

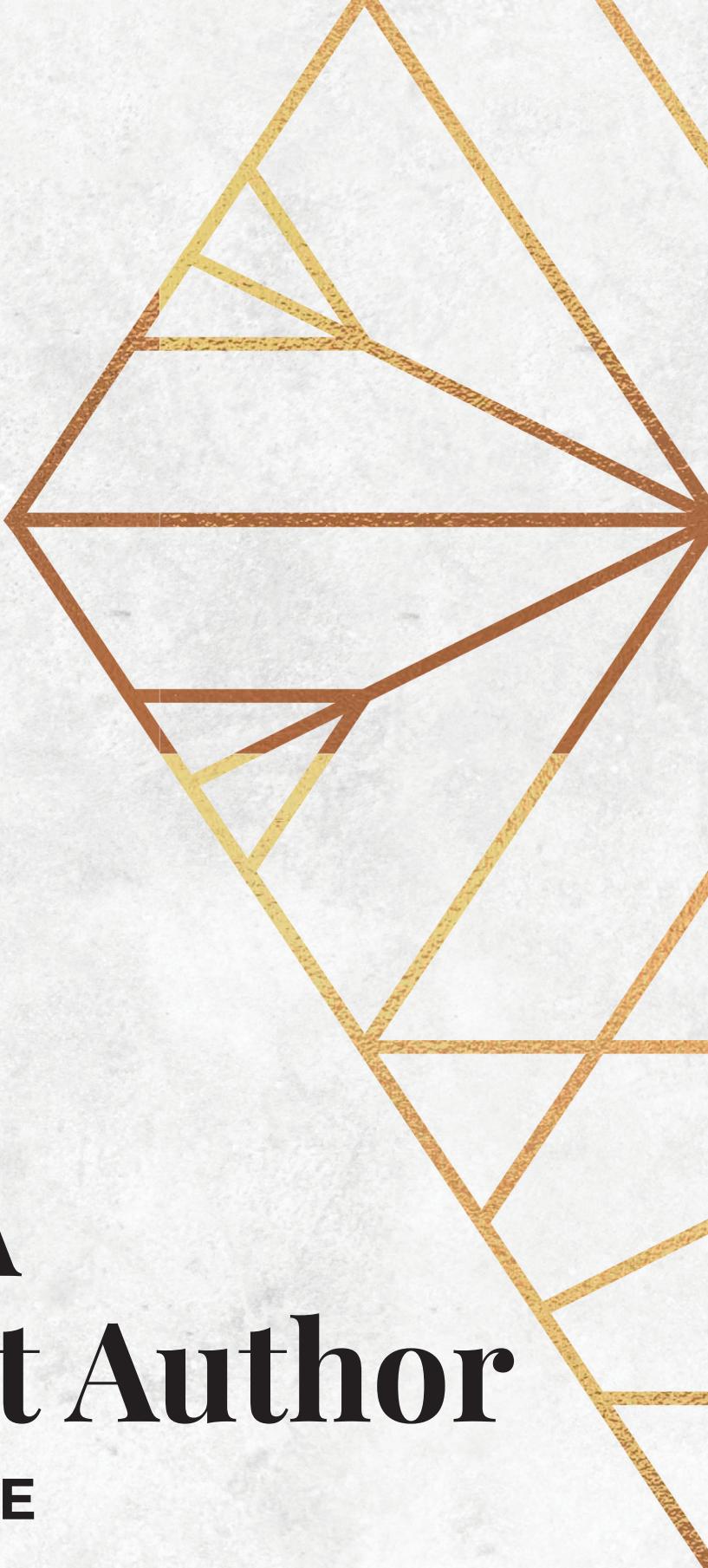
Thought Leaders
BUSINESS LAB

EPISODE 278

Become A Stand Out Author

WITH JENN T. GRACE

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One way to share your expertise is to write a book about what you know and what you're good at. Many experts, however, find it hard to discover their unique message and flavour.

In this episode I'm joined by acclaimed author and publisher Jenn T. Grace where she shares her thoughts on the process of writing, niching and publishing. She also gives tips on how you can find your unique voice based on your passion, purpose, experience and expertise.

Jenn Grace's Journey

Jenn T. Grace is a recognised business strategist, speaker, and award-winning author. Guided by the mantra, "Change happens in business," she believes social change happens first in the workplace before spilling over into mainstream society. She has been featured in Forbes, The Huffington Post, The Wall Street Journal, and CNBC.

She has a fierce commitment to bring voice to the invisible stories that free people from their isolation, share their stories, speak their truth, and impact their communities. A marathon runner, animal lover, and novice birder, she lives in Connecticut with her family.

She is the Founder and CEO of Publish Your Purpose, which runs programs like Getting Started for Authors and the PYP Academy that teach aspiring authors how to write and publish their books.

At Publish Your Purpose, they stand for leading with purpose and following your passion to make change. Oftentimes, the authors at Publish Your Purpose are writing about topics that might be sensitive, but by sharing their stories, they have a much larger impact on their communities. Jenn's role is finding ways to collectively amplify and elevate whatever the message is, which is usually in the form of books.

Entrepreneur Authors as Jenn's Niche

Being an author herself, Jenn has written six non-fiction books written for professionals. She wrote her first book in 2012.

By the time she was going into the second and third books, her friends, clients, and colleagues began asking her how she knew how to write books so well. From there, her business grew organically expanding from book writing to a group coaching program, to a publishing company.

Change happens in business

Back in Jenn's consulting days, she was able to work with a lot of solopreneurs and big firms. What she noticed during those days was that whether on a large scale or a small scale, the systemic change that needs to happen is within all of us to make.

Oftentimes, we think that it's on someone else's shoulders to carry the torch and make that change. But in reality, change happens on an individual level. Then the ripple effect is seen in business. As a solopreneur, we have so much power to make an impact. Ultimately, it all boils down to that idea that change does happen in business.



When we share our message and when we talk about our purpose and passion, what that does is attract more people. This doesn't only pertain to clients for your business but other people in business as well. By sharing your purpose, you get to attract others with the same purpose and in doing so, make a much bigger impact.

Why we need to get clear on our message to attract other business owners

There is something beautiful in getting on a stage, talking about something you are passionate about, and rallying the crowd to feed their passion as well. Whether that's five people or five thousand people, it's the energy that matters.

As a solopreneur and speaker, Jenn was able to stand on a stage, share her message and inspire others. She loved the impact she was making. However, she wanted to make a bigger impact and did so by pushing out other people to step onstage to share their message. Through her publishing company, she was able to help other authors reach a wider audience and make a bigger impact.

How to tap into your expertise

How do you start to get clarity on which part of the message you should be sharing?

The easy way to start is to think about the most common questions that you are asked on a day-to-day basis. Try going back to your emails and see what's the question that is being asked a certain amount of times wherein you have to sit down and take some time to properly respond to that question. Eventually, you will see patterns and can use that as your starting point to tap into your expertise.

When trying to tap into your expertise and finding what message to share, think about a mindmap. You put your main idea in the center and have the sub-ideas around the main one. You'll start to see the central idea, see the branches around it, which will then lead you down the path of finding your anchor points.

When you are just starting out with your process, remember to just start writing where you feel inspired. What has sparked interest or joy in you that makes you feel compelled to start writing your message? Once you have enough words, you can then start to see all of the pieces of the puzzle coming together.

Finding your unique piece

In order to unpack what your special and unique piece is, start by looking at your marketing from a broad sense. Everything we put out into the world is a form of marketing. Everything is a representation of who we are.

In marketing, what's often talked about is how to attract your ideal client or customers. But what's not talked about is how we repel the wrong ones. This is because marketing is a two-way street. We want to repel the people who aren't a fit as much as we want to attract the right ones. When we start to accept that it's okay not to be liked by everyone, then we learn to just stand in our own truth and show up authentically. Ultimately, that in and of itself will do both things - attract the right people and repel the wrong ones.



Too often, when we are marketing or writing, we try to create for a broad audience. Instead, go deep into who you are and find what makes you unique.

Going deep into your niche

It's often said that the riches are in the niches. It's a cliche saying and it's true. But there are a lot of business owners who are scared to niche down thinking they won't be able to get enough clients. While niching down and going deep into finding your target audience is an important piece of business and marketing, how deep is too deep?

Jenn's consulting business is focused on LGBTQ+, marketing specific, and furthermore, focused on financial services and insurance. It was a niche within a niche within a niche. But the reality was, no matter how many times she would tell people that she was an expert in financial services and insurance, clients from all other industries still come to her. This is mainly because what niching down does is it allows us to be positioned very specifically as an expert. When you are showing yourself as an expert, you build authority and people from all other markets are attracted to you.

When we speak to everyone, no one hears us. By niching down, you are being heard by at least someone. Then, this is where the magic of trust happens.

Join the Publish Your Purpose Author Lab

Join the Publish Your Purpose Author Lab facebook Group. This workshop will cover a wide range of topics with the ultimate goal of getting your draft manuscript completed. We will cover topics such as writing techniques to make the process faster, how to move past emotional hurdles, and even how to bypass your procrastination. At the end of the workshop, you will have an actionable plan for how (and when) you are going to complete your first draft.

If you'd like to join, please visit <https://publishyourpurposepress.com/authorlab> and join the Publish Your Purpose Author Lab, today. And, please keep me posted on your progress!

In conclusion

When we share our message, when we talk about our purpose or what we're really, really passionate about, what that does is attract other people. Remember to just start. Take that first baby step today to move you towards sharing your purpose.

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a membership to The Experts Collective**

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