

Episode 193

Less Stress, More Impact: Why Long-Form Content Matters for Business Owners

Jodi Brandon [00:00:01]:

Welcome to the Write Publish Market Podcast. If you're a business owner thinking a book would be a great marketing asset for your business, you're in the right place. Maybe you've already committed even better. I'm your host, Jodi Brandon, book publishing strategist and partner for business owners, CEOs and entrepreneurs and 20 plus year veteran of the book publishing industry. On the Write Publish Market podcast. In addition to learning from me and other industry experts, you'll hear from other business owners 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 be dreaming of yet. I'm so glad you're here.

Jodi Brandon [00:00:37]:

Let's dive in. Today we are being joined by Rebecca Stanistic, a writer, speaker and content strategist. Rebecca helps busy small business owners and solopreneurs create intentional content by focusing on clear messaging, goals and planning with less stress. She's been writing on her parenting blog A Little Bit of MomSense since 2009. She's the proud mom of two and she is fueled by fiction and coffee. Welcome Rebecca. I'm so happy to have you here today.

Rebecca Stanistic [00:01:06]:

Thank you so much for inviting me.

Jodi Brandon [00:01:07]:

So listeners heard like your formal introduction, but let me hear like just the real quick in your own words, you know who you are, what you do, who you serve, whatever you want to share.

Rebecca Stanistic [00:01:16]:

Yeah, I help solopreneurs and small business owners create intentional content with less stress by focusing on messaging goals and long form content. So blogs, newsletters, podcasts, things that are beyond social media. So yes, we do social media and we use that long form for social. But I really focus on that intentional. I simplify it. We're trying to stress less about it. There's a lot going on and we can't do everything. So I try to help people think about content differently.

Jodi Brandon [00:01:48]:

Love that less stress. I feel like appeals are pretty much across the board these days.

Rebecca Stanistic [00:01:54]:

Much needed.

Jodi Brandon [00:01:55]:

Yeah. Okay, well you answered my first question was just sort of to define long form content. So we're all sort of on the same page because I know some people might think of it differently. I I

would love to dig into because you said you do deal with the social media stuff, but we're so I think focused on those quick hits, you know, social media, all that stuff. Today let's talk about the value of longer form content, especially for business owners.

Rebecca Stanistic [00:02:21]:

Sure. You know, I consider long form content to be anything that's an anchor. So it's the point of view, the concept, the Longer version of details of your thoughts, your expertise, the service you provide, or, you know, even for like a product based business, the long form content can just be in support of or adjacent to what they're actually selling. So it anchors all of your content creation itself and then you can pull micro content or supportive content from it. So I say that just because I talk about newsletters and blogs and podcasts primarily, but it could also be YouTube videos, it could be. You know, there's times where I consider long form content to be your about page on your website. So when we're looking at content as a whole, I think we think about content from a what I'm creating and sharing and amplifying, which. Yes, but there's also more pieces because we don't always think about amplifying the content on our website in that way.

Rebecca Stanistic [00:03:24]:

But it's still so important because it ties in your goals, your brand, messaging, all the things we need. So there's that piece. The value for a small business owner or a solopreneur or any business really is multifold in that. Again, because it's an anchor piece, it gives you the opportunity to create quick pieces more efficiently. Instead of sitting and staring at the screen thinking, what am I going to post on Instagram today? Or how am I planning out my social post for the month? Even however you batch or don't batch your content, your long form content is going to provide that solution. If you already have a post that has five different highlights, five thoughts, or an expanded thought of a niche thing that you talk about, your point of view, then you're going to be able to pull from that quicker and continue that conversation on social. I think a lot of the times we do the reverse. We post on social and then think, oh, it's gone so quickly, so it's longer.

Rebecca Stanistic [00:04:25]:

Like I said, it's that anchor, so it lasts longer. Of course it's searchable. You know, SEO and search generative, all of that is important. So it provides that as well. But it works as this entire system for you. So content can't just be your Instagram, it's got to be multiple pieces.

Jodi Brandon [00:04:43]:

Yeah, I love that. I think that mindset shift. I mean, as a business owner, for me that was such a change. I mean, I felt like, oh, I can finally like relax my shoulders. When I stopped thinking about it, like, what am I going to post today? But instead thinking about. For me, it's my podcast. It used to be a blog, but now it's the podcast as sort of like the hub and then, like, all of the other things, like, coming off of it and like, yeah, like, they can be reused, used in different ways, recycled, upcycled, like, all the different things. And I was.

Jodi Brandon [00:05:12]:

And now I feel like, oh, my. I'm honestly having a conversation right now with my team about should we stretch out the. Instead of doing a podcast episode every week, should we switch it? Because there's so much to talk about and share from each episode that I feel like I can't keep up with, like, all the content, which obviously is an embarrassment of riches and a good problem to have as a business owner. Right.

Rebecca Stanistic [00:05:35]:

And in general, I think we do. We always have a lot of content. You're a business owner, you're creating constantly, just even with your clients. You know, having a meeting creates content that you could turn into content anyway, you know, the solution is there. If you think about those pieces as, you know, how is this going to serve my audience? What journey are they going on with me, and then how is it going to serve my goals and what I'm doing? Well, then it changes that as well. So then you start to rethink about it a bit differently. And I think that's important. I think that's really important to do.

Rebecca Stanistic [00:06:09]:

And it also gives you the chance to stop creating so much or feel like you're in this constant churn of creation.

Jodi Brandon [00:06:17]:

Yes.

Rebecca Stanistic [00:06:17]:

I think we create too much content. And I say that with a caveat, because for some people showing up daily on a live stream or a reel, that's their content plan. And it works great and it grows fast. And I love that. I love that for people who can and want to do it. For a lot of us, we just can't. We don't have the team, we don't have the desire. We don't.

Rebecca Stanistic [00:06:38]:

It's hard. There's friction in doing it. So when we create. If we just. We create this piece right, we'll record a podcast episode, we'll share it, we might mention it, and. And then we move on instead of reflecting on, well, what is this episode doing for me and my goals? Like, what is the next step? Where else can I use it? Where can I pitch this episode? How can I use this as a proof of concept that I have in my expertise? Yeah, there's more we can do. And that's why I love long form, is because it just gives us that potential to do so much wider.

Jodi Brandon [00:07:12]:

Yes. Well, I love thinking about too. Like, when I do a podcast episode, this episode on long form content, how can I then talk about it in a way that cert like meets my end goals. Right. Like you like thinking about it in a almost like a bigger way, I think like multi level, maybe.

Rebecca Stanistic [00:07:33]:

And that's it. It is that multi. Right. And if you think about it like as a total system, like content all ties together like a big spider web. Content's a big spider web. And so you can make it as big or

as little as you want, but it's going. And we're in. A lot of people talk about Omni Channel right now.

Rebecca Stanistic [00:07:49]:

Right. We're in a stage where you can't just be on one platform. Even if you're not posting new content constantly, you know, in search and everything. Those links matter to be in multiple places. But it means use your anchor content, use your long form content to help create the LinkedIn post, the Instagram reel in an easier way that saves you time without having to. Everything becomes new and that's a path to burnout for most of us.

Jodi Brandon [00:08:18]:

Yes.

Rebecca Stanistic [00:08:19]:

Unless we can outsource and build a bigger team, which is great. But a lot of people that I work with, a lot of my clients just aren't prepared to or can't yet. And maybe their goal is to grow that way. Some people, it's not their goal.

Jodi Brandon [00:08:31]:

It's not yet. They don't want to.

Rebecca Stanistic [00:08:33]:

They just want to save themselves. So they just need to make it work with the tools and connection that they have. So we try to make it easier that way. And really it becomes about prioritizing.

Jodi Brandon [00:08:42]:

I love that. Yeah. Yeah. Well, I think that intangible piece of the, you know, like less stress and working within your own capacity, whatever that looks like. Because it's different for every one of us. Right? No matter. Everybody's got a different. Everybody's got their own situation and we.

Rebecca Stanistic [00:08:59]:

Have to stop that. It's all the same. Right? Yes, I get that the templates and the journeys and the roadmaps that everyone has, you know, can work or be a guide, but we're all going down a different path and we all have different needs depending on the stage of life we're in. If we're caregivers for, you know, parents, for family, for children, if we're, you know, if we're doing this on the side of a career or a different business or a different job, like all of those things. So finding the capacity that you have and then doing it, that's why again, if you just spend the time on long form, then you can build it from there. Right? So let's take this Podcast episode as an example. So it's long form content. You're going to share it on social.

Rebecca Stanistic [00:09:42]:

So that's easy. At least you have one post, one something you'll have if nothing else. But you could share a clip or just a summary. You can share an element. So we're going to talk for 20,

30 minutes and there might be something that sparks for your clients that you're going to be like, that's the piece that they're going to take away from this episode. And you also talk about it because when you're talking about positioning and expertise and the benefits of writing that book as again, that's an anchor piece of anchor marketing asset, you can talk about how that ties in. You might have a one on one call in the future and this episode is relevant to something they're saying or they can't see the connection between starting a blog and selling their book. So you can make that connection by sending this post or this episode.

Rebecca Stanistic [00:10:31]:

Right. So it does so much of that work and we forget about it because then we're always thinking, well, what's new? And next?

Jodi Brandon [00:10:37]:

What's next? Yes. Yeah, that's the, that's the piece that I personally work on all the time is getting out of that like hamster wheel of like, what's next? What's next? What's next?

Rebecca Stanistic [00:10:47]:

Well, and let's be honest, when I post on Instagram, I get likes and I get comments and I might get DMs and it's great. And I still sell on Instagram. Like it's still a place where my audience is. I'm on there so little now though. It's funny. Right. So when I show up, I know that it's intentional and I know it's with meaning, but I can't help in that moment but feel like, oh, maybe I should do this more because that felt good.

Jodi Brandon [00:11:09]:

Yeah, yeah, that, yeah, that hit.

Rebecca Stanistic [00:11:11]:

A blog post doesn't give instant gratification. A newsletter, they'll get it. But if you don't get a reply to the, to your newsletter, it doesn't feel the same connection.

Jodi Brandon [00:11:21]:

Right.

Rebecca Stanistic [00:11:22]:

Finding ways to build that community and this is why Multiple Channels works is my communities on Instagram where I can go chat with them and get really firsthand or I go offline.

Jodi Brandon [00:11:32]:

Right.

Rebecca Stanistic [00:11:32]:

We forget to take ourselves offline and then connect that way. But then I'm also doing the podcast and the newsletter and all these other things to expand it.

Jodi Brandon [00:11:41]:

Yeah, love that. Okay, let's talk about. So I love that like practical, those practical pieces. Let's talk about some of those, like, intangible benefits that business owners that we're looking for, especially like with our messaging. Right. That long form content can provide, you know, like the thought leadership, the authority, all of those kinds of things. Like how does, how do you explain to your clients how that that works? I mean, we all know the benefit of those things, but.

Rebecca Stanistic [00:12:10]:

Yeah, yeah, that. Right. You can go, there's SEO and there's that tangible, like you said, there's absolutely that benefit, you know, beyond that, that thought leadership and that positioning of expertise and point of view. I think we forget in the world of AI, we need to stand out as humans. And those positionings, that point of view. I will not make this episode about my thoughts on AI. Generative AI is not where I'm at, say what I use. And I recognize I'm using AI in other places probably when I do captions or something.

Rebecca Stanistic [00:12:44]:

So I recognize that. But not to write. I don't use it to create. I don't. Not where I what I do. But you know, when we're being told constantly, we'll just write your blog post with Chad, just do all this and make it save your time. I tell my clients if that's going to help them get over the roadblock, they need to do what's best for them. Absolutely.

Rebecca Stanistic [00:13:04]:

And I don't judge or criticize anyone who's going to use it to help them figure out their next step. Yeah, some people need to. Absolutely. But for ourselves, if our role or our growth in our business is expertise, positioning, thought leadership, you know, and that, that is my case, I need to position myself as someone to work with on content. That versus AI. Then those points of views, those statements that matters so long form content can let people dive deeper into that and explain it more. I think that's why, you know, podcasts are great for some of us because, and I'm a writer first and yet I do my podcast more than I blog right now on the business side of things because my audience can consume it and connect with me in a different way.

Jodi Brandon [00:13:53]:

Yes.

Rebecca Stanistic [00:13:54]:

And an easier way. Or, you know, I can go deeper into the conversation. So it's finding that, you know, you forget that we need to position ourselves as humans, but also that expertise, that point of view, you know, that's what's going to sell our service or build our audience for whatever it is that we're doing. So that's part of it, I think, is that thought leadership. We can't forget that.

Jodi Brandon [00:14:20]:

Yeah, I had a hunch that we shared similar feelings about Generative AI. And we do a hard statement about.

Rebecca Stanistic [00:14:30]:

It, but kind of because I recognize the use of it as a tool, as a support, as an assistant. But I also write like I'm a fiction writer. I do that, like for fun. I haven't sold. I don't do any of that. I'm trying to grow that side, but I can't imagine. I don't want to read AI. I don't want any of that.

Rebecca Stanistic [00:14:50]:

So, yeah, think about that. Human connection. Yes, I think that's it. That still matters. It still is important and it differentiates us.

Jodi Brandon [00:15:01]:

Hey there, business owner and aspiring or published author. Sir, sorry to interrupt this episode. Just wanted to check in and see if you're subscribed to Coffee and Commas, my email newsletter where I share behind the scenes industry info and much more about writing, publishing and marketing. A book for your business. Sign up at Bit Ly Coffee and Commas signup. That's all lowercase. Now back to the show. Yeah, I think it's especially important in those industries like yours and mine where we're talking about, you know, words and content and people at the end of the day to hire one of us for our services.

Jodi Brandon [00:15:41]:

It's going to be blatantly clear so quickly if we're not generating our content ourselves, I think. And I mean, and then it's just.

Rebecca Stanistic [00:15:51]:

Yeah, voice is gone. And yes, I get it. You can make every prompt possible to make it better. I'm told this happens fine. But for me, you know, it won't understand the connection. So if I have a client come to me and they're thinking about, you know, starting a podcast and this is the topic they want to do it on because that's going to be their anchor content. They may not know that. I already know of someone who's in that same field that has some really great examples or, you know, that had a path that could help them or.

Rebecca Stanistic [00:16:23]:

Because that's just the human collaborative connecting.

Jodi Brandon [00:16:27]:

It's the people you have experience.

Rebecca Stanistic [00:16:30]:

Right. So I think we can't discount that. And we can't forget that it's that positioning that really matters. It's. It's when people are in a room and they say, you know, I'm really thinking about starting a blog. I want people to be saying my name. Oh, Rebecca, you know, she'll help you.

Jodi Brandon [00:16:49]:

Yes, absolutely. Yeah, no, I. That's the missing piece for sure. No matter. I mean, no matter what prompts people.

Rebecca Stanistic [00:16:56]:

Put it, it's not going anywhere. It's going to continue to be used.

Jodi Brandon [00:16:59]:

Absolutely, yes.

Rebecca Stanistic [00:17:00]:

You know, there's lots of ways it's beneficial. I sure the medical community, wherever it needs to be. Right. Standing out and figuring out what our unique proposition is, our unique take, our unique service and how we're going to help, that's going to make a difference, I think. Yeah, I stand by that. Still, I haven't couple years now where everyone asked me about it and I'm like, no, I still feel, you know, and my business has only been growing. I connect with new customers, clients and you know, because they're, they're looking for a particular type of help.

Jodi Brandon [00:17:34]:

Yeah, I, yeah, I say AI has its place for sure. But yeah, it's. I'm very particular about what that place is.

Rebecca Stanistic [00:17:42]:

Yeah, always have.

Jodi Brandon [00:17:44]:

I'm with you though. I constantly have people saying like, oh, have you changed your stance? Like, have you softened your stance? Have you? And no, I'm. I'm holding the line, Rebecca. And I'm glad to see I'm in good company. So let's talk about a few ways that people can sort of, you know, start positioning themselves better. The first time that we connected on a coffee chat, I remember you talking specifically about a media page on your website and I was like, oh, this is. I've got to talk more to her about this, about using your media page as its own sort of container versus just sort of sprinkling those as seen in things around. So I would love to talk a little bit more about that, but then any other sort of quick tips you have for listeners.

Rebecca Stanistic [00:18:32]:

Yeah, and I always love talking about this media page because every presentation I give everything, when I mention it, you can see people. Almost a light bulb moment in which I love. I like when I give away things that people walk away and can do. That's always my thing is taking action. We can strategize and do all that, but if you don't take action, there's no change. So this is the action piece. Yes, a media page. You could call it a speaker page, a media page, you know, whatever you call it.

Rebecca Stanistic [00:19:00]:

I like to use media in the headline because it's often identifiable. It makes it clear what it is. My media page. So I have two websites, you know, the Rebecca Stanza.com is kind of my content work. It's a newer page. It is definitely. It does not do much. It just is my landing page.

Rebecca Stanistic [00:19:17]:

Basically I have. Because I've been doing this for 16 years. I started as a parent blogger so my bit of nonsense page was my home base. For so long. It was my anchor for the longest time. Even when I was freelancing and starting speaking and starting content work, I just sent everyone to that page still, because I wasn't. My capacity was not to run multiple pages as it's grown.

Jodi Brandon [00:19:38]:

Fair enough.

Rebecca Stanistic [00:19:39]:

I recognize Rebecca Stanisluk need to be its own thing, so I did that. But both pages have a media page, and the intention is that that's where my freelance writing links are. I've done live tv, I've done news. I have now a podcast page on the Rebecca Stanzik site with a playlist from guest episodes that I've been on. So people can see that not only do I have my own podcast, but I also am a guest and experienced with that. Because then what it does is it helps remind people that one, someone else thinks I'm an expert in something because they've invited me to be on TV or write about this or. Or, you know, be on a podcast. So we have to kind of.

Rebecca Stanistic [00:20:20]:

And I'm bad for this too. So we have to kind of get over the worry about this bragging or, you know, telling people we do this. Yeah, we absolutely have to tell people that we are experts in what we do or that we're. And I'm learning constantly. And I don't even use expert as much as, you know, a thought leader maybe might be my preferred word just because my own things. But it reminds people that we can do that and it proves that we can. So when you have a media page and it's with your guests, so everyone shares on social. Of course.

Rebecca Stanistic [00:20:54]:

I was a guest here. I wrote this article. And then we leave it and we don't anchor it anywhere. So put it on that one. Stop. It doesn't have to. Even you can make it look pretty. That would be great.

Rebecca Stanistic [00:21:05]:

Mine's just a list of links with, you know, a lot of experience. Not even everything after all these years, but it gives people that identification that, oh, you know, this person knows what they're talking about and they've talked about it on multiple publications and multiple podcasts or live tv. And then when you get invited to speak or when you're applying to speak. So I apply a lot of places. I apply to speak on stage, I apply to speak at workshops. I apply to speak for our podcast. I like to take action. Yes, I would love it if everyone just invites me.

Rebecca Stanistic [00:21:36]:

That would just be. But I recognize that I need to apply, so I do. And I have these links that I'm able to send with examples and so it builds this type of resume in that place that we want to be

known for. So when we're building up thought leadership and building up positioning a media page will help us do that. And that's what I love for it.

Jodi Brandon [00:21:59]:

Yeah, it's so, so smart. It's so smart. And giving people those actual examples of your work in action, I think is it's such an easy way to start to develop that, know, like, trust factor with somebody and start a relationship, which is what's going to ultimately get you, you know, sales, selling your services, which is why we're all in business in the first place. Right. So.

Rebecca Stanistic [00:22:22]:

And I think too, it's why when you go to someone's website, they show, you know, the banner at the bottom with as seen in.

Jodi Brandon [00:22:29]:

Yeah.

Rebecca Stanistic [00:22:30]:

You know, all the different morning shows and all the different publications, because it gives that authority and that credibility. And so it does matter. Right. Again, it proves our humanity. It shows that connection that we have. So there's definitely ways of doing it. And if you don't. So the question, somebody's listening to this going, but I haven't done any media yet, or I haven't been a guest yet, then if that's what you want.

Rebecca Stanistic [00:22:55]:

And I highly recommend, especially for people who are positioning themselves as thought leaders, as the go to personal expertise, that becomes your next content strategy. So, you know, set aside some time to pitch some podcasts even. Doesn't matter if it's your friend who has a podcast. You know, get that experience speaking on a podcast, you know, answering questions, figuring out what that looks like, practicing and then having that link to be able to provide that, that you can do it, pitch for articles, guest blog posts on other complimentary business sites. Even if I love to be paid, I'm a freelance writer. So, yes, I believe in being paid for that. But in the beginning when I was building my business, it was, you know, guest posting, and I wasn't always paid. And that's just.

Rebecca Stanistic [00:23:38]:

But it was strategic, free. I was doing it strategically.

Jodi Brandon [00:23:43]:

Right.

Rebecca Stanistic [00:23:43]:

I knew why and where and how often. It wasn't all my time. But think about what that plan is to build your media page for yourself. What can that look like? Yeah, it might be local. You know,

look at your local newspaper, look at your local tv, your local area, and that's where you can start to get in.

Jodi Brandon [00:24:01]:

Yeah, that's. I could not agree with that advice more. That's super, super smart. I. I'm sure that I had the same look of the light bulb going off when you were Talking about it because I definitely have everything like all over the place instead of one, one spot. But I 100% see the value in like what you're saying, like, and it makes perfect sense. So yeah, now it's on the list. Now it's on the list for the website updates.

Jodi Brandon [00:24:24]:

So that's good.

Rebecca Stanistic [00:24:26]:

And it's one of those things again where we prioritize. Right. So we have six hours in a week where we can spend marketing. Because for those of us, especially service providers, let's be honest, I mean, 90% of my time is doing the thing that I've been paid to do. I have to deliver something. I'm either delivering content pieces or the freelance writing article or I'm attending events to deliver the thing. Yeah, there's only so much time to do the lead generation and the building of the customer base. And I recognize that.

Rebecca Stanistic [00:24:55]:

So when we have six hours, it's tempting and easy to spend it on, let's say social. And there might be value in that. If I was getting most of my clients that way, then sure, I'd spend more time there. I'm not getting most that way. I get some. So I spend the time appropriately. But two of those hours or three of those hours are spent filling out applications, sending emails. I will send an email that is just.

Rebecca Stanistic [00:25:20]:

Can I connect with you? Like I have an idea. I'm very old in my email sometimes and just, you know, but there's a relationship usually first.

Jodi Brandon [00:25:28]:

Right.

Rebecca Stanistic [00:25:28]:

So it's strategically. Where are you prioritizing that time? Strategically with intention Again, going back to what's meeting your goals. My goal is to get on more podcasts. That's going to be a very different approach than my goal is to get more people on my newsletter this month instantly.

Jodi Brandon [00:25:45]:

Yeah, that makes sense. I love that. Almost every single question I've asked you, the answer has involved the word strategy and anchor. Like, like. It's very clear. It's very clear, even if you're not paying close attention, that those are the big pieces like that people should be paying

attention to with their long form content. And that's, I think that's super valuable like that it doesn't have to be this big, overcomplicated anything. It really is that simple.

Rebecca Stanisc [00:26:16]:

I'm glad to hear that. That's very good. My messaging is working well. I like it. But I think the thing that I want people to remember is when we create these foundations, then the scaling and the ramping up of the other stuff, the creative stuff, the room to do the cool Videos or the fun videos, or even just to connect in a different creative way. It opens up because the foundations are there. And so we're not just, you know, trying to piece together something that doesn't make sense or isn't. You know, we're four puzzles in trying to piece into one.

Rebecca Stanisc [00:26:50]:

It doesn't work. They will not match. We have to build the one puzzle, and then you can build out more. And so I think that is where, especially solopreneurs, small business owners who don't have a team or can outsource.

Jodi Brandon [00:27:02]:

Right.

Rebecca Stanisc [00:27:03]:

When you can outsource. Yeah. As someone else and I do, I have very few, but I have some monthly retainer clients that I do that for. Of course, like when someone else is just the person producing the social content and you don't have to think about it, it opens up space. But not everyone should do that yet. Just you, then. Or you can outsource pieces of it at times, again, you still need to know the priority. You still need to know what your goals are and how you're strategically using it, because that will just save you time and then.

Rebecca Stanisc [00:27:33]:

And open up that space. You need that creative space.

Jodi Brandon [00:27:35]:

Yeah, but again, it's that human piece.

Rebecca Stanisc [00:27:38]:

Right.

Jodi Brandon [00:27:38]:

I mean, I can plug a bunch of stuff into AI and it can tell me these are what my goals should be or whatever. But maybe what it's telling me to do to get there isn't what, like, feels right to me or the where I want to spend my time or how I want to spend my time. So I think it's the. How it all comes together is what people really should be paying attention to. Yeah, this was a fun conversation. And we could talk about AI, the AI piece in general all day long. I think the two of us could have quite a fun conversation about that. Before I let you go.

Rebecca Stanistic [00:28:11]:
That.

Jodi Brandon [00:28:11]:
Rebecca, I need a reading recommendation. I ask everyone for a reading recommendation. So it could be something you're reading now that you like or hate or something you read recently that you recommend.

Rebecca Stanistic [00:28:22]:
Well, I won't give a specific because I'll just say in general, when I am not working and when I am reading, because I read a lot of fiction. Okay. It's always something with romance in it.

Jodi Brandon [00:28:35]:
Okay.

Rebecca Stanistic [00:28:35]:
I think I have three on the go right now, depending on the mood I'm in, because I have a romantasy on the go, and then I usually have a contemporary on the go.

Jodi Brandon [00:28:43]:
Okay.

Rebecca Stanistic [00:28:43]:
Okay.

Jodi Brandon [00:28:44]:
Is that what you write also? The fiction that you write? Same thing. Okay. Okay. All right. Well, we look forward to reading your fiction.

Rebecca Stanistic [00:28:50]:
One day I could take. I love it.

Jodi Brandon [00:28:53]:
I love it. That's why it's weird.

Rebecca Stanistic [00:28:55]:
I like it.

Jodi Brandon [00:28:56]:
Yeah. I've been reading more fiction this year than I have in the last couple of years, and I go through phases, but I'm enjoying it quite a bit right now. So where Rebecca is the best place for listeners to connect with you if they want to do so. We have all of your links in the show notes. But where's the best place? It sounds like not Instagram, because you don't spend a ton of time there.

Rebecca Stanisic [00:29:15]:

You know, it's funny, Instagram is actually the best place to connect because if I only have 15 minutes in a day, the first place I'll go is my dm.

Jodi Brandon [00:29:23]:

That's where you're going.

Rebecca Stanisic [00:29:23]:

So I will always check.

Jodi Brandon [00:29:24]:

Okay.

Rebecca Stanisic [00:29:25]:

Send me a message. And often people will, you know, listen or watch a workshop of mine and then send a message. I'm always happy to further answer questions or just even chat. That's where I'm at. That's where I communicate the most.

Jodi Brandon [00:29:39]:

Okay, okay.

Rebecca Stanisic [00:29:40]:

But to kind of, you know, learn more about what I do or even. I have a lot of free resources, including my newsletter, the website Rebecca Stanza.com will have links to all of that as well. So. And my podcast.

Jodi Brandon [00:29:53]:

So, yeah, podcast is fantastic if you haven't listened to it. So thank you. This was such a great conversation. I really appreciate it.

Rebecca Stanisic [00:30:00]:

Thanks so much for having me.

Jodi Brandon [00:30:02]:

Thanks for listening to this episode of the Right Publish Market podcast. I know just how busy business owners and CEOs schedules are, and I'm grateful you've taken some time out of yours to spend with me today. If you enjoyed this episode, take a quick screenshot and share it on some social to let others know you're listening. Use the hashtag WritePublishMarket to spread the love.