

The Greatest Children's Writing Success Secret



by Jon Bard

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Foreword

This is the shortest e-book I have ever written. It also may be the most important.

It includes the one undeniable trait that all successful children's book writers share.

And here's the most exciting thing: it is a trait that anyone can cultivate. All that is required is a simple belief, and persistence in enforcing that belief.

Ready to discover the secret? Read on...

How A New Friend Changed My Mindset

Recently, at a business networking event, I met a most remarkable woman. She was smart, funny, joyful, and, based on the size of the diamond ring she sported, very wealthy.

During her presentation, she alluded to once having lost everything and then rebuilding from the ground up. Intrigued, I wandered over during a break and asked her to tell me more of her story. She invited me to lunch, and what she told me there had a profound effect...

When It All Came Crumbling Down....

Years ago, she and her husband built an enormously successful business. They made millions of dollars and lived in a massive house with an indoor pool and extraordinary luxuries. But their remarkable rise came to an abrupt and shocking end.

A rogue employee had been using their office for criminal activities. When arrested, he falsely claimed that it had been done with the knowledge of the woman and her husband. Within days, the local media was reporting that the couple was involved in the crime. Contracts were frozen, her business was shut down and millions of dollars of income was lost. And the topper: the police told her that she faced years in jail.

Soon, the house was gone and the family moved in with relatives.

Stunned by this story, I asked her how she managed to live through that nightmare and rebuild her business to an even more successful level.

Her response may be the among the most important words I've ever heard:

“I changed my mindset.”

That was it. That was the key. She changed the way she thought about herself, her circumstances and her possibilities, and her life was permanently altered.

My first question, of course, was **“So how did you do it?”** How do you, having lost all you've had, facing public shame, and even the possible loss of your freedom, manage to change your mindset in such a profound manner?

During her difficult time, she cast around for advice and inspiration, finally finding it in a book written long before her birth. She committed the work to memory, and made a morning ritual of spending 30 minutes each day listening to the audio version of the book.

Within weeks, her depression lifted and her resolve to clear her name and rebuild her business became set in stone. Her fear was gone, and she lived with total confidence that all she had had would return to her.

And of equal importance, she now has the perfect answer to any future potential pitfalls: **“I've rebuilt once, I can rebuild again.”**

Since meeting my new friend, I've taken her advice. I've read this book (and others that it inspired), and I listen to the audio each day. And you know what? She was absolutely right. Changing your mindset is the most significant thing any of us can do to achieve success. Suddenly, future possibilities seem limitless. New ideas are flowing forth. Challenges that I may face no longer intimidate me. I have changed my thoughts, and with that, I have changed my future.

I'll tell you all about this book in a moment, but first....

What, you may ask, does this have to do with writing children's books?

Just this:

The many successful writers that Laura and I have come to know over these past 20 years were not, when they started, any smarter or gifted that you are right now. They were not masters of their craft, wizards at crafting query letters, or marketing savants with their fingers on the pulse of the children's book industry.

No, they were none of those things. But they *became* those things.

And they became those things because they had done the one thing my friend shared as her greatest secret:

They changed their mindset.

They didn't *think* they could become successful writers. They didn't *hope* they could sell a book. They didn't *wish* to *someday* get published.

They sat down to write each day with a burning, crystalline desire to succeed. They *knew* they would become successful. They *expected* to to sell their book. They *were certain* that they would get published - and soon.

“Through our thoughts, we make the world.” Through their thoughts, they built careers.

And there is no reason - and I mean no reason - why you cannot, *why you will not* do the same.

You may not believe yourself capable of committing to success, of overcoming your fears and doubts, or forging ahead with pure, unfettered confidence and of creating your own good fortune, but you have already demonstrated that you are.

You became a Fightin' Bookworm, didn't you?

The act of spending some of your hard-earned cash to become and stay a member is, in itself, proof that you have the desire. Something from within - perhaps from the depths of your subconscious - declared at that moment of decision “Yes, you can do this!”

The time you spend reading the articles, listening to our podcasts, working through the CBI Challenge declares your desire to learn, to improve, to master.

You have everything you need to succeed, right here, right now.

You only need to change your mindset.

Be Judy Blume, or Dr. Seuss, or J.K. Rowling. Not Someday, But Right Now.

*Victorious warriors win first and then go to war,
while defeated warriors go to war first and then seek to win.*

- Sun Tzu, *The Art of War*

One of my hobbies is practicing martial arts. As I trained, I got better, but I still had some things I couldn't quite master. So, as I stepped on the mat to spar, the doubts would ring through my head, my brain would start spinning with thoughts and, before I knew it, I'd find myself on the receiving end of a haymaker.

One night, I tried an experiment. As I bowed in for my match, I said to myself "I am Bruce Lee." Not "I hope I can be like Bruce Lee someday", or "I'm like Bruce Lee, but a 47 year old Bruce Lee who can't kick high and stinks at spinning back kicks." I simply said "*I am Bruce Lee*".

You can probably guess what happened. Freed of my self-limiting talk, I sparred like a champ. I was loose, relaxed and effective. I may not have actually looked like Bruce Lee out there, but I sure felt a heck of a lot better than I usually did.

Now it's your turn.

Sit down and start writing. But not as a "wannabe" or a "beginner" or a "frustrated writer" (those phrases need to be banned from your vocabulary immediately, by the way. You're a writer, and nothing short of that.)

Sit down and write by first telling yourself:

I am an internationally beloved children's author. My work has been translated into scores of languages. Millions of children and parents delight in my words. I have a bookcase filled with awards. I am now sitting down to begin my eagerly anticipated new work, which may well become the greatest thing I have ever written.

Then start writing. Don't think "Oh, this is so silly" or "I don't really believe this." Just take it on faith, assume that persona, use your imagination (after all, isn't that what being a writer is all about?) and be that world-famous children's author.

I guarantee you will write the better than you ever have before.

Such is the power of a changed mindset.

The Book

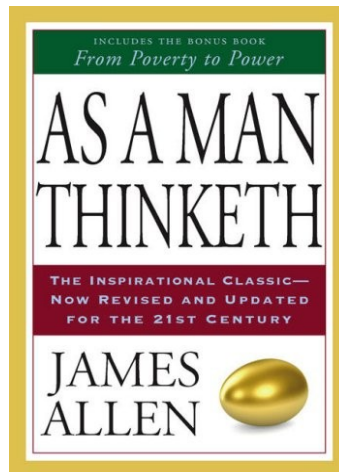
The book my new friend used to rebuild her life and change her mindset once and for all is very old. So old, in fact, that it is in the public domain.

It was written in another time, in another world. It may seem, in parts, archaic. It may seem sexist, with talk of “great men” and never “great women”. It may seem overly concerned with gaining material wealth, rather than complete fulfillment.

Accept these flaws as artifacts of another time, but don't allow them to blind you from the powerful, essential and timeless truths contained:

Your thoughts - and only your thoughts - will determine your success and failure in life. Harness your thoughts and you will obtain the confidence and endurance to reach your goals.

As a Man Thinketh by James Allen



First published in 1903, this tiny book changed my friend's life, and has had a profound effect on millions of others. The teachings of Dale Carnegie, Tony Robbins, Norman Vincent Peale and countless other self-help gurus owe an important debt to Allen's brief, yet elegant discourse on the power of our mind to create success - or derail our lives. It is truly a beautiful work of immense significance.

Get it, read it it, listen to it, internalize it. It will help you change your mindset.

Order the physical book here: <http://is.gd/aabcy>

Download a free text version of this book here: <http://www.gutenberg.org/etext/4507>

Download the free audiobook here: <http://bit.ly/dkEr35>

So give it a try. See if you can change your mindset and replace your nagging doubts and fears with self-confidence and belief.

Read a bit before bed. Take some time every day to listen while you exercise or move about the house. Shut out bad news, negative thinkers and complainers.

Through our thoughts we make our world.

What kind of world will yours be?

I wish you unending success!

Further Reading and Listening:

Yes You Can! By Jim Donovan <http://is.gd/9Mhds> A wonderful free 30 minute audio, perfect for listening to in the car or while exercising. Jim's a no-nonsense New Yorker who sums up the power of thought beautifully.

Success Through A Positive Mental Attitude by Napoleon Hill and W. Clement Stone
<http://is.gd/aab5W>

The Magic of Thinking Big by David Schwartz <http://is.gd/aabyJ>

Instant Wealth - The Secret of the New Entrepreneurial Mind by Christopher Howard. A superb instructional guide on how to “go big” with your dreams. <http://is.gd/aabJV>