

#006 Pitch Yourself - Knowing Your Audience

with Megan Galane featuring Joshua Lisec

Megan: Hello everyone! Thank you for joining us on refuse defeat today. I have Joshua Lisec on the line and he is going to be sharing his story on how to get started with ghost writing. Before we actually get started I'm going to give a quick bio about him.

- He's the number one international bestselling ghostwriter of over 30 books.
- Ohio's first and only certified ghost writer.
- A Marketing Communications Consultant at Bold Move LLC and the president of Entrepreneurs Wordsmith LLC in Dayton Ohio.
- You can also check his TED Talk; *Solopreneurship: How to Create Your Dream Job from Scratch*

and something that is missing from his bio, a new father! Congratulations!

Joshua: Thank you Megan, thank you! As of June 20th he is 3 weeks old. Wesley is his name.

Megan: So exciting, so did you have anything else to add in your bio?

Joshua: No that's fantastic, thank you Megan, very thorough.

Megan: Alright, thanks. How did you get started in ghostwriting? I love to hear more about that story.

Joshua: Completely, inadvertently and not of my own free will. Let's impact that for a second. My dream when I was in college and even high school was to be you like James Patterson, Dan Brown, David Baldacci. One of these folks who writes these best selling adventure novels, that people love around the world, that get option for films and made into featured movies. I started college right at the time that the second Dan Brown film Angels and Demons was released. I had all my friends watch it they thought I was a nerd and then when we went on kind of a, guy's vacation, that's for another story was complete disaster — a hundred degrees heat in, but it's been a couple of sand dunes on the beach. On the way there we listen to one of Dan Brown's audio books and so I was always the guy who love these weird invention novels, and of course I wanted to write it. So I did it!

I wrote two novel while I was in college. There went publishing house in DC, the real deal, published author, Woohoo! Got publishing credits. And as I begin marketing on books something interesting happen, which was, people would buy my books, read them, reach out back to me and say, this is a really good book I like how you write. Can you help me write my book? It's not a novel, it's my life story but I want it to read like a novel, can you help? And I'm like, well I'm working at corporate gate right now with nothing better to do, sure and then I found out that this thing where you help other people write books is called ghostwriting. I didn't even know what it was called at that time before saying can you help me do this thing you don't even know exist yet. And so that's how I stumbled into it and while I was college, I ghost wrote my first four books while I was in college. None, all of them were are nonfiction, there may have been a couple of memoirs in there obviously you know with the autobiographies and that just kind of scaled up into more people kept coming to me referring their friends to me and then that ends up kind of being this book shelf of over thirty books. Several of which have been international bestsellers, commercially successful.

And so now I've kind of honed from, you know writing generally as my profession to ghost writing specifically, to now the type of book that I write. It's the type of book that is designed to open doors of influence and opportunity for the author. So an example of that is writing a book that ultimately is the first product in your suite of products and services and that have the people buy the book then they go buy the other products. So it becomes a return of investment generator or something that's your life story and you want to become a renowned speaker and get lots of public appearances and a book is your ultimate credibility establisher. So that's kind of where I'm at right now. How I got started, where I'm at now as answer to your question.

Megan: That's awesome, I did not know that you were writing in college getting all those done. So that's awesome that you started young before you actually graduated. Sometimes people end up in those positions just because they have to but yours is pure passion, I love it. What was your biggest failure in ghostwriting?

Joshua: Yes, so my biggest failure in ghost writing is, slightly, it's parallel to ghost writing but let's say on a different rail on the railway and this isn't really about writing. So there's the saying, that "the cobbler's children have no shoes". Which is that in your cobbler is the term for a person, a professional who makes shoes and the idea is that if you're really good at something for other people, you're terrible at it yourself. Another funny example, I was in a marketing company few years ago and there was a panel of marketing agency owners, and someone ask them, what's the best way to grow your marketing agency? And people were like, you know man that's tough, it just, it's very hard to market your services. DUDE that's what your profession is, what the hell is wrong with you?

Right, and so here I am, a ghost writer, professional, commercially successful, all that good stuff and I get this crazy idea up my ass that I'm going to be a TEDx speaker. Oh it's a Tedx speaker right, which is kind of an independent thing, I mean you can't actually even go to the Tedcon unless you're invited. That's kind of your ivory tower version of Tedx. A Tedx is for the people you might say. So I wanted to have my, you know, a Tedx talk. Now, when I was in the midst of writing my novels, I had a dream one night (during the book) right there in the book launch, that I would become a Tedx speaker someday, kind of have it in the back of my mind. Okay, this is going to happen, right? Because it happened in this dream, so it's prophetic, it's prophetic, right? So, I find that there is a little coordinate, like 5 minute drive from where I live in Dayton, Ohio and it's the biggest Tedx event, well actually I don't know if it's the biggest in the Midwest but certainly the biggest in Ohio in terms of turnout, venue, ticket prices, the real deal. So I'm like, I am going to write an incredible pitch for this and I am going to nail on the first try and I am going to become one of the twelve Tedx speaker at Tedx day, it is going to be Legit. It's gonna grow my platform, my credibility, my visibility, my influence.

Right everybody who's listening that didn't have a Tedx talk or Ted talk is salivating right now, because they know how, how important it is for your career, right? Because it open, because it's what made Simon Sinek a household name amongst entrepreneurs right, it's Tedx talk. Just getting to a little bit of the back story, now I've told the cobbler example in the marketing story because, here I am writing my pitch for my talk and I have no idea what to say, right? I don't have writer's block when I go straight. Here I'm sitting in front of this little questionnaire of, you know, what is your idea worth sharing? Please explain why you're the person to write, seen to this Ted talk. And I know, — geez, I don't know what I'm doing here. So my wife who has a fantastic support of operations through all my business,

specifically with copy editing, she came along and gave me some pointers on, you might want to say this, or this, or this, right kind of have the third person. Kind of like the ghost writer of the ghost writer.

So I went ahead and do the best I can, you know. We're on vacation in New York City celebrating. I didn't remember exactly what we are celebrating. Celebrating something important I'm sure and I went ahead and wrote my pitch, I send it in, and I hear nothing for two months and then they say, we picked you to audition. So I just took in went a roller coaster of promotion there. So I speak to audition okay fine, that's great, whatever. So I go and I am mega preparing. I've got, I get three minutes to pitch my 15 minute talk. And I am practicing every day. I'm in the shower and I've got my recording of myself playing and have people sing along to song, I'm speaking alone to myself and I'm pumped for this. So I go there, I give my pitch on the idea of solopreneurship which I defined as creating your dream job from scratch. And in an age where half of millennials which is — you know you're basically 18-35 year olds — half of them are either unemployed or underemployed. So folks, college ain't working out for yall. Better find something else to do. And that's what my pitch is about. How you find the skills in order to fulfill profitable business opportunities in the marketplace. Which is you, or yourself and your spouse, or yourself and your buddy, or whatever make some stuff happen in the world.

Micro Entrepreneurship is another word for it. So I did my 3 minutes, I nailed it, it's word for word memorization, I get and it's perfect....and it's dead silence in the room. And there's *Ahem* like a *Ahem* like cough in the background. (**Megan:** It's an awkward cough!) and the coordinator of the audition who is so enthusiastic about me, Oh I read your pitch it was fantastic, I loved it, I'm looking forward to seeing you. I get down after kind of this everyone shuffling in their seats. And I go and I pass her by again and she gave me the all stank eye as we might say, right. I'm like, what did I do? Other than the fact that I later realized, she is a director of marketing at the biggest university in the county and for them to promote someone who, you know, does not speak highly of giving into college. The debt with the student loans and thousands, and thousands of dollars. I kind of shot myself in the foot on that one.

Now I was heartbroken right because, I found out that the people who did get picked, when they auditioned they stood up there and people can't really see, I have a cellphone in my hand. I put on little spectacles right they're bifocals, stood there with their little cell phone in monotone, "Huh, uh for my Tedx talk, um so I was like thinking and maybe able to talk about like" hell and that was their tone, that was their pitch. They stand up there, at the end of their 3 minutes of god knows what sort of blubbery that was, people were like was like, so what exactly are you proposing to talk about? Well that's the questions they got. Oh I got picked, I got picked. Oh I was torment, I was tormented by this day and night for approximately 30 days until I decide. You know what, I'm not going to let this failure stop me. There's got to be others here in the area, other Tedx, right? And so I say to myself, I am willing — and this is the kind of a take away for listeners in terms of overcoming failure — I told myself, I am willing to fail 10 times, so I'm going to pitch to 10 Tedx events, and if I've dived in the 10th one, I do not get selected, I will stop, I will flush my dream on a toilet. And if it goes back up I'll take a plunger tool and make it go back down.

That was my perspective and of course on the very next one I got it, and it was one stake over, you know, it's in Ohio so it's just right off the road. I was fantastic, people love it. I've got enormous applause and laughter and clapping and carrying on because of all the jokes my wife help me work into the Talk but it was just fantastic and it has been a boom for my credibility. I actually closed a client because he saw that the Tedx talk and he was like wow, I respect this guy now and I trust him. Right, so somebody

found me on the internet about me on the internet and I'm ghost writing his book. (**Megan:** Congrats!) So well it goes full circle, doesn't it?

Megan: Wow, oh I just totally went blank on it. Did you use the same information, like the same description that you used on the first one? (**Joshua:** Yes.) So you are already prepared, ready to go?

Joshua: Yes, absolutely, absolutely. There's very little tweaking except for there the addition wasn't three minutes it was 1 minute.

Megan: Okay, so you just kind of had to cut it down some. That's awesome and because you got in your second time and you went and shared more of that process of like being butterflies on stage anything like.

Joshua: I was not all nervous because I think my nerves I had dealt with when I got on the stage in my hometown and saw this kind of room of people who later by we can't have this guy speaking put down universities because that's where Uh you know, where our paycheck is coming from, right? Cause everyone is so angry like, clearly I'm better than everyone every single one of you and we all know it. But because of politics you can't put me on a stage. We writers and artist we're very confident of ourselves on stage.

Megan: Well you deserve to be with that, I think.

Joshua: Thank you.

Megan: So do you want to share any details on how people can reach you, reach out to you? I'll share your Ted talk in the description so they'll have access to the link of that. So, they can watch that in their own time too.

Joshua: Yeah, there's a few great ways that folks can reach out to me. Obviously there's my website Joshualisec.com — that's Joshua L.I.S.E.C .com, or on Facebook — Facebook.com/joshuatheghostwriter or LinkedIn — just linked in Joshua Lisec, very simple.

Megan: Thank you for having, for joining me. Good thing I didn't say that. I'm so excited that you were able to share your failure and yeah thank you so much. If you have any more questions on Refuse Defeat please email us at Megan@megangalane.com. If you're looking to get on please email me and I will send you all the information I need to have you on my Podcast. Thank you.

Joshua: Thank you so much Megan! This was a blast.