at the moment. We've got five tips for creatives.

S.E. Smith:  
So your tip number one. What would you suggest for a creative like me? Because I'm one of those people that I'm very controlled and yet I've got like a massive amount of squirrels running around in my head, constantly trying to create chaos of their own. So what are some suggestions that you could give to me that would help someone like myself who's a creative and kind of going crazy during this time?

Narelle Todd:  
My first one would be breath, the very power of how we breathe. So we tend to, particularly in stress situations, do more shallow breathing. So I would say the first thing is just to be more conscious of breathing and are you doing it way down in your belly? Can you feel when you draw a breath that you are bringing it right in, and then when you exhale, you're doing it from your belly area? So just being more mindful of how you're breathing, even if it's something that you only remember a couple of times during the day, that's okay. There's no need to put pressure on yourself to do this perfect, but just being more conscious of it and then making sure you're doing that deep breathing.

S.E. Smith:  
I noticed that was one of the things that I learned to how to handle stress when I was a teacher, because there's a lot of stress in teaching and you've got a large class size and stuff. And one of the things that I used to do is called four by four breathing, where I would breathe in for four, hold it for four, breathe out for four and do it four times. And you could almost feel the stress melting off of your shoulders. And I think that's something else is watching your posture. I noticed that I tend to hunch a little bit more. So that when you're doing that breathing, you kind of like sit up a little bit straighter and because of that, you get better flow.

Narelle Todd:  
Yes, yeah, definitely. Get your shoulders back. You can feel your whole body change when you do that. Make this year a book selling year with my clear step-by-step plan to market your books and build a strong business foundation... without stressing over time, money, or sales! Download my guide [HERE](#).

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S.E. Smith:

Step number one is for me to work on my breathing.

Narelle Todd:

Step number two I would say would be movement. Just keep moving in some way. So if you can go out, then a walk around your community is a good thing to do. If you're in lockdown, there could be something you can do in place, dancing, yoga. I think you had taken up yoga or you're looking at yoga.

S.E. Smith:

Well, one of the things I was doing is for one of my books. I had to do some research and the main protagonist was doing a meditation using Tai Chi. And so through my research, I was watching videos on Tai Chi, and I'm thinking, "Oh, that looks kind of neat." So if you're going to write it, a lot of times, I like to try to do the movements, like if I'm in a fight scene or something like that, so that when I write it, I've got those movements down.

And so I started doing some of the Tai Chi and I thought I could actually feel myself relaxing. And I'm thinking, "Dang, this stuff really does work," which would be something that's good that you can do by yourself so that you're not embarrassed doing it in front of other people like me. I would have to probably hold onto a chair so that I could do the leg movements. But it's one of those things that you can do in the privacy of your own home. And yet it still makes you feel good. So research is a good thing. And then you can write about it.

Narelle Todd:

So no matter what it is, find some movement, some way to practice movement, yoga, Tai-Chi.

S.E. Smith:

They used to have the Wii Fit .

Narelle Todd:

Yes.

S.E. Smith:

I don't know if you remember that. A long time ago they had the Wii Fit , which did great until it insulted me. And then I put it up and I said, "See, that's what happens."

Narelle Todd:

I've got a dance app on my Apple TV. It's hilarious. Well, it's not, I am, but at least it's some kind of movement. And our third tip is around control. For many creatives, you like a sense of control. We all like that. And that could manifest itself in many ways. It could be controlling your characters. It could be controlling your environment. It could be controlling people. It could be controlling things through being a perfectionist. So if any perfectionists are out there and I know that there will be some, that's a form of control. One thing that you'll notice when you're in high stress situations is that you'll try

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potentially to control more because that way we feel like in control. But of course we can't do that in this current environment, and we can't control other people or other things. We can only look after ourselves.

S.E. Smith:

That leads me to remember the serenity prayer, where, change the things you can. Accept the things you can't. Be smart enough to know the difference between the two. And at the moment with the world kind of going crazy with this virus, that's going on that we have absolutely no control of, then it's understanding what we can control, what we can't, and accepting it. It's okay if I've got to spend 14 days in a house. Well, what am I going to do during those 14 days?

Narelle Todd:

Yes.

S.E. Smith:

And make it as pleasant as possible, whether it's taking up Tai Chi in the living room or building a fort and being a kid all over again. It's looking at the positive aspect of it and saying, "It's okay. Right now, if I don't want to be in control, I don't have to be."

Narelle Todd:

Yes. Yeah, for sure. Part of that I think is being... which leads into our next tip around self care, being okay with saying, "Well, this is the best that I can do. I'm doing the best as I can." Just giving yourself permission to do that. And instead of putting expectations that are unrealistic, so it's really just about allowing ourselves to feel down if that's where we are in the moment. Allowing ourselves to feel happy. I know that there's been times when I felt bad because I've been fortunate to still be in work and I'm working with amazing people who are still working, then I see other people who are in the unemployment line. And it's almost like, "Can I feel good about..." It's those feelings I think that are perfectly normal. And that's one thing to remember, that having that range of emotion is okay, and just going with where you're at and being okay with that.

S.E. Smith:

I like one of the things that you shared with me was when you start feeling down or you start feeling guilty or this, that or the other, one of the things I like to do is watch some YouTube videos, like the Dodo, where you've got all of these wonderful animals that always make you smile and go, "Aww." But you were also telling me about a Facebook group where it's all positive ads, where people are talking about positive things that have happened to them in this crazy time. And it's also a great time to meet other people. You may not be able to go out and say hi to your neighbors, except from a distance, but I've seen some really creative ways where people are still doing that. And you may actually get to meet your neighbor.

Narelle Todd:

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Yes. One of the things I've done around self care is limit how much time I spend on social media and watching the news. I watch it enough so that I have the information I need, but then I turn it off. I don't play it in the background 24/7. And that's just part of me looking after myself. One of the places I go on Facebook is the group called The Kindness Pandemic. So it originally started in Australia, but I think it's worldwide now. And it literally is just stories of acts of kindness and things people have done for other people or acts that have been done to them and they're sharing. And it's just such a wonderful place to go and read these things. I think acts of kindness, we've always been doing them. We just haven't necessarily talked about them so openly and in such a, I guess, organized place. This is one place I can go to read.

S.E. Smith:

I think that's good. I think that we need to share more about the good stuff that's been going on.

Narelle Todd:

And that leads into our fifth tip around attitude. So it's all about how we approach this. So stamping our feet and having a temper tantrum and being like a little [inaudible 00:08:57], we can go, "Well, this is what it is. How can I make the most of this and be happy?"

S.E. Smith:

It's not like humans haven't gone through this before. We just haven't gone through it before. So in a way it's kind of a challenge to see how resilient we are and how can we make this a better situation come out from it. It's a challenge. If you look at it in the positive, there's a lot of great things that have come from it. I've gotten to spend more date nights than ever before. I'm doing a lot more cooking, so I'm not eating out as much. So I actually think that I'm losing a little bit of weight, which is good. And I'm getting to have some meaningful conversations that otherwise I might not have had because we get so involved in our lives.

Narelle Todd:

Yes.

S.E. Smith:

So there's a lot of really good things that can come out of this if you look at it in a different perspective. Kind of step out. I think if you always look at the negative, you're in that box with a few holes in it and you're peering through this tunnel vision. And then when you lift the box off, you realize, "Oh, it's not as bad as I thought."

Narelle Todd:

For me, one example is the birds where I live. They're very, very noisy. And the ironic thing is, is that I planted heaps of native trees at my place. So part of that was to actually welcome the birds and have an environment for them anyway. So now they're here, but they're very noisy. So we have to get... I'll have to talk to them better about not being so noisy. As a result of that has been when I've been doing video recordings, you can hear these chirps in the background, particularly when the lorikeets and the

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parrots are in full song. They're really noisy and you can really hear them. So I was getting really cranky at them, at the birds. And I was like, "I can't change it. What are you doing? This is crazy." I've just kind of gone, "Okay. My videos are going to have bird noises in them. There could be worse things." So it's okay.

S.E. Smith:

Just work that into your branding.

Narelle Todd:

Yes, I'll put a parrot or a lorikeet on my branding from now on, because they certainly appear in all the videos I've been doing.

S.E. Smith:

That'll be part of your soundtrack.

Narelle Todd:

So it's things like that. It's like being, you choose your attitude. So you can either go, "This sucks, but that's okay, I'm going to do this." Or, "This is the attitude I choose to take in this regard."

S.E. Smith:

So focus on your breathing.

Narelle Todd:

Yes.

S.E. Smith:

Focus on exercise.

Narelle Todd:

Yes.

S.E. Smith:

Say it's okay to not always be in control.

Narelle Todd:

Yes, release control.

S.E. Smith:

So number four was being kind to yourself. Saying it's okay if you feel down or if you want to take a break or step away for a little while, which leads us into the fifth one, watching our attitudes and making sure that we realize when we're getting cranky or when we're getting down, that we need to maybe

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just step away. Step away from the keyboard, step away from life, step away from everything and take a few minutes to ourselves to kind of get back in sync.

Narelle Todd:

And, of course, breath is one of those things to help with your attitude. So literally all these-

S.E. Smith:

Kind of go around full circle.

Narelle Todd:

Yes. Yeah. All five things all work together. So it's not necessarily one thing at a time. It's you can incorporate all those things into your daily practice so that we get through 2020 and we get out the other end.

S.E. Smith:

Well, thank you so much for today and for giving us these five fantastic tips on how to deal with the crazy life of 2020 at the moment.

Narelle Todd:

Oh, you're welcome.

S.E. Smith:

This is S.E. Smith saying have a great day.

Narelle Todd:

And I'm Narelle Todd. Thank you for being here. And I hope you put all five tips into practice. 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 at [facebook.com/getmybookoutthere](https://www.facebook.com/getmybookoutthere).

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