

Episode 169

Confidence from Vision to Print Book

Jodi Brandon [00:00:05]:

Welcome to the right publish Market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jody Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry. On the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of writing, publishing, and marketing, a book that will help your business grow in ways you might not even have dreamed of yet. Today's guest is Chantelle Andercastle, who works with solo entrepreneurs to create their own personal business binder, an evolving reference point that leads to more aligned and deliberate decisions beyond brand voice. The first title in her aligned action book series offers entrepreneurs practical strategies and insightful exercises to define, refine, and consistently communicate their brand identity in a way that aligns with their values and goals.

Jodi Brandon [00:01:04]:

At Clearquartz Creative, Chantel offers hands on help and engaging workshops for business owners who want to be more thoughtful decision makers. So welcome. I'm so happy to have you here today.

Chantelle Andercastle [00:01:15]:

Yeah, thanks, Dodie. I'm really happy to be here, too.

Jodi Brandon [00:01:17]:

I did record everyone. Already heard your professional, buttoned up intro. But can you give me sort of the quick and dirty, like, who you are, who you serve, what you do, like, all that good stuff, like, in.

Chantelle Andercastle [00:01:27]:

Your own words, of course. Well, I'm Chantel. I own Clearquartz creative, where I've been working with entrepreneurs and small business owners for seven ish years now. And I really help people to be more intentional and be more aligned when they make decisions. Everyone tells me they want to make decisive decisions, which sounds a little redundant, but I get the feeling, I understand that we want to feel, like, confident and not hesitant. And so that's really what I do in my business and in my book. And other than that, in my regular day to day life, I am a step parent to three teenagers. I'm a big coffee drinker.

Chantelle Andercastle [00:02:11]:

I'm a one three manifesting generator. If anyone listening is into design.

Jodi Brandon [00:02:16]:

Human design. Yep.

Chantelle Andercastle [00:02:17]:

I wish I knew my enneagram because people really care about that, but I don't actually know what it is. That's the cool stuff.

Jodi Brandon [00:02:25]:

That's perfect. That's perfect. Okay. I'm glad you mentioned the book, since that's what we're talking about today. So let's talk about how, like, how did your book come to be, like, what's the origin story? Why a book versus something else. And then I'd love to also, like, as a subset of that question, since I know your book is set to be, you know, like the first in a series, like, let's talk about that too, if we could.

Chantelle Andercastle [00:02:47]:

Yeah, of course. So for years, I designed brands, I designed websites for hundreds of clients, and I lived very much online. Everything that I did was digital. And the more that I did that, the more that I had this craving for tangible, real world experiences. And I was noticing the same thing in my clients. They were in the same boat. They're spending all this time online. And although in common with me, they liked being reflective, they liked journaling, they liked reading, they liked stationery and day planners, pen and paper stuff.

Chantelle Andercastle [00:03:19]:

None of us were really making time for that anymore. And then at the same time, as we were making all of their branding and website decisions, we were really going deeper. Like, the deeper you go, the better the surface level looks, right? So to create these beautiful brands based on something meaningful, we had to go a lot deeper. And so we were going into, like, their mission, their vision, values, voice, client experience, their offers, their mindsets, how they operated. And so both of those things, the, like, the going deeper and also the kind of feeling over the digital world is what led me to forego the online course option of how to teach that deeper meaning stuff. And it led me to not do the group program route and I'd followed my desire for something tangible instead. And that's how I went for the book. So that idea turned into the first book.

Chantelle Andercastle [00:04:12]:

It's going to become an entire series. And one unusual thing about my book journey is that I don't sell a digital version. I don't have a Kindle.

Jodi Brandon [00:04:20]:

Oh, okay. I didn't know that. Interesting. Okay. Love that.

Chantelle Andercastle [00:04:25]:

Yeah. As one person in my original focus group said, that's a bold move in 2024 to not offer an ebook.

Jodi Brandon [00:04:34]:

It is, it is. But I love it. I mean, well, so the thing with.

Chantelle Andercastle [00:04:40]:

My books is that they're very interactive. So as you're reading, you're meant to be writing inside, you're meant to be like circling or like drawing a line from here to there. Like, it's super interactive. And that's an integral part of the learning process. Like, it's the whole reason why you're reading the book is to write a video and to make your own mark on it. And so my thought process was if I offer a digital version, it's just going to become another online PDF that you don't engage with. It's going to sit in your downloads folder, it's going to sit in your Kindle or whatever. And that doesn't align with what the purpose of the book is and it doesn't align with what I know to be important about having like a successful entrepreneurship experience.

Jodi Brandon [00:05:23]:

Right. I love that. I love that. And I mean, if you think about it, that makes perfect sense, right? So how many books now? I mean, I'm even thinking about doing it. I'm updating my book. Well, it was supposed to be this fall, but probably in the spring, if I'm being honest, realistic about adding a workbook version because it's like the same kind of thing. Like I need it to be more interactive, but to, yeah, if there's no really way to do that, like, and a Kindle version, you know what I mean? Like it's just. Yeah, yeah.

Chantelle Andercastle [00:05:49]:

I mean, we can tell ourselves that we're going to save that PDF and we're going to like, use the markup feature, whatever. We're going to make it fillable. Like we're not well, or we are.

Jodi Brandon [00:05:59]:

And it's going to sit in that, like random folder in Google Drive that we all have that's like, oh, deal with this later, or whatever clever title you give it. Exactly the place where PDF's go to die, right?

Chantelle Andercastle [00:06:11]:

I mean, 100%. And so, like, with a real book, my thought process, like, so I was a teacher before. I taught elementary school and high school band mostly. And I know that like, a tangible reading experience is just different. And like, hey, I read ebooks, too. I read audiobooks. Like, absolutely valid reading, but it's a different experience.

Jodi Brandon [00:06:31]:

Yes.

Chantelle Andercastle [00:06:31]:

And there's something about remembering where it physically was on the page. Like, oh, yeah, upper left corner. When you're leafing through again, you're able to see and remember things in a different way because your mind has placed the information according to that visual aesthetic layout. And so as a result, my book is very much, it's almost more like a cookbook or a coffee

table book where it's got that kind of very colorful, very visual. There's a picture at least every, there's a picture every page for sure.

Jodi Brandon [00:07:02]:

Yeah.

Chantelle Andercastle [00:07:02]:

And my hope with that is that when people go through the exercises, when they're being reflective, they're filling things out of, they're going to have that sense memory of like holding the book, remembering where it is on the page, and then when they need to come back to that information to use it later to make decisions, it's going to be so much easier to, like, retrieve that information. I love that.

Jodi Brandon [00:07:22]:

Yeah, yeah, well, you know, and there's something to be said, too. I mean, I'm sure there's scientific research on this that I cannot pull right now, but I'm sure that it exists about, like, the physical act of that type of deep work doing it. Like, I hate to say for real, but, like, versus, like, online or, like, typing it.

Chantelle Andercastle [00:07:43]:

Right.

Jodi Brandon [00:07:44]:

There's just something different about that act of, like, physically handwriting things and, you know.

Chantelle Andercastle [00:07:49]:

Well, that's why they encourage that.

Jodi Brandon [00:07:51]:

Yeah.

Chantelle Andercastle [00:07:51]:

For studying. Like, yeah, like, rewrite the information. Like, summarize the information. Like, all of that is manipulating information on paper. Yeah, and, yeah, it's. It's a way that they've proven that our brains like to learn and, yeah, sometimes I think that. Although, of course, we, like, I learn in online courses as well, but, like, when you're looking at that video, it's harder to know. Okay, where do I go back? Like, you see, you see the progress bar, but it's a little different than flipping pages and seeing the progress bar, how far you've read in a book.

Jodi Brandon [00:08:25]:

Yeah, absolutely. I love that. Okay, and so the series piece. Let's talk about that a little bit. So when you set out to write the first book, did you know it was part of a series or did you do the first book? And then you're like, oh, wait a minute. There's more to do here.

Chantelle Andercastle [00:08:40]:

I knew it was part of a series because I know, based on my previous work with business owners that, like, we're all wearing many hats. And the analogy that I used right from the start was like, each book is like a different one of those hats. And so the series of them together is your whole hat wardrobe, if we're going to follow that analogy as a through line. Yeah, and, yeah, so tangibly, like, the concept for the aligned action series is that each title helps you set up one tab of what I call a business binder. And that business binder is both a record of your growth over time. And also it's like a manual that you have written for your business that you consult as you grow your business and as you make decisions. So this first book is about brand voice, and what you're creating is about ten loose leaf pages, say, that go into one tab of your business binder, and that section becomes your brand voice tab, and you use that section. You refer to that as you're writing content, as you're writing your bio, as you're revamping your contact page on your website, or what have you.

Jodi Brandon [00:09:51]:

I love, by the way, the business binder, visual. I love alliteration.

Chantelle Andercastle [00:09:55]:

So I love that.

Jodi Brandon [00:09:56]:

I love the name, but I also just visually, like, in my mind, like, oh, that's so smart. Like, so that, yeah, that makes perfect sense. And this book, of course, has to come first because it's so foundational. Right. Everything you're talking about, like, is. Yeah, I mean, that's what we use to do everything in our businesses.

Chantelle Andercastle [00:10:13]:

Well, most of what we're communicating, almost all of what we're communicating, at least online, is either through words or through visuals. And in person, like, we obviously have that body language and facial expression kind of deal. But for the most part, when our clients come to us, they're looking at, like, a 2d version, they're looking at pictures of you, and they're looking at your words. And so connecting through words and having that communication part down is such a huge confidence builder because once, you know, yeah, this is what I sound like, and this is how I want it to feel, and everything else becomes a whole lot easier.

Jodi Brandon [00:10:51]:

Yeah. Well, Barry, very true. I had no idea when I first started my business how hard that type of work was going to be. When I owed my website designer the copy, I was like, oh, I'm going to be able to put that together in no time. And then as I was trying to do it, I was like, oh, this is actually. There's a lot more to this than I really thought there was. There's a lot more thinking you have to do than you really realize when you're first starting out. So.

Jodi Brandon [00:11:17]:

Absolutely good to have that tab filled out in the business binder. Okay, let's talk about, like, what you liked and didn't like about the writing, publishing, because I love, this is my favorite question for this type of episode because everybody's answer is so different. Oh, and I love that. So what did you like? What did you absolutely not like? Tell me everything.

Chantelle Andercastle [00:11:41]:

Of course. So my favorite part of the process is the flow state of writing and designing the layout at the same time. So I didn't work with the layout of person or even a copy editor. I did all that myself. And it's interesting because it's really similar to the process I used to use when I designed websites. Except I'm designing. I'm kind of designing, like, a printed out website in a sense. But I always, I offered copy as well.

Chantelle Andercastle [00:12:09]:

I didn't. Well, I worked with professional copy, but I wouldn't work with client copy. That was the stipulation I had so I either wrote the copy for them or I worked with a. Another copywriter's copy that they hired out already. And I always wrote and designed at the same time. I wouldn't do it in a separate Google Doc. It would be, like, right in there with visuals. And I let, like, the visuals inform the words.

Chantelle Andercastle [00:12:32]:

The words inform the visuals. And so that was the part that I loved, was that I got to maintain that part of the creative process where I was working, like, very visually, but also two words at the same time. And then drawing on my education experience, my curriculum design experience, it was like I had this little set of rules in my head of, like, okay, at least every four pages, they have to write or do something. And so as I was going through, it was like, okay, well, I don't want it to just be a journaling box all the time. That's really boring. And so it was like, how can I convey this information? How can I make this useful? People have said that there's, like, there's information in it, but then there's these mindset counterbalances, and I'm always, as I was writing, I was always anticipating what kinds of minds of things are going to come up as they're learning this information, and then how can I give that to them next? And so those two pieces, like layout and writing, but also information and mindset, and that whole balance, that was really fun for me.

Jodi Brandon [00:13:44]:

That is really neat. I don't know that I've ever talked to anybody who did both themselves with this kind of book. That's really. That's a lot. I mean, it's a huge undertaking for my process.

Chantelle Andercastle [00:13:58]:

If I were to go and sit in a Google Doc and try to type, like, just nothing would come. It's not happening with. For me, it's not happening without the pretty colors in the pictures.

Jodi Brandon [00:14:06]:

Yeah.

Chantelle Andercastle [00:14:07]:

And I have heard from readers it's the same thing. They're like, it's so beautiful, and, like, it makes me want to. Makes me actually want to read it. And, like, I'm an avid reader. I read over 100 books a year. I don't need pictures when I'm reading, like, fiction or I'm reading nonfiction. But I do know that the ones with visuals are engaging in a different way. And for my own motivation, writing these books, I'm not doing it unless I've got my new color scheme and I've got my new aesthetic planned, and every one of the books will be quite different in terms of colors and visuals.

Jodi Brandon [00:14:44]:

Oh, okay.

Chantelle Andercastle [00:14:45]:

Again, because I want to create that sense memory around that mood, that experience.

Jodi Brandon [00:14:53]:

Okay. Think about how much time you must have saved yourself, though, by knowing that about yourself and the way you're going to work best instead of, you know, following that, like, quote unquote, traditional writing advice of sitting down with like, a blank Google Doc all the time and then ending up hating the process or maybe never doing it. You know what I mean? That's awesome, right?

Chantelle Andercastle [00:15:13]:

If I tried for like a thousand words a day or whatever.

Jodi Brandon [00:15:16]:

Yeah.

Chantelle Andercastle [00:15:16]:

That was never going to happen.

Jodi Brandon [00:15:18]:

Yeah.

Chantelle Andercastle [00:15:18]:

And I learned as I went to that the pages, like, the first two pages any day that I would sit down, those were the hardest. And as I would go, like, a good day would be like a six page day. But sometimes I could really, like, ride that flow and, like, make it a twelve page day. And it was like, oh, my goodness, I just finished, like, a huge section of the book today. But then other, like, sometimes it would take me days to get to that point where I'm, like, really happy with the two page spread.

Jodi Brandon [00:15:49]:

Yeah.

Chantelle Andercastle [00:15:49]:

And so knowing that was, was important, too. I wouldn't, like, I wouldn't force myself to get a two page spread done in a day, but I would recognize when it was going well and keep going as much as possible.

Jodi Brandon [00:16:01]:

Okay, and how did you recognize it? Just from, like, experience?

Chantelle Andercastle [00:16:06]:

Yeah, I just noticed how my output was different. Like, how at the very beginning, like, I was always really engaged in my brainstorming process. I use a big whiteboard and, like, the idea generating that always went well. And then I would sit down to, like, make the first couple pages and nothing would happen. And I panicked.

Jodi Brandon [00:16:27]:

Yeah, sure. Yeah.

Chantelle Andercastle [00:16:28]:

You know, like, this is a disaster, and.

Jodi Brandon [00:16:30]:

Yep, yep.

Chantelle Andercastle [00:16:32]:

And then event, like three or four days later, once I got past that kind of struggle point, and it was like, oh, well, four pages this morning was easy. It was like, oh, okay, that flow isn't going to happen all the time. So in that case, when that flow is happening, if you can do eight pages, you can probably do twelve or 16 pages today. So just keep the coffee coming and ride the wave.

Jodi Brandon [00:17:00]:

Absolutely. Ride the wave. Oh, I love that. That's, that's, I mean, that's in the weeds, but that's the kind of stuff we love.

Chantelle Andercastle [00:17:09]:

Everyone's so different.

Jodi Brandon [00:17:10]:

Yeah, absolutely.

Chantelle Andercastle [00:17:11]:

Because I can totally see how some people would work well with that structured. I'm going to complete four pages a day until it's done. Like, I know people who are like that. I just know that I am not that person.

Jodi Brandon [00:17:21]:

You're not? Yeah. But, I mean, and that's equally important to know, though, right? Or, I mean, especially in the interest of actually getting a book done and out there, because especially the people listening into this podcast want to use their book and their business in some way. So if you're not finishing it, you're not getting it out there to use in some way. So. Okay, so what did you not like? What parts did you not like?

Chantelle Andercastle [00:17:44]:

So for a lot of my process, like, I'm self published, and I did, like, 98% of it alone. And I did have a book coach for a little while, but they had to stop for health reasons. And so, like, right at a crucial point where I was, like, getting into the, like, loading it into KDP and loading it into Ingramspark and doing all that stuff, all of a sudden, I was alone, and it seemed very insurmountable, like, that part of it. And so there's parts of it that I really wish I'd had the budget to hire out. And that's, like. Like, the copy editing. Like, there's just searching for typos, like, getting the ISBN figured out. That took me weeks to figure out an ISBN.

Chantelle Andercastle [00:18:26]:

And I get, like, you're looking at your bookshelf, and you're like, every one of these books, that's an ISBN. This is figureoutable. But how? And I didn't love that part of it. Like, the metadata, the keywords, like, that part really felt like drudgery to me, and I really wish I could have hired some of that out.

Jodi Brandon [00:18:52]:

Yeah, that's the piece. A lot of people don't like that piece of. I mean, yeah, I feel like that's one of those things where book publishing has, like, its own little language and its own little, you know, whatever, and no one can figure it out. But yet, obviously, like you said, it's figureoutable, but it's not. I mean, like, there's nothing fun about that process. Like, so, yeah, I can see why you didn't like that part, and I.

Chantelle Andercastle [00:19:15]:

Can see why, too. Like, in that moment, it would have been great to have a publisher who just took care of all of those details for me. Right. Like, I just knew that if I'd done the book deal route, I wouldn't be sitting here trying to figure out and, like, centering it on the box on the back of my page. Right. But at the same point, if I'd gone the traditional route, like, there's no way a publisher would have allowed me not to have an ebook copy, right?

Jodi Brandon [00:19:43]:

Yeah, yeah, yeah.

Chantelle Andercastle [00:19:44]:

And. And there's no way that they would let me choose my own pace for the subsequent books in the series. And, like, it's trade off.

Jodi Brandon [00:19:50]:

Yeah, absolutely.

Chantelle Andercastle [00:19:50]:

And I knew I was making that trade off. Absolutely.

Jodi Brandon [00:19:53]:

Yeah. Yes, exactly. I mean, that's. That's the bottom line when you come to publishing paths, right? Like, figure out there's pros and cons to every single way to get your book to market. So it's really just. Yeah. What makes the most sense for you? Hey, business owner, if you've listened to this podcast for a while now, you know how important I think a writing routine is. Preferably one that's in place.

Jodi Brandon [00:20:13]:

Before you begin that book writing, though, it's never too late. So if you'd like some guidance in developing one, I've created the ready set write challenge for you to help you figure out where, when, and how you're the most productive writer that's going to make your book writing so much more efficient. Check out jodybrandoneditorial.com readysetrite. Now back to the show. Okay, so now the book's out there, and are you. You, are you using it as intended? Like, how are you, like, give me something. Like, an example of something, some way that you're using it in your business, and then how it's going to. How will that shift when the next book comes out? Or will it, or will it just be the next one? Kind of adds on.

Chantelle Andercastle [00:20:53]:

Yeah, great question. So it's working as planned in some ways and not others. I had planned to release more books right away, and so I'm thinking that the series, in the end, will eventually contain about, I want to say, like ten to 15 books total. They're short ish. So they're like, like 80 page, 92 pages. I think it's not as overwhelming as it sounds, because they're. They're quite compact, and I do have the next three titles sitting at about 90% completion. I've had my flow days with a number.

Chantelle Andercastle [00:21:26]:

Fantastic. But I'm stuck at that point again with those other books of, like, gotta get that ISBN and that typo stuff. It's, like, coming back to haunt me. So what's not going as planned is that I thought by now I would have four and not just one. I really thought I would, like, put out a new one every couple months for the first bit just to get the series established. And that hasn't happened yet. But other than that, one of the best things that's happened since the book release is I made this decision, like, pretty spur of the moment decision right around the book launch of. I'm going to gift a one on one call to anyone who writes and leaves a review on Amazon.

Chantelle Andercastle [00:22:07]:

The one on one conversations that I've had with readers, those have been some of the most rewarding that I've had in my entrepreneurship journey because I love giving feedback. And so

people tell me about, like, the discoveries they've made as they're reflecting in the book, and then I get for some feedback on that.

Jodi Brandon [00:22:24]:

Yeah.

Chantelle Andercastle [00:22:25]:

And it gives me a nice framework because, like, obviously I do lots of one on one calls in my business, but it's nice to be able to use the book as a framework and go through, and I can be like, oh, no, like, flip to page 31. Like, would you write in that box? Yeah, let's talk about that. Because I think some of your answer of the question that you're posing, you probably have already worked through yourself in this box. Yeah, let's chat about that. And I really love answering questions that the book has surfaced for readers about their business strategy. So in that sense, like, that's working really well. Of, I get to take the self reflections that people have made and the questions that have come up for them, and then we get to take it to that next level where we go back and forth and they have, like, that two minds on the topic thing happening.

Jodi Brandon [00:23:12]:

Yeah.

Chantelle Andercastle [00:23:12]:

And that was what I intended. That's what I wanted to happen. And so this first edition doesn't have the language of business binder in it. It needs a little tweak before that actually shows up in it.

Jodi Brandon [00:23:26]:

Okay.

Chantelle Andercastle [00:23:27]:

I have it as, like, I call it a one pager in this, but really, that's a little ambitious. Your friend voice is going to be one page. So it needs a slight little tweak on the digital version. The concept of taking the reflections that you've put into the book and turning that into this sort of, like, packaged brand voice that you have. That aspect is working exactly as it would.

Jodi Brandon [00:23:52]:

Yeah. What a great way to continue a conversation with readers, especially people who purchase the book from Amazon or wherever, because you don't get those people's information.

Chantelle Andercastle [00:24:02]:

It's so weird.

Jodi Brandon [00:24:04]:

It's so annoying. You're far surprised.

Chantelle Andercastle [00:24:09]:

That really surprised me. Like, I would see sales coming in, and normally when you have a sales notification, you see the person's name and email and, like, you have all the.

Jodi Brandon [00:24:18]:

Information.

Chantelle Andercastle [00:24:20]:

And it's so weird to get sales and not know. I have no, like, there's people who I don't know who have the book, but I don't know. Like, it's so weird.

Jodi Brandon [00:24:29]:

Yeah. Oh, someone brought the book from Australia. Awesome. Have I could be anyone, but great.

Chantelle Andercastle [00:24:35]:

And then you're just sitting there, like, hoping that they'll send you a DM on Instagram about it.

Jodi Brandon [00:24:40]:

Yeah.

Chantelle Andercastle [00:24:41]:

Uh huh.

Jodi Brandon [00:24:42]:

Yep. Exactly. Yes. That's. That's a big frustration with Amazon that many of us share. But. So that's a. But what a great workaround.

Jodi Brandon [00:24:51]:

Yeah.

Chantelle Andercastle [00:24:53]:

It's been really, really good. And, I mean, fingers crossed that one day it gets unsustainable and I can't. I'm getting so many reviews, I can't do one on one calls.

Jodi Brandon [00:25:02]:

Right.

Chantelle Andercastle [00:25:03]:

Right now, while the book in the series is new that it gives me the opportunity to do the parts that I really love. I really, really love the one on one. I never intended for the book to replace that. I wanted it to funnel a one on one call into something even more productive and even more magical. I didn't want it to get rid of one on one calls entirely.

Jodi Brandon [00:25:24]:

Right. Yeah. Love that. I love that. So what advice would you give other business owners? I'm going to assume you're going to, say, hire someone to do the ISBN and stuff if you can.

Chantelle Andercastle [00:25:35]:

Well, yes, that's true. True. I definitely would.

Jodi Brandon [00:25:40]:

I tell my, like, typesetter friends and colleagues all the time. I'm like, if you would just offer just that piece, like, a lot of people don't need, like, a whole design package, right. But they just. They just want to offload, like, that little bit at the end. Like, give me my. Do the metadata, get my ISBN, like, figure it out for me and hand me back a barcode or whatever.

Chantelle Andercastle [00:26:01]:

Right.

Jodi Brandon [00:26:02]:

They could make a fortune.

Chantelle Andercastle [00:26:04]:

Because when it comes to business owners writing books, like, it's not the content of it that I'm second guessing myself on. It's not the content of that. It's not the pages inside it. It's like all the other stuff that comes with it that I don't know about.

Jodi Brandon [00:26:18]:

Yeah.

Chantelle Andercastle [00:26:18]:

And that's the part that I didn't want to touch.

Jodi Brandon [00:26:21]:

Right.

Chantelle Andercastle [00:26:22]:

Like, and so I didn't see the need myself for an editor or I forget what it's. I'm sure you know what it's called, but, like, the person who does the editing for, like, the flow of what's inside.

Jodi Brandon [00:26:33]:

Developmental editor. Yeah.

Chantelle Andercastle [00:26:35]:

Yeah, that's the word. Yeah.

Jodi Brandon [00:26:36]:

Yeah.

Chantelle Andercastle [00:26:36]:

I. I didn't need that because that was the part I was good at. What I needed was, like, just what's on the front, what's on the back and what's on the spine?

Jodi Brandon [00:26:47]:

Yeah, the book publishing pieces. Yeah. Like, yeah, book pub. I mean, I tell, I'm like, just call it like the book publishing essentials package. I even tell them what to call it. I don't want to do it. I don't want to be the person who does it.

Chantelle Andercastle [00:27:01]:

Totally.

Jodi Brandon [00:27:02]:

Yeah.

Chantelle Andercastle [00:27:02]:

So I would say that if, like, if, you know, that's not your strength, hire that out if you can, for sure. But I think my best advice, like, at the risk of sounding repetitive, because it happens to be the through line in my business, but make decisions aligned with what matters to you, even if that makes those decisions unpopular. Like, it's unpopular for me to have a print only book. It's unpopular for me to print a full color, image heavy book about business than like a vastly cheaper black and white, just words on paper option. But that decision is made because it aligns with what matters to me and that is to provide like a memorable, high impact educational experience. People tell me all the time how pretty it is. It makes them want to keep it on their coffee table. It makes them want to bring it to the dentist's office to work on it in the waiting room.

Jodi Brandon [00:27:50]:

Yeah.

Chantelle Andercastle [00:27:50]:

And because of that, like, it gives me reassurance that I did make the right choice with that. And, yeah, when you make your own perhaps unpopular decisions, when you make those in alignment with your highest intentions, that cuts down on the decision overwhelm, it cuts down on the decision regret. And that's something that's going to make it feel just a whole lot better for you. You want your book process to feel good.

Jodi Brandon [00:28:17]:

Absolutely. Well, especially because I know lots of people who haven't done it in a line and they end up with a product that they don't talk about, don't use in their business. So they spend all that time, all that money, all that effort, like putting together something that they're not proud of

and they don't even like, ever talk about it. And that's obviously. Yeah, same. Absolutely. And that. Yeah.

Jodi Brandon [00:28:44]:

And then it's certainly not serving their business then. I mean, it's just, you know, some be like, oh, yeah, didn't you write a book? I thought I heard you like, post about that one time about four years ago or like, whatever. Yeah. So I also would. As beautiful. I have your book. As beautiful as it is, though, it's. It's not just beautiful, you know, it's like the best of both worlds.

Jodi Brandon [00:29:03]:

It's beautiful, but it's also.

Chantelle Andercastle [00:29:06]:

That's how I hook people.

Jodi Brandon [00:29:07]:

Yeah, right. But it, like, there's, the information in it is fantastic. The exercises and all of that to give you, like, clarity and refine the way you think about things and talk about things as you know, because we're never done right. Even as an established, seasoned, whatever you want to call somebody who's not new in business, we still have to revisit all of that stuff and make sure that it's still working with us, is still in alignment with our new offers, new products, blah, blah, blah, blah.

Chantelle Andercastle [00:29:36]:

The dictionary word I use is recursive. My work is recursive, and all of our work in business is recursive because you're constantly going back to revamp, and people think that's kind of a bad thing, but it's actually not. I personally feel, and that's where the business binder thing comes in. It's only a bad thing if you never had it, like, down in the first place, if you've never had it clear ever, if it always remains this intangible, in the clouds thing. That's why it feels bad, because when you go back to edit it, then you feel like you're starting from scratch every time because nothing's pinned down. But my goal with the books is that if you pin that down and you write that down one time, when you come back to edit it, and I plan for that, there's, there's a page at the very end that says, like, here's what to do next. Like, in three months, come back and do this. Six months.

Chantelle Andercastle [00:30:27]:

In a year, the edits happen more easily and, like, without that shame.

Jodi Brandon [00:30:33]:

Yeah.

Chantelle Andercastle [00:30:33]:

You know, and I want people to avoid that. I want to help people avoid that feeling of, like, well, I haven't really done this. I'm like, no, you have. You have done this work. Like, somewhere in lost

in some journal is this aha moment where you have figured this out. You do have the answer to this. You just don't have a convenient way to access it.

Jodi Brandon [00:30:51]:

Yeah.

Chantelle Andercastle [00:30:52]:

And that's why you're feeling bad about yourself.

Jodi Brandon [00:30:55]:

Yep.

Chantelle Andercastle [00:30:55]:

When we can, we can avoid that. We can fix that problem.

Jodi Brandon [00:30:58]:

I love it. I love it. I can't wait. I can't wait for the next one, too. No pressure, but people are waiting. I'm just saying. All right. I love.

Jodi Brandon [00:31:10]:

Oh, this was a great conversation. I want to ask you for a reading recommendation. But before that, tell the listeners where's the best place for them to connect with you. We're going to link all of that in the show notes. We're going to put a link to the book in the show notes, but where's the best place for people to connect with you and follow you and.

Chantelle Andercastle [00:31:25]:

All that good stuff, for sure. So I'm at Clearquourtscreative Co. That's the website. It's theoretically up to date with everything. And on Instagram is the place where I do most of my DM conversations and connections. And that's clear. Quartz creative. That promo for the review is still live.

Chantelle Andercastle [00:31:44]:

So if you leave. If you buy the book and leave a review, I would love to do a one on one where I can give you some feedback on that and we can just, like, improve that. That brand voice, even 10% more together. So fun.

Jodi Brandon [00:31:56]:

So smart. So smart.

Chantelle Andercastle [00:31:57]:

It's just really fun.

Jodi Brandon [00:31:59]:

Yeah. Those are the kinds of calls, right?

Chantelle Andercastle [00:32:02]:
It's my workaround for not knowing who people are.

Jodi Brandon [00:32:05]:
Yeah.

Chantelle Andercastle [00:32:06]:
Please do tell me who you are.

Jodi Brandon [00:32:07]:
Who do you want?

Chantelle Andercastle [00:32:08]:
The book?

Jodi Brandon [00:32:09]:
Yeah. No, it's pretty darn brilliant, I have to say. I'm not gonna lie. Pretty. I can't. I can't believe more people are. I'm sure more people will be doing this after listening to this episode because they're gonna have the same aha. Moment I had, like, oh, that's really smart.

Jodi Brandon [00:32:23]:
Yeah. Okay. And now I can't let you go without a book recommendation, so. Especially if you read more than 100 books a year, I'm sure you have something. Something for us.

Chantelle Andercastle [00:32:32]:
I have several. I hope we have time for several, so.

Jodi Brandon [00:32:35]:
Absolutely.

Chantelle Andercastle [00:32:36]:
So I'm just gonna go through things I'm reading right now that I'm really loving in my mastermind of two that I do with a business owner friend. We're reading the artist's way by Julia Cameron kind of right at the beginning of that. I know it's a popular rec on audiobook. Right now I'm listening to freaks Gleeks of Dawson Creek about, like, how 17 tv shows shaped this defining moment in tv history.

Jodi Brandon [00:33:02]:
Oh, that's fun.

Chantelle Andercastle [00:33:03]:

Yeah. Yeah. I heard it recommended on a couple book podcasts that I love listening to. And I watched, I feel like, three of the seven series. I'm listening to those chapters. Okay, that's really interesting.

Jodi Brandon [00:33:14]:

Okay.

Chantelle Andercastle [00:33:15]:

I just picked up a copy of in the palaces of memory, the thrift store the other day. That's all about the science, philosophy, and psychology of, like, how our brains actually make memories and how we store those memories. It's a little over my head, but I don't mind that I know that on some level it's gonna. It's gonna trigger some kind of, like, important thought.

Jodi Brandon [00:33:36]:

Yeah. Okay.

Chantelle Andercastle [00:33:39]:

I also have the book that I, physical book I'm reading that's overdue at the library right now. It's called Time boxing by Mark Zao Sanders. I already time box in my work, in my personal life, but I'm reading through it to see if there's any helpful techniques that I'm maybe not doing yet.

Jodi Brandon [00:33:55]:

Okay.

Chantelle Andercastle [00:33:55]:

And then I'm an avid fiction reader as well. But right now, I'm in that bad space where, like, all of my library holds are like, they haven't come in yet. I'm like, I'm like 12th to 39th in the queue for everything.

Jodi Brandon [00:34:09]:

And they're all going to come in in like one week.

Chantelle Andercastle [00:34:11]:

Of course they are. The whole show will have my last name at the same time.

Jodi Brandon [00:34:15]:

Yeah.

Chantelle Andercastle [00:34:16]:

But the most recent fiction read I loved was Margo's got money troubles by Ruby Thorpe, which I think probably everyone has heard about by now.

Jodi Brandon [00:34:23]:

Yes.

Chantelle Andercastle [00:34:24]:

But it was really, really.

Jodi Brandon [00:34:25]:

I have not read it yet, but it's. I have it in the queue, so.

Chantelle Andercastle [00:34:29]:

I like that I listen. I think I listened to it.

Jodi Brandon [00:34:31]:

Okay.

Chantelle Andercastle [00:34:32]:

So I don't know what the print experience was like, but it's as good as the podcast say it is.

Jodi Brandon [00:34:37]:

Okay.

Chantelle Andercastle [00:34:38]:

All right.

Jodi Brandon [00:34:38]:

Those are good recommendations. How many books are you reading at a time?

Chantelle Andercastle [00:34:40]:

Okay. Usually not this many.

Jodi Brandon [00:34:42]:

Okay.

Chantelle Andercastle [00:34:43]:

We're in again, it's. The library holds, so normally. Normally it's normal for me to have, like, a mastermind book, an audiobook and a print book.

Jodi Brandon [00:34:55]:

Okay.

Chantelle Andercastle [00:34:55]:

It's not normal for me.

Jodi Brandon [00:34:56]:

Okay. Not quite that many.

Chantelle Andercastle [00:34:58]:
Like five.

Jodi Brandon [00:34:58]:
Okay. I was about. I was like, wow.

Chantelle Andercastle [00:35:02]:
I did have a goal at the beginning of this year to write a review for every book that I read, and I made it about seven to about book 70 this year of reviews on Goodreads as well. And then the habit just.

Jodi Brandon [00:35:17]:
Yeah.

Chantelle Andercastle [00:35:17]:
Just died.

Jodi Brandon [00:35:19]:
That's a lot. I mean, that's a lot of effort for each book. Yeah. When you're doing that many.

Chantelle Andercastle [00:35:25]:
So here was my thinking. Like, once I published a book myself.

Jodi Brandon [00:35:29]:
Yeah.

Chantelle Andercastle [00:35:30]:
And I really thought about reviews.

Jodi Brandon [00:35:32]:
Yeah.

Chantelle Andercastle [00:35:33]:
It made me look at it in a different way.

Jodi Brandon [00:35:35]:
Absolutely. For sure.

Chantelle Andercastle [00:35:36]:
It gave me a new appreciation for reviews, and it's a little woo or whatever, but I do really feel like putting reviews out there is the right thing to do. I agree. Will bring reviews my way as well.

Jodi Brandon [00:35:50]:
Yeah.

Chantelle Andercastle [00:35:51]:

And also just on a personal level, like, writing a review does help me think critically about a book in a way that I might not, where I might just go right on to the next one.

Jodi Brandon [00:35:59]:

Yeah.

Chantelle Andercastle [00:36:00]:

And when I reread those reviews later, like, it brings me right back to the story in a way that otherwise I might not remember those names. Yeah. But because I've, like, processed it in that way, I'm like a learning. I'm a learning geek.

Jodi Brandon [00:36:13]:

Yeah, yeah, yeah.

Chantelle Andercastle [00:36:14]:

You picked up on that in this conversation, but it's a memory trigger.

Jodi Brandon [00:36:18]:

Yeah.

Chantelle Andercastle [00:36:19]:

Recall having written that review.

Jodi Brandon [00:36:20]:

Yeah.

Chantelle Andercastle [00:36:21]:

And just having thought about it in a different way, because, I mean, I'm reading, like, a new book every three, four days, and so if I don't do something with that, it's just gone.

Jodi Brandon [00:36:32]:

Yeah. I spent a couple years like that, just reading dozens and dozens and dozens of books, but not, yeah. Like, just moving right on to the next one. And then I'd go to, like, book club or something. I'd be like, oh, has anybody read anything? I'd be like, oh, I did read something good. What was it? And I couldn't even remember, like, the name of it. And they're like, well, what's it about?

Chantelle Andercastle [00:36:48]:

And I'm like, I. I know, I know.

Jodi Brandon [00:36:50]:

And that's just read it, like, two weeks ago. That's not. Yeah, not good. But also, I agree with you, though. Like, once you are a published author, like, you definitely appreciate reviews and the idea of everything about it in a new. In a new way.

Chantelle Andercastle [00:37:06]:

Yeah. And I was keeping up a bookstagram for a while, and I had a couple conversations with authors that I really cherished. And just a couple people, like, reposted a review and said, like, things like, you know when you're writing the book and you hope it's going to land in a certain way, and then, like, you read this review that shows that it did for that one person, like that. So meaningful.

Jodi Brandon [00:37:27]:

Yes, absolutely.

Chantelle Andercastle [00:37:29]:

Yeah. That's what it's all about.

Jodi Brandon [00:37:30]:

Okay. Love that. This was a great conversation. I could talk to you all day, so promise me you'll come back when you have the next book.

Chantelle Andercastle [00:37:38]:

I can't wait.

Jodi Brandon [00:37:40]:

Awesome. Thank you so, so much. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership, the author entrepreneurs lab, where each month we take a deep dive into one element of the book world with education, a q and a session with me, your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab.