

Beat The Odds

Editing Sample from Allyson Brooks

Author’s Original Manuscript

Introduction

My hope in writing this book is for readers to begin looking forward in their businesses and in their lives with positive anticipation. An *attitude* (remember that word) that revolves around optimism, positivity, and personal connections is creates is the fuel in the engine making the world move forward.

We can get so anxious worrying about the future; we lose the joy that comes with being eager. A meal tastes so much better when we’re hungry.

More importantly, we lose the ability to help ourselves when opportunity knocks.

It’s not necessarily about making a wish and crossing your fingers so it comes true; it’s more about changing your mindset. Too often I hear people say they expect the worst.

“I know that’ll never happen.”

“There’s no way I could ever do that.”

“Good things like that don’t happen to people like me.”

With that disposition, of course it won’t! If you don’t *believe* in it and go looking for it—don’t expect it to ever materialize—you may keep yourself from ever finding it. “It” could be a personal goal, an event, or a situation. I firmly believe that sometimes an opportunity will come along in a person’s life, but they don’t see it because they’re looking the other way.

Real quick example: let’s say a single man is looking for a relationship. Unfortunately, he’s had some bad experiences in the past, so now he expects the worst when he looks toward his relationship future.

“No smart/fun/sexy (fill in the blank) woman would ever want to go out with me.”

A lady he works with takes an interest in him. She goes out of her way to “bump into” him in the break room; sometimes she strikes up a breezy conversation with him in the elevator.

In her mind, she’s doing everything except standing on her head to show our guy she’s interested. In his mind however, she’s just being friendly. Or maybe someone dared her to be nice to him as a prank. Or perhaps he sees she *is* interested in him—but that’s only because she doesn’t know him that well. If they start to date, she’ll learn more about him and quickly lose interest.

His mindset will keep him from achieving his goal because he’s not looking ahead with positive expectations and anticipation.

I like for people to think about the future like a kid thinks about Christmas.

Allyson’s Re-Writes & Edits

Introduction

Too often, people expect the worst.

“I know that’ll never happen.”

“There’s no way I could ever do that.”

“Good things like that don’t happen to people like me.”

With that kind of expectation, it’s no surprise! If you don’t *believe* in good things and

don’t search for them—but you still expect them to materialize—you may keep yourself from ever finding anything. We can get so anxious worrying about the future, we lose the joy that

comes with being eager. We also lose the ability to help ourselves when opportunity knocks. I

firmly believe that sometimes an opportunity will come along in a person’s life, but they don’t

see it because they’re looking the other way.

I’m sure if you are a CEO, a business owner, or anyone who is just looking for some

help, you might think, “Okay, Mr. Rock-n-Roll, why should I listen to *you*? All you do is bang

on the drums all day. How could *you* possibly know how to help *me*?”

Okay. That’s a fair question. I suggest you pour yourself a big cup of coffee (or whatever

you drink while you read), kick back, and strap in. I’m ready if you are.

I’m not just from the music business, I’m from the *world of business*. I developed the

Music Business program at The Collective in New York City, which has seen 25,000 go through

the program. From teaching, I moved to public speaking, becoming “The Rock and Roll Thought

Leader.” I’ve presented my methods to FedEx, Belmont University, Pacific Hotel Management,

The School of Rock, and the the U.S. Space and Rocket Center, to name a few. I’ve been a part

of the world of business for over 50 years now.

So...who better to help you achieve rock star success than a guy who’s been there?

Commented [AB6]: Introductions are tricky monsters! You may notice that the introduction here is much shorter than the introduction in the original manuscript. I am so sorry, but the original intro was very problematic. An Introduction is the last part of a book written. It is not a summation of the book. It’s not supposed to contain any of the stories told later in the book. It’s not supposed to tell what’s coming up in the book. To understand the book intro better, please take a look at this website—it explains things much better than I could: <https://scribemedia.com/write-book-introduction/>

I’ve done my best to take what has been written and present it in a way similar to the outline on the above site. Please, feel free to compare this new into to the original one, and make any changes you would like to make. Thank you for indulging me! ☺

Final

Introduction

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So...who better to help you achieve rock star success than a guy who’s been there?

Author’s Original Manuscript

I wasn’t a part of the ‘clique.’ It felt like my big break was getting further and further away. There were a lot of folks who would tell me one thing, but then do another. So many times I was told I would be a part of a band or part of a tour...only to never hear from the person again.

It was disheartening at best; it really ticked me off at worst.

The one guy I could count on was Frank. He threw a party for me when I got settled. The purpose was to get my feet wet in the music community, but also for me to meet important people and begin to grow my network. At the party was Carmine Appice.

In case you’re not familiar with Carmine’s name, he was my drumming idol when I was starting out in New York. Carmine was the drummer in the band Vanilla Fudge. He went on to play with Cactus, Ozzy, and with Jeff Beck...I was a huge fan of his.

I went to his clinics and saw him whenever I could. I do remember this: when I attended his clinic or saw him out during the late 60s, he was always very nice to me. At clinics, he would give me advice. Afterwards, he always took the time to sign whatever I brought for him to autograph. The way he always treated me with kindness and respect really made an impression on me.

Anyway, Carmine was a friend of Frank (Earl Slick). We started talking at the party, and I became good friends with him also.

Hang onto that puzzle piece for a moment. Carmine Appice is going to be instrumental in creating the blazing arc of my career. His friendship was the key to getting my foot in the door with a band called Blackjack.

I am going to save the rest of the incredible story for the chapter dealing with adversity—something I also had to learn to do. In fact, I am going to save stories from my time with three bands for later in the book. One story is from when I joined the aforementioned Blackjack, one is from when I played with a band called CRAAFT, and a couple are stories from my time playing in the band accompanying music legend, Bo Diddley.

For now, I am going to illustrate how a mindset based upon belief, positive attitude, and service toward others will naturally create opportunity.

There are two stories that acted as the lead dominos in my career. They each began a distinct set of events that led specifically from one to the other. Both created MAJOR opportunities that flowed like one river into the next. One story involves a guy named Dave, who waited for me after a show and asked for my autograph. The other story involves a man named Jerry, who called me out of the blue one afternoon, desperate for a drummer to cover a gig for him.

Where each story ultimately led will blow your mind.

Allyson’s Re-Writes & Edits

view, Los Angeles was a great place to be if you were part of a band that had already made it. If you were struggling to gain footing in the industry, it was brutal. I wasn’t a part of the “clique.”

It felt like my big break was getting further and further away. Many people would tell me one thing, but then they would do another. So many times I was told I would be a part of a band or part of a tour, only to never hear from the person again.

It was disheartening at best; at worst, it really ticked me off!

Through it all, the one guy I could count on was Frank. He threw a party for me when I got settled. He did it to get my feet wet in the music community, but also for me to meet important people and begin to grow my network. There, I met Carmine Appice. Carmine was also a friend of Frank. We started talking at the party, and became good friends.

In case you’re not familiar with Carmine’s name, he was my drumming idol when I was starting out in New York. Carmine was the drummer in the band Vanilla Fudge. He went on to play with Cactus, Ozzy, and Jeff Beck. I was a huge fan of his.

During the late 60s, he was always very nice to me. I went to his clinics and saw him whenever I could. If I saw him out and about, he always greeted me. At clinics, he gave me a lot of helpful advice. Afterwards, he always took the time to sign whatever I brought for him to autograph.

Carmine Appice treated me with such kindness and respect that he made a lasting, positive impression on me. Inspired, I took his thoughtfulness to heart and made it a part of myself and my career.

Later, Carmine Appice was instrumental in creating the blazing arc of my career. His friendship got my foot in the door with a band called Blackjack.

I am going to save the rest of the incredible story for the chapter dealing with adversity—something I also had to learn to do. In fact, I am going to save stories from my time with three bands for later in the book. One story is from when I joined the aforementioned Blackjack, one is from when I played with a band called CRAAFT, and a couple are stories from my time playing in the band accompanying music legend, Bo Diddley.

There are two stories that acted as the lead dominos in my career. They each began a distinct set of events that led specifically from one to the other. Both created MAJOR opportunities that flowed like one river into the next. One story involves a guy named Dave, who waited for me after a show and asked for my autograph. The other story involves a man named Jerry, who called me out of the blue one afternoon, desperate for a drummer to cover a gig for him.

Where each story ultimately led will blow your mind.

Commented [AB8]: This is an example of Show, Don’t Tell. Removing extraneous explanations will keep the reader in the story.

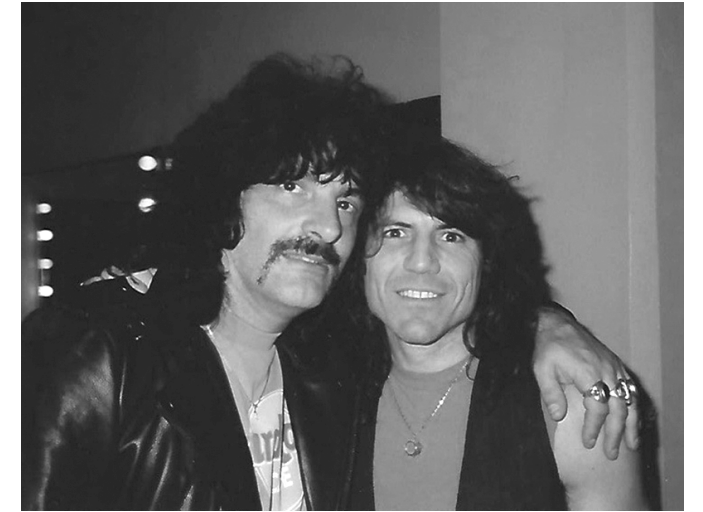
Commented [AB9]: Show, Don’t Tell. This paragraph honestly isn’t necessary if you’re actually going to do this later in the book.

Commented [AB10]: Just blow my mind--Show, Don’t Tell. From here on out, I have edited out all instances of Telling. I wanted you to see these instances so that you could understand what I’m referring to. My suggestion here is to simply **remove these three paragraphs**. It will not hurt this chapter or this book at all.

Final

When I finally got settled into L.A., Frank threw a party for me, like any good friend would. He did it to get my feet wet in the music community, to meet important people, and begin to grow my network. It worked! There, I met Carmine Appice. Carmine was also a friend of Frank’s. We got to know each other at the party and became good friends.

Carmine Appice was my drumming idol when I was a kid starting out in New York. His resume (if he even needs one) reads like a Who’s Who of Rock and Roll. Carmine was the drummer in the band Vanilla Fudge. He went on to play with Cactus, Ozzy, Rod Stewart, and Jeff



Carmine Appice with me

Beck. Numerous drummers, such as Phil Collins, Neil Peart, John Bonham, and Ian Paice list him as a major musical influence. As for me, a regular fan, I found him inspiring.

Carmine was always very nice to me. If I saw him out and about, he always greeted me. When I attended his clinics, he’d take a moment to give me helpful advice. Afterwards, he always took the time to autograph whatever I brought with me.

Carmine Appice treated me with such kindness and respect that he made a lasting, positive impression on me. Inspired, I took his thoughtfulness to heart and made it a part of myself and my career. He was instrumental in creating the blazing arc of my career. This arc also involved dealing with adversity—something I desperately needed to learn.

With each domino that falls in one’s life, a lesson is learned. Learn that lesson well, and a gift is given.

The next two dominos that fell changed my life.

Author’s Original Manuscript

Try it.

If you think it’s all hocus pocus, give it a shot. Adjust your attitude and believe. You have control over how you “read and react” to any given situation.

In the workplace, a positive mindset will lead to effective management.

This quality of effective leadership probably goes without saying, but the rationale behind it bears elaboration. And not just because of the benefits of a positive mindset—but also because a failure to do will ultimately kill off the progress that every CEO wants to maintain in their company.

First, let’s look at the scientific rationale. There is some research that suggests optimism (the glass is half full) and pessimism (the glass is half empty) are dispositional traits. Martin Seligman, who ironically also coined the concept “Learned Helplessness,” wrote that people approach events in a way consistent with their disposition. For example, you probably all know people who, despite terrible events transpiring in their lives, always seem upbeat and looking toward a brighter future, Conversely, I’m sure you’ve all been around people who can find the dark lining in any silver cloud.

In other words, Seligman felt we are born with a genetic predisposition toward one end or the other. Early experiences and relationships will mold this predisposition, but in general we lean one way or the other.

That said, through cognitive restructuring (or reprogramming the hidden files on your internal hard drive) we can essentially retrain our brain to approach life in a way different than our predisposition. The trick is to recognize this tendency in ourselves and have the motivation to change it.

If you are the type of person who looks ahead to a brighter future, good for you! You have a mindset and emotional regulation system that will benefit your health—both mental and physical—for years to come. You will feel less overall frustration, hostility, and protracted grief than your peers. Keep up the good work.

Allyson’s Re-Writes & Edits

Try it.

A positive mindset isn’t an empty platitude. You can adjust your attitude toward the

positive. You have control over how you “read and react” to any given situation. This is a fully realized concept that has the science behind it!

Martin Seligman is an American psychologist. He has worked as a Professor of Psychology at Cornell and the University of Pennsylvania, as well as serving as the President of the American Psychological Association in 1998. He is the founding editor-in-chief of the *Prevention and Treatment* journal and is on the board of advisors for *Parents* magazine. He’s also the father of Modern Positive Psychology (Hirtz, 1999).

Seligman is best known for his concept of “learned helplessness.” Through his experiments, he found that when someone feels unable to escape bad situations, they’ll ignore new opportunities to learn how to escape (Seligman, 1992).

Later on, Seligman attended a conference at the MacArthur Foundation and met the world-renown polio vaccine scientist Dr. Jonas Salk. Salk told Seligman that he wished he could psychologically immunize children to help them fight mental illness (Hirtz, 1999). This talk changed Seligman’s way of thinking—if people learned pessimism, then they could learn optimism! By combining theories of biochemistry, behaviorism, evolution, and genetics, he found that, even though there are some things about ourselves we can’t control, we can learn happiness and optimism (Seligman, 1993).

You probably know people who, despite terrible events transpiring in their lives, always seem upbeat and looking toward a brighter future, Conversely, I’m sure you’ve all been around people who can find the dark lining in any silver cloud. Through cognitive restructuring (reprogramming the hidden files on your internal hard drive) we can essentially retrain our brain to approach life in a different way. The trick is to recognize this tendency in ourselves and have the motivation to change it.

If you are the type of person who looks ahead to a brighter future, good for you! You have a mindset and emotional regulation system that will benefit your health—both mental and physical—for years to come. You will feel less overall frustration, hostility, and protracted grief than your peers. Keep up the good work!

Commented [AB16]: The text of the original manuscript became very problematic here in the way of uncited and unrefereed scientific study, the use of a faulty premise, and the misrepresentation of a public academic figure. I have taken the liberty, as your editor, to make a large, suggested change. The next 5 paragraphs are a rewrite of this part of the manuscript.

Final

Try it.

A positive attitude isn’t an empty platitude. It is a genuine mindset that is within your control. You are the one who decides how you will read a situation and react to it. This is a fully realized concept that has some science behind it!

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You probably know people who, despite terrible events transpiring in their lives, always seem upbeat and look toward a brighter future. Conversely, I’m sure you’ve all been around people who can find the dark lining in any silver cloud. Through cognitive restructuring (reformatting the negative attitude files on your internal hard drive) we can essentially retrain our brain to approach life in a different way. The challenge is to recognize this tendency in ourselves and have the motivation to change it.

If you are the type of person who looks ahead to a brighter future, good for you! You have a mindset and emotional regulation system that will benefit your health—both mental and physical—for years to come. You will feel less overall frustration, hostility, and protracted grief than your peers. Keep up the good work!