

Ep #240: You Should Write a Book. Here's How.

## Full Episode Transcript



With Your Host

**Simone Grace Seol**

I Am Your Korean Mom with Simone Grace Seol

## Ep #240: You Should Write a Book. Here's How.

Hey, hey, I'm Simone Grace Seol, and I'm your Korean mom that you didn't even know you needed. I'm lifting the lid on the box of how business should be done.

Hey, so I'm just going to yell at you for the next few minutes to write a motherfucking book. Okay? If you've never had the urge to write a book, if you're not the kind of person who has ever been like, "I really want to write a book," this episode is not for you. But if that is you, if you have harbored some kind of desire, at some point to write a book, this is for you.

I think you should write a motherfucking book. "But should I? But if I did, who would publish me? Do I have to write a book proposal and a publisher? That all sounds very hard. And if I self-publish it, that doesn't look good. What if I don't want it to be only self-published? Do I even have the right credentials to write a book? Am I deserving of writing a book? Am I good enough to be an author? Am I legit? What if I write the book and no one cares? What if no one reads it? What if the book is terrible? What if I write it and I die? Am I allowed to just write a book because I want to?"

Are you freaking kidding me? Listen, if you're thinking about writing a book, you are looking at an opportunity that was utterly unavailable to the vast majority of humans in the history of ever. Especially if you're anything but a very, very privileged male person. Do you want to tell a story, your story? Spread your idea? Well, guess what?

Up until the 20th century, it was like this. "Well, if you're a woman, too fucking bad. You're literally not allowed to leave your house or make yourself visible as anything other than something that belongs to a man, a property of a man. And by the way, you also have zero economic rights or social status. So, even if you were to write a book with your own ideas, how would we even pay you? Don't be silly."

Because women weren't allowed to have bank accounts, or just own things. And women weren't considered to be able to have ideas, at all. So, that's what it was for hundreds, if not thousands of years. And we get to the 20th century, and then it's like, "Okay, so maybe if you're not a well-connected, rich white dude, then maybe a rich, white dude thinks that you are okay and bestows upon you the honor and privilege of having been approved of, by a rich, white dude institution of publishing." "Oh, okay, then let's go." "Congratulations. Good on you. And honestly, Mr. Skipper McDowell thinks that your voice is a courageous addition to the literary landscape." That was the 20th century.

And also, in the 20th century, it was like, "What do you mean you want people in Brazil to be able to buy your book today? Brazil didn't buy the rights to your book." That was what it used to be like. Now, in 2023, or if you're listening from the future, also, in the future, actually, yes, you can publish a damn book. In the world's most visible and profitable marketplace in one day, with no damn rich, white person's approval. And by the way, you can have it reach Brazil in a second. And you also get to keep most of the profits. "Um, what?"

## Ep #240: You Should Write a Book. Here's How.

Listen, I don't want to hear it. If you've dreamt of writing a book, then someone out there needs to read it. And it is insane for you not to be taking steps to make that happen *today*. It is basically, literally, unfeminist for you to be sitting on your desire to write a book. You are depriving us. And look, you can do it at zero cost. Or I mean, you need something to write on. But it doesn't take money to write a book anymore.

Let's say you have a manuscript, and you want to self-publish it. If you want to be fancy, you can spend a couple \$100 bucks on someone to design your book and to format your book, but it's totally optional. There are tons and tons and tons of books out there that have been put together and published by scrappy people, that are essential for somebody else. Many, many somebody elses.

You-need-to-write-your-motherfucking-book! Now, I can't say all of that and also not tell you how to write a book. I hope by now my yelling has opened you to the idea of, "Okay, okay, I get it, Simone. I want to write my book. Okay, I'm going to write my book. I deserve to write a book. There is a place in the world for my book. Yes. Okay, I'm going to do it. But how?"

Okay, so I'm about to give you the world's coolest secret. I'm going to give you the cheaters way to write a book, the ADHD brain-proof way. This is how I wrote all of my books. Well, I say all, but it's really two; that you can buy on Amazon. But I'm going to teach you how to write a book without writing a book. You're going to trick your brain into producing an amazing collection of your own writing that you can make into a book, without ever facing the whole, stressful, pressure-filled drama inducing 'okay, I've got to sit down and write my book now.'

Like that whole, angsty, tortured writer thing. That drama is stupid, and it kills more books than anything else in the world. So, we are going to completely bypass that, right? Here's how, it's so simple. It's actually kind of stupid, how simple it is. You are going to write garbage posts for the next year or two. Hold on. If you're new to my world and don't know what I'm talking about, "Garbage post? What do you mean?" Stop everything you're doing. Stop listening to this episode, press pause, and go find Episode 160 of this very same podcast. Episode 160, it's called the "Garbage Post Challenge". Go find it, go listen to it. Come listen to the rest of this episode after, it's the only way it's going to make sense. Okay, go listen now.

Okay. So, if you're still here, that means you already know about the garbage post challenge, right? If you've done the garbage post challenge at least once, or better yet, a number of times, it becomes a way of life. Many, many, many, many, many listeners of that podcast episode who did it, told me that it just becomes a way of life.

Your first mission is to get to the point where garbage posting becomes a way of life. And if you're not there yet, you've got to get there first. Do enough rounds of the garbage post challenge until it's like second nature. The importance of this step cannot be ignored. Because if you have this tortured, perfectionistic, like it has to be coherent, pretty, insightful, and moving and I have to have perfect grammar and the most original ideas, and... that whole syndrome when it comes to writing?

## Ep #240: You Should Write a Book. Here's How.

Well, if you want to keep it, congratulations. Enjoy the rest of your life. That does not involve being a fucking author. Because the only way to guarantee you're never going to become an author, is to keep that perfectionism. So, fuck that.

The garbage post challenge is a way to kill that. You cannot bypass that step. Alright, so after you do that, you're just going to keep garbage posting, garbage writing, garbage outputting for the next year or two. Just go about your business posting garbage posts, and I guarantee you in a year or two, it just depends, but my guess is, for sure, at the end of your second year of doing so...

You know, I told you to write a book, I didn't say it was going to be overnight. Books take time. So, at the end of one or two years, you are going to look back, and I guarantee you will have compiled a significant body of work, significant volume of pieces of writing, that can and should be compiled into a coherent book.

I told you this is how I wrote my two books. My first book, it's called *Don't Do Your Best*. The subtitle is *A Guide to the Project of Being Alive*, that was a collection of my Facebook posts over the course of two/three years, literally. Literally. I put them all together and I was like, "Huh." This is not really on one topic, it's just musings about life and about creativity and about self-love and different topics. I put it all together. Obviously, it's not every single post, right? Just the best ones, when I put it all together.

When you're creating a body of work constantly doing the garbage post challenge, a lot of it is just going to be whatever. But some of it is going to be like, "Oh, wow, that really captured something important. That was actually a good piece of writing that I'd be proud to put in a book." I promise you, if you just keep the garbage post challenge up, you're going to have amassed a significant volume of such writing. The kind of writing where you're like, "You know what? I want to put that in the book."

So, what was I saying? Oh right, so that's my first book. Altogether, I was like, "You know what? This is all just about life and what I'm learning about life." And a lot of it was about healing from perfectionism, and courage, and so I was like, "I'm going to call it *Don't Do Your Best*." And of course, there's a chapter inside the book that is about the importance of not doing your best, right? Letting your imperfect versions be enough. So, that was my first book.

And the second book was taken from also my Facebook posts, because I think primarily, at the time, I was on Facebook, I wasn't very much on Instagram, unlike now. But anyway, the second book was taken, I wrote that, maybe a year, whatever. There a few years gap in between the two books. But the second book was all about my writing on marketing.

I had been a marketing coach for a while. And I had been just continuously producing garbage posts, little snippets, about marketing that I was telling my people over and over and over again. I was garbage posting, garbage marketing, about marketing, and also various aspects of

## Ep #240: You Should Write a Book. Here's How.

business. And then, I put all that together. And what I ended up with was my second book, *The Fearless Marketing Bible for Life Coaches*. And that was also, super cool.

Once you have amassed a volume of your own writing, you're going to see the themes. You're going to see the trends. You're going to see the overarching messages that arise organically. And it is going to be the book that you've been wanting to write. So, you do that, and you give it a title. That's it. That's how I wrote a book without really writing a book.

Because I know myself, and if I had this idea of, I'm going to write a book now, I would never, I would never finish it. I would never even get close to finishing. So, I tricked my brain into writing every single day, into putting my ideas, removing my ideas from my brain to the screen or paper, every single day. And the garbage posting accomplishes that for me. It's just a way of life. Removing my ideas from brain to screen, or brain to paper, and then over time, that builds up to a really compelling body of work.

Which, again, it's not every single garbage thing you ever posted, right? It's like, once you have that volume, you're going to be able to pick and choose, "Ah, that's a good one. Ooh, I want that to go." Right? And so, it's kind of a weird thing. You've got to hear everything that I just said on this podcast, and also kind of forget it. Because if you have it in mind, "Okay, now I've got to produce content for my book," that's going to fuck up the whole garbage posting vibe, right?

The whole point of the garbage posting, is that there's no pressure. That it can be whatever, and you're just playing with your creativity. It's just about moving words from your brain to the screen. So, you've got to, if you heard what I said so far, you also kind of have to forget. Like, "Okay, I'm going to write a book, but I'm not going to think about it for the next couple of years. I'm just going to get in this groove of garbage posting." You really have to believe me, when you really get into the groove of it, and it's been a year or two or three, you can have written your book by accident.

So, just in terms of technical stuff, I think there's a, well, I know, there is a function in Facebook where you get to kind of download the text of everything you ever posted on your own feed, going back however long. And that's what I used to cull all of my writing that was published on Facebook. And on Instagram, if you follow me on Instagram, you know that I type everything that I write there directly onto my Notes app, the default app on my iPhone. And so, those are ways to capture or keep track of what I have written. Right? So, you can do this. You can do something similar.

Or of course, if where you post is emails or blogs, right? That's also easy to have all of your writing in one place. And so, that's something useful to keep in mind. Listen, I just gave you the world's coolest secret for how to write a book without really writing a book.

Another really cool secret, a hack... I have so many of these ADHD hacks... If you are the kind of coach or entrepreneur who teaches classes or if you do lives on social media, take those audio files and transcribe them. That's one of the fastest ways to write without actually writing.

## Ep #240: You Should Write a Book. Here's How.

My mentor, teacher, and now friend and collaborator, like all the things, Melissa Tiers, wrote all of her extremely well-received, highly regarded, acclaimed, award-winning books this way. She took transcriptions of the classes that she took.

I cannot overstate the value of repurposing video content that way. If you've given webinars, trainings, or even if you'd like to go on live and teach about certain topics, or not even teach, but I don't know, tell stories or whatever. If you're like, "Huh, that was pretty good," you can transcribe that. And boom, you have some pages for your book. Right?

The really important thing I want to stress again, is don't do any of this with this thought, "Okay, this is all for my book," unless that doesn't stress you out at all. I don't know about you, but that really puts pressure on me. I don't like it. It messes with the vibe of 'there's nothing at stake, I'm just playing'. That sort of light-hearted, free, low expectation, low standard, no agenda, that state of garbage posting, that's what keeps my creativity flowing.

So, the most important thing is that you keep producing, you keep writing, you keep recording, you keep moving ideas from inside your brain to the outside and let that pile up. Be building a body of work and have fun with it. And one day, you'll be able to look back at all that you've captured, and then pick out what you want to go in a book.

Listen, I'm pretty excited about this idea. I think it's pretty brilliant. And I really hope that this podcast episode gives rise to countless books out there. That it gives you permission, and an easy, fun way to birth your big ideas into the world, to tell your stories. Because this is a spiritual law I believe in, if you have a story to tell, that's because someone out there needs, needs, needs to hear. If you have an idea you want to share, that's because there's someone out there who needs to hear it.

So, go write your book, but also forget that I said that. Go create.

Hey, if you're looking for a one-stop shop where you can find the best of my teaching, all organized into a beautiful and actionable sequence, guess what? I got you. I took the best of my podcast episodes and created a whole damn workbook around them. It's called *The Simone Starter Pack* and it's the ultimate marketing cheat sheet. I got countless emails from folks who downloaded it, saying, "This free resource is worth more than all these courses I paid thousands of dollars for." So, what are you waiting for? Go grab *The Simone Starter Pack*. The link is in the show notes. I can't wait to see what amazing results you'll get from it.