

Being able to manage your time, as a writer, can have a huge impact on your work. Good time management can mean that you can accomplish more in a day, earn more during the hours you want to work and perhaps even complete those big writing projects — ever work on a novel? — a good deal faster.

Every writer has different time constraints to work around, from a day job to family. But there are certain strategies that can help you make the most of the time you have available. This ebook focuses on those strategies.



Image — Flickr user Jonathan Bliss (http://www.flickr.com/people/jonathan_bliss/)

Finding Your Best Writing Time

I write between three and four thousand words a day — but if I don't sit down and start writing at 8 AM, I'm very lucky to even get a thousand words down. My best writing time is between 8 and 10 AM. If I sleep through that time or go off and do something else, I don't get it back, either. I can write at other times of day, but it's a lot harder to get nearly as much written.

And if I want to start writing after 6 PM, it can be like pulling teeth. At best, I can get a good fifteen minutes in at a time — I'll spend half the time I'm 'writing' staring at the screen, hoping the words come in from somewhere.

I know when my best writing times are and I've built my schedule around them. If you want to increase how much you write in a given day, discovering your best writing times is the first step.

Discovering Your Best Writing Times

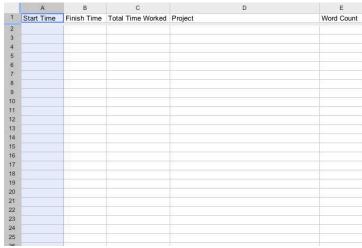
Unfortunately, you can't just flip a switch and instantly discover what times are easiest for you to write during. Hopefully, you have a general idea of when you feel most productive, which can be an ideal starting point. You need to start tracking when you seem to get more writing done. You also need to start experimenting with your writing times.

Track your productivity, as well. As writers, hard numbers and data collecting may not seem like a natural part of your work, but knowing just what you're accomplishing can help you identify your best times a lot faster.

If you do have a sense of when you're most productive, start with that time. Block out some time to write during the times you generally feel productive and get some numbers down on paper. For most of us, we have at least a little bit of a sense that we get tired at certain times or we always feel refreshed after lunch. However, don't rely too heavily on that feeling. Do go ahead and try writing at different times. I've known writers who do their best work at 4 AM, before anyone else gets up — but they didn't know that until they decided to get some writing time in before the day job or before the kids got up.

Move your writing time around a little bit. See what works. Don't try dramatic experiments one after the other — if you try staying up until midnight to write at that time, following that with the experiment of getting up extra early, you'll have some sleep deprivation to account for. Putting at least a week between such big experiments is a good rule.

You're not going to figure out your best writing times in just a day or two, but most writers can get a good handle on their schedule within three or four weeks.



A spreadsheet that can be used to track your writing times.

Tracking Your Writing Times

Your efforts to track your writing times do not need to be too complicated. The spreadsheet above can provide you with the necessary information. You can get a copy of the spreadsheet online at http://bit.ly/gpJ5ov.

While using it, there are a few things to keep in mind.

- Try to stay focused on your work. If you switch gears (to check your email, for instance, take that into consideration).
- It's hard to do in-depth analysis on the basis on this sort of spreadsheet. Rather, you're just looking for trends. You don't have to figure out down to the minute when you should be working.
- Consider different types of projects when examining your work habits. You can have different best times for writing poetry and writing SEO content, so tracking the type of project is just as important as tracking the times you work best at.

Track Qualitative Data, Too

When you're tracking how many words you're writing, it's worth keeping track of how you feel during that time period, as well. A little qualitative data can make it easier to judge the information you're getting. Ideally, you want to wind up identifying a few hours every day when you can just smoothly write and feel like you're getting a lot accomplished.

There are times that you may be able to bang out a certain number of words quickly, but you feel like you'll just do anything to get it done. Maybe you need to finish before a certain deadline and that's pushing you to be a little more effective. But if you feel like you just have to get your work done, that time period simply may not be the best time for you to write.

Look for a Few Hours

There's a certain sense with some writers that we should be able to sit down and bang on the keyboard for eight hours and then break for dinner. After all, you can go into a job and edit spreadsheets for about that long. Clearly, we should be able to write for a full day at a time, right?

Well, most writers can write solidly for a day — and then nap for the next two days. Writing can take a lot out of you and trying to write for eight hours a day is likely stretching beyond what you can comfortably do. Personally, I get antsy after three hours behind the keyboard. I get physically tired and need to rest, to do something mindless, before I can get back to writing.

Don't try to make every hour a good hour to write during. As you're looking for your most productive times of day, go for a couple of hours at most. Don't be afraid to decide that you don't need to write every hour of the day.

Making Use of Your Hours

Once you've found some times when you can be truly productive, **block them out on your calendar**. Make an appointment with yourself to write. Don't let anything else get scheduled during that time. No matter what else is going on, you need to spend those hours writing.

For some of us, of course, that's easier than it is for others. If you're scheduling around a day job, family or other big priorities, it may seem that those priorities have to come first. But if you're serious about moving your writing forward, it, too, has to be a priority. Maybe you need to reschedule your lunch hour so that you get your most productive hour back from a boss. Maybe you need to make sure that the kids have an activity during your best writing times. Move things around and clear out that time for your writing.

| Sunday 20 | Monday 21 | Tuesday 22 | Wednesday 23 | Thursday 24 | Friday 25 | Saturday 26 |
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The times in my day I make available for appointments, through my scheduling software. If a time isn't marked as available, I won't make an appointment then.

Protecting Your Writing Time

When you know what hours of the day you're most likely to be able to get a lot of writing done, it's worth taking steps to protect that time. We all have other obligations and demands on our time, whether we're freelancing, writing the next best seller or even just writing copy for our own projects. Without a little protection, our time can go the way of the dodo bird.

Eliminate Distractions, As Much As You Can

I have a certain relative who will call just for someone to chat with. I'm working from home, so clearly I don't have anything better to do than to listen to her for a full hour right smack dab in the middle of my day, right? There comes a point that well-intentioned relatives are just as big a distraction as anything else you can come up with. You have to find strategies to reduce those sorts of distractions as much as possible.

I've gone out of my way to to reduce the inputs I can receive during my writing hours. By input, I mean interactions with anyone that could derail me from my work. I turn off the ringer on my phone, close my web browser and so on. I do everything I can to reduce distractions before they can even get to me, so I have fewer things to worry about.

One note about turning off the ringer on my phone: I have regularly worried about the risk of not being accessible during an emergency. I've set my cell phone up with Google Voice (http://www.google.com/voice), which will take voicemails and transcribe them pretty much immediately after they're left. Then Google Voice texts the transcript to your phone. I can still tell if I'm getting a call, even if my ringer is off and I can see if there's really a problem before setting my work aside.

Take Away Your Toys

One of my big problems when I sit down to write is that there are so many other things I could be doing — browsing the web, for instance. I can have a browser opened and headed to a favorite blog without even noticing I'm doing that. There are plenty of solutions to this problem, though. It's just a matter of what works for you.

Lock yourself out of programs on your computer: There are a wide variety of programs that will, based on your settings, lock you out of distracting programs for different lengths of time so that you simply can't access your biggest time sinks. Concentrate (http://getconcentrating.com/) is one such tool for the Mac, while RescueTime (http://www.rescuetime.com/) works online.

Identifying Your Biggest Time Sinks

For many of us, there are certain actions we take that are complete time sinks. Without even realizing it, I can open up my email and start browsing through it, even if there are much more important tasks I ought to be spending my time on. For the longest time, I didn't even consider my email to be a problem. It took some careful consideration to convince myself I should even try to spend less time on email.

Here are a few questions you can ask yourself to help identify potential problems:

- 1. Is this task something that doesn't have a deadline— that you do just about every day?
- 2. Have you ever found yourself working on this task, even though you had sat down to do something else?
- 3. If you turn off your ability to access the site or tool necessary for this particular task, do you still find yourself trying to pull it up?

Use a full screen writing environment: For many writers, having a full screen writing environment like DarkRoom (http://they.misled.us/dark-room) or WriteRoom (http://www.hogbaysoftware.com/products/writeroom) is a good way to stay on track. After all, if you can't see a distraction, it's probably not there.

Work on a computer without internet access: A laptop without internet access can ensure that you stay focused on your work, just as an unplugged desktop can.

Personally, I've found that I have to switch up how I'm working if I want to stay focused for weeks on end. After all, there are some projects that I'll simply need internet access for or projects where a full screen writing environment just won't do it. The trick is finding what you need to stay focused.

Pay Yourself First

There's a principle in personal finance that you have to pay yourself first, because if you wait and see what's left over from paying your bills at the end of the month, there's never enough to save or pay down debt or whatever else you want to do with your money.

The same is true of your time. You have to block out time for your writing first, before letting anyone else add an obligation to your calendar. It's the only way you can truly protect your time and guarantee that you'll have enough hours in your day to finish all of your writing projects.



Distraction free writing with WriteRoom. DarkRoom's appearance is similar.

Building Systems for Your Writing

When we imagine the great novelist, she is bent over a typewriter, furiously pounding away, occasionally pulling a sheet of paper from the machine wadding it up and throwing it at an overflowing trash can.

But in all truth, that's not how most people writer — nor should it be. Even if your writing projects are fairly free form and based on your own plans and timing, the more you can do to create your own system or approach to writing, the more you'll actually be able to get done.

What A System Can Do For You

I tend to write between three and four thousand words a day — a number that seems out of reach for some newer writers. When I explain that I do most of that writing in a period of three hours every morning, I've gotten a couple of shocked looks. Writing three thousand words doesn't seem out of reach, but the idea that it's happening in just a few hours is apparently beyond belief for some people.

But the reason I can write quickly and the reason I don't get burned out writing that much in a day are directly attributable to the same fact. I have a very detailed system I use to get my writing done.

When I sit down to write, I'm not just aimlessly pounding on my keyboard. I have a list of projects that I'll be working on in the next few hours. I have titles, research and even outlines ready to go, allowing me to go through the act of writing very quickly. I have a system that keeps me moving along. Sure, that system requires me to do a fair amount of work ahead of time, but it's the secret to my success.

With the right system, you can speed up your own writing, not necessarily so that you can take on more writing projects — that way leads to madness and burnout — but so that you can spend time on the things that go along with your writing. Maybe your goal is to build up your blog. Writing great posts is the first step, but there are secondary tasks that are necessary to make sure readers actually find your great work. Or maybe your goals include building up a higher freelance income. A good system offers all sorts of options from giving you the time to specialize or search out higher paying clients to bringing in a helper if you don't have time to write every article you're offered.

The Parts of Your Writing Schedule that You Can Systemize

Writing is a creative act and parts of it can only be completed by planting your butt in a chair and actually writing. But there are parts of your writing that can be systemized.

- Research: No matter what type of research you typically need to do (reading up on a topic, interviewing a subject), you can create a system to speed it up and make sure you have the research you need before you sit down to write.
- Outlines: For many years, I resisted the idea of creating outlines for my work before I started writing. But just jotting down a few notes about what I want to cover means that I'm not staring at a blank screen when I sit down.
- Planning: For many writers, the key to being able to efficiently attack a writing project is to have a plan in place. And the way you plan doesn't have to change from project to project.

The Plan is the Key

More than anything else, building up a habit that you follow for every writing project can make your life a lot easier. If you can plan out your writing schedule at least a little bit in advance — even the night before is better than trying to get organized only when you sit down to write — your life will be that much easier.

Because of the lead time I need for the research I generally have to have for certain articles (read that as 'lots of interviews'), I try to have an idea of at least the title of the articles that I'll be writing in a given day a month out. That lets me find experts, schedule interviews and handle follow ups as needed. The real planning, though, starts the week before an article is do. After I get my day's writing done, I take a look at what I'll be doing a week from today. I get any research I need taken care of, at least a couple of notes on what will be going into the article down, and make sure that anything special that the client needs is noted. Once again, I'm making sure that I have lead time in case something needs to happen during that week.

I organize all of this information in a spreadsheet of the week's work, which I print out sometime over the weekend. In the morning, I can sit down, open up a word processor and start working. This approach has the added benefit of helping me avoid getting sucked into a time-killer like email.

Writing Project Checklist

In order to make sure that when I write, I only need to focus on the words, I have a checklist that I follow to prepare for the writing process.

While the actual process can differ between writers and projects, this checklist is easy to tweak for different writers' needs.

- 1. Get the project description from the client (or write it myself).
- 2. Outline the writing project noting where I'll need to do research.
- 3. Make a note of any secondary material I'll need to turn in with the project, such as images or sidebars.
- 4. Complete the necessary research. Schedule interviews or locate data as appropriate.
- 5. Prepare any secondary material that will be needed.
- 6. Write.

One of the big benefits of having a clear system like this is that you don't have to do each step in order. You might outline all of the articles you'll be writing in the next week in one go.

Building Your Own Plan

How you plan your writing system depends on the types of writing projects you take on. My approach doesn't take into account the research that might go into an SEO project or the more indepth outline a novel might require.

Sit down and sketch out exactly what you need to actually get a typical project from assignment to completion. What sort of research do you need to do? Is there any templating you can do to speed up the writing process? It's important to look at how you work best and see where there's an opportunity to create a system.

First, set a time to work on planning for your writing projects. Maybe you do this the night before you work on your projects, or perhaps you plan for a whole week at once. The goal is to make sure that you have everything you need before you sit down to work during those times that you're best able to get writing projects done.

Second, take a look at your research process. If you're working on similar projects day in and day out, the research necessary for each one is likely fairly similar. You may be able to speed things up by doing all of your research at once. If, for instance, you need to do keyword research for an SEO project, you can get all the research done for several articles in one go, letting you avoiding skipping back and forth between the mindset you need to write and the one you need to research.

You may also be able to create something of a template for some of your writing projects. I'm not saying that all of your writing should sound the same, but if you know that you write a lot of 500-word articles that need to have three sub headers, you can create a template document that has space set aside for those three sub headers already, so you can go in and fill them out ahead of time — say, when you're doing that short and sweet outline.

There may also be a few things worth doing after you finish writing. If you're writing for the web, for instance, waiting until you're done writing for the day to go back in and add all the HTML necessary to make sure your work is formatted correctly helps you stay in the zone while writing.

Cutting Time Spent on Adminstrivia

For many writers, the time spent on the administrative details of writing eats up a good chunk of the time you'd really like to spend writing. Those details can range from sending out invoices so that you get paid for your work down to buying more paper for the printer.

The secret that every writing has to find is how to cut the time you spend on those little tasks that manage to add up to half your day.

Create Systems for Administration

Just as we discussed creating a system for your process a few pages ago, it's important to have systems in place for every part of your writing (you'll even see my devotion to strategies in my ebook on finding more writing gigs and my ebook on generating more ideas — check http://www.thursdaybram.com/freeebooks for more information). Whether or not your goal is to bring in the greatest part of your income from your writing, systems help you protect the hours that you are to best write during — a noble goal whether your only interest is to be able to write for personal pleasure or you must make sure your writing is paying the bills.

Of course, if you're just writing for personal pleasure, your systems are going to look a little different. You're not likely to need a system to track which agents you've submitted a manuscript to or a system to track if your invoices have been paid.

There are plenty of out of the box systems you can buy for the administrative portions of your writing these days. Bookkeeping can be a mater of setting up an account with a site like Outright (http://www.outright.com) (disclosure: they're a client of mine) or buying a copy of QuickBooks (http://quickbooks.intuit.com/) (disclosure: I've used QuickBooks for years and don't dare switch away).

The key is identifying the types of tasks you do in a given day that aren't writing (or directly connected to your ability to write, like researching a topic or interviewing a source). Make a list of those tasks and start looking at how you can create a system that lets you get them done in an efficient manner.

Batch Process Tasks

One of the simplest systems you can implement is **batch processing**. Even if you do nothing else to improve how you handle administrative tasks, this little trick can save you hours. All you do is make a list of what you need to do, organized by the type of task. Then you sit down and do everything in a given type, in a batch.

When we switch back and forth between different types of tasks, it takes us time to make the transition. If we write an email, then create an invoice, it will take us time to switch back to sending emails. But when we process a full batch of tasks, like sending out all of our invoices in one go, we can get them done much faster.

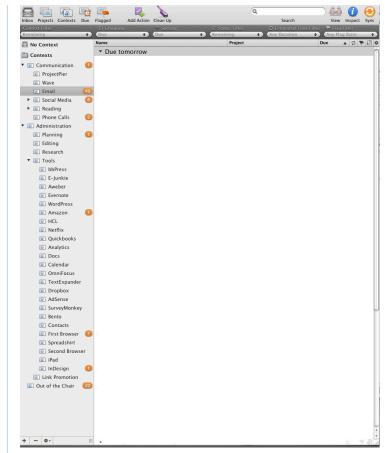
If you choose a task management software that provides you with the ability to add contexts to your tasks, such as OmniFocus (http://www.omnigroup.com/products/omnifocus), you can use the type of task you're completing as the context. Personally, I use contexts religiously. I associate all of my accounting tasks with the context 'QuickBooks' so that I can go through and do everything I need to do in that particular software in one go. You can, of course, use any task management tool you like, down to pen and paper — but using tools that get you organized without your needing to rewrite your list every day can help you save a little more time for writing.

Sometimes, of course, you need a change of pace — addressing envelopes for hours on end, for instance, can quickly drive me right over the edge. But if you're in control of your switches, you can make them much more manageable. Maybe you spend thirty minutes addressing envelopes and then send emails for the next thirty minutes. Switching back and forth like that will help you quickly get a project done without losing your mind.

Hire a Pro to do the Work

There are some administrative tasks that are simply going to take you forever, no matter how perfect a system you dream up. For me, that's doing my taxes. There's no way I can get my taxes done quickly, no matter how much I try. So I hired a guy.

My CPA prepares my taxes every year. He really knows his stuff and happens to have much more robust tax preparation software than I can get my hands on, so the tax return it takes me a couple eight-hour sessions to complete takes him what seems to be less than three hours. I'm happy to pay to get those hours of my life back.



The contexts I use to organize my tasks in OmniFocus. They include specific software I use for tasks as well as contexts that focus more on mindset. For instance, I may have to jump between applications when I'm editing different articles, but when I'm in the right mindeset for editing, I can get it all done quickly.

It's not just huge projects that are easy to hand off to someone else. Something slow, dull and not necessarily requiring your fantastic writing skills might be worth your while to get off your plate. If your work includes submitting the articles you write to a dozen different writing sites, it's probably not the best use of your time to actually sit there going through that mechanical task, time and again. There's nothing wrong with bringing in someone who can take it on for you.

There's a general sense among some writers that hiring a virtual assistant — especially one from the far side of the globe who works for a far lower hourly rate than you do — is wrong and unethical. Personally, I don't agree, but I would point out that there are sources of less skilled labor a little closer to home. I got my own start in the writing business helping my mother with menial tasks for her magazine. There are high school students who will happily enter information into forms for a fairly low hourly price, as well as other sources of help. **Don't assume that a little help is out of reach.**

The mindset you need to be working from is that, by handing these tasks off to someone else, you can free up time to write. If the price of hiring someone is less than your hourly rate, multiplied by the number of hours it would take you to do the work, it's likely to be a win.

Finding the Right Tools

The right tools can have a major impact on how much writing you can get done in a given day. But there are questions about how you most effectively work that you have to answer before you can go about selecting tools that really help you.

Some writers find that they work best with paper and pen. If they really want to pour out the words for a given project, a computer keyboard just isn't going to do the trick. Personally, I'm fine on a keyboard, but I do a lot better with a full screen writing environment (meaning that I can't see anything else on the computer). It's not just a question of what distracts you, but also what sort of tools make writing easiest for you.

Make Your Typing More Efficient

We can't make creativity efficient. There just isn't a way to crank your ability to choose the perfect phrase up to eleven. But there are lots of little things about the way we write that can be improved, if we're willing to go looking.

One of the reasons that Microsoft Word has become such a popular word processing software is because it has a lot of those little improvements built in. A lot of the formatting that goes along with your writing has become fairly automatic in word processing software (if you indent the first line of a paragraph, the software will make sure all of your paragraphs look exactly the same. There are autocorrections in spelling and a whole of other tweaks and tips. Exploring the full options of the software you use may offer a few opportunities to really speed up your writing quickly.

A particular feature that I've found incredibly useful is the ability to create your own shortcuts. If you type a given phrase or word over and over again, you can set up a shortcut that will let you drop in a given phrase with just two or three keystrokes. While this feature is available in many different word processing tools, I use TextExpander (http://smilesoftware.com/TextExpander/) because I often write in a variety of different software packages with different features. That way, my shortcuts work whether I'm writing an email or a blog post.

If, for instance, you have a standard bit of text that you have to include at the end of each article you right — like a bio — you can drop that in quickly and easily. You may also have a certain format that you have to follow closely: for one of my clients, I have to follow a very strict Q & A format. I've created a shortcut that pastes the format into my document so that I don't have to rewrite it every time I need it.



Examples of different shortcuts I've created in TextExpander.

Improve on Your Web Browser

Depending on the type of writing you do, you likely have a lot of work to do online. Your browser may be the real workhorse of your writing tools. There are lots of improvements you can make to a standard browser to make your writing work go that much faster.

In the past, I've used Firefox (http://www.mozilla.com/en-US/firefox/) as my browser, although I've recently switched to Chrome (http://www.google.com/chrome). I recommend either, because both have development communities that have created many plugins to make a writer's life much easier. You can automatically fill out forms, count the number of words in a given field and provide all sorts of information about a given website you might visit.

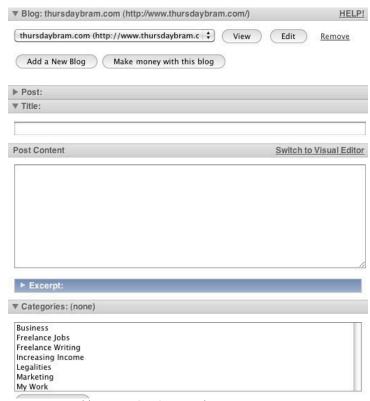
Of course, there are many web-based applications out there that can make your life a lot easier. Making sure that your applications of choice work best with a given browser can be important. That's a crucial first step to consider before making a browser switch.

With both Firefox and Chrome (and to a certain extent for other browsers as well), you can both search for specific plugins that add different features to your browser and also browse through the long lists of plugins that different people have created. It's actually easy to wind up with hundreds of plugins you'd like to install, although it's probably best to err on the side of installing fewer plugins (adding a large number can slow down your browser significantly). You may also want to check if there are plugins for your favorite web apps. For instance, I use Gist (http://www.gist.com), an address book that automatically finds information for me, that has a browser plugin that helps me see my address when I'm using Gmail.

Keep An Eye Out for New Tools

The number of cool tools out there that can help writers is constantly expanding. Keeping an eye out for new opportunities to speed up your work is a good idea. Of course, you don't want to change out tools too often (you'll spend more time messing with settings than actually writing that way), but every so often a new piece of software comes along that perfectly fixes a writer's problem.

There are also more polished tools coming out, meant particularly for writers and other creative professionals. Scrivener (http://www.literatureandlatte.com/scrivener.php), for example, is a piece of software built specifically for writers. It allows you to compose and structure documents (especially really long manuscripts that can be difficult to manage with a simpler word processor). It's got research tools, draft management and other features that can make a writer's life much easier. I'm not necessarily recommending Scrivener (I don't use it and I'm uncomfortable recommending anything I haven't at least tried out), but it's an example of the many tools out there these days for writers who want to simply organization and focus on actually stringing sentences together.



Scribefire (http://www.scribefire.com/), a plugin available for both Chrome and Firefox, which allows you to speed up the steps necessary to write a blog post.

Managing Your Time Just a Little Bit Better

Hopefully, this ebook has made it easier for you to find ways to manage your time more effectively and I would encourage you to try to incorporate just one of these activities into your routine. If you're feeling overwhelmed, just try one. See how it goes — you may be surprised!

I've made a personal commitment to helping build resources that make running a writing business easier and I hope you'll sign up for my email list so that I can keep you updated on what new resources I'm coming up with. You can sign up for the newsletter here (http://www.thursdaybram.com/ebooknewsletter).

Thursday Bram is ...

I am a full-time writer, and have been (with a two-week exception) since graduating from college. I've written for CNET, GigaOm and quite a few other websites. One of my passions is writing about writing, mostly because I like knowing why what I do works. I've even managed to write articles about writing for publications as diverse as the *Novel and Short Story Writers' Market* and *Home Education Magazine*. You can hear all about my writing experiences on my site (http://www.thursdaybram.com).



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