

[Book Journeys](#) Author Interview - July 23, 2015

Dr. Angela Lauria with Jeanne Boschert, author of *The Ethical Exit*

"Now I'm getting to be the best me and do what I generally love to do from places that I love to do it." ~Jeanne Boschert

Angela:

Well, hey everybody. Welcome back to Book Journeys Radio. So excited to have you... So much stuff going on. It is summer as we are broadcasting right now, and for many people, summer is a time to... So for our authors, it is a time for them to turnaround a new book very quickly. I'm just back from Portland where we were able to help four new authors get their books done in three days which is super exciting, and we are gonna have the opportunity to talk about that little pro- about that process a little bit today with our guest, Jeanne Boschert, who also wrote her book at one of our Three Days to Done event. Jeanne, thank you so much for being with us today.

Jeanne:

...

Angela:

Oh, I see you there, but I don't hear you. Are you on mute? Hello? Well, we seem to be having some challenges with Jeanne's line and so... Hmm... not a hundred percent sure how to deal with that. Hold on one second everyone and I'm gonna see if we can get Jeanne' line going. I know she's there because I see... Let me turn her microphone off and turn it back on again. Alright, let's try that now. Jeanne, are you there?

Jeanne:

Angela, can you hear me?

Angela:

Yes! Now we got ya. How are you doing?

Jeanne:

Uhm, good. How are you?

Angela:

Good. It was scary there for a minute... So awesome. I didn't know what was going on. Well, we got it working now. I turned your microphone off and I turned it back on so, it could have been off. So Jeanne is the author of *The Ethical Exit*. So let's get started. Why don't you tell people about your book and why you wrote it?

Jeanne:

Uhm, *The Ethical Exit* is kind of my journey as I was making some transitions in my life - pretty big transitions. I had worked in corporate America for many, many years and had come to a new place in my life and decided that it was time for me to breakout on my own and do my own consultant work and for me it was about writing about the journey and how to help transition people to make the same, kind of leap, as you will. So many people that I've been seeing and coaching are wanting to do what I'd been saying for so many years, and just didn't know how to do it. So I... from a lot of my clients leading up to it and came up with a really good plan on how to transition and then that's what I did. I wrote about that process. So it's all about how to leap in a good way. Most people throw their keys in and say, "Screw it!" you know. That's just not the way to go. That's not the way to leap.

Angela:

So you actually call your book *The Ethical Exit*, which I guess is the opposite of just... through it and walking out the door.

Jeanne:

Uh huh. Right.

Angela:

For you, why was making an ethical exit important. Why do you think that's the right way to go?

Jeanne:

Well, I think for me, integrity is just... It's just part of who I am being raised in the South. You know, we've always been taught there's a right way to do everything and, you know, you need to follow that right path and for me, I've seen over and over and over again, the corporate world where people had not left in the right way, and it impacted them, it impacted the company, it impacted their future life, so... and down the path... and a lot of times, it was just something very, very simple that a good conversation could've fixed. They say they make emotional decisions in the heat of the moment and do things that, a lot of the times, or most of the time, they'll later regret, and so for me it was all about being clear about what I wanted to do and how I wanted to do it and how I wanted to leap in a good way so that nobody was left in a lurch. As you can imagine, having been in that role, it was important for me to lead the company in a good way. My reasons for leaving had actually nothing to do with the company; they had everything to do with me. So, there was no way that I wanted to do anything to leave them short or in a bind just because I was leaving. So, it was just important to me to maintain that level of integrity.

Angela:

So... and you actually, uhm, you work with people who want to make an ethical exit, what do you think is the biggest obstacle that you hear - that you hear from people? What's the hardest thing for people about wanting to make that ethical exit?

Jeanne:

The biggest thing is people wait until they're... to the point when it's just like, "I'm just ready to throw my hands up and quit!" as opposed to really thinking things through prior to that than wait until the situation gets so bad that they're either on the brink of being fired or they're just gonna have to quit and maintain their sanity, and I would encourage everybody - that's a little too late in the process. I mean, not too late, but I mean it's way late in the process to make it in a right way because a lot of times those bridges have already been burned and so how are you gonna rectify that before you leave? So, one of the things that. I mean, a lot of times, people don't seek help that they need to make the plan and transition early enough and, you know, it gets to that, you know, do-or-die point, where either they're gonna have their future freed up by their boss, or they're gonna end up, you know, doing something that they're gonna regret and not have a Plan B in place to make that happen. So... I see that regularly.

Angela:

Yeah. That's fantastic. So let's talk about your process of writing your book. Just starting with this question is... Before you actually wrote your book, did you imagine it completed? Did you know what it would look like, what it would feel like to have it done?

Jeanne:

Uh, I thought that I did. I thought that I had a good... I did what it was... but what I thought it would've actually ended up being were two different things.

Angela:

It's fascinating.

Jeanne:

Yeah. You can have enough be in your mind but going through the process of Three Days to Done is... and, you know, working with you guys and helping to get really, really clear about a lot of those things that were still foggy in my imagination... would be like were very, very helpful to me and so in that way, when it was done, it was like, "God, this is just exactly it." I thought I had in my mind what I wanted the cover to look like and my cover looked absolutely nothing like what I thought I wanted in the beginning after I got very clear and... from input and some counsel from people who knew way more about the process than I did.

Angela:

Hmm... mmmm... of that. So, let's talk about Three Days to Done. You have written books before.

Jeanne:

Yes. Everything that I'd done before was at technical writing. I write textbooks for uhm... in different... I'd written textbooks, I'd written manuals and training manuals and, you know, even some online training modules, but I had never done an emotional work, I guess.

Angela:

Mmm... mmm.

Jeanne:

I gave my best thing. Everything that I had done was very factual, very researched, very black and white, very outlined, and there was no room for opinion, and so it was a totally different aspect of writing. There was not feeling... There's not feeling in a textbook. It's just facts, you know, just things that you, you know, different trends that you have to do or how to track certain things, how to document all of those different things, but it's very fact-based. It didn't allow me to put as much heart and emotion into it as the book that I'd recently did.

Angela:

And you're... and with a textbook, there are probably collaborators, right? I'm guessing they're people who needed to read chapters and sign off 'em and then improve things...

Jeanne:

Right.

Angela: ...and fact-check.

Jeanne:

Right. Yeah, I...

Angela:

So, while the Three Day process might not work for every type of book, why don't you talk about why you fought for this book, uhm, writing it in three days - writing the first draft anyway - in three days (why that might be possible, and what do you think are some of the qualities in the book that can be written in that time frame?)

Jeanne:

Uhm, one of the things for me was the removal from my day-to-day. Because somebody comes... You know, I can do factual work on a schedule, but when you're trying to get into the inner aspects of your thoughts and your feelings, and what was coming up for you at certain moments or, you know, dreaming and scheming on what that next thing looks like, it's really important for you to be really creative and you've got to be able to clear your mind and clear your thoughts around that. So, being able to be removed from that situation, was, for the three days, and be in an environment where that was very conducive for just a lot of retrospective and introspective work was very, very helpful for me. It allowed my thoughts to be just totally focused on what I was needing to do and what I was needing to get done. It was done in a very structured way but it gets, uh, married to different kinds of thoughts throughout the day, as fast as what I was gonna be writing about and so for me that was very, very helpful, to help, kinda guide my thoughts and emotions in a certain direction. So, I think that - and when it comes to the types of book, I think those that are, uh, that require a lot of additional research behind them or additional data work, you know, it will require that... If I were gonna do my other book in three

days... If it would require me to bring a library, oh my... to be able to cross-reference and check practices and all that kind of stuff... Those... Anything that's gonna require that level of data analysis is probably not suited for that three days. I would say more, and I'm certainly not the expert, but for me, I would say anything that is a thought-based work or a heart-based work, is something that can be done in the three to, you know, five days or so process.

Angela:

And you... You knew right from the beginning that you wanted... When the opportunity to do three days, then came up, you knew that would be a good fit. So, let's talk about... [Angela and Jeanne speak at the same time and are unintelligible] not just... style but personality, style, what made you think you could do that?

Jeanne:

Right. One of the things was - for me... I had always worked at a very fast-paced, deadline, kind of, environment. It's a corporate world and so I'm very accustomed to deadlines. The problem was I couldn't sit in as well for myself when it came to emotional work. So for me, I had started along the process and kind of done a little bit of the work, uhm, on outlines, and kind of that thing on the kind of, the sixth month point, I guess, or the three month plan, which you could... The thing, when it came up, that it was three days to done, I was just... It just... this is it; this is what I need to do. I'm a did or done girl and I can do this, and so, for me, it was just... I didn't really even have to think about it, and Angela you know that. I really didn't have to think about it, but... Okay, DID WORK FOR Me. I... just do it and get it done. I... played with it for three years six months because I kept finding myself going back and going back and going back, and so, I had to get to the point for myself that said, "Good is good enough." It's not... It might not be perfect when it rose, but, good is good enough. And so, in the three days to done; that place that I was able to get to, uh, to launch the book, and so for me, it was... It was very... It, it was more less than one, can I say, in that... process.

Angela:

Yeah. So what... What do you think works best about that process for you. What were some of your favorite things about it? I... you talked about it, obviously, being removed from your daily life. I think that's one the... keys, for sure.

Jeanne:

Right. I think we had both product time and group time where we could bounce ideas off of other people that were in the same spot that we were. We had experts there but we also had peers that we could collaborate with and say, "Hey, give me your honest feedback 'cause... You may wanna read this at some point. Just tell me what you think, you know. What does this look like? And part of it is, when we dare own, uh, one of the exercises in the beginning where we had to - you had us write some different paragraphs around the different topics or whatever. It was almost like a speedwriting exercise. It was very, very helpful and then we read those aloud and then we - you could see, in comparison to other people's writing style, where you were. You... it

kinda brought home brought some of the things that you need to pay attention to about your own writing style, and for me that was very helpful.

Angela:

Hmmm. Love that.

Jeanne:

... writing styles as well. I also like the fact that, you know, you were right there - John was right there - we were able to decide, get the, uh, the book covers done and it was all out, you know, he'd listen to what our book was about, and he knew who we were how, you know, what our interactions in the messages that we wanted to get out there, and so he was very able to, you know, very creatively come up with something that really did match and resonate with each one of us, and so, that was very helpful as well, to know that when you needed help, oh gosh, this is, this is done! Yes, that was very rewarding. It was very... too.

Angela:

Yeah. So during... did you have moments where you experienced writer's block or didn't know what to say or... stuck in some way, and can you talk about how you got through those moments?

Jeanne:

Yep. Yes, there was one time that I kinda had gotten to a place where I thought, "I said I only need to say about this," because for me, I knew with me, internally, you know, what the process was and everything, but I knew also that it wasn't enough content at that point to make this thing or what needed to be for a particular chapter, and so that's what I call... kinda stuck here. I'm not thinking of additional things and so... You sat there and brainstorm with me for probably thirty or forty minutes, maybe an hour, I don't know, time flew, but brainstorms on different things around what you had read in that... and you asked additional questions round what I was writing, and that triggered for me additional things that would be content that needed to be applied in that - in that moment that I had totally forgot that and that I needed to go back and say and so... You know, having someone there to you to question you and to ask the additional information to trigger those thoughts to get down on paper was so helpful. So helpful. I mean I would have been stuck there and I would have lasted, but now I would probably chunk that chapter. If I had to make that... to do. So...

Angela:

Hmmm. And so...

Jeanne:

Yeah. Even... even...

Angela:

And so, after your book came out not long after that (and it was released in March), can you talk about some of the things that have come out of being an author, out of having a book?

Jeanne:

Hmm, yeah. I've done radio interviews. I've got some book signing... I mean, I've gotten clients from that. One of the clients, this week, that I got, was from the Dominican Republic, who had gotten my book, and literally, when I was doing her initial consult with her, I mean, she was quoting me from the book. She was quoting... and I was like, "You really memorized this, didn't you?" and she was like, "Yes, I did," and so...

Angela:

Which is so cool. Then you could do even deeper, right?

Jeanne:

Yeah, exactly.

Angela:

You don't have to start with doing that when they come to the table or are you prepared?

Jeanne:

Did you know, the exercises - she knew my accountability model - she knew the ABC. She had, I mean, she said, "I'm in C and I'm like, "Awesome! My gosh, you really... haven't you?" It was... It was really, really heartwarming to have that kind of impact, and at this point, I'm helping her to envision through some things that she's doing, but more than anything else it's allowed me to reach clients that normally I wouldn't have ever had contact with through the book. They would've probably never found me, but through the work, and then there's links in and I had the contacts, and whatever, then they're able to do that and, you know, for me... helped a lady in New York create a whole new entrepreneurial program for enrichment enhancement, for children in the Arts division. So, I mean there's just all kinds of things that have come from this that she would've never found me had it not been for the book. I mean I guess it's the biggest takeaway from that.

Angela:

I love that. You have sort of a surprising personal change that have happened when you wrote the book and I don't think these things are unconnected, and so, I wanna share this. What happens is a lot of our authors is... they're very clear on their outcome, they're very thorough on why they want to write a book, and then, often when their book comes out, something else happens. So we've had people write a book about finding love and find love themselves. We've had people write books about forgiving someone they love and having a major reconnection with that person, and you've had sort of a similar thing that's happened. You wanna talk about what happened in your professional life?

Jeanne:

I did. Actually, the book - the week that the book came out, the company that I left...

Angela:
Ethically.

Jeanne:
...called and when it... Ethically (that I left ethically)... called and asked me to sign a long-term consultant contract with them to do some consultant work on my terms; from my perspective, and so I did, and I still do consultant work in addition to the coaching and everything, with that company. Because I left in a good way, there was a place for them and a time for them to say, "You know what, I've really loved what you brought to the table and I need your expertise. I'll give in to everything that you want and basically in the... in this situation, financially better than I was working that, you know, nine-to-five five-days a week, you know, ninety-hour a week job.

Angela:
True.

Jeanne:
I came out much, much better, let's just say, and it was... and I'm... doing that.

Angela:
And those were terms - those were terms you had suggested before that were not accessible.

Jeanne:
Yeah. I wanted to work from home... didn't, you know, didn't want to travel as much, and those kinds of things, but in that setting, it just wasn't the norm and so for me, it was just - at that point I was like - I had to let it go... and so I left the company where I was. So the mission and the vision and everything was... it's totally in line with who I am and my goals in life and what I know and what I do - it was just the fact that there were some circumstances I have grown children and I have a husband and a daughter in college and, you know, I just - I didn't wanna be going anymore. I was just... I was just entering a different season in my life, and so for me, that was the... thing that said, you know, I'm not been the best me at this point, and so, that was my reason for leaving and so now I'm getting to be the best me and do what I generally love to do from places that I love to do it. So...

Angela:
...and help other people create that for themselves, which is...

Jeanne:
Absolutely... absolutely... which is so much fun for me, being able to help other people to create that same kind of life, things that come. There's probably, uh, I would say six people that have gone through the journey with me and are now in their own entrepreneurial adventure, you know, got everything from people opening restaurants to doing after-school programs, to doing

a consultant practice to opening their own teaching and learning academy to opening a dance troupe - you name it. I mean, it's just the transitions are the same. It's just about finding what your heart's passions are and what you would like to do.

Angela:

Mmm. I love that. So, first off, people want to find out more about that; more about working with you. Where should they go to find out about it?

Jeanne:

They can go to my website. It's jeanneboschert.com and they can go on the page where it says Contact Me and there's - you can actually download some of the... that were used in the book there, but you can also schedule a thirty-minute consult with me there and I'll be glad to talk with you about where you are in the process and what you need in addition and see what I can possibly do to help you.

Angela:

Love that. So, if you go to amazon.com and you type in *The Ethical Exit*, you'll find Jeanne Boschert's book. You can definitely grab yourself a copy of that and then you also keep the spelling for Jeanne's name. So you can go to jeanneboschert.com. We'll also put it in the Show Notes for this show, so you'll find it there or find it at Amazon. Jeanne, before we go, one last question for you. There are so many people who want to write a book and want to write a book that changes people's lives and make a difference. What advice would you give to someone who wants to do it but hasn't been able to, you know, process the same threshold that you have?

Jeanne:

Just do it. I mean, there's always tomorrow; there's always the next day - there's the next day - but just getting it into your mindset that this is going to be something that I'm going to do. You know, it's not something that you put off. Once you put it off, you know, it continues to be put off. I mean I've put off writing a book for years and I just, you know... an emotional book and his just happened to be the time that I said, "You know what? I'm doin it," and it makes the total difference in your life. The credibility that you get from that, you know, the radio shows, the different places I was able to speak and help people from that has been extraordinarily beneficial to me. And so, I would just encourage anybody who even think that they got a book that's ready to be burst in their soul, you know, the world deserves it and, you know, it's selfish to hold it back, you know, and I would encourage you to just do it. There will be people there to help you with the process and help you transition through that, to walk you through it, to get you through each of the different steps, and you can get it done. If I can do it (chuckles), you can do it. So, you know, I can't encourage that enough.

Angela:

Mmm. Awesome. Great advice. Jeanne Boschert is the author of *The Ethical Exit* which you can find at Amazon. You can go to jeanneboschert.com for more information and if you have an

ethical exit that you would like help making, Jeanne can help you out. Thank you so much for being our guest today on Book Journeys Radio.

Jeanne:

Thank you Angela. Thank you.

Angela:

And we will be back next week with another guest talking about books that make a difference; how you can create something that goes beyond yourself that helps people in the Dominican Republic; that helps people all around the world that might not otherwise be able to find you. I love watching that... for our authors and that's why we are committed to changing the world one book at a time. See you next week, everyone.