

## GRAPHICS AND END NOTES/RESEARCH FROM *GET THE WORD OUT*

Welcome, audiobook listeners. In this file, you'll find the graphics for each chapter, as well as the research that is indicated in the endnotes in various chapters in print editions.

### **1. Clarify Your Purpose**

For a description of Adam Grant's research in the area of intrinsic motivation, see "Putting a Face to a Name: The Art of Motivating Employees" on the Wharton Business School website:

<https://knowledge.wharton.upenn.edu/article/putting-a-face-to-a-name-the-art-of-motivating-employees/>

### **2. Meet and Greet the Gatekeepers**

1. Watch Brooke's TEDx talk "Green-Light Revolution" at <https://youtu.be/5a0w4KgWyP8>

2. See Martin Seligman's research on learned helplessness for insights into how damaging helplessness can be. His book *The Hope Circuit* details his evolving thoughts on this concept.
3. For the "nightmare question," see *Brag Better: Master the Art of Self-Promotion* by Meredith Fineman.

#### **4. Explore Your Expertise**

1. For more on the role of intuition in expertise, see Michael J. Prietula and Herbert A. Simon, "The Experts in Your Midst," *Harvard Business Review*, January-February 1989, pp 120-124.
2. The quote about amateur locksmiths comes from "I've dealt with this before," Seth Godin's blog, May 20, 2020, <https://seths.blog/2020/05/ive-dealt-with-this-before/>

#### **6. Picture Your Book**

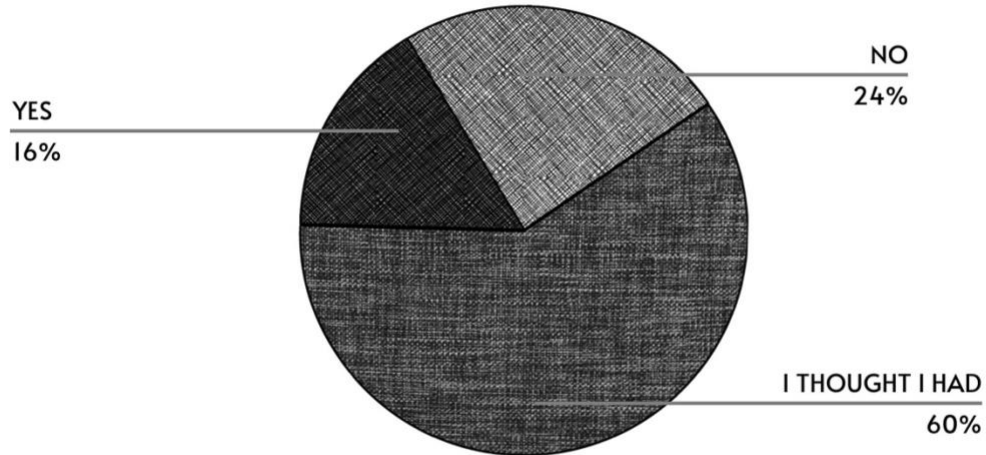
1. David Burkus offered his insight about business book length in an online course hosted by Rohit Barghava. I confirmed it with him afterward.

#### **7. Pick Your Publishing Path**

1. Publishers don't generally release their sales per book, so we're left guessing about sales data. Plus, averages are skewed by the outsized performance of the mega-sellers. Still, there's general agreement in the industry that a few hundred a year is pretty typical for a large number of books.
2. Victoria Strauss maintains a website called *Writer Beware* that is a terrific resource. You can find it on the *Science Fiction & Fantasy Writers of America* blog at <https://www.sfw.org/other-resources/for-authors/writer-beware/>

## 8. Fill Your Buckets with Research

Here's the graphic illustrating survey responses to the question: "Did you finish the research before drafting?"



1. Mitch Joe's advice on interview can be found here: "The Ultimate Guide to Being a Great Podcast Interviewer" on Mitch Joel's Six Pixels blog: <https://www.sixpixels.com/articles/archives/the-ultimate-guide-to-being-a-great-podcast-interviewer/>

## 9. Curate Your Stories

1. See the work of James Pennebaker on the therapeutic role of writing in processing trauma. The book *Opening Up by Writing It Down*, by Pennebaker and Joshua Smyth, offers both research and practices.
2. For more insight on the key attributes of a good story, see the book by Lisa Cron, *Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence*. Although she writes for fiction writers, Lisa's ideas have influenced my approach to story.
3. The study involving people reading a story together and then undergoing MRI for a week can be found here: Gregory Berns, Kristina Blaine, Michael J. Prietula,

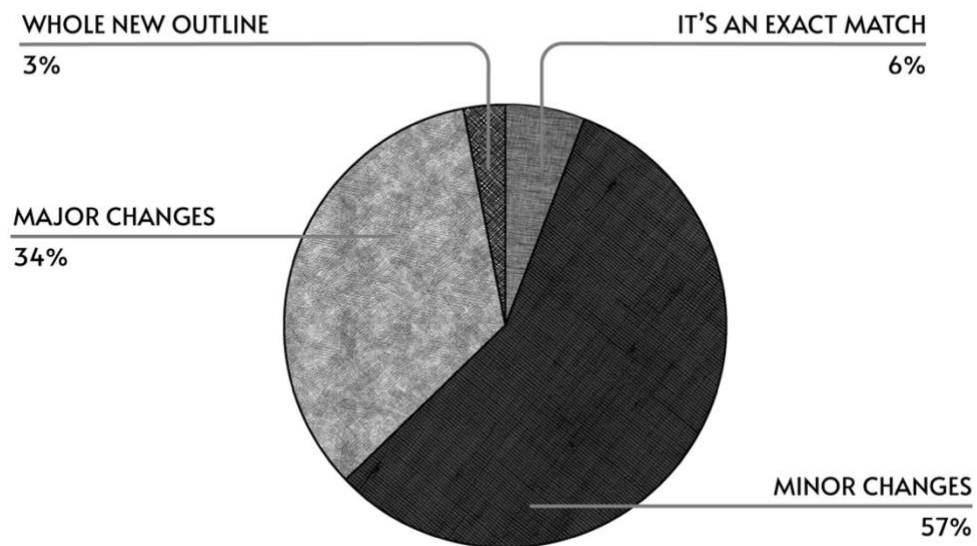
and Brandon E. Eye, “Short- and Long-term Effects of a Novel on Connectivity in the Brain,” *Brain Connectivity*, Volume 3, Number 6, 2013, 590-600.

## 10. Prime the Pump

1. See the book *The Knowledge Illusion: Why We Never Think Alone* by Steven Sloman and Philip Fernbach.

## 11. Craft the Provisional Outline

Here’s the graphic illustrating survey responses to the question: “How closely did your final draft match the outline?”

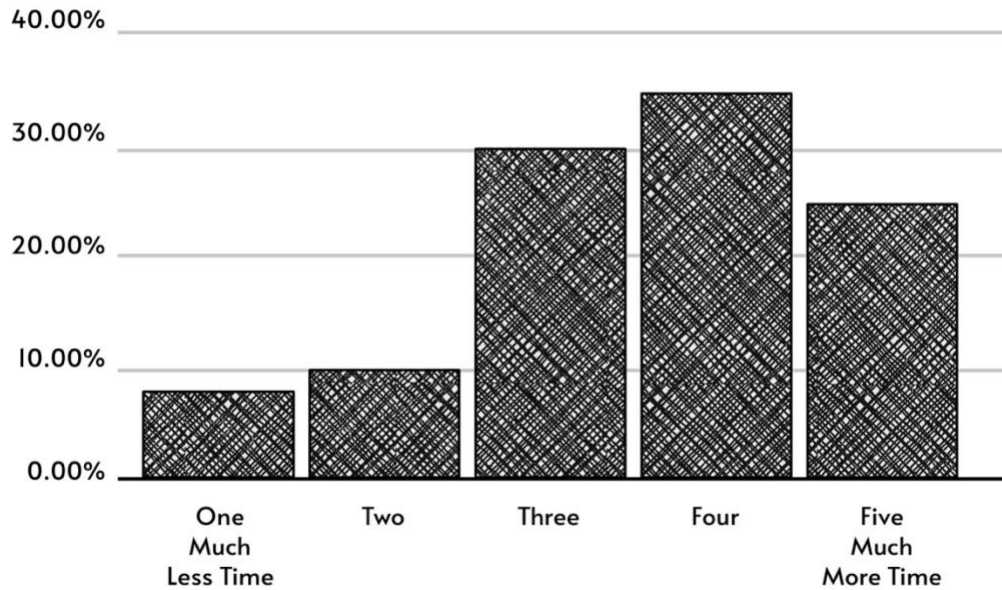


## 12. Immerse Yourself

1. See the article “The incubation effect: Hatching a solution?” by Ellwood, Pallier, Snyder, and Gallate, J. in the *Creativity Research Journal*, 21, 6-14.

### 13. SPRINT to a Manuscript

Here's the response to the survey question: "On a scale of 1 to 5, did the book take less or more time than you anticipated?"

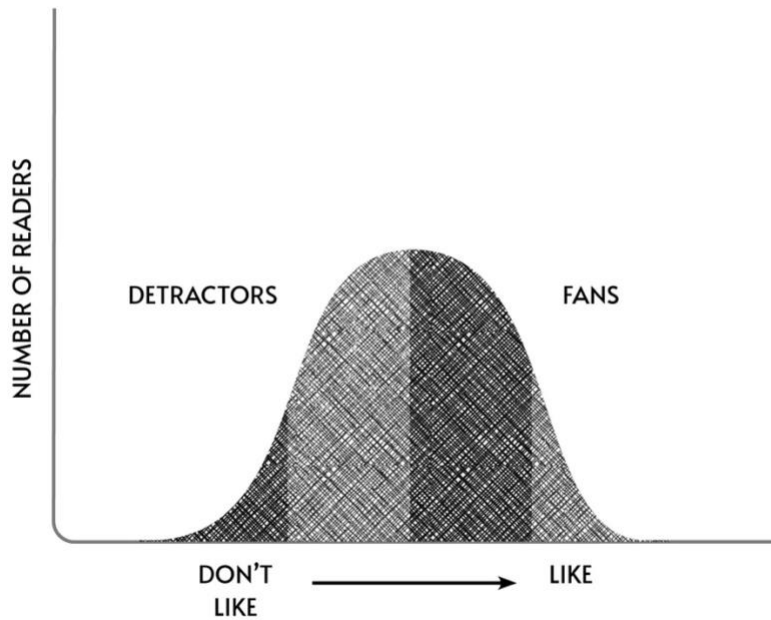


### 17. Beyond the Book

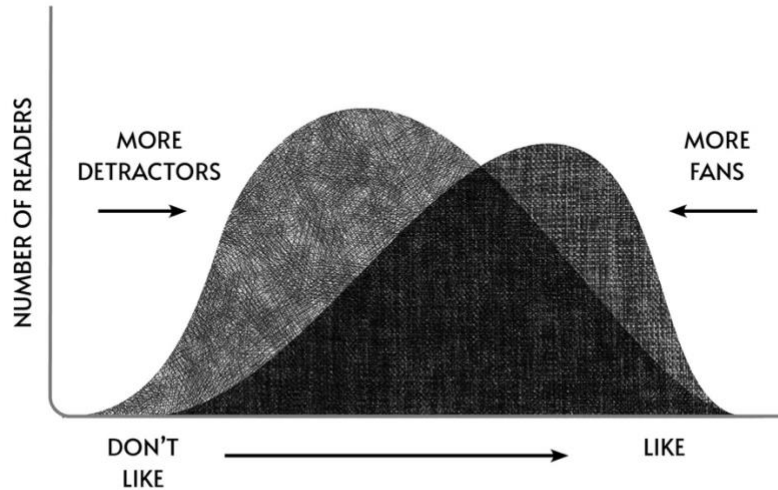
1. The passage about the connection between radical candor and humor comes from the Radical Candor blog: <https://www.radicalcandor.com/make-feedback-conversations-fun/>

## 19. Dealing with Detractors

Here's a standard bell curve representing the fans and detractors of your writing:



If you are preaching to the choir, your bell curve may be lopsided to the right, whereas if you are trying to change minds, it may lean toward detractors:



## 21. This is Not the End

1. The quote about focusing on the verb, not the noun, comes from the article “Why Success Comes to Those Who Stop Chasing It” by Ozan Varol at <https://nextbigideaclub.com/success-comes-stop-chasing/23236/>
2. Todd Caponi, author of *The Transparency Sale*, shared this as his top lesson learned in a series of blog posts that can be found at: <https://www.transparencysale.com/blog/e1-writing-a-book-the-learning-curve-1-5>