



## Love Letters To Bookworms | Liebesbriefe an Bücherwürmer

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### Global Online Marketing For Modern Publishing Entrepreneurs

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Reading time 3min 36 sec

## Hey, my sweet Bookworm!

I hope you're still safe and well.

Since the coronavirus pandemic has begun, I've received an increasing number of E-Mails, notes, messages and calls from former corporate colleagues who asked questions I didn't think they had to worry about.

They asked, "I've been furloughed and we're all working from home now and do video conferences, which is stressful and lonely - how can you stand working like this?" and "How do you stay grounded in these unnerving times?"

I could have asked what they *\*really\** meant.

But I hope they were asking: "When things start to happen (or not happen in the way you'd hoped) for you in your business, what do you do about people in your life who aren't supportive and have a problem with you changing?"

(I'm paraphrasing, but that's the essence of it.)

I had three things to say. Probably more, but three is a good number to start with.

Here's what I answered:

#### **#1 Cross that golden bridge when you come to it!**

I'm all for acting "as if."

For instance, if you were the indisputable greatest at what you do, what actions would you take today?

How would you use your time?

How would you act and behave?

These questions probably shift how long you spend picking the perfect Eye Rolling GIF to comment on a Twitter post made by someone who doesn't know you at all.

Acting "as if" is one thing. Worrying "as if" is another.

I told them, I don't hold myself back because I'm worried about what happens once I'm most successful and to stay grounded, motivated and productive and overcome the fear of failure when you have to pivot is part of the game.

That's like people who vote for the party candidate who promises lower taxes {\*cough\*} because they don't want to give up a chunk of the billions they're sure they're going to have...when they win the El Gordo lottery jackpot.

Sure, you'll be successful. But worry about the repercussions when you get there.

## **#2 Stay connected and present with people when you're with them.**

Everyone looks at their phones way too much, but if you keep looking and saying, "I've gotta answer this Twitter comment, it's from a fan," that's when people are gonna be like, *Sigh. You've changed.*

Luckily, I don't struggle with this one but oh man I do see a lot of people I follow online who seek way too much validation from strangers on the internet. I don't want to be THAT PERSON.

So, as much as possible, my phone stays in the bag.

## **#3 Surround yourself with a community of \*People Who Get It\*.**

This is NOT to say, "Dump all those civilians/ non-magic people/ non-entrepreneurs from your life, pour gasoline on them, and light them on fire! People who don't get what you're doing are TOXIC! 'cause you're the average of the five people you spend the most time with. So, don't give another second to the one who's still in a cubicle! She/he is keeping you from your greatness and holding you back from your dreams."

Your friend who's still in a 9-5 might not get what you're up to, or understand how powerful it feels to have your own business - if that's what you're succeeding at - or talking into the morning hours about putting yourself out there and getting out of your comfort zones.

But that doesn't mean she/he can't still be a great friend.

My family and friends don't get half the things I talk about. I'm fine with it. I have other people in my life for that stuff.

"Pop-ups?" "Phishing Problem"? I just asked my friend, who runs a Youth Hostel what he thinks that is and he said: "Oh, I need that!" Which didn't even make sense, but he was busy putting on his shoes for work - in the real world. As in, hostels, something normal people with normal, non-online-biz, non-woowoo vocabularies can understand.

You don't have to jettison people who don't get it. You talk about other things.

You do, however, need a place to go with all that excitement. A circle of people who are going through, or have gone through, the kind of business "journey" you're on. (Because everything now has to be a journey. Weight Loss Journey, Writing Journey, Dating Douchebags Journey.)

For me, it's my International Business School's private Facebook Group.

It's V E R Y lonely not to have a shared vocabulary and shared understanding. People who can geek out about an opt-in, lead magnet, an ideal customer avatar, a *Blue Ocean Strategy*, a Unique Selling Proposition.

People who won't say, "But you're going to alienate a lot of people if you position yourself that way, it's not very professional" but who, instead, will say, "That sounds so YOU - you need to do it!"

Aren't you glad you asked me that question?

**One last thing...**

A big jump in success does *not* happen by accident. Nor is it about working "harder" or "hustling more."

The secret is developing the critical few skills that really matter — while ignoring all the shiny objects and ego-based metrics most people chase.

So tell me, my lovely Bookworm, do you ever worry about what'll happen if you're hugely successful? If you "blow up"?

Love hearing from you, always.

So much love ❤️  
xoxo Claudia

ps - If the idea of having your own successful business is extra interesting to you, look for my [Explore & Navigate Strategic Session](#).

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