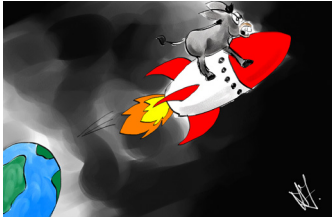


SUPERHEROES

CHRONICLE

November 2019



In This Packed Issue

Main feature: *Make Your Book Launch A Winner*

Book review: *The 25th Hour* by Guillaume Declair

Challenge: *Launch Your Thing*

Coming Up: *The Zen Plan—Dive Into 2020 Like A Boss*

Sometimes All The Wheels Fall Off

How I'm going to make sure next Christmas is not as much of a scramble as this one...

FOR THE first time in almost five years, I failed to get a *Chronicle* out to you last month. I'm so sorry about that. In place of the newsletter, I decided to give you free access to a mini Indesign course showing you how to create your very own newsletter. The details are in Slack, but if you can't access the course for any reason, please email me, and we'll sort you out.

The reason I failed to get the last *Chronicle* out and struggled to get this one done is simple: I let my Master Plan slip away from me. I have a big client

deadline looming and, frankly, it's had me in a bit of a spinning panic. We want to release his book in time for Christmas, and as you've no doubt noticed, Christmas is hurtling towards us like a drunken, tinsel-covered rhinoceros on a skateboard.

I've been working evenings and weekends. I haven't been to the studio to train on the pole and trapeze nearly as much as I usually would. It's been, if I'm honest, a bit tough. And incredibly frustrating because I've not been able to work on my business.

My book launch has been pushed back to January, and all the plans I had have been shoved sideways.

The upshot of this is I'm putting aside time between Christmas and New Year—or before if I'm able—to plan 2020 in detail. Or, at least, to map out more-or-less what I want to achieve.

I've discovered, over many years of trying different things, that I am unable to see clearly more than a couple of months into the future. I like to have a rough idea of what I want to achieve over a year, but never in detail for more than two months in advance.

I'll explain what I'm doing and how I'm doing it in December's *Chronicle*, which will be with you before the end of the year.



continued on page 2

Listen up...

Let my struggles be a lesson for you: it's impossible to make progress on your own plans, dreams, and business if you're spending all your damn time on clients. Design your life and your work to make yourself the priority.

Up until October, this year has worked well for me. I've achieved a lot (although not as much as I hoped). I've pivoted my business into what I truly want to be doing. And, although I've not managed to set everything in motion yet, I know what I need to do.

It wasn't until I realised just how much work was still left to do for my client that all the wheels and doors, and even the windscreen wipers, fell off. It made me realise how shaky my contraption still is and what I need to do to create a business that can carry me, not the other way around.

I'll give you a sneak preview into what my plans are for next year in next month's *Chronicle*.

In the meantime, though, here's what's been going on at Casa Dingle...

A Comedy Striptease With Bonus Moustaches

A couple of months ago, I entered a prestigious competition called Pole Theatre UK. When I decided to enter, I only had two weeks before the deadline to send in my video entry. I spent a week working on the bones of a routine, then slipped a disc in my lower back and couldn't move for a week.

The timing was impeccable.

I recorded the video anyway and sent it in, explaining my predicament, and promptly forgot about it. I did not expect in any way to get through to the final because let's face it, my video was shite.

Last week, the organiser emailed me to congratulate me on getting through to the finals in the instructor level for the comedy category.

EEP.

I am excited and terrified because it's the hardest competition to get into, and the final is on February 22, 2020. I have a lot of work to do, and I can't start doing it until after this damn deadline is gone.

It's doubly scary because I don't just have to dance and perform cool tricks on the pole, I also have to be funny. So this is what I've decided to do.

I'm paying homage to Charlie Chaplin with a moustache and outfit including bowler hat, cane, tailcoat, baggy trousers, and sock garters.

The main attraction of the show has failed to turn up, so the managers (my friends Edd and Dan) are insisting I go on her place. The problem? The main attraction is a burlesque star and I... am not.



Would you buy a show ticket from these two?

So I shall be a cross-dressing, reluctant, and remarkably inept stripper.

I performed a non-pole version of this at Ludlow Pride Festival a couple of years ago, and people found it hilarious... but translating it onto the pole on-stage is an entirely different proposition and I'm terrified.

I'll let you know it goes!

Come On Retreat With Me?

And finally: I'm going on retreat at the end of February (after my competition). I'm going away for a week to Fuertaventura to write my next book, and I've decided to turn it into a practice run for my luxury retreats.

Would you like to come? This one will be low-cost because I'm trying out the format—accommodation and breakfast and all my workshops will be included. Flights (which are super cheap), lunches, and dinners will be down to you.

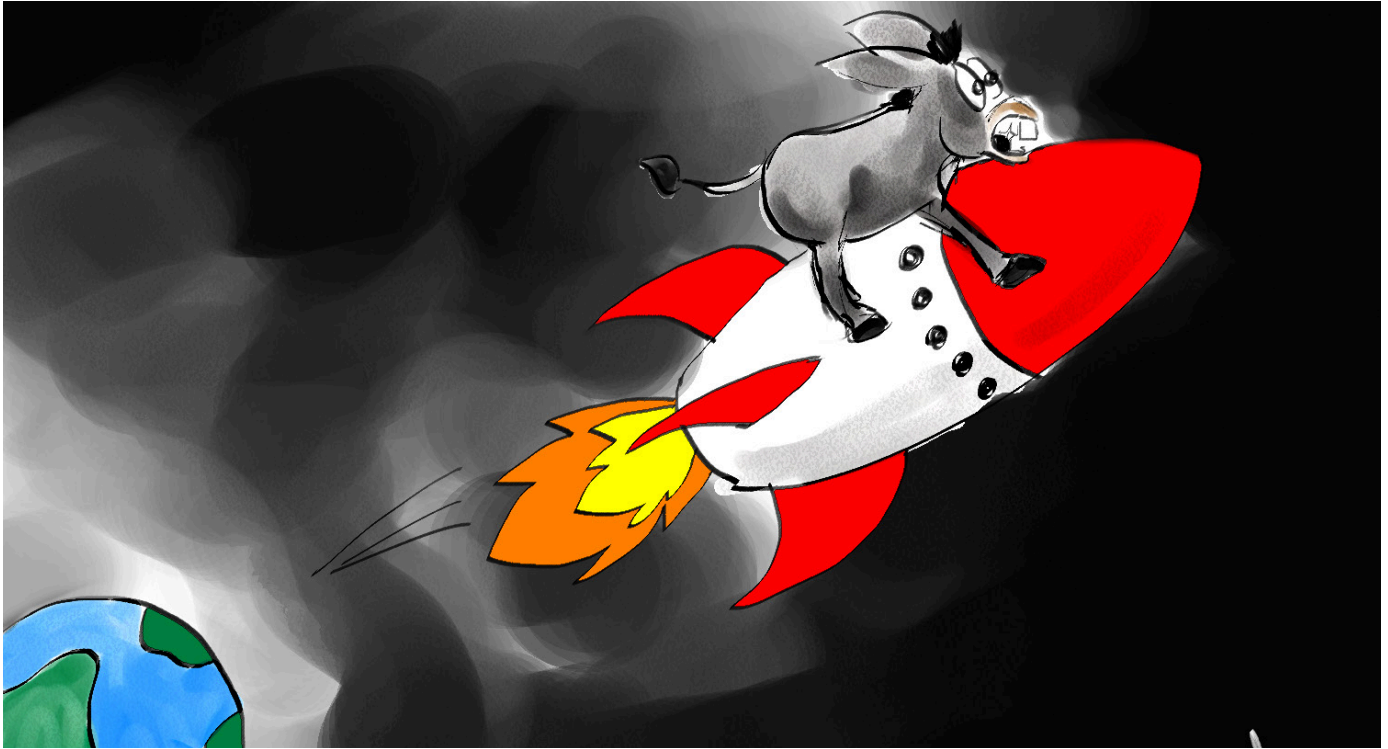
I'm taking a maximum of six people, and four have already told me they want in.

I haven't costed it all up yet, but it'll be under £1,500 + VAT for sure. By the time you come home, you will have your Shitty First Draft ready to edit, or you'll have your edited manuscript ready for final checks, depending on what stage you're at.

Plus you'll be warm and relaxed and ready to face the publishing process.

If you're interested, drop me an email with the subject line "I wanna go somewhere warm to write!" and you'll get first dibs when I open booking.

In the meantime, here's how you can start planning



The Ultimate Guide To Launching A Book (Or A Course Or A Product)

You've written the book—now what? It's time to launch! This month, I walk you through what I'm doing now and show you how to do it better

JUST BECAUSE you've built it, doesn't mean they'll come. Whether that's a baseball stadium, a book, a course, or a fabulous sculpture. We are all busy and self-centred, which means unless you shove your thing in our faces and give us a reason to pay attention, we won't notice it.

So what do we need to do?

Launch it like a rocket, that's what!

In this issue of the *Chronicle*, I'm laying out a bunch of stuff I'm doing (and a few things I'm not) to launch to my new book *How The Hell Do You Write A Book*. (Available now from Amazon and from my website.)

(But not yet officially launched.)

(Because you can officially launch your book whenever you damn well like.)

So if you're writing your book now, or creating

some kind of product—or even if you've already got a book you want to relaunch—read this carefully then, as always, *do stuff*.

Right now, I'm working on three client books and launches as well as trying to launch my own book. I've decided that's way too much for one tiny human to handle, so I'm officially launching my book after Christmas.

However, I've already done a ton of stuff in the background to prepare, so I'm sharing what I've done, what I'm planning, and what I'm doing for some of my clients. In future issues, I'll share the results I get.

As always, though, I'm writing articles, recording podcasts, and sending emails—and everything I'm creating is designed to support my main aim: to shift as many books as possible and bring as many

Successful people and unsuccessful people have the same goals. The goal isn't the problem; it's the actions we take.

ideal prospective clients into my world as possible.

Ready?

Let's go. Starting with...

Your Habits

Set your goal... then forget about it. If you focus on the goal, you'll never reach it. I know that sounds counterintuitive, so let me explain. (If you've read November's Bookaholics book, *Atomic Habits*, you'll know where I'm going with this.)

Successful people and unsuccessful people have the same goals.

When I read this in James Clear's book, it blew my tiny mind. The difference isn't in the goals; it's what they do to reach the goals.

With that in mind, you need to understand that if you want your book launch to be a success (whatever that looks like to you) you need to keep taking small actions every single day. Keep talking about your book. Writing about it. Building your funnel and your platform.

Your book launch depends on your actions.

Apply this idea of many small steps to your book promotion: keep letting people get to know you, so they can begin to trust you—and in turn buy your book and encourage others to buy your book, too.

Your Platform

This should be obvious, but just in case it's not, I'll run through it briefly: you need a strong platform if you want your book launch to be successful.

That doesn't mean you need a bazillion followers on Twitter or an enormous list; it simply means you need a few people who love you enough to buy your book and help you sell more copies.

This is true whether you're self-publishing, going with a hybrid publisher, or getting traditionally published. (And it's also true if you're launching a product or service rather than a book.)

I'm going to bust a few myths.

- **Building a platform costs a boatload of money.** It can do... but it doesn't have to. The best platform tools cost little or nothing: your own email list, your website, social media, speaking gigs, PR... the list goes on. You can pay professionals, but you don't have to. You're more than capable of doing this yourself.
- **"If my book/product/course is great I don't need a platform."** Orilly? You still need to sell it. It won't sell itself. I know you know this,

though :) My MacBook is great. And look how much marketing Apple does via its many platforms.

- **You can buy a list and shortcut the process.** Nah-uh. There's no shortcut to building a meaningful relationship with people. You can speed up the process but you cannot shortcut it. It does take time but it's worth it.
- **You can do it all in a month.** Nope. Sorry, you can't. You can do all the foundation work—set up a website, write posts and emails, approach people, create a funnel, etc.—in a month, sure. But you can't magic up an audience that trusts you, from nowhere, in a month. It takes time.
- **You need a connection to [insert famous person here].** Well, it'd be nice to get on *Oprah* or *This Morning*, of course—but you don't have to have those connections right away. If you build a fantastic platform and do the work, you'll find connections start springing up.

Now that's out of the way, here are the most important platform tools you'll need to use—in order of importance.

1. Your author website (even if you already have a business website: go to www.howthehelltheywriteabook.com and you'll see what I mean).
2. Your email list.
3. Speaking and events.
4. Social media and networks (including Amazon).
5. Relationships with individuals and businesses.
6. PR and traditional media.
7. Online publishing.
8. Promotions and tie-ins.
9. Advertising.

You don't have to use all of these tools, but you'll definitely use some of them to connect with potential readers.

Your platform, whatever it looks like and however it's composed, needs four things:

1. **Reach.** How many readers can you reach with your platform? Is it enough to sell the number of books you want to sell?
2. **Diversity.** Don't rely on just one aspect of your platform. What if Facebook shitcans your account? If you're doing other things, you'll be fine; if Facebook was your only platform,

you're screwed. I've seen it happen.

3. **Non-sales CTAs.** You don't have to sell sell sell all the time. It's about building relationships and you do that in all kinds of ways: funny stories about you and your book, helpful info, recommendations and reviews, surveys...
4. **Viability.** Don't declare you'll write three articles per week, produce a podcast once a week, do a monthly speaking gig, and email every day if you don't have time. If you overschedule yourself, you'll get overwhelmed and do nothing. Instead, figure out what you have time for and what suits your personality and business best, and commit to doing that.

Most important of all? Start building your platform before you publish your book. I've spent *years* building my platform. It's not huge, but it is engaged and loyal.

Once you've built a platform, keep building it. It's not a to-do list item, platform-building; it's an ongoing process. Keep increasing the size of your list and keep improving the quality of relationships you're creating.

Your Plan

Do you have a cunning plan? Is it as cunning as a fox with a monocle? If you try and do what I used to do—fire out random content depending on my mood—you'll struggle to build a consistent platform and sell to it.

If, on the other hand, you have a plan, you'll find creating content and putting yourself out there much easier and much more comfortable.

Let me explain.

Harriet, my beautiful assistant, helps to keep me organised. She has a huge spreadsheet with all my content on it. And I have Trello boards keeping me on the ledge, as opposed to plummeting into the bog of overwhelm and despair.

This my week in emails:

- **Monday:** Moxie Monday tune—no selling, just a cool piece of music to start your week. This gives you an insight into my personality and my life.
- **Tuesday:** my in-depth article is published and I email my list to send people to read it. It's always linked to what I do, and the CTA is usually to buy the book (or share the book).
- **Wednesday:** two-minute book writing tips on video. Sometimes it's five minutes. But you get the idea.
- **Thursday:** truth day—I share an uncomfortable truth about writing or business

or being an author.

- **Friday:** Flamingo Friday! I make a video about a piece of marketing I've seen that's delighted me. Usually tie it into how writing a book will help you stand out.
- **Saturday:** new podcast day. CTA is listen to the podcast, subscribe, review, etc.
- **Sunday:** I write about habits, because habits are crucial to writing a book.

Harriet makes sure everything's tied together with her spreadsheet. There are a number of umbrella topics—for example, “writer's block”—under which I create a piece of content we repurpose all over the place.

Back in October, for Hallowe'en, I wrote an article called *Lurking Horrors That Will Kill Your Book*. Then Joe and I recorded a podcast and video. Harriet took the video and broke it up into short sections and put them out on social media. I wrote an email on the subject too.

That one piece of content, as part of a larger theme, provided at least a week's worth of juicy platform-building goodness.

It's all about consistency, constancy, co-ordination, and connection.

Be consistent in your branding and messaging across all your platform tiers. (I need to take my own advice here—I'm a bit random on social media.)

Be constant in your messaging. Decide to write an email every day, or on Wednesday and Friday, or whatever—then stick to it. Keep plugging away. You won't get results straight away, but all these small actions build up.

Be everywhere, so when people see your book they think you're super-famous. Schedule stuff to happen together: a podcast interview, article, email, social media, etc. This is particularly important for the first month after your book comes out.

Connect with your audience about things they care about. I know my audience struggles, above all, with confidence and their Inner Dickhead, so I talk about that a lot. Similarly with finding time to write.

Metadata

Before your book comes out, you have work to do on your website and on the various book platforms, like Amazon.

Let's start with your book's metadata. This is valid for ebooks and printed books, and right now I'm talking about Amazon. Pay attention to your metadata because mistakes can make it difficult for Amazon to link your print and ebook, and can lead to your book being buried in the search results.

When you grab your Amazon.com author page, you can fill it with goodies for your readers

- **Book title:** most people search for your book title, so make sure it's exactly as it appears on your book cover.
- **Subtitle:** as with the title, it needs to appear exactly as on your book cover. Make it descriptive and alluring.
- **Series:** if your book is part of a series, as Dom and Carol have done with their most recent books, include the series number here. This is important so you can bundle your books later.
- **Description:** this is your sales page, so don't fuck it up! I take my back blurb as a starting point, then write something persuasive. You're not allowed to include any obscenities, address/URL information, availability or price info, time-sensitive information, or keywords/tags in your description. You can find much more information about how to write the back blurb in *HTHDYWAB*.
- **Author:** your name. Obviously.
- **Contributors:** if you want to identify illustrators, editors, translators, etc. you can do so here.
- **Publisher:** I always enter Moxie Books. I recommend using your own company name if you're self-publishing. You want people to find you, not your printer.
- **Keywords and categories:** this is crucial for search. Do your research. Amazon states their best-performing keywords are short phrases that are 2-3 words long. Think about the problem you're solving for your reader. You're

not allowed to use other authors or titles as keywords, or the word "free".

A note on keywords and search: Amazon is now the third-largest search engine in the world. It's like a weaponised version of Google, because it allows searchers to buy with just one click. One-third of people looking to buy something go straight to Amazon—twice the number who went to Google.

Keywords are important, but not important enough to spend hours on. More effective ways to show up are author name searches (which is why building your platform and list is so crucial), the book title or series, and ranking for high traffic terms.

Think about the words people are actually using when they're looking for your type of book. Try to avoid keywords people search for all the time (for example, "how to write a book" gets 1,000 searches a month on Amazon so it's not great). Long-tail keywords don't work, either.

Kindlepreneur has a cool calculator to help you figure out which keywords are doing well. Hop on over here and read his article: www.kindlepreneur.com/calculator

Categories will help you sell more books if you get a bestseller tag or if you're listed in a category where people actually go and shop.

Your Amazon Author Page

This is your home on Amazon—don't ignore it. It contains links to all your books, as well as links to your blog. Here's where people will be able to read your bio and watch any videos you upload. And you can find what people "also bought".

If someone searches for your name on Amazon, they'll end up on your author page—if you have one—so you absolutely should create one. It's a good way to establish your brand with the added benefit of Amazon's brand on top.

I've linked my blog to my author page, so if anyone goes to my author page they'll find all sorts of current information about me, plus helpful videos that link in with what I do.

Go to Author Central and set up your account, then follow the instructions. You can only do this after you've uploaded your book.

Your Book Page

This is a sales page and it has one job: to convert browsers into buyers.

You can create a value contrast by having both a Kindle version and a print version, because your print version will be much more expensive than the Kindle version—hence making the ebook look like

great value.

You can include your short bio and a link to your website or email sign-up offer, which is crucial for getting people off Amazon and into your domain. Amazon is fantastic but unless you entice them over to your website, you won't be able to contact people again.

The book page also shows customer reviews (you will get some negative ones so be prepared for that—and don't respond to them!) and editorial reviews, where you can get "important" people (like Drayton Bird, for me) to help you sell your book.

This is essential if you put your book on pre-order because it's the only way to get reviews before the book goes live.

Your Reader Magnet

You're familiar with lead magnets—well, this is exactly the same, but it should be directly connected to your book. The idea is to get people away from Amazon (or whatever platform they're on that isn't your website) and onto your email list.

You can offer a checklist, or a bonus chapter, or a video interview... the possibilities are endless. But make it something valuable and enjoyable.

You'll also need an automated email sequence for people who download your reader magnet. I've written about email sequences many, many times—but the key is to follow on from your reader magnet and allow subscribers to get to know you. Lead them



Give people plenty of reasons to buy your book and share it with others.

into buying your book (if they haven't already) and build the relationship so you can offer them more of your products and services.

Getting Influential People To Help You

Once you've got all the prep work out of the way—your sales pages, Amazon pages, lead magnets, and email sequences—it's time to figure out how to reach even more people. Especially if, like me, your list is pretty teeny. This is where who you know comes in useful.

Think about influential people in your industry and connected with your industry, who aren't your direct competitors.

For example, a copywriter may think of well-known web developers, graphic designers, or marketing experts. A pilates instructor may think of famous chefs, nutritionists, personal trainers, or other types of fitness expert. A dog trainer may think of dog groomers, dog walkers, pet shops, vets, or other animal/family related experts. And I would think of productivity experts, copywriters, publishing experts, and marketers.

Once you've got your list, there are a few cool things you can do to make sure your book sells well when you launch it.

First, I'm going to share what Andy Bounds did, what we're doing for Drayton, and what I'm going to be doing for myself. All you need to do well on Amazon is have lots of people buying the book on the same day.

This is what Andy did (and what I'm doing in January).

Pick around 10 experts in or connected with your industry, whom you know have a decent-sized list. Here are a few of mine: Drayton Bird, Jon McCulloch, Dom Hodgson, Margo Aaron, Pauline Longdon, Sean D'Souza, Misty Mozejko, Teresa Payne, Doberman Dan, Kim Krause Schwalm. Once you've chosen them, ask them to do two things:

1. Send you two or three pieces of advice you can give to people for free if they buy your book on a particular day.
2. Send a mailing to everyone in their database, asking them to buy your book on that particular day.

When the 10 experts agree (and most of them will, if you approach them in the right way), it means:

1. You have 10 lots of fantastic and valuable information people can access and use.
2. You have 10 people emailing thousands of contacts advising them to a) buy your book b) on that particular day c) so they get access

to loads of amazing stuff, including (and here's where you/they list out all the great information and bonuses you've put together).

Put all that great advice from the experts on a single page (or a simple one-page website if you want to crack one up) with a special secret link you can only get to if you have the URL.

When you do the launch campaign on your Launch Day, you—and all your experts—ask people to buy the book and send their receipt to prove they've purchased, then you send them a link to all the goodies you've promised. (Here's where you list out all the goodies you've gathered.)

It's pretty simple, right? I'll let you know how I get on in January when I've done it!

The only thing that might be a hassle is getting all the free stuff from your experts. But you're not asking for much and most of them will already have something they can give you. You can make their lives (and yours) easier if you ask for something specific. Perhaps you've seen something they've done that will work perfectly with your book—in which case, ask for it. Or ask specific questions—for example, I could ask Drayton for a piece of advice on how to write the headline and subheading for the book sales page.

This strategy worked brilliantly for Andy Bounds. When he launched his second book, it was Amazon's 29th best-selling product that day. Not the 29th best-selling *book*—but the best-selling *thing*. He sold out his entire first print run in the first two hours.

When this happens, the high-street book shops notice sales like this and order more copies of your book for themselves.

Obviously I can't guarantee you'll do as well as Andy did, but it's got to be worth a shot, hasn't it? I'm certainly going to give it a damn good go. Make sure you already have a connection with the people you want to help you—or write a great pitch to them explaining why this would be a good thing for them to do and how it'll help their list. You may want to consider making them affiliates and giving them a

percentage of the sales.

The second thing I recommend doing is getting yourself on as many podcasts, radio shows, and blogs as you can as a guest, interviewee, or guest writer.

I have a long list of popular podcasts I want to get on as a guest, and a lot of information about each person so I can “bribe” them.

For example, I want to get on the *Self Publishing Show* with James Blatch and Mark Dawson. I know they love their ales, so I'm sending them some beer as well as a copy of my book and an offer to be a guest expert on their podcast. It helps that I've bought a few courses from them and am going to their live event next year.

Do as many live talks as you can. Last week, I went down to Tunbridge Wells to do a 40-minute talk on how to be less boring (not the actual title!) and had a roomful of people who loved what I said, want the book—and two potential ghostwriting/coaching clients for next year.

Offering Swag

Now here's a fun idea: offering incentives to buy more than one copy of your book. I got this idea from Scott and Alison Stratten who run Unmarketing. They've written a few books—including *Unmarketing* and *QR Codes Kill Kittens*, both of which I have and both of which are great.

For their latest book *The Jackass Whisperer*, they did something really cool. They put together a “team” page, which you can find at jackasswhisperer.com/team and offered the following:

- Buy 1 copy: get the ebook for free via downloadable .epub (most devices) or .mobi (Amazon devices). Only during the launch.
- Buy 2 copies: all previous bonuses plus one pair of “I'm not the Jackass Whisperer” socks.
- Buy 5 copies: 1 Jack plush donkey, 5 pairs of socks, 5 logo stickers, free ebook.
- Buy 10 copies: all previous bonuses plus a custom video shout-out from Scott and Alison to your team, family, or friends.

I bought five copies because I wanted to see what it was all about and also because I know loads of



TOP TIP: Offer swag as an incentive to get people to buy more copies of your book. You can also encourage people to share your sales links and give prizes to those who sell the most copies for you.

Give away stuff people will love, use, and display; the whole idea is to spread the word about your book

people who'd like a copy. Jack the donkey is aces and he now lives in the corner of my office, guarding the woodlice.

If you'd like a copy of *The Jackass Whisperer*, drop me an email with the subject line "Jackass Whisperer". If you're one of the first four people to email, I'll send you a copy. And some goodies.

Here's the swag I'm thinking of offering for *How The Hell Do You Write A Book*.

- Buy 1 copy: get the ebook free. (I'm also doing this for everyone who pre-ordered the book, of course, plus my launch team. You don't get punished for being awesome.)
- Buy 2 copies: free ebook plus exclusive specially designed and personalised bookplate.
- Buy 5 copies: all of the above plus 1 Moxie Author tote bag, 5 pencil cases, 5 stickers. (I may pick other swag.)
- Buy 10 copies: all of the above plus something super-cool and personalised that I have yet to decide.

You can have all kinds of fun with this, and I suggest thinking of stuff that fits with your book. Don't go crazy—it doesn't have to be super-expensive or complicated. Just fun.

Keep in mind you want to give away stuff that people will use and display—so stickers and bags are a good bet, as are beanie hats (as long as they're

tasteful enough for people to wear).

Launch Parties

Offline launches can be cool, but they will never be as effective as online ones simply because it's difficult to reach as many people.

My client Teresa usually does a book launch in her local branch of Waterstones in Windsor. It makes sense for her to do this because she has good contacts with the local press so they come along and take photographs and write articles about it.

If you have press contacts and can guarantee some coverage, especially if you're a local business, this can be very worthwhile. It's also good fun. If you do a talk, get it filmed and you can use it as book promotional material on your website and social media. Do a Q&A session and use that as bonus content.

Drayton Bird is planning to do something slightly different. He wants to have a launch party and book signing event early next year, which he's planning to sell tickets to. He's also making some tickets available for free as an incentive for affiliates to sell his books. This will hopefully work very well because people come from all over the world to meet Drayton in person. He's a great speaker and very funny. I'll let you know how this goes too.

If you don't want to do an offline launch party, consider an online one instead. You can do a Facebook party live and get as many people as possible to attend and get involved.

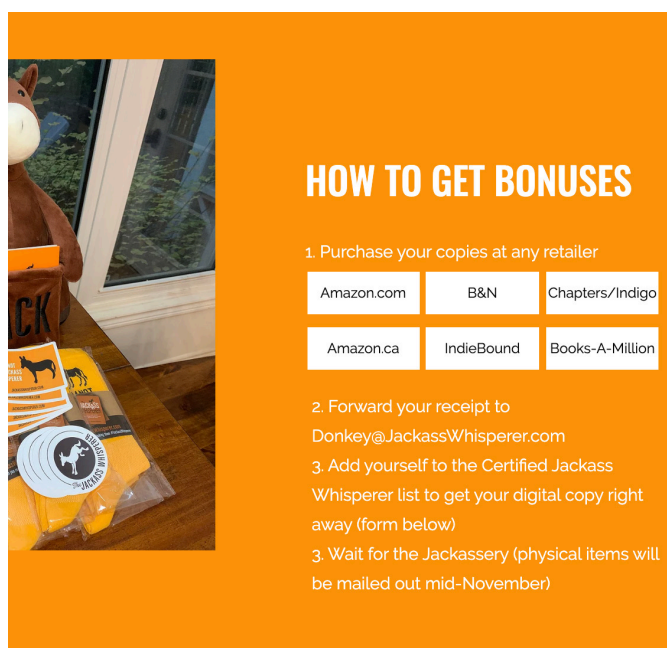
Think about what you can do to make it worth people's while turning up: a short presentation from the book, a Q&A session, some live music maybe if you're musical... you can do anything, as long as it's fun and/or valuable for the people who turn up.

I believe you can also do live stuff on YouTube and Instagram, but you'll have to research that for yourself. I'm not a social media expert, or even close. However, Harriet is putting together some stuff for me, so I'll do a full report once the launch is over and let you know how it went.

What Are You Working On?

Although this issue is all about launching a book, I hope you can see how everything I've written can apply to launching a product or course, too.

Whenever you're ready to go, turn to page 10 and complete this month's Challenge: plan your launch and then do it!



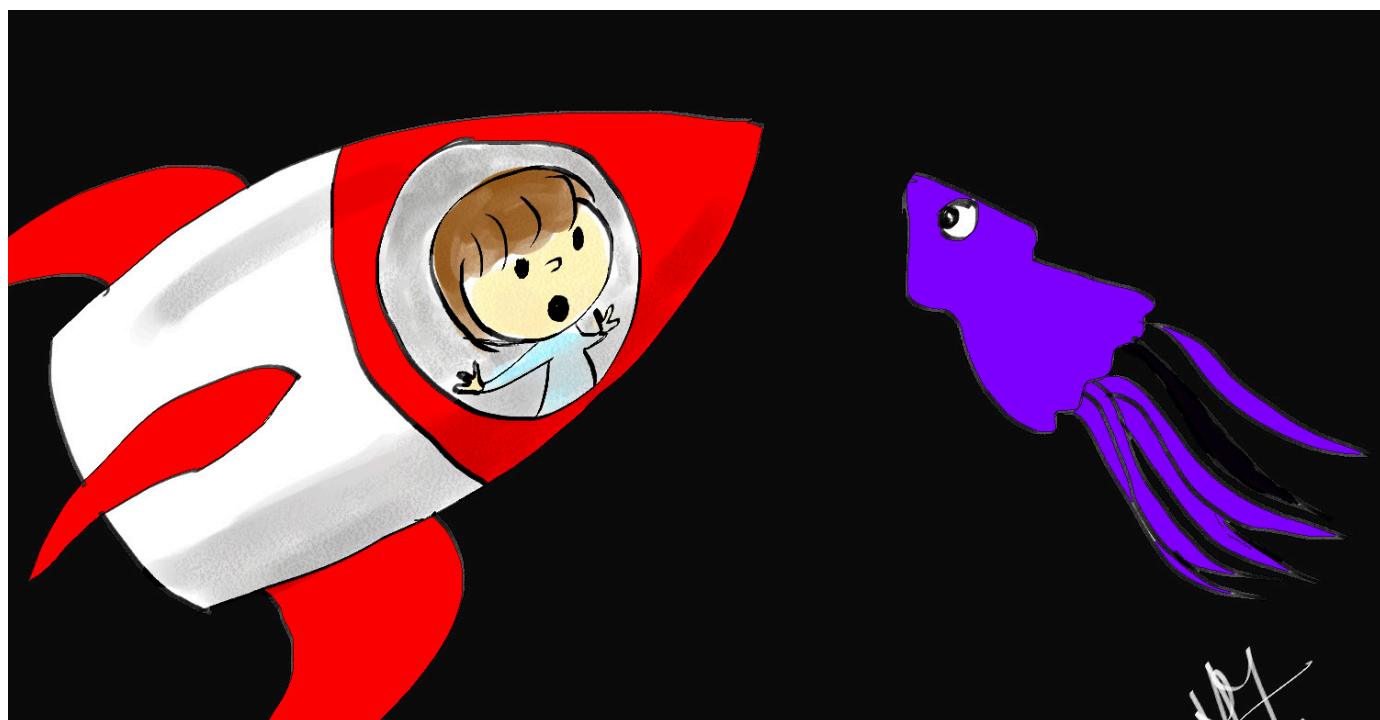
HOW TO GET BONUSES

1. Purchase your copies at any retailer

Amazon.com	B&N	Chapters/Indigo
Amazon.ca	IndieBound	Books-A-Million

2. Forward your receipt to Donkey@JackassWhisperer.com
3. Add yourself to the Certified Jackass Whisperer list to get your digital copy right away (form below)
3. Wait for the Jackassery (physical items will be mailed out mid-November)

Tell people exactly what to do and how to do it and they'll be more likely to comply



November Challenge: Launch Your Thing!

HAVE YOU written a book? Are you writing a book? Or do you have a product or service you'd like to launch into the world? Then this is the Challenge for you!

Don't sit on your product or service and wait for "the right time". The right time will never come. Your product or book will never be perfect; there's no such thing.

And you'll never feel ready.

The key to success in business and life is to jump in before you're ready. Not blind and not without putting in the work... but definitely before you're ready, or you'll find it's too late.

You might be thinking you don't have any plans for new books or products or services, so this doesn't apply to you... well, I disagree. You can use this strategy to relaunch and revamp an old thing.

Ready?

Do This

1. Read the newsletter carefully and make notes: how will you apply each idea?
2. Start priming your platform: tell them something's coming and ask them what they need and want from you.
3. Come up with a compelling lead magnet to draw readers in.
4. Outline your ideas for sales emails and

follow-up emails.

5. Make a list of podcasts and radio shows you can be a guest on.
6. Make a list of influential people who can help you sell your thing.
7. Make a time-limited plan... and stick to it.

Then Do This

Email me at challenge@vickyfraser.com putting "November Challenge" in the subject line.

If you're struggling with any of this, remember you can Borrow My Brain with a special Superhero discount—or ask the question in the Q&A call.

You can do this exercise at any time, of course, not just during the November Challenge... but I think this is as good a time as any to do it!

Follow these instructions carefully please—I'll be searching my inbox for "November Challenge" so if that's not your subject line, I won't see it. Any questions, please just ask.

Why Do The Challenges?

Doing these Challenges means you put into action what you're learning. It's really easy to join a group like this, get the info, do nothing with it, and wonder why nothing's changed. But if you don't take action, nothing WILL change. Even if you don't send your Challenge to me, do it anyway. Not for me, for you.

WHAT I'M READING

The 25th Hour

by Guillaume Declair

THIS WAS one of those random finds I wasn't sure about. I have no idea how I heard about this book, and it took me ages to add it to the Bookaholics list.

When I dived in, though, I was pleasantly surprised. It wasn't another productivity theory book filled with interesting but unactionable neuroscience; it was stuffed with stories and anecdotes from actual human entrepreneurs.

Less Theory More Doing

There's a little bit of theory at the start where the authors talk about why we're working more, why lazy people are happy, that kind of thing. And they also talk about how they wrote the book in a weekend (a statement guaranteed to give me the rage under normal circumstances—but they qualify it by saying “more or less”).

Then the authors divide the book into three chapters or sections:

1. Get organised
2. Concentrate
3. Accelerate

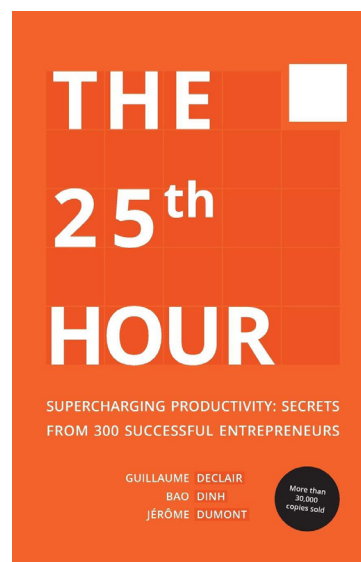
Within those sections are ideas gathered from around 300 successful entrepreneurs all over the world. The authors present them as tips and include tools and bits and pieces of software you can use.

My Top Takeaways

Lots of the ideas in this book were not new to me... others were. Some were mindblowingly simple. Others seemed daft because they'd only save you fractions of a second—but those fractions add up.

Some shortcuts that are saving me time are cmd+T to open a new tab in my browser; cmd+W to close it. Cmd+shift+T reopens a closed tab—and this one has been fantastic because it seems to take me ages to faff around looking for the menu command to “reopen closed tab”.

Another top tip was the one Rob illustrated here:



if something will take you less than two minutes, do it right now. It gets it off your Do List and boosts your motivation.

The twice-yearly “thinking” week or, in my case, writing week.

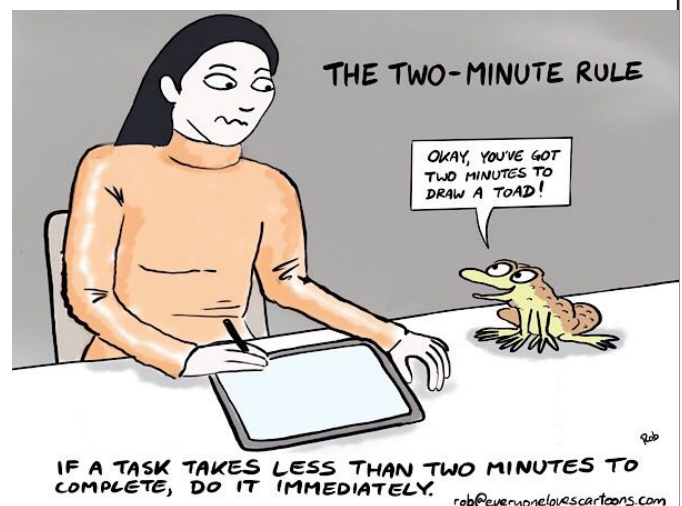
And a huge time and energy saver: prioritise your passive tasks to do first. That means, if you need someone else to do it for you, get them started on it right away while you work on other parts of the project. That way, you're sort of doing two things at once.

Another thing that's made a huge difference to how my days go is to move as many of my coaching and client calls to the afternoon as possible, leaving me free to do more active work in the mornings.

A Quicky, Easy, Practical Read

Writing this has made me realise how many tips I've picked up from this book! I highly recommend it. If you're after a quick, easy read with ideas you can implement immediately, pick up a copy.

Best of all, it's not plucked from thin air; all the useful stuff in this book has been tried and tested by real business owners.



Just a minute? Do it now! (Thanks Rob!)

Next Month: The Zen Plan— Dive Into 2020 Like A Boss

New Year New Plan: how to meet 2020 with the zennest of zen-like calm and give yourself the best chance of success

IF YOU'VE read the first article in this newsletter, you'll understand why I'm all het up about planning for 2020. I have no intention of allowing a repeat of what's going on right now in my life and business.

So I'll be sharing with you my plan of zen. The Zen Plan. It's not stuff I'm just making up, either; it's stuff I've done in previous years and this year—right up until I abandoned it and the wheels fell off.

Yep: it wasn't the plan, it was me. And a certain amount of having to work around what the client wanted. Which I also have a plan to fix next time round.

Coming Up...

In next month's *Chronicle*, I'll cover the following:

- **Christmas and other big dates:** yes, I know we haven't got this Christmas out of the way yet, but I'm making sure next Christmas is done and dusted before the end of November.



- **Setting and forgetting goals:** goals are important but only until you get started. I'll show you how to make real progress and explain why goals can keep you stuck.

- **Habits:** Why they're the key to everything, how to build good habits, and how to avoid bad habits.

- **Immediate detailed planning:** how to make sure you make the most of all your hours, days, and weeks without feeling trapped in timetables.

- **Future planning:** making sure you don't waste time floundering when you reach the end of a short-term planning period.

- **Giving yourself the best chance of success:** the importance of setting rules for yourself, your business, and your clients.

I'll be back next month and you'll definitely receive the December *Chronicle* before 2019 skitters away (unless you're outside the UK, in which case it'll take longer). Toodle pip!

Remember

Join in on Slack here:

<http://bit.ly/SlackSuperhero>

This is an online Slack group—full of different threads for different topics. It works much better than the old-style forum did.

There are many threads set up already, including one about how to use the group. There's a video explaining it all. If you want to start a new discussion, choose one of the topics that's relevant. Or, if you can't decide which is relevant,

just start one under General.

Please send all questions, comments and discussions to the Slack group so everyone can benefit from the answers. I wander the halls most days and reply to any questions or comments. You'll also find the Challenges and Critiques in there... Ultimately, this group is only as good as you make it.

A new member's area is coming—I'm working on a new website at the moment. Got any suggestions to make it better? Email me :)