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**WRITING**  
**TO GET BUSINESS**  
with Pat Iyer



C-SUITE  
Radio

## Overcoming Perfectionism - Finding the Balance

### DJ Eshelman

As a writer, do you struggle with how much to assume your readers know? Are you a stubbornly independent person who doesn't want help? Does perfectionism plague your attempts to write and publish? If any of these challenges ring true, you've come to the right place. DJ Eshelman has experienced all of these issues and, in an engaging and informative way, shares how he triumphed over them.

DJ published his first book, *Be A Citrix Hero*, in March of 2020 amid the time we weren't supposed to be doing anything, right? We were supposed to be cowering in our homes in fear of what was going to happen. And he said, "No, I'm going to go ahead and publish this book." And so that was the first book. It was born out of that notion of "Let's do it, see what happens." The reception was pretty good in that regard, of people being astounded that somebody in the line of work that he did was able to write a book. There's a whole host of perceptions that people have about what a book means. That opened up all sorts of doors.

As part of being an author, DJ had to deal with the curse of knowledge as he planned his content.

Join me for this podcast episode for *Writing to Get Business* to get to know DJ better.

- Why is it important to not make assumptions that people know more than they do?
- How do you explain concepts without talking down to people?
- What is the advantage of having those who are familiar with your work read your manuscript?
- How can you prevent perfectionism from defeating your publishing dream?
- What are the special challenges of writing a book about a subject with which you don't have familiarity?

Patricia: Hi. My name is Pat Iyer and I have, with me, DJ Eshelman. DJ is the author of two books and has got an interesting background traveling several different worlds. DJ, welcome to the show.

DJ: Yeah. Great to be here.

Patricia: Let's start with your first book, *The Citrix Hero*, and give our listener or the person who's watching this podcast on the YouTube channel a little bit of your background and what led up to you writing your first book.

DJ: Well, like most great books out there, it all starts with writing the book that you wish you had at some point in your life, right? You mentioned a very interesting background, and I actually have straddled worlds.

I was one of the first of a generation of kids that were called the latchkey kids, that were very much going around with their parents both off at work, and they're riding the bus home from school, and they've got a key to the house, and they unlock it, and they're the ones letting themselves in and taking care of themselves. And so, there's a self-sufficiency that came as part of that.

Well, I grew up in Colorado Springs, Colorado, as a latchkey kid, and my parents immediately found they didn't like that. They were very much part of that kind of hippie generation of living off the land. They decided to move us to an unincorporated part of Colorado near Penrose, Colorado. There was no running water, no electricity, none of the things that I was used to. So, I had to learn a completely separate kind of self-sufficiency.

But, in a strange kind of way, it also took me away from things like technology. And so, I always felt I was a little behind. But at the same time, I did learn a lot of self-sufficiency, and maybe even a little stubbornness, I would say. But after going to college and studying psychology, I found, pretty quickly, that I didn't really want to be in psychology for a career.

And I was kind of drifting along, and over, everybody remembers Y2K and, finally, over Y2K, I actually worked for a company and started doing some things within technology, at that point, as an

independent contractor after that. So that kind of started me off in the IT world.

And in 2011, I read a book by Dan Miller called *48 Days to the Work You Love*. That set me on a path to pursuing the work that I was much more called and qualified to do, being an independent consultant. I was now being called upon to use my expertise that I had built up over the years to service others. What I found, in doing that as a consultant, was that it felt like I was always saying the same things all the time, that I was always making the same recommendations. Or I'd discover things. And, Okay, great. I discovered this. Now other people need to know it. So, let's do the usual things, like put out a blog post or whatever.

Eventually I came to the conclusion that it just wasn't working, that that method of disseminating information was getting lost in the noise. And so, I felt a weird notion of getting out of consulting work and starting to teach people what I've learned over the course of a good 15 years of consulting work, and then at other times, just being an employee of various sorts.

The first book actually was not the first book written. I'm sure most of us deal with the fears and concerns of our first work. And so, the first book I actually wrote a manuscript for was written right after I'd been fired. That sat on the shelf for a while, unpublished, and I poked at it. You know, I'm sure this is sounding familiar to a lot of people: "Yeah, I'll get that published one of these days, but right now, I just need to do what's important for me and do the consulting thing."

This other book called *Be A Citrix Hero* started formulating in my mind out of some presentations that I'd given. I thought I was presenting obvious information, giving people things they already knew. I came to find out, from people's responses that they really didn't, or they had read about it but hadn't taken action on it. And so, the thought came, "What if I were to put this into a tangible way of teaching this?" I started doing an online course series, a subscription membership series, where people could learn these kinds of leading practices, let's call them, of how to do the technology the right way.

Having a few subscribers for that, it worked well enough. But what I found was: "Okay, I can take this information and put it in a different

medium and get it out there the same kind of way.” And so, I, quite literally, took transcripts from my classes, and put them into a written format, edited them down, and then put this in front of the same people with a few other people kind of peppered in to say, “Okay, is there anything that I should change about this to make it clearer?” I did a group editing kind of a thing.

And I then did some touch ups, and published my first book, *Be A Citrix Hero*, in March of 2020 amid the time we weren’t supposed to be doing anything, right? We were supposed to be cowering in our homes in fear of what was going to happen. And I said, “No, I'm going to go ahead and publish this book.” And so that was the first book. It was born out of that notion of “Let's do it, see what happens.” And yeah, the reception was pretty good in that regard, of people being astounded that somebody in the line of work that I did was able to write a book. There's a whole host of perceptions that people have about what a book means. And so that opened up all sorts of doors I'm sure we can get into.

Patricia: Yeah. Let me pull that apart a little bit, because you've shared some things that immediately spark ideas in my mind. You talked about when you were putting the content together, you realized that you knew things that other people didn't know. And I'm sure you know the expression, the curse of knowledge.

DJ: Yes.

Patricia: How do you, for those people who have not heard that, it's an assumption that because I know something, you must know it, too. And, therefore, I don't have to go into basic explanations because, of course, you understand this piece. When you're assembling material, how do you get around the curse of knowledge to get to the right level for your reader?

DJ: That, I say, is a great question. And it comes back to something that I believe it was a conversation I had with Ryan Holiday, talking about his book at the time, *Perennial Seller*. And he talked about having concepts that were timeless, outside of a moment in time. And one of the things you have to do with that is take a step back and look at explaining everything as if nobody knows what you're talking about to begin with.

That was the approach that I took about this. “Okay, I'm going to take the assumption that, yes, there is a baseline knowledge that people need to have to be successful with this book, but I'm just going to make the assumption that these things that seem so obvious and so basic to me are not known to these other people.” I literally had to force myself to write in that regard and not take shortcuts. We do that, we take shortcuts. It doesn't matter what we're writing, a blog, or a book, or even just an email to someone, we assume that we know something about them, when that's not always true.

It takes practice. In fact, email is a great example. I had to practice writing my emails to someone, whether it's an executive or somebody that's on my email newsletter list, it doesn't matter. I have to back up and say, how can I explain this in a way that gives them the information they need to know or points them to the gap of knowledge that they need to be successful at it without being condescending or making assumptions about that person? It's an acquired kind of skill. It's not something that's natural, you don't just go out there and do it.

What I tell people all the time is it really is raising a level of preparedness. Back in my childhood, when we moved to the middle of nowhere with no electricity and no running water, our preparedness had to be raised quite a bit in different ways, right? You take that lesson forward to the kind of things like writing where you say, “I have to approach this from a standpoint of this person may know what I'm talking about, they may not.” It's faith, really, that what you're teaching is going to be valuable to at least someone and taking ourselves out of our kind of circle of influence a little bit and saying, this message is for someone. And it's important to connect with them in a way that that is significant without making them feel less. That was the approach I took with that book.

Patricia: Now, it's something that I ran into. For 28 years, I worked with medical malpractice attorneys and had to explain medical concepts to people with no medical background. And somewhere along that line, I heard the expression, “You will never offend anyone by being too basic.”

DJ: That's really good.

Patricia: And what you did was make a conscious decision in the way that you wrote your material, even the people who already knew that wouldn't be offended if you laid it out. But it would be helpful for the other portion of the population who needed that framework in order to be able to go further in your book with you.

DJ: Yeah. And the highest compliment you can be paid in that sort of thing is when people get it. Actually, one of the reviews of *Be A Citrix Hero* points out that most books on this topic are very much point in time, they're tied to a specific version of the software and that sort of thing. And he noted that, "No, DJ nails out these kinds of prerequisites or what you need to know about it, not how to do it, first." There was appreciation from people that, in my mind, were already skilled. But they were able to identify that as well, as to say, "You know what, this is something that I can not only get something out myself, but more importantly, this is something that I can give to other people with confidence that it won't be over their head, it won't be too much for them to comprehend."

So yeah, I like that, that there's no way to be too basic. I like that a lot.

Patricia: And the other piece I wanted to focus on was you mentioned that you created an online course, then use the transcripts to create the book, and then got, in essence, a group of beta readers together to give you feedback. Can you tell us a little bit more about that process?

DJ: I'd love to. And I don't credit myself with this. This is 100% something I got from Chandler Bolt, *Self-Publishing School*. This is absolutely something from that. But the strength of this was in a lot of things. We talked about if this was over people's head or was not. Having a variety of people read through it in advance gave me a lot more confidence, not just feedback, but confidence that this was resonating properly, that it was not just something where, you know, I was already feeling repetitive. A lot of the things that I wrote in this book, I had been writing out in assessment documents for companies for five years. And so, it wasn't just about feeling repetitive. There was some points in time where I felt like I was almost cheating, like this is almost too easy.

But getting in front of people and getting their responses and how excited they were, and even some of the people that were just brutally

honest with me, and saying, “You know what, this sentence structure doesn't work. You say the word ‘just’ a lot.” People give you honest feedback that makes the product that much better. And it's something I carried into the next book. And I will never do another book without a beta team or a launch team. That's the second aspect of this that I am very thankful for, is that I, already going into the launch of the book, had a group of people that were already excited about it. And so not only were they willing to buy it when it came out on a print form, not just in the electronic form they'd gotten before. So, they're buying a book they've already read, which is already kind of cool.

Patricia: Yes.

DJ: But they are sharing it with others. And actually, I'm jumping ahead to the second book, but what I did in the second book that I wish I would have done in the first is put the names of my entire launch team in the back of the book. And one of the most shared and most liked things on LinkedIn that pertain to my book actually came from somebody on my launch team that got a copy of the book and took a picture of their name in the book and said, “That moment of pride when you see you've helped contribute to something.” Something like that.

And that right there was a huge kind of boost for me, of saying, “Okay, this is something that makes it not just about me.” And that's the thing about a launch team or a beta team that is actually really important, too, is that you're bringing people in, you're building community from a book. You're already kind of from a position of strength, but it's always important to get those people that are going to give you the opinion, they're going to call your baby ugly if your baby is ugly, and basically make it the best it could possibly be before it goes out to the world. It's a fantastic strategy. I love it. It's vulnerable and it's scary, but I love it.

Patricia: Yes. Yeah, I think you're right. And the dilemma that I run into is that people get overwhelmed by the vulnerable and scary component, and they don't want to release their book because it's never good enough. And it sits on their hard drive for decades, in some cases, and never sees the light of day because of that risk. You can always do a second edition, you can always do a reprint, you can always fix something, especially if you're independently publishing. It is so easy, with the click of a button, to upload a new file.

DJ: Yeah. And also realizing there's always going to be something. There are, I think, about 800 copies of my new book sitting in my garage right now. I knew there were problems with it when I printed it. But, interestingly enough, just before I actually had the book printed in hardcover, I realized there was a problem with the paperback that nobody had noticed, nobody in the launch team, not my editor, not me. There was a pretty severe problem with the printed book, and that was that an entire chapter was in as a heading for the chapter before it. And nobody really caught it. It wasn't until I was reading the book for the audiobook version that I actually caught the problem.

So, there's another thing, do not make assumptions that everything's going to be fine. But at the same time, like you said, just realize that, especially being self-published, it's so easy to change things now, it's so easy. But at some point, there comes a point where you have to say, "You know what, I know there's going to be flaws. And it's going to be okay." You know that if there's a better second edition later, so be it. But as long as the information is out there for people, then it's already a win.

Patricia: You know, the perfectionist part of my personality goes, "A typo is one thing, a repeated chapter." That would be really hard, to release a book knowing that that was in existence.

DJ: You tend to play mind games, like what else am I going to find? What else am I going to miss? Again, the beauty of the launch team, though, is that it wasn't a big deal. And it wasn't a repeated chapter; fortunately, it was just that when the book was formatted, it was done as a header instead of a new chapter title.

Patricia: Okay.

DJ: So fortunately, it wasn't like that big of a deal, probably would have been noticed. I take that back, there was a repeated sentence that I found as well. So those things do happen. And even 81 people reading the book ahead of me releasing it didn't catch it. So, it does happen. But there's a lot of things that they did catch, a lot of things that they did catch. We are very fortunate. So, at some point, you just have to say, "You know what, there's no such thing as perfect. There's only produced."

Patricia: I hear the words, DJ, but, boy, my fighter of my body goes, “But we have to make it perfect. It's got to be perfect.” And it's like pushing the rock up the hill, there are mistakes and errors that creep into any work. There's an Amish expression. I don't know if you are aware that the Amish would deliberately put a mistake in a quilt because they said only God makes perfect things.

DJ: Okay. That makes some sense.

Patricia: I would cling to that, at times.

DJ: Yes. And also, I will say, too, that the other thing that I've noticed, just from a mindset standpoint, and this is partially the way I grew up, it's a strength and a failing at the same time, is that I tend to be very stubbornly self-sufficient. And it's too embarrassing for me to put out something that might be criticized or might be not perfect. I'm not even sure if it's pride, it really is just something where I am so self-sufficient, I want to make sure it's done and get it done, and sometimes I forget to involve other people in the process. But yeah, it's that mind stretch and that having faith that what you're doing and the reason you're doing it, if it wasn't important enough to get it done, then you probably shouldn't have done in the first place.

And connecting with that, to me, has really been important. Yet, knowing that, let's be honest, book sales don't tend to be what drive a business forward. Especially as a self-published author, you tend to get exposure that's all self-made, for the most part. It's one of those things where the book sales are not what's going to drive what you're doing.

And so, this is just the first step in getting connected with people on a bigger level. So, if you're always waiting for it to be perfect, you're never going to be able to take that second step of truly connecting with your audience and getting them to the point of actually digesting what you have. If we just release something and just assume people are going to digest it, then that's never really going to be enough. So, practicing that, right from the beginning, is critically important.

Patricia: And you mentioned, earlier, about opportunities that occurred as a result of your publication of your books. What happened to you, professionally and personally, because you had written those books?

DJ: There's a part of me that was fed in with this that may not be the healthiest. I was definitely one of those kids, in high school, in college, that always felt like I was on the outside. And so, I've kind of realized that position, my life kind of like that. And when you have that mindset, what you tend to want to do is say, "See, I proved myself, even with all you tried to hold me down, I still proved it." And I don't know whether that's true, anybody's actually trying to hold me down. But that's what that's felt like.

But it actually is people being just so amazed that you did this. So, all of a sudden, I went from a person that thought I had some authority in the marketplace, that I thought that people knew and respected me. I did something as simple as putting out a book, and what I noticed was that people that didn't even read the book, had not bought it, had not seen it, didn't have it in their hands, were looking at me differently now. There's an immediate boost of what that authority actually is.

And that's done a lot of things for me professionally, obviously, but in other ways it's kind of set apart a legacy for me, saying my whole life mission is to leave the world better than I found it, that's really what's important to me. And for me, this is a way to leave IT better than I found it. So, leave IT, yeah, kind of weird how that worked out. But this is something where I can say, "You now have this. Go forth." That sort of thing. But for a lot of people, it would be interesting for them to know is that this has increased the amount of money I can charge as a consultant, for example, and the opportunities that I have to participate in higher levels in the marketplace.

The fact that I'm on a podcast today, these are things that, might that have happened before, maybe, but they're more assured to be done now that I've released a book and that that authority is there.

And I think it's appropriate. There's a lot of work that goes into this. There's a concept in the technology world called proof of work that takes a lot of formats and a lot of different things. But when it comes to writing a book, you've done a lot. You can't just put something out that would be categorically false or bad information and not have that come back at you. And so, there's a built-in kind of not only authority, but trust. I think what that really does when it comes to writing a book, especially when it's about information, that's really where that comes in. And so, the challenge always is, and this is my next

challenge, by the way, is writing a book in an area that I don't feel like I'm an authority, this is the next big challenge for me.

Patricia: Okay. That's book number three?

DJ: Yeah, book number three, this is a big stretch, so stick with me, is going to be a fasting guide for Christian entrepreneurs. So, big stretch. This is not what I was intending for my next book to be, by the way, but is one of those things where feeling that calling and guidance, but also of people telling me that it would be beneficial for them to teach them what I know, or what I've learned, and tell my stories, which, again, you get right into that same thing you were talking about earlier, about you just assume people know.

Well, I did a fasting challenge with some budding entrepreneurs a couple weeks ago, and I found that a great many don't know how to fast, or don't know their options, or why. Well, it's not a good assumption to make. And so, there's been a clear push that my next book project is going to be that which is such a departure, but it's one that I feel is something that this is all prepared me for and will have the same kind of results of.

Patricia: Well, my mind immediately goes to, let's see, how could DJ capitalize on that? Could he do an online course? Could he offer a membership program? Can he do videos? How do you take that book and then what doors are open as a result of that one?

DJ: Big ones. Big ones and life mission ones, life transformative ones. Like I said, I'm shifting away from technology. I've given what I know and put that out there so that that can be there for people. But, really, my true passion, like I said, is to leave the world better than I found it and inspire others to do the same. And so, there's various ways that that comes about, but I'm finding that the skill sets that I developed along the way here are things that can be helping others to kind of follow in a similar path or avoid the kind of pitfalls that I have.

Like I said, it's you tend to create products that give people a shortcut and teach them the lessons you learned the hard way. Well, that's one I'm going to be doing for Christian entrepreneurs starting this year, is keeping them from what I call the squirrel-preneur syndrome, where

you just have everything you're chasing under the sun, and you're always chasing a new thing without really completing the first thing.

Patricia: Boy, do I know that one.

DJ: And so, the lessons learned there is something that I'm going to be bringing to a mastermind membership program that'll be launching this spring.

Patricia: That's right. Well, we connected through the membership course that we were both involved in, yes. And then of course, DJ, I'm thinking about also the knowledge that you learned growing up as a kid about what it's like to live without running water and electricity, which you and I shared in a previous conversation. My sister's children, after their father took them into the wilds of Tennessee, were raised in teepees without running water, and without plumbing, without dental or medical care, without education. That's a whole group of people that I'm sure that you're aware of who call themselves living off the grid, who are looking at ways that they can raise their families in a similar way to the way that you were raised.

DJ: And do so appropriately, I hope.

Patricia: Right. If we add in a layer of values, that will probably be a different discussion.

DJ: Yeah. Yeah, that could be a whole fascinating other story that I'm sure that once you catch the writing bug, it's really hard to stop. And so, I'm sure that will come up at some point in my life, too, along with the TEDx style talks and things like that, that will come about, I'm sure, all in their time. But yeah, right now, I think it's great to have the skill sets. If you look at what I've done so far as practice, look at it as getting my MBA without actually paying a university for one. And so, I'm getting paid to learn instead of paying to learn.

If you look at it that way, then that's why that, like you said, starting with a book is a great way to start because you're already starting from a position of authority, or at least enough authority that people are having the conversation now. And then you can bring them to you to take action and do things in a significant way, not just putting it out there and hoping for the best.

Patricia: And you have the system in place. You know how to produce books, you know how to involve beta readers, you know how to include them in a launch team. I interviewed a guy named John Saunders who got 250 beta readers. And he had a little twist in what you did, he had them by the book at the beginning of giving him feedback. And he used the \$20 or \$25 per person times 250 to pay for his publishing costs when he went to the publisher. He didn't independently publish it, but he had a publishing house that required financial investment. So, his beta readers paid for him to get the book published, and then became enthusiastic promoters of book when it came out earlier this year.

DJ: Yeah, which is something that I anticipate with this as well. The honest truth is there are certain markets that lend themselves well. I should back up, the only reason I published a book, a physical book, in the first place, was I had surveyed my audience and asked them the question, okay, how do you learn new skill sets? How do you learn new things? And, to my surprise, books was number one. So, getting people involved in that process has been a matter of just finding them speaking their language. And that's something that I'm getting better at, but that was a surprise

Now, take that to the Christian entrepreneurial market, well, we're avid readers. We just are. And so put a book out there that meets a need and a desire, yeah, I'm anticipating a much larger launch team than I've had previously. And probably some additional options like that. I'm actually still in the very conceptual phase of all this, but I probably will be putting this in front of at least one or two publishers to see if that's something that they want to help me pursue or not just so I can live in my strengths, which is creation, not promotion.

Patricia: Yes. I learned, in working with a bishop from the United Methodist Church when we were looking at the Christian publishing market, that there are agents who specialize in promoting to Christian publishing companies. And it is a very large market, a very large market of readers who are devoted and focused in on material from these publishing companies. So, you, very likely, will find a person who's interested in taking on that project. And it crosses over into the health area, which is huge in the publishing world as well.

DJ: Yes, it is.

Patricia: Health and weight loss.

DJ: Exactly. Yeah, there's a lot of ways that this can be taken. And obviously, a lot of a whole new series of things that I need to be careful about, too. So, there's a lot of legal things that I need to make sure I'm covered for and all that kind of stuff. So, it's a whole new bit of discovery for me, but I'm really looking forward to it, for sure.

Patricia: So, when you say legal things, and I'm intrigued, are you talking about people who might follow your advice and get into physical trouble?

DJ: Exactly. There's things like that, that we're living in an increasingly litigious society, and something we need to be aware of and covered for. As a matter of fact, that's something I'm actually restructuring, a company to do these ventures completely so it's outside of anything else I have, for that reason. There are already risks in what I published before. I'm disseminating information that I didn't conceive; it was not my information that I'm giving out. It's just what I've learned and I'm repeating. And so, I had to be very careful of some of that. So, this is a whole new journey, a whole different direction of things and whole different things to be covered for. And so, I need to discover what those are going to be. It's not a have to, it's just a should. There's certain things that I really should make sure that I'm saying in the right way so that people know that, ultimately, they're in charge of their own destiny here.

Patricia: Yes. Yeah, it's an aspect that I haven't really thought about. I've written business books, and books on writing, and books for legal nurse consultants and attorneys, and I've never thought about the personal health area as needing those disclaimers. It's good that you're thinking about it now in advance.

DJ: Yeah, but I don't want it to be something where that keeps me from acting. It's that there's a threshold point of saying, if that feeds into my do-it-myself thing too much, then that becomes a problem. And it's very important for me as a person to hire that in and get advice from others, whether it's in exchange for services, or money, or whatever it is, but it becomes important for me not to be held up by questions like that, that need to be answered but don't necessarily have to be answered by me.

Patricia: True. And you don't want to say, "Well, I could get sued for the advice that I'm not really giving in this book so, therefore, I won't write the book to begin with."

DJ: Right. Yes, exactly. You kind of look at society with not very rosy-colored glasses at that point. But I know there's somebody out there that needs what I have to say. If I can help one person be more successful or, in my case, I can help one person to become more connected with their purpose and who they're created to be and who God wants them to be, I think it's worth all of it in and of itself, really.

But you're also, potentially, getting into a population that's more vulnerable, and you need to respect that that's the thing you're doing, too, and then be caring for that audience wherever they are. And it becomes that kind of, yeah, there's so many things that, really, are a lot better off if you're not doing it just by yourself. So, if there's one piece of advice we could probably give for this whole episode is don't try and do it alone, even if you can. So yeah.

Patricia: Yeah, there's that self-sufficiency voice coming out, DJ. I hear it.

DJ: Yeah, can you tell it's been a source of wounding in my past? Can you tell that's had several decades of holding me back, because it has?

Patricia: And your thoughts about the disclaimer also makes me remember that when a publisher approached me and asked me to be the editor for a book on nursing malpractice, and I was an expert witness, I talked to one of my clients and said, "Look, if I write a book about nursing malpractice, and I'm testifying, there could be something in that book that could be used against me. Is this a big risk for me to write this book?" And he said, "Pat, people need the information in that book. And think about the people that you can help with that book. So, I think you should go ahead." And I did.

That book went into four editions. I testified for 25 years. There were exactly two times that I walked into a courtroom, and I saw my book sitting on the opposing attorney's table. One of them it just sat there to intimidate me. The other trial, the attorney did cross-examine me. That was out of hundreds of trials. And that was my big fear, and it happened one single time. So yes, we do have to be careful with our

fears, in my opinion, but we should be realistic and think about the upside of sharing the knowledge that you've gotten.

DJ: Yeah, absolutely. And actually, I have a similar story. In this case, it was a website being attempted to be used against me as an expert witness because they were just trying to look for anything to discredit. So that can be a very intimidating process. If anybody out there is interested in pursuing being an expert witness, don't. I'm kidding. But it was actually one of those unfortunate things where I realized that wow, there really are realities out there where you think you're making a lot of sense and you think you're connecting with people where they are, but your words can be used and twisted with the right person at the helm.

Patricia: Yeah, they can.

DJ: And so, making sure you're well protected is smart, but the reality is if you're living within a mission, then my belief is that there's nothing that could really be done to you that's enough to stop you. And they can put people in jail, they can take away everything they have, but one thing they cannot take away from them is their will. That cannot be taken away. So, your knowledge, your will, your desire to help others cannot be taken from you. And so, if you approach it from that standpoint, then you're already in a position of strength, and it's just a matter of just pushing that forward to the rest of the world.

Patricia: Well, DJ, how can our listeners find out more about you, your services, your books? What would be the best way for them to connect with you?

DJ: Absolutely. My website is [djshelman.com](http://djshelman.com). That's D-J-E-S-H-E-L-M-A-N.com. If that's too hard to remember, another pointer site for that is [leave-it-better.com](http://leave-it-better.com). My podcast is Better Than You Found It, which, also, is really long, so I shortened that to [btyfi.net](http://btyfi.net). Yeah, I'm very reachable out there in the world. I think I have something like 15 different websites, but those are the ones that are going to be the most important.

Patricia: All Right, sounds great. Well, thank you so much for being part of the show. I appreciate that.

DJ: Absolutely.

Patricia: And sharing new stories. I think our listeners have enjoyed those. And for you, who's been with us for this show, thank you for being part of Writing to Get Business. Please, tell other people in your world about our podcast, that we focus on interviewing authors, their journeys, how they came up with their ideas, how they wrote their books, and how they released their books. And watch out for DJ Eshelman, because you're going to be seeing his name on more books in the future. Thanks so much.

DJ: You are certainly welcome.