

December Book Club: The Artist's Way by Julia Cameron And 2022 Book Club selections



Lisa Christoffel
Managing Editor

First Key Element – the Morning Pages

- Three handwritten pages
- First thing in the morning
- Don't stop or "write" – just brain dump
- Tend to be negative, whiny, and very disconnected

What do they do for you?

- Clear your brain so you can prioritize, shape, and streamline your day
- Slow down your brain, so you can “see” what’s going on in your brain
- Occasionally, you’ll get some keen insights into your true desires
- They allow you to see yourself and what you want more clearly
- They free your creativity
- You can pose questions and write down the answers that come to you.

Second Key Element: The Artist Date

There are rules:

- They have to be done solo
- Explore something that excites or interests you
- You have to “play”
- You have to do one of these every week, for a couple of hours

Why are Artist Dates important?

- Per Julia Cameron:
 - Morning pages allow us to send our thoughts out to the Universe, telling it about our likes and dislikes.
 - Artist Dates allow us to receive. When you open your mind, you make yourself available to inspiration.
 - They train us to take risks on our own behalf.
 - They are both active forms of meditation that help you connect with your own consciousness.
 - And they allow us to re-stock our fish pond.

The weekly tasks

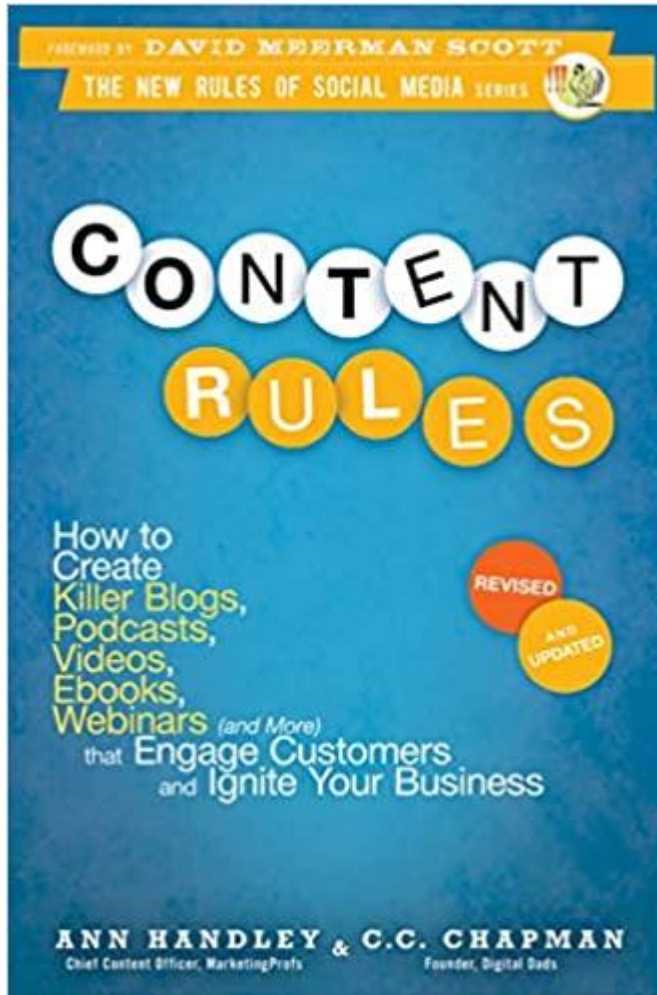
- Some of them involve imagining:
 - Like listing out 5 imaginary lives you – if you had 5 other lives you could lead, what would you choose?
 - Or describe your ideal environment – write it out, draw it or find pictures of it, and put it near your computer.
- Some involve some introspection:
 - Like looking at one situation in your life that you feel you should change but haven't yet... What is the payoff for you in staying stuck?

2022 Book Club and Writing Challenge

Our book club has two main goals

- Read books that help provide more detailed information or expert advice on key aspects of building your business – writing, mindset, and marketing/business
- Use the reading to generate ideas for your business – and for us.
- If you do the reading and propose an article based on something you learned, you could win \$150 and a by-line in B2B Writing Success

2022 Book Club Books

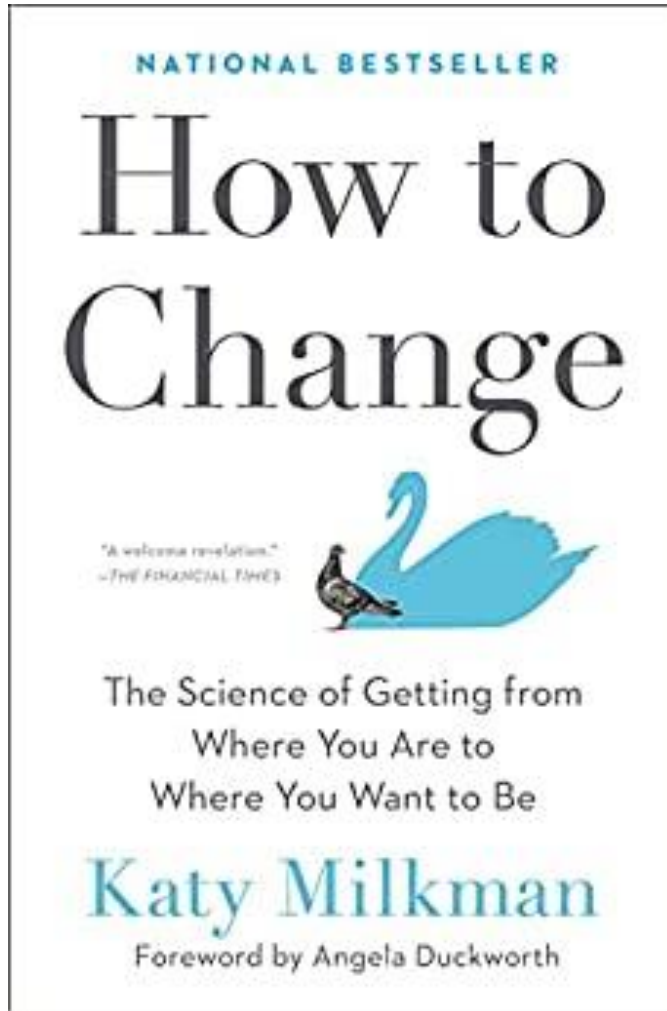


January – *Content Rules* by Ann Handley

Two-fold benefit to this book:

- You can use this knowledge to help yourself... or your clients.
- This is a guide to creating engaging web content and building a loyal following

2022 Book Club Books



February – *How to Change* by Katy Milkman

This is a mindset book:

- Milkman is a Harvard professor and expert in behavior change
- This is a science-based guide to how to overcome barriers like procrastination, impulsivity, forgetfulness, etc.

2022 Book Club Books

Writing Down the Bones

Freeing the Writer Within



Natalie Goldberg

FOREWORD BY Julia Cameron

• 30TH ANNIVERSARY EDITION •

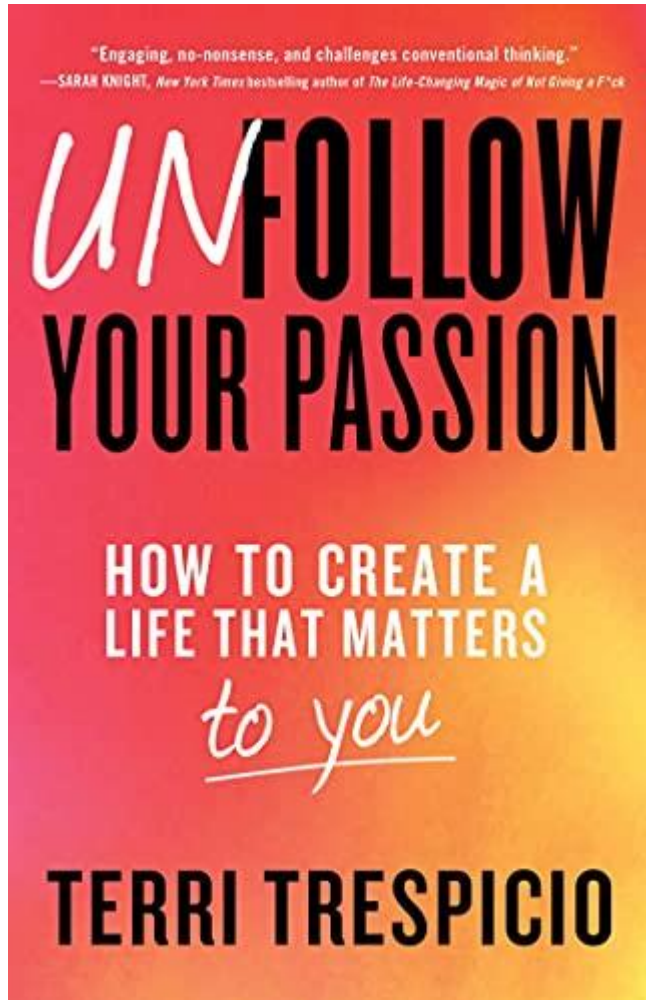
March – *Writing Down the Bones: Freeing the Writer Within* by Natalie Goldberg

This is a mindset book about writing:

- The forward is written by Julia Cameron
- Her goal is that you learn how to do the writing practice, know yourself, feel joy in expression, and trust what you think.

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2022 Book Club Books



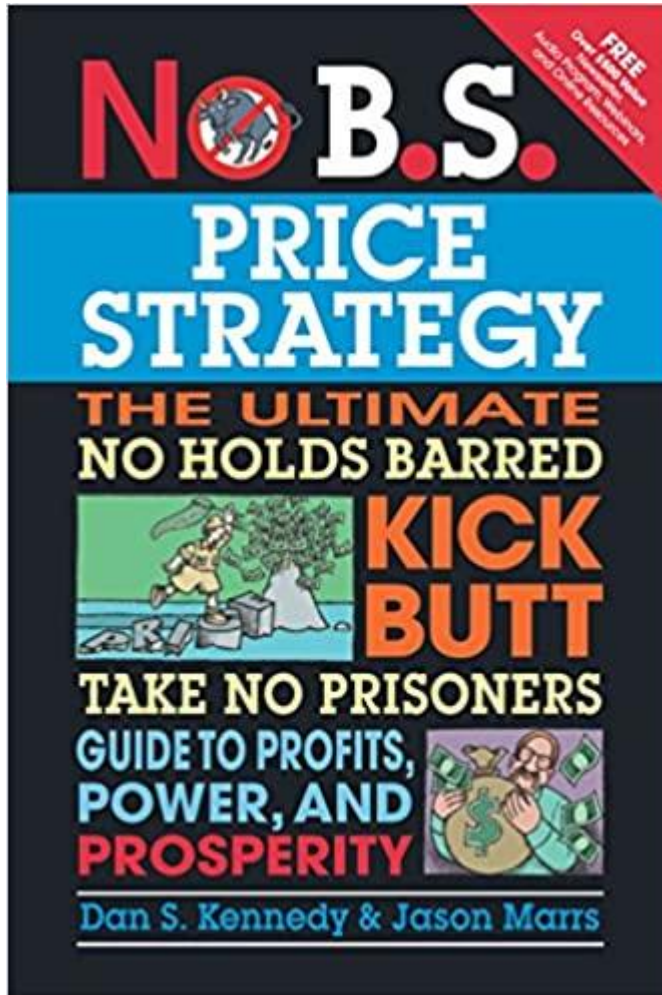
April – *Unfollow Your Passion* by Terri Trespicio

Terri is going to deliver a personal growth book in a very unique style – this book isn't out yet.

If you saw her at bootcamp, you know she is really good at delivering truth bombs.

I can't wait to read this!

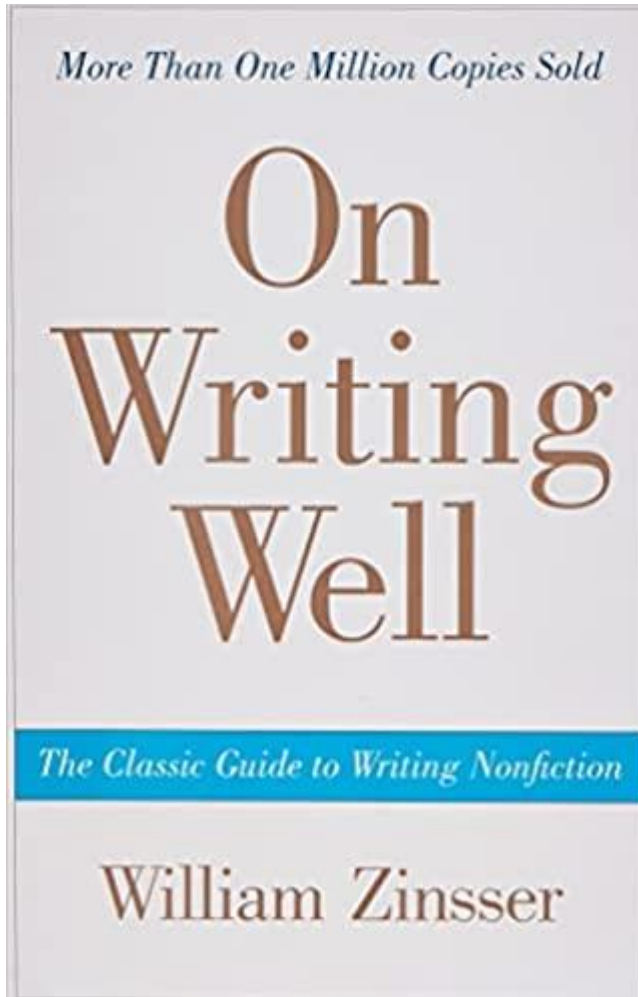
2022 Book Club Books



May – *No B.S. Price Strategy* by Dan Kennedy

This is all business – just like Dan.

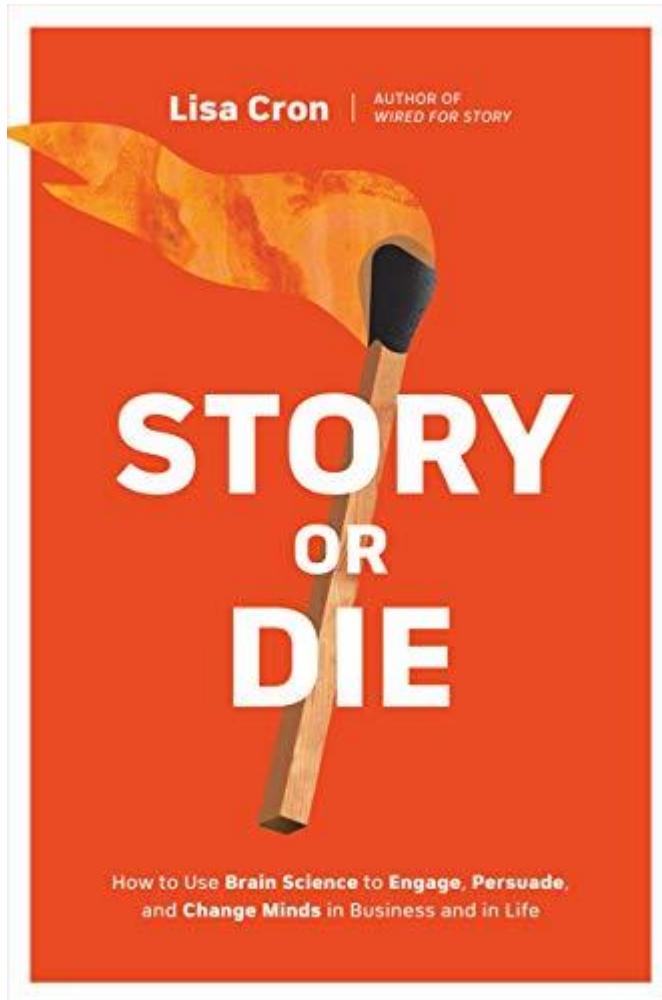
2022 Book Club Books



June – *On Writing Well: The Classic Guide to Writing Nonfiction* by William Zinsser

Want to look over the shoulder of a good writer to get their thought process on writing? Want to know the keys to writing well?

2022 Book Club Books



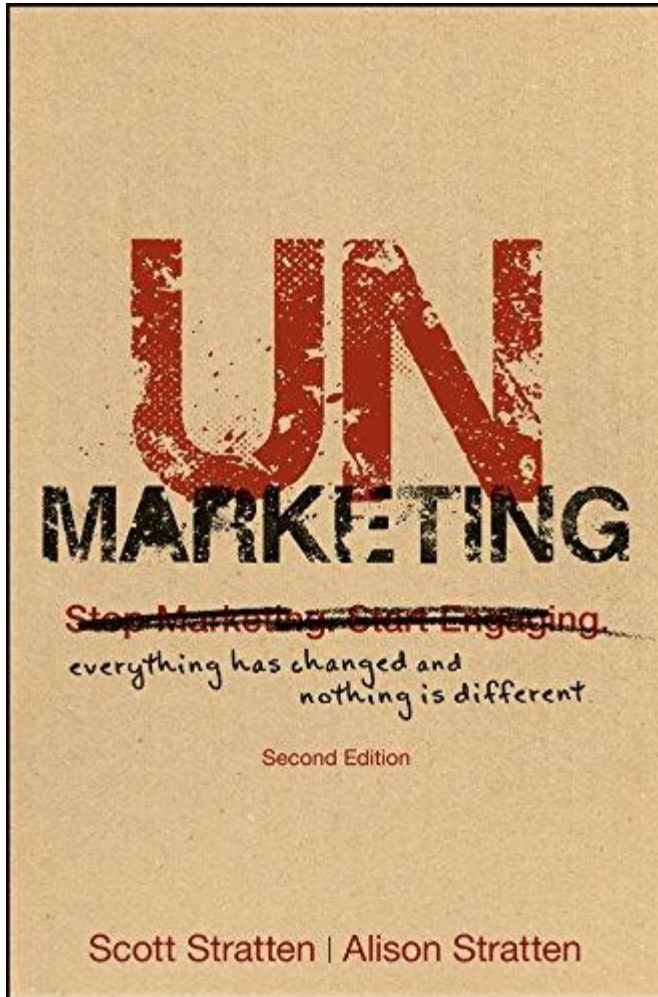
July – *Story or Die* by Lisa Cron

The subtitle is: How to use brain science to engage, persuade, and change minds in business and in life.

This book has it all – it'll help you do your copywriting work more effectively; it'll help you more easily get clients and followers, and it'll help you get more of the things you want in life.

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2022 Book Club Books

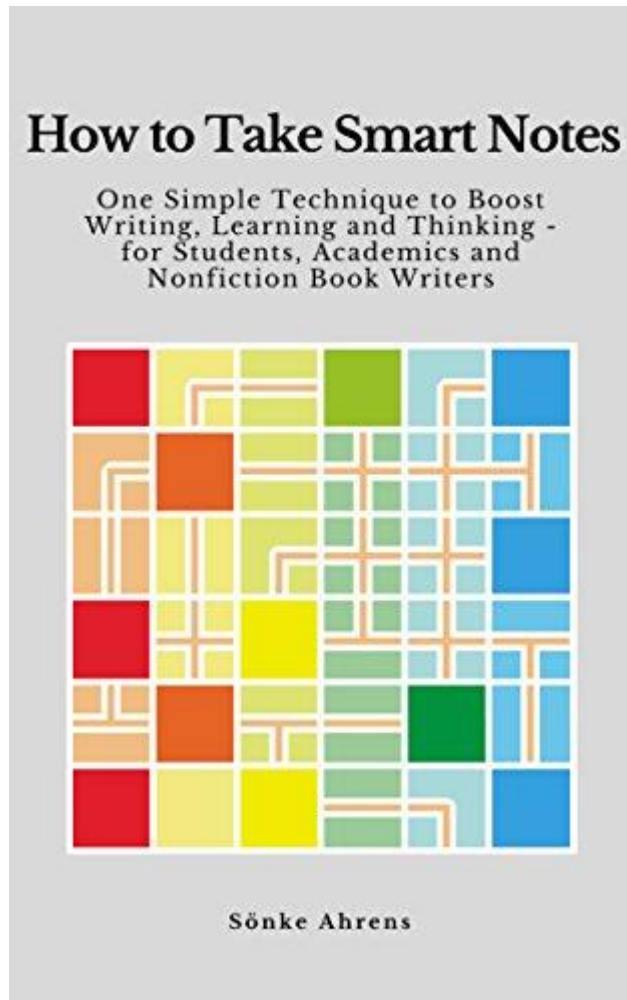


August – *Unmarketing: Everything Has Changed and Nothing is Different* by Scott Stratten

If you joined us at AWAI's bootcamp, you heard Scott as the keynote speaker.

This book is about how to form relationships and market yourself authentically. It IS a marketing book, but it's so much more.

2022 Book Club Books



September – *How to Take Smart Notes* by Sönke Ahrens

This will help you take better notes on the things you're learning, but it will also help you organize your research, think more clearly, and write more efficiently and effectively.

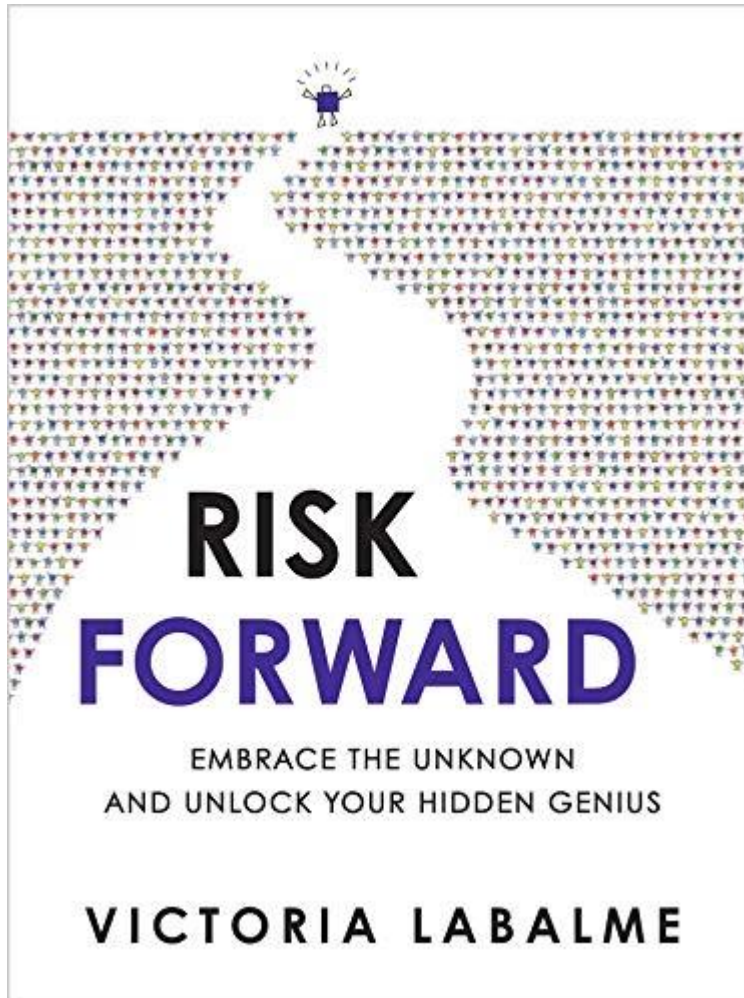
2022 Book Club Books



October – *Rework* by Jason Fried

This is a business book for entrepreneurs and small-business owners. This is how you should be thinking about your business.

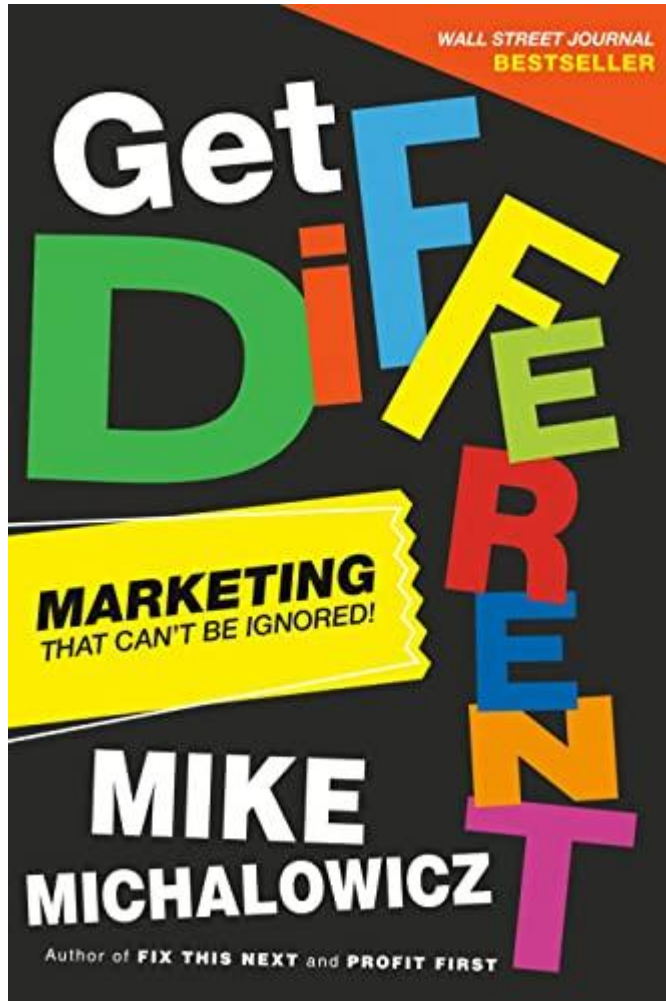
2022 Book Club Books



November – *Risk Forward* by Victoria Balme

This is a bit of mindset, a bit of business, and a lot compelling to your creative spirit.

2022 Book Club Books



December – *Get Different* by Mike Michalowicz

Mike has a marketing system that helps his clients get attention. In *Get Different*, he teaches you how to do that too.



We're here to help!

Help@B2BWritingSuccess.com