

Speaker 1: [\(00:00\)](#)

Having an ADHD brain is a mixed bag. Sometimes it's good news. And sometimes, well, it's not even ADHD professionals have trouble with their ADHD. They try harder and harder and harder to overcome the chaos that's ADHD. And finally, they overcome the barriers of ADHD and they become what we call at ADDA, ADHD heroes. And that's what TADD Talks are all about this year. Your favorite ADHD professionals sharing their ADHD stories. So, join us here at ADDA, the Attention Deficit Disorder Association every single day of October, because it's ADHD Awareness Month. Here's the next inspiring story.

[\(00:51\)](#)

Hi, and welcome to TADD talks with ADDA. I'm Linda Roggli, founder of the ADDIVA Network for women 40 and better. And the chair of ADDA webinars series and the creator of TADD Talks many years ago. So I'm happy to share my ADHD hero story about writing my book.

Linda Roggli: [\(01:08\)](#)

Let's begin. I'm a writer. It took years for me to claim that title, even though I've been writing since I was a child. For instance, when I was nine years old, my uncle and his new wife ran out of money on their honeymoon; and my family drove from Illinois to Oklahoma to rescue them. In the long boring car ride, I wrote a thrilling poem about Oklahoma soil, which started out something like this, "red, red, red is all I see". Hm. Carl Sandburg I wasn't, but I dreamed of growing up to be Jessica Savage, the first female anchor at NBC news; because newspeople knew the backstory of everything and they did a lot of writing. So, I was the editor of my high school newspaper: writing. After college, I was hired as a copywriter for the local radio station, more writing. I was a TV and newspaper reporter, more and more writing.

Linda Roggli: [\(02:05\)](#)

And eventually I established my own advertising agency, lots and lots more writing; articles and news stories and promo copy and blog posts, but I'd never written a book. You know, like having my name in the library of Congress. It was a few years after I founded the ADDIVA Network that I came up with a great title for a book, "Confessions of an ADDIVA: Midlife in the Nonlinear Lane." In fact, as part of a training program with Jack Canfield, it was required for all of us to project ourselves five years into the future and then go to a cocktail party and tell each other about our success. I mocked up a book cover for Confessions and I wrapped it around another book, which book you ask, are you ready? It was Tom Brown's "Goldfish" book about adult ADHD. I bragged about his popularity, a million copies sold, bestseller list. The problem was, I still hadn't written a book. So, I finally printed out all my ADHD blog posts, and I tried to organize them. I knew I wanted to write about the characteristics of ADHD in women without mentioning the actual DSM names. So, impulsivity became spontaneity. Distraction became curiosity. The chapter on overwhelm became the answer is always yes; but my ADHD brain was having a lot of trouble figuring out where one chapter ended and the next one began. Everything was connected in my mind like one gigantic paragraph. Shuffling the papers was no help. I realized I needed visual organization. I took over a huge blank wall in my office and stuck super sticky post-it's in a long line, one for each chapter of the book. Then I wrote just a few key words for each idea or anecdote on smaller post-its and stuck them under the appropriate

chapter.

Linda Roggli: [\(03:57\)](#)

It worked. I could rearrange the ideas from one chapter to another, by moving the post-its! One ADHD dilemma solved: finding a way to externalize my thoughts and organize them. But I knew myself well enough to know that I would have trouble sticking to this enormous task. Ha, it's ADHD. So, with great trepidation, I hired a book coach: a speaker at one of the ADDA Regional Conferences in Atlanta. She had a lot of ADHD clients, so she wasn't put off by my procrastination (too much at least). And she helped me put some boundaries around chapters and was my first reader for early drafts of the book. She was also my accountability partner who would keep me on track. Second ADHD dilemma solved: get someone else involved. But I had no time to write. I was still writing blog posts, hosting retreats, coaching clients, taking care of the ADDIVA Network.

Linda Roggli: [\(04:52\)](#)

I needed some peace and quiet away from my home office and dogs and cooking and phone calls. The ocean waves have always inspired me. So, in the dead of winter, I booked a beach house for a month at a highly discounted rate. I spread out all the chapters in little piles on a long-polished wood table. And I took along scissors and lots of tape and proceeded to cut the printouts into ribbons, changing the location to a different chapter or a new scene. And when I sat down to write, with the ocean stretched in front of me, there was so much winter fog I couldn't even see the shoreline; let alone the water. Still, I wrote. There was nothing else to do. ADHD dilemma number three solved: NO DISTRACTIONS. I wrote for several hours, took a break, watch a little TV, and then went back to writing again.

Linda Roggli: [\(05:45\)](#)

Four weeks slipped away so quickly. I added a few more weeks to my reservation. I wrote and wrote and wrote, even when I slipped and fractured my wrist. My book coach joined me at the beach house for a few days as extra motivation. I got a lot accomplished, but the book was still not done. Reluctantly, I returned home to the chaos and the distractions. I wondered if the book would end up on the tall pile of unfinished projects that haunted me. But my accountability partner and my coach kept calling, week after week. Finally, she called me and said the phrase that worked, "If you don't get that book finished, I'm going to come up there and kick your BEEP". So, I dug in again, but then my perfectionism kicked in big time. I rewrote chapters that were supposedly finished. I fiddled, I nudged, I agonized, but my plan all along had been to debut the book at the ADHD Coaches Conference in the fall. Ah, a deadline. ADHD dilemma number four solved by turning up the heat with urgency.

[\(06:50\)](#)

True to ADHD form, I submitted the book to the self-publishing company just in time for them to deliver the first edition, not to my office, but directly to the conference where I was, I was as proud as a new mama, until I read through the first chapter and discovered that the graphic at the end had covered up a few of the words. The good news about self-publishing is that you can fix errors and edit a bit more thoroughly. And that final edition made me so happy I entered it

in a prestigious book competition. To my utter surprise, 'Confessions' won first prize for Women's Issues that year. And the award ceremony was held at the famous Plaza Hotel near central park in New York City. I made a jet-setter decision to fly up for the ceremony, stay overnight and jet set right back home. When I arrived at the Plaza, the desk clerk informed me that my room had been upgraded to a junior suite with a private butler.

Linda Roggli: [\(07:49\)](#)

Wow. The life of luxury- for one night anyway. On my desk today, is a shadow box with a large gold metal hung from Olympic red, white, and blue ribbon proclaiming my success. The glow has faded, but even today I get a little jolt of joy every time I see that metal. So, let's recap. My ADHD solutions were to externalize my thoughts so I could see and rearrange them, to add an accountability partner to my team, to remove myself from the distractions so that I could focus on the big task at hand and to use deadline pressure to force a finish. Writing my book was all about exploring and working with my particular ADHD quirks. And now as I work on my next books, I know exactly what I need to do. And yes, I am in the library of Congress. And yes, I do claim that title.

Linda Roggli: [\(08:46\)](#)

I am a writer, an ADHD writer. I'm so glad you could join me for ADDA'S TADD Talk about my ADHD revelations when writing my book. I'm Linda Roggli, founder of the ADDiva Network. If you want more information, you can find me at addiva.net. Check out the ADHD paloozas, which is for women and for parents and for couples coming up at ADHDpalooza.com. Look forward to talking to you soon. Thanks again.

[\(09:17\)](#)

Thanks so much for joining us for TADD talks this year. I'm sure you enjoyed these inspiring stories and there's so much more. In fact, why don't you join us for the 2021 virtual ADHD International Conference November 4th through the 6th. And you might want to consider joining ADDA as well. It's a great investment for a small amount of money as little as \$5 a month. And remember, So, when you feel like hope is gone, look inside you and be strong and you'll finally see the truth, that a hero lies in you.