Bonus Episode: Dr. Roseann Copanna-Hodge

Mike Michalowicz:

Welcome back to the Don't Write That Book podcast, where you can learn how to write your bestseller and own your authorship. Follow along with us as we give you an insider's view of the book industry. Now, here are your hosts, myself, Mike Michalowicz, and AJ Harper.

Mike Michalowicz:

We were talking about setting up cameras when you're on the road. Roseann's already connected and, and Roseann, what kind of plate are you using to prop up your camera and laptop?

Dr. Roseann:

Just a good old fashioned ceramic plate that was in the hotel

Mike Michalowicz:

Room. What, what, AJ, is the most bizarre kind of setup you had to do when on the road for either for audio purposes or like Roseann's doing with her camera?

AJ Harper:

It's mostly just things that I use to... So actually I've had to move furniture because, you know, the light is wrong. So I've had to move an entire desk. And sometimes those hotel desks are actually really heavy.

Mike Michalowicz:

Yeah. Oh yeah. I've d- done that. My most bizarre thing was for this show, Don't Write That Book. I don't recall where I was, but I was traveling and I was in a hotel room that was not only echoey, but the wi - walls were so thin you could hear people around. And the laptop was an, I don't know Matt, is it called Omnidirectional where it picks up everything in the area or unidirectional? What's that called?

Mike Michalowicz:

Yeah, Omnidirectional.

Mike Michalowicz:

So it has an Omni... So it's picking up all the noise. And so I don't know if you remember, we're recording this. It's so bad. So I built a fort out. So I'm laying on the floor with a, , like an old fort over me. I had the blankets and the, the comfort over me just to muffle the sound. Yeah. And ridiculous.

AJ Harper:

It is ridiculous. I will say I have a great, , I saw a great picture at retreat this summer, Karen Gibson. , She's off and on CNN and MSNBC and Fox and, , she said I have to do <laugh>, I have to be on, I think it was Bloomsbury or Anderson Cooper or one of those. And she's in the cabin and she found a bunch of puzzles, you know, like the having cabins? Yeah. And she just stacked the puzzles on a bathroom sink. And she did it because the lighting was so good in the bathroom. And she has a photo - Oh, that's awesome. Of her laptop stacked on top of about five puzzles. Oh, that's awesome. And games like Monopoly.

Mike Michalowicz:

So she set up the camera in the bathroom. I wonder what the backdrop was behind her. Was it like the shower or the commode? Or she must have angled it in a way that was like just a framed photo.

AJ Harper:

I was not watching her on CNN. Yeah. So I don't know.

Mike Michalowicz:

Do you remember there was a, , newscasting show, most of these newscasters, there's a couple, you know, the anchors are in the headquarters, so to speak, but they have these remote - Yeah. And they're doing it from home, just like we're doing from my house. Yeah. And the newscaster's reporting and his like infinite comes in, like a one or two year old who comes into the room and he's trying to -

AJ Harper:

That is, that's probably one of the most popular videos ever. It's

Mike Michalowicz:

So funny. He's trying to continue to podcast and he's like kind of pushing the kid in the head trying to keep him out. And then the babysitter comes running.

AJ Harper:

No, it's the mother.

Mike Michalowicz:

Oh, it's the mother. Yes. I thought the babysitter. No.

AJ Harper:

Okay. It's the mother. Comes

Mike Michalowicz:
Scrambling in pure panic. <Laugh>

AJ Harper:
Yes. That is a classic video.

Mike Michalowicz:
Yeah, it's all over the web. Yeah. All right. , Today's podcast is ep - , is sponsored by Simplified, which is an imprint of page two. And, , one thing I wanna say, AJ, what I admire about you is the people you support, you support all out. You're all in and you support them all out. And that's what we're gonna talk about today, one of your authors. Yes.

AJ Harper:
We have a three, three bonus series. Yeah. So the first one was Brian Harriot.

Mike Michalowicz:
Who you worked with.

AJ Harper:
Yes. The second is Roseann.

Mike Michalowicz:
Who you work with?

AJ Harper:
And the third is John.

Mike Michalowicz:
Who you work with.

AJ Harper:
John Briggs. Yeah. Well, that is the thing we're talking about.

Mike Michalowicz:
Yeah. Well, but we're talking about their, their experience as authors.

AJ Harper:

Yeah, but I mean, part of it is we're, the book, the show is Don't Write That Book. Yeah. And anybody who comes to work with me is trying to write a different kind of book. So, you know. Agreed. Yeah. And they're all page two authors, which, , I think is another reason why we wanted to highlight them because they also didn't wanna publish that book. They wanted to do it the right way.

Mike Michalowicz:

Would you introduce today's guest for us?

AJ Harper:

Dr. Roseann. Hi. It's **Dr. Roseann** Copana Hodge. Hello. She, so she's a mental health expert, author of The Dysregulated Kid, which is her most recent book actually, not the first, and founder of Regulation First: A Nervous System First Framework for Emotional Regulation, Stress and Behavior. , But that is just the tiniest little bio she, she's so accomplished and, , truly the expert on helping families that have dysregulation.

Mike Michalowicz:

Welcome to the show, Roseann.

Dr. Roseann:

Well, thank you for having me. I feel very special in a lot of ways because you don't have guests.

AJ Harper:

Don't have guests. No. No.

Dr. Roseann:

And, and I listen every week. So as a podcaster with 2.5 million downloads of my podcast - uh-huh. , I like to put that in there. I, you know what a big deal that is, but I am a huge fan and I thank you for this podcast because it is actually why I started working with AJ, was this podcast.

Mike Michalowicz:

We, I think have 2.5 downloads in total. <Laugh> Okay. On the show. So, , and where are you checking in from today? , You're not at home.

Dr. Roseann:

No, I'm on the speaking tour. So I'm in Charlotte, North Carolina. Next week I'm in DC and Toronto. And then it's just go, go, go until the... I just came back from San Diego just a few days ago.

Mike Michalowicz:

Oh, wow. And is this in support of your launch?

Dr. Roseann:

Yes. It's in support of my launch. And it's a mix of all kinds of speaking engagements, professional, , paid for organizations and schools. And I'm, I'm very excited because I need an army. I need boots on the ground to spread this message and it's happening.

Mike Michalowicz:

Okay. I have so many questions, but I'm gonna take us off the, the wheels are gonna fall off the bus very quickly. So I know we wanted to talk about specific subjects.

AJ Harper:

Well, so just so this is something we do in workshop and - Yeah. Something we did with Brian, I wanna just share what are your book fundamentals and book fundamentals are, who do you write for? What's your core message for that reader? And then what's the promise of your book?

Mike Michalowicz:

Yeah. So tell us about that.

Dr. Roseann:

Yeah. I mean, first of all, I just wanna make a broad statement. This is really about rethinking behavior and mental health by putting the nervous system first because that's biology. If we don't regulate our nervous system, nothing sticks. And that's part of why we're in such a awful situation in America, but across the globe. But I'm gonna go through the beauty of AJ's top three book framework, which is my, our reader statement, right? Because I, this is a reader first book and anybody who reads this book is like, "Oh my gosh, Dr. Roe, you understand me." And it's because the T3 framework. , So I'm writing for overwhelmed parents who want calmer, more focused, less anxious kids and those same things in themselves, but don't know how to get there when big feelings take over. And then my core message is behavior is just a nervous system signal.

Dr. Roseann:

And when parents learn to regulate themselves first, they can help their children and themselves find calm, problem solve and regulate. And then my promise, which is a big, hairy promise, but I achieved it, is learn simple, doable methods that fit into everyday life and take less than 10 minutes a day to help you or your child find calm.

Mike Michalowicz:

I, I love that phrase big feelings. Mm-Hmm. You instantly, Dr. Roe, made it accessible. Like, , I got, I was so fearful as you started talking that this is gonna be very technical. Mm-Hmm.This is gonna be overwhelming and you made it accessible to, to me. , Was that deliberate? How's that coming

AJ Harper:

Back? Yeah. Well, so when you're doing the reader statement, people have a tendency to, they get a few things wrong right off the bat, right Roe? It's, - Yeah. They're thinking of what they, how they understand the problem and how they would talk about what's going on versus how the reader would talk about what's going on. And then they also use sort of more formal language, like they're trying to present it. But when she says when big feelings, that's, that's just regular language. That's just - Yeah. You and I talking. Yeah. And so the closer we can get to how a person would talk to a friend, the easier it is for the reader to feel connected to the

Mike Michalowicz:

Book. That's a brilliant tip. Now, now Dr. Roe, the dysregulated - Yeah. Dysregulated kid is not your first book, I don't believe.

Dr. Roseann:

Oh. Mm-Mm <negative>. How many

Mike Michalowicz:

Books have you - My four. Okay. Yeah. Is this the first time you're working with AJ?

Dr. Roseann:

It's my first time. And my dear friend, , Tara Hunkin said to me, "Hey, Roseann, I know you wanna write another book. You, you gotta join AJ's community." And I share this story all the time. I thought to myself, I was, I'm burnt out from masterminds, Mike, right? <Laugh> So <laugh>. And, and I said, "Tara, the idea of joining a group makes me wanna throw up." <laugh> And she said - 100, 100%.

Dr. Roseann:

<Laugh> And, and honestly, I'm so sick of being the, paying $35,000 because that's the amount it costs in every mastermind now or more. And then being the leader, , and I wanna, I wanna learn. So just, just FYI, I'm second generation business owner. I own nine LLCs and I am a serious digital marketer. Okay. And so I wanna learn. I wanna give and I wanna receive. So, so, so I'm in this group and... Oh, so Tara says, "You gotta listen to this podcast." And she knows I love podcasts. So I listen to this podcast and I don't know, I maybe get, I don't know how many episodes in and I call Tara and I was like, "Oh my gosh." Yeah. "I, I know what I need to do to

make my book have impact." Oh, that's great. "To Get everywhere." Mm-hmm. So, and then I bought Write a Must Read.

Dr. Roseann:

Mm-Hmm. And then I even... I don't know how many times I listened to that. And I immediately called and said, "Sign me up." Like, it's my missing piece. Yeah. My other books I'm proud of. Like I'm very proud of. And they were different. They were essentially leading to a clinic, which I no longer have. Okay. And I wanted to have what you said, Mike, accessibility. Yeah. Like the first chapter of this book, are you ready for it? 'Cause You're gonna love it. It's so up your alley.

Mike Michalowicz:

Lay it on me, sister.

Dr. Roseann:

It's called the bus stop. <Laugh>

Mike Michalowicz:

I love that.

AJ Harper:

But tell, but tell, but tell Mike what it is. I mean - Well,

Mike Michalowicz:

I already know what it

AJ Harper:

Is. Yeah, because you know - Yeah. It's the, it's the parents who look down on you. Yeah. Yeah. Every -

Mike Michalowicz:

Yeah, you pull up

AJ Harper:

There... You instantly know what that means. You

Mike Michalowicz:

Instantly know. Even though I, my, all my children are out of school, that school at least for 10, 15 years, that, that, that phraseology instantly lands with me. Yes. What, Dr. Roe, what is the

fundamental shifts or the big shifts from your first three books to this book? One's accessibility clearly. Is there any other?

Dr. Roseann:

Yeah. I mean, first of all, I don't have patience, Mike. Like, I have a lot of gifts, but patience is not my forte. And so when I wrote my other books, I had an idea and I was like, "Let me get it out." And I am, I never have writer's block. Like that is just something I don't experience and it will always pour out of me. And really to have a book that is going to be a referable book, a reader first referable book, which is AJ's method, which is beyond genius. We all know this. And it's hard to describe to people. When I tell people that AJ was my editor, I try, I try to explain it to people by saying, it's like saying I was a singer and I had Jagger teach me.

AJ Harper:

Oh gosh. Mm-Hmm.

Dr. Roseann:

Yeah.

AJ Harper:

That so nice.

Dr. Roseann:

AJ, you are the most humble genius in the world. You really are. That's so nice. And so when I, I had to slow down to make this what it needed to be, including Mike, AJ's process of having advanced readers. Yeah. Because it was a very good book when it went to Advanced Readers. It really was, because I listened to what AJ said. But you know what they said to me? They said, "We want..." So my mother, Philamina, she's, she's with Jesus. I like to say she's Jesus's project manager now. <Laugh> And -

Mike Michalowicz:

That's great.

Dr. Roseann:

'Cause She is. Yeah. I'm telling you, she is. And, , and he's grateful for it. <Laugh> ,

Mike Michalowicz:

So - And he, and he better be grateful for

Dr. Roseann:

It. <Laugh> He better be grateful for it. So he, she, they said, "We want more Philamina. She's in this book." Yeah. She's like this power source in this book. But they also said, "We just love your personality. We love your sauciness." And if I didn't slow down for AJ's process, it wouldn't be what it's, what it is. And people are, I'm getting messages every day of hope, of connection - Yes. Of feeling like all the things I was doing that didn't work, now I understand and I can get myself and my child to a different place without feeling so stressed. And that's, that happened because of this process.

AJ Harper:

Yeah. I just wanna highlight that I think that's what happens when we slow down is we find voice. Yes. And now with AI, the thing that's really... I mean, I, , yesterday two things hit my inbox and both of them were about the continued conversation is prescriptive nonfiction dead. Mm-Hmm. It's not dead. It's just that this, the, that book is gonna be dead. Yeah. Well, we started this podcast in opposition to, it's gonna be dead. Mm-Hmm. You, if you have a strong voice and you're taking people through a transformative process, that's still gonna be a book people want. But if you are just spitting on information, who cares? You can just get it on ChatGPT. But they want Roseann. They want - They want

Mike Michalowicz:

Her voice. They want the spice.

AJ Harper:

They wanna hear about Philimina. Yeah. They also want the promise she's delivering because she said 10 minutes. She said 10 minutes and she means it. Yeah. Yeah. Yeah. And so if you slow down and really, you know, go through a process that is focused on the reader, the v - your voice naturally comes out. And a lot of our conversations were about Roseann not being, , always comfortable sharing some of that stuff.

Mike Michalowicz:

Well, that's what I find. And Dr. Rowe, I'm so curious about trepidation, and maybe you experienced it in your first three books, is that, , when writing, I want to be perceived as an expert. I want to show authority. And I think for many people, I, at least for myself, I want to restrain my own idiosyncrasies. What I'm hearing, Dr. Rowe, is you leaned into the spice. Was that true of your, your first three books or is it, was it only true with this fourth book that you really were you?

Dr. Roseann:

I really opened up. Okay. In this. This was, this was different. Now, just now, I really am, I try to explain my mother. , The closest way I could explain my mother is she was like an Italian Beth Dutton for anybody that watches Yellowstone. So the level of empowerment that I walked

around with is hard to describe, right? Mm-Hmm. So my mother just taught me you don't have an obligation to anybody but yourself and your family. Mm-Hmm. You don't be rude to people unless you need to be, but it just created a, a different way. Plus I'm an aquarian. An Aquarian, we just, you know -

Mike Michalowicz:

Everyone know, everyone knows that about Aquarians.

Dr. Roseann:

Yeah. I'm

Mike Michalowicz:

Kidding. Yeah.

Dr. Roseann:

But - Yeah. No, no, no. Well, we just, anybody who's an Aquarian knows, but - Yeah. But I didn't open up to this level. I also needed the permission of my boys to talk about them. So I talk about them in my show, but my Max is a dysregulated kid. That on the bus stop is my story of isolation, but it's also my story of my aha. Yes. And so, so to really open myself up, you know, is different. And this is a book that is for everybody, including people without kids, even though it's called The Dysregulated Kid. And it's a clinician book, but not in a technical way. I love that. And you're right. You know? And, and clinicians can be pretty stuffy. I don't, I've never felt that way because I knew that my service was to the clients. It's not to the other clinicians.

Dr. Roseann:

So - I gotta ask you. So this is the epitome of that, Mike. Like, this is full Roseann when you're reading this.

Mike Michalowicz:

Well, I wanna know how you received, because right now you're at, thanks for joining so early in the morning because I know you have a speaking engagement shortly f- from now. And, , you were sharing, this was before we started recording, that someone saw you as like, "Oh my gosh, it's Dr. Roe. Got a picture with you." Is, is that, did, you've been speaking before. So did something that happened before and/or is it happening more now and/or is that because of an expression of who you truly are through your book, your voice?

Dr. Roseann:

So because I have this big podcast, people will say to me, <laugh> I think I know you. <Laugh> And, and they're not, right? They have a new mic too, right? And they're not so sure, but this is,

this is different, right? So my episodes are, , are intentionally short and useful. So my podcast is mostly solo, like 15 minutes and it's twice a week. Hmm. So I get the binge listeners and then they tell me all these little juicy bits about my stuff. It's really quite endearing. But this is different. They're sitting down with an entire book that is really a playbook. And so I think they just really connect with you. And so it is definitely happening more and I'm pretty darn excited about it because it's not just connecting with me, it's connecting with the possibility that yes, what she's saying is real and can happen.

Mike Michalowicz:

AJ, when you were working -

AJ Harper:

Connecting with the possibility. Yeah. Can we just pause on that for a minute? Yeah. A reader wants to feel like the promise you offer them will, will be available to them, but they're really skeptical about it. Mm-Hmm. And when they realize that it's actually, they're gonna get it if they read the book, that is the thing that makes them wanna talk to you. Mm. That's the thing that makes them wanna say, "Thanks. Can I have a picture?" And start telling people about it. , Because they want that really badly, but they don't necessarily believe it's possible. Mm. And that's partly because of the way so many books are written so poorly.

Mike Michalowicz:

Yes. When you work with a author, AJ, it's rarely a clean slate. , Authors have come to you with a manuscript already formed. That was my cir- circumstance. Dr. Roe had already written three books. Is there an unlearning that you have to go through - <laugh>... With authors like me to get them to where they need to

AJ Harper:

Be? Well, you didn't have any learning. That was your first book. But I

Mike Michalowicz:

Still had a preconceived notion. I already had a manuscript. You

AJ Harper:

Had assumptions.

Mike Michalowicz:

Yeah, assumptions. Yeah. So do you have to deprogram us?

AJ Harper:

For sure. Yeah.

Mike Michalowicz:

What, what are the common deprogramming points?

AJ Harper:

, The big one is what we talked about, which is allowing yours- yourself to come through on the page.

Mike Michalowicz:

So did you see that in Dr. Roe's work too? It's like there, there's a bigger voice in here.

AJ Harper:

I definitely pushed her. I definitely would say - Yes. Say more Philamena, but also more vulnerability. , People have a tendency to present a story as a buttoned up story as opposed to letting their vulnerability show, letting mistakes show. And I would actually say that when I did that work with you, Mike, initially, that's actually one of the reasons people love your books and one of the fastest way to endear yourself legitimately, genuinely, not in a calculated way. One of the fastest way to connect and endear yourselves to readers is to show when you make a mistake. Yes. And one of the things that Dr. Roe talks about in that opening story of her book is she's actually an expert in this, but she still has a child that is struggling and the shame she felt in the moment - Oh, that's interesting. Of not getting that right and how she had to have her own wake up call about it.

AJ Harper:

So that's a better story because she admitted it.

Mike Michalowicz:

Dr. Roe, how does that feel for you - Yeah. Revealing these very personal stories?

Dr. Roseann:

You know, I don't have an ounce of perfectionism in me. <Laugh> So I think AJ giving me permission l - felt great. And in fact - Oh, interesting. , I didn't, I didn't call it on the Bus Stop because it wouldn't have been okay, but I did a TED Talk on it. And AJ still had to push me - uh-huh. To say, "You have to be more vulnerable. You have to share what the actual outcome was." And I felt kinda weird for a minute because that felt different than the book. That felt like much more serious, a TED Talk. And, , it's gonna be coming out soon, so we'll see how it's received. But I did that mix of professionalism with stats. But, you know, we don't wanna share our

messes, especially as an expert. Mm-Hmm. But, but it's what makes people feel hope, because if you faced it and you got to the other side of it, they can too.

Dr. Roseann:

Yeah. And I think it's important to share that.

AJ Harper:

I agree. And you don't have to bleed all over it. Yeah. It can still be in a contained way - Yeah. That doesn't feel like too messy, you know? There, there's an artful way to do it. , I think there's a lot of unlearning too in terms of the reader focus. It's hard at first, isn't it, Roe, to think - Yes. "Oh, Wait, wait. No, what does the reader need? Wait, no, that's what I want, but what does a reader need?" Mm. And it's just a, it's just a, , continue... You know, , in one of your books, I think it was Toilet Paper Entrepreneur, you talked about tacking. Mm-Hmm. I, it's probably one of the few things that I've remembered still from that book, honestly. Yeah. Yeah. , It's kinda like that. You're just continually bringing it back. The reader is the touchstone. And so that is an unlearning, because most people are thinking about what do I wanna say here?

AJ Harper:

H - is this going to sound good? What's the best way to do this? How do other people do it? And those are all questions we just shouldn't even ask.

Mike Michalowicz:

Hey, , Roseann, has this changed the way you present? You're, you're on stage so often you're gonna be on stage in just a little bit. Do, do you speak differently since writing this book? Are the storytelling elements different? Have you changed stylistically?

Dr. Roseann:

Yeah, I definitely have gone deeper in the storytelling. And I also think one of the biggest changes that I did is I really am a go-giver. Like I wanna give everybody like every tool known to man. And in my last books, it's almost like a, like a dump. Like, here, you can do this, you can do this, you can do this, you can do this. And what AJ did help me with really, and, and to make it so doable, so clear and simplistic, because at the same time, I'm realizing people are choking on overwhelmed. Yeah. And so to make things simple is actually the power in it. And, and I don't have to give everybody everything. I give people the peace that they need to really be the pivot point. And so that came from that. And that was something that I held in my work.

Dr. Roseann:

Like, oh, because I'm, you know, when you've done something for 30 years, and I'm a nerd, I'm like a walking encyclopedia. You could ask me about anything related to kids and mental health and I, I'll have a solution for you. And this had to be clearer. This had to be more broad. And I

wanted this to be so accessible for the person with fifth generation trauma in Alabama to the mom in Beverly Hills and everywhere in between, you know? And so I had to let go of that. Mm. And I think that is what makes this so good. And that is because of AJ. But the storytelling, I had to do even more stories than I realized I needed to do. Yeah. And I, and I think that's so powerful in connecting. And also another reason why prescriptive nonfiction isn't gonna die due to AI.

Dr. Roseann:

We can't, AI isn't gonna have those stories.

Mike Michalowicz:

Right. I, the analogy I've been using in my head that's really helped is when I heard the word prescriptive for prescriptive nonfiction, I think of prescriptions in the medical space. And wouldn't it be absurd if you have some kind of ailment and they say, "Oh, here's the pharmacies walk in. It's all, the medicine's on the shelf. Just pick it. It's all there." Mm-hmm. It'd be n - you'd be overwhelmed. You probably take the wrong medication. You probably will just avoid it. So what the doctor does is she gives you a prescription of the exact medicine at the right time. And in writing a book, it feels like it's, you gotta give people the medication when they need it, in the way they need it, in the right beats.

AJ Harper:

Yeah. It's, it's, it's more of a journey - Okay. And less of a how to, I think we have to stop saying how to. Yeah. Because it's more Roseann's taking people through a process, but also an unfolding of knowledge. And the way that we give people new information, we're usually not that attentive to it. We just give it and we forget this is the stuff we know inside and out. What if they don't know anything about that? Okay. We forget, what if we're a geek for something, but they're not. So we aren't really thinking about them, and this is why they're maybe gonna turn to, say, YouTube or ChatGPT or something else to try and get their information. But in a book that's carefully crafted to move them from one place to the ne - to the, to the promise, then that's a journey. That's not just information.

AJ Harper:

That's taking people by the hand, page by page, until they get that promise.

Mike Michalowicz:

Dr. Rowe, when you wrote this fourth book, you've had historical readers that read your other books, and it sounds like it's a new flavor of you or new parts of you that have been revealed before. So you already had a contingency of readers. Do they see this new book and say, "Hold on, this isn't who you are. This is different." H- how's that been received?

Dr. Roseann:

No, quite the opposite. Right. They're like, "We're loving it." They love that they get to know me even more. Okay. And I have leaned into my mom because part of what I learned in even the advanced reader process, like, I just grew up with my mom. I just grew up with Philomena, right? I grew up with this power and empowerment in many ways. And what I've realized is a lot of people have very negative parents. That is the norm. And when you have negative parents, that rattles around in your head and creates, you know, some of the most competent people, Mike, I know, like I hang out with all these medical doctors with fancy degrees, and time and time again, they would say to me, you know, I, , h - why are you so confident? Why are you so strong? Well, first of all, I get guidance from above, but, but I, I had this mom that said, "Guess what?

Dr. Roseann:

You can do anything." And that isn't the norm, unfortunately. And that stuff gets passed down and then it rattles around and, and affects what you do. I, so I wanna stop that, right? Mm. But they have been loving all of this, but again, they also love more than anything the simplicity. Mm-Hmm. The doability that they can do this, , which is pretty incredible. So I'm really, really, you know, at, people are out of hope, Mike, you know? Yeah. When you have, when you struggle with your kids - Yeah. It's not easy to know what to do. Right. And then you try something and it doesn't work, right? So this is truly the antidote to that because I worked with the most complex cases. People flew in all over the world. And I also did nine eleven work. I was one of nine approved providers for Sandy Hook.

Dr. Roseann:

So if thing, these things work in complexity, they work here. And so to wrap it in the story and the personality and in the hope and, and also too, one of the things AJ did is I kept saying things in the book like, "I'm gonna be repeating this five times." Like I go in there, right? Mm-Hmm. And it's, and it's really fun. The other part that was super helpful... That we have to talk about that AJ does masterfully in her T3 community is it's not just slowing down to write and craft the book, it's also slowing down to have a darn good marketing process, you know, a launch plan. We're gonna

Mike Michalowicz:

Explore that in a

AJ Harper:

Second. I really wanted to talk to her about that,

Mike Michalowicz:

Yeah. Okay, let's do that. Yeah. I have one more question AJ for you - Yeah. Is in preparation for Roe's new book, did you evaluate her historical books and do you have to consider - No.

Really? So you don't have to look at her historical work - No. To, to translate into the new one? No. Why not? I'm not gonna let you drink your coffee. You're trying to take a sip of coffee. I'm not gonna let you. Why,

AJ Harper:

Why would I do that? Well, first of all, she's writing it. I'm not writing it. She,

Mike Michalowicz:

She has a, she has a, a, a contingency of historical readers - Yeah. Who are reading her books. Yeah. And I, I assume there's expectations and desire for her work and now something's gonna come out. Don't we have to consider the context of the old books?

AJ Harper:

No. Why? You have to consider... If you're, if you're still writing for that same reader, you have to think about what they need next, but she already knew that. They need this book that she wanted to write. So beyond that,

Mike Michalowicz:

No. Do you risk a bias if you read the old stuff? It's like, oh, we might start leaning back into the stuff that wasn't really working before.

AJ Harper:

I mean, I guess, but I, I don't know. I'm not...

Mike Michalowicz:

Okay, you can stick your

AJ Harper:

Call. Yeah. I don't, I don't, I don't - I'm

Mike Michalowicz:

Trying to get more out of here. I'm trying to squeeze the juice

AJ Harper:

Out a little. I don't ever read it.

Mike Michalowicz:

Yeah.

AJ Harper:

I don't ever read it. Unless Roseann were to say, "I need you to read this so you understand X, Y, Z." And then I absolutely would do it. Okay. But we're writing something new.

Mike Michalowicz:

So there's no need. No. No, that's, that's good. A- actually is relieving because I, I think we have listeners right now who have written multiple books. And - If you're

AJ Harper:

Gonna be more yourself and the book's gonna be simpler and easier, like the book's gonna be better, why?

Mike Michalowicz:

Yeah. Why... Okay. Okay. , Roseann, so let's talk about the marketing.

AJ Harper:

Oh, you gotta talk to Ro about marketing because I -

Mike Michalowicz:

How the hell do you market

AJ Harper:

This? I honestly don't know that I have a more marketing focused student than **Dr.** Roseann.

Mike Michalowicz:

Okay. So w- w- Well,

Dr. Roseann:

Thank you for seeing me, AJ. <Laugh>

AJ Harper:

I mean, she's not afraid. So that's number one. Yeah. And I would say that's 90% of the problem is when people are afraid to ask and afraid to try things and, and she's not. She's not afraid.

Mike Michalowicz:

So what, if I can ask, when you launched the book, do you know how many books you've moved so far? All formats?

Dr. Roseann:
I don't have all formats because the, the audio stuff is very murky, Mike.

Mike Michalowicz:
Yeah, yeah. Totally. Who are you

AJ Harper:
Publishing through? Page two.

Dr. Roseann:
Oh, you're page two? Yeah. Yeah. Yeah. Page two. So I, I, so you know I did traditional, maybe you do, maybe you don't. And then I did direct sales too. I - So I did direct sales on Instagram. So I'm somewhere around 7,000 books. Okay. And I launched

AJ Harper:
In two weeks. In

Mike Michalowicz:
Two, okay. 7,000 books in two weeks in a prescriptive non-fiction space. Yes. In mental healthcare. Yes. So it's, it's a very niched vertical. That's massive. So

AJ Harper:
How do- Don't you think? Yeah. You know who she's working with? No,

Mike Michalowicz:
I'm, I'm

AJ Harper:
Asking her. Pierre. Oh. Yeah, I hooked her up.

Mike Michalowicz:
Pierre Jenta. Hence, is it Jente or

AJ Harper:
Jente?

Mike Michalowicz:
John T. Jante. Pierre Jante. Mm-Hmm. Son of a guy. That dude moves so many stinking books.

AJ Harper:
And he loves Dr. Roe because she's just like, "Yeah, let's go."

Mike Michalowicz:
He's one of the most lovely humans on the planet.

AJ Harper:
He, he is. Lovely. Isn't he? Do you know what her BSR has, is like even now? No, I don't

Mike Michalowicz:
Know any of this stuff.

AJ Harper:
It's, she's like 4,000 right now. No,

Dr. Roseann:
I'm 3,000 today.

AJ Harper:
Okay. She just stay, she just keeps staying in this - 3,000. Yeah, but she, it's been out for two weeks. So you know how people get the low BS, they get the three weeks. They get it for a day or a couple days. She's been sitting here for weeks. Mm-Hmm. Just for our audience -

Mike Michalowicz:
Yeah. Because they may not know, BSR is the overall ranking compared to all books, all genres, all everything on Amazon. Literally, you're ranked 3,000 out of four million books.

AJ Harper:
That's a good number. Yeah.

Mike Michalowicz:
Yeah. Yeah. So that just gives context. , So give us some of the marketing strategies. How do you move 7,000 books in two weeks?

Dr. Roseann:
Oh my gosh. , And I just wanna say I made it to top 100 of all new books on Amazon. What? Yeah. That's

AJ Harper:
Unbelievable. I'm telling you. Mm-Hmm.

Dr. Roseann:
Yeah. And, and if I had been like a week earlier, like I would've gone on USA Today. And I did try to make it, let's be honest. Like I did. So, , and again, I'm, I'm, , n - I'm, I'm not disappointed because as I said to AJ, I left no stone unturned. Yeah. Good. So I would've been upset with myself if I hadn't done that, but you know, it is what it is. Yeah. So, and it doesn't mean I can't be on it later. And it's why do people wanna be on USA Today? My goal to be on USA Today is so that one of these major players like, , Jenna Bush Hager, Reese Witherspoon or, Reece, Reese Witherspoon or Oprah calls me. So, , so that, that is why I'm trying to do that. It's for impact, right? Because I've got the sales. So the sales are there.

Dr. Roseann:
So first of all, let's be serious. I started two years ago. The moment I started writing the book, I started my marketing plan. What did you start two years in advance? And I, two years in advance. But what di start? Yeah. So first of all, I looked at everything I had. What did I have it already and what did I need to do to alter it to get started on promoting that book, right? I actually changed my podcasting.

Mike Michalowicz:
Oh, that's

Dr. Roseann:
Interesting. Mm-Hmm. Mm-Hmm. So, I mean, I'm an intellectual property girl. I trademark everything. That's a whole other story. But, so I changed my trademarked It's Gonna Be Okay, on the trademark for It's Gonna Be Okay to, , Dysregulated Kids to line up with, with the book, which by the way, I had a massive dip in my following and then it went back up. But the other thing I did is I made that list of a hundred people I knew. Mm-Hmm.

Mike Michalowicz:
<Affirmative>. Yeah. And who, but who would be the list? Like who are you targeting? What type of person?

Dr. Roseann:
Everybody. Everybody. Who had a connection for me? Okay. And I actually made a list of 3,300 people <laugh> , with former clients. Mm-Hmm. <Affirmative>. , And, and you know, you heard me talk, we were at the Page two salon. I'm a favor giver. So everyone has, , comes to me with all kinds of favors, not just related to mental health, but actually related to marketing and business. Every aspect of marketing business, because they know I'm a geek and I've studied, I'll

hire a consultant. So I went through and I was like, who can help me? Right? Is it, who can make an introduction? Who would buy bulk buys? Who would, , , some way, shape or form help me? , And then, and then I started conversations. And I actually think that was the single most powerful thing that I wish I had done more of and done earlier.

Mike Michalowicz:

It's conversations. ,

Dr. Roseann:

And then, right conversations, just conversations, getting in person with people, but also virtual conversations. Because in the end, that is the thing that helped me last minute, was I had a ton of bulk buys from people who were like, "We just love you and we wanna help you." And they, they just bought books.

Mike Michalowicz:

Okay. I got, I gotta jump on this real quick. So conversations with who to get what in regards to your launch?

Dr. Roseann:

Yeah. So, so here's a perfect example. I'm in this amazing, very high level mastermind called Four Rooms. And, , and these are serious business people. These are not health entrepreneurs. These are a lot of bros, Mike. Yeah, yeah, yeah. And, , <laugh> and, and, and I'm the only mental health professional in the group and there's only a few of us in the health field, I think five of us or something in this group of like 130 or 40 people. So I just put an SOS out and I had so many dads in the end actually making all these introductions and was like, "Hey, I want you to talk to Kirk. I want you to talk to this person." And I just did phone calls. I got, I got everything from podcast interviews to, , people who wanted to bulk buy and, or, or make introductions for the head of schools, all these different things, right?

Dr. Roseann:

Mm-Hmm. <Affirmative>. So who was gonna help me? And also, just so you know, in this two years, I had one goal, right? My goal, I knew I needed to close my center. That was very clear to me. It was time because I couldn't have two feet in different places. It just, it wasn't fair. And also I was a false prophet. I'm stretching my nervous system beyond capacity, which I could do because of all the techniques that I did. I can't do that. So I had one goal. That was to sell books. I kept my blinders on. And let me tell you, when you start doing this, you get crazy opportunities. , And I got some unbelievable opportunities. So talk to people, tell people exactly what you need, which is, I'm not great at asking for help. And that became something that really helped me way more than, by the way, I tried a million things behind the scenes, including using AI for, , , emailing, for cold traffic to get people on my list.

Dr. Roseann:

I tried a lot of advanced list growth techniques. Most failed, some worked. So there were lots of things that I did that I'm happy to talk about, but the single greatest thing, and you don't need a social following, is asking people in your network and telling them exactly what you want. For me, it was speaking and bulk buys.

Mike Michalowicz:

Yeah. There's too much dancing around like, hey, Kathy. Just tell them why, but - Yeah. Tell them what you want, but also tell them why you want it. And, and, and sharing the selfish reason I think is very healthy. So also, I'll go to my audience and say, "I'm, I'm trying to move the money habit and I'm asking you to buy it specifically because I think it will serve you deeply, but it will serve me deeply." And that buying the book triggers the algorithms to sell more books.

AJ Harper:

I think you can also bring, be mission driven about it. You can say, "I'm on a mission to do this. That's great. One way I'm doing it is through this book. I wanna move this number of books by this day so that this will happen." Yeah. And I think if they unders - people understand - Yes. That what they're doing will have a specific impact. The other thing is, if people know that you're kinda on the home stretch, they wanna participate in a home stretch. So it's like - Yes. I'm 50, I'm s - I have, I'm 60% there. I just need to get the other 40%. People are more likely to get in because they go, oh yeah, let's get you over the finish line. But we're not having the conversations earlier. And I remember talking with you, Roe, you said you wish you had asked for specific things months before you actually did.

Dr. Roseann:

Months. And you know, AJ, I did the mission. Yeah. So I tell, I told people I'm on this mission to stop this dysregulation crisis. Like we have a shooting a day in America, one in five kids, , are, have a mental health diagnosis. 50% of parents report feeling overwhelmed by stress most days. Like who can't relate to that? Mm-Hmm. So that really mobilized. But I wish, Mike, I had asked for help six months before I started

AJ Harper:

Asking. Six months. 'Cause You did start in May, but the, but, and this is something that I think is important for listeners to hear. Yeah. Your, it's not just like six months is the magic number. She has a book that's geared toward parents and educators and other people who are largely off over the summer. And she started making the asks in May. Yeah. So really look at - Bad move.

Dr. Roseann:

Right.

AJ Harper:
What's your book? Right, right, right. Where, what are your readers going -

Mike Michalowicz:
Understand the community.

AJ Harper:
To be doing during that window? And are you going to, , miss an opportunity because maybe you need to start earlier. So don't just say, "Oh, Roseann said six months." Well, what's your, what's your best window?

Mike Michalowicz:
, And Dr. Rowe, did you do anything that was not effective? Anything you would suggest to our audience not to do?

Dr. Roseann:
Yeah. I mean, I think, first of all, I have a team. So I always like to tell people what I do. I have a team of women <laugh> and, and I can do a lot. They mobilize real quick. And also we've had a, we've been together for a long time, my team. And you know, you know what I'm talking about. When you're together, you just have a movement and a way to do things. So, , I think that I wasted time with certain things, including doing too many bulk buy offers. , I should have streamlined it.

Mike Michalowicz:
What, what do you mean too many bulk by offers?

Dr. Roseann:
So I had, because, you know, like I have an ability to have different audiences. So I made a bulk buy that was specific to this audience. For example, , not one person took me up on it. , You know, I had an offer that where I was gonna show you how I do a lot of TV, I do a lot of press. , And so it's easy for me. And I was gonna share how do you do that? I was gonna give you my pitches because it's, my pitches is what gets me. Yeah. , I was gonna show you how I monetize my podcast and how I rank so well. And so I made a hundred bulk by offer and made it like a creator influencer offer. But then I didn't really promote it. Like I would've had to do a webinar. That was a waste of my time.

Dr. Roseann:
I

Mike Michalowicz:
See. Well,

AJ Harper:
Also it wasn't really your reader.

Mike Michalowicz:
Yeah, your reader. Yeah, exactly. That's what I would be interested in as an author. Yeah. Yeah. Yeah. But not as a reader. Call

Dr. Roseann:
Me, Mike. <Laugh>

Mike Michalowicz:
I know. I know. That just cost me 100 books. Oh my God. Yeah. <Laugh> So - But in,

Dr. Roseann:
In the end, I went back to those people and those people actually were the people who bought 25 books. Right. They just bought 25 books for nothing. Like they donated them. Most of them donated it. Yeah. So I should have done some of those things. The other things that I did, n-number one mistake was not doing things early enough. Okay. And that was surprising, including asking for endorsements. When, ask for endorsements without a galley copy. When you are a professional and you're asking other high level professionals, I had people that were like, if you had asked me three or four months earlier, I would have said yes, I don't have time for this. Yeah. Mm-Hmm. So, you know, things like that. And, and, you know, I have friends, so they just, they did stuff for me. But I would have liked to have people outside of my circle.

Dr. Roseann:
, But those doing things, the biggest mistake was not doing, that was a failure not to do things. And then also, again, being more direct with people earlier. So I have helped some of the most iconic brands, owners of brands and families in the world. And other than one of them, none of them came through and bought tons of books. This is shocking. This is your

Mike Michalowicz:
Opportunity to list all the names, by the way. <Laugh>

Dr. Roseann:
I can't. But that was shocking to me because they, they have handbags that cost more than - Yeah. Fi - 500 books - Yeah. A thousand books. So, but I'm not sure I handled that the best way.

That should have been more direct that, you know, and, and please know, these are brands. Just so you know, I had, I have a certification on how to bring this to corporations. So there was value. I wasn't just asking. I know how to bring value wherever I go. , But in the same breath, asking for those, those people to buy books and spread the word was my winner.

Mike Michalowicz:

Interesting. And, and it never ceases to surprise me how many people you expect to show up that don't. And then - Yeah. At the same time, people show up you would never expect to show up. Yeah. It's always that conundrum. , We gotta start wrapping up - So true. On time. But Ro, just for our listeners, because you, you're early listeners of Don't Write Thao. Wh- what would be your advice to them? You've been through this journey with us effectively, with AJ shortly. What would you suggest for our aspiring authors or even established authors listening to this show?

Dr. Roseann:

Well, first of all, I would say go back and, to this show and listen from the beginning. When I refer this podcast, which everybody who read my book says, "Why did you, how did you write such a good book?" We had endorsers that actually said, "How is this book so good?" And I was like, "Here's a podcast. Start from the beginning and then get right a must read." So what I would say to people is slow down. And I know you wanna get this book out yesterday. So I wrote this book two years ago and the nervous system is the hottest thing in the whole planet. Yeah. And <laugh> right? Yeah. And, and I have been working on the nervous system for 30 years. So slow down and really write a book that is amazing. I know AI, people are doing writing retreats. My friends are going and they're write, doing writing retreats with AI and cranking a book out in a weekend.

Dr. Roseann:

You're not getting a book that's gonna have impact. You might a program and there's different reasons to write book. But if you have something that is going to really influence people or impact, or you have a desire to be a bestseller, my, my advice is to actually slow down and think through the process. I want people to know everybody has an ama - everybody in my T3 cohort, they have the best book. Like I would listen and go, "Wow. Wow." Yeah. "I Gotta get that book." And then really think through your marketing plan and don't be... What I learned in T3 is I know I'm a unicorn. There aren't marketers, right? So you have an audience and really pick one platform. For me, it was my podcast. And don't, you can't, you can't sell your book enough. You know this, Mike. You can't sell your book enough.

Dr. Roseann:

You can't talk enough about it. Right. And, and you have to get, you have to tell people what you want. I get on my show, Mike, and I say, "Hey, I wanna come to your school district." Every single time somebody calls and hires me.

Mike Michalowicz:

That's amazing.

Dr. Roseann:

Yeah.

Mike Michalowicz:

Well, , we, we gotta go. I was looking at the clock. , In the infamous words of Michael Port, because I know you have a speaking engagement coming up, Dr. Roe, , most people say, "Go break a leg." , Michael Port would say, "Go break their legs." <laugh> So -

AJ Harper:

I've never heard him say that. Oh, yeah.

Mike Michalowicz:

, It's my favorite line. He said, "Go break their legs." So crush it on your presentation. Thank you for joining us today.

AJ Harper:

Thank you, Roe. Thank

Dr. Roseann:

You. Thank you for this honor. It truly is an honor to be here, and I hope this was an inspiring conversation

Mike Michalowicz:

For listeners. I bet you it was, because it was for me. , Don't technically hang up. We're just gonna wrap up the show. We have some kind of fodder we wanna share with our audience, but if you hang up, it could disjoint everything. So if you can stay for five more minutes, it'd be awesome. , AJ, next week we're gonna have John Briggs, or at least next bonus episode

AJ Harper:

Thing. No, not next week, but the next bonus episode will be the third and final one, which is John Briggs who wrote Take Breaks Work Better.

Mike Michalowicz:

Okay. Do, do you have any summarizing though you wanted to share that we missed, , on Dr. Rose's journey?

AJ Harper:

I just, I just wanna say that I, I can see from her Amazon ads, because they keep coming up on my feed, people who not only bought her book, The Dysregulated Kid, but then came back to the ad and left a comment to say, "I'm halfway through. I can't believe this book is so awesome." And some version of that. Who does that? Yeah. And it's just, that is a testament to taking the time to write the book the right way, because now those people who would go back to an ad - Yeah. To leave a comment, those are people who are also telling other humans.

Mike Michalowicz:

Amen. I, I am far more impressed, not by the two weeks of the launch, but the two weeks after. And she's in that stage now. To have a 3,000 BSR - Right. That means the book is selling itself. That the early indicators. I'm super curious where she ranks two months from now and three months. And if that BSR stays the same or even goes lower, this is now a book that is going to redefine the entire space. That's the goal. Yeah. , she's definitely on the path. That's truly remarkable. , Do you have any class or anything coming up that we wanna share with our audience?

AJ Harper:

I don't know when this bonus is gonna air. Okay. Harper. I would just say go to AJHarper.com and sign up for mailing list.

Mike Michalowicz:

Follow Roseann's recommendation. Listen to this entire podcast from start to finish.

AJ Harper:

Bing

Mike Michalowicz:

It. Read, write a must read. Listen to it on audio. Get it on Kindle. Get a tattoo that says Write a Must Read on your arm. Don't do

AJ Harper:

That. Yeah, don't

Mike Michalowicz:



Do that. Don't do that. , And no matter what you do, don't write that book. Write the greatest book you can.