

How to Steal 25 Minutes

Step 1

You lead a very busy life. There are just too many distractions twentyfourseventhreesixtyfive. You are being pulled in too many directions at once. You can't find the time to write. What's the solution?

The solution is a Radical Book Concept.

You must be brutal and hardcore when you brainstorm your book concept. We need a concept that is emotional, dramatic, crazy, taboo, unique, shocking, etc.

The more intense your book concept, the more it will attract readers all on its own. The more sales it will make without marketing. We are setting your book up for viral success.

But there's a second benefit to having a Radical Book Concept: It will motivate and inspire you to write the book quickly and never give up. Please don't underestimate how important this is.

If you have already written a book: How strong is your book concept? Sum up your book concept in a few words and tell it to your friends. Are they interested? Do their eyes pop open? Or are they just being polite?

If your core concept is weak, then we need to strengthen it. If your core concept is vague or non-existent, then we will build a new core concept right into your book.

Let me give you an example. A friend of yours says to you: Hey, why don't you write a book about using technology to shrink your workload? You know, automate everything you can. And maybe outsource a bunch of stuff. You could call it The 4 Hour Workweek.

Are you motivated to write that book? It's an extreme concept. You know such a book could really help people. You know the title will hook people. And you are excited at the challenge of writing such a book.

I guarantee you will find time to write that book. You will be motivated by the extreme concept. You won't give up. You will go all the way until the book is finished.

Of course, I am referring to a book that had great success. How much of that success depended on the extreme concept? How much of that success depended upon the extreme title?

Remember, our goal is viral success. Be extreme in your concept. Be extreme in your title.

Step 2

Steal time! Yes, I am going to train you how to be a time thief. Stealing is against the law. But in this case it is completely warranted!

No matter how busy you are, you can always set your alarm to just a half hour earlier in the morning. We are going to sneak one quick round of writing in.

Research says that you have the most energy in the morning. So I highly recommend you go full force on your writing before all the other functions of the day.

<https://blog.bufferapp.com/the-best-time-to-write-and-get-ideas>

But you might say: "Paul, do you think I have limitless energy??" I'm not sure if you have limitless energy, but I know I don't! So let me show you some extreme measures that I take.

I take an energy powder when I am working on a project. This stuff is strong! You will not only get your writing done, you will have a ton of energy the rest of the day. But consult your doctor first!

Genius BCAA

<https://www.amazon.com/GENIUS-BCAA-Powder-Focus-Energy/dp/B06XCHZ88C>

That stuff is a little expensive. But there's a cheaper solution that works very well. I have taken this stuff for years:

Alive!

<https://www.amazon.com/Alive-Whole-Energizer-Multi-Vcaps/dp/B000PGAQ2G>

Of course, you can always just drink a ton of black coffee or maybe an energy drink. The drawback there is that you may have an energy crash later in the day.

Step 3

You are basically on the run, stealing time. If you can't get to your desktop computer, then you are going to have to use your phone. We are going to steal those 25 minutes no matter what!

I use an app called JotterPad. It's an Android app, and it's surprising just how good it is. It is free. The pro version gives you the ability to create PDF's without a watermark on them, and a few other features:

<https://2appstudio.com/jotterpad/>

For iPhone there's good ole Evernote:

<https://itunes.apple.com/us/app/evernote/id281796108?mt=8>

Step 4

You are going to use Radical Speed Writing, and the timer on your phone. I mean the simple timer that is built into your phone. Trust me, it is more than adequate.

You are energized, you are up before the roosters, you have your app ready, and now it's time to start your timer and write like the wind!

Godspeed on your mission!

Paul J Coleman
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PS: Please don't forget to create the most radical book concept that you possibly can. Something nuclear-strength, insane, taboo, hilarious, brutal, unique, foolish, dramatic, inappropriate, angelic, amazing.

If your book concept gets you super motivated to write, then that same concept will get us super motivated to buy and read your book!