

# Transcript

Wynne Leon

Welcome to sharing the heart of the Matter podcast, where we celebrate the storyteller in us all. In this episode, Vicki Atkinson and I are talking with author, public speaker, and parental advocate Vickie Rubin. Vickie gives us the elevator pitch for her book Raising Jess. She jokes that it's long enough to require an elevator in the tallest building in Manhattan. Fitting, because there is so much goodness in her book about raising her child with a chromosome deletion, including mother's intuition, decisions about whether to have more children, the grandparents point of view. And so much more. Vickie's openness and support of others are so inspiring. And her work supporting other families trying to navigate the systems to get resources for their children. To Facebook communities, Vickie is a powerful parental resource and advocate. By telling her story, she continues to help others navigate their own challenges. Vicki and I ask about what's next for Vickie. She's recently published an article in Newsweek and she tells us about the writing classes she's taking. This is a great episode that not only focuses on the resilience, love, and thriving of one family. But also inspires the same in everyone who listens. When we share our stories, we empower others. And Vickie illustrates that so well. I'm confident you'll love the scenic and beautiful places we explore as we share the power of storytelling in our books, our podcast, and our lives. We know you'll love it. On a programming note, this is the last episode. Of 2024. Our next episode will drop on January 10th of 2020 of 2020. We'll see you in the new year.

Speaker

A.

Vicki Atkinson

Hello there, Vickie Rubin. And Wynne Leon hello. Hi there.

Vickie Rubin

Hi, Vicki. Hi.

Wynne Leon

Vicky.

Vickie Rubin

Hi. Hi, Vicky and hi Wynne. Hi.

Vicki Atkinson

Yo, Vicky and I have this, like, little shorthand where we do like v ^2.

Wynne Leon

Comments or yeah, as a good way to do it, it's just. Did see Double Vicki's on my screen this morning? Such a blessing.

Vicki Atkinson

I know, I know it. And and we're thrilled, you know, to have you, Vicky joining. Us this has been a long time coming because we know you're a busy author. A writer you know doing good work and you know, featuring your powerful message based on your book Raising Jess, which is. It's a favorite and I love that in your background there, you've got a beautiful image of the book and. You and Jess. So so. But when and I are thrilled to have some time with you today, today, today. To just extol all the virtues of who you are as an ally and an advocate and a champion and a mom and a mom, right? Just such a treat. So we're thrilled and we were just talking before. You know hit record that one of the hardest things for authors, and I don't think this is just. You know the three of us that have, you know, ventured forth into the memoir genre, which is it's a thing right to bear yourself. Really. In in so many ways, but it is. Necessary evil? A little bit. To have your synopsis, your pitch, you know your summary, but for any of our listeners or viewers today, that may not be familiar with your book already. We're going to ask you to give us a little description of your powerful. And amazing book raising us.

Vickie Rubin

Well, first of all, thank you both for asking me to join you. And I'm. Truly honored, and I think it's so hard to talk about it because. Like writing your memoirs. Giving. You know, it's just it takes such a part of you that if someone says. Describe it in just a few words. It's very hard for me, so you might see my face looking at my because I wrote it in a few words and that looks good, but coming out of. Mouth so. Well, anyway, it's basically about raising our first child, Jessica, who at right now was 42 years old, and she was born with a rare. Chromosome deletion and she has very significant disabilities and the story talks about. The decision to have more children, which is when you have a your first child, has so many needs. A lot of families don't go on to have more children, so it talks about our decision to do that. Marriage struggles because in every marriage there struggles, then you add. A lot of the the differences that you have to adhere to when you have a child or so many needs and then and the grandparent struggle because. Often with grandparents, people don't really think about. How they're affected? In fact, I was talking to this Group 1 here I am in the middle of my synopsis going into another subject.

Wynne Leon

No, we love. We love it. Tell us.

Vickie Rubin

OK. All right. I'll go back. I was talking to this love. Woman. Her child is, I think, 5 and her mother was watching her child while she was working and she went to one of my speeches and she came up to me and she goes, do you know, I never thought how this effects my mom. It was all about. You know me as the mother. Not that she was a selfish person. Nothing like that. But it never occurred to her that her, the mom's grandchild, and how that feels. The mom. So. Now I'm going.

Speaker

Yeah.

Vickie Rubin

Go back to describing my book.

Wynne Leon

Just to say, the power of storytelling, and we believe that so much here and and so we love that you have told us more stories.

Vickie Rubin

OK.

Speaker

Great.

Vickie Rubin

OK. Thank you. The book also talks about raising Jessica inclusively because in the 80s there wasn't a whole lot of inclusion going on. We really tried to push Jessica. Into a situation where she was would be with our neighborhood kids, with peers and but you know, when you when you come down to it, it's about a family who just breaking through. Barriers resilience. You know the love of the family, but also a community. When you talk about it takes a village. We had so many people in our community, in all different kinds of examples that really rallied around us. And made it. Just made it. Made us feel. So you know, the book is for anybody, people who just want to see how a family thrived and. You know what? No matter what life throws in your way, you know people can. So it's a positive book and it's there's humor, there's a lot of humor. And so that's my how many minute elevators to a tall building in Manhattan?

Wynne Leon

It's going up.

Vicki Atkinson

Listen. I love it when I think the thing that I love so much about your book is that your book reflects who you. Your personality comes through just, you know, as talking to you just now, you know, and what you're sharing because it is, it's like an unfolding, you know. Your your life, you know, as a mom and then what you learn about Jessica. You know, it isn't like. You start off. You wouldn't that have been a gift if you? But you're perseverance, you know, to be the parent, to think about everyone. You receive the support, take care of yourself, but then also continue to seek definitive information however you could. Because the knowing you know what? What is it exactly? You know that Jessica was facing because it was. But you all of your heart comes through as you do that storytelling. For me it it's a powerful story about you. Thank you.

Vickie Rubin

Thank you. One one of the when I used to do trainings for. I worked. My department was in a hospital and we would do training for healthcare providers. And I always said to them, why do you think we kept trying, you know, to figure out if Jessica had a chromosome deletion?

Vicki Atkinson

Yeah.

Vickie Rubin

Anything going to? And like no one really would be able to answer it. But we kept. Trying to figure it out because we had two other children and we wanted. We wanted that information so they could move forward with information, not we weren't making decisions for anybody. But you know that we wanted them to have the information. And as it turns out, Jessica's chromosome deletion.

Speaker

Oh.

Vickie Rubin

Was was random but and and that's good to know.

Wynne Leon

Mm.

Vickie Rubin

That's good to know. Yeah, right.

Wynne Leon

Reassuring for your, as you said, for your whole family, right. Yes, yes.

Vicki Atkinson

Thank you. So good.

Vickie Rubin

The the in terms of the community we we had a neighbor who happened to have been a geneticist, and she came up, she saw me walking on the street. Like. OK, there is a new task at this point. Was 2021. There's a new. It's just a blood test. The acronym is FC. And I know I'm getting that wrong, but it's pronounced fish and and she's like, let's just try it.

Wynne Leon

Hmm.

Vickie Rubin

And so we did a blood test on Jessica, and she was the first one in Buffalo to actually have a positive answer that, that it worked. And now it's like. I mean, this is so many years ago. But yeah, that's how we found. So as I said before, just knowing the community, you know, you know people. Hi. Sure, we'll take that.

Vicki Atkinson

We'll take the tests.

Wynne Leon

Yeah, we'll talk about a science that has evolved so much over the 42 years of Jessie life.

Vicki Atkinson

Yeah, that's. Yeah.

Vickie Rubin

Oh, yeah, yeah, that's amazing.

Vicki Atkinson

Well, and I think in your openness, I think if you hadn't been open and you know you write about, you know, receiving so much support from the people around you, you know, throughout, you know, Jessicas early life. That I think you're candor about all of that. Sometimes it's the hardest thing to be vulnerable, but you may not receive all that could come your way in terms of support if if you don't take those steps. And that's such a great story about the neighbor who's a geneticist, right?

Speaker

Oh my gosh, so good.

Vickie Rubin

Yeah, you go in.

Wynne Leon

Sorry. Sorry, Vicky. No, I was just saying. You're Vicky. You're making such a good point about openness leading to receiving and has to go in that order.

Vicki Atkinson

Yeah, yeah. Yeah, yeah. And it runs against a lot of, I think, families that want to just hunker down. You know I can't take one more. I don't want to hear someone's, you know, crazy wild opinion because you get some of that too. And I think that also can be kind of debilitating for the parents and the family, but. You. It's why you are a spokesperson and a speaker and a, you know, a champion and an advocate for others because you, you have such a great story to tell. It's sort of your essence that comes through about staying open.

Vickie Rubin

Well, we. Didn't have a lot. Or maybe I just blocked out a lot of people who were negative with us. Really didn't have, didn't have a lot of that experience. But. The the the first person I met not even knowing Jessica. Jessica was six months old, didn't have any diagnosis yet other than I suspected something was going on, and I'm in a store. And this woman is in a in a store and we start chatting and I had just moved to Buffalo. Didn't really have a lot of good friends. Well, she she became one of my best friends. Still, she only lived in Buffalo five years. But you know, she's still such a big part of my life and. I always felt that. I don't know. Just she came at the right time and she also had counseling as her background. And just like the everything coming together of her coming into my

life right before I would need her totally in my life. Was just, you know, beautiful. And then our, my, you know my other. I have two other friends who also. Came into my life in in ways like that, that just embraced Jessica like on their own. It's not.

Wynne Leon

Google.

Vickie Rubin

Hey, I'm going to visit Jessica. With. They have their own relationship, which is. For families of individuals who are nonverbal, who need so much assistance. I don't know how common that is. Hi. I don't know. I don't know how common that is. It's it's. You know, a lot of people are uncomfortable and and we have a lot of good friends, really good friends.

Speaker

Mm.

Vickie Rubin

Who love Jessica, but you know won't go visit. And. And I don't resent that. People have their comfort level.

Wynne Leon

But how amazing to have met that wonderful friend of yours six months into Jessa's life and and to know that you were, you know, just have that sense of connection from so early on. It really leads into, you know, Chapter 2 of your book.

Vicki Atkinson

Yeah.

Wynne Leon

Hypochondria, OCD, or Mother's intuition is powerful. And and I think that feeds into both your sense of other people, but also listening to those inner voices. Can you say more about, you know, developing that sense?

Vickie Rubin

Yeah, I'm, you know, I'm. I was always worried about health and and, you know, I've got a little. I tend to ruminate. And. And, you know, worry about those kind of things so that when Jess was born. I didn't really know my undergrad degrees in elementary education, but I really didn't know a lot about developmental with an infant. I felt like something was off with Jaso and I kept going to the doctor, who kept saying to me. She's. And maybe you need a psychiatrist or psychologist. He did say that to me. She's fine. And so I would go to the, you know, the appointment and I'd come home and go. All right, she's fine. And then those thoughts, those voices would creep in again. And I knew. I knew she wasn't fine. But you know when you worry so much, you stop trusting. You stop trusting your instinct, and then people tend to go, oh, you know, you're overreacting. So you almost. Have to

overcome that and and I did with Jess, we went to Long Island where I'm from and and we did get her evaluated and yes, she was delayed in every milestone but. Learning to trust yourself, which at this age my. My age, right? I mean I I'm open. Yes, I do worry about a lot of things, but I I also know what is the difference between I'm worrying about something because, hey, I'm stressed out versus this is a real thing to worry about.

Wynne Leon

It's, it's that act of discernment and that's, you know, and it that I'm iterative, iterative process, right you have. To figure out OK, I'm just this is something is is niggling at me versus something's bugging me, right?

Vickie Rubin

Exactly. And. And, you know, in hindsight, Jessica has. It's called microcephaly. And for those in the audience who doesn't know who don't know what that means. I. Had just been ahead. It's a small head and so there and and when you have a newborn.

Speaker

Mm.

Vickie Rubin

Their heads are measured every doctor visit. So why didn't he say, you know? We. Get this checked out. I mean, you know, her head was significantly small, so there were so many. Cues you know, a lot of times when I talk to families, I'll give you 1. I did trainings for families and one of the trainings was in a very rural town in Chautauqua County, which is one of the counties that I cover. And maybe you've heard of Chautauqua? Because the Chautauqua Institute is a famous cultural place, and even Clinton went there, I think.

Wynne Leon

None.

Vickie Rubin

I mean, it's it's a beautifully well known place anyway, but there's a very small area and this mom at one of my trainings told me. That she never completed high school. She had a child. And she kept going to the. Same story as mine and it's like 20 years later, she kept going to the doctor and the doctor kept dismissing her, kept dismissing her, but she had it in her gut. She had to wait until. She was able to go into early intervention and they evaluated her. And yes, her child was eligible for all the services. So you know. Moms, moms, know and dads know, you know, you just, you know your child, you know your gut. And it's very important to again listen, listen to that inner voice. And if you're at a doctor's office. That isn't really agreeing with. It's OK to get a second opinion. It's that's OK. So and it's hard because all of us are raised like whatever, you know, the physician says to you, they must know better, right? But we were doing training for. The the physicians which which that's a hard training we would try to encourage them. You have a resource in parents really listen to them. Might not be using the same language as you.

Vicki Atkinson

John.

Vickie Rubin

But their knowledge of every single day, what is going on with that child is so important and it's insight that you won't see in your snapshot. So especially when kids are in the hospital, I know in some hospitals they didn't let the parents stay. Well, sometimes the parents were the only ones who were. The ones who were able to kind of translate the the individuals, their child. Actions and and what things meant. So yeah, it's the family whether your parent or whoever is the family member of the child, they really do know the child the best.

Speaker

Mm.

Vickie Rubin

And just on the flip side. For family members, it's also important to listen to the professionals. Mean everyone kind of. It has to be a team and it's it's hard for everyone to be a team. Got their own little I their own little piece. And that they see, but being a team is really the best for the child.

Vicki Atkinson

Yeah, yeah, I. The circumstances are entirely different, but when I was reading your book, I was thinking about my sister. And some of the documentation I found after you know, our mom passed away. And the things that that our parents had to navigate through with, you know, Lisa being born premature and you know, the array of disabilities, you know. That unfolded for her in terms of diagnosis. But how much documentation on that old onion skin? You know, kind of like very flimsy paper from multiple doctors office. But especially the obstetrician who delivered Lisa, it was 1000% covering for himself. It was, you know, throwing these red herrings out about alternative theories. And like you said, not wanting to look at the progression assessments about. Or. And dismissing a lot of things you know, and we hope, you know, 60 years later, that's still not happening. What you said about coming together as a team. Assumes that everyone has equal motivation. You know to help the family help the child, but you know some medical professionals will be thinking about. Saving themselves, protecting their reputations. You know all of that. I think that comes across in some of that. Dismissive behavior. You know, the parents and mothers have to deal with, and your advice is so important about hang in there. Go see another doctor. Yeah.

Vickie Rubin

And and what you said is very important because another thing we would say to the doctors because some of the families, everyone has different background and we and when you said intent. Maybe the family is saying it in a way that is rougher. But yeah, most family. All family members. Most family members are there, and they're advocating for their child to get what they. So if the physician, whoever's working, can get that kind of mindset, OK, they're not saying it the way. I want to hear thee OK, but but let me let me at least listen to what they're saying and I don't want to bash



physicians because, hey. You know. They've saved my daughter more times than I care to admit, but but you know, it's the listening. A. There's a lot all of. All of us need to listen right actively listen.

Vicki Atkinson

Absolutely, yeah.

Wynne Leon

Amen to that. Yeah.

Vicki Atkinson

So good. Well, you include a reference in the book that when and I adore, we adore it so much. It's on page, I think 95. We love Rabbi Harold Kushner. I mean just. We could soak that up all day, but you did such a beautiful job of taking, you know, his notable one of his notable, you know, books about when bad things happen to good people and and took that lesson. Know the goodness of it. And applied it, you know, to your family and your. So talk to us a little bit more about that. I can read what you wrote. Know if that that helps, but. It's just a beautiful passage.

Vickie Rubin

I'll I think you put it down here, but yeah, yeah, I'll do. You want to read it and then I'll.

Vicki Atkinson

No, I'd love for you to read it.

Vickie Rubin

Yeah, Rabbi Kushner's young son was diagnosed with a degenerative disease which led him to question and doubt a higher being. My interpretation of his message was that God does not orchestrate tragedies, heartache or disaster.

Speaker

OK.

Vickie Rubin

But he does surround you with people. Do you navigate the circumstances? And so when I was talking about my friend Barbara at the beginning, and I had met her right before. Jess was diagnosed after I read the rabbis book.

Wynne Leon

I was like.

Speaker

Hmm.

Vickie Rubin

You know, that's great.

Wynne Leon

Yeah, that'll work like that.

Vickie Rubin

And we and the other people who've come into our lives, who are so connected to Jessica. And some have not even had experience. With individuals with disabilities before and so I do believe that that. That there's not a higher being that's going to say. Hey, you're such a good person. You know, a lot of people say, oh, you're. You're so. God gave you Jessica. Don't. I you know, I am not the person to be talking about theology. But I'll just my opinion. I don't think there's a higher being that's going to say, hey, I'm gonna, you know, give this individual a disability because the parent is someone who will be able to care for this parent. But I do believe things happen. And and maybe the support is who's around you? Who could bring you up? Who helps you go to the next level? And I and I hope I've done that. For other people. I know one person tells a story and I hope this doesn't sound. Wrong but. She she has a. She has a child with Down syndrome and when she went to her OB GYN, they really were trying to push terminating the pregnancy.

Vicki Atkinson

Mm.

Vickie Rubin

And she was devastated. And that's when I was working in my career. Give the two. I'll give the elevator. I'm much better at that with what I did. We were New York State. We covered 6 counties of Western New York. And we help families of individuals birth to five. Understand the systems which are so complicated. Know what's out there and we help point them in the right direction. So this mom called me and we talked about, you know, at that time, I was a younger mom. We talked about all the, you know, the joys and we talked about the struggle, but we talked about the joys. And she she talks about this all the. So she says how it how it changed her perspective. So she had her child. I'm going to get this wrong. He's 8 or 9. She is in charge of a big organization here for individuals with Down syndrome. She is making such a difference in so many people's lives. Been on the news. She's. She. She's a shining light and and it just feels like those kind of things are meant to happen, right? Yeah, right.

Vicki Atkinson

Oh my gosh.

Wynne Leon

So beautiful because you talk about people coming into your life and then the way that you pay it forward by being that person for others and so that they can go on to do their advocacy. Mean. It's just a beautiful ripple effect. Right there.

Vickie Rubin

Thank you.

Vicki Atkinson

Thank you. Definitely and not underestimating the power of those moments and the courage that it probably took her to make that phone call because she didn't know you.

Speaker

You.

Vicki Atkinson

She didn't know what she was going to. But you you received her and you gave her your heart.

Vickie Rubin

Yeah, yeah. That's part of the reason. I loved doing what I was doing. Eventually I became. The director or manager of that department and there was less of the family chitchat, but the the the family calls were really that was the important piece because I felt as.

Vicki Atkinson

Yeah.

Vickie Rubin

If as a parent I was able to say things that maybe somebody who wasn't a parent of a child with disability could say so we had.

Wynne Leon

Yeah.

Vickie Rubin

People in the department who also were parents. I felt like you could take a little bit of a leeway because you've been in their shoes and they're in your shoes, so it's not like it's coming from left field.

Wynne Leon

Yeah, yeah.

Vickie Rubin

Know I've walked this path, so I think that part is important. It's not the only way that you can talk with with families, but I think it's an extra little bonus that and it and it, and it helped me too. I really it was almost like, you know, I was talking to families too. Know it was mutual.

Vicki Atkinson

Yeah, it's community.

Vickie Rubin

Yeah, that was that. Absolutely.

Vicki Atkinson

Made in realizing how much. Fed. But how much? It's. I think that's the thing that I'm always amazed. It's not about identifying necessarily with a specific diagnosis or disability. It the work that you do is so inclusive. It's so, you know, families in need. Parents in need. Loved ones that they care about and it. But it's not about a particular type of disability, you know, or a it's it's just very it's a very broad and very loving how cute. So so good.

Vickie Rubin

I do have a little another little story this was about. During COVID. We have a little group on. It's called one Q4 minus because Jessica's disability, her deletion is on the 1st, the short arm of the 1st. Chromosome. I'm sorry. The long arm of the first chromosome and it's the tip is missing. And it's there's so few that there's a. We're part of a group called one Q4 because it's people who have similar deletions, but not all the same. During Covic, a lot of the families all across the world, it's incredible and also there are families from Central America everywhere and everyone. Everyone is able to communicate in English, which I don't get 'cause I couldn't talk any of the other languages, it was just.

Speaker

Right.

Vickie Rubin

It's that's a whole other topic of learning in other countries.

Wynne Leon

Yeah.

Vickie Rubin

But anyway, there was this grandfather and he was running the group and he read my book and he his daughter had a child with. A similar deletion to Jessica and he said he bought the book for himself and his daughter and they read it together and said he was able to open up conversations with his daughter that he was afraid to broach on his own.

Speaker

Yeah.

Vickie Rubin

Because he didn't feel comfortable about it. But then when he. Saw that it was in the book. It was a way to bring it up and he said it just made such a difference to them.

Vicki Atkinson

Yeah.

Vickie Rubin

Were really able to. You know, increase the depth and breadth of their conversation about granddaughter, daughter, so that that always touched me when he said that that conference, you know, when he told me that.

Vicki Atkinson

Yeah.

Wynne Leon

Yeah.

Vickie Rubin

I was like, wow.

Wynne Leon

Yeah. Yeah, it's kind of. It's kind of the it's the pinnacle for a writer, is when you can express what's so personal for you and and and Vicky Atkinson does. So well, where you can express your experience and it and it opens up a pathway for somebody else or a ha moment or a depth as you said, it's just beautiful.

Vickie Rubin

Like when someone just connects, you know that's that's.

Wynne Leon

Mm.

Vickie Rubin

That's what it's for, right? Huh.

Vicki Atkinson

Yeah, I like the global aspect that you mentioned.

Wynne Leon

Yeah.

Vicki Atkinson

Know because we're we're doing this. Not together you. And yet the three of us have connected, you know, through the power of the Internet and learning about each other's books and. The idea that there are families around the world who would look at what you've written and kind of, I mean it's. It's. It's real, it's. It's triumphant, but you don't hold anything. So I can absolutely see, you know, how that father that you connected with. Use that as a tool, and I'm also thinking that he and his daughter, perhaps you know, were reading it as a way to improve their English as well. You know, I hear that a lot, you know from non natives, non-native speakers of English that sometimes books

about real family issues. Are a great starting place because there isn't a lot of like. Florida literary. It's a little this is real.

Vickie Rubin

Yeah.

Vicki Atkinson

Know this is happening.

Vickie Rubin

It makes you more motivated to keep reading because you're feeling. Feeling the story?

Vicki Atkinson

Yeah, but I love that and that group is still active.

Vickie Rubin

We we don't do.

Vicki Atkinson

It started in. OK.

Vickie Rubin

No, it started before Covid. But we were doing zooms during. No, we're not doing. But, but it's really it's an. It's an amazing group because there's there's one mom. In Central America, she has. Child and she's always writing. And she's talking to all of us. When your child needed this medication, what did you do? Or look? My son is doing using this device. You use. And you know, I I I feel like I'm the old woman in the shoe because. I have a couple of reasons why I think that. Number one, we found out Jessica's diagnosis so late. So and then who that age is starting to look for support groups, you know, so, so most of the people who are jessicas age, if they have a similar diagnosis, it's probably undiagnosed. Because they didn't have a geneticist as their neighbor who said, hey, let's get a blood test right. So. So. Maybe that's one of the reasons, but Jessica is the oldest one in that group. There's now there's people who are in their. And there's always new babies that are. But if I would have had that kind of. That kind of support you know specifically.

Wynne Leon

Yeah, right.

Vickie Rubin

For what my? Know the seizures? You know, I mean, we all our kids have had that's something. They all have seizures and just speaking to the other families and the medications and and then. You. And you to. The families are writing and they sound like their neurolog. When they and and pharmacists.

Speaker

Right.

Vickie Rubin

Yeah, if it's not what Jessica is taking, then I don't understand. But if they're talking with jessicas, taking, I can talk that language too. So it's just.

Wynne Leon

This is.

Vickie Rubin

It's kind of remarkable.

Vicki Atkinson

Well, in all of that I forgot to say this at the. All of that kind of your purpose and you know your passion and love for your daughter and love of helping, you know, created raising Jess. You are also a multiple award winner. They'll offer several times over and you've written for Newsweek. You know more local publications. I I mean it's just it's a wonderful tribute to your message and who you are as a messenger. Know. All of that has been received so well, but you know, we'd love to know a little bit more about what you're working on currently. Where people can find. It wasn't that long ago that your Newsweek piece.

Vickie Rubin

I'm trying to my mom.

Vicki Atkinson

I think was.

Vickie Rubin

It was about my mom.

Vicki Atkinson

So beautiful. Thank you.

Vickie Rubin

Yeah, my mom. My mom had Alzheimer's and it was a story about when. When she found out and I was next to her and she kind of lashed out and said you're next. And but but the article is more about the compassion of understanding why she said that and and her feelings.

Speaker

Yeah.

Vickie Rubin

Yeah, but yeah, I was really excited when that when that got in. I I so many people say when are you writing? Next book. And I think Vicky, are you're working on it. Yeah. I am, yeah. And when are you? No, not really. OK, but I'm kind of there. I I have all these ideas and then when I wrote raising Jess.

Wynne Leon

Mm.

Vickie Rubin

It was like. I that book was in me and it had to come out. Yeah. I'm waiting for. I have these ideas, but that there's almost like and you probably both know what this physical feeling of.

Speaker

Mm.

Vickie Rubin

I've got to get this book out, and so I I love to write.

Speaker

Yep.

Vickie Rubin

And and the blogs I'm I'm writing in the blogs and I send things to magazines and I was really honored that they accepted my magazine. I also still take classes. I just took a class on trauma writing that I just loved, just loved and. So I doing a lot of that because I don't like to travel. Never kind of did the road. I shouldn't say I don't like to travel. Don't like to fly? I didn't do the road tour with my book because a lot of times it would. It would have been flying and so, but I still do.

Wynne Leon

Right, yeah.

Vickie Rubin

I do local events and I one of the things I really like doing and I would love ideas if you have how to get more of those is. Clubs and have you done book clubs? Both of you?

Wynne Leon

Mm.

Vickie Rubin

Which is as a guest author and it's really. Really, that's what I find. One of the more fun things to do.

Vicki Atkinson

Yeah. So, but you could spend, you know, your entire week, you know, just on the the networking and promotion side trying to do that with libraries and book clubs and all of that. Is. Yeah, I think.



You know how you spend your time is important and I. I think you probably prize some of those individual interactions, you know, and you taking a course on, you know, writing trauma just sounds so intriguing, right? There are only so many hours, but you know, book clubs, book. I have a couple of writer friends that strongly encourage, you know, continuing to network with. But that can be a very challenging thing to do or going to like local craft fairs that allow for, you know, book tables and literary events. But.

Vickie Rubin

I'm doing that next. I'm doing one of those cool. But yeah, time management. I struggle with time management.

Wynne Leon

Yeah.

Vickie Rubin

Always have. And you know, I'm very involved. My children and grandchildren all live locally, so I'm very involved there. And so yeah. It's. It's, you know, as as a it's hard. Hard to promote your book. It's hard to promote it yourself. Hard to sell your book. It's it's tough. Yeah.

Wynne Leon

And the work yourself. South. Towards those conversations that are meaningful and feed you in return for, OK, This is why I told my story and this is where the impact is coming.

Vickie Rubin

Exactly.

Wynne Leon

Yeah, it's hard.

Vickie Rubin

I met this. He's an Admiral, Admiral. And somebody gave me I had. A promoter for a little. And she introduced me. To this Admiral and and I was so. Talking to him. I'm like, what do I call you? He goes. Me. So he had an he had an injury, he had an injury, so he was a wheelchair user. OK and. He said to me, it's important for you. To determine what a successful book is and is it how many books you've sold is it in? Many bookstores it is. Or is it?

Vicki Atkinson

Yeah.

Vickie Rubin

Did you find a niche of people? That this book had meaning for this change, anybody's opinion, he goes. Why you're writing the book, he? It really doesn't matter if you sold 10,020 thousand books.

What matters is the people who needed to hear your book. Heard your book? And he says so, you know, I just thought, I thought that was really wise. You know, he was a really.

Vicki Atkinson

Yeah.

Vickie Rubin

Really smart guy. Yeah. If I wasn't so nervous. Yeah. Maybe the conversation went. He was off. He was awesome.

Vicki Atkinson

That's great advice. Yeah, yeah.

Vickie Rubin

It was really good advice and I I tried to share that when I remember it.

Vicki Atkinson

What I love about that is that it speaks to, you know, I've had this conversation with so many other authors that everyone thinks.

Wynne Leon

Yeah.

Vicki Atkinson

You know, once the you've given birth to whatever you've written, you know that things just like woo, you know, start to happen. But you know, for people to listen to wheels is advice for the people that you want to receive your book. A slow burn over time, that's not. A flame at the beginning that's, you know, sustain the effort and I think do all the things that you're doing, you know, can to continue to amplify and talk about the power of, you know your story. Story it's it's timeless.

Vickie Rubin

I was just going to say I think all. Of. Books are timeless, so it's not like there. It's. Families are going to go through this in 20 years.

Wynne Leon

Yeah.

Vickie Rubin

Is timeless and that's I think that's really important.

Wynne Leon

Yeah. It's such a different talent. I mean to write and to. To write a book and to publicize a book are two different things, and you know everybody we talk to says that.

Speaker

House.

Wynne Leon

To be an author is not to be a publicist and.

Vicki Atkinson

Yeah.

Wynne Leon

We really stretch ourselves to do that so.

Vickie Rubin

Just learning the website and the SEO and the and the marketing and you know, wow.

Speaker

Yeah.

Vickie Rubin

That was that was a great retirement gig.

Vicki Atkinson

But I think you're modest also though, because I'm I'm curious when you talked about the Newsweek piece about your mom and.

Wynne Leon

Right.

Vicki Atkinson

And again, I so loved it was just, you know, that terseness, you know, with her response to you that you know you're next. It's it's. You couldn't fault her for it because she's struggling, but it's also a raw kind of thing for families to deal with just from an aging point of view.

Speaker

Yeah.

Vicki Atkinson

But what advice do you have for people that want to? Because you've done some of this, get a toehold into a magazine. You have something that you can leave our listeners and viewers with about. Two other than just keep at.

Speaker

It.

Vickie Rubin

Well, I'm actually starting another class December 2nd on pitching.

Wynne Leon

Mm hmm.

Vickie Rubin

And querying.

Vicki Atkinson

Yeah.

Vickie Rubin

And it's. There is a whole language for getting into a national magazine. So Newsweek the Newsweek 11. Into it two years ago. And then I wrote to the same. Editor four or five times with four other ones. And he there was not even a reply. Even when I wrote and said.

Speaker

Did.

Vickie Rubin

You get it or hi, you know, yeah. And then I sent this one about my mom and like, two days later he wrote me and like, two days later, it was in. So I I think it's got to you have to explore. Where you're sending it, make sure it matches the type of stories that they want. It's so important.

Speaker

OK.

Vickie Rubin

And also know who the editor is, look it. Don't just say dear editor like try to know what their names are. And. I think title is so important and the hook and I have trouble with the hook and for those who don't know what I'm talking about, the hook is what is when someone opens an e-mail. An editor who gets. A gazillion emails. So how is yours going to stand out? Will you need?

Wynne Leon

Mm.

Vickie Rubin

You need something that's going to be like, oh, I want to read this. What's going to be your hook? Is it going to be the? Is it going to be the first line? And and it's hard, and that's a skill. And I'm not saying I I, I'm learning that skill that now. Mean that's a skill.

Vicki Atkinson

Yeah.

Wynne Leon

Well, I love that you're teaching a class on that because very needed. Very wonderful. Thank you so much for.

Vickie Rubin

Taking a class, not teaching it, taking oh, no, no, no. I'm taking that class, OK?

Wynne Leon

Oh oh.

Vickie Rubin

Thank you for thinking that, but if you.

Vicki Atkinson

Think about it. You just took us to school.

Wynne Leon

Thank you.

Vicki Atkinson

Beautiful podcast. The whole of it, right? Thank you.

Vickie Rubin

I so appreciate that you invited me. Really do.

Wynne Leon

We love having this. Thank you so much for your story, for your openness, for your humor, and we love every single one of the stories you told.

Vickie Rubin

Oh, thank you. I really appreciate it. Thank you both.

Vicki Atkinson

Our pleasure much love.

Vickie Rubin

Happy Thanksgiving and I'm thankful for both of you.

Wynne Leon

Oh, like what?

Vicki Atkinson

Thank you, Vicky squared, right?

Wynne Leon

Thank you for listening.

Speaker

The.

Wynne Leon

Our music is composed for sharing the heart of the matter by the exquisitely talented duo of Jack Campora and Rob Kodink for show notes and more great inspiration, please visit our site at [sharing the heart of the. Dot com](http://sharingtheheartofthe. Dot com).