



WEEKEND WRITING
Intensive

**Discover the counterintuitive way to write about
life-changing lessons that keeps them reading!**



This Next Steps for Success session was created to support you in your sustainment.

CHANGE HAS A SHORT SHELF LIFE

"Without a clear sustainment plan, new behaviors
gained often revert back to pre-training behavior
in less than 6-8 weeks!"

– from Cross-industry Research
conducted by Carl Binder
Founder & CEO, SixBoxes
Performance Thinking



As you learned in the workshop, without a sustainment plan, learners can revert back to pre-training behaviors in 6-8 weeks.

And we don't want that to happen to you.

We want you to ride the momentum that you created through your participation in the weekend workshop.

DYNAMICS OF MOMENTUM

Inaction >>>> Action >>>> Movement >>>> Momentum



Now what does that really mean?
Here are the dynamics of momentum.
Inaction > Action > Movement > Momentum

DYNAMICS OF MOMENTUM

Inaction >>>> Action >>>> Movement >>>> Momentum



Transitioning from stage 1 (inaction) to stage 2 (action) is the hardest part, because you have to overcome inertia. So in terms of energy investment, you could think of it as 2 units of energy investment to move 1 step of progress.

DYNAMICS OF MOMENTUM

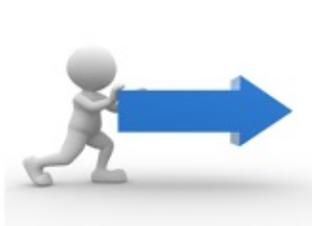
Inaction >>>> Action >>>> Movement >>>> Momentum



But this investment gets easier when you move from stage 2 (action) to stage 3 (movement). At this stage, you invest 1 unit of energy for 1 step of progress.

DYNAMICS OF MOMENTUM

Inaction >>>> Action >>>> Movement >>>> Momentum



$$2u = 1s$$



$$1u = 1s$$



$$<1u = 2s$$



The last transition from movement to momentum is really where your investment pays off. When you're in momentum, you're in the flow and so it takes only a little bit of energy to maintain the momentum.

WRITING PHASES

Phase 1

Designing structure.
Mapping out the
journey.

Phase 2

Completing pages.
Writing drafts of
manuscript.



The good news is your investment of time and focus over the weekend workshop has already resulted in you being in momentum.

So the goal here is to keep you in that stage so that you can ride the forward energy of momentum to move into Phase 2 of writing your book, getting the pages written.

So how do you do that?

You take small consistent actions to keep the forward progression.

Leadership coach, Alden Mills explains: “Your ability to take repeated actions is the key to success. Persistence determines your success or failure.”

OBSTACLES TO MOMENTUM

- Lack of **Clarity**
- Lack of **Accountability**



There's a couple of obstacles that can block you from keeping in momentum.

First and biggest is lack of clarity. When the ego feels confused, it's natural instinct is to stop. Makes sense. It doesn't want to make a move that will be dangerous so better to freeze.

Second is lack of accountability. That's why coaching and community are so important. You want to set up an accountability plan as part of your sustainment plan.

So that's what today's session will be focused on. The majority of this session will be in answering any questions you have so you are clear to continue moving forward.

Plus we'll also support you in being clear on your next step and provide you with a process you can continue to use to clarify each step after that.
And to support you in considering your accountability plan.

WRITER MYTH

"I need to be inspired to write."



And, because I simply cannot resist debunking another writer myth. Here is one that relates to today.

Writer Myth: "I need to be inspired to write."

ACTUALLY...

Setting a clear intention
reinforced by action opens
the flow of inspiration.



From my perspective that is absolutely not true. In fact, it's the opposite.
Setting a clear intention reinforced by action opens the flow of inspiration.

KEEPING IN MOMENTUM

Identify a next step, which is small, specific, and doable.



in a few minutes, we're going to be moving into a solo process designed to support you in clarifying your next microstep.

Why microstep?

Remember, as someone in momentum, you want to keep that forward movement. To do that, clarify your next step, which should be small, specific and doable. For example, if I had finished my phase 1 story structure (as you have done in the weekend) and I was moving into phase 2, I would identify the very next steps that I could do.

- It could be reviewing Act 1 of my notes.
- It could be scheduling an hour each day to work on my book.
- It could be a lot of different actions. What you want is small, specific, doable and next in the sequence.

So let's say I chose reviewing my Act I notes. Notice I didn't say reviewing all my notes.

For me that's a big step, so it could activate my overwhelm, which could easily make me move into procrastination. I'm coming up with a step that is relatively small. If I can't review my Act I notes in an hour, I'll trim it down. So I'm going to commit to just

reviewing my Story Beat 1 notes.

You get the idea.

KEEPING IN MOMENTUM

Identify a next step, which is
small, specific, and doable.

(Recommendation: Complete your next
step within the next 24 hours.)



Now that we have a small, doable, and next action. We need to add specificity to it.

When am I going to do this action?

I recommend your action be within 24 hours of this session so either later today or tomorrow. That helps maintain the momentum.

So I would schedule a specific day and time.

Today, from 4-5pm. Or I will finish this today before dinner. And what does the action actually entail? I will read my notes that I took on my story beat 1 and add any new ideas to those notes.

KEEPING IN MOMENTUM

Also, clarify your accountability
for this step.



Next you want to clarify your accountability for this step. Is it posting that it's complete in the new private FB group that Cody created? Or, telling a friend, family member, or someone in this group?
Add that as part of your next step.

SOLO ACTIVITY: IDENTIFYING YOUR NEXT STEP

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- Identify a small, specific, doable, next step (within 24 hours).
- Add accountability to that step.



Follow these instructions to clarify your next step that includes accountability...

PARTNER ACTIVITY: REFINING YOUR NEXT STEP



Timing: 1-[2+3]-[2+3]-1

- **First min:** Say hello, share names, and confirm Partner A (longest hair) and Partner B (shortest hair).
- **2 min:** Partner A share your next step plus accountability for that step.
- **3 min:** Both partners discuss and possibly refine Partner A's next step so that it is small, specific, doable, and completed within 24 hours.
- **2 min:** Partner B share your next step plus accountability for that step.
- **3 min:** Both partners discuss and possibly refine Partner B's next step so that it is small, specific, doable, and completed within 24 hours
- **1 min:** Wrap up and thank your partner.



BOOK & BUSINESS
Accelerator

Live 6-month coaching & mentorship, with a Writing Track and a Workshop Design Track
(Together valued at over \$20,000)

- **Bonus #1: "Micro-testing" Method to find your exact audience** (Value \$7,500)
- **Bonus #2: Personalized Book Marketing Strategy** (Value \$3,000)
- **Bonus #3: Personalized Workshop Content Review** (Value \$5,000)

Only a \$500 deposit today!

(And balance of \$8,000)

SelfHelpStory.com



Today is the final day to register for the Book & Business Accelerator.

One great feature of this program is that as a member, your sustainment plan and accountability plan are created for you. As a member, you'll be getting weekly writing coaching from us PLUS multiple writing sessions. Both function as your accountability plan to keep you in momentum.

So once again, you only need to go to the www.selfhelpstory.com and make a deposit of \$500 to get started.

We'll be closing registration tomorrow, so please take action on this if it's aligned for you.

Self-Help
STORY

WEEKEND WRITING
Intensive

Hope to see you soon!



Remember, you have ongoing access to the replays from all of these sessions in the Resource Page.

I'll notify you when we move those replays into my Learning Management System. Thank you again for making this such a memorable and inspired experience.

We hope to see you soon!