

Book Journeys Author Interview – Apr. 9, 2015
Dr. Angela Lauria with Shelly Young Modes, author of *Craving Love*

I wanted this book more than anything else, and so the only person that can make that happen was me. ~Shelly Young Modes

Angela:

Well, hey everybody. We are back. Today, we're talking about another book journey and I love hearing people's stories of how they came to become an author. When you're working on a book and as a listener, if you are thinking about writing a book, I encourage you to think of yourself as an author in transformation, that in some ways your book is already written and it's your job to remove the obstacles between you and your completed book. And I had the pleasure of watching today's guest do exactly that -- clearing away scrub brush until her book appeared for her -- about to say it wasn't hard, but when the truth comes out, when you're really a messenger for something greater than yourself, the kind of hard work it is, it's so different than ripping your hair out and you know, trying really hard. So, I'm so pleased and excited today to be able to share this book journey with you. Shelley Young Modes is the author of *Craving Love*. And, ah, that did happen to be published with us at Difference Press. So I love having our Difference Press authors here. Shelly, thanks so much for making the time to talk to us today.

Shelly:

Thanks for having me. I'm very excited and intrigued to be on the show.

Angela:

Yey! Well, it's really fun. So, what we, what my goal is, with Book Journeys is to really help people who are where you were a year ago, knowing in their heart that they were supposed to write a book but not knowing exactly how the heck to get it out of themselves, and to help them to shed some light on what is easy and hard about the process and why they might be struggling, just by telling them a little bit more about your journey and how you got to the other side of being an author. So, I just wanna start by saying, *Craving Love* is Shelley's book and you can find it on Amazon. Uhm, you can also go to shellymodes.com and there's no E in Shelly, so it's S-H-E-L-L-Y M-O-D-E-S dot com. And you can learn more about her there. Shelly, why don't you, talk to us about your book. Tell us what *Craving Love* is about and why you wrote it.

Shelly:

Craving Love is sort of a culmination of, ah, for a spiritual journey that I started or a personal journey. I guess I unwittingly started when I was first getting divorced and I was at a really strange place in my life and I just wanted, that's what I wanted so bad. I wanted that so bad that I got divorced because there wasn't any of that there so I, uhm, but over the course of a few years, I just was seeking a lot of guidance and a lot of help and, you know, asking a lot of questions and my curiosity got so peaked about what love really was and what relationship really felt like and how you still that craving and what it means to be loved and to be a loving

person and to feel love, like not just, like, someone else's love but for other people to feel you loving them. So, it really became a big kind of personal project before I knew that it was a story that had to be told. And that's ...

Angela:

And how did you know it was a story that had to be told? When did you decide to write a book?

Shelly:

I decided to write a book, it was exactly a year ago, I think I called you maybe within, it's about a year ago after my mom passed away and I had this just deep feeling that there was this story that needed to be told and it was like a story of my heart. And I have read, I'm a huge reader. I gobble books up for breakfast, lunch and dinner and I knew that this was the kind of story that what I've gone through that could help other people if I told it and if I told it honestly from my heart. But I really didn't even know how to do that and I didn't know where to begin. And I had a friend who had published a book recently about a journey with breast cancer so I reached out to her and asked her what she did and I reached out to a friend trying who had his hands on publishing, and another person who is a promoter. And then, your program pops up one day and I was like I'll look into that, like, I wanna know all these different ways that this could be done. And after talking to you I knew that you were the right guide for me. You've, people, the things I need keep finding me, which, so I trusted that. And ah...

Angela:

Mhmm. I love that.

Shelly:

...decided that this was the way to go. And that, after speaking to you, I knew that you would help me get to the right, to the core of what I was trying to say, and what I was trying to do.

Angela:

So, let's talk about actually writing the book. And, 'cause I think one of the things that trips people up is they feel like they're too busy, it's hard to make time, or they sit down and they don't know what to say. So, what was your writing process like? Did you write everyday, did you write in big bursts, did you just write when you felt like it? What was writing like for you and what did you do if you didn't know what to say? Or that didn't happen?

Shelly:

So, I started out writing, first I listened to your program and did exactly what you laid out, you know, come up with your ideal reader, the 10 steps that you outlined in your book in *The Difference Process* and, you know, those important things before I ever started writing. So, I had a really clear vision of what was to be written, who it was to be written to, what it was about and what question it was going to answer and, or what problem it was gonna solve. And it turned more into a conversation and I just followed that. But at the beginning, uhm, I was more technical about it and then, when big stuff happened in my life that stopped me in the process, the process kinda changed. So, I did write in small chunks of time at the beginning because of, I

was home, children, I, you know just took, like an hour here, an hour there but I knew I had deadlines that we outlined with the editor and we had to meet those deadlines with content. But then, when I, after I got past the major hurdle, which I'm sure we'll talk about, but I took five days and went away by myself and I sat, I didn't just sit down, I actually came up with a plan of how I was gonna take care of myself while I wrote this book. And I was alone but then, and I laid the whole book out, just a little note, like your Book Basket idea or the way you collect all ideas you have for your book. I put those all out. So, I set up my whole like, writing, trying, slash desk, slash table, slash this is where all the magic is gonna happen and I kinda set myself up for what's gotta happen, but it's gonna happen here and it has to be done before you leave. But you gotta take care of yourself, like, you can't just sit there and stare at the computer so I turned it into like a ...

Angela:

And so, what, tell me about taking care of yourself while you were writing. What were some of the, what does that mean to you? What were some of the things that you did to take care of yourself during this process?

Shelly:

I have to tell you that that was probably the best thing that Ginger, the editor, said to me before I left. She said, "Can you send me a schedule of your writing but what I really want to know is how you're gonna take care of yourself." So, I actually wrote it all out, I wrote everyday and I wrote the things that I have to do for myself to make myself feel full before I get started doing anything. And the first 2 things, I have a spiritual practice I do in the morning and then, I have to eat. If I'm not full, I don't have anything to pull from, so those were two things. And then, I wrote in the breaks and I wrote exactly what I was gonna do on the breaks, and I do Pilates and I take a bar class so I, before I left, I found a place to do these things there. So I scheduled a Pilates class, a bar class, and I also scheduled a massage for those that were within that time frame. I happened to be at the beach, so I did, I'd put in bike rides, I'd put in "go out to lunch at your favorite restaurant." And on the last day, when I finished, I could take myself out to dinner at this restaurant that my mom and I love, love, love. So, I wrote all those things in there and they were actually colorized 'cause I'm a little kooky like that. But, so I, and when I got to a point when I was writing, and I would go, "Oh, my gosh, I can't think, I can't think." I've looked, every schedule I feel, "Oh, it's time to go bike ride" or "it's time to go to bar class." And I'd get up and go do it and I'd come back. And it just, then when I was writing, the stuff was just coming out and I'd look back and go, "How I wrote all that?" I wrote that. You know, I'm doing it.

Angela:

It's such an amazing feeling so, tell me the role that supports leading your process. So it sounds like, you know, you had our team and you had an editor. Were there other people in your life that knew you were writing a book and if so, did you feel supported by them and how did that show up?

Shelly:

Yes, there were other people that knew I was writing the book and especially my children. And I did get some push back on this little four-day pilgrimage-journey-type thing. But I, uhm, realized, I said to them, I'm gonna need you to just give me this moment and so they were, whenever I spoke to them, they were fully supportive. I didn't get, you know, the whining or the when-are-you-coming-home, you know, type thing. They made me feel very supported and my community totally rallied up. They, I have this amazing community of people when we need help, we, there's other mothers standing in line to help, you know, and people that pick up my slack. And so I, yeah, I did have, I had support for while I was gone and while I was writing for my kids. And my ex-husband, he'd rallied just like a dad should and did and really, you know, *Do you need a blessing? Go, go do it. Go do what you gotta do*, and I did.

Angela:

So, so many people want to write a book and they don't get it done. What do you think was different for you?

Shelly:

Uhm, what do I think was different for me.

Angela:

Why do you think you finished when so many people don't finish?

Shelly:

I finished because I knew I was the only person that can finish it. No one else could do it and I wanted it. I wanted that. It was like having your baseball card, you know. If you're a kid and you just, your dream is to have this baseball card and you have to do the things that it takes to get that even when you don't think you can do it, even in the moment where you're like, there's no way you can do this. You have to find it in you to say, "No, I want this baseball card more than anything else." I wanted this book more than anything else, and so the only person that can make that happen was me.

Angela:

Yeah. I think so much of it is that we don't realize that we, sometimes we want to want something more than we actually want it. Sometimes we choose to kind of stay suck and keep grabbing for something but when you really want it, it feels exactly like you're describing, like this has to happen, and I'm gonna do it even if it means I have to somehow extricate myself from my life for four or five days, but it's gonna happen.

Shelly:

Right. Haha! Exactly, exactly.

Angela:

So, well, let's talk about you, when did you publish?

Shelly:

So I published in December. I originally started out with a different date but I published in December.

Angela:

Ok. So, it's been three or four months in the time since your book has been out. What are some of the best things to come out of being an author for you? And maybe they're unexpected or maybe it's, you know, something that you totally wanted and you got. But tell me what some of the things that have happened to you are.

Shelly:

So, the best things that have happened, the most fulfilling thing that has happened is when people say something to me when they read the book and they tell me how it helped them, or I highlighted this. Or, you know, I wrote this book to somebody who is going through divorce and it might help them, but I've had teenage girls read it and they text me and say, "I highlighted this. You helped me so much." You know, "I love this part" or "I'm so glad I read this part." Just the day before yesterday, I was in the grocery store, and I was running out and someone was running in and she stopped and she goes, "I read your book. I don't have time to talk about it but thank you. It was just what I needed right then. And keep doing what you're doing." And that's all she said. And so that, that's the best thing. If I didn't make one penny off that book, that made me feel like I did, I'd made a difference for one person. The other thing, the biggest other thing is that your show is about authors in transformation and what I didn't know, what I didn't know that was gonna transform me. That this, I'm gonna start crying, that this thing was gonna uhm...

Angela:

Me, too.

Shelly:

...be so transformational for me personally. That it was so viral because of what has happened since I wrote the book and the people that have, it has drawn to me and the experiences it's drawing to me, and the kind of just learning experience that I'm getting from it and what I thought I was supposed to do with my life is unfolding in a deeper, more beautiful way. And the stories that will come of it will, I just know will have deep meaning for other people. So, the transformation part is so much bigger than just being transformed into an author because that's huge and, uhm, I'm so proud of that alone. But the deep, personal and spiritual transformation that has happened is just incredible.

Angela:

There's something so powerful about a book and I'm not sure exactly why, like I'm totally fascinated by it. But somebody could know all the same things, like everything in that book could all be things that you, you know, thought before you wrote them. But when you take that move of stepping out and putting it out publicly, it's like I see my authors shifting into this newer

version of themselves. It's like they've outgrown their old pants and they're like wearing new pants. And it's fascinating to watch.

Shelly:

Yeah, you look around and like, is this really happening?

Angela:

Yeah, and I mean I love the grocery store story 'cause it's so little, uhm, but it's really like you change and all the experiences around you start to change and you're like, *Where did that come from? Are you sure of the book? Ok. That's cool.*

Shelly:

Yeah.

Angela:

So, what was different than you expected, the day that you signed up to write your book with me. Uhm, obviously during anybody's writing process, life happens. Right? Kids get sick and, you know, people break their wrist, lots of things happen. Uhm, but what for you throughout the process was unexpected and that surprised you about either the process of writing or publishing or promoting? And they could be good surprises or could be things that were maybe a little disappointing.

Shelly:

About the book itself, the publishing process itself?

Angela:

Ah, either writing, publishing, promoting, you know, when you imagine your life as an author and what that was gonna be like, how is it different from what you imagined?

Shelly:

When I imagine my base as an author, I'm not sure I imagined my life like beyond the moment that the book was in my hand. So that alone has been delicious, I mean, to use your word, I didn't even, it's been so juicy and luscious this life as an author, ah, especially the moment when someone asks you to sign their book 'cause that, you just, "Wow!" That's such a "wow" moment. I didn't find anything disappointing.

Angela:

But I think that's interesting because what you just said is, I think, what most people, ah, you know most people picture writing. So they have the idea and they probably picture writing, the act of sitting in front of their computer or notepad and then they're not really picturing life after the book is done. Maybe they can get up to that moment where they're holding their book in their hands for the first time.

Shelly:
Yeah.

Angela:
Then, that's it. The world falls off the edge of the planet. Hahaha!

Shelly:
Yeah.

Angela:
So what are those things you can...

Shelly:
It was fun though. Like it was fun! It was fun writing it even though there was crazy "shit" happening. Sorry. Uhm, but it was, I had fun. Like the whole process was fun. And now, it's even more fun. It's fun!

Angela:
That's awesome.

Shelly:
It's fun to be an author. It's fun to have people say, "Can I, can you sign my book?" It's fun! It's fun that I'm sitting here talking to you on BlogTalkRadio. I'm having fun! I didn't realize how much fun I was gonna have. I was hoping but it's hard.

Angela:
So, I will tell you that a lot of people do not associate writing and particularly writing a book with fun. Uhm, so for a lot of people it sounds like torture and/or hell, uhm, and so, I think part of why it was fun for you was that it was a choice for it to be fun.

Shelly:
Yeah.

Angela:
But why, what advice would you give to somebody who wants to write a book but they feel like it's really hard and no fun at all. But they still feel like they should write a book or they could write a book, so they're gonna try but it feels really hard.

Shelly:
Or it's, do you feel like you should or you feel like you could and so you're just gonna try? That doesn't sound like you want to. But if you really want to, then I would say go into it with the mindset of like this is gonna be fun and when it's, when I'm done, it's gonna be even more fun. Right?

Angela:

I love that. Yeah, it's just a choice. It really is just a choice.

Shelly:

It's a choice! It is. I mean, if you, it's like work. If this is gonna be your work, like I want this to be my work. I want to have a good time. If it's gonna be your work and you're gonna look at it like you're cleaning the toilet, well then, it's gonna suck.

Angela:

Right. And that's no fun.

Shelly:

Right, and it didn't suck. So I'm sitting here telling everybody that it didn't, it wasn't like that at all. It wasn't like, *Oh my God, my editor's gonna call me and I'm not gonna have "shit" to say*. It was like, *Okay, here's what I wrote. Tell me what you think, you know. Uhm, tell me what's next. What's next?* That's how I felt.

Angela:

Well, let's talk about that because sharing your writing with a paid editor or even a friend, uhm, sometimes that can be really scary, so, and you might feel like it's not good enough or it's not done enough or it's not perfect enough. Were there times when you felt like it was hard to, it was hard to share that? Share what you'd written to get feedback?

Shelly:

I think when I first, when I first sent it, something like the first couple chapters, when I sent it, I just had, I like what if she comes back and says, "You suck at this." You know, then what am I gonna do? How do I do it better, you know? But she didn't say that, thank goodness. And if she did, I guess I would have dealt with it. But she just guided me carefully and gently which may be that she knew that's what I needed at that time. Uhm, so, yes, with trepidation and anticipation, like, *What's she gonna say and when's she gonna say it?* Ah, but once you got into it, I felt like, you know, your editor's there to support you and bring you out, not chop you down and go, so that you'd close up. She's there to, they're there to open you up. That's what it felt like.

Angela:

You, you got some, uh, you got some negative reviews, I know, on Amazon. How did you, how did you deal with some of the lizard voices in your head or some of your feelings about maybe people that didn't always say supportive things like your editor did?

Shelly:

So, that is a very interesting thing to bring up because I, I did read those and I was like, *Oh gosh!*, you know. And you could take those to the bank and be like, *Okay, I must not be very good and they're right*. But there were so many more that were not like that. But I was like, *Okay, that's just them*. And then, to qualify them, I kinda qualified them as to how, you know,

how much I should take of their negative, how much of their criticism I should take as their own thing and how much I should take as, *Okay, well, next time, how can I do it better?* So, I did reach out, I reached out to both of them, people that are the people who wrote the negative reviews and I asked one of them if they would be willing to talk to me about what was missing so that in my next book, I could address it, 'cause I have a next book that's gonna follow along this one. And I really wanted their perspective because I understood where she felt left off. And I felt like I was in that place with her, so I wanted to know if she would speak to it with me, so I could use it in the next book, which is called *Speaking Truth*, which I hope, depending on whether it feels like being birthed, I hope it's this year.

Angela:

That's exciting. That feels like a series. Is there a third one?

Shelly:

And the other one, the other... Yeah, the third one? Yes, I do have a third one already in mind. So, *Craving Love, Speaking Truth*.

Angela:

What is it? Do you have a name?

Shelly:

Yes! *Finding Joy*.

Angela:

Ahh, I love this. Did you know it was a series when you started?

Shelly:

I didn't know it was a series when I started but it's all coming to me.

Angela:

I was gonna say, how did your book tell you it was really part of a series?

Shelly:

Somewhere in that book, it was, it said this is not the end, you know, this is just the beginning. This is just the beginning. You have a lot more to do, you have a lot more to say, uhm, yup.

Angela:

Wow, that's awesome. Well, I am so excited about your future books. I got about a minute left and before we go, I just wondered if there was anything that you wanted to leave us, as words of wisdom to somebody who truly wants to make a difference in the world, in the world with a book and just doesn't know how to get started or how to get their book done. What would you leave them with?

Shelly:

I would say speak to the person that knows how to get it done. You don't have to figure everything out yourself. You go to someone who's the best at it and you were the best at it. You are the best at it. You know the process, you have the right process, you know your marketing genius and you definitely have a clear path to published author and I'm living proof, I'm living proof.

Angela:

Well, I was not looking for a plug there.

Shelly:

As they say, hire the best!

Angela:

But I will take it because I loved working with you and because whether it's with me or anyone that you, in your heart feel connected to, I have mentors for the goals that are important to me and I recommend that to anyone having a coach if a goal is really important to you. If it's worth doing, it's worth doing with excellence and I love that we worked so well together, uhm, but there are lots of great people out there, but I love the advice of "don't go it alone" and find someone who really is a hell yes for you, whoever that is.

Shelly:

Great! Great.

Angela:

But thank you. Thanks for the kind words and thank you so much for your work. Your book has been very powerful in my life and I know and lots of other people. So, Shelly Young Modes is the author of *Craving Love*, which you can find on Amazon. And you can learn more about Shelly on shellymodes.com. Shelly, thank you so much for being our guest today.

Shelly:

Thank you, Angela. Thank you for having me as a guest and thank you for all that you did to get my book out into the world.

Angela:

Well, thank you and we will be back next week, changing the world one book at a time.