

# Episode 134: NaNoWritMo for Business Owners Writing Nonfiction

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Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Hello, business owners, welcome to this episode of the right publish market podcast where we are talking a little bit about NaNoWriMo for business owners writing a book, what the heck is NaNoWriMo if you have not heard of it NaNoWriMo stands for National Novel Writing Month, and it started, I don't know, close to 25 years ago now, I think I think was like 1998 1999 2000, somewhere around there, I will look that up and put it in the show notes if you're interested along with the website. And the idea, basically, is that you write 50,000 words, in November in 30 days. So it started for obviously fiction writers Novel Writing Month, and most novels are longer than 50,000 words. But you know, that is a pretty significant dent in a novel in a word count. So that's how it started. And lots of people have I mean, millions of people at this point I would imagine, have participated, does everybody finish and quote unquote, win and get those 50,000 words? No. But people get a lot more words written during the month, and they might have otherwise, it's a great way to work on a writing habit. And so this is something that comes up usually, you know, like late summer, early fall, you start hearing you know, rumbles about it in the writing, you know, an author communities. And so a lot of my clients over the years have wondered, you know, Can I do something like that, I like the idea of that consistency, and working on my writing habit, and all of that. So what can I do? So I have some ideas for you today. Because, again, the consistency aspect is really great. We've talked a lot here on the podcast, and in other places where I put out content about the importance of a writing routine and a writing habit. So this is a great way to establish and work on such a thing, if you do not have one already. And even if you do, you know, practice makes perfect, right? So daily writing, nothing wrong with that. So you can, you know, just participate every day in November, write something every day in November, you can shoot for 50,000 words of some kind, whether it's, you know, blog posts, or social media captions, you

know, or something for your book, if you're working on a book, but you can also think about it, you know, sort of broaden the scope a little bit, and think about other things that you could be doing during November just to work on your book. So maybe it is, you know, maybe it's, it is like finishing your first draft, actual writing, maybe it's working on your outline, and just working, you know, flushing that out, day by day by day, a lot of business owners think that an outline, you know, limits your creativity, I would push back against that, I don't think it does limit your creativity, I think it really sets you up for success as far as writing because you don't have to think about what comes next, you already know what comes next, because you've sort of flushed your whole book out. Now, that doesn't mean it's not going to change. That's why you know, when I'm working one on one with somebody, it's a working table of contents, it's a working, outline, a working, you know, book, brain dump, whatever we're calling it, there's room, you know, to make changes as something, you know, maybe this isn't quite working the way we thought it would maybe it still feels like we need something else, even though we thought this chapter outline was finished that sort of thing. So maybe it's working on your outline. Maybe you have a draft and you're working on self editing, or revision. I have talked before many time. This might be something you've heard me say before, but writing and editing use different parts of the brain. So those are two very distinct functions. And your brain works on them very differently. So trying to do them at the same time. You know, editing as you go. A lot of times is counterproductive because it ends up slowing you down. And one of the reasons for that, again, just like the creativity with the outline is because your creativity, which is what's happening when you're writing is being interrupted by you know, the editing function, so you want to keep those tasks as separate as you possibly can, so maybe, you know, just going through your manuscript, and revising and self editing is something that you can do in November. Again, we're just building up a writing habit 50,000 words, over 30 days, it comes out to about, you know, 1667 words a day. So obviously, you know, if you're someone who likes to gamify, things, that kind of challenge can be really fun for you. So maybe it's, you know, 1667 words every day, maybe it's, you know, 10 days of 1500 words, and then five days of 3000 words, or, you know, you can sort of figure out the math kind of any way you want, just get up to, you know, add up to 50,000 words over 30 days. So maybe you're talking about, you know, writing a certain number of words a day, maybe you want to write a certain number of minutes a day, maybe it's a certain number of chapters per week, whether that's writing or you know, editing and revising. So that's something else you could do. Incorporating beta feedback is something that you could do, that probably won't take you a full 30 days. But that's certainly something that you could take 30 days to do, if you had that kind of time. Maybe it's reviewing copy edits, maybe you can construct your production schedule, so that you're getting edits back from your editor, like the beginning of November, and then you've got several weeks to work on them. Now, obviously, that's going to depend on your editor, your schedule, all of that sort of thing. I'm just tossing out some ideas here. But so you're just basically adopting that idea, that general idea of 50,000 words in 30 days, to you know, to you to your book to your business. So like trying to think about what 30 Day goal would move the needle for your book project, it doesn't have to be 50,000 words, it doesn't have to be a finished manuscript doesn't have to be any of those things. So it will depend on your project in particular, you know, and how you like to work and where you are in the process, honestly, whether you want to use this month of November, as some kind of writing or book related challenge. And I would encourage you to think about this as well, one last one last little piece here, part of the fun of NaNoWriMo, because I've I've participated many, many times, sometimes writing fiction, you know, for fun, just as a writing habit kind of thing. I'm not a fiction writer, but then sometimes as a nonfiction writer, you know, whether writing one of my books, or you know, just working on a

50,000 words of content, you know, whatever, whatever the case may be part of the fun of NaNoWriMo is like the community accountability aspect of it. So, find some way to be accountable, you know, declare your intention at the beginning of the month, for example, find an accountability buddy or a critique partner or whatever that you can check in with daily throughout the month, this statistic blew my mind when I heard it. I mean, I knew this number was high, but I didn't know it was quite this high. So according to the American Society of training and development, people are 92% more likely to achieve a goal with some sort of accountability to others. 92%. So I think that's part of the reason why NaNoWriMo is such a success for so many people is that you know, I mean, they have community message boards, and in real life meetups, and like all of that sort of stuff. But that accountability piece cannot be understated. So I encourage you to join me in the month of November, and participate in NaNoWriMo. For business owners, however, that's going to look for you i you will find me on Instagram at Jodi Brandon editorial, and LinkedIn, Jodi Brandon editorial, you can find me and let me know what your intention is for the month of November. And we can all follow along and encourage each other and get some words written, get some editing done, get something done for our book projects to move the needle forward on this project so that we can get them out into the world and start helping people and solving the problems that we're trying to solve with our books. So until next time, right on my friends. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of your soul journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab