

Leveling Up Your Author Mindset

With Michael La Ronn





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DEAD RAT WALKING
THE CHICAGO RAT SHIFTER BOOK 1

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RAT CITY
THE CHICAGO RAT SHIFTER BOOK 2

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SHADOW DEAL
THE GOOD NECROMANCER BOOK 1

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REAPER'S WAY
THE GOOD NECROMANCER BOOK 1.5

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BLOOD MAGIC
THE GOOD NECROMANCER BOOK 2

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SPIRIT CHASER
THE GOOD NECROMANCER BOOK 3

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MORTAL TERMS
THE GOOD NECROMANCER BOOK 4

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DEATH MOON
THE GOOD NECROMANCER BOOK 5

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OLD DARK
The Last Dragon Lord Book 1

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OLD EVIL
The Last Dragon Lord Book 2

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OLD WICKED
The Last Dragon Lord Book 3

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HONOR'S RESERVE
GALAXY MAVERICKS BOOK ONE

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PHANTOM PLANET
GALAXY MAVERICKS BOOK TWO

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ZERO MAGNITUDE
GALAXY MAVERICKS BOOK THREE

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GARBAGE STAR
GALAXY MAVERICKS BOOK FOUR

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SOLAR STORM
GALAXY MAVERICKS BOOK FIVE

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ROGUE COLONY
GALAXY MAVERICKS BOOK SIX

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ORBITAL DECAY
GALAXY MAVERICKS BOOK SEVEN

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PLANET EATERS
GALAXY MAVERICKS BOOK EIGHT

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HORIZON DOWN
GALAXY MAVERICKS BOOK NINE

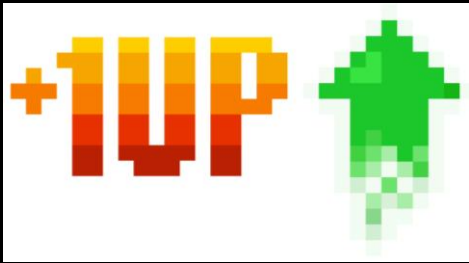
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MAGIC SOULS
AN INTERACTIVE URBAN FANTASY

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DREAM BORN
THE DREAM MAGE - BOOK 1

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EVIL WAKING
THE DREAM MAGE - BOOK 3

The Keys to Leveling Up Your Author Mindset



01 Understand the 3 spheres of influence in your life

02 Learn how to be yourself online

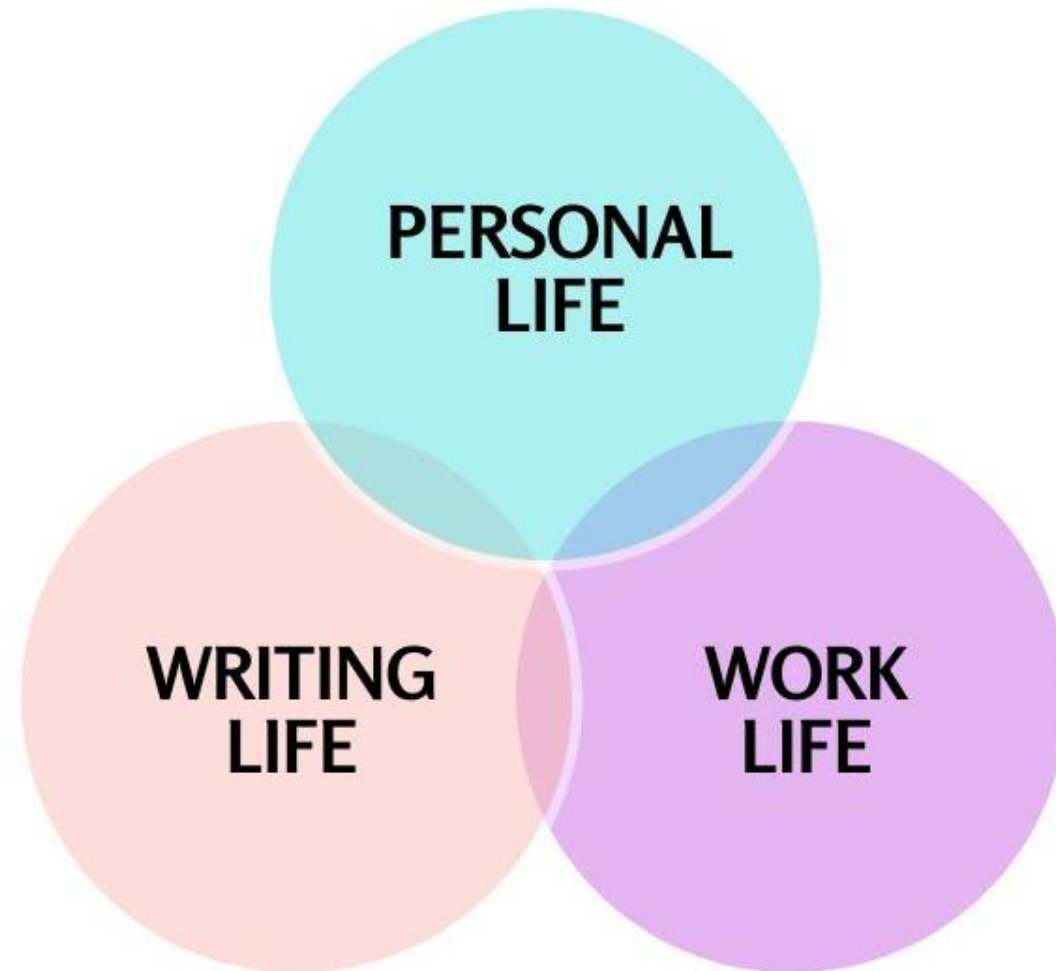
03 Harness the power of having fun

04 Make friends with failure (and opportunity)

The background is a pixel art style landscape. The top section is a light blue sky with four white, pixelated clouds. Below the sky is a solid purple band. At the bottom, there is a thin light blue line, followed by a green grassy field, and a brown soil layer. The text is centered in the purple band.

**Understand the 3 spheres
of influence**

The 3 Spheres of Influence





Work-life harmony

- ~~Work-life balance~~ is an illusion.
- Seek work-life **harmony** instead.
- Harmonize your spheres and resolve dissonance as quickly as possible.

More tips on spheres

- Organization is everything!
- Carry lessons from one sphere into the others:
 - Work → Writing
 - Writing → Work
 - Personal Life → Writing



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**Learn how to
be yourself online**



● Authenticity defined ●

When your “online” self matches your “in-person” self and all your personality traits shine through to your audience.

How to not be authentic

- Do things because you think you “have” to.
- Do things you don’t enjoy doing.

How to (actually) be authentic

Do things you
love

Have fun while
doing those
things

Talk about those
things publicly

Present yourself
with good audio
and video

Learn copywriting
so your “voice”
shines through

Share your
successes (and
struggles)

Listen to your
audience to find
what resonates

Do more of what
resonates

Do things that
resonate (that
you love)...

More tips on authenticity

- Find the “medium” that fits your personality.

Choices include:

- Blog
 - Podcasting
 - YouTube
 - A social media network
 - Public speaking
-
- Double down on that medium to amplify your personality.



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**Harness the power
of having fun**



When your soul smiles, it's infectious

- When you're having fun, readers can feel it.
- Would you want to buy books from a writer who hates their books?

What happens when it's not fun

- You burn out.
- Your mental and physical health suffers.
- Readers sense it.

More tips on fun

- Do “challenges” to keep yourself engaged.
- Stop doing things you don’t like (within reason).
- Do things in service of others.
- Stay connected with “why” you’re doing this.



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**Make friends with failure
(and opportunity)**



● Let's talk about fear ●

Fear is a biological response.

People often fear things they imagine or remember.

Stop being afraid of things you imagine or remember.



● **Let's talk about failure** ●

“Game Overs” don’t exist for writers.

Failure & opportunity are identical twins.

Failure is more common than success,
but failure is a better teacher.

Learning from failure

Failure

What can I
be grateful
for?

What did I
learn?

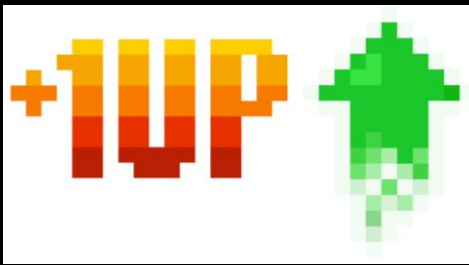
What can I
do better
next time?

What
couldn't I
have
anticipated?

Is this
actually a
failure?

Wisdom

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MENTAL MODELS FOR WRITERS

73 Ways to Elevate Your Thinking,

Improve Your Writing, and Capture Success



M.L. RONN

MORE HELP FOR YOU

I wrote a book on mindset that includes 73 ways to rethink about the writing and publishing life.

Get it at www.authorlevelup.com/superstars24.



Thank You

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Slides available at:
www.authorlevelup.com/superstars24

