

FROM
THE GREEN
NOTEBOOK

THE PODCAST

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“Dedicating your life to seeking third party validation isn't going to bring you much joy or meaning.”

SHAWN COYNE
Author of *The Story Grid*

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Shawn Coyne has spent decades in the publishing business working with some of the biggest names in news, sports, and entertainment. In this episode, he shares the numerous lessons he's learned throughout his successful career to include the pitfalls of seeking external validation and why doing so doesn't lead to happiness. He also talks about starting fresh, leaving an established position at the top of his career and founding his own company. Finally, he shares what he's learned about giving feedback to others.

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About Shawn

Shawn Coyne a twenty-five year book-publishing veteran. He's edited, published or represented works from James Bamford, John Brenkus, James Lee Burke, Barbara Bush, Dick Butkus, Harlan Coben, Nellie Connally, Michael Connelly, Robert Crais, Ben Crenshaw, Catherine Crier, Brett Favre, David Feherty, John Feinstein, Tyler Florence, Jim Gant, Col. David H. Hackworth, Jamie Harrison, Mo Hayder, William Hjortsberg, Stephen Graham Jones, Jon Krakauer, David Leadbetter, Alan Lomax, David Mamet, Troon McAllister, Robert McKee, Matthew Modine, Bill Murray, Joe Namath, John J. Nance, Jack Olsen, Scott Patterson, Steven Pressfield, Matthew Quirk, Anita Raghavan, Ian Rankin, Ruth Rendell, Jerry Rice, Giora Romm, Tim Rosaforte, William Safire, Dava Sobel, Michael Thomas, Nick Tosches, Ann Scott Tyson, Minette Walters, Betty White, Randy Wayne White, Steven White, and Don Winslow among many others.

During his years as an editor at the Big Five publishing houses, as an independent publisher, as a literary agent both at a major Hollywood talent agency and as head of *Genre Management Inc.*, and as a bestselling co-writer (*The Ones Who Hit The Hardest* with Chad Millman) and ghostwriter, Coyne created a methodology called *The Story Grid* to each the editing craft.

With his friend, business partner and client Steven Pressfield, author of [Gates of Fire](#), Coyne also runs the independent publishing company [Black Irish Books](#) and writes for [www.stevenpressfield.com](#) and [www.storygrid.com](#).

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