

00:00:01:02 - 00:00:22:01

Maria Lloyd

Hello and welcome to the My Local Marketer, a podcast which shines a light on success stories, key learnings and insights from people and businesses based in Reading, Berkshire. I'm your host, Maria Lloyd. I've lived in Reading for 20 years and have only recently started to appreciate what our wonderful town has to offer. Join me as I explore readings, opportunities, and lessons in more detail.

00:00:22:06 - 00:00:29:04

Maria Lloyd

Now, without further ado, let's jump in. Hello Louisa and welcome to the My Local Marketer podcast. How are you doing?

00:00:29:09 - 00:00:35:11

Louisa Guise

Hi there. Thanks for having me, Maria. It's really good to be here for my first podcast actually.

00:00:35:13 - 00:00:50:08

Maria Lloyd

And this is my first one to. So yay yay. Let's do a high five. Yeah. You can't see it. Just a high five. So congratulations on how to leave a group chat book. Very exciting. Thank you. Yes. It's because you have published before, haven't you? But this is your first.

00:00:50:14 - 00:01:01:00

Louisa Guise

It's my first book. I've had some poems and anthologies before. Yes, you did for years. But this is the first actual book that I've seen through to publication.

00:01:01:02 - 00:01:01:20

Maria Lloyd

Oh. We should.

00:01:02:00 - 00:01:05:20

Louisa Guise

So I think it's not a poem. So quite different.

00:01:05:22 - 00:01:25:23

Maria Lloyd

Well, let me just read your intro quickly so people know who you are. So this is Louisa Guise. Louisa is Cardiff born and bred. She likes to write and has had a number of parents published, as we've just said. How to leave a Group chat is her first nonfiction book, which draws upon the knowledge gained from her long career as a communications professional.

00:01:26:00 - 00:01:37:15

Maria Lloyd

Louisa now lives in Reading with an army of houseplants where, aside from writing, she enjoys yoga, fine dining and kayaking on the Thames. That last one is fascinating to me. I need to do that with you at some point. Okay, let's do that.

00:01:37:17 - 00:01:42:15

Louisa Guise

I've got I've got the kayak in my shed and hasn't come out in a while, so you should go.

00:01:42:20 - 00:01:45:00

Maria Lloyd

Oh, okay. I'll have to arrange it after this.

00:01:45:06 - 00:01:46:03

Louisa Guise
Definitely.

00:01:46:05 - 00:01:53:06

Maria Lloyd

Okay, so let's jump right into it and ask you first question, which is what do you love about living in Reading?

00:01:53:08 - 00:02:16:06

Louisa Guise

I really like the location of Reading. I mean, it's great because London is right there, but you can also access other cool cities, including my hometown of Cardiff. So it's not hard to go back. Although the train ride train prices are not favourable. But there you go. Locally. so there's deals. I really like that. It's multicultural.

00:02:16:11 - 00:02:37:24

Louisa Guise

I did live in Croydon, I've been in London and even Cardiff's become more and more multicultural, so I feel quite at home with that. So I think that's great. And it leads to a lot of great food as well. Some really good local restaurants. It does feel like very safe, although I say that as someone who lived in Croydon where you're constantly looking over your shoulder.

00:02:38:01 - 00:03:01:09

Louisa Guise

Sorry if there's anyone you know, living in Croydon listening to this. Share in the comments why you love Croydon and why it's not. Yeah, it's not that bad, but you do have to be more aware than in other places. It's fantastic that there's so much nature on your doorstep. It kind of bleeds into like West Berkshire, Oxfordshire. That was just such a blessing in the pandemic to not feel so confined.

00:03:01:11 - 00:03:26:11

Louisa Guise

I was living in a one bed flat for a lot of the pandemic, so it's brilliant to get out cycling, walking, kayaking then. And also it has been a very good place to start a writing career with lots of local, writers and a really great writers group that were both in Caversham, writers where I've seen a lot and had that extra kind of push to kind of see projects like this through to publication.

00:03:26:13 - 00:03:42:15

Maria Lloyd

So brilliant. Thank you for that. Yeah, I must admit, I do like living in Reading too. As you said, it's a great location for getting to anywhere, whether it's Birmingham, South London, anything like that. But also I just love the canals. I noticed that you can be in the city center and going by and by the canal. Yeah, that's so relaxed.

00:03:42:16 - 00:03:52:19

Louisa Guise

You can feel like you're in the middle of nowhere. yes. But you're not in the middle of nowhere. But you still feel like you're in the middle of nowhere, which is, really, really nice.

00:03:52:21 - 00:04:09:07

Maria Lloyd

Yeah, it's a hard balance to find. So, yes, I think we are both apprehensive writing. Yeah, I'd say that. So, as we know, your book is called How to Leave a Group chat. But let me just Turn around is displayed at the front here, but the subtitle is A Guide to Navigating Digital Communication. Now, this is what I find

fascinating.

00:04:09:07 - 00:04:18:00

Maria Lloyd

So as I said to you before, I think the subtitle actually expresses a bit more. So how did you land on the title? How to leave a Group chat so well?

00:04:18:02 - 00:04:42:19

Louisa Guise

How to leave a group chat? That's the thread if you like that it runs throughout the book. It's really kind of what it's about, but it talks about communications in general. A big thing for me is explaining not just saying it's easy enough to say, okay, this is how you leave a group chat, but I think there needs to be an explanation of how we behave, why we behave the way we do.

00:04:42:21 - 00:05:10:10

Louisa Guise

A bit kind of a reassurance that it's sort of not our fault in a way, and it's how communication has changed and not just changed, but kind of diverted from how we would communicate as human beings, which I think does cause some conflict and I think needs to be acknowledged in terms of the precise wording. Because an early title was the Ultimate Guide to Leaving Group chats, which is a bit more of a mouthful, but I did some SEO keyword research.

00:05:10:10 - 00:05:28:19

Louisa Guise

I'm a kind of communications and marketing professional by trade, and it's really important that anything that goes online fits in with what people are already searching for. So I did some research to kind of define the title, and I think how to leave group chat is a lot more punchy than my original title as well.

00:05:28:21 - 00:05:48:16

Maria Lloyd

Interesting. Yeah, I must make. So I started to read it. Having read your title and also thinking, wow, I'm learning so much from this book. I mean, words I think you're waiting for like something I never heard this way before fascinate too much noise. Please notice the next question for you which is on chapter two, which is communicating in different dimensions.

00:05:48:18 - 00:05:54:14

Maria Lloyd

You actually discuss how you communicate in these different dimensions. Could you outline that from distance?

00:05:54:15 - 00:06:17:20

Louisa Guise

Yeah. So I timed it dimensions. So it's sort of metaphorical dimensions because it's kind of communication in relation to space and time in a way. And where you were you physically kind of off or physically aren't. So I talk about the first dimension and that's us. Maria and I are sitting here talking as we're talking together right now.

00:06:17:22 - 00:06:39:10

Louisa Guise

So Maria is smiling and she's leaning on the table. She's moving ahead a little bit. I can see that she's reacting to my body movements. She can see how I'm moving, how I'm talking. We can hear each other's tone of voice, which you can kind of hear in the podcast, but it would be a little different. So we're just communicating to see humans as we're supposed to communicate with each other.

00:06:39:14 - 00:07:04:22

Louisa Guise

So that's the first dimension. Second, even an overall term of how you can communicate without being present. And by present I mean physically with somebody. So talking on the telephone, that would be second dimension, because we'd be talking in real time, but we wouldn't be able to see each other. We could still hear tone of voice. It would be it would sound a little different over the airwaves or the cable.

00:07:04:24 - 00:07:24:13

Louisa Guise

But we still have a good idea, like you could probably tell, for example, if she was upset and you could hear some sniffing or some crying, you could probably still ask, you know, without too much problems. Are you okay? If she's laughing? You know, you could probably tell if she's giggling some in the background and if something's going on.

00:07:24:15 - 00:07:46:06

Louisa Guise

So that second, because it sort of fits is sort of in between. But this is also kind of passive communications in the second dimension. So basically there's communication, but you're not corresponding in real time like you would on the telephone, a book for example. You've written all this information someone else's. So you're still communicating with someone else, but you're not there to actually give them the information.

00:07:46:06 - 00:08:14:10

Louisa Guise

So I hope that makes sense. That's kind of second dimension. And third dimension. You're more of a persona. You are in this virtual world. There's no body language, no tone of voice. We try to mitigate that with emojis. So basically you're a screen talking to another screen. You might not even be your full self because you might be, you know, the perception of who you are and might just come through your Facebook profile and then you're a Facebook Messenger.

00:08:14:12 - 00:08:30:21

Louisa Guise

So third dimension is when we're really much further removed from how we would communicate normally. And at the end of the book as well, I sort of mentioned we're moving into kind of all these different sort of hybrid models, like video calls, which kind of fit somewhere in between. you call.

00:08:30:21 - 00:08:32:21

Maria Lloyd

That the fourth dimension, isn't it? That one?

00:08:32:24 - 00:08:51:19

Louisa Guise

Yeah. And I mean, for the purposes of the book, I hadn't really defined it, but I did I did watch back the Ask the Author talk I did with Caversham Rights Forbearers a few weeks ago. And actually, I noticed that Adrian, the host, did keep referring back to zoom calls a lot, a lot more than I even realized when doing the talk.

00:08:51:21 - 00:09:12:11

Louisa Guise

So it's definitely something that's coming up and that this is new things coming. You've got holograms, you've got metaverse, you've got 4D. So, I don't know these. I know they're on the horizon. I know things are changing, but I don't know enough to really be an expert to worry about them yet. But they're definitely something we should have on our radar for sure.

00:09:12:13 - 00:09:13:17

Maria Lloyd
Definitely looking.

00:09:13:22 - 00:09:14:14

Louisa Guise
Out for.

00:09:14:16 - 00:09:32:04

Maria Lloyd

So we've got the four dimensions there. So the first one is that we're doing at the moment we are in person in the same room. We can see here each other. The second dimension is where you've got something between you, whether that is a phone call and you are in real time or it's a book. So someone is, yeah, television service as well.

00:09:32:04 - 00:09:38:12

Maria Lloyd

And that could be communicating from the past really. I mean we've read books are like decades old. So maybe it's. Yeah.

00:09:38:14 - 00:10:04:08

Louisa Guise

Well, the earliest in the book, the earliest, example I gave of this was actually cave paintings. Yes. Because some of that, some of them were just to tell stories, to pick up the person who might have painted the cave paintings, but some of them might have been, you know, a note to the next person who's in this cave to say, hey, this is where the local spring is to find water, or this is where the good berries are, or where the good, you know, where the animals are hiding so you can hunt them or something.

00:10:04:08 - 00:10:07:06

Louisa Guise

So fascinating.

00:10:07:10 - 00:10:21:02

Maria Lloyd

And then third, as we've just said, that is through the digital screen. So that's where, like you said, you've got to use emojis or something. Just to clarify the conversation. So if you say are you a smiley face is different from are you coming angry face. Yeah.

00:10:21:06 - 00:10:22:05

Louisa Guise

You definitely. Yeah.

00:10:22:08 - 00:10:39:12

Maria Lloyd

Yeah. So it's just an actually way to help is navigate screen where you can't see or hear anyone. And then maybe fourth dimension stuff we've got where we can actually see people over zoom where you can't see them. They probably are in real time. But there is still something between your metaverse where who knows if when that's going on.

00:10:39:13 - 00:10:42:01

Maria Lloyd

Yeah. What it's like. So those are the four.

00:10:42:03 - 00:10:52:11

Louisa Guise

Yeah. And are we going to be holograms one day communicating you know in 4D, 3D. Yeah I don't

mention I only mentioned only touch briefly on these.

00:10:52:11 - 00:10:52:22

Maria Lloyd
Yes.

00:10:52:23 - 00:11:08:05

Louisa Guise

It's just predictions at the end of the book because like I said, I'm not I'm not I don't feel I'm in a place yet to know enough about them to write about them, but who knows, maybe in a follow up at some point I would be better, you know, acquainted with these new technologies that are evolving.

00:11:08:07 - 00:11:27:16

Maria Lloyd

How do you do that? You've got fun here when you do that next one. Okay. So I thought a great thread through the book was this idea that no form of communication is bad. As you said within the book itself, that the title How to leave a Group chat, it may appear very negative, but actually you're not saying whether a group chat is good or bad or any form of communication.

00:11:27:18 - 00:11:50:04

Maria Lloyd

It you are just identifying the more and it's up to each individual person to identify their own what works best for them. So the main lesson here is to balance and to make people aware how they communicate, the different ways in which they communicate with different people. And to also consider, I think this is very good of you to consider how other people want to communicate.

00:11:50:04 - 00:12:09:08

Maria Lloyd

It's not just about you. You may want to send someone call someone on the phone, but they may just want to do the text because they are busy or so. And so I thought that was really good. So how do you recommend people find their own balances within their lives for family or friends or colleagues, whatever it is, how do you recommend they do that?

00:12:09:10 - 00:12:35:16

Louisa Guise

I think it's important to really understand communication because right now communication has outpaced us. Definitely, like we've been given phones and we've got these new apps. They come, we're using them straight away. There's no training, there's no there's no stopping and thinking, why? Why am I using this app? Who am I communicating with? How it works?

00:12:35:16 - 00:12:55:20

Louisa Guise

We just sort of muddled along. So I think it's really and that's where some of our insecurities kind of come in because we I think it is important. A key thing is to consider other people like, oh, maybe they are busy. Oh, maybe they don't want to hear about this topic. And pausing because we're not pausing, we it's like, here's the communication, I'm using it now.

00:12:56:00 - 00:13:20:20

Louisa Guise

I'm going to communicate to you. You have to communicate back. There's no we sort of losing these pauses in our lives, which I think it doesn't fit with how we communicate naturally. I think we could set some rules, set some rules for ourselves. So if so-and-so brings up X topic of respond, I know one thing I'm trying to do for myself is not depending on what it is and who it is, not communicate straight away.

00:13:20:22 - 00:13:43:05

Louisa Guise

I'm trying to see my phone. I used to see the answering machine at home like it used to be. Oh, let's just let the phone ring and we'll check the answer machine later. That's what. That's the mentality I'm trying to adopt so that I'm not just firing back messages constantly for the sake of it. And that's, I think, is a good way to balance your question.

00:13:43:05 - 00:13:44:16

Louisa Guise

Questions about balancing the communication.

00:13:44:16 - 00:14:10:03

Maria Lloyd

It was. Yeah. And actually let me read at that point that the point that I said I wanted to read in your book because I at oh, I just absolutely love this. You see, I've written note there. So in Louise's book, it's page 229. If you've got the book where you want to go and read it, when many of our natural, real world conversational markers are absent, being able to abide by rules gives us back that sense of safety and predictability, which is currently largely missing for many digital social interactions.

00:14:10:05 - 00:14:15:13

Maria Lloyd

I love this part, and the reason why I love it as well is it reminds me of a friend. Say, did you ever watch friends?

00:14:15:15 - 00:14:18:20

Louisa Guise

I'm actually not friends, but I oh, I couldn't get into it. No.

00:14:18:20 - 00:14:35:10

Maria Lloyd

Well, this is one thing I think you would appreciate. Where you've got Monica and she's very stringent. She loves rules and they're all sort of background in the same, like, oh, it takes the fun. And Monica goes, no, it's what makes it fun. The rules make it fun. Yeah. Which at the time, yeah. In hindsight, it's so cheap.

00:14:35:10 - 00:14:50:05

Maria Lloyd

So you said if you know what you are supposed to do, how to communicate with people, and when it does give you more structure and makes you feel safer, doesn't it? As opposed to, okay, do I text back now? I don't want to. I'm just about to go into a film and I don't want to be texting someone.

00:14:50:05 - 00:14:53:00

Maria Lloyd

Yeah. It's not. Do I tell them? Is that rude?

00:14:53:02 - 00:15:16:00

Louisa Guise

I mean, obviously, you know, when it's urgent, if it's like, oh, grandma is at the hospital and she's in a very bad way, then obviously people would understand you could say, okay, I'm sorry, I have to go right now, but otherwise, you know, a lot of the stuff is just noise is it's not urgent. And that goes to my other point, which is try and use your smartphone less.

00:15:16:00 - 00:15:39:06

Louisa Guise

It's difficult. I'm trying as well. But always make sure you prioritize who you're communicating with in the moment. You know, don't. Don't be with spend a day with someone and spend it on your phone giving

them updates about what other people are telling you on your phone. In the group chat is then you're not really with the person that you've gone out of your way, and who is also going on their way to be with you, to be with them.

00:15:39:08 - 00:15:48:07

Louisa Guise

Remember where your focus is. I think it's very easy when you're being bombarded with so much, so many messages at once. It's very easy to lose focus.

00:15:48:09 - 00:16:00:00

Maria Lloyd

I think that's a great suggestion, something which I think everyone, especially you, book. I think you say make everyone a bit more mindful about what they should do. So now we've had a little discussion about this before. Why did you decide to write the book?

00:16:00:02 - 00:16:20:01

Louisa Guise

Well, like most things that I've written, I don't really decide. I did the decisions to sort of decide for me, like the ideas just came to me. So this actually came to me in the December December 2020 around the pandemic. I was on the sofa. no. I just found myself questioning. There were so many group chats on my phone.

00:16:20:01 - 00:16:40:08

Louisa Guise

There are less now since I've written the book, especially during the pandemic when you couldn't communicate with anybody. This is how you communicated. And there was one chat in particular where someone was just going on and on about the same thing too much. It was too much, and I wasn't leaving. Neither was anyone else. They just would not stop.

00:16:40:10 - 00:16:57:12

Louisa Guise

Everything was related to that subject. Nobody told to shut up. And you don't know in a chat to other people, they fine with it. Do they feel the same way? Because I knew at least one of the person felt the same way that I felt, and we we didn't want to tell them. So we didn't want to ruin their fun.

00:16:57:12 - 00:17:24:15

Louisa Guise

But also it was annoying as well. And it was like, why is it why would they stop talking about it enough or ID? So I just started making notes and just planning out this book and wondering how I could shape it into something useful and reassuring and helpful. I actually had a novel on the go that I post to write this book, and I thought this could take priority because it felt very time bound.

00:17:24:15 - 00:17:48:19

Louisa Guise

I mean, it was very time bound. I even had to make updates as the technology was changing as I was writing it towards the end. And I'm as I said, I'm a marketing and communications professional, and I thought I could get this out a lot quicker than a novel. This can take over your life, and I thought it would put me in good stead as well to have this under my belt for any future jobs.

00:17:48:21 - 00:18:08:08

Louisa Guise

And also, I just really think we needed to talk about this because it's clearly an issue. It doesn't, you know, a short Google search will show you there's lots of issues with people in the group chats. People just absolutely reeling because they hate the group chat, that they're in a particular group chat. And they just can't leave.

00:18:08:10 - 00:18:23:14

Louisa Guise

And everyone's having the same issue, and no one's really talking about this. There's some stuff out there about very much on the polar sides of breaking up with your phone, using your phone less. But no one's specifically kind of talking about this issue.

00:18:23:16 - 00:18:41:09

Maria Lloyd

It's fascinating. I mean, like we said, I think before it, a different conversation. If you were in a pub, you could make an excuse to leave or see if other people in the group are not looking interested in the conversation, but because it's on your phone, you can't leave that that's going everywhere with you as, oh shit.

00:18:41:11 - 00:19:04:11

Louisa Guise

And you can Laurence's. You're like, it's on my phone. It's a bit inconvenient and you just sort of let it rest. You don't want to leave it sort of just sitting there, but it's sort of chipping away at you as well. And then the same, the same thing might come up where it might get better. Sometimes the chat might go through a period where it's a bit annoying, and then the next one is like, oh, hey, we're all going to meet for a picnic in the park.

00:19:04:11 - 00:19:19:12

Louisa Guise

Who wants to come? So you don't know what's going to come, but it is. There could be two separate conversations. It would be, you know, it would be good to have an end button sometimes for a chat, and then the next one can just come as it's necessary and actually got a purpose.

00:19:19:14 - 00:19:35:04

Maria Lloyd

I like that idea of having a purpose in. That's very good. So do you have any tips for people who would like to publish their own book, as you said, for your career? It's good because that's what you know, that's your expertise. So if other people have expertise in something, how would you recommend they go about doing that?

00:19:35:04 - 00:19:37:20

Maria Lloyd

Because for some people, they don't even know where to start.

00:19:37:23 - 00:19:58:20

Louisa Guise

Well, sourcing is to actually write a book. That's the start. And, you know, we're all busy. I'm busy. I have a full time job. I technically have two jobs now, but you just have to be firm and set aside some time for yourself to write, even if that's not a lot of it. So just half an hour in the morning or something.

00:19:58:22 - 00:20:16:02

Louisa Guise

Get those words down on paper. And yes, it does take a bit of time depending on how much time you have to give to it, and everyone's writing journey will be different. I found it really helpful to join a writer's group to help me get there. I know I'm in collaboration writers because that really to Adrian, I would.

00:20:16:02 - 00:20:17:20

Maria Lloyd

Say I find peace with this.

00:20:17:20 - 00:20:41:22

Louisa Guise

So, it really has help having people that hold you accountable, having people to proofread your work and give you pointers, seeing the different journeys that everybody's gone on or is going on. And, we got really lucky because there are some great local writers that came to talk to us. thank you to tell Will Cobb, Kate Coles, Anita Frank and others.

00:20:41:24 - 00:21:03:13

Louisa Guise

it's been absolutely invaluable to learn from published authors, from editors, find out all their tips. So once you got to the point, assuming that you've written your book, I'd say, well, my strategy was to go to the writers and not to see a book because there is if you try and Google it, it's just impossible because there's so much junk out there.

00:21:03:13 - 00:21:25:23

Louisa Guise

There's so many people that want you to pay them 20,000 pounds and they'll published book and you, you don't. You really don't know what's legit. My, my approach was agents first, then, publishers. And then if I didn't get a publisher, I would have gone for the self-publishing. And I chose that order because agents need to have avenues open to them.

00:21:25:23 - 00:21:47:03

Louisa Guise

So if you go to publishers first and you're rejected and then you go to agents, they've got fewer avenues to choose from. And the agents are the ones who can get you potentially into one of the big publishers, and they can fight for more money for you in the beginning. So it's definitely worth trying. Agents first. And just look very carefully in the writers and artists you book.

00:21:47:03 - 00:22:14:11

Louisa Guise

Lots of agents and publishers have specialisms, so I'm a big operations, have lots of people that have their own specialisms within the company, and some are like single just agents and they, you know, they might just take on history books and that's it. Or they might take on just children's books. So you have to really be quite diligent when you're looking, only put down the ones that are relevant to you applying to someone who isn't going to represent you from the start.

00:22:14:13 - 00:22:37:14

Louisa Guise

And then when you've got your list, cross-check with their website. Make sure they're open to submissions. Make sure they will take unsolicited manuscripts. That's something that's without an agent at least, and pre kind of pre-approved. Make sure that and make sure because they you'll have a slightly different procedure. They are similar school hold manuscripts. Some will ask you the first chapter with stuff in between.

00:22:37:14 - 00:22:53:16

Louisa Guise

So make sure that you just follow to the letter what they want. Otherwise you you just wasting your time because part of that test is to make sure that you're paying attention and that you, you know, if you're serious, you're going to give them what they're asking for.

00:22:53:18 - 00:23:08:16

Maria Lloyd

Yeah. So that's brilliant. So but sometimes it's like said, you need a book in the first place. They put time side, to write the book. Whether it's half an hour a day, just do it to get the book out. Joining a group, I think is a great suggestion because you need the support, you know, to help you do that.

00:23:08:16 - 00:23:11:20

Maria Lloyd

And that will help you, get proofread and actually puts.

00:23:11:21 - 00:23:30:04

Louisa Guise

And if there's nothing in if there's nothing in your local area, there's lots of groups online as well. Caversham, which is partially online, some weeks. So we do have people joining from people outside of the area, outside of the country even, which is great. So there's lots of avenues if you can't or you can start your own writers group.

00:23:30:04 - 00:23:34:13

Louisa Guise

And that also helps when you come to publishing. That's something else to add to the CV.

00:23:34:13 - 00:23:36:00

Maria Lloyd

So that's a great.

00:23:36:00 - 00:23:36:15

Louisa Guise

Option as.

00:23:36:15 - 00:23:54:23

Maria Lloyd

Well. So once you've done that you've got your support group then I should says agents, publishers. And then what was the self-publishing. Self-publishing. That's it. So those are three options. And when you do as you said, be sure to do your research. Don't just send off the same thing like a CV to everyone. Do the research and what they each one individually.

00:23:54:23 - 00:24:05:01

Louisa Guise

Yeah. And if anyone's listening in America, the site I was recommended to find agents is Query tracker. So for the UK writers not to see a book and then for America it's query tracker.

00:24:05:03 - 00:24:23:05

Maria Lloyd

Interesting. I will leave that as with everything else we've discussed in the show notes. So just to close off my key, take the book, as I've said to you before, is that readers gain a great awareness. I know for me it's made me very aware of thinking who do I communicate how? And is that the best way to communicate with them?

00:24:23:05 - 00:24:32:11

Maria Lloyd

How am I going to communicate them going forwards? So do you have a key takeaway from your book that you want, or an action piece of advice that you want? People to go away with?

00:24:32:13 - 00:24:56:06

Louisa Guise

Yeah, that is definitely a huge takeaway from the book, and I'm glad that that's what you've taken away, because especially with this kind of technology, it's very much designed to be about us. My Facebook page, how I look, me, me, me, this is what I'm doing. And I think that's another thing that's probably knocking out communication is because we're so self-obsessed, we're forgetting that we're talking to someone else.

00:24:56:08 - 00:25:24:14

Louisa Guise

So we end up to you. If you talk at somebody instead of to them, it's a big difference. Like people generally will run away from someone if they think they're just going to be spoken at. They can't get a word in. So definitely be aware of other people and don't think badly of them and don't think like, oh, there's definitely a group chat because I did something where they're mad at me over everything else because that's probably not the case and it's probably never was the case.

00:25:24:16 - 00:25:42:09

Louisa Guise

So try to see the positive side. Don't just fill in the gaps for the sake of filling in the gaps and think negatively. And another key takeaway is I've tried to be very balanced in the book, and I think we're living in quite toxic times when we can't be balanced on a subject because.

00:25:42:09 - 00:25:43:05

Maria Lloyd

Unfortunately.

00:25:43:05 - 00:26:00:23

Louisa Guise

Because if you say if you if you don't agree strictly with a and you don't agree strictly with B, you're an asshole. B be like people like, how dare you say that? Well, if you don't agree with A, then you must think this and that and like oh, how could you think B then you agree with blah blah blah.

00:26:01:00 - 00:26:16:09

Louisa Guise

No, it might be the case that you're in the middle. And I think it's important to have balance, whether that's using your phone, whether that's sort of in your discussions and in your opinions. I hope that my book is doing a small part to contribute to a more balanced society. Overall.

00:26:16:11 - 00:26:37:02

Maria Lloyd

I think it really does and like it. It's certainly made me more considerate, certainly, of the way I communicate with other people. But also to appreciate that they have the right to to do what they want for communication. And I need to check with them if they want to communicate and set some way. So it's definitely nice that you definitely encourage that two way communication again, which is.

00:26:37:03 - 00:26:59:01

Louisa Guise

And to be self aware, which is a huge part of it, just, to be mindful of who you're talking to and that they also have a life where they're doing things, what we can do and what we must do a two different things. Just because we can do it doesn't mean we should. We have to. And other people are obliged to do that either.

00:26:59:03 - 00:27:04:10

Maria Lloyd

Yeah, not a power of fingertips with those phones. We need to make sure that we considerate with how we use that.

00:27:04:11 - 00:27:05:08

Louisa Guise

Yeah.

00:27:05:10 - 00:27:08:09

Maria Lloyd

People are maybe just very stressed out and that's why they've not replied to use it.

00:27:08:12 - 00:27:10:20

Louisa Guise

Yeah, that could be that could be a reason you know.

00:27:10:22 - 00:27:18:20

Maria Lloyd

Yeah. Excellent. Welcome. Thank you for having me. Yep. It's been great. So yeah. Until your next book and see you next time okay.

00:27:18:20 - 00:27:24:18

Louisa Guise

Thanks very much. And say hey, hey. Thanks.