

B2B Writing Success

October Book Club

Speaker: Lisa Christoffel

Transcript

I am Lisa Christoffel. I am the managing editor for b2b Writing success. This is our second live book club Zoom meeting. And as you can see, we have one participant Thank you EG and you know I had said to to Ben a little earlier. I think this is probably bad timing right coming right off of boot. Camp and everybody being so busy. But I really am excited about the book that we're reading. Julia Cameron's The Artist's Way and I'm really looking forward to talking to you guys about it. So an EEG is a little bit ahead of me. I'm on like chapter four and she's on chapter eight. So this should be a fun discussion to have. And we may throw in a few tools of the Titans Tim Ferriss things as well. So I do want to share with you first a slide set that I did so we can so we can everybody can know what we're talking about because it's possible that not everybody has read the book who's going to be watching this session. So I'm just gonna do a real quick set of slides so that we're all on the same page and then we can have the discussion. So in Julia Cameron's The Artist's Way there's actually two key elements that she says you have to do in order to actually get the benefits that she intends for you to get from the book. And what I found really interesting was is this actually wasn't a book, right? This was class notes from classes that she taught to, to her creative students. So the first key element is the morning pages. And you may have heard of this. In fact, Tim Ferriss does morning pages. Interestingly enough, he's got a podcast about morning pages, where he doesn't credit Julia camera for Cameron for them, by the way, but he does talk about the mourning pages is three handwritten pages every single morning.

You're supposed to do them first thing in the morning and you aren't supposed to like stop and think you're not supposed to actually write like you're writing a novel or like you're writing coffee. You're really just brain dumping the Oh, I forgot to buy milk yesterday and oh, I should have called so and so and set up that doctor's appointment kind of thing. And I can't believe I didn't finish that because you know so it's just all sorts of head trash kind of that you're dumping out. First thing

in the morning over three handwritten pages. It tends to be negative, it tends to be whiny and it can be all over the place. It's all disconnected. Like you can go from one thought to another from you know between one sentence and another. What are those mourning pages do for you? Personally a camera and they clear your brain so you can prioritize and shape and streamline your day. It also slows your brain down because you have to handwrite it a lot of people don't like handwriting things because it does take too long but it makes your brain slow down so that you can actually see what's going on in your brain. Because your hand has to take the time to write out the thoughts. Sometimes you're going to get some pretty keen insights on what you really want as as a result of writing those morning pages. They allow you to see yourself and what you want more clearly. They free up your creativity. And one of the really cool things that I found a couple weeks in is this idea of posing questions, right, you can ask the universal question, you know, and then you just write anything that comes to you as your you know, as you're writing those morning pages. And sometimes you know, it's garbage, but sometimes it's kind of cool. It comes out with something that you hadn't thought of before. It gives you a new idea or an insight. The second key element is called the artist state. And there are some rules to the artist state. They have to be done solo you're not allowed to take your significant other or anybody else.

Even your dog I think on your on your artist dates. You explore something that excites or interests you, it has to feel like play and you have to do one of these every single week for an hour or two hours a week. And what Julia Cameron says is these artists dates are the things that her students resist the most. Out of everything she asks them to do. She can usually get them to do the morning pages pretty easily. But when it comes to an artist state she really has a hard time getting them to focus on doing these so why are they important? Why does she really insist on it? She says the morning pages allow us to send our thoughts out to the universe, telling it about what we like and what we don't like a lot of times in our morning pages we're like oh, I hated this yesterday or oh I love to do this. Artists states allow us to receive so when you open your mind you make yourself available to inspiration. And they train us to take risks on our own behalf so you know you could maybe your artist state is maybe you don't know how to ride a bike and you want to learn how to ride a bike so you're you know or something. It's um, it just allows you to be more open to new things. And both of them the morning pages and the artist state are active forms of meditation that help you connect with your own consciousness. But the artist state essentially what she

refers to is it sort of restocks your pond. It allows you to get more of that creativity back in that you're expending with your clients every day and every week as you're writing stuff for them. Oh, that's it. Okay. So let me go back. And unshare

I can't figure out

how to get back there. All right, there we go that just unshared anyway okay. Okay, so eg as you've been working through the morning pages, what has it sort of done for you? What what, what has come up for you?

Well, I don't know about that section yet. But there is a chapter in there where they suggest you write things down in the evening, and then let your brain marinate on it and then use your morning pages to see what the answer came up with in the morning. Right. So

no, I'm not there yet. Yeah, okay.

So so I've been I've been trying to do that not necessarily write in the, in the papers is that you are trying to think about stuff that is either working or isn't working in my mind. Now I can just turn around with it. Sometimes it's my to do list and sometimes it's just like, you know.

Yeah.

Like I mentioned, before you started recording. I'm finding that as I'm working through the 40 pages. stuff is just unleashing it. I don't realize that it's happening like at one point I was just my book my all three pages. It was like I did it in like 1015 minutes. So it's just like nothing but a rant. Like I just spewed Oh my and then I realized I was like, Where is this coming from? All this up. And then literally the next day, the chapter talks about, you know, you're going to start experiencing these feelings like well, you couldn't warn me.

Yeah.

Yeah. So it's just, it kind of helps make you a bit more aware. Right. Yeah, I agree with the trying to slow down the brand. Because sometimes I'm writing and I bring brain is three steps ahead and I'm just trying to get down my thoughts.

Sometimes I try to finish the thought sometimes I just skip ahead. I really quite figured out what works and what doesn't, but and I'm also not going back to read anything.

I'm not supposed.

She said to just get it out. So I'm not even really worried about my penmanship. I'm just kind of writing it. You know, is it legible? Was it not legible? And then don't pin it,

right. It doesn't really matter. Yeah, and I actually I have some arthritis in my left bum and I'm left handed. So like the first week that I was doing it. I literally had to take Advil before I started writing because my hand would start hurting so much. It must be getting used to it now because it's not hurting as much anymore. But and Tracy by the way, thank you for joining us. And if you want to come on camera and and have a discussion with us. It's a small group today, but we'd love to have your input.

Oh, thank you. Well, um, my screen and my computer are kind of in two different places. Okay, so I can I don't know monkey around with it. And you know, but um, you know, it's funny cuz I had looked up the Awai book clubs, but they haven't I didn't think they were going since about 2015. If you

look yeah, this is this is different. This is through b2b Writing success. But I opened it up today to anybody, because I wanted first of all, I think the book that we're reading is worthwhile for anybody at Awai to, to read and participate in and do and secondly, I just thought it would be a nice way to get to know some more people after boot camp last week and you know, the marketer roundtables and stuff like that to just give me a little bit broader audience than b2b Writing success.

Yeah. Well, whoops. Okay, so I'm trying to mess around with my computer and drag it over, you know, if it's gonna work or not, but anyway, um, yeah, well, I just wanted to say boot camp was great. Um, let's see, so I tried to get it there you are. There. Yeah. Now you see all kinds of not aimed with my, my monitor. Okay. All right. I was

out. Cookie Jason

her extinguishers. Things.

I know. Well, it's been we just had I don't know if you guys have gotten the storm but I'm in Los Angeles and we had you know, while up, which was great. We need to call those

rivers right, like a cloud river or

there was more water in that than in the Mississippi River. Wow. Yeah. So anyway, yeah, I've been out working. Still breezy. But, um, anyway, yeah. I thought bootcamp, I never want to go to one in person again. And the reason was, it was so intimate, you know, and you get so much more from all those speakers. But anyway, I don't want to disrupt the book. I was interested in this because that was that book was a mainstay in art school 3040 years ago, and I thought, Oh, I haven't pulled that off the shelf in years.

So you did do it before you did you go through and do all 12 weeks of the writing before and everything.

No, I didn't. I only saw this what this came out yesterday. Yeah, it

was Yeah. The letter but I'm saying like if you did you do it before, like past

Yeah, in the past whenever I had that book. So I was like, Oh, well, there's a title I know. I not up with everything else. But anyway. Yeah. So anyway, just wanted to say what you contributed in all the work that went in to that event was and splitting off the two weeks. Oh my gosh, but now it's like I think I had to come today. Just because I've been getting on with Awai for the past two weeks. Well, and before that I did the 21 Day Challenge at the least. So it's like, I'm not ready to get weaned.

Drinking, we didn't have as many people here because everybody's sick of us and saying I can't get on another call. I can't get on

it. is more of a habit. Yeah, keep doing this. And I see

my change of pace, right. It's like, pivot think of something else right. So let everything else kind of worked in the background and then go back.

Yeah, yeah, absolutely. So the what we've been doing Tracy is for b2b Writing success. We assigned the artists way probably in September, about the beginning of September, but it's been on our book list all year. So I've created a book list for the whole year. And then each month we do a different book. And for we just started in September actually doing these live zoom calls to talk about the books. We had just been doing sort of Facebook discussions and then members of b2b Writing success are allowed to submit article ideas for the books that we read. And if we accept the article idea then we pay them and we published their article and everything, got a book report, just something they've learned or that they got from the book, right, something that that triggered them so you know, one of our recent one of our books earlier this year was Robert Cialdini, his influence and somebody did an article about what reciprocity means to her when she's writing copy. So you know, that's the kind of thing that we're that we're looking at for these for these book, writing challenges. Kind of

what you do with the lease in hers, you know, she has you do you kind of a sum up of the class you know what you thought of it?

Yeah, so yes, right. And yeah, so what what you thought of it and what it means to you, right? What does it mean to your business? What how is it going to impact your business? Right?

The book is actually also reading the other book, just like

Tools of Titans, or is it

there's another the other one that the ones that you pushed off to go the way they pitched off? Yeah.

Natalie something

I think, yeah, let me I'm just gonna open that while you're thinking of it.

They're actually friends, right? So Julia Cameron and this network woman are actually friends that they date the link writing buddies. And I just, I ordered I went through the book list and I just ordered everything that I didn't already have from the book list and I'm like, okay, so this is my homework assignment. This will be just my reading. And I find that doing the morning pages, reading that chapter a week, and then going back and reading this other book, and yeah.

Writing down the bones, it's writing down the bones. Yep.

And I was going through a few of those everyday as well. And I'm finding those a lot of times where the artists way and then what comes out of my brain correlates with what I've read in the other book, so it I'm making connections and then I'm able to take that and start applying it or to see for connections in the rest of the universe that yeah, I wouldn't have seen before because even with the other book, writing down the bones. It's not a chapter. It's not a story. They're just all these little snippets of information that have kind of been compiled together. So they're almost like little mini writing prompts. Right? Yeah, a different way to look at things. So I'm finding that really doing the rulebook together. It's actually been a bit more beneficial than doing one. Save the other.

Oh, that's cool. And then did you throw in Henley's content rules in because she's talking about how to write content and everything?

Yeah, I bought that one. So bookmark. I ran the tabs. I have to start ripping up post it notes to

Yeah, absolutely not.

You also need to probably add your bits got David Meerman. Scott. He did. operasi one to do. PR big. Okay. It's really good.

All right. So yeah, so I'm taking I'm taking suggestions for the 2022 book club, reading lists. So if you've got some absolutely send them my way. Yeah, I've already got like a small list of of books. And I try to also throw in some older ones like I did. I did have Napoleon Hills thinking grow rich in this year. Just because there are classics right that we really should be reading. I would love to throw in breakthrough advertising but I can't because it's a very expensive book that's only available through Brian Kurtz. And it's, you know, I don't want to make everybody

go by that but boy, would I love to have a book club discussion about that book if we could. So yeah, there's a lot of great stuff.

So I can't

You can't Oh, yeah.

It's just as expensive for me to order it and then have it shipped to Canada for two bucks with the cost of shipping. Customs. I can't cross over the border to go by there. So yeah, that's as soon as we cross into the states that's

Yeah, yeah. So in the artist days and Tracy if you remember when you did the book long ago and you did the artist dates. What? What are you doing for the so that I actually Julia Cameron says everybody struggles with the artist date. That's the most difficult thing for people to actually buy into the value of and go do and I actually agree, right? I have probably out of the four weeks I've been doing the book I've done one artist date and I keep telling myself I don't have time or anything, but I did a few days ago. Just sit down one of the exercises. I think it's in week three is to just write down all the things you did as a kid that you really enjoyed. Just like make a list of them and then start using that list for your artist date. And I actually one of the things that we did when I was in like Girl Scouts or whatever or campfire girls or something was we went to these ceramic shops and we would paint ceramics and then fire them and everything and we had like these little figurines and I just remember how much fun that was. So I looked up some local ceramic shops and they do that and that's going to be my next artist. But I am struggling I am struggling with that I am struggling with I don't even remember what I like to say. I like to read books. That's that was a huge part of what I like to do as a kid so

well, and I just I just quit my job of teaching art. So I was like, when I come home, I want to do any art you don't want to do after a long day I just wanted to write and that's why I joined Awa because they had the artists part of that was what got my attention but um yeah, I people say I just show you go home and do no I want to practice writing and getting better writing. Yeah, so that's kind of my I guess you know, it's funny because I constantly have to come up with lessons and teaching a wide range group. So it's just it's just constant and it's busy and it's interesting, but I feel like I get a fill of it because I have to invent all that stuff and then figure out how to teach it and yeah, you know, all of that. So the writing

has been I want to say hobby because it's been more than that because I feel like I've been on a trajectory slowly so anyway, I like how writing has evolved for I do for myself. I do screenplays and like TV scripts. So yes, huge that's way bigger than a long form newsletter but I've never wanted to do a long form copy of

one of the stories that Julia Cameron shares in in the book is she decided to go to some old bookstore as one of her artists dates like an outing where she went to this old bookstore and she went to the section where it was like travel and exploration or something. And she pulled out a book on Magellan. It was an old book on Magellan and then she ends up writing like a musical about Magellan. So you know it was one of those connect the dots things where she didn't know why she wanted the Magellan book but it spoke to her and she took it and she ended up doing her creativity is also like writing screenplays and things like that. And she ended up writing a musical Magellan. So yeah,

that was kind of cool. I'm working on a TV show about it's an incident in California history. So yeah, so I love research and I did the Awai the research. Yeah. Yeah, I could spend all day doing that. It's hard to pull back and actually do something with it because it's way more fun to do the research.

It is fun to do the research. Yeah, I don't want to do that too. Yeah,

I mean, I just I just start reading and then because I'm on all these newsletters, right? You get access to all these reports and stuff. You have to email several. Oh, that looks interesting. And then you just start reading him. I'm like, they're all They're all in here. Right? So I just start circling and highlight it and then I start making notes with this with this kind of an article this video for that and it's like, almost like that hard cut off feeling Thank goodness for deadlines, because otherwise all Yeah, did research and then you'd never actually get around to actually you know, to share it. Do it.

Yeah, yeah. Yeah. By having an artist date it instead of a deadline. It does make you do something.

It makes you do something right.

When I do under normal circumstances. is I will just pack up and go up into the folder next I'll bring a book with the outbreak right? Remarkable with me I'll

actually bring work with me and I will do a little bit of everything. I'm open to really working on the lock for i for a walk somewhere and then regroup the fact that the car but when like to one full day out get nowhere is more productive for a relaxing week. Sitting at a desk.

Interesting. Yeah. So you're refilling that fish pond by doing the hike and taking everything out into the wilderness stuff. Yeah.

So if I'm reading something, and all of a sudden, like, like, I get stuck, then I just thought I go for a walk, right? And then I go back to the car and then I'm gonna grab something else to do, right. I'll do that. And then when my brain starts to water, I'll go for another walk, come back and refer back so I it's kind of this loop that I do, but it's easier to do that out there because you're not constantly bombarded by your phone and notifications. And so it's just being what I have with me, so it's easier. Yeah, to focus in and replenish ship.

So I have a question because I have not figured out how to do this one of the early weeks. She says don't read anything. Like don't read. i i So the first three days of that. I was on vacation, okay, I can do that. No reading thing, right? I'm on vacation. We're out doing stuff. No problem, right. And then as soon as I came back, I was like, Well, how can I not read anymore? I have job two jobs. I have clients I have, you know, like, I don't I don't know how to not do that. And she's like, No excuses. You just don't read. I don't know how you do that. I tried and I can't and and I don't know. I think that you know, I think any unplugging is good. I mean, I do that on a on a semi regular basis. Anyway, I might. Um, if I had a very busy week on a Saturday, I might never open my laptop or turn it on or do you know do anything so I think I'm sort of doing what she's asking but a whole week. I don't I don't know how that's possible.

I know. It's kind of like Yeah, but it's a different kind of thinking, you know that the thoughts come and the thoughts get going, and I think sometimes we can, you know, like when you're reading you are going where that author is taking you it's not yes, some I mean, it's not that it doesn't jumpstart other ideas, but you get engrossed in what? They're leaving you and you're not really thinking your own thoughts.

Absolutely. And I can't pletely understand why she wants us to do it. I just don't know how to practically be able to.

So in that case is reading and stuff kind of a crutch, you know, yeah, but especially,

you know, like we said like, you've got two jobs, you know, how do you not check in with your email and considering your jobs involved?

When she wrote that there was no such thing as an

article, you know, getting getting the website getting, you know, stuff on the website. So that's kind of it's literally in your

description. Yeah, what do I do? Tell my clients I'm sorry, I'm not doing anything I'm

taking a week. I'm taking a break and maybe I will think of new things to do with you. Yeah, right. Because the thing is, and this is why I teach, you know, when I teach art to is you have to let the art piece speak to you. Sure. And when you are talking then this is just because of being a teacher and they constantly talk. When you are talking that's a whole different prep brain process. And you are not interacting with your artwork. You're not letting the artwork tell you what you need to do next. And we're kind of imposing on that and I think that seems like especially with you guys with as b2b writers, when you have to do research, and and that's where it's been a little hard for me to make the leap to make somebody else happy with my writing. Again, it's like letting that piece speak to you and you're probably pretty practiced. At that, you know, as you're editing, editing and editing and stuff. But it's so true with artwork, because it's a visual language. It's not a blah, blah, blah, and it's not a written language. It's a visual language, and you kind of have to learn to work in it. And so the value of that is being quiet. And so you have to be quiet to hear the ideas that come and if you're talking you're definitely not getting it. So yeah, it's, that's that's the value in that is having a relationship with that piece. of work that you're trying to, you know, bring out and be able to communicate with other people with it.

Yeah, yeah. Like, who was it? Michelangelo or da Vinci? Who did like sculpt what somebody did Michelangelo, Michelangelo, and he said, it's in there like the kid see it? He could see it in the piece of marble

armor. Yeah, yeah. He's just taking away the stuff to reveal it. Yes. He's not creating it. You know, but then that's a genius and you know, it has to do with vision, you know, and being able Are

you saying we're not geniuses on that? I didn't pull off a week of not reading I didn't what? I pulled off three

days. But I mean, so I took it to be, so I didn't, I didn't offer my two cents with any coffee that was coming through for Marcella stuff. Like I didn't look at it. And I didn't do any additional reading like books. And novels and stuff like that. And I stayed off of social media and stuff like that. So I didn't do that. My reading was just check the emails. What's really, really important what, you know, potential client catastrophe is there, but I tried to keep everything else off and honestly, I'm now struggling to get back into the reading. Mm hmm. It's like, right, yeah. It's hard to so it was almost like this cleanse where it's like, you know, now it's, you realize the toxicity of all that extra stuff. And yes, you don't want to have to deal with it.

So you don't want to go back to it right.

On slot, you know, yeah. And you have to respond to it. Even if you don't, even if you don't write something back to somebody, you're still responding. But again, it's it's not your thinking it's not what you're creating, you're having to respond to somebody else's ease. And and you know, that takes energy and and to have a considered response takes effort.

Time, right. So, you know, I did you know, like for my week I did so when we were on vacation, we were riding trains and doing other like kind of sightseeing stuff. So I I brought all the stuff on the train, and I I did not read anything. I just sat and looked out the window and enjoyed the scenery for you know, five hours or whatever the train ride was so I I did manage to do some of that stuff. And I didn't do social media, except that social media is part of my job. Right. So I had to check the Facebook groups that are part of my job and respond to those but yeah, it was I was only able to unplug to a certain extent and I do really wonder what would happen you know, to your point Tracy about like being silent and letting you know, just letting like your own thoughts. I wonder what would happen if there was any way I could unplug for like you know, completely unplugged for

even four or five days, what would happen and I just, I just don't know if there's any way I could arrange that. So that would be interesting. So see,

I think what's happened with us with all this media, this constant stuff, is I don't know that we know how to think our own thoughts or be aware of them, and then what to do with them. At least when you're a writer. You do have opportunity, but I think I mean, I look at my grandkids and children I teach and all of that stuff. And it's you are constantly constantly having other people's whether it's the music in the ears, which was is a lot of it, but their addiction to YouTube or and they are curating their own learning, which is really interesting, but again, it's not their own thinking. Yeah, you know, in games, that is an adult who's who's making those decisions for you. And I just find that it's it's hard to be quiet, just kids talk constantly now. And we go out and do an exercise where we lay out in the field, I mean, you know, the, the baseball field or whatever, you know, and we lay out there just to look at the clouds just to feel the earth turning a little bit. They can't stop talking for nothing. I give them a checklist. Okay, we're listening for the sounds of nature. So let's see if we can and that constant, I think this constant stuff in your ears has become a constant thing coming out of your mouth. I can't and that's a different function. That's a left brain function. Yeah, has its place. But it's very linear. And it's not this, you know, the artists thinking is nonlinear and non verbal. And they're not getting that and you don't get any practice being quiet during the day. Just not practicing. So okay. 30 minutes, you're gonna have silent reading. Still.

You're not really creative, right? It's hard to be creative. When you haven't made that room. You don't

exercise this muscle at all. Yeah. And I just am kind of concerned about it. You know?

They would not want to get into a car with me because I don't listen. To the radio. I don't listen to anything when I'm driving. It's just

the view which we shouldn't say the right thing to do.

Don't listen to anything. If I when I travel, I can spend 810 12 hours driving from point A to point B and I don't listen to anything I'm just observing.

Driving is a right brain activity because you are dealing with spatial stuff because you know the car in front of you or this drive. That's why you can't talk on your cell phone and thrive because it's two different brain functions. Yeah, and you can't do that. So driving is such a spatial kind of a thing. But again, you need to be able to interact with that. And when we don't when we get distracted,

you know? Things happen. Yeah, absolutely. So that's interesting. So, um, besides your kind of day in the wilderness, eg Are there any other Are there any new like because you've been doing that, right? Are there any new things that you've tried with the artist states or anything that have like given you any feedback or things that have really been cool?

Um, well, I mean, I thought this thing right you know, Angie Kohli have such since she can't stop talking about it. So I've read my blog, and it's literally a notepad that's digital. I call it my adult edger sketch. Right so what is

that called? What is that called? Remarkable. Remarkable. I think I heard that. Right. Yeah. Yeah.

So it literally and it has different template so I could write with big lines, little lines, no lines. There's music sheets. There's you know, you could do 3d through blank blank sheets, whatever it is, it's all here. So this now comes with me when I go on hikes instead of like five pounds, right? And I'll just take it out and I'll just start writing I'll just start usually used to be just get from point A to point B your do my look or whatever. And you know, it's not mystery but I'm not absorbing the thing. And now I'm it's more of a conscious effort to absorb. Sit, take it

Alright. Keep going. Yeah.

I mean, like me, my neck, so I, I'm kind of just making myself Wait. I'm just seeing where things take me. Through the artists way. It's just making me more aware of how I interpreting that. Right. Like, yeah, it's resonating with me. And like I said, it seems like as soon as I hit this point where I'm like, what is happening? It's like the book explains the next chapter. Okay, so you might be feeling this and you might be noticing the sunlight. Yeah. But you could warn me.

It's interesting. So I have a quote. So the other thing is, I've been doing meditation twice a day for probably four years or so. Right? So when I wake up,

the first thing I do is meditate because that's like habit stacked with you know, I get up I meditate and then I do a few things. So I don't start writing my artists, my morning pages until after I've already done my first meditation of the day. And so some of the things that she says you're going to feel or experience or whatever I'm not, and I wonder if that's because I'm doing I'm already meditating before I'm doing the morning pages. So I've already released a whole lot of kind of brain trash or head trash before I ever sit down to do the morning pages. But I don't want to give up my meditation because I've been i that is like an addiction for me. I do it twice a day every day and I'm not giving it

up. You're not right so like I don't meditate. Usually I do when I wake up. I do a body assessment. I'm so many health issues. I'm like, I start from like, Okay, what's hurting? sore?

Yeah.

What so I think about that impacts potentially what they do during the day. So then I get up, you know, go to the bathroom, grab my pills, grab my coffee, and then I sit down and then I start writing. So that's not really a meditation, but that's kind of like, oh, yeah, assessment first and then I start reading. So maybe instead of giving up your meditation, write it down, look around and then reflect. With the meditators. Yeah, yeah, yeah. So see, if you flip them around, see if you notice, you know, Ranson, this views that I do in the morning paid for something, but where did that come from? Right. It's like, you're already like you said, you're probably already cleaning out your system. So it's not coming out. Yeah. And you're writing.

Yeah, yeah, that could be crazy. You don't

need it, right. So you're writing it out. And you're meditating. So you're like, you're like,

right. I'm so yeah. And so the meditation practice that I do, it's taught by a woman out of New York City. Emily Fletcher, but it's a twice a day. I cannot remember the type of meditation like the, the Ayurvedic name for it, but it's like a letting go or releasing. So it's a mantra. And basically, the whole point is yeah, you're gonna have a ton of thoughts. And all you're doing is saying, oh, there's that thought. I'm coming back to my mantra, oh, there's that thought. I'm coming

back to my mantra, and it actually de stresses and releases stuff. And you do that twice a day because the first time you do it. You're releasing like stresses from earlier in your life. And then the second time during the day you do it, you're releasing anything that accumulated during that day so far. And and she says you need to do it twice a day because if you only do it once a day, all you're doing is releasing that day's stress, but you're not releasing any accumulated stress that you've had up to now. So by doing it twice a day, you would release accumulated stress and the stress of that day. So I think that was one of the things that I was struggling with this. I feel like I am getting something out of the morning pages but not as much as I might have. And it's probably because of the combination with my meditation. So I maybe I will try flipping it and see what that does in terms of making any difference. Tracy, do you have a meditation practice or anything or do anything

before I go to sleep? I do five really deep breaths just to kind of just, yep, release that. And then and I suppose you would more say prayer rather than meditation as far as being open to what do what do I need to know and that was this day, this day is going to stay in peace and harmony, which as soon as I have grandkids living with me, so but that's where I try to start the day. Yes, just being in line with the peace and the harmony that is this universe and I exist in that and I'm not outside of that.

And what are you doing positive affirmation?

Yeah, rather than a negative. Then for years, I've journaled and then I don't go back and read it. When I get to the end of that journal. I throw it away. Hmm, I know people go back and read it. It's like you know what, I'm past that I don't kind of want to get pulled back and and that's where the RAND star or Yeah, Yuri, or you know, frustration and all that. And but I found like, I don't have time to do that. So more doing this as a recording. It's there if I wanted it but then there's a time when I say delete, and so I use rev.com. Because then it can you can get it transcribed. And I did that at first. I said, Why do I want to spend money on hearing all of that? That's kind of done so it's been more going back to that practice. When I get to the end of that, and sometimes might take me a year to get to the end of a journal. Sometimes if I've been particularly upset. You get through a lot more. Yeah. And then it's trashed because I wouldn't want anybody else to read it. Might because I'm reading writing about them, but also kind of working through you know, those issues. Yeah. That would be hurtful. But also,

the point is, I need to get it out and be done with it. And I've always felt like writing because otherwise I'm churning. And so writing has always been the mechanism. Okay, it's out it's recorded. It's verified, really needed to go back and see it. And do is that something I want to hang on to so lots of people I know they they do keep all those those things? Yeah. So that's been an interesting practice, because I kind of don't remember where I've been. Yeah. Or the issues that I've worked through.

Yeah, that's, that's really interesting.

So yeah, fine. Writing versus typing versus just talking into like a voice recorder. Is there something that works better for you?

Well, the voice recorder does let you have a lot of spewing if you need that. Sometimes I do. So you have that. But for me and and you know typing. I guess it's probably just put more of my age that you know, I started off longhand. And I like the yellow pads. And I still like that contact of pencil to paper. And even just like through the conference, I have two notepads. I feel you know, just taking notes, and it's probably just habit of taking notes, you know, and growing up like that. And until computers came out, I really wasn't a writer, because you had to type perfectly because I didn't want to go back and redo. So then you're thinking all the time, so that we what you put on the pages, hopefully. Yeah, yeah. So I have just notebooks and I thought, you know, my mom just recently passed and so I had all of her stuff to be taken care of the past few months and teaching and but you know, I should just throw this stuff away because nobody's ever gonna look through it or care about it, you know, and I need to clean that up for my own daughter because it was not fun doing the cleanup, you know, for somebody else. And this stuff doesn't need to be even notes like my Awai used to go back and type all that stuff up, but I never go back and read it. Yeah, I'm more likely to read it in a yellow tablet than to go back and read it on the computer. Really? Yeah. So I think it's just habit. I think it's just because that's how you grew up. Yeah. But I do appreciate I do appreciate the computer being able to it's made me a better writer, because of editing is rather than have to get it perfect on the type page for you know, a college paper kind of thing you know, and heaven forbid there should be a mistake or oh my gosh, you know, that was misery. Marino right out Yeah, to go back with the typewriter. Yes. Why I never wanted to be a secretary. Oh my gosh, no, true. Oh, my and people are good at it. But oh my gosh, you know, no, I'm not. I'm still still not a good typist, but it made all the

difference for me becoming a writer. Because, as we hear, you know, it's really in the rewriting that you become the writer, and the redo and all of that stuff. Which is the same in art. I just have to say, I mean, you never get something down on canvas. The first you may have this grand idea, and you could never get that idea. So you're always fussing around and you know, and it's kind of the same thing I'm noodling in in with your stuff. And rather than you didn't get the right big right idea to begin with, and you're trying to make this thing work, and don't know why. Yeah, kind of the same thing. But, you know, covered over start again, we tried this Yeah, that's why the art has to speak to you to say this piece needs this to happen right here. Yeah. You know, so, yeah, it's it's interesting. So I don't know about making this week, too. I knew the day would come. I just didn't know it's gonna be a pandemic. It pushed me just over the edge and just like and I agree with wearing masks. I agree with us. I just can't do that anymore. I just can't teach in a class with kids and do all that stuff anymore, you know, but are taking a break anyone finishing it? I have a my mom's memorial service this week. So and I'll think about Teach I don't want it I'm I'm not quite done with it. But I just had to have a mental break just to hear. I want to be done with her stuff. And I wanted to be done with school and I really wanted to look at writing and look at the commercial side of writing. Because I like writing for myself. And see so I've been really just really grateful to see all the avenues that have opened up and how responsive Awai is being to all these different things and bringing them to your attention. Because a long form newsletter was never gonna, you know, I did that course a long time ago. That's never gonna do that. You know.

It's amazing how many people do not like them. It's funny, I've done them. I've written them. And while I was writing it, I loved it. Like the first few versions of it. You're, you know, so many edits and rewrites and everything I start to hate them. So I do I do not write long form sales letters anymore just because I don't have the attention span to want to go back and keep doing it because you keep finding stuff wrong and keep finding stuff. You want to rewrite and rewrite and rewrite. And you know, if you've got any perfectionism in you, you're gonna keep doing that over and over and over again until you hate it. So I think you've got to have like a sweet spot of somewhat perfectionist but not too perfectionist kind of personality to write those long form sales letters. Right? Yeah, I think

of them as an art piece. I mean, you know, a little it is an art piece, you're going through the same process. You know, so much of that because you are except for an art piece. Well, it depends. That piece that pleases yourself, or you're doing it

for somebody else. Yeah, and the hard thing is that you're doing all of this for somebody else.

Well, you're always writing copy for somebody else. Right? Right. All of it. Yeah, absolutely. So it's interesting.

You can take that challenge and I find what the long form and I took the six figure six, six figure,

accelerated program. Yeah.

I didn't finish it because I couldn't get I couldn't do the exam. I couldn't do the long form sales letter. I just, I couldn't get my brain to think about it. And then I was like, Sandy had her class and I'm gonna take this class. Are you taking it? I took it already. And I'm like, I broke. That's the only sales letter I have ever written. I never went back to get my certification. That was the only one I did. I spent easily 100 hours on it. And I'm like, this is I did it for keynote because I want to learn from Sandy and we'll write it like that couple of tickets. It was really great. everything I had into it, I did well, I actually ended up winning the spectrum. Like I've never written a sales book like but I like look seriously over 100 hours went into it, right? And I'm like, I'm going to take everything that I learned. And I'm going to apply it to content. Because you could write the really long blog posts and the advantage to the content over the sales is you can pull stuff out and sprinkle it on social media or emails or something else. So it becomes more multi purpose. And then I don't mind going back and do because it's not just here. It's the one thing I can go back and go through it again. And you know, maybe update it with the latest stats and fingers or whatever, but I can always go back to it and redo it and extract stuff to use somewhere else. It's not just here's the slow flutter it's going out to wherever it goes out to it, man. I can't do anything else with it. It's been able to take it and kind of recycle it reuse the content and stuff. So it to me the principles are the same. It's just getting used to the different medium.

Yeah, I think what I think is awesome is there are so many different kinds of copy pieces and writing opportunities and content and everything that if there's something you don't like, there's probably 20 Other things you do like and now there is Yeah, available to you. So yeah,

absolutely. The Internet even provides that it

does. Alright, so we're gonna wrap up but thank you guys for joining. Joining me today in talking about the artists way. I think it's a fascinating exercise. And I'm really looking forward to you know, getting to week eight where EEG is and seeing you know where I am, then I'm going to try flipping the meditation and the morning pages and see if that you know, gets me any deeper in terms of sort of the clearing out but that's pretty cool. For everybody watching this. Our next live zoom call about the artists way is going to be November 18. At 3pm. Eastern, so if you even if you haven't started the artists way yet, if you want to start it and you know kind of what I'd like to talk about next time is the key elements are the morning pages and the artist date. But they're all these really cool tasks that she's got every week suggestions of things to do that I have found really interesting. Like they're really, really fun to do. And I wanted to probe a little bit and see if anybody has done some of those and what you learned about yourself from them and everything, and then how the morning pages are going. So I look forward to seeing you guys and anybody else who wants to join us on November 18. And thank you very much have a good rest of your afternoon.

Thank you for offering

Okay, Ben. Awesome. Thanks you guys very much. Hi. Thank you. Hi. Thanks, Ben. I hope you guys get a rest