

## Episode 152

### The Role of Capacity for Business Owners Writing Books

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 published 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. We have not one, but two special.

Jodi Brandon [00:00:40]:

Guests today, and I can't wait for.

Jodi Brandon [00:00:42]:

You to meet them. Ginny Krause and Ellie Runkels are marketers turned alignment coaches and co founders of supported CEO. Their mission is to help busy entrepreneurs thrive in both life and business without burning out by becoming more supported versions of themselves. Ginny and Ellie have 15 plus years of entrepreneurial experience, both having previous businesses prior to coming together to co found supported CEO in 2023. They are both Americans who have had the unique experience of living abroad for.

Jodi Brandon [00:01:11]:

More than a decade. Ginny lives in Germany and Ellie lives.

Jodi Brandon [00:01:14]:

In Portugal, and they are also the hosts of the supported CEO podcast.

Jodi Brandon [00:01:19]:

All right, so welcome, Jenny and Ellie. Let me say again how excited I am to have you here. I did like the formal introduction before, but would you both just, or one of you, or both of you give just like a quick synopsis of who.

Jodi Brandon [00:01:34]:

You are, who you serve, what you.

Jodi Brandon [00:01:36]:

Do in your own words?

Ginny Krauss + Elli Runkles [00:01:38]:

Yes. So, I'm Ginny. This is my co CEO, Ellie Runkels, and we're the co founders of supportive CEO. To give you a little brief backstory, we both were former entrepreneurs and we had our

own businesses for over ten years. I was a brand strategist and visibility expert, and Ellie was a sales conversion copywriter. And we both burnt out in our businesses. And then we, independent of each other, took breaks from those businesses. Actually, we closed them entirely.

Ginny Krauss + Elli Runkles [00:02:11]:

So we didn't just take a break, we closed them completely and took jobs in other entrepreneurs, businesses that we knew, clients, friends that we were serving to kind of embark on a journey of self discovery and healing ourselves from burnout, from know something that we were really passionate about. And then when we were coming back to starting to think about our own businesses, Ellie and I came together just organically and realized that we had the same shared desire to help other entrepreneurs who were maybe not feeling that spark with their creative energy in their businesses anymore and were feeling like maybe they were kind of on the cusp of burnout or maybe smack dab in the middle of burnout. And we really decided to come together with this shared vision to lead this mission to help as many entrepreneurs as we possibly could to just recover from their own burnout and kind of avoid it, hopefully, and not have to close their businesses down the way that we did.

Jodi Brandon [00:03:25]:

Right. But have tools for when it does rear its ugly head. And my favorite fun fact is that you're both us expats living in Europe.

Ginny Krauss + Elli Runkles [00:03:36]:

Yes, that's right. That is one of the reasons.

Jodi Brandon [00:03:39]:

I think that's a fun fact.

Jodi Brandon [00:03:40]:

It is. That's sort of one of the reasons why we naturally connected. And definitely one of the perks for us of building this business together is that we're on almost the same time zone, which we're not either one used to, because most of the clients we're working with are in the US primarily. And so, yeah, definitely, like both being in Europe, being on just 1 hour apart time zone wise, has definitely been a perk as we've been building this together, too.

Ginny Krauss + Elli Runkles [00:04:04]:

Yeah. So we've both been, I love that Americans abroad for over a decade, so we share that in common. We both had been online business owners for a really long time. It was a really good fit for the both of us and especially kind of almost being on the same time zone. We're on the same side of the world, but we kind of understand each other's unique life differences, if you will.

Jodi Brandon [00:04:29]:

Yes. Love that. All right, well, let's dive in and talk about capacity, because I feel like it's one of those words that's getting thrown around all the time and people are not really understanding what it really means and just sort of using it almost flippantly, like, I feel like it's the way authentic was used a couple of years ago. I feel like a lot of people are using capacity. So talk to me about how you at supported CEO define capacity. It's not just, we all have 24 hours in the day.

Jodi Brandon [00:05:00]:

How are we going to fill them?

Jodi Brandon [00:05:01]:

Yeah, exactly. And I agree. I'm glad to hear, honestly you saying that you're seeing the word capacity everywhere. Because I have been feeling that too, and I wasn't really sure. Is this just that red car thing now that we're talking about capacity more? I'm seeing it everywhere. But I agree. It's like every time you turn around, people are using that word. And for us, the way that we like to look at capacity, I think a lot of times when you say you'll hear it as like, I don't have the capacity for that.

Jodi Brandon [00:05:29]:

And really what people say is like, I don't have time. I'm not interested, whatever the case may be, to use that as a way of saying no to something. But a lot of times people think of it as just purely time. I don't have time to do this, but the way we like to think of capacity is really taking more into consideration your time. That is a part of it. But then also your energy and your brain space. Those three things together are really how we define capacity, because there are certain things that if you're thinking about them all the time and they're weighing heavy on your mind, that is going to decrease the overall amount of things that you're able to focus on and get done. And same with your energy.

Jodi Brandon [00:06:12]:

If you're spending all your time on tasks that are really draining for you and don't come naturally to you, and it just feels like a drag to go through, that's also going to limit how much you're able to get done. And so by looking at time, energy, and brain space altogether, we find that it's much easier to get more of a realistic picture of what your capacity is and then address things in a.

Jodi Brandon [00:06:35]:

Different way than you would if you.

Jodi Brandon [00:06:37]:

Were just looking at times.

Jodi Brandon [00:06:38]:

Yeah, I love that. I feel like capacity, like I said, is one of those buzzwords right now, but then it's also one of those things that leads into that. I talk about this a lot, like that badge of busy. Everybody thinks that they have to take on all of this stuff when really they don't have forget just

the time. But you're talking about the energy and the brain space for those other things. And I know that you both talk about don't just look at your calendar or think about your life as separating your work life and your personal real life, but the integration of those, I think, is something that you guys hit really hard. And that, I think is so important because we're so enmeshed as online business owners, I think, in a different way than corporate employees are, that we have to be looking at both of those. So could you talk about that a little bit?

Ginny Krauss + Elli Runkles [00:07:32]:

Yeah, absolutely. So I feel like a couple of things come into play here. I think something that really led both of us to burnout, that we only identified after the fact, was that we came to a place of realizing we lost ourselves in entrepreneurship, that we weren't prioritizing really what was happening in our lives first, and instead we were prioritizing what we were keeping up with in our businesses and prioritizing needing to do that and do this and launch that and create this. And while loving what we were doing, we still burnt out. So that's kind of the thing that we also want to share with people, is that you can still really love what you do and be grateful for the clients that you're serving and still be a human and burn out in the work that you're doing if you're continuously going about it in a way that's just not working for your unique capacity anymore. So that's kind of like one of those big things is that we really love to focus on what is important to you for your life and the goals and the vision that you have for your life, and then also what is important to you for your business and what are the goals and the visions that you have and identifying those as two separate tracks, but acknowledging that one obviously affects the other. But oftentimes, we're only going all in on something in our business or going all in on some life event. But we need to be able to be in a place as entrepreneurs who deeply care about both things to really operate well within our capacity while holding space for both our life and our businesses, and feel confident that we're doing both really well and that one isn't suffering to hold space for the other thing, to prioritize the other thing.

Jodi Brandon [00:09:35]:

Yeah, I love that. And I think it's not always going to be a 50 50 balance. Right. I think that's one of the things that I really like, that you both talk about a capacity being more fluid than a static thing. Because I think, again, we just toss the word around and think it's just like, oh, this is what I have the time for, the capacity for. But it looks different even every day or every hour. And it's different for every person, for sure. But I think that comparisonitis, or that's not the right word, but comparing yourself to other people and what they're doing, when really, a lot of times we have no idea what they really have on their plate and understanding how it's different for everybody.

Ginny Krauss + Elli Runkles [00:10:23]:

Yeah. And on that note, something that we always like to touch on, too, is your support system. Someone might have more capacity because you don't know what kind of support that they actually have in their lives. So we also don't all have the same amount of support that's within our businesses. Our team structure can look different. Ellie and I support looks different because I have a co founder, I have a co CEO to carry the mental load of owning and operating a business. Well, you, Jody, you don't have that. You own just your business by yourself.

Ginny Krauss + Elli Runkles [00:11:02]:

So already our capacity is different. It's not the same. And I think we fail as humans, as entrepreneurs to look at often question, well, this person seems to be able to do XYZ. We're not asking that follow up question, why are they able to do that? What does their support look like?

Jodi Brandon [00:11:25]:

Yeah, so support is definitely a big part of it, and it's support in the business and also at home. Like, what does your support system at home look like? That's making it easier, I guess, or harder, depending on what that looks like for certain people versus others to have the space that they really would like to put into their business. And then also energy levels. Energy levels are going to fluctuate from person to person and also just within for one person from day to day, depending on lots of different factors that impact us all personally. And again, it is like when it.

Jodi Brandon [00:11:57]:

Comes to the, I don't like to.

Jodi Brandon [00:11:59]:

Use the word work life balance, but that is sort of a part of capacity is looking at what's going on at home and what's going on in life and giving yourself the space, I guess, to prioritize what needs to be prioritized for yourself from season to season. So just to kind of give more of like a concrete example here. When Jenny and I decided to come together and co found supportive CEO, it's been nearly a year at this point, but we started kind of having the realization, we want to prioritize this, we want to make space to create this business. And I think for the listeners, if maybe you're wanting to write a book and that's what you're trying to create space for, but anytime some bigger new project comes in, we had to go through a whole process of looking at what do we currently have on our plates and what are we going to shift in order to make space for this new project that we want to make space for. And so that was a combination of we were both working full time at that point, jobs working in other businesses. We had lots of personal things that were already on the calendar that in my case, I had a lot of travel and guests coming to visit that I might have planned differently if I'd known I'd be building a brand new business at the same time. But there was just a lot there, both business and personal, that had to be looked at. And so we went through our sort of capacity planning process that we could talk through a little bit more to look at.

Ginny Krauss + Elli Runkles [00:13:27]:

Okay.

Jodi Brandon [00:13:28]:

These are all the things on our plate, and these are the things that we're intentionally going to prioritize versus these are the things that we're intentionally going to put on the back burner, not because they don't matter, not because we don't care about them, but just in this season, that can't be a priority.

Jodi Brandon [00:13:42]:

I like that you talked about, Ellie, the shift. That doesn't mean we're getting rid of this priority forever, but we're going to shift it away from being the priority right now while we're doing this other thing, whether it's building a business, writing a book, whatever the case may be, I would love for you to talk a little bit about that process, the capacity planning process, because like you said, it looks different for everyone, season to season, day to day, even hour by hour sometimes I would think, yeah.

Jodi Brandon [00:14:11]:

So that process, as we've talked about time, energy and brain space, those are kind of the three things that we're looking at. But to get started with starting to prioritize what you can realistically keep on your plate and what needs to go, what we recommend starting with is just doing a brain dump of, like, these are all the things. And again, we're looking at it. Not just things on your schedule, things on your to do list, but also what's taking up brain space? What are you spending a lot of time thinking about? Or just brain space thinking about where are energy leaks happening? What do you have on your plate currently that just feels really draining and just getting all of that out onto paper. So that's sort of like the starting point is to get clear on what is actually here. And then we have a training where we kind of walk people through this process, like, fully that I think we'll share in the show notes where you can go and check that out. But basically from there, the next step is then getting looking at that list and saying, okay, what on this list is feeling the heaviest? And then doing a little bit of introspection there, some journaling, some looking into what exactly is going on with this thing and then looking for solutions for what can I shift here in order to clear up some capacity by removing the things that are having the biggest net negative impact?

Ginny Krauss + Elli Runkles [00:15:30]:

Yeah. Because taking yourself through this process, it's not as easy as, say, I'm writing a book right now. It's not as easy as saying, like, well, I'm building a business, so am I going to write a book right now? It's really needing to identify why is something important to me and acknowledging, okay, in this season, this is taking priority, and this thing over here still really matters. But if I focus here for this season or these two seasons, then in the third quarter, then I can now put this back on the shelf because now I'm not doing the whole getting a business set up and doing all of the different kind of startup things. So that's just like as an example, but in our capacity training, we kind of walk people through the steps of asking yourself specific questions about the things that are on your plate. Because a lot of times it's just not simple of saying like, well, that's a priority. That's not a priority. That's not going to help.

Ginny Krauss + Elli Runkles [00:16:33]:

You got to go through a process to kind of understand why something is a priority, to be able to identify what needs to come off the plate or what kind of support you need around making the thing happen that you now have identified is going to be in the driver's seat.

Jodi Brandon [00:16:49]:

Hey, business owner, if you've listened to this podcast for a while now, you know how important I think a writing.

Jodi Brandon [00:16:54]:

Routine is, preferably one that's in place.

Jodi Brandon [00:16:56]:

Before you begin that book writing, though, it's never too late.

Jodi Brandon [00:16:59]:

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.

Jodi Brandon [00:17:08]:

The most productive writer that's going to.

Jodi Brandon [00:17:09]:

Make your book writing so much more efficient. Check out [jodybrandoneeditorial.com](http://jodybrandoneeditorial.com).

Jodi Brandon [00:17:14]:

Ready, set, write. Now back to the show. Yeah, I think that's a great point, too, because there are going to be those things that have to stay on our list, right? Whether we want them to be there or not. There are things that everybody has that have to be on the list. I listened to the capacity training in preparation for this interview, and I think one of the big takeaways for me was the energy drains, because you do so often hear about like, yes, do a brain dump, look at your calendar, get it all written down. But like you were saying, there's so much more that's taking up. I think especially for those of us that are overthinkers or maybe have some anxiety, there's so much more that's not on paper that is taking up that brain space and draining energy mentally that I think that's a really important piece that not a lot of people are talking about like you are. So, yeah, we have the link for that in the show notes.

Jodi Brandon [00:18:14]:

It's quick and easy, and I highly recommend it for anybody. Whatever kind of big project you're trying to create some space for, whether it's writing a book or starting a business or launching a new course or service or whatever the case may be. I think that talking about making space versus increasing your capacity is really intentional language that you use that I think we could all sort of take a beat and think about it that way because like we're saying there are those things that you're going to have to have on the list, and then it's a matter of how do you fit. I think of it almost like putting a puzzle together, like when I think about a brain dump for a book, because we do the same process when you're creating a book table of contents, it's sort of getting it all out, but then sort of seeing how does everything fit together and what needs to be on the side for right now because. Yeah, what's that quote that everybody says you have the same 24 hours in a day that Beyonce has? Yeah, well, Beyonce also has nannies and a personal chef and a personal trainer and a lot of things that a lot of us don't have. So yes, we all

have the same number of hours in a day, but it looks so different for everybody that figuring out how to structure your days, your calendar, your capacity, I think it's really interesting the way you intentionally choose that language, and I appreciate that.

Jodi Brandon [00:19:44]:

Yeah. On that note, one of the things that we talk about when it comes to capacity is looking at your obligations and really taking an honest look at the things on your list that you're calling an obligation to really get clear on what are the actual truly non negotiable pieces of this versus where am I putting too high of expectations on myself or expectations that are just not realistic in this season? So just as an example, picking up your kids from school, that is an obligation. You have to be taken care of, right? That is a real obligation. But when it comes to things like, just as an example, like housekeeping related tasks, like, yes, we got to do the certain things to maintain a basic standard of cleanliness, but also, where might you be putting too high of a standard of my house needs to be in this perfect condition all the time when really it's like, you know what? I'm going to let these dishes sit in the sink overnight so that I can spend that half an hour working on this book project that's really important to me instead. And so looking at things that you consider like, no, it has to be done in this way, how can we make shifts or maybe lower our standards temporarily in a season in order to make space for what's important?

Jodi Brandon [00:21:03]:

Yeah. How do you suggest that people go about creating those support systems if they're not already in place? Like I'm imagining myself with my big list, my brain dump list going through and saying, oh, well, I could hire someone to go get the kids off the bus three days a week, or I could ask my partner to take on this household chore at this time of day or day of the week, or whatever the case may be. What advice do you have for people for sort of creating those support systems if they're not already in place?

Ginny Krauss + Elli Runkles [00:21:36]:

First of all, that's a really great question, being open that support is possible and necessary, and that it might not look in the way that you think it should look. So being open to being creative when it comes to finding ways to get support. And the reason why I'm emphasizing on being open is because as humans, I feel that we tend to think that things have to look a certain way, and if it doesn't happen that way, well, then it doesn't exist. So it might be not in the cards to hire someone to pick up your kids after school and just stopping there and thinking, well, I can't have somebody pick the kids up. It's a no go. It's not going to happen. But what if you found a gym that has childcare and a gym that might have a cafe in it, so the kids can, after school, you can pick them up, they can go to childcare. Maybe you get a 30 minutes workout in, and then maybe you work on your book project for 30 minutes during that 1 hour of childcare.

Ginny Krauss + Elli Runkles [00:22:46]:

So it's just getting creative. I know, know. My oldest was younger and I wanted to join a coaching program. I think it was actually the one that I met you, Jody, in. And I didn't have childcare for my son. He was full time home with me. But I had to get creative. And so I knew



that I had a friend who had offered, hey, anytime you want me to come over and hang out with Oliver, let me know.

Ginny Krauss + Elli Runkles [00:23:16]:

Well, I actually took her up on it. Sometimes we think people say things. It was really like, hey, actually I have this thing that I want to invest in and I need an hour a week to attend a live call. Do you think you could come over and actually hang out with Oliver for that hour? And she was like absolutely freaking lootly and being open to receiving that and that kind of really helped me change my life. And my business, because I was open to support looking different. Because for me, I'm an expat abroad. My family doesn't live close. Like, neither my husband nor I have family where we live.

Ginny Krauss + Elli Runkles [00:24:01]:

So I had to get creative. So I just want to emphasize that support might not look what you think it looks like. It can really look different, but we got to be open to being creative about what it could look like.

Jodi Brandon [00:24:16]:

I love that so much. And I think that goes back to a little bit what we were talking about before with that badge of busy people think that they have to have, every second has to be accounted for somehow, and we don't want to ask for help and accept help.

Jodi Brandon [00:24:33]:

I think a huge part of that, like, the busy badge conversation is there's the two sides of it of, like, we're not willing to ask for help. And then also there's also the side of it of, like, I think deep down, and I personally went through this journey so I can speak to it, that there's a deep down fear of actually sitting with yourself if you don't slow down, of looking at fears that might be going on or thoughts that you don't actually want to look at. If you slow down long enough to really just sit with yourself, who knows what's going to come up. And so part of this whole process of increasing your capacity is also, too, about taking the time to slow down. And so that can feel really counterintuitive.

Jodi Brandon [00:25:19]:

When you feel like you don't have.

Jodi Brandon [00:25:20]:

Enough capacity for all of the things that you have on your plate, you.

Jodi Brandon [00:25:23]:

Feel like you need to just go.

Jodi Brandon [00:25:25]:

Go all the time, but really, actually slowing down to rest and actually rebuild some of that energy and sit with yourself for a minute is actually really an important part of one.

Ginny Krauss + Elli Runkles:

Learning to take off that busy badge and learning how to just be okay with resting and then also of getting some of that energy back. We're a big fan. We have this concept called support pockets, which are really about taking small, consistent breaks throughout the day to prioritize your self care. So rather than saying, I can't take a minute to rest until I can go and do like a full spotting, for example, that's not going to be realistic for most of us. But we can usually find, like, five minutes in the day to just as an example, before grabbing your coffee and going straight to the computer in the morning, give yourself five minutes to really sit. Leave your phone in another room and enjoy your coffee.

Jodi Brandon [00:26:27]:

Sip it slowly and just sit with yourself. That's going to give you some energy.

Jodi Brandon [00:26:32]:

For the rest of your day, too. Yeah, I think that you're right. It does feel counterintuitive to slow down. That's one of the things that I noticed in doing your training, your capacity training is that it's not. Probably, I would say most people aren't going to sit down and make that brain dump and then adjust their calendar in an hour. You've got to really, like you said, you both are saying, sit with it, give it some time, get creative like you were talking about Jenny. And really, that's going to help you in the long run, increase that capacity so that you can do the things that you want to do. Yeah, I love that.

Ginny Krauss + Elli Runkles [00:27:10]:

Yeah. And it's really about.

Jodi Brandon [00:27:11]:

I think that's hard for us, but we do it. It will be helpful.

Ginny Krauss + Elli Runkles [00:27:15]:

It's really about getting acquainted with strengthening your self trust and your confidence within yourself that you aren't just going to be taking on stuff to earn that busy badge, but you're going to commit to taking on only the right things in the right season. And when you commit to that level of intentionality and you start to use that language and share it with others, all of a sudden they become aware for the first time themselves, oh, I can put down this busy badge, too. And hopefully we can create a ripple effect just as humans, as entrepreneurs with that as well.

Jodi Brandon [00:27:59]:

Yeah, I think that you're right, though. A lot of it has to be about that intention. Like, we really do need to be intentional about what we're doing with the language that we're using. I mean, I feel like that word has come up with all of the different pieces that we've talked about over the last little bit here. And I do think that that's really an important piece of the puzzle. Along with that, the slowing down and really take it in, soak in what you think is a priority, and then maybe you'll realize, oh, that's really not the priority right now. Or maybe this isn't the season for me to write a

book or start a business or launch something new. Maybe it's going to look a little bit different right now, and that's okay.

Jodi Brandon [00:28:42]:

Getting comfortable, I think getting comfortable with the discomfort also when things don't go like we thought that they would. I know Ginny knows this story, Ellie, but a few years ago, my mom was dying of cancer and my parents' house was up for sale. They'd already, long before that, been talking about downsizing. So the way the timing worked out, my parents ended up moving in with my husband and I for the last, probably six, seven weeks of her life. And I foolishly thought I was going to work during that time while we were having construction done on a bathroom so that it was ADA accessible. And it was a complete shit show. It was a complete shit show. My husband and I were trying to share an office, and he was also working from home.

Jodi Brandon [00:29:25]:

And I was just like, one day I literally just looked at myself in the mirror and was like, what are you doing? What's important to you right now? You can tell at the end of someone's life when the clock is ticking and we're running out of time here, and I'm worried about scheduling a book brainstorm session with somebody. No, my business is going to be there. And it was scary, though, because I didn't know how long it was going to be, what it was going to look like after all of these things. And sometimes it is that kick in your pants, in your face that makes you really take. I could have used your capacity trading back then. I'm just saying I figured it out and it's not always something like that big and in your face. And honestly, I would say that that's better if you can figure all this stuff out when there isn't something like that big and in your face. But, yeah.

Ginny Krauss + Elli Runkles [00:30:25]:

And it's those big moments, I think, are often what it takes for a lot of people to really have that realization. I mean, very different context. But Jenny and I's stories, that was part of our stories, was that we got to a place where we were in our businesses, we had gotten to a place of burnout to a point where it's like, okay, we're having this kind of, like, come to Jesus moment that something's got to change, right? This is no longer going to be viable. And our goal with the work that we're doing is to try and raise awareness of this and help people to start taking these steps earlier before it gets to a point, whether it's something in personal or something in business that happens that is like, okay, now is like the time that something's got to change.

Jodi Brandon [00:31:14]:

Yeah, I love that.

Ginny Krauss + Elli Runkles [00:31:14]:

And just normalize the conversation too and too around asking for support and learning how you can get comfortable with support, around wanting to do a big project, such as writing a book. My favorite part of any book as a fellow book lover is the acknowledgment section. And the acknowledgment section often, nine times out of ten, have I rarely seen one that didn't do this. It

literally lists and thanks all of the support. Like, if it weren't for my husband, my sister, my mom who walked my dog or watched my kids, this book wouldn't happen if it wasn't for someone pouring me my tea and bringing it to me in the middle of the night of all my late night writing sessions. These are the things that authors write in the acknowledgment section. So if you're someone listening and you have a bigger project or something on your heart, go to your bookshelf and read four acknowledgment sections of any book on your shelf and be inspired by those who have accomplished a big project, such as a book, only because they figured out how to get support around making that dream that they had, that project that they really wanted to accomplish happen.

Jodi Brandon [00:32:34]:

Yeah, that's a great point. I love reading book acknowledgment sections also, to the surprise of no one, but.

Ginny Krauss + Elli Runkles [00:32:41]:

It's a great point and it pains me. I need to know, do you read the acknowledgment section? Please tell me you're not somebody that skips them, because I can't.

Ginny Krauss + Elli Runkles [00:32:51]:

That was one of our connection points when we were deciding, can we build this business together? That was one of the questions because we both read the acknowledgments and I love it. Very few other people that do that, too.

Jodi Brandon [00:33:02]:

Yes, I love that. This conversation I feel like we could have for hours and hours and hours. It's been so, so good, so helpful. I know. For listeners. And again, we're going to link that training, that free training in the show notes. Definitely download that and listen to that. I don't let anyone leave the podcast without giving me a reading recommendation.

Jodi Brandon [00:33:21]:

Speaking of book acknowledgments. So I know that you're fellow readers. So what do you have? I can go first thing that you loved or are in now. Yeah.

Ginny Krauss + Elli Runkles [00:33:31]:

So a book that I actually just finished rereading is maybe you should talk to someone by Lori Gottlieb. I think that book came out four or five years ago, and I read it soon after it came out and just reread it. And it definitely tracks with it ages well. I'll just say that it's a great book about. It's a memoir by a therapist, and she tells stories about her clients and her experience as a therapist, and then also her client stories. And it reads like fiction, but it's a beautiful book. I definitely would recommend that one.

Jodi Brandon [00:34:03]:

Okay, I like that. Holds up to a reread also. That's good. Okay.

Ginny Krauss + Elli Runkles [00:34:08]:

That's a good one. Love that book. I did not know that you were going to recommend it on this podcast. And I've got to just say it was between that book and also my friendship with Jody that started my own journey with therapy. So the fact that this got brought up on this podcast, I just have to mention it because it's a serendipitous moment and I recommend it to everyone as well. And I actually should really reread it. Okay. So the book I'm bringing to the table is I'm in the middle of reading it, and it is called you the story by Ruda Sepettis, and it's a writer's guide to craft through memory.

Ginny Krauss + Elli Runkles [00:34:50]:

So this is a good book for, honestly, any entrepreneur listening. If you're wanting to write a book, or even if you're just creating content for yourself and you're wanting to help tap into your own personal story. More in my former business, I was a brand story strategist, so this is near and dear to my heart. But the fact that it's a writer's guide to craft through memory, I heard this author speak in a workshop, and then I've been reading this book, and it's such a great way to have this perspective of your own story and how it relates to just telling your story and connecting it. This book is more for anyone that wants to write fiction or something. But I think as entrepreneurs and creatives, anyone can get something out of this book. And it has great journal prompts, like work exercise prompts in it to get you thinking about your own story. So if you have any clients that are writing their business books but they're telling parts of their story in it, I think this is really a great one.

Jodi Brandon [00:35:59]:

Absolutely. I have a lot of those clients. Actually, that hybrid memoir personal development book has really, I thought that was going to be a fad a few years ago, but it's really sticking. People really like that kind of. So I actually just ordered that book, Jenny, because I saw you post something about that before, and I was intrigued by it. So I'm happy to know that you're still enjoying it.

Ginny Krauss + Elli Runkles [00:36:23]:

For anybody that geeks out about the print of books, I do recommend the hard copy because it has these beautiful blue pages throughout, so it was printed very well. So if there's any listeners that also geek out about how a book is printed. There you go.

Jodi Brandon [00:36:42]:

Yeah, I think that there's probably a lot of those people listening to this podcast, if I'm being honest. So those are very good recommendations. Thank you both very much. Thank you for your time today. I loved this conversation.

Ginny Krauss + Elli Runkles [00:36:54]:

Thank you for having us.

Jodi Brandon [00:36:56]:

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 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.

Jodi Brandon [00:37:39]:

You our channel.