

## **Book Journeys Author Interview - Apr 3, 2014**

**Dr. Angela Lauria with Mike Hrostoski, author of *August: A True Story About Love, Sex and Entrepreneurship*.**

*"You have to know who you're writing to, and you have to know why you're writing it, and what problems you're solving ... for that customer." ~Mike Hrostoski*

Angela:

Well, hello, everybody, and welcome back to Book Journeys Radio. This is Dr. Angela Lauria, I am the founder of the Author Incubator and creator of the Difference Process for Writing a Book That Matters. Every week on the show, we talk to an author about their experience writing their book, and my favorite thing is to talk to first-time authors about their experience writing their first book. ... people say making your first million is the hardest, well, writing your first book is, for sure, the hardest and – almost always the authors I work with, after they've written their first book, know exactly what they wanna do next time they write a book. There is something addictive about the process, it's a little bit like getting a tattoo, once you – once you're an author, you can never not be an author, and I'm super-excited because we have a best-selling author on the call today, who also one of my favorite people on the planet, Mike Hrostoski, the men's coach. Mike, thanks for being here.

Mike:

Hey. Hey, friend, thanks for having me. Super-excited to – to chat.

Angela:

Yup, so your book – came out about six months ago now, it's called *August: A True Story About Love, Sex and Entrepreneurship*, so I know it's about love, sex and entrepreneurship. I actually know your book is actually about ... publish it, but why don't you tell everybody what the book is about?

Mike:

Sure, so, I – I had this idea – of just writing a book in a month, and I thought, "What if I woke up every day and just wrote for an hour?" – just poured my heart out, total – the – the complete truth of – what was going on in that day – what I was doing with – in my business, and in my personal life and – and just share, just – within – just open a kimono to the readers and – and just share the – all the internal workings of la – running my business, and even starting a book from scratch. And I – I originally had the idea of – getting in my car – I don't even know if I told you this – I wanted to get in my car the first of the month and – just start driving. (chuckles) And then – just seeing where my adventures take me, and then just write about that, but then that idea got scratched, but then I – I thought I can still write the book, though I – I – it – it's called "August" because I wrote it – in the month of August, 2013, and I just worked every day and wrote for an hour, and – forced myself to write, even when I didn't want to, and on the days I didn't want to, I – I shared that I didn't want to – so, it – it's – a one-month memoir – and it was – a – just – just almost – an experiment in – in book writing,

and – I'd – I learned so much from it, and – I – I – shared a lot of it in the book, and I – I'm so thankful that I just did it, 'cause now, I'm an author, and – I know the next one's not gonna be as hard.

Angela:

Yes, so – so, a lot of people ask me, "How long does it take to write a book," and, obviously, there are lots of answers to that question, but I usually say – to expect it – that it takes – it's like having a baby, so nine months – nine to ten months is what I see most people take, and you turned yours around a lot faster. Are you somebody who always does things fast like that – do you like to do things fast, or was there something special about this project?

Mike:

Yeah, that's – that's – my MO, is – having an idea and just launching it, and then seeing if it works, so I – I'm a total – I'm a total – quick start on – on the ..., I'm a quick start, I – I don't like reading instructions –

Angela:

Mmm.

Mike:

– I tend to just – just – ...

Angela:

... says, "Ready, Fire, Aim"?

Mike:

Yeah. (laughs) Yeah, that's – (laughs) So, anyway – so, yeah, that was the same thing with this idea for – for a book – that's – that's really how I – I've launched a lot of different – coaching packages and retreats in my business, I just – I get an idea and then I ask people, "Hey, do you wanna buy this," or "Do you think this is a good idea," and I just launch it, and I just do it – just – just – just knowing that – of course, I'm gonna fail, and there's, of course, I'm gonna – there'll be small – many small failures along the way, but I'd rather do something and learn from it than just – sit in that place of fear, paralyzed and wishing I was doing something – like I did for most of my life.

Angela:

So, w – w – so, what are the takeaways, what – what do you wish you knew, or now, and maybe – maybe you don't have regrets like that, but now that you know what you know, what would you do differently, or what advice would you give to somebody who's writing their first book?

Mike:

So, advice would definitely be – talk to you and ... – and I – I – (chuckles) – I just – I – yeah, I just – I really appreciated your mentorship throughout the whole process, and I – we're – we're friends – but I – I know I've sent a lot of to you and you just helped them so much that the – talk to it – talk to an expert. I – man, I've – I definitely met – a lot of people – in the past year who – it's – been like writing a book for the past ... years, and –

Angela:

Mmmm.

Mike:

– ... writing, that's it. They're writing without a road map and they're writing without any – customer avatar that they know that they're writing to, and they're just writing, and – just everything that I've learned about writing from working with you and – they're just – talking to other people in the industry, it's – you have to know who you're writing to, and you have to know why you're writing it, and what problems you're solving from – for – for that customer – and then, from there – everything flowed, so I – that was just a huge piece ... working with you – know who you're writing to, and know – ... you writing a book. And then, from ...

Angela:

So, who were you – who were you writing to, and why were you writing your book?

Mike:

Mmm, so I'd – so – I think mine was – different – I feel like I was – writing to myself, or – or – or maybe writing – mm, when I think about it (chuckles) so – so I gave advice, I didn't take my own advice - ... all the time. (chuckles)

Angela:

Aaah! (chuckles)

Mike:

But if I – if I'm honest about it, I'd – I think my – my book is for the person who wants to write a book, and is – scared, they're like – they're not – “I'm not (blank) enough to write this book” – “I'm not – I'm not rich enough, I'm not too tall enough, or experienced enough or educated enough,” and – and I think I wrote that just to show people that – “You can – you can just write a book, just – just do it” – it – it's not gonna be – you're not gonna win a Pulitzer prize, but you're gonna be an author, and – and your – your word and – just everything that you stand for, and – it's gonna be out in the world forever, and just – just do it and it's not gonna be perfect, but if you do it, you'll be an author, and – and then just by – exercising that muscle of launching a book, which – you can probably get into – it was very difficult for me tow – towards the end, all sorts of stuff came up, but – just by doing that, just – you have that one under your belt, and then the second, the third and the fourth and – it'll just be so much easier, and you'll – you'll – you'll understand the process so much better.

Angela:

Yeah. It's really interesting that people make decisions about how they're gonna publish – they might self-publish, or they work with a publisher, or whatever, and they don't really know, totally, what they're getting into, and so one of the things that happens when you self-publish is that it's super-scary, because you have to figure out how to be a publisher in addition to – figuring out how to write a book, and your own area of expertise and all the different things that come up with actually writing the book, you have to learn this whole other skill. But when you work with a publisher, there's – there are some other issues, which is that you don't get – you don't get a hundred percent say, depending on the publisher you work with – you might have a lot of say, you might have no say. A lot of times, traditional publishers won't even show you your cover until it's locked down. So – so you had kind of an in-the-middle experience, you – you worked with our publishing company, and we are collaborative with our authors, but there are certain things that we – have a – a pretty intimate say in, and we want our authors to be happy, so we go back and forth with them, but we're – we're pushing an agenda, 'cause we – we have publishers' ..., we make money when our authors make money. So – so, we're pushing an agenda, so why don't you talk about when you're working with a publisher – what was your – what was your experiences like, and what advice would you give to people about when to listen to experts, 'cause you've talked about listening to experts, and when to go with your gut and maybe fight back a little?

Mike:

Yeah – I think my experience is – unique in that I – I wrote the book completely, and then I gave it to you, and then I said, "Here, make – make this a book," and – ...

Angela:

That's pretty thinner. The conversation we had, I have all the conversations – (laughs)

Mike:

(laughs) So –

Angela:

... you give your baby to a publisher, and the publisher is – "Okay, we were thinking of putting a green Chihuahua on the cover." And you're – "I didn't have green Chihuahua in mind." So, you give it to a publisher, and they do things to your baby.

Mike:

Yeah. Yeah ...

Angela:

Tell me what that experience was like for you.

Mike:

Yeah, for – for me, there were – I got – I – I got a bunch of edits back, and – and the book was a much better book – without a doubt – it – it read better, it was a much better piece of literature, but – for me, it just – it didn't feel like my book anymore, and – again, this isn't what I recommend, but – for – for me, this my – my whole theme of who I am is just – being yourself – unapologetically being yourself – just all my writing is around being your essential self all the time, so I – I – I really didn't accept any of the edits, but – but – my – my goal – it – it was more of – treating a piece of art, instead of treating, maybe, something that – that sells.

Angela:

Mmm.

Mike:

So – so, I got – I know I certainly could have done such a better job with – the marketing piece, and – really identifying who the target reader is, and then, here's the ... for it, but – it was – it was just – it was an exercise in writing a book, it was an exercise, and I'd given birth to something, and – and – and towards the end, I had – I had so much resistance that ... I shared a lot of personal stuff in the book – a lot of just – personal – pain and trauma stuff that happened in my life, and things that I was just – never shared with anyone, and I put that in the book, and – on the day when it – when I launched the book, there was that – that feeling of – “Oh, my gosh” – that is out in the world, and it will be out in the world forever, and – and it's scary.

Angela:

Mmm.

Mike:

But the – I think there – I think the good thing about that is – I – I just don't have a lot of shame anymore – and – and it's – heard this from so many people who have written either a blog post or – written a book, where they share – share personal stories – the – the minute that that story gets out into the world, the – the shame around it almost – instantly disappears.

Angela:

Mmm.

Mike:

I – it's like vampires – in ..., just – poof! Just that shame disappears, and – and for me, that's what happened – when I was able to share – share those stories – it just – disappeared, and – and the good news with that people all over the world e-mailed me and said, “Oh, my gosh – you have no idea how much that resonates with me,” I was – “I had an abortion when I was young,” I go – “I – I grew up in this kind of family,” or – “I'm so scared to quit my job,” it's just so many stories of people, and just – “Thank you, thank you for sharing the pieces of you that

are – that are – ugly – the pieces of you that – that – that make you human, ‘cause it shows me that I wasn’t all alone.”

Angela:

Yeah.

Mike:

But it was ... scary to ... that – it was so scary to – publish that, it’s – it’s the fear of – the fear of rejection, and the fear of – people are gonna hate me, or people are gonna think I’m weird, or people aren’t gonna want to be my friends anymore – but – ultimately, all of us have – have gifts – everyone – everyone listening to this right now – you have a huge gift that you can share with the world, and it’s – it’s all the pain that you’ve overcome, it’s – it’s your story, and – everyone – if you’re listening to these words, you have a beautiful life story, and your body of work is incredible, and – there are people right now whose lives can be better if just share that story with that – people that are currently struggling with exactly the same thing that you’ve overcome, and – it’s a disservice to the world if you don’t share that in some way.

Angela:

Yeah, I – I totally agree. So, a lot of times, when I’m working with authors, they are tying their books to their business, and your – your book is – is, in part, about being an entrepreneur, and I know you – you also have a lot of clients who are entrepreneurs. I’m wondering if you have used your book either to get clients or with clients, has – has it helped you at all in your business?

Mike:

Yeah, yeah, certainly. I’ve – what’s nice now is - is, I have something that – that I can gift to someone, if – if I don’t have time to connect with them, which I – I really don’t have a lot of time right now at all, and yes, someone will – will e-mail me – a really – just awesome e-mail – wanting to connect or ask me a question about something, and I’ll – and I’ll say, “Hey, I don’t have the time to connect, but let me give you a copy of my book, it’s – it’s pretty much – it’s all of me, it’s – thirty days of me po – pouring my heart out – read it and let me know if – something shifts, or – let me know if something in there helps you, and then – and then get – get to me,” so – I’ve – yeah, I’ve – I’ve definitely used it for – for – giveaways, or if I’m part of – a big – a big teleseminar or – a telesemina – or – or just something where – where I’m gonna speak, I’ve – I’ve – gifted copies of those to people in the – in the audience, and – and it’s just – it’s a great way for me to just get more – just get more of me out in the world – it – it’s a great way to – yeah, just to – to a – a book or writing is just an exchange of energy, so just – it was me – just exchanging my energy – exchanging my – my thoughts and my feelings and my stories and my experiences, and I can either do that on a one-on-one basis – talk to someone on the phone, I can do it with you right now on the radio interview – there’s probably dozens or hundreds of people listening, or I can write a book and – tens of thousands of people can ... read it. So, I just – I love having something that I can share with people without having to – give them an hour of my time.

Angela:

Mmm. Great. I think that's true, and your book is so – personal – that it is like spending time with you, I know I felt that way when I was reading it, it was – it was a lot like hanging out with you, so I think people get your personality.

Mike:

Yeah.

Angela:

One of the things – one of the things about being a coach is, yes, you need to have certain coaching skills and tools, but a lot of it is just a compatibility with a person. So, I feel – at the end of your book, particularly because you were so brave in your book, I think that there's a chance that people finish the book, and they're – "There's no way I'll ever work with that guy" – but there's just as great of a chance as finishing that book and being – "Oh, my God, he needs to be my coach." There's nothing wishy-washy about your book.

Mike:

Yeah.

Angela:

... should say again, the book – the book is called *August*, and Mike, I didn't say this at the beginning, but Mike ... Mike Hrostoski, which is a little bit challenging to spell, so I'm just gonna spell that for you so you can go to his – go to Amazon or go to his website, it's h-r-o-s-t-o-s-k-i, Mike Hrostoski and his website is hrostoski.com, h-r-o-s-t-o-s-k-i.com, or you can go to Amazon, put in "Hrostoski," and the book you're looking for is *August: A True Story About Love, Sex and Entrepreneurship* – and it's really the – the true story of Mike's personality, so, as I was saying before – would you agree that people, if they read your book, they'll have a sense of what it might be like to work with you?

Mike:

Yeah, oh, yeah – definitely, and I – I never thought about that, but it's – I'd – I tell that to my clients all the time – take a stand or something. Take a stand and there's people who won't like you anymore, but there's other people who will love you, and – just one of the – your friend or your client and – and – yeah, I'd – I took a stand for a lot of stuff in that book, ... – took a stand for – for growth and for integrity and talk a lot about sexual practice, 'cause that's a place I do a lot of work around, and – for someone who is aligned with – with my values, great! They're gonna wanna be a friend or colleague or client. If someone who – who's not, then – then that's great, too, and – and I – I love that they have values, even if they're different than mine, that's fine, but – at least people know who I am, instead of being just – hiding and being vanilla and just – blending into the rest of – the life coach archetype.

Angela:

So – but we all have – fears about being seen as much as we wanna be seen, and so, when you get a call from somebody, let's say it's somebody who you see as successful, or – or the kind of client you'd wanna deal with, or maybe it's the corporate client that might wanna bring you in, or something like that, what's the story in your book that you're – “Oh, God, I hope they don't read that story”?

Mike:

I don't know, it – it used to be – the orgy thing, so I participated in an orgy of burning man, but there's still – little charger on that, from all the work that I've been doing supporting men (chuckles) – around love, sex and – and intimacy, and just seeing how powerful the work is, because everyone's afraid to talk about sex, it has a lot of shame around it. Yeah, maybe some of the stuff that I just shared – when I was young, when I was ... and I had an abortion with an ex-girlfriend and – there's – I – I used to drink a lot and – there's just – just sharing those pieces of me when I was a wayward teenager, I think it's just like all of us were – that was scary, that ... really scary, but I – I just almost feel ... duty ...

Angela:

... come up for you? Wa – if you get a call now from, I don't know, GM wants you to come coach their executives, would you be worried about that stuff being out there?

Mike:

No – it – no, it – it – it – it really doesn't, and – I'm – I'm glad that you asked me that question, 'cause I'd – I haven't thought about it in awhile, and it – it really does that, and – I feel like I've talked about so much of my – of my shadow side – the – the parts of myself that I – I used to hate, and – and the secrets that I would hold, and – I've talked about it so much to – to clients or friends or – in – in interviews, that there's – there's very little charge left anymore – I – I can – I can pretty much – I would feel comfortable going onstage and doing – a six hour Q&A, just letting people ask any questions about my – my personal life. So, yeah, I know there's – there's very little charge, and – and that feels really good, ...

Angela:

That's pretty dramatic!

Mike:

Yeah. Yeah, it –

Angela:

So, why? Why do you – why do you think you want to put yourself out there, what does a talk about writing a book that makes a difference and the whole point of this radio show is to interview authors that are making a difference, and so, what's your mission, why put yourself out there like this?



Mike:

Just – just to show that you can. Just to show that – you can – you can share stuff and – and you don't have to start a blog, and you don't have to – write and air all your dirty laundry on the Internet but, for me, maybe you can even just share – with your wife, or – with your husband – some of the stuff that you're afraid to, for the sake of deeper connection, or maybe you can finally see a therapist or finally see a coach or finally talk to someone about – abuse and trauma that happened when you were young instead of sharing it around with you. Maybe you can finally – as a man – maybe open up to your guy friends and share them - just about – what – what your fears are, or about – some of the stuff – you're having challenges with right now, and – and – and have real – heart-to-heart conversations, instead of just – superficial sports, weather light conversations. My – just such a big piece of – what I stand for is just – just being yourself and – loving – loving every cell of your body, it's – everything that you've ever done – and – and it taken a lot of work for me to get to the point where I can say – “Yeah, I – I love myself, and – and I love myself even when I was just – ..., than I was a – a quote unquote, horrible person, but I wasn't a horrible person, I was just in a lot of pain and just – just doing the best I can, so – at the – at the end of the day, it's – my – my platform is really – integrity and authenticity and I work with men because I think men need a lot of help, and there's not a lot of resources for men today, but at the – at the end of the day – wh – when it really comes down to – what's a whole – whole of all the work that I do, and what – what any coach does is, it's just self-love and self-care – and – and that's it, that's all good coaching, whether it's therapy or coaching or just taking care of yourself, it's just – it's just self-love and self-care, it's – it's sleeping, it's moving your body, it's drinking water, it's loving every cell of your body, ...

Angela:

So, you talk about self-love – you talk about self-love and self-care, but I know on – that one of your missions is to work with men, and you talk about conquering anxiety around women, around money –

Mike:

Mm-hm. Mm-hm.

Angela:

– and – and – so, relationships work – working women, I think that you're – thing, right, troubles around sex, money and motivation. So – so – so, it's interesting, because those are very specific problems, I think, that men have, and – and so, why do you – why do you – why do you do – why do you do that, why don't you just say, “Hey, men, you should have more self-love?”

Mike:

Because, if I said, "Hey, men, you need more self-love in your life," they would be – "Well, that's – that's pretty gay – that's – that's pretty girly," or "That sounds really weird." So, again, it's – solving what they want and give them what they need –

Angela:

Yeah.

Mike:

– if I – if I created a program that – you trip all the time – that is your fear – headfirst and – and give yourself permission to feel your emotions and – and cry when you wanna cry, people would be – "No, that's weird" – 'cause that's really what I do, I'd – I – I help guys get their lives and integrity and live a congruent life, which ... truth and stage their fears at first, and – and the benefits of that – is – more amazing sex, when a – deeper connection with their partners – more money, because they – they feel empowered, they feel confident, they feel great, so they're able to make more ... and they're able to – step onto a – a bigger stage, but if I – if I led with – the prophecies of – "Here's a – I'm gonna coach you, I'm gonna create a really big space for you to go back into your deepest, darkest childhood traumas and we're gonna relive those things, you're gonna cry a lot and you're gonna feel a lot better afterwards," they'll be – "Um, no, that guy's really weird," or –

Angela:

You should come to a weekend where we cry.

Mike:

That's scares the hell out of me, but if I'm – "You're gonna have super-amazing sex after working with me," which is the truth – or – your business will grow after working with me, which is also the truth – that's – that's what people want, so – I'd – I'd – I love that you asked that, too, 'cause I used to have – why should I even say, "I used to have," I ... some judgment around like marketing, and around – Internet marketing and sales – and – and I'm currently, that's – my biggest edge. I'm doing a lot of work – with my coach, I've been talking to a lot of people about money, and I'm – you've definitely been a great mentor for me, I'm just – just – really learning to love marketing, and – and the more that I – I get over my hang-ups around marketing, the more that I learn that marketing – marketing is just service, that – that's all it is, and – and I can either – be shy, or I can have severe hang-ups about marketing, or I can – I can sell – either a product or a service or an event that I know will have a huge impact on someone's life, and – and I can sell that – and I can sell it and feel really good about it, because I know that, the more people who buy my products, or the more people that – that work with me, just the more people are gonna have less suffering in – in their lives, and the more men are gonna be – more emotionally open, and the more men are gonna be living our lives – a congruent life on – on purpose – so I – I'm really getting over a lot of – my – marketing issues that I think a lot of us carry, 'cause – we hear those stories about – sleazy –

you think of used car salesmen they're – you think they're – slimy salespeople, but – when you're – when you're selling love and openness and connection and alleviation from suffering – it's not only – it's not sleazy – it's your duty to sell as much as possible – it's a disservice to the world if you don't sell your products and services, 'cause your products and services make the world a better place. So, that – so, that's where I'm starting to get – around the marketing and the money and sales, and – and I'm still, to be honest – I'm still a work on progress, but – I'm – I'm really shedding a lot of those – old beliefs around money – most of them that I got from my parents and religion and teachers and peers –

Angela:

... yeah.

Mike:

– I'm – I'm shedding those – yeah, all – all that stuff, I'm shedding those so I can serve more people – and have a ... impact on the world.

Angela:

Yeah, I mean, if I look at the – the book *August*, what I really wanted to do, which I push a lot of my – entrepreneurial clients towards, is solve a problem. And – what's a problem? How are you solving it? And I think – *August* is a great book to get to know you, and it serves a purpose as an author, and it made you a bestselling author, which is awesome – but when I look at – the Conference for Men, so it's [conferenceformen.com](http://conferenceformen.com), if you wanna check this out, it is April 25<sup>th</sup> to 27<sup>th</sup> in San Diego, that's addressing specific problems, and that is – people look for solutions to problems, and that's – the advice I want to leave people with is, a book can do a lot of things for you, and if you are inspired to write a book, if you have an idea like Mike did, "I'm gonna write a book in thirty days," you can do that – but people are looking for solutions to problems, and so, when you think about – it's a lot of the same material that's in his book, so go get *August* – by Mike Hrostoski, and go to [conferenceformen.com](http://conferenceformen.com) and you'll see those connections, even though it might not be obvious just by reading the – the descriptions. So, Mike, I just wanna say thank you so much for – for being a guest, I hope everybody checks out [conferenceformen.com](http://conferenceformen.com), and – and check out *August* by Mike Hrostoski on Amazon, thanks for being here.

Mike:

... thank you – ... great questions, too – I got a lot out of it – felt like some stuff shifted in the call and it was – it was good to – relieve that – that writing process again, so thanks for having me on –

Angela:

Awesome. Awesome, well, we will be back here next week, changing the world one book at a time.