



STERLING & STONE TABLET EXTRA

60 Second Summary

The 10X Author by Sean M. Platt and Johnny Truant

Today's author market is all about math. The only change from the old "back in the day" ebook market, that math is no longer **(Any non-zero amount of payment) x E = Success**. Now it's the math of 10X. If you want to survive and thrive in today's game, you've got to level up. And leveling up your writing starts with leveling up your thoughts.

Change Your Mindset

- It's really easy to decide stuff. It's much harder to actually follow through with that decision. But the follow-through is the important part. You've got to *do the work*. Overnight success doesn't actually happen.
- Push that flywheel every day, and eventually — maybe not today, and maybe not next week, but eventually — the momentum will start to work in your favor.
- Remember why you love to write. The joy of the words needs to come first, or else writing books will become just another day job you long to escape. If fiction writing isn't really, truly *what you want*, you'll be better off doing something else.
- Reframe challenges. Turn "have to" into "get to."
- Remember that perfect is the enemy of done. Stop analyzing and insisting that everything be perfect. No book is ever perfect. So get the book done and move on to the next one.
- Always strive for improvement. The 10X author never settles for "good enough."
- When in doubt, remember that if it's not a "hell, yeah!" then the answer is "no."
- You must always face the truth with total honesty, but never lose hope in what you're trying to build.
- Don't chase trends to make a quick buck. Stick to your guns, even in the face of naysayers.
- Know thyself, and ignore the temptation to be anything other than thyself.
- Keep the faith, stay optimistic, face your reality, and *do the work*.

Click [here](#) for the full book *The 10X Author*