



California Dreamin' 2017 PANEL NOTES

OPTIMIZE YOUR INDIE PUBLISHING

Showing you how to amp up your productivity, promotion and publishing performance without losing your positive attitude

7 TIPS TO INCREASE YOUR PRODUCTIVITY

1: GET ORGANIZED

- Physical file system
- Computer file system
- OneNote.com (a Microsoft note-taking software that works on multiple devices)
- Evernote.com (a similar software program)
- Notebook

KEY: Pick one method for PUBLISHING, MARKETING & ADMINISTRATIVE STUFF, and stick with it.

My preferred method: a good, old-fashioned notebook

* **WHAT DO YOU HAVE TO TRACK AND HOW?**

1 A Big **MONTHLY CALENDAR:** spread over 2 pages.

- * Editing deadlines
- * promotion & advertising runs
- * newsletter mail-out dates
- * events
- * Everything that affects your **BOOK BUSINESS**
 - Consider color coding what's PUBLISHING, MARKETING, etc.

Link to the source of my template:

https://www.etsy.com/listing/271229440/bullet-journal-planner-inserts-letter?ref=shop_home_feat_2

- On mine: I also have a column for **GOALS** for the month (ex. taxes, reminder to download vendor income stmts, order books for an event, etc.)
- Also on that page is my **HABIT TRACKER:**
 - * Basically just a grid of tasks and days of the month
 - * Super helpful if you want to ensure you're getting something done each day.
 - * The visual effect of seeing all those filled in boxes is a great motivator
 - * I track that I'm reaching my **WRITING GOAL** and Health stuff.
 - * Can also use as a reminder to do some social media or marketing each day

2 Add a WEEK-ON-A-PAGE:

- * Use this if you're a person who likes DAILY TO-DO lists or need space for more nitty-gritty details.

Link to the source of my template:

https://www.etsy.com/listing/498125938/01-weekly-freestyle-planner-lined-blank?ref=shop_home_active_15

3 NEWSLETTER PLANNER:

- * If you create newsletters or other mailings regularly, this is helpful.
- * As you think of things you want to include in mailings, you can note them in advance. When it comes time to write the mailing, you have ideas.

Link to my template:

<http://deannacameron.com/writer-resources>

4 PROMOTION PLANNER:

- * Let's me plan my advertising and promotion in advance, as well as keep a record for future reference.
- * After the promo, I always note
 - 1 **What it cost**
 - 2 **What the results were**

If you don't do this religiously, you'll start to forget which sites gave you a good return on your investment.

- * If you publish **MULTIPLE TITLES** a year, you could also adapt this page to help you PLAN and KEEP TRACK all those moving parts

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The **KEY** is to keep this book beside you as you're writing or doing other work-related things, so as you get ideas, you can capture them immediately

BULLET JOURNALS: For ideas, inspiration and free & low-cost templates, visit:

- * **PINTEREST**
- * **ETSY**

#2 TIP FIND YOURSELF AN ACCOUNTABILITY GROUP OR PARTNER

- * The way this works is simple.
- * You **GET TOGETHER** with your partner or group
 - * **STATE** what your goals are for the week
 - * **REPORT** on whether you accomplished your goals from the previous week

HOW TO GET TOGETHER:

- * Zoom is an online conferencing service
- * Skype
- * Google Hangout
- * a Facebook group

- * email round-robin
- * in-person

#3 PARTICIPATE IN A WRITE-IN

If you aren't familiar with the write-in concept, it's a meeting of writers, but instead of coming together to **SHARE & COMMENT** on your work-in-progress, you come together to **WORK** on your work-in-progress

- * Sometimes there are organized writing sprints, sometimes there's time to chat, sometimes it's just head-down writing time. It depends on the group.
- * Not only great camaraderie, but you can't help but be motivated by the other writers

WHERE TO FIND THEM: At Nanowrimo time (Nov.), the regional moderators tend to plan a lot of them

- Year-round, you can find them a lot on Meetup.com
- OC Writers schedules a few every week at various times and on various days during the week

Here's a link to their page: <http://www.meetup.com/OC-Writers>

#4 MAKE A WORD COUNT SPREAD SHEET

- If you track your daily word count, you'll be able to see how fast the word totals accumulate
- Just 250 words a day over the course of year will result in more 90K words in a year. That's a whole novel.
- A motivating reality check to get in even a few words a day.

#5 TUNE OUT AUDIBLE DISTRACTIONS WHEN YOU'RE WRITING

It's really going to make a difference in how well you can focus.

My go-to tool for this is:

- SimplyNoise.com (app and website): White Noise provider
- If you don't like white noise, try instrumental music

#6 Take 2 min. to PREWRITE a scene you're going to work on

- Quickly sketch out who's going to be in the scene and what they need to accomplish in the scene.
- Source of this idea is a book by Rachel Aaron called:
2K to 10K: Writing Faster, Writing Better, and Writing More of What You Love.

#7 WRITE IN SHORT BURSTS / WORD SPRINTING

My favorite way to do this is the Pomodoro method (with app link)

<https://cirillocompany.de/pages/pomodoro-technique>

Free timer: <http://www.marinaratimer.com/>

- * You can use any kind of timer. The gist of it is you set the timer for 25 min., work without interruption for that time, then break for 5 min. And repeat. After 4 sessions, if you're still at it, take a longer break.
- * If you like more camaraderie, there's also the popular #1k1hr sprints that you can always find on Twitter.