

7 Painless Ways to Find Time for Your Copywriting Business

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Starting a copywriting business is an exciting step that will change your life. One of the biggest challenges is carving out time to work the business while keeping up with your other responsibilities.

As a copywriting business owner, you need to work on writing and marketing on a consistent basis. Most people can't quit their "day job" and plunge into copywriting full-time, so they start in their spare time.

What spare time, you ask?

Even if you have kids, are going to school, and work 40+ hours a week you can find extra time to run your copywriting business. As a copywriter just starting my own business, I grab time whenever I can by using the following seven tips:

1. Watch less television and skip the commercials. A Nielsen study released in November 2008 found that the average person watches 142 hours of TV a month, which works out to 4½ hours every day. If you are an average TV watcher and you cut back to 2 hours a day, you've just saved 17½ hours a week. If you record programs and fast-forward through commercials, you can save a little more time.

2. Slash surfing time. It's easy to turn on the computer with the best intentions of working, and then spend an hour on YouTube. A software program that locks you out of the Internet, like Temptation Blocker, might help. You tell the program how long to lock you out, and when time is up you can set it again or go online.

3. Ask for help. Since making the decision to write from home, my husband has been extremely supportive and has taken over most household chores, even though he works more hours at his "regular" job than I do. This gives me time to work on my business.

Your spouse, children, relatives, and friends will be happy to help you reach your goals—just ask. Let them help you figure out ways to save time. Maybe the kids could start helping more around the house or Grandma could take the kids every Saturday afternoon.

4. Learn to get into your writing zone quickly. Kelly Robbins wrote a fantastic article in November 2008 about ways to get into your *writing zone*, which is your most effective mindset and environment to write. If you can get into your zone quickly, which is simply a matter of practice and discipline, 15 minutes here and there can pay off handsomely in your writing and marketing.

5. Evaluate your daily routine. Does the bathroom really need to be cleaned three times a week, or would twice a week work? Find the wasted time in your schedule and figure out how to be more efficient.

For example, if you normally go to the store three times a week and spend 45 minutes each time, try going once a week and see how long it takes. If you do it in an hour and 15 minutes, you've saved one hour. Instead of taking the kids to soccer practice, going home, then picking them up, have a latte at the coffee shop down the street and write.

6. Multitask. Work on your business during your lunch hour and breaks at work.

Warning: be sure you are not using your employer's time or materials. You should be away from your desk, and preferably off-site with no one knowing what you are doing. Your employer could claim that anything you write onsite or during working hours belongs to them—especially if the topic is related to their business.

If in doubt, just brainstorm about marketing your business and don't put anything down on paper. Be careful...doing this might make you so excited about your new business that you lose motivation at your "regular" job. When you're not at work, you'll be surprised at how often you can sneak in some writing. Waiting at the doctor's office or the auto shop becomes working time, so keep your laptop or notepad handy.

7. Make an appointment with yourself. If you're trying to write but keep thinking about the dirty dishes in the sink, tell yourself you'll do them after you write X number of pages or work on marketing for X number of minutes. That will free your mind to get into your zone.

One important thing to keep in mind while you're finding this extra time for your business --

Balance is key.

You still need to spend time with your family and friends, rest, and have fun. No one is saying that you have to spend every free moment writing; if you can find 10 to 20 hours a week to work on your business, you'll reach your goals before you know it.

Good luck!

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