

**Author Platform Rocket
-Podcast Transcription-**



The image is a promotional graphic for a podcast. On the left, a man with a beard and short hair, wearing a blue button-down shirt, looks upwards. On the right, a circular inset shows a woman with long brown hair and hoop earrings. The background is dark with white geometric shapes. Text on the left reads 'Author Platform Rocket' with a small rocket icon. Text on the right reads '90 Minutes To Becoming Your Own Master With NYT/USAT Bestselling Author' and 'Guest: Lorhainne Eckhart'. A white pill-shaped box at the bottom right contains the text 'With Jonny Andrews'.

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Voiceover: Welcome to Author Platform Rocket, the highly acclaimed source for actionable business, marketing, and mindset strategy for authors, delivered in 20 minutes or less, most of the time. In other words, this is how you sell more books while building a bigger fan base the right way. Here's your host and author, marketing veteran, Jonny Andrews.

Jonny: All right, folks. Good day. Welcome to Author Platform Rocket. Today, once again, we are doing our interview series, and if you haven't been listening to the other ones, I'll give you a quick background. I sent a completely random email out to the author subscribers going, "Hey, let's talk about your lives. Let's see what's going on. Give me your story, the meat of it."

What we did was found a bunch of folks that were really awesome and that really had some great things going on, and I think that everyone can learn a lot from this one. Today, we're going to really call this 90 Minutes to Becoming Your Own Master, and today we're talking to New York Times USA Today bestselling author Lorhainne Eckhart. How are you doing?

Lorhainne: I'm doing fantastic, actually.

Jonny: Well, that's good. Before we had really kicked this thing off, you were mentioning that you live on an island, which I thought was just phenomenal. It sounds like you love it there.

Lorhainne: I do. I live on Salt Spring Island in the Gulf Islands of BC. A lot of people actually ask me, "Well, where is that?" It's right off the San Juan Islands. It's just across the border. We're right in the chain of islands there.

Jonny: Nice.

Lorhainne: It's a beautiful spot.

Jonny: Orcas Island. Isn't that one of them?

Lorhainne: Yeah, that's in the San Juans.

Jonny: Right, no, now I know. Now I completely understand. I've been to Orcas Island a number of times back in my youth, and it was just magical. I'd usually roll in the day after tourist season, because that's when the locals were like, "Ah," and then they had the best fish tacos because they saved them for themselves. They absolutely did.

Lorhainne: Some of the Gulf Islands, actually, and I presume on the San Juans too, they have a wave off when the tourists leave, and they take that deep breath, because then sanity returns.

Jonny: Totally. Well, cool.

Lorhainne: It is. I can see that happening.

Jonny: Oh, I can absolutely imagine, yeah, just from their perspective that that has got to be just the craziest time, but also the thing that feeds the children. As we're getting kind of into this, why don't you take a little trip down who you are, how you got to be where you are, where you began, and all those kind of things. Give everybody your background.

Lorhainne: Oh, well, it's a long story, but we'll make it really short. I actually had never really dreamed of being a writer, but it was something that came to me, and I had three children. My oldest has autism, and it was at a time in my life where everything hit rock bottom. It was like, "Is this as good as it gets?" I just had a dream. From that dream, I saw my first story, and I got up at 3:00 in the morning every day and just started writing and studied the craft and worked at it, and I seriously never gave up, even though every door slammed in my face and said, "Yeah, we don't want you."

Jonny: Really?

Lorhainne: I pursued through those years of every agent, every publisher saying no, until one magic day, I got the email, "Yeah, we want this." When people first get a traditional publishing

contract, they think, "Oh, I've made it. I'm going to have all these millions rolling in," and then your first check is what, like, \$6? It's reality. It wakes you up.

That actually started me off on a different path. I met up with a bunch of other authors. We formed a group, the Indies, and we started from there. We started writing, working together, encouraging each other, and I did quite well. My third book that I ever wrote, I don't know what happened, but it took off on Amazon. It was the one book I guess that really touched every reader. It kind of launched my career. From there, everything has just grown. I've expanded out to all other retailers and I just worked my butt off.

Jonny: That's awesome. I like the idea of working one's butt off because I think especially in this world, it's the piece that most folks like to leave out, especially looking at what's portrayed on TV and just shows in general. If you've ever watched Save the Cat, what do they call that, the fun and games section, where it's like they're training and working and working and training, and then it all comes together. It's usually not that nice. It's usually much sloppier than that.

Lorhainne: Well, the thing is, I think what people forget, too, is that as you're growing and as you're doing your best to make it, you're going to make a ton of mistakes along the way. I have made a ton and then more probably than any other person, but from those mistakes, you get better, and especially in this industry, the publishing industry, it's probably one of the hardest industries out there, because it can be very cruel to you because if you don't have a lot of self-confidence, it can totally gut you with the reviews and the criticism and everything, but it's just, hold your head high. That one didn't work. Brush yourself off, get up. Tomorrow's another day. Start again.

Jonny: I love it. You're completely right. I'm always talking about the marketing and the technical and those kind of fun things, but you're very right that this industry, in fact, probably a lot of things related to art are going to be kind of, okay, learn how to take a punch directly in the teeth.

Lorhainne: Well, I think you're also speaking about life too, but it really does go to this industry. You do. You're gonna take it.

Jonny: It's a personal thing you're putting out, for most people. Most people, especially if they're writing fiction, a lot of it, they're like, "Oh, I put myself into that character," and the next thing you know, you read this one star review going, "That character was so thin and transparent," and you're like, "Ah, it hurts my heart," and just the blood flows out of the eyeballs and there's moments when you want to quit.

Lorhainne: It does. I had many a days in the beginning where it would gut me when I would hear these, like there were some reviews that were so bad, like slap her to the stake, and strike the match and burn her. It was like, "Who me?"

Jonny: Yeah.

Lorhainne: And they were very personal, and having to get over that and shake it off and focus on the good things, the good ones.

Jonny: Absolutely. What I wanted to get into here was what you had been talking about. Getting to the level that you are with close to 80 books put out, and how you're putting them out, and talking about really becoming your own master. What I like about that is how you brought up the distractions and all of these other things that are clamoring for your attention. Talk to everybody about what you're doing right now. What is this process that you go through that gets you to where you need to be?

Lorhainne: Well, I got to the point where I thought, "Okay, this is crazy", because, and I think everybody can relate to this, is as we put more work out in anything, we spend our entire day being busy, being busy, and yet we don't know what we're doing, but we know that we haven't got time for family. We haven't got time to really enjoy life. So, I said, 'That's it.' I started doing some courses along with doing my writing and the last one was Robin Sharma's Genius Formula.

One of the things that he talked about and has really fixed so many things in my life was focusing on your Big Five thing. It's you start your day at five a.m., you know, I hit the floor, my feet on the ground and I start running. Working out, being grateful for what I've got. Stop focusing on the negative things that aren't working, then being the 90-minute student, so your first 90 minutes of the day, and this is a key thing for everybody no matter what you're doing. You're not answering emails. You're not checking your phone for texts. You're not being reactive to what's going on. You're being strategic. Focus on your big main goal that you're trying to accomplish. Close the door. 90 minutes just deep dive into it. Whether it's you need to learn the marketing industry, because you have to market your own book, take that time to really do it. Plan your day out. Five big things. That's it. Everything else that's little stuff, get it off your plate. You shouldn't be doing it. You need to be doing those five things.

Jonny: I like it. Now, within this context are you breaking them down? Like, let's kind of dig into this a little bit. So, when you're saying the five things, these would be the beginning, you're saying this is, okay, move your body, workout, knock the sleep out of your brain sort of thing through the sheer power of movement. This is kind of what I'm hearing, am I right?

Lorhainne: Yeah.

Jonny: All right.

Lorhainne: I think people seem to forget. "Okay, I need to write." Well, you know what, no you don't. First thing, you've got to look after that body, because that body and the mind is gonna get you to be the A player. You need the energy. You need to be able to have the willpower to be able to focus on your big things. Get out of bed the first 20 minutes is movement. Exercise. Sweat. All the big A-players out there, they'll tell you that. That's your first 20 minutes, you know? Then you gotta be grateful after. You know, you spend your 20 minutes, so people meditate in the morning. It's just 20 minutes. Be grateful.

Take a pad and paper, just write what you're grateful for. Stop focusing on the negative things that hit every single one of us, every single morning of what's not working. Then you get into your work.

Jonny: Well, really quickly, let me inject a little something, something here just that I have found about that first part is, or technically the second part. Like the first part is movement. What I can tell you, beyond a shadow of a doubt is the endorphins released from any form of physical exercise, and this can be any, I mean turn on P90X or whatever you want to do, but definitely get a cardio thing going a little bit that's at a fairly, you know, whatever level of intensity you can handle, 'cause what ends up happening is ... and I like how first you move, then focus on gratitude, because it's so much easier to do them in that order, because if you wake up, and you're tired and you're still a little miffed from something that happened the previous week or some online chatter you were involved in umpteen gazillion different negative info dumps are happening at any moment, you're not gonna get there.

But if you have exercised first, you can sit down, and it is so much easier. So, even if your life seems insane, you can do this. Because that exercise opens up the ability to kind of flow then into that kind of gratitude.

Lorhainne: Well, it really does, but aside from that I don't think people realize too that when you do that it actually starts to fix a lot of things that are wrong inside your body especially the stress thing, which actually inhibits everything that we do. It actually starts to diminish that, and have a huge impact in getting that out of your life.

Jonny: Awesome. I love this. All right. So, first we did the exercise, then we did the gratitude, and now we are into, what did you call it? Work?

Lorhainne: Yeah, your next 20 minutes, your 90 minutes is work. Like deep dive into what you need to do. Like you've got your Big Five that you're working on for the year, for the month, and then your five for the day. Your deep diving in whatever you're trying to accomplish. Right now for me, it's marketing. I need to nail this marketing thing down, because we've got a changing market in place happening every month or two months. Nothing is the same, so it's like how can I keep my books up there so that people are seeing them. Learn the market.

Jonny: Absolutely. I feel like I've been preaching that for decades. Gotta learn to sell these things folks, yes. So when you pick your Big Five, how are you doing that?

Lorhainne: How am I doing that?

Jonny: Yeah. What's your thing?

Lorhainne: Well, this is where you need to ... this comes in the part of close the door in those first 90 minutes when you have to develop your Big Five. What are the five things that are so important to you in your life to have. One of the things that was taught to me in this course, and this may sound a little odd, but it really works, is imagine your funeral. What

would people say about you? When you think about it, it's like, "Wow, I really haven't done anything." So, now is the time to figure out what you really want to accomplish, what's really important to you. You make your Big Five. Your list of things, and from that you can break it down per year, per month, and then your daily five to get you to that.

Jonny: I love it. Have you, I'm just curious, have you heard of the 12-Week Year. I cannot remember who wrote it.

Lorhainne: No.

Jonny: It is a very interesting concept that I think if you combined what you're talking about with the concepts in the 12-Week Year, that you might have yourself a recipe for weaponized living.

Lorhainne: Oh, I like it.

Jonny: Oh, it's crazy. I'll give you the top-down version of this. It's very similar to what you're talking about except rather than looking at the whole year, because that's just for most people, way to long. So what you do, and you know, they talk about the patterns you see in all sorts of businesses especially sales driven things, where toward fourth quarter, that's where everybody like ramps up to try to catch up for any sort of slag, so the author's point and I probably should look this up, but we'll just call them the author at this point. Their point was that if you take the same hustle you get at that last part, but then you take your year and you're like my year is 12 weeks long, that's it, and you set up those micro-commitments for those 12 weeks, and you put the same level of urgency into that, what they've seen, and I've seen this with myself also, you end up getting the same kind of results in literally that length of time.

I don't know who said this, somebody way smarter than me, but "tasks expand to fill the time we allot them".

Lorhainne: Right. That makes total sense, and what you're saying about the 12 week year, that's so similar to what I'm doing with my Big Five.

Jonny: Yeah. It's awesome.

Lorhainne: It really is. There's a lot of information out there and a lot of self-help gurus who are really tackling the same thing, trying to teach it to us, but they're teaching it in a different way, because every one of us will pick up something differently.

Jonny: Excellent. So, we are into what 60 minutes of the 90 at this point? So, what's the next phase?

Lorhainne: Well, the next phase is then I do my work, then I will check my emails at that time, which is later in the day to see okay, what needs to be answered here, what do I need to tackle, get an overview, then I start writing.

Jonny: I got you. So, it sounds like you handle the maintenance after you've handled the more important stuff

Lorhainne: Absolutely. Maintenance should never be first thing, and I think that's the most important thing, and that actually is what's helped eliminate the spot that I just felt myself slipping into where I wasn't getting anything done, because you spend your entire day being reactive instead of being strategic. We've all got that email that comes in, oh, this major crisis. You have to look after this. This major crisis, one after the other, and your entire day is spent putting out fires. You need to stop doing that. That has to be after, because what happens is when I found that I started restructuring my day, how it's running now, I'm seeing less and less of those urgent, put out the fire emails coming in.

When you're strategic with your day, you're not leaving anything to chance. You're finishing everything.

Jonny: I like that, 'cause this is a really, really, really good point. When you're reacting to things, and I like how you say you're finishing this stuff, and I'll just sort of inject another sort of viewpoint on that, and I've noticed this on my own a lot of times also, is that if I'm reacting to things, it's possible that I'll react to too many things, I'll multitask too much, and I'll forget like some tiny little basics to sort of like, in my world it would be Internet Marketing 101 or something like that, and I'll just like, "Oh, my word!" I forgot to hit save, or I forgot to actually public, I get the entire thing done and forget to hit publish on the ad or something like that. Just those little bitty things, that then become tomorrow's fires, because I was trying to put out today's fires first.

Lorhainne: Yeah. You've said it exactly.

Jonny: It's crazy. So, I like that that you're talking about you have less of them, because you're more strategic you're able to complete the tasks you have and not possibly be there doing the palm to forehead thing, "Duh!" Sort of the Homer Simpson continuous.

Lorhainne: Well, it is, and it's this simple thing. If everybody here is listening and thinking well, how is that gonna help me get to the Top 100 on Amazon?

Jonny: Absolutely.

Lorhainne: It's going to help you get to the Top 100 on Amazon, because you're not putting out fires, you're being strategic on how do I get to the Top 100 on Amazon.

Jonny: Right, and part of this is that if that's one of your top five, I'm guessing-

Lorhainne: It's one of my top five, but it may not be everyone's top five. Everyone is gonna have their own individual top five priorities for their life. You know, one of the things too, and I'm gonna mention this is, what are you doing to help your community? Everyone really should have something like that, because we wanna be the change in the world that we wanna see. Just making things better, being a better person helps you get that success.

Jonny: Absolutely. I really like that. That's extremely fun and cool. It's funny that you bring that up, because I've been toying with, I haven't done this in two or three years, but I did a marketing standpoint chat for authors a couple of years ago, at the local library, and I had been asked by, she went to my gym, she was in charge of the program, and she was like, "You do what?", and I was like, "I do this thing with this stuff", and she was like, "Oh, my word, we have authors who would love to hear about it", and I was like, "Okay." It turned out to be the most well attended event that they had in like the past five or six years, and it was just really interesting, because you got to see their eyes kind of like open up.

You're right. Take what you know, and give it to the community, because it will very much, I think that it sends those positive ripples out there.

Lorhainne: I'm glad that you brought that up, because one of the things that I hear far too often with people is, "Well, I don't want to share that, my winning formula." Well, yeah you do want to share your winning formula, and you really want to help others, because doing that is going to bring more success for you. Being greedy doesn't.

Jonny: Totally. Just for everybody listening. We've kind of come to the time here. That is true. You hold your cards close to your chest, but I'll give you the problem with that beyond the fact that you're being greedy is that everybody already knows. There's not, especially in this world, there's not a lot of shenanigans that you can pull behind the scenes. "I have a secret." No you don't.

Lorhainne: Right.

Jonny: Like even just me. I've talked about it. Whatever your secret is, I have already published it through this podcast at least 20 times. So, you don't know something the rest of the world doesn't. I'm not saying I know something the rest of the world doesn't. I'm just saying you're not special. None of us are like that. It's all the same thing.

Lorhainne: That's very true. You're right on that. Yeah.

Jonny: Awesome. Well, thank you so much for coming on. This was really, really awesome. Where can folks go to check out more of your stuff.

Lorhainne: Well, they can go to my website which is: www.lorhainneckhart.com and all my books are there, but I also put out a weekly blog. This is something that I started a few months ago. And of all these strategies that I spoke of like the Big Five and that, I've been breaking them down and actually putting them out there for everyone to help them in their own area of life. It's a Monday blog that goes out. You sign up for my Newsletter and it'll land in your inbox, or just pop over to my website, and you can just read them all there. If you can use them, just rock your world with it. That'll make me really happy.

Jonny: That is super cool. And all of that is going to be in the show notes, so if you are a fan of clicking on things, you can do that. You can go to podcast.authorplatformrocket.com, and you can, more than likely if you're listening right now, she'll be the first one there,

but if you're coming in a little bit later, meaning shame on you for being late, you may just need to search. All of those notes and more will have the transcripts, all that fun stuff will be in the show notes.

And thank you so much for coming on. This was absolutely cool.

Lorhainne: Oh, thank you so much for having me.

Jonny: Absolutely. We'll chatter soon.

Lorhainne: Okay, have a great day.

Jonny: All right. That does it for another round of authorplatformrocket.com. Remember we're here to help you with your business marketing and mindset, so if you have a question, want us to cover a topic, or interview a special guest, just shoot over an email to: show@authorplatformrocket.com, and as always we need your reviews and support. If you like what you're hearing, please leave us a glowing review on iTunes, and forward the show to an author friend who might need the love and assistance, but most importantly, if you're an author who needs help with marketing, why not let us do it for you? Check us out at authorplatformrocket.com. Always affordable, effective, done for you author marketing, so you can get back to writing your books.

I'm Jonny Andrews and that's it for today. I'll see you on the next show.

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