

Daniel Hall Presents



Episode 76

From Inspiration to Creation in Your Writing Projects

with Nina Amir

Welcome to this episode of the Real Fast Results! Today's special guest is writer, author, and book marketer extraordinaire, Nina Amir. She is known as the "Inspiration to Creation Coach", and she is also a book, blog, and author coach as well as the creator of the proprietary author training curriculum for writers and other coaches. Nina also founded the National Non-Fiction Writing month and Non-Fiction Writers University. Additionally, she is one of only 300 elite certified, high-performance coaches working around the world, and she is the only one specifically working with writers. Please welcome Nina to the show...

Promise: How to Find Your Passion and Be Inspired

First, thank you for having me on the show. It's an honor. The reason you should listen today is because people need to get inspired. If you want to create anything, you need to be inspired, and again, I am known as the "Inspiration to Creation Coach". I am passionate about helping people create what they want in their life, whether that's a book, or a blog, or a business, or a new relationship, or more productivity. It doesn't really matter to me what they want to create, but I think that we all have this desire to create something.

I think it's important to be inspired because the way that you achieve what I call, "inspired results," is to take inspired action. You have to have that purpose and passion, combined, to actually get inspired to take some action. If you don't take action, you won't get the results.

What I do is I try to work with people to find their passion, whatever it is that they are passionate about. If we have to discover that, then we will. We combine that with our purpose. I think that everyone has a purpose. The overriding purpose, I think, is really to be authentic and connected to whatever you think. Let that flow through so that we are just our best selves. I think that's, sort of, the overriding purpose that we have in our lifetime.

Everyone has a special gift, something they're passionate about and that they're good at, and when we can combine a sense of needing to put that out into the world in some way to serve others, then we have a purpose, right? **When we combine the passion with the purpose, we get inspired. When we are inspired, we know what the next right action is to take.** We know the next step to take. That's what I look for, is to get people to find that inspired action because that's how they will end up taking the right steps to follow to create whatever it is they want to create. That can be a book, or product, or anything, but they are going to have inspired results.

Combining Passion and Purpose Leads to Inspired Action

It's a natural result. When you get into that place of feeling really passionate about something and feeling a sense of purpose, that you have a mission, or a cause, or just a way to be of service, it becomes obvious what to do next. Since that's obvious, you do it because you're excited. I mean, inspiration has that whole aspect of excitement in it. It's when you get stuck in the drudgery of, "I have to do this"... Like, authors will say about their platform, "I have to do it," and they aren't excited about it. They aren't passionate about it. **They don't put it together that if they create their platform, they are going to have the success they want as a writer.**

I had self-published some, but I wanted a [literary agent](#), and I worked towards this for eight years. I was working on my platform, and nothing was happening, even though I had a [literary](#) agent. Anyway, I got to that point, and I was like, "This is just drudgery. This is not what I signed up to do. I signed up to write, and I'm not writing. I'm on the internet all the time, building a platform. Forget it, I'm not going to do it." You know, it just wasn't worth it.

Then, I realized how much I had accomplished in eight years. Like, what I had already built, and my mindset changed, and I said, "I have come way too far, and I refuse to fail." Plus, I had something important to say, and so, I was going for it no matter what. I refused to fail, and in that moment, I really embraced what I had to do. **Four years later, I had a published book in my hands.**

The difference in mindset was huge. **However, in that moment that my mindset changed, I also developed a passion for platform building.** I realized, “This is what’s going to get me where I need to go. It’s not just the writing. I have the writing skill, and I know how to write a book proposal. I can speak, and all these things, but I have to have this platform for success to happen. Even if I [self-publish](#), I have to have it.” So, I just kind of wrapped my arms around it and began to love it. That developed this passion, and it aligned with my inspiration because I was inspired to write my books. You see, it all kind of works together.

Formula: Passion + Purpose = Inspired Results

I’ve already mentioned that I think the formula is Passion + Purpose = Inspired Results. Number one, you have to figure out, “What am I passionate about?” “What excites me? What really jazzes me?” You can also look at it as, like, “What are my gifts,” and that kind of falls into purpose. “What did I come into this lifetime with that I’m supposed to do? You know, something that I can offer.” It may be “just writing,” but I bet it’s writing about something you’re passionate about. So, when you combine those, you’re going to get those inspired results, and that’s first.

Then, I think that it comes down to a bit more. The majority of writers, if we’re speaking to writers, they don’t write. If we take it broader, there are a lot of people that talk about things that they want to do, and they don’t do them. Wouldn’t you agree? That’s where it comes down to personal growth and personal development. You have to start working on yourself so that you can actually do what you say you want to do. I advise that you begin to master what I call the “Pillars of High Performance”. I’m going to go through those briefly.

Psychology

The first one is psychology. You have to master your psychology, and that goes back to my story about mindset shifts. **What’s blocking the majority of us from actually getting inspired, taking action, and achieving the results that we want is the fact that we have negative thoughts and limiting beliefs that are holding us back.** We believe that we can’t do it or that no one will read what we have written. We believe that we will be ridiculed, that it’s silly, or maybe that it has been said before. Maybe you believe that whatever you want to create is not worth creating or that it’s dumb.

We have all of these thoughts, and we also tell ourselves, “It’s going to be hard.” You might tell yourself, “It’s going to be hard, so I’m just not going to do it.” There are all of these negative thoughts and limiting beliefs rummaging around in our heads that we focus on and that keep us stuck. So, when we master our psychology, we... I love this phrase from Tony Robbins, “We don’t negotiate with our mind.” He says, “I never

negotiate with my mind.” So, we stop negotiating, and we make a decision about what we believe, how we’re moving forward, and what is true. That’s mastering your psychology.

Physiology

Then comes mastering your physiology, and people rarely talk about this. **The fact is that if you show up every day to your desk low in energy, tired, or anything like that, then it’s going to be very hard for you to create anything.** You’re not going to get results because you’re going to want to take a nap. So, you have to master your physiology, and that means learning to breathe because our body and our brain need air. It needs oxygen. It needs you to drink more water. Your brain and your body need water. Most of us are not breathing deeply enough, we aren’t drinking enough water, and we’re not moving our bodies.

It’s about actually becoming physically active so that you get stronger and have the stamina to do what you want to do. So, there’s a lot to physiology, like noticing the foods that you eat that make you tired or lethargic. This is all part of achieving results. That physiology, and then there’s productivity. Of course, if you’re productive, you’re going to have results. We want to learn to be more productive, and the main thing that I would say about this for the viewers or listeners, is that we can’t manage time. Time is what it is.

We have 24 hours every day, and we can block out our time and schedule it, but we’re not going to change it. **The only thing that we can really change is how we focus throughout the time we have.** So, productivity is really all about focusing your attention. That means being present in the moment, showing up energized, and focusing only on what you’re going to accomplish in that time. That’s how you become productive.

Persuasion

Then, we have persuasion. This is about influence. As writers, in particular, we talk a lot about influence, but in every industry, we need to influence people in order to get them to buy our products and services. It doesn’t matter what you are selling, or what you’re trying to do... If you’re just trying to help people, you want to influence them so that they’re willing to hear what you have to say, or to make changes, or whatever.

Ultimately, if we are talking about achieving results, we have to influence ourselves. We have to persuade ourselves to sit our butt in the chair, at the desk, put our hands on the keyboard, and start typing. We need to influence ourselves to take deep breaths, to drink the water, and all of these things. If we aren’t influencing ourselves, we can’t influence anything else, and we’re never going to change and get better.

Purpose and Presence

Last are purpose and presence. These are two different ones, but I'll kind of combine them. I've already talked a lot about purpose, and I think that we need to be "on purpose". So, once we know what we want to achieve, we want that to be our purpose as well. We want to sit down at the desk, or at a coaching session with someone, and be "on purpose". We want to know why we are there. The "why," is a big deal. That's so important to know. If you don't know your "why," if you don't know why you do something, you're not going to be inspired, and you're not going to be on purpose. So, "purpose" is enormously important.

Then, there's "presence". I've mentioned presence briefly. You know, when I'm here with you, I'm here with you and nothing else. I focus on the conversation that we are having, and that's it. It should be the same with your work, with your other relationships, with folding the laundry, with exercise. You want to be present with it and "on purpose" so that you're more productive. I think this is a pretty large "brush strokes" view of what I have.

How Do I Stay Present and "On Purpose"?

I have the same issue. I'll be doing something, and it will spark a thought about doing something else, and I'm like, "Maybe I should go check that." Then, I come back three hours later and didn't ever finish what I started. It is about focusing on one thing, and I've often been told that I do too many things and I should focus on one thing.

I actually asked Brandon Brochard about this, if you know who he is, and what I asked was, "People keep telling me to focus on one thing, and I can't because I'm a creative person, and I have all of these blogs, and I have things going on, and I can't just give them up. What am I supposed to do?" He said, "**Focusing on one thing isn't about focusing on one thing. When someone tells you that, it's not what they mean. What they mean is 'complete something'. Focus on it on it until it's done, and then go to the next thing.**"

Creative people, like me, have a lot going on. I have several blogs, and I can't just focus on one. But, in the moment that I decide I'm going to write, "that blog post," for, "that blog," that's all I do. I'm not thinking about the two other blogs. I'm not thinking about the new book I want to write. I'm not thinking about any of that. I'm only thinking about the blog post that I need to write now. I complete that, and I go on to the next thing.

We complete something, and then our confidence level goes up. Those negative thoughts begin to go away because we have this attitude like, "I never complete anything," or, "This is going to take too long, and I can't get it done." When we get it done, thoughts such as this dissipate, and then it's much easier to go on to the next thing and complete it because our confidence level is higher.

Then, there are other things in terms of coming to your desk energized. You know, the physiological part. A lot of the time, we'll show up, but we have all of these negative thoughts going on, and we are thinking that what we have set off to do is going to be too hard and it's going to take too long. Thoughts such as, "I don't know if I can do it. I never complete anything," are going on in the back of our minds, and that lowers our energy levels. So, showing up at your desk and doing some deep breathing exercises is one thing that you can do to eliminate some of those thoughts and stay focused.

Very often, I will bounce up and down, and I'll do some deep breathing, and I will start clapping my hands and tell myself, "I'm ready. I'm ready. I'm ready." Then, when I sit down, and it's like, "Yeah! I'm there!" You know? I've created some momentum, rather than just saying, "Ugh! I've got to do this."

Do You Have Any Other Thoughts on the Physiological Aspects of This?

This is really about changing your state. We have a habit of just showing up in our offices and sitting down, and it ends up feeling like drudgery. You have to change your state, and that's a physiological thing as well as a mental one. Some people will do some shadowboxing, and for me, the deep breathing does really well. You can get yourself excited, and moving, and say, "I got this," or whatever.

You might try getting up and doing some jumping jacks or running up and down some steps. Just try doing something that raises your energy level up really high, very quickly, so that when you sit down you're like, "Yeah! I got this! I'm ready to do this. Let's go!" If you don't do that, then you'll come in at such a low level, such a low state, that you'll find that everything takes a lot longer than it really should, and that it feels harder.

There are other things you could do, like exercise first. Go for your morning run, and don't change your clothes; just show up at your desk. I cycle, and I've been known to just show up in my cycling clothes at my desk immediately afterwards. Two hours later, I'm still there. Sometimes I stay there all day.

Another thing that I want to mention is that if we want to be more productive, we have to pay attention to our state. What happens is after about 50 minutes, you're going to find that your energy is diminishing. So, you want to make sure that you take breaks. We all think that once we, "get in the flow," we have to stay there or it's going to go away. The fact is that if we stay there too long, it does go away.

So, we have to take frequent breaks, and get up and re-energize. Drink some water, and do some more deep breathing. Move your body, go to the bathroom, and get a snack. Whatever it might be, but then come back five or ten minutes later, and that's going to help you continue to have this state where you're in the flow and you're more productive and more creative.

Do You Have Any Recommendations for the Psychological Parts of This?

I just want to touch upon meditation. **I think meditation is great for getting centered and connected to yourself, especially if you're tired.** You can meditate instead of taking a nap, and you'll catch up a little bit. But, on the psychological side, I'm a big believer in affirmations and visualization. As you may know, I recently released a book called [*Creative Visualization for Writers*](#), and I talk about this in there because writers forget to use some of the techniques that we have been taught by others.

Think about the sports industry. **Athletes, very often, use visualization to help them succeed.** I always like this marathon runner example. The marathon runner visualizes the start of the race because they want to get a good start, right? Then, they have to visualize the middle of the race because that's when their legs are tired, their lungs are burning, and they are thinking, "I can't do this. It's hard, my legs hurt, and I can't breathe. There's no way that I'm getting to the end of this race."

So, they visualize the moment when that happens, and they visualize how they are going to get this burst of energy, they're going to feel their legs revive, their lungs are going to relax, and they are going to start thinking, "I can do this." Like the "little engine that could," you know? "I think I can. I think I can. I think I can. I know I can. I know I can," and they keep going.

Then they visualize the end of the race. Think about those marathon runners who have been running for miles, and they're 20th in line. They are #20, and in that last mile, they end up #1. How does that happen? They have visualized that. "I'm keeping my pace, keeping my pace, and now comes the energy for me to finish this race first." They've visualized it, and when they do that, all the muscles fire.

They are visualizing, and the muscles are firing as if they are running the race. Not only that, but it's telling their mind, over and over again, "I can do this. I know how to do this. I know what to do when I run into trouble. And so, it begins to dissipate the negative thoughts and the limiting beliefs that we have, which hold us back. The mind doesn't know the difference. It says, "You're winning the race! You've won the race. You can do this," right?

So, this is a huge thing that we can do, and a really powerful thing that we can do, to help us succeed at anything, whether it's visualizing ourself writing a book and having it in our hands, or a product, or a service. It doesn't matter what it is. We are still firing muscles and sending our brain messages that help us succeed.

Can You Tell Me More About Affirmations and Visualization?

Yeah. **Well, I would start with the end in mind.** What is it that you want to accomplish? And, I would, maybe, write down, first, a real description of what that would look like. Then, I would go through what could stop you from getting there. For every negative thought that you have, which is what stops you, like, “I’m not good enough,” or, “I don’t have the knowledge,” you turn that into an affirmation, which is a positive statement. “I know everything that I need to know to complete this project,” right? “I’m a good enough writer to get this book out and to serve people.” Whatever it is, you turn your negative thought into a positive one.

Now, what you’re going to do is visualize the success that you have described, from start to finish, in minute detail, as if it has already happened, or as if you’re in it. So you can do it in two different ways. One is like the marathon runner, where you are visualizing already being in it. You’re running the race, and you see yourself taking off. So, if you are writing a book, you’ll visualize yourself sitting down and putting your hands on the keyboard, and the pages are churning out. You get the manuscript edited, and you see all of these things.

You send it to be published, and you’re holding the book in your hand. You’re at an event, and people are buying it. You’re collecting money and getting clients. Yay! And, you feel it. You have to feel all of the emotions that go along with this. But, you also have to notice the points in the story that you are telling yourself, and the visualization that you’re creating... You’re are imagining. It’s like conscious daydreaming, or intentional daydreaming. But, you notice the points when you’re struggling. When something comes up, and you think, “Oh, well that might not work out that way,” that’s when those affirmations come in handy.

So, you tell yourself, “No, I can do this.” You can also just take those affirmations that you created and write them, on a daily basis. Write them, or read them aloud, which is even better. You know, use them as an invocation, like, “I am now a writer,” or, “I am now an author.” There are a lot of people who start just like that, “I’m a writer.” It’s very simple. Their mind, at first, tells them that it’s not true, but the more you visualize, and the more that you actually take action, you convince your mind.

There’s a difference between the affirmations you’re just saying and what they call, “affirmations of action”. While I do believe in conscious and deliberate creation, I think that’s what’s missing is action. We have to visualize, believe it, feel it, and then take the action that goes with it. So, those are some things that people could do.

As I’m going through a visualization process like this, if I don’t know what the next step is, often the revelation of what it is that I’m supposed to do is revealed. It actually, kind of, shows up like, “Oh, that’s what I should be doing now. That’s a very cool thing. It’s

kind of a weird phenomenon, almost. I talk about this in *Creative Visualization for Writers*, but I didn't really explain it in full.

There's a Jewish mystical story about how the world was created, and basically, it applies to how we create everything. We start at this place of, kind of, just being. We're just, kind of, connected to ourselves and to a higher source, and we begin to get this feeling of, "I want to create something," or "I want to bring something into the world." We then begin to think about it, so we bring in the mind, and the thought, and we begin to conceptualize what we want to create.

Then, we get into that feeling place of, "Wow, this is going to be great, and it will be like this, and I will feel really happy." So, we go from this impulse to create, to the thought about it, to the feeling of what that would be like, and just before we take action, there's that moment in which we know what to do next. That is the inspired action that I'm talking about. That is the moment when it's like, "Oh, I don't have to do this. I just know what to do, and I want to do this because I just know that's the next right step to bring this into the world." That's when we move into the physical plane, and we actually start doing something.

Connecting with Nina

You can find me at NinaAmir.com, and I'm everywhere in social media, just by Nina Amir. So it's pretty easy to find me. I work one-on-one with people going through the certified high-performance coaching curriculum to help them to level up. You know, we talk about peak performance, which is, you get into that moment of flow and then it's gone. It's like climbing to the summit of a mountain, and then sliding all of the way back down and having to climb back up.

High performance is like climbing to the summit, and seeing the next one, and climbing up to that. It's about leveling up all of the time, in every area of our life. As we go through the pillars, it affects us in so many ways. So, whether you are writing or creating something else, it doesn't really matter, high performance is going to help.

I do work with people one-on-one, but I also have a high-performance writer group coaching program. That's where I bring in 10 or 15 people at a time, and we go through the same curriculum. It's all about these pillars that we talked about. The five pillars of high performance. We go through those, and it's amazing, the results that people get from it. I put that in place so that it would be a little more affordable for people to work with me. **You can check this out at RealFastResults.com/hpw.**

Resources

[*Creative Visualization for Writers*](#)

RealFastResults.com/hpw

[How to Get a Literary Agent With Dani Hedlund](#)

[How to Sell Your Books in Stores...Even if You're Self-Published with Amy Collins](#)

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As always, go make results happen!