



## **EPISODE 153: MORE TIME THROUGH BETTER PLANNING – WITH AUDREY ANN HUGHEY**

Speaker 1: On this edition of the Self Publishing Show.

Audrey Hughey: I know a lot of us say, "We just don't have enough time," whether we're self published, indie, whatever the case may be I think most people in modern times don't feel like they have enough time. I really believe that comes down to organization.

Speaker 1: Publishing is changing. No more gate keepers, no more barriers, no one standing between you and your readers. Do you want to make a living from your writing? Join Indy best seller Mark Dawson and first time author James Blatch as they shine a light on the secrets of self publishing success.

This is the Self Publishing Show. There's never been a better time to be a writer.

James Blatch: Yes, here we are at the Self Publishing Show. My name is James Blatch.

Mark Dawson: My name is Mark Dawson. My name is Michael Cain.

James Blatch: My name is Michael Cain. You have to do that in the accent, in the impression.

Mark Dawson: I can't do that. I'll leave that to you. You're the one who does the accents.

James Blatch: Are there parlor games in the Dawson house? Are they over Christmas?



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Mark Dawson: Parlor games, that's one way to describe it. We love hide and seek. Daddy goes and hides somewhere with a drink and people try and seek him.

James Blatch: To do the washing up.

Welcome to 2019 and an exciting New Year. In the world of Indy authoring, we're recording these in advance around Christmas time.

We're always honest with you, our listeners about this, although I am changing the color of the background for each episode. I hope people are appreciating that.

We are going to be talking about time management in today's episode. As we speak, this episode is going up on the fourth of July and I think you will be currently at that point in Bali.

Mark Dawson: The fourth of July?

James Blatch: No, the fourth of January.

Mark Dawson: Yes, it does. Yes, I will, yes, I'll be about midway through Bali so I will have spoken by this stage and we'll probably be reclining on a lounge as this goes out.

I'll be thinking of you James, in chilly Manchester whilst I'm sipping a Piña colada.

James Blatch: Holding the forts. Well, I should be managing my time which I have to say for you and I both is a very important issue for everyone to do with SPF. I think for a lot of authors particularly those with full time jobs. That's what this episode is all about.

There is a hand out to be had for this episode. It's a scheduler and I'm going to give you the URL now, which is [selfpublishingshow.com/schedule](https://selfpublishingshow.com/schedule).



It's just that one word, S-C-H-E-D-U-L-E, and you'll get the free schedule sketcher from Audrey Hughey. Right, let's hear from Audrey.

James Blatch: Audrey, hello.

Audrey Hughey: Hi.

James Blatch: We've just been having a quick chat about the weather because everyone who listens to the podcast now knows that I cannot start a conversation with anybody without discussing the weather. It's an ingrained British thing although I imagine for ... actually for some people in America, is because in America you've got every weather you could possibly imagine. Some people it barely gets cold all year, other people, people die in the north of America every winter 'cause it gets so cold.

### **You're somewhere in the middle are you, I guess? West Virginia?**

Audrey Hughey: Yes, I'm in West Virginia. We do have more of a northern climate but we're still pretty close to D.C., so we've gotten a lot of rain as an after effect of the recent hurricanes. It's just rain and it's cold.

James Blatch: We don't really get proper weather. We don't hurricanes or anything like that, but we like to discuss it anyway.

Okay, look, let's discuss writing. Let's discuss an approach to writing, methodical planning, 'cause this is what you're bringing to the party, right Audrey?

Audrey Hughey: Yes, absolutely.

James Blatch: People who are watching on You Tube that can see that I have in my hand *The Ultimate Authorship Planner*, authored by you Audrey, and it's got a fantastic introduction.

**Then through this book is the organizational templates I guess is what you've offered people. You tell me in your own words what this does for an author.**



Audrey Hughey: What this does is it gives you systems in an organized way so you don't have to wonder what to do next, or how to get started with the next thing, or what am I supposed to be doing day to day to take myself to the next level of my authorship.

It's not just about the writing, it's not just about developing our marketing systems, but the editing, every aspect of your writing and your life, this planner helps you develop systems for, so you can stay on track and actually achieve goals.

**James Blatch: What inspired you to develop this? Was this your own experience of what you knew would help you?**

Audrey Hughey: Yes, and well I have a small private group called the Author Transformation Alliance.

Last year I created a 2018 Author's Journal, which was the predecessor to The Ultimate Authorship Planner which is undated, and of course we'll have a 2019 Author's Journal which is just a dated version of The Ultimate Authorship Planner.

I was looking forward to getting this planner from this big entrepreneur and you know, 'cause she had her own, but after shipping and the conversion rate, it would have cost me like \$100, so I was like, "Oh, when it's in my budget I'll get it," but they all sold out before I had the money.

I kept going to the office stores and looking at planners, and I said, "Nothing really fits, so you know what I'm going to do?" I do all these different worksheets and everything for the Alliance, I do it all in Pages on thankfully my husband's MacBook, I could steal that.

I was doing all these beautiful workbooks and things and I said, "Well, why can't I do a planner of my own?" I worked with my authors in The Author Transformation Alliance and I said, "How many manuscripts do you work on a year? How many manuscript pages should we have? Hey, I've got an idea for this. Do you guys like it or do you hate it? Is it just me or would this be



helpful?" A lot of stuff I was presenting was really ringing true for people and they were getting really, really excited.

I had a lot of input. About 30 different authors, all ranges, both traditionally and self published, and some hybrid, and so it was almost like this community project of authors in saying what would we have in our planner. I said, "Don't worry guys, I've got this."

Because I did it in Pages, I didn't need a formatter because I had already formatted the book for print in Pages. It was a really exciting, fun, challenging project that was born out of necessity because I looked at stuff that was out there and I didn't feel like it helped us build systems.

A lot of the writing journals or planners, and I know journal brings up this connotation of like blank lined pages, and that's definitely not what this is.

I was like, nothing's really hitting the mark so we're just going to make our own. I'm going to take this project head on. If I'm the only one who buys it, then that's great but I really hope that it helps other people too and it has, so win.

It was a project of necessity and inspiration.

**James Blatch: When did you first publish it? When did you first get it out into authors' hands?**

Audrey Hughey: December of 2017, so I was halfway through my thriller for NaNoWriMo in 2017 and I said, "You know what? This has got to happen," so I totally switched gears and in 14 days, I had the predecessor to that which was only 20 pages shorter.

**James Blatch: Okay, this has seen action. It's been on the front line and what's the feedback you've got from people?**

Audrey Hughey: Yes. You're always nervous about what people are going to say but I have been just blown away by the feedback. They are saying,



## PODCAST TRANSCRIPT

people are saying that it's helped them actually get on track, it's helped them finish projects, it's helped them get re-energized about their writing life, 'cause sometimes writing can be so overwhelming. It's not just putting down words on pages.

A lot of times it's figuring out, well, how am I going to get that visibility I need so I can reach readers, or how am I going to find an editor, or I've got all these ideas but what am I going to do with them. This helps you say, "Well, this can be my priority, this is my first priority, your second priority."

I think another thing that prompted this project was the fact that I had so many notebooks, and little planners, and hard cover journals that are like an addiction, and I kept losing all these story ideas or outlines I was doing.

My husband's a musician so I'll go watch him at the bar and I'll be writing, so either writing a story or outlining a new one, and I would lose them. I won't find them till months later and if you put them all together, they would be like a mountain of notebooks, half filled notebooks and journals, and I said, "This isn't acceptable."

I want my expenses in the same place in a different section, but I want it all together, so I know I can just flip open, say, "Hey, what was that story idea," or "Hey, I need a nano project."

I've got a whole book that my story ideas are right there and because the planner is always on my desk, I never have to go searching into whatever boxes or nooks and crannies for my story ideas, or for where I keep my expenses.

That's been the kind of feedback that I'm getting is, I finally have everything I need in one place. You get this really fuzzy inside feel, like I'm helping people.

James Blatch: Yeah, the ideas one is a very good example of this because ideas do come to you at various places, times, are not always convenient, are usually not convenient to start writing. I'm definitely guilty of having



ideas in my head a lot, and not finding a place to put them down, or opening a Word document and typing them out, well then that just gets lost in your documents folder.

Audrey Hughey: Yes.

James Blatch: Here's somewhere where they're going. I can see that and I can see the practical advantage of it.

It looks to me like you've created steps here that authors perhaps don't always think about going through but should go through, so defining goals and so on, that maybe you're bringing something to them.

**Rather than simply giving them a convenient place to jot down the way they work, you're creating a better way of working.**

Audrey Hughey: Yes, absolutely helping develop better, more efficient systems. I like to think that I'm helping bring more entrepreneurial business skills into the writing community. That's what I want to share.

I've always been a writer, but I was working doing social media for entrepreneurs and small businesses and I was like, "Why am I not doing this for my own community?," so I wanted to bring those skills and that business mindset.

There's monthly reviews, there are quarterly reviews. In the very beginning of the planner there is my vision and that is all about really defining what you want out of writing, because when I work with people, the biggest thing that comes up is they haven't really defined exactly what they want.

They have an idea of where they want to go but if we aren't crystal clear on that, how are we supposed to develop a real plan with actionable steps in order to get there.

James Blatch: Yeah. I think that that is probably the most valuable part of this, is defining those steps and being able to trace them in, keep yourself



accountable. That's the other thing that is kind of the elephant in the room here, is that authors work alone a lot of the time.

**I think what you've done here is to give you a kind of way of being your own business partner.**

Audrey Hughey: Absolutely. I wanted it to be like you have a business coach right there with you, without the thousands of dollars of cost, or you don't have to get on their calendar. Your coach is right there for you in the planner.

Because all of these things in that vision section, after you get clearer on your goals ... and of course it's not setting a million goals, it's your top three things that are most important to you, or if it's one thing that's great, 'cause then you can be really focused. Anyway, we map those out once we have defined the steps it's going to take to get there.

We plug those into what month that has to happen. Then of course we can plug that into the yearly overview. Some people really wanted that, that's why I added that. The yearly overview will plug it into each month.

That's what I do. I get ahead. I take all my goals and my target completion dates, or milestone dates, and I plug all that in ahead of time.

When I open up a new month in my monthly overview, I already have, or in my monthly priorities, I already have plugged in from my vision section, what needs to happen that month, so which I find really reassuring.

I think it's busy, fast paced world, especially once I moved to the D.C. area and I was commuting there, I always felt rushed, I felt anxious, I had developed a lot of anxiety over getting everything done all the time and trying to be everything to everyone, and I would go to bed and stay up worrying about what had to be done the next day.





Now every night it's my ritual, every night before I go to bed, I go to my work space, I look at my planner and I know exactly what I'm doing, so I go to bed and I conk out.

James Blatch: That's worth a lot, sleeping soundly and not having those, what I think is very familiar to a lot of us, is lying awake, going to bed worrying about it, and waking up in the morning worrying about it.

Audrey Hughey: Absolutely.

James Blatch: And bringing that level of organization.

You referred to opening the planner. I've got a paper version in front of me.

**Is there a sort of online version of this or a way ... 'cause a lot of us do work online now more than on paper, although I can also the lovely advantage of writing things down and then crossing them when they're done.**

Audrey Hughey: Yes, and I love that. I had actually a couple of requests to have a digital version and with PDF now, even the free version, you can fill in any document. That is really helpful.

Yes, I do have a digital version, PDF, so you can fill it out with your regular PDF program, on Etsy.

James Blatch: Okay, yeah.

Audrey Hughey: It's available there in digital form.

James Blatch: Excellent. It's so detailed.

I'll just show it again if people are watching on You Tube, is how big this is. This is not that big of let's plan your writing year. This is step by step, your priorities for this week. As you say, a lot of this will be prefilled in because you've set your priorities in advance and you're working through them. Of course there's got to be some flexibility as well, right?



Audrey Hughey: Yep.

**James Blatch: This print does allow you to think, well, that was a priority in January but I've now crossed that off. It's not going to be a priority as we go into summer.**

Audrey Hughey: Exactly. Every month and especially every quarter we focus on how have your goals changed. That is a question in the quarterly review.

Have your goals from the beginning of the year changed, and if so, how have they changed, and how are you planning ahead to adapt to those evolving goals. Our goals do not stay the same.

Anything can happen in life and change our goals. I had to triple up on graduate classes so my goals had to change. For example, we have so many different things can happen, whether we have to take care of a family member or who knows, there's so many things and our goals are going to evolve and our priorities are going to change.

That is definitely I think one advantage of this planner is that it's not just saying, "Okay, you set this goal, you gotta stick to it." No, it's saying, "How have things changed? Have your challenges changed? Have your priorities or your desires changed over this past quarter or even every month? What challenges are you facing? How can we adapt to them? How can we overcome them?," and "What are your goals?"

It gives you every month a chance to reset those goals, or readjust them.

James Blatch: Who did you have in your mind when you wrote ... I mean, you had your group and you had yourself in your mind.

**Is this an author who's looking to produce more?**

Audrey Hughey: This is any author who feels like they need more time, 'cause I know a lot of us say we just don't have enough time. Whether we're



self published, indie, whatever the case may be I think most people in modern times don't feel like they have enough time and I really believe that comes down to organization.

Something I can provide is I actually have a schedule sketcher. This is something very simple, it's a little freebie I can provide if you guys want to post it in the podcast, but it's just the days, the times, and if I sketch out what I'm going to do each day.

It's different from the planner 'cause in the planner I post my appointments and I kind of think about what I want to do, but if I want to sketch out how am I going to maximize my time, and really focus on my priorities, that helps immensely just to say, okay, my top three things are writing, taking care of the kids, and doing ... so most people work a full time job maybe, sometimes people do, but how am I going to fit in ... okay, so I get the necessities in.

We can talk about our hierarchies of need, right, but once we've got those plugged into the schedule sketcher or whatever, then we can start filling in where can I make the most of my time.

If you ask most people, they spend a lot of time scrolling social media, they spend a lot of time embroiled in feuds on Twitter, or just looking at the news, 'cause that is a never ending trail of click bait, right?

James Blatch: Yeah.

Audrey Hughey: We're wasting a lot of time but then we feel at a loss for time and I think organization, just having an idea and really being clear every day about what's really most important to me, what do I want to accomplish.

For me, it's been a question of, and of course I figured this out in the military, but if I die tomorrow would they be able to say that I had been doing what I love, or had been at least pursuing my dreams. I didn't want to be that person kind of as I had before, kind of felt like I was stuck or



stagnating, or spinning my wheels never completing a writing project, or never submitting poetry for contests or what have you.

I had to have that come to Jesus moment where it was okay. We either gotta get serious, stop spending time doing whatever, and actually get this done.

Having that organization is committing to yourself that this writing project is important to you. Yes, we have all this other stuff going on in life, but when we sit down and write, today at 9:00 in the morning, I'm going to spend two hours writing. I'm going to turn off my social media. I'm going to chunk my time and I'm going to say, "There's nothing more important for me at this time than working on this project."

It's amazing what you could do. Even if you wrote 300 words a day for 365 days, you've written well more than a manuscript, you know, an average manuscript. Why don't we do that?

A lot of times it does come down to again, life gets in the way but if we are committed to it, we would not be spending so much time just scrolling social media.

I'm not talking about doing the marketing or we do need time to socialize, but a lot of time, people lose hours on social media. I hope that answer the question.

James Blatch: Yeah, it definitely does. I think we're all familiar with that. We're all familiar with the sitting down there and looking at one YouTube video and suddenly two hours later, and you've watched trash. It's not like you've really improved yourself.

Do you know what? There's nothing wrong with doing that, but it's quite a good idea to have that as part of your plan, thinking that tonight I'm ... what am I doing on Tuesday night? I'm doing nothing on Tuesday night because that's important for me as well to have those times as well.



**This presumably would work equally for a traditionally published author.**

Audrey Hughey: Absolutely. One of the revisions I'm actually in the process of uploading now, it will be available by the time this airs, actually it will be available in November, but is adding a section for queries and agents.

You can keep track of the queries you've sent, the agency you've sent your queries to and things like that for traditionally. I think that's another point of flexibility about this planner is it gives you a lot.

It's not really trying to be in everything because we're not saying, oh, here's how to do a query or anything like that, but giving that space so it can fill those needs of an author. Not every indie author says, "I'm just going to be self published." Some people want to do both.

From my academic publishing, I want to be traditionally published for historical academics. That's something that applies to I think several people and some people just want to be traditionally published.

I didn't call it the ultimate indie planner, indie author planner. It's definitely something that I wanted to be flexible. You don't have to use every section but you can use those sections there that do apply to your situation.

Even people I've had buy it who are working on their first manuscript, say it has improved their productivity, it's helped them get clear and focused on actually finishing their manuscript, thinking ahead about editors, and covers, and keeping track of expenses.

Again, that's another place where I find people don't really pay a lot of attention. At least in the beginning, is a lot of people I'd want to ask them, "Okay, so what were your expenses for your authorship this month?" They're like, "Oh, I don't want to talk about that."

We want to avoid it 'cause sometimes that's scary, but we really do need to be clear on that. We need to treat it like a business and in a business we



cannot avoid our expenses. If we want it to make money like a business, we gotta treat it like a business, right?

James Blatch: Yeah. You touched on something though which I think is important to mention, is this is not a how to guide in that sense, is it? In fact, it must have been quite difficult for you to resist that in some places, is this is a planning document.

This sets out your structure to your life, and your working life, and your organization. Then when you come to do the specific things like outlining your new book, you can go off to all the people who teach that, and spend time doing that, and then when you've done your outline you come back to your planner as part of that process and mark it on.

You mentioned the other example of the query letters. This is not how to, this is the organization that goes around that, which actually not a lot of people are doing.

**A lot of people who produce stuff for the tremendously growing indie author community, is how to guides, but this is organizational.**

Audrey Hughey: Exactly. I feel like there's so many good people out there putting out great information. I didn't want to overstep any bounds, I was actually going to ask you guys, but I do have in the marketing section or Facebook ads, write down places where you can learn about these things that you need to learn about.

I put for example the ATA, or Udemy, or whatever, but I could even put Self Publishing Formula there. That'd be a great place. There's so many people out there teaching really great solid information.

I want to bring that organization. That's what I really feel we're lacking and a lot of people need the most help on. Yeah, so there's books out there, there's courses, there's so much there. I wanted to bring that organization.



James Blatch: So there's the PDF versions of this and online so you can fill these in online.

**Do you think ultimately there might be a kind of computer based system built around this? Is that in your mind at all?**

Audrey Hughey: Yes, I would like to do an app.

Right now, I am finishing up my grad school program. After that, I'm actually going to pursue creating an app. Very exciting but yes, this will be turned into something that we can do digitally, something that we can include reminders, time reminders, and things like that. I do have big plans for that.

Software, I actually started coding in high school, so I went to a technologies charter school and so my language was a programming language. That was fun. But anyway, so yes, absolutely at some point, probably next year that's what I'm looking forward to.

James Blatch: It seems like the next logical step although I think it would also be quite involved, but you probably know that because-

Audrey Hughey: Yes, absolutely.

James Blatch: -there's a lot of assets to this.

Let's talk a little bit about you. I normally ask this at the beginning actually, as to what you are writing and what your background is and so on.

**Where are you with your writing career, Audrey?**

Audrey Hughey: I've been included in anthologies, I've been writing since I was a little girl. Of course, we never feel like our writing is good enough. I am struggling with a thriller manuscript that I one day wake up and say, "I can't wait to share this story with the world." The next day I wake up and say, "It sucks! I need to scrap it." I write a little bit of everything.



Right now, I'm really focused on my academic career. From a young age I knew that I was going to join the military and I wanted to be Lara Croft. I've got children so I can't really be a full fledged archeologist or anything, yet, but I do have envisions one day to apply to Stanford's doctoral program for Middle Eastern cultural studies, because if they accept you, they pay for it. They pay for your summers overseas and studying.

I do want to be published. I'm actually working on getting my first academic publishing credit right now on a volunteer project that is collecting English translations of ancient Pipheri.

I'm really excited that I started my grad studies in December of 2017, actually when I published that, so and I will be starting my capstone thesis this December. I have really fast tracked this.

James Blatch: This is your post military career, moving into academia.

Audrey Hughey: Exactly, exactly. I did some defense contracting and I was doing a lot of writing then when I could, but again it was 30 hours of commute a week. It was really insane and it was just killing me.

My husband's always like, "Why don't you just stay home and write?" I'm like, how did I get the most supportive husband?

James Blatch: That's nice. Well, we visited people who live within two hours of D.C. and both couples work in D.C. I mean, we think a lot of people commute into London, but D.C. seems to have this massive catchment there. I mean, everyone works for the Federal Government there, massive catchment there with driving. That is a lot of wasted time, isn't it?

Audrey Hughey: Yeah.

**James Blatch: I suppose dictation might be a way forward.**

Audrey Hughey: I was doing that. Well, I was trying dictation. I wasn't working. Maybe I have like a weird mid western accent, but it was-





James Blatch: Oh, did it not understand you?

Audrey Hughey: It did not understand me. My Ts sound like Ds. I lived in Germany for a while so they would always say, "You're not saying your Ts hard enough."

It was definitely one of those things where having 30 hours a week in the car made me think about what I really wanted out of life. It was really a big spark to this project. It was early on putting up sheets on my fridge on my work space and saying, "What do you really want out of life? Do you want to scroll Facebook or do you want to get these manuscripts finished? Do you want to scroll Facebook or do you want to have to be forced to commute to D.C. to pay the bills to go to work, to pay the bills to go to work."

A lot of life choices there. It was definitely very heavy so I decided to return to the writing community and I'm so glad I did. I'm so glad to be involved in everything and getting back to my writing.

Of course people say I'm an over-achiever, I'm really ambitious, I have two little kids, and a household to take care of, I run the ETA, I run groups Friends and Spirits where we're constantly doing challenges and things like that to try to help people write.

I had my own business and then I'm doing mostly double time grad school, and then this term triple classes grad school, and so I'm always a little overloaded but if I didn't have my planner, I would not be able to juggle all of this stuff for sure.

Everybody's like, well what are you going to do, what is Audrey going to do when she finally finishes her graduate degree. I was like, "Are you kidding me? I'm going to finish five manuscripts next year."

James Blatch: There's not going to be a lot of time spare suddenly or anything. As they say, necessity is the mother of invention.

Audrey Hughey: It really is.



**James Blatch: Do you think your military background has contributed to this prowess with organization and planning?**

Audrey Hughey: Absolutely. We had to go through different reviews and evaluations. I was enlisted and at every level you have to go through performance reviews and evaluations. One thing they would ask you, one thing we had to do is say what are we doing to improve ourselves.

We wouldn't just look at our military performance, but what is it that you want. I had this great luck of getting an amazing NCO for my first sergeant and he really pushed me to say well what do you want to do after this, what do you want to do next, what are your interests. We need to make sure that you're improving yourself.

I hadn't planned on it but I started taking classes and the military pays for it, so why not, but a lot of people don't 'cause they don't have that person to push them.

I had someone who pushed me and said, "Nope, you need to start working on your education." Actually, one of my stories that I can't wait to get released next year is a story that I started when I was stationed in Germany in an English class that my NCO had pushed me to pursue.

Having that structure of every month saying here's how you're performing, here's where you need to improve, here's three things you're doing really great at, and that's why I have in that month review, what are your successes, 'cause we really do need to highlight those small successes, 'cause if we're always focused on the challenges, it's really hard to feel like we're making any progress, right?

James Blatch: Yeah.

Audrey Hughey: It was really helpful to have that every month saying are you actually working towards making whatever life you want. In different words of course but it was really eye opening to have that kind of structure.



I think I'm so much better for it. I couldn't imagine not having joined the military and have had that life.

James Blatch: No, I think it's a great thing as well. My daughter is doing the connecting at school and is suddenly starting to talk about out of nowhere really, an interest in the Army or Air Force. We come from a military family, but I've seen how it shapes people and sets you up for the whole rest of your life, even if you just do that eight years at the beginning or whatever.

I think they even do four-year commissions in the U.K. and then you can be a lawyer, or a doctor, whatever, but you get that grounding. Getting up in the morning, organizing yourself and getting stuff done and it's great for that.

Audrey Hughey: Absolutely.

James Blatch: The one thing this does have, this manuscript, it doesn't teach you how to do things but it does inspire you. Every chapter has the inspirational quotes through which are great, and I've been devouring those as I've been going through it.

Audrey Hughey: Oh, I'm so glad.

James Blatch: You better tell us where people can find this. In fact, shall we do ... 'cause you said you've got the schedule sketcher which you'll be happy to give out, so what we could do, we could set up a landing page for people to grab that, [Selfpublishingformula.com/scheduler](https://Selfpublishingformula.com/scheduler) and I'll set that page up and then people can email back that will have the schedule sketcher which is a freebie from you to give out.

### **How much does this cost and how do people get it?**

Audrey Hughey: There are a couple options because the original was actually published through CreateSpace. They only do perfect bound but one of the biggest pieces of critical feedback I got from reviewers was they wanted a coil bound edition.



I actually had some of my people who are really, really close with me, are my lifers, and they actually cut out page by page so they could three-hole punch it and put it in a binder. I was like, "Don't worry, I'll figure out the publisher to get the coil bound."

The coil bounds are available from Lulu, but they do have a \$10 increase manufacturing costs. It's \$10 more just to get a coil bound. Otherwise, so there's on Amazon, it's 29.99. On Lulu it's 39.95, but they always have discounts, 10, or 15, sometimes 20%.

James Blatch: Okay, well I think the coil bound's what I've got here and that opens flat so you can write in it.

What did you call it, perfect bound? I don't know all the technical expressions for books.

Audrey Hughey: Yeah, perfect bound.

James Blatch: That is going to be that thing where it's curved up in the corner, you're trying to write.

Audrey Hughey: Yeah, I was really worried about that when I got it, but I use my perfect bound every day. Amazon's binding is really strong but I don't have a curve problem, that curving problem. It's still flexible enough.

It's really weird but it works really well and I have people who love it. When the undated came out they bought the perfect bound over the coil bound just 'cause they were like, "I already have a perfect bound," and they loved it.

James Blatch: We'll include a couple of those links in the email so remind people again. It's [Selfpublishingformula.com/scheduler](https://Selfpublishingformula.com/scheduler). Scheduler as you say in America and scheduler as we say in the U.K., except half of the population in the U.K. now say scheduler because we watch American TV.

Audrey Hughey: Uh-oh.



James Blatch: I'm going to have to let it go because I have to let all this stuff go. 30 bucks for organizing your life and being more productive, and getting more stuff done, and either achieving the goals you set out or proactively modifying those goals.

I think it's really important to understand that. It's not just bearing it in the back of your mind thinking, oh, I did set out to do that, I haven't done that. That's okay to set out to do something and not do it, but as long as there's a kind of structure to it and there's a reason why you're not doing it, and if you go through that process and you think, actually I do need to do it, then it comes back onto the table. Well, that's what this does I guess. It helps you focus that.

Audrey Hughey: Absolutely. Every month it's like having your own personal coach at your workspace saying, okay, if you didn't get this done, why not, and it's not saying that in a mean kind of way, an accountability kind of way. I think throughout it I think I do encourage forgiveness, self forgiveness. You don't have to be everything to everyone. Yeah, so that flexibility, and it's like having a coach right by your side.

James Blatch: Audrey, it's been inspirational and organizational. Thank you. Thank you very much indeed for coming onto the podcast. I hope you've enjoyed your chat with us.

Audrey Hughey: Yes, it's been wonderful to speak with you.

James Blatch: Great, good. One more time, that's [Selfpublishingformula.com/scheduler](https://Selfpublishingformula.com/scheduler) or scheduler, spelled the same, and you can get the details on that. Audrey, thank you very much indeed.

Audrey Hughey: Thank you so much James.

James Blatch: Do you have particular time management tricks when we're talking about sort of plotting the year? You seem to go from one book to another quite quickly.



## **Did you have a plan for 2018 or did things just evolve?**

Mark Dawson: No, I don't plan like that. I'm very fluid and spontaneous, so that's a strength and a weakness. I'm very flexible so that's a good thing but on the other hand, I also would quite like a little bit of structure.

I've got some ideas for 2019 that will involve upping my production significantly. I am aware that there have been a lot of balls in the air that I could very easily drop. It's not so much time planning, more kind of just keeping me on the straight and narrow. Even thinking about maybe hiring someone to work full time to basically tell me what to do. We'll see about that.

Time management is very important. It enables you to be more productive and also maintain sanity. That can be underestimated.

James Blatch: Yeah. If you don't earn seven figures a year and can't afford to take somebody on, there's that hand out which I was talking about earlier, which is [Selfpublishingshow.com/scheduler](http://Selfpublishingshow.com/scheduler). I'll use the American pronunciation for that.

This is very much about making sure that you've got your production schedule from beginning to end plotted out so you're not going to take on too much at any point of the year. It's I think very useful particularly as I say people who do currently have a nine to five job, even if the long term is to move away from that, this is part of getting that.

Good, well that's it. Our first show is a wrap from 2019. Mark, you are in Bali as we record this. Are you going to do some Facebook lives or something from Bali to show off by the beach?

Mark Dawson: No, I don't think so. I'm going to be hopefully relaxing as this goes out. I'll actually be relaxing I hope, that's the plan. No, not too much work being done. I might do some reading. That'll be about as connected as I get I think.



## PODCAST TRANSCRIPT

James Blatch: Good, excellent. Okay, well look, thank you very much indeed Mark. Thank you very much indeed for listening and we will speak to you again next Friday. From the Self Publishing Show, goodbye.

Mark Dawson: Bye bye.

Speaker 1: Get show notes, the podcast archive and free resources to boost your writing career at [Selfpublishingshow.com](http://Selfpublishingshow.com). Join our thriving Facebook group at [Selfpublishingshow.com/Facebook](http://Selfpublishingshow.com/Facebook). Support the show at [Patreon.com/selfpublishingshow](http://Patreon.com/selfpublishingshow). Join us next week for more help and inspiration so that you can make your mark as a successful Indy author. Publishing is changing, so get your words into the world and join the revolution with the Self Publishing Show.