

AUTHOR'S QUICK GUIDE

to staying focused & motivated

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WHO IS THIS CHICK?

Toot My Own Horn Alert!

I am a highly sought-after publishing authority, two time best-selling author and award winning international speaker who has started over 50 publishing companies and published over 160 books and e-books. I'm the founder of the "[I am Published!](#)" Ghost Publishing program, the [Self-Publish On Demand](#) training program, and the "[21 Ways](#)" and [Author's Quick Guide](#) book series.

You can read my full bio and find out what my favorite book series of all time is in the *About the Author* section at the end of this e-book.

Now, you snatched up this e-book to learn how to have an amazingly successful book signing, so let's go!

INTRODUCTION: How do you stay focused?

When my coach initially [challenged me](#) to write this *Author's Quick Guide* series, I was laser focused and 110% motivated. My passion for these e-books fueled my energy and drive to crank out over 40,000 words in less than two weeks, and stay on-task with releasing one of these Kindle books every Monday from September through December in 2013 (for a total of 13 new e-books by the end of 2013).

Needless to say, right around book four in the series, [Author's Quick Guide to Having a Successful Book Signing](#), I lost my writing mojo in a big way. In the midst of writing my weekly newsletter and blog article, staying on top of Facebook notifications, running my full-time business, juggling about ten in-progress client's book projects, managing my team, switching over my affiliate system, multiple coaching calls and JV meetings with my business partners every day, and smack in the middle of all of that, four full days at the beach with my husband, I got to the point I didn't want to open my laptop, write a single word, or even hold a pen to paper.

Despite all those circumstances hitting within one week, that e-book was written and released on time. So how did I get my mojo back? How did I stay focused and motivated to write the that e-book, and this one?

In the following chapters I'm expanding on all my productivity secrets that I've only summarized or hinted at before on my blog and interviews. Now, finally, you'll discover:

- How to activate the right and left hemispheres of your brain for the ultimate problem-solving experience.
- The absolute best brain food to keep you going when you're drained of all energy.
- My top ninja tricks for eliminating distractions.
- Where exactly to find amazing people to hold you accountable and encourage you when the going gets tough.

By the end of this *Author's Quick Guide*, you'll have everything you need to stay focused and renew your motivation to get your book written!

WAIT! Because you rock!

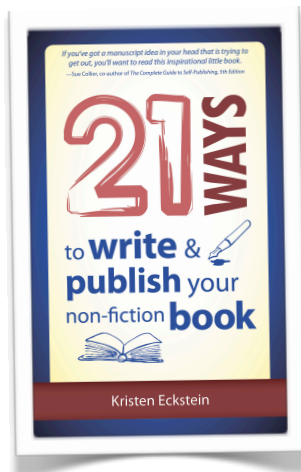
Do you want to write non-fiction?

Do you know your goals for your book?

Now you can take this quick survey to clarify your writing goals, and get a PDF copy of my book, *21 Ways to Write & Publish Your Non-Fiction Book* **FREE!**

This book is a common sense, easy-to-read guide on both writing and publishing your book. Heralded as “brilliant” and “no fluff,” this short read is chock full of how-to steps to get that book out of your head and into print!

[Tap here to take the survey and get your free book today!](#)



JumpstartMyBook.com

PART 1: Right vs. Left Brain

The brain is a wonderful organ;
it starts working the moment
you get up in the morning
and does not stop until
you get into the office.

Robert Frost

Many reasons aspiring authors lose motivation is because we get stuck on a problem that needs solved. The creative side of your brain naturally solves problems, but it's often silenced by the logic and reasoning side. Yet, you need that logic and reasoning to plan processes once you have the solution to your problem, so how do you make both sides work together in harmony?

Warning: I'm about to get nerdy. I admit, I'm fascinated by the human brain. The Netflix shows I choose to watch are usually less entertaining and more thought-driven. I stay far away from non-educational "reality" television as I truly believe it kills valuable brain cells. I have an entire section of my home library dedicated to science, physics, astronomy, and other geeky topics—and I've read or skimmed most of those books. When I get "bored" (which rarely happens), I play with mind game puzzles like

[tanagrams](#). Needless to say, in school I was a nerd. Today, I prefer geek, as much of the science of the brain escapes my understanding. However, one thing I do know. The best problem solving happens when both your right and left hemispheres are working together.

While creative and logical processes are actually [controlled by both hemispheres](#) of the brain (“right” is given the nickname for creativity and “left” for logic, though there’s no real scientific basis in this labeling system), the fact is unless both hemispheres are working together, problem solving and creativity become incredibly difficult. One of the easiest ways to get motivated and ignite creativity is to connect those hemispheres via the [corpus callosum](#), the bundle of neural fibers that allows interhemisphere communication to be possible. The good news is, there are specific activities you can do that will encourage those neurological pathways to connect.

RIGHT-BRAINED ACTIVITIES

Sadly, right-brained, or “creative,” activities are mostly encouraged only in children. As adults, it seems society has deemed it necessary to make us succumb to the idea of “responsibility” without the fun and freedom we experienced as children during play. Responsibility doesn’t mean giving up creative activities. It doesn’t mean you have to stop engaging your right brain. In fact, I believe to be truly responsible means you need to embrace creativity, which means embracing the child inside you.

One of my favorite books about writing, [Write: 10 Days to Overcome Writer’s Block. Period.](#) by Karen E. Peterson teaches a bi-vocal approach in connecting the right and left hemispheres of the brain to allow for faster creative problem solving. In this chapter I’m going to show you exactly what I personally do to activate the creative sections of my brain, and techniques that have worked for my clients.

To make these solutions work for you, I encourage you to leave your logical adult self behind. It’s time to engage in *play*!

Environment

My office is *filled* with two things: books and toys. When clients visit, the first question I’m asked is, “How many kids do you have?” Not if I even have children, but how many. I find it incredibly sad that so many adults think they have to live in an HGTV-style home that looks like it’s cut out of a magazine: devoid of primary colors and silliness. It’s no wonder adults in general remain stressed out and feel the only way they can give themselves permission to play is to have children of their own.

I’m here to tell you that you *can* give yourself permission to live and work in a *fun* environment—in fact, it’s essential to your brain’s health! The more creative you need to be in your job, the more you should surround yourself with bright colors and toys. If I didn’t love running my own business so much, I would want to work at PIXAR Studios just because of their work environment. Inside their main building are pool tables, ping-pong games, and cubicle “offices” are decorated like a cartoon houses. It’s not unusual to see employees skateboarding or riding a scooter down hallways. PIXAR realizes to have productive, creative employees, they need to encourage fun and play in an incredibly silly environment. [Tap here to watch a cool behind-the-closed-doors tour](#) of their studios.

Over the years, I’ve transformed my writing environment and office to be full of bright colors and make it a fun place where I *want* to spend time. I have a sparkly teal valance over my window (the kind you might see in a college dorm room), an educational primary color rug on my floor like you’d see in a pre-school or day care center, A couch with bright colored pillows, a giant four-by-eight-foot white board complete with [Crayola® dry erase crayons](#), a bright blue beanbag chair, two giant Mr. Potato Heads filled with parts, and toys and trinkets from my various travels, including a few from my

childhood like a couple original My Little Pony® figures and a stuffed R2D2 from 1979. Everyone who visits my office wants to come back just for the sheer inspiration they get while being there.

If you make your writing space a fun place where you want to hang out, it will be that much easier for you to be motivated to write while you're there!

Toys

There are specific types of toys I've found that help engage the brain's creative processes, so over the years I've collected several and use them on an almost daily basis. Here are the types of toys I have in my office that I'd encourage you to get—and use—in your writing environment.

- **Thinking Putty**—This versatile putty is like Silly Putty® on steroids. It comes in several colors, so you can get a variety of them to stimulate different responses. For example, color theory assigns colors to various feelings and types of energy. Red stimulates hunger (pay attention next time you go to a restaurant how much of the environment is red, including decor, plates, walls, and curtains). Blue is calming while green is slightly calming and re-energizing. Purple is regal and may make you feel important, and a blend of warm colors like red, orange, and yellow will spark energy. Thinking putty can be found at ThinkGeek.com or [Crazy Aaron's Puttyworld](http://CrazyAaron'sPuttyworld). Get the colors you want to spark your creativity, and get more than one to keep in various rooms of your house.
- **Mr. Potato Head**—If you've ever seen or heard me speak, you know I'm a *huge* fan of Mr. Potato Head. Mr. Potato Head is one of the most creative, silly toys in my office. In fact, my favorite store at Downtown Disney® in Orlando, Florida is the giant Disney toy store, [Once Upon a Toy](http://OnceUponaToy), where you can buy Potato Head parts by-the-box. I won't tell you how much money I've spent on Potato Head parts, but I will tell you when I really need a pick-me-up of creativity, I dump all the parts on my colorful preschooler rug and go to town with random creations.
- **LEGOs**—Like Mr. Potato Head, LEGO® toys encourage spontaneous creativity. It's amazing what you can come up with by sticking a bunch of colored blocks together. If you want a more left-brained activity, get a LEGO kit and follow the directions. For activating the creative brain, dump a bunch of random blocks on the floor and let your imagination run wild. It may take some time for you to break the walls of your logical adult brain down to access that child within you longing for release, and once you do you'll want this activity to be part of your regular routine.

Beach Ball Brainstorming

This activity is explained in-depth along with twenty other right-brain activating activities in my book, [21 Ways to Be a Kid Again & Get Adult Results](#). In short, I use a beach ball to activate the brain's creative processes by tossing it with a friend or team member and brainstorming out loud. The action of tossing the ball—play—combined with talking out the problem makes both brain hemispheres fire neurons together to develop a creative solution to whatever the problem or block is.



The trick to make beach ball brainstorming work well is to *not stop tossing* the ball. It's easy to hang onto the ball as words begin to flow, yet that won't keep the pathways open. The action of tossing keeps the paths open, so either have a third person handy to take notes or a recording device set to capture your ideas. This activity works best with another person as that person can help coach you through your mental block, however you can do it yourself by bouncing the beach ball against a wall.

Beach ball photo by [Frascelly](#), used with permission.

Use these right-brained activities to launch your creative energy and develop solutions to your problem of staying motivated when you hit writer's block. Used on a regular basis, these activities will keep you focused and energized.

LEFT-BRAINED ACTIVITIES

Have you ever noticed how your best ideas seem to hit while you're driving or in the shower? There's a science to this phenomenon. While your brain's logic processes are occupied with mundane, routine tasks, it frees up your creative processes to jump in and start generating ideas. If you're feeling stuck, do one of the following mundane tasks, let your mind wander, and keep a notebook in your pocket for the ideas that will inevitably begin to flow.

Shower

Some may say it's a waste of water, but it helps me relax and my creative processes to ignite when I stand under a hot stream of water and let it soak through my muscles. While I take quick showers when necessary, if I'm feeling a creative block I'll extend my shower time and just stand under the stream and let the hot water relax my muscles for five to ten additional minutes.



This activity will bring you a lot of amazing ideas, and I recommend you have some way to write them down either inside your tub or immediately after you emerge. If you really want to have some fun, I recommend keeping a few [Crayola Bathtub Crayons](#) in a cup

in your shower so you can jot those great ideas down on your shower walls without trying to remember them after you get out. I've noticed when the shower door opens, many of my good ideas are replaced with thoughts of the next steps I need to take to prepare for my day. By jotting down the ideas while you're still under that hot, relaxing stream of water, you won't forget them.

Note: If you choose to use bathtub crayons, make sure you keep a wet washcloth handy, jot your notes down on paper after you get out, and immediately wipe your crayon notes off the shower wall to make clean-up easy.

Shower photo by [Viditu](#), used with permission.

Drive

I know gas isn't cheap, so I don't recommend you go for a long drive just to drive, however, driving is a great way to get creative ideas to flow. If you have errands to run, take your time driving around, and when possible, take the scenic route. Relax. Put on some of your favorite instrumental music and *smile*.

As you relax while driving, your logical brain functions are occupied with mundane tasks like steering, safety, and watching traffic. This is routine for most of us, so the right brain tends to wander. Ever missed your turn because you were daydreaming? Don't fight it—daydreaming is where the best ideas are born! If you miss your turn, laugh at yourself and keep driving.



Keep a way to take notes with you in the car. As you become more relaxed, ideas will hit. I recommend using a voice recorder app on your phone, which makes it easy and safe to jot down ideas while driving. Above all, enjoy the ride. It will make traffic less stressful and keep your logical left brain from completely taking over your potential for generating great ideas.

Driving photo by [Ben Fredericson](#), used with permission.

Dishes

I admit, I loathe doing dishes. To me it's one of the most boring and mundane essential tasks of life. Which is what makes it great for releasing creative blocks! As with driving, play some of your favorite *instrumental* music while you wash dishes. If possible, kick your family out of the kitchen so you can be alone with your thoughts. If you're married and don't have kids, ask your spouse if you can bounce some ideas off of him or her.

While you do the dishes, start brainstorming around your creative block. You can do this with yourself, though it works better if you have someone else there to talk to, and someone who can take notes for you since your hands will be all wet. If you're alone and get struck by inspiration, immediately dry your hands and write those notes down. I keep a whiteboard on my refrigerator that I've used for this purpose, and you can get magnetic note pads so you'll never be without a place in the kitchen to capture your ideas.

Vacuum

This activity is easy to implement and take notes while doing. Keep a small notebook and pencil in your pocket while you vacuum your house from top to bottom. Vacuum all your pillows and furniture as well. For some reason the act of breaking up the normal back-and-forth routine of vacuuming the floor with up-side-down and sideways vacuuming of pillows and furniture joins the hemispheres of the brain together for ultimate problem solving ability. When those creative ideas flow, write them down in the notebook in your pocket. At the end of your chore, you'll have several ideas to get past your current writing block or make your writing even better, and you'll have a clean house. It's a win-win!



Vacuum photo by [Twicepix](#), used by permission.

Start paying attention to where you are when your best ideas strike. Maybe you're organizing a closet, pulling weeds in your garden, mowing the lawn, or some other routine household chore. Notice which of these tasks get your creative juices flowing and start keeping a small notebook on your person while you do them. This way you'll never have to stop to write down that next great idea, or try to remember it once the task is done only to forget it when the great idea is replaced by thoughts of the next task you need to do.

PART 2: Mental Health

When every physical and mental resource is focused, one's power to solve a problem multiplies tremendously.

Norman Vincent Peale

Your brain is your body's most important organ. When it's deprived of oxygen, water, or other basic nutrients, you'll notice your focus dwindle and your energy zap away to nothingness. The following chapters will give you the exact secrets I use to keep my brain fed, powered up, and focused on writing until I reach my goals.

FOOD!

Do you ever hit a point in the afternoon when you're suddenly tired, and all you can think about is how much you want to lay down and take a nap? This used to happen to me between 2:00–3:00PM every day. Now when it happens I have an action plan in place that helps me recover faster. It's all about *food*!

Water

Your brain is **73% water**. If you're surviving off diuretics like coffee, soda, and sugar-filled drinks, it's no wonder you can't focus! As you get dehydrated, your brain starts to lose water. Water is what allows your brain cells' membranes to keep their proper fluidity and allow for proper connections between neurons. By the time you feel thirsty, you've probably already lost **10% of your cognitive ability**.

While diuretics like watermelon, cucumber, and cranberry juice are nutrient dense and good for flushing your system of toxins, artificial diuretics like sodas and coffee both flush your body of fluids *and fill it* with toxins at the same time. Diuretics in themselves are not bad and often prescribed by doctors for various medical conditions. But combine those diuretics with the typical high sugar (or chemical "sugar") and caffeine content of popular drinks and it's no wonder your brain can't focus!



I challenge you to start your day with a tall glass of water—before you eat any breakfast. A lot of water is lost during the night as you sleep (each breath you exhale includes moisture), so it's crucial to replenish your body's water reserves as soon as you wake up. You can also replenish these reserves by adding fresh water-dense fruit like melons, apples, and berries to your breakfast.

I personally drink mostly distilled and coconut water. Since our city tap water contains chloramines, some of the most toxic chemicals known that even most whole-house filters don't purge, I buy my water at the store. Once you get used to the taste, coconut water is purely hydrating and quite delicious. It's not unusual for me to drink a liter of coconut water with dinner, and one week I experimented with drinking nothing but coconut water. I found that by the end of that week, my hangnails had completely disappeared and I was sleeping through the night without waking to use the bathroom. It was an incredible experiment to see how hydration directly affected my health and ability to focus and be productive the next day.

If you don't like water, start with some flavor packets to get used to drinking it. While most flavor packets do include chemicals, at least you'll be getting some water in your body. I would like to challenge you to drink nothing but water for 21 days straight. If you can do that, I guarantee you'll rarely drink anything else again and your focus will be hard to stop.

Cat drinking photo by [Robert Couse-Baker](#), used with permission.

Living food

On October 6, 2012, I ate my last peanut M&M. I was eating a large bag of M&Ms every day, gaining weight, and felt my body get more toxic each minute. It finally got to the point I was so sick and tired of feeling sick and tired, I was willing to try *anything* to get healthy. Lucky for me, I was at a business conference that fateful weekend and met a certified raw food nutritionist who became [my health coach](#).

When I got home from that conference, I started replacing my morning gluten-free (and sugar-filled) muffin with a green smoothie. My green smoothie contained about 30% spinach, an apple, 1/4 of fresh pineapple, and a blend of mixed berries. I slowly worked my way up to 50% greens and now I range between 50–60% greens in my smoothies. I learned how to make these smoothies taste like fruity shakes so I would *want* drink them... and now I'm thoroughly addicted!

Now, I was the world's biggest veggie skeptic! I've had people tell me for years to try this green smoothie "thing" and I always shook my head saying I could never drink something that's green and I'd never, *ever* eat a salad. On Easter Sunday in 2013, I ate my first salad. Now if I go two or more days without a green smoothie or salad, I crave them! And the best part is, I haven't *wanted* any junk food. It doesn't appeal to me anymore. Potato chips? No thanks. Store-bought chocolate? Nope. Peanut M&Ms? Sure, the cartoons are cute, but now I think they taste gross.



When I first started looking into the concept of living foods (otherwise called “raw” food), an entire new world opened up to me. While I’m not a 100% raw foodist, I do feel a difference when I eat raw fruits and vegetables. I feel amazing, completely focused, energized, and ready to take on writing an entire book!

Here is what my typical raw food day looks like:

Breakfast: green smoothie loaded with either spinach or kale, berries, pineapple, and [super food powders](#) like Maca, Lucuma, Spirulina, Chaga, and hemp and flax seeds.

Mid-morning snack: fruit—peach, apple, etc. or some form of [raw chocolate](#).

Lunch: salad—organic spring mix, fresh berries, sprinkled seed/grain blend (buckwheat groats, chia seeds, hemp seeds, and sesame seeds), cucumber, a little Feta cheese (not raw, but so yummy), and topped with homemade strawberry vinaigrette or my favorite Annie’s Naturals Lite Raspberry Vinaigrette.

Mid-afternoon snack: some form of raw snack—dried fruit (pineapples, apples, and strawberries are my favorite), chocolate pudding, trail mix, or whatever else I have on hand.

Dinner: Raw entree like zucchini spaghetti with marinara sauce, or even organic blue corn chips and salsa (the chips aren’t raw).

My close friends and family are completely baffled at the dramatic change in me since I started eating more living, raw foods. In the first nine months I lost 50 pounds, my skin cleared up, my body balanced out, and my productivity levels went through the roof. People wonder what my secret is to cranking out books and content, and developing products so quickly, and this is one of the big ones. In fact, I like to say the secret to my productivity is chocolate pudding, which sounds backward to what you may think, but the chocolate pudding I make can't be bought in a package in a store. It's full of focus-driving antioxidants, energy-giving good fats, and sustaining nutrients... and it's thoroughly addicting! [Tap here for my favorite easy chocolate pudding recipe.](#)



(Yes that picture is me! October 6, 2012–June 30, 2013; 10 dress sizes.) I've noticed such a transformation in my health, motivation, and focus that I've started writing an entire series of easy-to-make, allergen-free, raw food UnCookbooks under a pen name. You can see those e-books at JoyOnAmazon.com. If you're interested in seeing a dramatic change in your energy and motivation, get started with my health coach Natalie Marie's *free* [21 Day Green Smoothie Challenge](#) (KristenRecommends.com/green).

Vegetables photo by [Angel Osesare](#), used with permission.

ESSENTIAL OILS

As the world of living foods opened up to me and my energy and health began to stabilize (I've been severely ill my entire life), I started looking for more options to help me sleep better, reduce tension in my neck and shoulders due to staring at the computer for hours on end, and remain focused. In my journey I learned about essential oil blends, which are simply oils created from plants and herbs that have healing properties.

These are my three favorite essential oils, which are created by one of the leading essential oil manufacturers, [dōTERRA®](#):

Serenity: Calming Blend

This oil is a blend of lavender, sweet marjoram, roman chamomile, ylang ylang, sandalwood, and vanilla. It's calming and relaxing. The manufacturer recommends that you put this oil in a diffuser or on your feet before you go to bed. I put one drop on the bottom of each foot when I climb in bed and rub the oil in. The bottoms of your feet are some of the most absorbent skin layers on your entire body. The feet connect to every single point in your body (ask a reflexologist about this amazing science), so by putting healthy, rejuvenating oils on the bottoms of your feet, they're absorbed and spread throughout your system as you sleep.

In the past if I didn't get a minimum of ten to twelve hours of sleep each night, I'd need a nap the next day. Every night that I've used this oil, my sleep has been deep and refreshing. Even if I wake up in the middle of the night, by morning I'm completely refreshed and energized, as though I've gotten that ten to twelve hours, only now I usually get around six to eight! As I've been writing this *Author's Quick Guide* series, often I wake up between 6:00–7:00AM and head straight for my laptop to write. In fact, the very first night I used this oil on my feet before bed was the night I woke at 3:00AM with the idea for this series and had the first e-book written, [Author's Quick Guide to Pricing Your Book](#), before 9:00AM that same day!

PastTense®: Tension Blend

This oil is a blend of wintergreen, lavender, peppermint, frankincense, cilantro, marjoram, roman chamomile, basil, and rosemary. As its name suggests, it's great at relieving tension in muscles. It also comes in a roll-on bottle, so it's easy to apply around your forehead, temples, shoulders, and anywhere else you're feeling muscle tension.

I use this oil throughout the day as I work, since I spend so many hours sitting at a computer. I rub it on the tight areas of my shoulders, and on my wrist for the hand I use the most to operate my computer's mouse. If I need a break, this oil gives me the perfect excuse. I rub it on, close my eyes, take a few deep breaths, and in about five

minutes I can feel the oil kick in and begin to cool my muscles down. If you've ever used Biofreeze® pain relief gel, this oil feels similar, only without all the numbing properties of Biofreeze.

InTune: Focus Blend

This oil is my little secret weapon—my personal favorite of the three. It's made from amyris, patchouli, frankincense, lime, ylang ylang, sandalwood, and Roman chamomile and when used stimulates thought processes and focus. Like PastTense, it comes in a roll-on bottle, so it's super easy to apply.

I rub this oil on the back of my neck and bottoms of my feet when I feel my focus start to drift. If I know I should be focusing on writing and I'm distracted by the shiny objects disguised as multi-tasking, I use this oil and almost instantly regain my focus. When I'm focused, I can write a couple thousand words in less than an hour.

There are many essential oils available, and while I have tried some others, these three seem to be the trifecta of staying focused. They are an investment, and the productivity you will feel when you begin using them will help you earn back your investment in no time.

If your budget is telling you that you have to choose between [these oils](#) and beginning a dietary journey as I talked about in the previous chapter, start with the lifestyle of good food. Oils are great, and they work best on a cleansed system. If your body is full of toxins, that makes the oils' jobs a lot harder and you'll use more, which will get quite expensive. Start with the [green smoothie challenge](#) I mentioned in the previous chapter, get your body energized and healthy, then add these oils as your budget allows. Your transformation into the land of amazing productivity will make your friends and family want some of what you're having!

MENTAL VACATION

Sometimes the best thing you can do to recharge your creativity battery is to take a mental health day. By doing absolutely nothing related to your book and spending the day filled with relaxing, fun activities you enjoy, your brain will relax and you'll be much more focused and energized the next day.

Below are some things I do to give myself a mental vacation. I encourage you to make a list of activities you enjoy and write them down on slips of paper and put them in a jar. When you decide to take your mental health day, if you don't know for sure what you want to do that day, pull a slip out of the jar and have fun with it! Note that some things in your jar may be weather or time-specific, so you may need to draw more than one to get to an activity that's practical.

Here are some activities you may want to put in your jar—many of which are my favorites to do for a mental vacation:

- Take yourself to a movie.
- Get a massage.
- Go shopping.
- Treat yourself to lunch or dinner out.
- Go kayaking.
- Take a picnic to a local park.
- Put together a LEGO® kit.
- Read a novel (just no non-fiction that will make you think).
- Go fishing.
- Do a craft (I like beading, painting, and photography).
- Experiment in the kitchen with new desserts.
- Play a board game with family or friends.
- Go to your local animal shelter and sit with the kittens.
- Visit with puppies at a pet store.
- Relax in your own backyard.
- Clean the house.
- Visit a friend—just sit and talk.
- Go for a long drive.
- Browse the shelves at your local bookstore.
- Take a nap... or two.
- Play video games.
- Go shooting at a range.
- Work out at the gym (or even better, go swimming).
- Spend time on your favorite hobby.

Some of these activities may seem counterproductive, but trust me, you'll wake up full of motivation the next day and be much more productive on your book. The Saturday

before I began to write this e-book, I had every intention of spending the day writing. Instead I spent the day visiting with a friend and watching movies on Netflix. Sunday morning at 6:30AM my brain woke me up, racing with ideas. I grabbed my laptop and typed out over 2,500 words within the first hour I was awake.



The unintentional mental vacation I took the day before filled me with motivation to get the words and ideas swimming around in my head onto paper the moment I awoke. Now I'm making it an intention to take a full-day mental vacation at least twice per month. I encourage you to take a mental health day within the next week after you read this e-book. Do something in your activity jar or something you've been wanting to do for a while. Then get ready for a good night's sleep and be prepared for the motivation to hit as soon as you wake up the next morning!

Kayak photo by [Free Wine](#), used with permission.

PART 3: Eliminate Distractions

By prevailing over all
obstacles and distractions,
one may unfailingly arrive
at his chosen goal.

Christopher Columbus

Distractions are the bane of every writer's existence. From the wavy red lines that show up under misspellings (like what happened when I first typed "existence" as "existance" and then instantly had to go fix it... almost breaking my train of thought) to notifications that bleep and buzz on your phone when you get a text or new comment on a Facebook status, distractions are everywhere. And it's hard to get rid of them.

Be encouraged! There are steps you can take to eliminate distractions from your writing space and time. The next few chapters will help you design a writing space devoid of distraction, break down an impossible task into manageable steps, and just for fun we'll start with a few distraction-eliminating ninja tricks. After all, as Christopher Columbus wisely stated, "By prevailing over all obstacles and distractions, one may unfailingly arrive at his chosen goal." In this case, the goal you *will* reach is your *finished* book.

DISTRACTION-ELIMINATING NINJA TRICKS

There are several things you can do to stay focused and motivated while writing your next best-seller. These are the distraction-eliminating ninja tricks I teach my [private coaching clients](#):

Turn Off Spell Check

Don't worry, spell check will be there for you when you come back to it. If you see red and green squiggly lines pop up while you write, the tendency will be to instantly right-click and fix the spelling error on that word or re-word that portion of the sentence—before you've even finished typing it. It's very hard to not stop when those lines pop up.

By turning off your spell check, you're giving your brain permission to keep writing until the thought is fully formed on your screen, which will keep you from forgetting your thought mid-sentence and wasting time wracking your brain as to what that amazing point you were trying to get across was going to be. It will eliminate frustration at not being able to stay focused, and keep your ideas flowing. *Then* once that section or chapter is complete, you can turn spell check back on and fix the glaring typos and grammatical errors that will instantly assault your retinas.

Speak Affirmations

There's something to be said about continually affirming yourself. If you find yourself continuously distracted by each shiny object that crosses your path—SQUIRREL!—start re-affirming who you are and what your focus is as a writer. It can start with some simple, self-esteem-boosting affirmations like:

- I'm an amazing writer.
- I hold a solution people are hungering for.
- This book *will* be published.
- I will press on to accomplish my dream.

Then these affirmations can evolve into more specific, goal-setting affirmations:

- I will write when passion and motivation strikes without delay.
- I will write consistently several times each week.
- I will read to sharpen my skills.
- I will create a writing schedule to discipline myself in this craft.

Remember that the power of life and death are in your words! Post affirmations on sticky notes around your computer. Write them on the white board in your office. Print them out and stick them on your wall. Write them with a dry-erase marker on your bathroom mirror. Continuously renew your mind to who you truly are—a wildly successful author—and strengthen your resolve to achieve your dream.

Write What You Know from Your Heart

When you brainstorm ideas and topics to write about, choose the ones you're already very familiar with. Begin by placing yourself in familiar territory and writing will come much easier. Start with topics and ideas that require little to no research, and ideas you are passionate about. Is your passion to teach people strategies for success? To inspire them with your personal story? To leave your legacy so others may learn from the pain of your mistakes (and the joy of your successes)? Find that drive within you—your purpose—and use that passion to ignite the flicker of creativity already within you. Once your creative fire is ignited, the words will flow and writing what you know from your heart will become a joy instead of a task.

Post a DND Sign

Some of the most well-meaning people in your life will also provide the largest distractions—your family. Let your family know when you plan to write (i.e.: become a good communicator with them) and hang a sign on your writing space door or entry way that says “Do not disturb.” Explain to your family that unless it's an emergency, you're not to be bothered. This is your time to focus and achieve your book writing goals, so protect it. By communicating the importance of this with your spouse, significant other, and children, you'll find they may support you and your goals more than they'll distract you.



Photo by [Renaissance Chambara](#), used with permission.

Bribery

If the DND sign on your door isn't getting proper respect, resort to bribery. Promise yourself and your family some treat if you accomplish your writing goal for the week. You can also bribe them with a large treat should you finish your book by your goal date. One of my clients told her six children she'd take them all to Disney World if she got her book written by a specific date. Guess who held her accountable and made sure she achieved her daily and weekly writing goals?

Bribery also works well for yourself. Set a weekly writing goal for yourself, whether it be an entire section, chapter, or just a few paragraphs, then give yourself a reward when you reach that goal. One of my favorite rewards is to treat myself to a matinee movie at the local theater. Another is to treat myself to a LEGO® set. Sometimes I treat myself to a couple hours of nap time. Make a list of activities and objects you enjoy, and when you accomplish your next writing goal give yourself one of those gifts from your list.

Social Media and Email

Probably *the* biggest distraction of all is social media and email. If you're like me, you start out with good intentions. All you needed was to grab a link you know you saw someone post on Facebook. You go straight to their profile, find the link, and then you make that one crucial mistake... you scroll down just a little and read their previous post. You probably already copied the link so you can reference it for your book, and that post has suddenly grabbed your attention. You start reading the comments. You "like" a few of them. Then without thinking, probably out of habit, you click the "Home" button and start scrolling through your News Feed. You "like" a few more friends' posts, write a few comments, and in the back of your mind that reminder that you came here just to copy and paste a link for your book begins to tickle the base of your skull.

You ignore the tickle and watch a YouTube video featuring cats and water. You laugh and think, "This is just the break I needed." Who cares if you've only been writing for five minutes? Your brain needed a break... at least, that's how you justify it. You end up on Pinterest without realizing how you got there and start re-pinning recipes you know you'll never make. Which reminds you, you were supposed to email your best friend about dinner this weekend. So you open your email, and it automatically downloads your new messages.

You do the responsible thing and begin replying to those messages. After all, you don't like your clients and friends to wait to hear from you. One message mentions something about Twitter, so you click through to check it out. Now you have three social media tabs open on your browser and the cat video starts to automatically replay in a fourth tab.

Then you glance at the clock. *An hour and a half has passed since you opened Facebook to grab that link.*



Sound familiar? This happens to the best of us, so it's OK! There are a few simple steps you can take to help eliminate the ever-present distraction of social media and email.

1. Close your email program and turn off your email notifications.
2. Close Facebook and turn off notifications on your computer for all social media accounts.
3. Start writing, and when you come across a section that needs a link, type *** (that's three asterisk symbols).
4. When you're finished with your writing goal for the day (or week), use the "Find" feature (refer to your word processing program's Help menu) to find everywhere you typed *** and copy and paste those links and do the necessary research you need to finish that section.

Social media photo by [KDonovan Gaddy](#), used with permission.

By eliminating all or most distractions from your writing time and space, you'll find yourself to be more focused and motivated to get your book finished.

CREATE ATMOSPHERE

As I write this e-book, I'm sitting in my well-lit, brightly-colored office in a chair with ergonomic support, my essential oils spread on my wrists and the back of my neck, and listening to my "FOCUS" playlist on [Spotify](#). I've successfully created an atmosphere of fun and engagement that motivates me to write. Following are ideas to get you started to create your focused writing atmosphere.

Lighting

Make sure you have good lighting. There's nothing like trying to type in the dark (unless you own a Mac with a light-up keyboard). It can be frustrating, so make sure your writing environment is well-lit with natural light via a window, or daylight spectrum bulbs in your lamps. When possible, write near a window where you can gaze out upon the world and glean inspiration from nature. This is, of course, the next best thing to writing outdoors.

Music

Create a playlist of your favorite instrumental tunes on your computer or set up a station on [Pandora](#) or [Spotify](#) and load a channel or playlist with instrumental music. Keep the music you choose to instrumental selections as words will interfere with your thoughts. Some of my favorites are classical pieces by famous composers, movie soundtracks, and symphony concerts. Here's a sample of what's on my "FOCUS" playlist on Spotify (which you can subscribe to, if you like):

- **Classical Study Music**—including my favorite piece of all time, *Moonlight Sonata*.
- **Selections from classical greats**—including Shuman, Mozart, Chopin, Tchaikovsky, Bach, Liszt, Vivaldi, Grieg, Rachmaninov, Beethoven, Wagner, Pachelbel, Strauss, and a few other more obscure composers (little known fact: My first major in college was music education, so I'm a bit of a music nerd).
- **My favorite orchestras**—including the London Philharmonic Orchestra, Berlin Symphony Orchestra, and a dozen others.
- **Piano Guys**—The instrumental pieces by one of my all-time favorite classical-mixed-with-rock bands.



The type of music you listen to while writing has a direct impact on how the neurons in your brain fire, build new pathways, and help you solve problems and tap into your creative potential. You may have heard about studies done on children who listened to Mozart while they were infants, and it's true—classical music like Mozart directly impacts intelligence levels. It's pretty incredible and fun to play around with, so go ahead, experiment with music while you write.

Piano photo by [Bokeh Burger](#), used with permission.

The Chair

Just like Captain Kirk's chair on *Star Trek*, your chair is the most important piece of furniture in your writing environment. Keep your chair away from mind-numbing devices like TVs and video games. If you choose to write in an external location like a coffee shop, choose a comfortable chair away from crowd noises or distracting shelves filled with tantalizing books and magazines.

Make sure your chair is comfortable and supports your back. You'll be spending a lot of time in this chair, so get an ergonomic back support cushion or pillow to help alleviate back and neck tension. Remember to get up and stretch your muscles every once in a while. Sitting for long periods of time will make you stiff. Make your chair a place you'll want to be, and it will give you one more reason to be motivated to write.

Colors

There are facts to color theory, as I discussed under the *Thinking Putty* bullet point in the first chapter, *Right-Brained Activities*. Different colors invoke various feelings. Primary colors like red, blue, and yellow help stimulate the mind and creativity. Next time you go shopping, head to the toy section and look at the learning toys. Notice what colors they tend to be: primarily red, blue, yellow, and green.



As you decorate your writing atmosphere, hang artwork, posters, and calendars, and look for lamps, pillows, and decorations that contain these colors. Surround your writing space with bright, energy-giving colors that help stimulate your mind and increase your creativity.

Colors photo by [Kevin Dooley](#), used with permission.

Overall, your writing atmosphere needs to be a place you *want* to be. Even on Sundays, my day off, I often sit on the couch in my home office snuggled up with bright teal and green pillows and read or write next to my window looking out into the woods. I *want* to be there, because it's a comfortable, fun, inviting, and exciting environment. If your writing space is drab and not somewhere you want to be, it will become one more feather in your cap of procrastination.

STEPS TO SUCCESS

I know you've probably heard the question and answer, "How do you eat an elephant? ... One bite at a time." Not that anyone in their right mind would *want* to eat an elephant, but the question and answer doesn't mean to literally chomp into an elephant hide and start devouring the meat. It's a metaphor for how to tackle a seriously *huge* goal, like writing your book, and it's dead on (pun totally intended): one *bite* at a time.

The only way you'll achieve success with writing your book is to break it down into manageable, achievable steps. For example, when I write an [Author's Quick Guide](#) Kindle book, I start with the basic template I created for the first book in the series, [Author's Quick Guide to Pricing Your Book](#). Then I copy and paste chapter sections as I go along and get ideas for more parts or chapters. Sometimes a chapter will make more sense in a different section, so I'll rearrange as I write. Then I scroll through my manuscript document and when a chapter title strikes me as something that's been on my mind recently, that's the one I stop to write. What I've found is once I get into the groove of writing, it's hard to stop. By starting with something that's been recently swimming around in my thoughts, I'm able to get those fresh ideas down on paper and proceed on to the next chapter in the book.

It's OK to jump around as you write—that's completely normal! There are no rules that say you must start by writing your book's introduction, then chapter one, two, and so on. Free yourself from the constraints of doing everything in order and bounce around where your thoughts and ideas take you.

Sometimes it helps to keep the end in mind, then work backward from there. How long do you want your book to be? How many words? How many chapters? Does it make sense to group chapters into Parts? Start by drafting a generic, messy outline (nobody says it has to be perfect) of what ideas you'd like to put in your book. I often get an idea for a different chapter while writing, so I'll notate the idea under that chapter's title, then go back to whatever chapter I was originally working on.

For example, I had an idea to use as an illustration in this chapter while I was writing an earlier one. I scrolled down in my manuscript document and typed, "how I run errands - plan time, steps" under the "Steps to Success" chapter title. Then I went back and wrote three other chapters before coming to this one. Jotting down that note reminded me of the illustration I wanted to present you with in this chapter as a way to work backward and plan out the steps to getting your book written, and so I don't leave you wondering what the heck that is, here you go...

When I run errands, I usually combine them with a set appointment I have for a specific time. I have many tasks to fit within that time frame—in-between when I leave my house and arrive at my meeting. Instead of leaving the house whenever I want and hoping for

the best, I take a couple of minutes to plan out exactly *when* I need to leave to allow myself enough time to accomplish each task along the way. For example, let's say I have karate class at 7:05PM and I need to fit in a meeting with a high-end client, a run to the Post Office which closes at 5:00PM, and stop by the ATM at the bank. If I work backward from my latest appointment, my thought process looks like this:

- Arrive at karate class at 7:05PM.
- Meet with client at 6:00PM—allows enough time for a decent-length meeting and travel time to get to karate.
- Post Office closes at 5:00PM and I need to go to the bank ATM after, so arrive at the Post Office at 4:50PM.
- Post Office is twenty minutes away, so I need to leave the house no later than 4:30PM.
- Now I have a gap between 5:00PM and my client meeting at 6:00PM, so I can run to the bank, which will take fifteen minutes, leaving forty-five minutes to kill. I have time to run to the grocery store and grab salad dressing. And I can take my time. Yay!

This is *literally* how my thought process goes as I tackle a large project—in this case, running a bunch of errands—and break it down into manageable steps. You can do the same thing with your book! Start with the end in mind—what do you want your overall book to look like? Then work backward to break it down into chunks to achieve your end result of a finished book. Here's my thought process for each e-book in the *Author's Quick Guide* series:

- What topic do I want to write about next? (Often based on a poll of my [target audience](#).)
- What general ideas do I want them to know? (These usually become the “Parts” of my book.)
- What specific tactics and strategies do they need to learn about those ideas? (These become individual chapters.)
- What examples do I want to be sure to tell them to accomplish each strategy? (These become headings, bullet points, and ideas for each chapter.)

Once you have these questions and a few notes about each, it's a simple matter of filling in the blanks and answering them!

Note: For help with organizing your non-fiction book into parts, chapters, and everything that goes into a solid non-fiction book, grab a copy of [Author's Quick Guide to Organizing Your Non-Fiction Book](#).

PART 4: Accountability



Discipline is the bridge
between goals
and accomplishment.

Jim Rohn

It's no doubt the number one thing that keeps me motivated is being accountable to someone else. When my business coach first gave me the challenge of publishing a new Kindle book every Monday for the fourth quarter of 2013 and I said, "Yes!" I signed myself up to be accountable to keep this goal... and gave her permission to check in and make sure I was making progress each week.

There's nothing quite like being accountable to a coach, mentor, and small group of people who you know will support you in getting your book written and published to make you stay on task. The next three chapters detail specific ways I and my clients stay accountable to our personal writing goals, and I know one or more will work for you.

MASTERMINDS

A mastermind group is a small group of people with like minds and goals. Masterminds can be paid or free and starting one is easy to do. It can be as simple as gathering a group of your writing buddies, friends, or colleagues together for regular meetings. Some paid masterminds are run professionally with facilitators and include coaching with an expert while most free ones are simply a group of people who get together on a regular basis to brainstorm, share ideas, and hold each other accountable to specific goals.

I've been in both paid and free mastermind groups for my business and writing goals, and have loved them all. As of the time I wrote this e-book, I'm currently in a mastermind created by one of my business colleagues that is centered around setting and reaching our professional goals. We meet virtually via a webinar every other week and share where we're at on the previous meeting's goals, where we're stuck and need help, and then we report our new goals in a Skype chat after the meeting. Knowing I have to check in with my mastermind group lights a fire of motivation under me to get those last goals accomplished, even if it means staying up most of the night before the day of our meeting to do so.

When you're choosing to be part of a mastermind, weigh the options of free vs. paid and what your goals for yourself will be. Here's a breakdown of what to expect with a paid mastermind vs. a mastermind composed of colleagues:

Paid with an expert

- Specified length of time—usually a three- or six-month program
- Technology for meeting virtually (if your group isn't all local) is purchased and managed by the facilitator
- “Fishbowl” style coaching—one-on-one coaching with one member and the rest of the group looking on—that will help answer questions you may need to know yet never thought to ask
- Roundtable brainstorming to solve your specific problems
- A structured environment that's been proven to get results
- People at various stages and levels of success who can help you on your journey
- Participants who are usually “vetted” by the facilitator (not everyone who applies is automatically in), which maintains the integrity and quality of the group
- Solid relationships built around common goals that will last far beyond when the mastermind is over

Free with colleagues

- Can go as long as you as a group decide to keep meeting
- If your group isn't completely local, someone will need to invest in technology such as teleseminar or webinar systems to easily manage meetings

- Roundtable accountability—not much coaching, mostly a sharing of ideas and some brainstorming
- A freeform environment that may develop a more solid structure as time goes on
- Most of the group will probably be in similar stages and levels
- Participants all agree to meet together on a regular basis—no applications or vetting by an expert
- Solid relationships built through friendship and holding each other accountable

If your budget is severely limited, think about who you can invite to help you form a mastermind group. You should look for people at a similar level where you are in your writing journey, and choose people you *know* will be brutally honest with you if needed. Don't look just for friends, but for people who you know want the best for you—especially if that best will stretch you beyond what you think you can do.

If you're ready to take the step to a paid mastermind, start looking for coaches who run mastermind programs. Paid masterminds can range in price from \$500 on up to \$12,000, so make sure you thoroughly research any paid mastermind before you invest your money. You want to find one that accepts people based on applications (i.e.: not everybody who applies gets in), run by someone with experience in the industry you want to learn more about, and one that includes some form of coaching with the facilitating expert. These masterminds are well worth the money and will benefit you the most, and they're a good natural step after you've been part of a free mastermind group for a while and know more of what you want in a paid group.

SOCIAL MEDIA

While social media can provide you with a massive distraction, it can also be used constructively to keep you accountable to your writing goals. When I started writing the e-books in this series, I posted each cover design to my Facebook profile and wrote status updates when I accomplished a goal. It got to the point my friends and followers began cheering me on, encouraging me, and even checking in to find out what the next e-book was going to be about and how much progress I'd made with it.

When I woke up inspired at 6:00AM on a Sunday morning to write, I posted it on my Facebook status: "Woke up way too early for a Sunday morning suddenly motivated & wrote almost 3,000 words for next week's Kindle Monday book... this is going to be a GOOD one.."



Kristen Eckstein

September 22

Woke up way too early for a Sunday morning suddenly motivated & wrote almost 3,000 words for next week's Kindle Monday book... this is going to be a GOOD one.. and Linder 'Linda' Shaw I'm blaming YOU for this sudden burst of motivation! #writewheninspirationstrikes #motivated

When I became crazy motivated to write this e-book on staying focused and motivated, in part because all the tips and strategies I was writing about staying focused and motivated, I posted the following on Facebook: "Woke up motivated & focused again... maybe it has to do with my next Kindle book being about how I stay motivated & focused??? 2500 words in the past hour. Time for breakfast!"

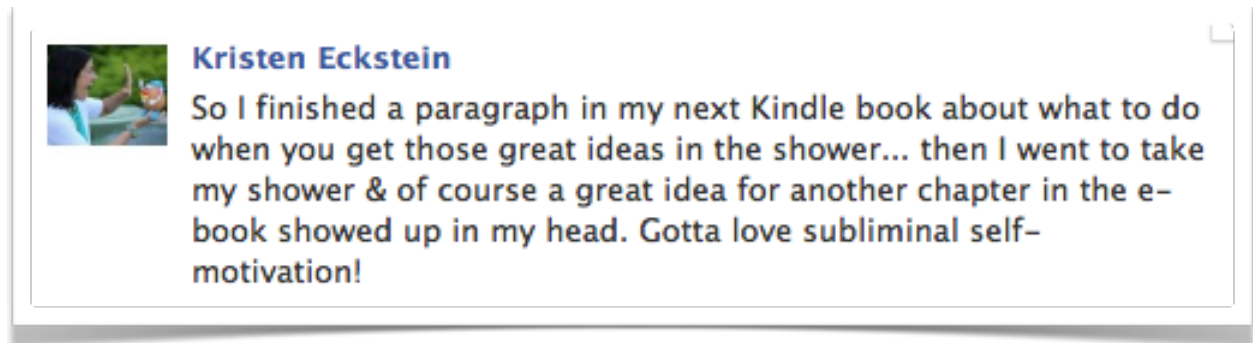


Kristen Eckstein

Yesterday

Woke up motivated & focused again... maybe it has to do with my next Kindle book being about how I stay motivated & focused??? 2500 words in the past hour. Time for breakfast!

When I used one of my own tactics in this e-book to re-fire my motivation, I posted this in my private Facebook group, [Candid Conversations on Everything Books](#): “So I finished a paragraph in my next Kindle book about what to do when you get those great ideas in the shower... then I went to take my shower & of course a great idea for another chapter in the e-book showed up in my head. Gotta love subliminal self-motivation!”



When I got stuck on whether to title this book with the words “Motivated and Focused” or “Focused and Motivated,” I didn’t fret about it, I posted a poll to Facebook and went back to writing.



By continuously sharing my progress and what I’m up to on Facebook, I’ve gathered a group of supporters who have helped me make decisions about my books, encouraged me to keep going, and shared how I’m encouraging them, which is further motivating for me to keep pressing on.

Be bold and share your outrageous goals with your friends on social media. You’ll become an inspiration, people will encourage and cheer you on, and you’ll have a group of people holding you accountable to get your project done as they start asking, “So, when is your book coming out?”

COACHING

This e-book series began as a challenge from my business coach, [Nicole Dean](#). I accepted the challenge, and while she didn't seem to expect me to actually follow through with it, I did. She's encouraged me, keeps saying how proud she is of me, and has helped me stay on task by regularly checking up on my progress.

Everyone needs a coach. Everyone needs someone in their corner cheering them on, challenging them, and helping them stretch beyond their self-imposed limits.

When I went to my first karate lesson, I didn't expect to be told first thing to drop and do push-ups. I hadn't done a push-up in almost five years, and honestly I didn't think my arms or legs could take it. My instructor (karate "coach") encouraged us we could do it, and darn it, I believed him. And guess what? I *did* it! While I was feeling proud of myself for accomplishing the push-ups, he started us on an even harder drill. I thought my stomach muscles and abs were going to go up in flames they were burning so much. At the end of that class, I was astounded at what I had achieved. In fact, I was so proud that when I got home I dropped to the floor to demonstrate to my husband how my instructor began the class. Yes, my abs burned, and I had a huge smile on my face.

I did something I thought was impossible, because I had a coach—an expert in my corner who pushed me past my self-limitations and helped me achieve what I thought was impossible. And because I signed up for an ongoing program, I get to be pushed like this three times each week. And you know what? I'm showing up with a big smile on my face, because each time I press through another limit, I realize what I'm capable of, what's possible, and how I can make an impact.

Your writing is the same way. Sometimes what you need is a [coach in your corner](#) who will push you past your self-imposed limits. Someone who sees through your excuses to what he or she *knows* you can achieve. Someone to celebrate your accomplishments and encourage you when you miss a goal. A good coach will do all these things and more.



There are a lot of book coaches who can help you on your writing journey (newsflash: I'm not the only one!) so take some time to find a coach who will fit well with you and your personality. While I *am* a book coach, I can't coach every writer in the world. In fact, I limit my clients to authors in the non-fiction business and self-help genre. Do some research on book coaches and find someone you resonate with—a personality type you'd enjoy being around—and sign up for one of their coaching programs.

I have never regretted having a coach by my side. In fact, the few months I went without having a coach, I felt lost and uncertain. I didn't accomplish as much as I could have because I didn't have that person in my corner pushing me to achieve "impossible" goals. Get yourself a coach and be amazed as you accomplish *your* "impossible" writing goals!

Note: If you want to write non-fiction business or self-help and desire to coach with me, visit CoachWithKristen.com.

Whistle photo by [Steven Depolo](#), used with permission.

THANK YOU!

I hope you've enjoyed this, the sixth e-book in the [Author's Quick Guide to...](#) Kindle series and you're armed with more answers to help spread your message to the world!

With the quick links below you'll be able to rate this book, Tweet, and brag about it on Facebook. Please take a moment to do that. I'd be very grateful and it will help others who are confused about how to stay focused and motivated get the answers they seek.

I'd also appreciate it very much if you could leave a short review of the book on Amazon via the link below. It will help me improve this and future books and help other authors like yourself decide if the *Author's Quick Guide* Kindle books are right for them.

Many thanks and have a wonderful writing journey!

Kristen

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ABOUT THE AUTHOR

It's been proven that entrepreneurs who become published authors get more speaking engagements, are seen as more credible, and can charge more for their services. This is why Kristen Eckstein has chosen to follow her passion in the world of books and publishing.

Having started over 50 publishing companies, Kristen is the [Ultimate Book Coach](#). She's a multi-book best-selling author, award-winning international speaker, regular contributor for leading industry websites like [The Future of Ink](#), founder of the "21 Ways" pocket guidebook series and the exclusive independent publishing program, "[I am Published](#)," which is the best-selling of its kind.

She's worked on books authored by celebrities Guy Kawasaki, Dr. Daisy Sutherland, Carrie Wilkerson, and Paul Evans and shared the stage with experts like Kim Garst, Stephanie Frank, and Bob Burg.

Introduced to books as entertainment and education since birth, Kristen read her first Nancy Drew book when she was six years old and began her professional publishing journey in 2003 when she served as Marketing Director for a vanity publishing company with a traditional arm. Later she and her husband co-founded Imagine! Studios LLC, an art and media production company. In-between worldwide travel to speak at business events about writing, publishing, and book marketing, Kristen works full-time to help

entrepreneurs start their own publishing companies and create books that bring them business.

Check out all of Kristen's books at [KristenOnAmazon.com](https://www.amazon.com/KristenOnAmazon) and her website full of additional resources at [UltimateBookCoach.com](https://www.UltimateBookCoach.com)!