

**FROM USA TODAY BESTSELLING  
AUTHOR & WRITING COACH  
KERRI NELSON**

# **FINDING THE TIME**



**HOW I WROTE 27  
BOOKS WHILE  
RAISING 3 SMALL  
CHILDREN AND  
RUNNING A  
BUSINESS...  
MY SECRET TO  
SUCCESS!**

# Finding The Time

How I Wrote 27 Books While  
Raising 3 Small Children and  
Running a Business...My Secret to  
Success

by

**KERRI NELSON**

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# 1

## Finding Time vs Making Time

My belief is this...if you want writing to be your career (or even your second career) then you have to treat it like you would any other career. One of the biggest mistakes that an author can make is to treat their writing craft as a hobby. When you make the mistake of treating it as a hobby then you'll only find time to do it when nothing else interferes. For those of us with children or jobs outside the home—there is always something else to interfere with our writing time. Always.

One of my good friends who is a brilliant entrepreneur often says “time is our only non-renewable resource” and he is so right. We can’t really “make more time” we just have to CHOOSE how we want to spend the time we have been given. We all have the same 24 hours in a day. So, how can some people have time to get things done while others can’t?

My first step for you in finding the time to write is to get your mind on the right track. Stop believing that you’ll “work in a few minutes to write when you can” or “I’ll do more writing when things settle down” because the fact remains...those times may never appear. Really, those are just excuses not to write or to make yourself feel justified for not meeting your goals.

How do you get your mind right and find the time to write?

I have a theory that if you look at your day in 15 minute increments you’ll see where you are losing valuable time throughout the day. Why 15 minutes? Well, if you think about it, most things in life can be done in 15 minutes (approximately). For example, I can load my dishwasher in 15 minutes. I can fold a

load of laundry in 15 minutes. I can get dressed and put on my make-up in 15 minutes. Obviously, not everything in life will follow this rule but a lot of what you do on a daily basis will meet this time frame.

I like to think of 15 minutes as a very short amount of time during which I can get a task accomplished and therefore give myself a much needed check mark in the DONE column of life. There's nothing more rewarding than marking things off your "To Do" list. I love a good "To Do" list and my life is full of them every single day (even on the weekends)!

When it comes to writing, I use the same 15 minutes to meet my writing goals for the day. Is there any person out there who cannot commit to writing at least 15 minutes per day?

Come on...just 15 minutes? You can do that, easily. And before you know it—you'll easily do more than one 15-minute increment.

Everyone should be able to commit at an absolute minimum to 15 minutes per day of writing time. Set those timers. Don't let anything or anyone interrupt you. Unless the house is burning down, you keep that 15 minutes going. Everything else can wait just

15 minutes. You'll be surprised how much you can get done this way.

When I say, set your timer. I'm serious. You can download one free online or you can purchase one of many physical timers via Amazon.

Now, some of you may be thinking that this method will never work for you. I've heard authors say that they must have uninterrupted silence to write or that they need hours to craft the perfect scene. Or that they can't think and write that quickly.

But...here's my challenge to you...what have you got to lose by giving it a try? Just take the next 3 days and work them using my 15-minute increment model—even if you don't think it will work. Even if you think you've already tried it before. Do everything in your life for 15 minutes at a time. You will be amazed at what you can get done.

Here's what my 15-minute method yields for me when it comes to completing a novel (and I've sold up to 15 novels in 18 months using this method):

**Goal #1: 15 minutes of writing at a time (multiple increments per day as schedule permits)**



Goal#2: A minimum of 1000 words per day.

End result: 90 days equals a 90,000-word book

Sure, some days I'll write more than 1000 words and some days less but on average it will be exactly this. If you think about it, you can even map out exactly how many books you want to write in a year based on the length of each book. My 20K novellas take less than a month. My 90K novels take 3 months and so forth.

Just think, in the time it takes you to brush and floss your teeth, you can write 500 or more words. May not seem like much in the big scheme of things but it will get you there—if you keep up the 15-minute method.



# 2

## Time Thieves & Success Bandits

So, let's get real here...

Life will interfere. Interruptions will happen. Your mind will wander off. Getting stuck on that blank page can happen. E-mails and doorbells and sick kids and headaches and a million other things can and do happen every single day. But if you can give just 15 minutes to your writing career each day, you can achieve all your goals. I promise you.

So, what are some of these time thieves and success bandits?

Social Media

Phone Calls

Emails

Push Notifications

Television

Procrastination

Let's take a closer look at these one by one.

**Social Media:** Let's get real here, people. How much time per day do you spend on Social Media in a day? The next time you open that browser or click on that app think about it being a success bandit and ask yourself if you really need that fix.

**Phone Calls:** How many of you spend too much time on phone calls each day? I know I've been guilty of chatting with hubby or my mother for as much as an hour at a time on just a regular business day. Start setting limitations and you'll see your productivity increase by leaps and bounds.

**Emails:** Do you check your email multiple times a day? Do you take time to stop and respond to each one as they come in? I have a whole lesson on how to manage this inside The Book Factory Method Master Course, I hope you'll check that out.

**Push Notifications:** Find out how you can turn these off on your phone. Seriously, just get rid of them and your life will be forever changed. It sounds simple, but it is a life changer for real. Stop the tings, buzzers, rings, and beeps!

**Television:** Do you binge on Netflix? Be honest. I know I have days (and sometimes a whole week) when I just need to curl up with my Netflix and a nap. And, I'm not saying you can't do this every once in a while. But, you really need to keep an eye on this. If it becomes a time thief habit—it has to go.

**Procrastination:** We all put things off that we don't want to do. But I've found that often once I start something—it wasn't as bad as I thought it was going to be. Procrastinating over something can be the biggest success bandit of all. Start by starting. Do by doing. Win by winning.

If you have to turn off that phone ringer or media notification, do it. If you have to shut down your desktop notifications and close your browser, do it. If you have to lock yourself in the bathroom and turn

on the shower so that you can sit in a corner and focus, do it. Whatever it takes.

# 3

## Schedules That Actually Work

You knew this was coming, didn't you?

Let's see those daily schedules. I want you to make out your typical daily schedule from the time you wake up until the time your head hits that pillow. The actual schedule. Not what the schedule should be. Not what you think I want to see. What you actually did yesterday or on a "normal" routine day in your life. The schedule should be what you are doing every 15 minutes of the day.

Let's see where we can squeeze in 15 minutes of writing time into your day.

Don't just fly through the assignment. Really sit down and think about what you do all day every day. If you need to start this assignment tomorrow because you're reading this late in the day, that's fine. Start from when you wake up until you go to bed.

Keep notes all day. Don't cheat! Be seriously aware of how long you're spending on e-mail, social networking, chatting on the phone, or braiding your kid's hair.

Here's an example of just part of my day (circa 2010) to get you started:

6:00 a.m. Wake up + bathroom

6:15 a.m. Downstairs with baby/change diaper/dress baby

6:30 a.m. Prepare Bottle/Feed Baby

6:45 a.m. Check e-mail + review my daily schedule

7:00 a.m. Toddler wakes up/Change diaper/Prepare Breakfast

7:15 a.m. 9-year-old wakes up/Prepare breakfast

7:30 a.m. Serve breakfast to kids

7:45 a.m. Get dressed + make-up



8:00 a.m. Take 9-year-old to school  
8:15 a.m. Go over plot ideas in my mind  
8:30 a.m. Home from school drop-off/find activities  
for little ones to do  
8:45 a.m. Update blog/respond to e-mails  
9:00 a.m. 15-minute writing increment  
9:15 a.m. Snacks for kids  
9:30 a.m. Diaper changes  
9:45 a.m. Play with kids

Now that was a typical school day 3-hour period for me and my family from 2010. And while things have changed a lot in the past 9 years, one thing remains the same...

I must keep a focus on what I'm *actually* doing versus what I *should* be doing. If we want to see true success and we want to make progress on our dreams and goals—we need to get a real handle on what we should be doing. We need to spend the majority of our time on the actually doings that lead us towards meeting our goals.

We should be writing, but we are actually scrolling through Facebook. This should become, we should be writing and we are actually writing. This type of scenario needs to be the majority of our day.

We all drift off schedule time and again. We have a sick kid or an unavoidable distraction because life happens and that's just the way the ball bounces.

But, the important thing to know here is that we have to stop making excuses and start taking real action.

My baby boy turned 9 and has a “girlfriend” now. My oldest baby is a freshman in college. I run multiple businesses in addition to my life as a writer. Yet, I have to tell you that I find the time to do what I *want* to do. If you want it—you will make it happen.

Now, let's revise that daily schedule to include what it should look like in a perfect daily scenario where you magically make it all happen.

It may not be feasible for it to play out in that exact way, but if we don't know what we're striving for—how will we know how to set a path for success?

And that's really my secret to success.

# What's Next?

If you haven't joined Kerri in The Book Factory Method's Master Course program, there is still time. Don't miss out on this amazing program. Continue your studies here: [www.TheBookFactoryMethod.com](http://www.TheBookFactoryMethod.com)

In the program, we'll dive deep into all my methods for success in the book writing and publishing industry.

For personal career coaching, set up a free coaching consultation at:

[www.WorkAtHomeMomAcademy.com](http://www.WorkAtHomeMomAcademy.com)

# About the Author

USA Today Bestselling author, Kerri Nelson has been a mentor and writing coach for over 10 years and teaches a variety of online workshops featuring publishing tips and productivity methods.

After 15 years in the legal field, Kerri took pen to page and began developing her award winning Book Factory Method which led to 27 novels and novellas in just a few years' time.

In 2018, after owning and operating 4 successful at home businesses, Kerri put her entrepreneurial skills to work by creating Work At Home Mom Academy. Her hope is to expand her reach to women seeking a career change and their dream job! Here you'll find access to private coaching and premium programs. Kerri holds multiple degrees and is a Certified Life Coach who specializes in many personal and business coaching methods.

You can find Kerri here:

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