

## #162 - A Peek Inside The Lazy Genius Way

Hey, guys! You're listening to The Lazy Genius Podcast! I'm Kendra Adachi, and I'm here to help you be a genius about the things that matter and lazy about the things that don't! Today is episode 162 - a peek inside The Lazy Genius Way! This is a very exciting and surreal episode for me to share because in case you didn't know I wrote a book, and today is the first real day that I'm going to tell you about what is inside

If you've ever wanted to write a book or have just been curious about what the process is like, you'll really enjoy this episode I think. I'm going to give you a quick but meaty behind-the-scenes personal account of how I wrote the book, like how I got words on paper. I'll likely do another episode in a few weeks about more of the publishing side - pitching, working with a publisher, the editing process, marketing, all the machinery behind getting a book into the world. But today is just about the words on the page.

On August 11th, you'll get to read those words if you want, and in this episode I'll actually share a couple of ways you can read those words sooner, but for now, here's what we're going to cover today. I'm going to tell you why I decided to write a book, what my writing rhythm was when I was writing it, how I wrote 60,000 words that were never used - and for context 60,000 words is a book so that's fun, what kept me from quitting because I almost did a couple of times, and then what's inside the book.

So first why did I want to write a book in the first place? To be honest, writing a book has never been a dream of mine, and anytime I say that, I feel a little gross because there are so many people, you might be one of them, who really want to write a book. You feel like you have a message to share, a story to tell, a way to make the world better with your words, and that's fantastic. I always thought that only people like that were allowed to write books. Otherwise, we're just taking up space from people who actually care. But here's what I learned and I hope this encourages you if you're a writer and also if you're a reader. I think it always helps to recognize the different kinds of writers and people when we're browsing the library shelves or at our local bookstore which we'll be at again one day you guys! Some authors are authors only; writing books is what they do. Some authors have a book or books that support a broader business or a message that's shared in a broader way. I think of Brene Brown. She's a writer with several fantastic books, but she also is still a researcher, she's a public speaker, she's now a podcast host, she owns a business that equips companies - big companies - to create a culture of vulnerability in the workplace and therefore make those companies stronger and more honest and more sure of what they're about. If Brene stopped writing books, we would all be sad, but we'd still hear from her. Then there are authors who that's not the case. If they stopped writing, that's pretty much it. I'm like Brene Brown. I mean I'm not really like Brene Brown, but you know what I mean. No one is like Brene. But I have a broader business that this book, The Lazy Genius Way, is going to support. And that's why I wanted to write a book. I wanted to write a good book, don't get me wrong, and if I may humbly be honest, I think I did. I think it's great, and it's great because it's going to impact your life in super tangible ways. And I had gotten to a point in my business and in communicating with you all on social or over email where I realized

we needed a resource. The Lazy Genius community needed a resource that's bigger than a ten-page PDF. I also wanted you to have a book you could grab from your shelf and flip to the page you needed to help you Lazy Genius whatever your problem was at the time. That's why this book is a casebound hardcover book. Casebound just means that the art of the cover is printed on the book, not on a bookjacket or dustcover. And the reason I wanted that is because I'm anticipating that you will pick this book up often, you will underline, you will use it as a reference, you will see it as almost like a owner's manual but for Lazy Geniusing your life. I anticipate it being a little worn, so I wanted the cover to reflect that action. But yeah that's why I decided to write a book proposal and see if I could get someone to pay me to actually write the book.

Now I'll get into the publishing aspect like I said in another episode, and I'll talk about the book proposal process and how the book I pitched is very much not the book I wrote. So that'll be a specific kind of fun to look forward to.

Next, I'll share a bit about my writing rhythm when I was writing this book. So when you sign a contract, you have a deadline for your manuscript. Your words are due by this date. Well I signed my contract in October of 2018 and my manuscript wasn't due until May of 2019, so a little over a year ago. And I thought that because I was really sure about what the book was going to be that I would be better served waiting to start writing it until after the holidays, until after we were in 2019. I didn't want to fit this brand new massive thing into a time of the year that's already a little crazy. And I love October thru December. It's my favorite, and I didn't want to be distracted by the book and trying to write in fits and starts in the middle of all of our fun family things and my regular work on the podcast and such. So I was like yeah I'll be fine I'll wait until January. Five months is no problem. I can do that.

So my rhythm for the first month was honestly working at the cafe at my Target. It was tucked back into the store, it had a wall of windows, no one ever came back there, and sometimes friends who were shopping would see me and wave and it was really nice. Plus there's coffee obviously because it was the attached Starbucks cafe, and if we needed milk or bananas or if I forgot my earbuds which happened one day, I can just run down the aisle and get what I needed. I worked really well for a month or two. And this isn't true for everyone, but I find a lot of comfort and grounding in writing in the same place for the most part. That's not always possible or practical, but there's something helpful for me mentally to return to the same spot to do a specific job. So that back table at Target was that spot for the first few weeks of writing.

After that I ended up getting an office space inside an existing office. I don't have that office anymore, but it served me so well in writing the book because again it was a place I could go that was the same. It just also happened to have friends and a cleaner bathroom and a door and such, so it was a level up for sure and I'm grateful I had it when I did.

Now in terms of writing the actual words and the rhythm of that, it was interesting. It was for sure the hardest thing I've ever done in terms of work and effort and struggle. I'm a recovering perfectionist, and I like to see the final result of something pretty quickly. That's why I love

podcasting. I can go from nothing to a finished episode in three hours if I'm in the zone. Books don't work that way. You're not finished, kind of ever. The only reason the book is finished now is because there was a deadline. You can't change anymore words. We're done. It's like Saturday Night Live. Lorne Michaels said, "We don't go on because the show is ready. We go on because it's 11:30pm." And that energy is really difficult for me. I learned I can do it. I learned I can write garbage words for weeks on end and not die. It felt a little like I was going to, but I did it.

I mentioned this in the intro, but I wrote 60,000 words that were not used. I basically wrote a book in order to find the book that you'll hopefully read in a few weeks. And it was really hard. The thing that you don't realize about writing a book until you sit down to write one is that structure really matters. You can feel when a book is just a collection of essays or blog posts. There's no throughline. There's no structure that's taking you from point A to point B to point Z by the end of the book. Good books have good structure, and you might not even notice it because that's what the structure's for. You're on a path, you're on a road, you know where you are, and as you travel with the author, you don't get lost. You know what's happening. That's what it's like to read a well-structured book. Well, y'all, I could not find my structure. The number of chapter outlines I drafted is astounding. I cut up so many index cards with various chapter titles and topics written on them, trying to Tetris a book together, and I could find it. And I almost quit. It was that hard.

It wasn't that I wanted to quit because I couldn't do it. I mean that was part of it; I definitely felt like I could not do it. But I didn't think I could hold up my end of the contract. My brain and the linear way that I think does not match well with writing a book and still doesn't to be honest, at least those early stages of writing when you're just throwing words at the wall, but I knew for awhile there that my book was not good. It was really bad. And I didn't want to submit a manuscript that was bad or sell a book that I wasn't proud of. It was so conflicting and creatively pretty dark for awhile. And I know that's a relative thing and difficult in a specific context, but your problems are still your problems. Perspective helps mitigate some of the intensity, but my reality was rough. I cried a lot. I just couldn't find the book. I kept starting over, I kept reorganizing, I kept trying to build the machine.

Some things need a machine, and even a book does eventually. The structure matters. But sometimes you have to start small rather than building a big machine, and as you start small, you see what you need the machine to be in a more clear way. And that's what happened. My agent, Lisa, got a lot of stressed Voxes from me saying that I couldn't do it, that I was really struggling, I was worried about not making the deadline or not turning in anything good because I couldn't find the book. What I pitched was not the book, and I discovered pretty early but had no alternative yet. And Lisa said to me, "Just write words. They don't have to go in an order yet, you might not use them all, they will not be linear. But unless you start writing, you won't find it."

So I started writing. And I wrote 60,000 words that no one will ever see. But - and here's where I get to tell you what's inside - I found it. Writing the words helps me see something that makes this book something I'm incredibly proud to put into the world because I think it's good, but it's

good because it's going to help make your life better. It's going to help you be a whole person. It is a guide to being soulful and efficient at the same time. This is what we want, you guys. We want to live well and care about things that matter but also not feel constantly tired and under water with everything there is to do. This book helps you not just get your head above water but your whole body. Our goal here is for you to be chilling on an inflatable flamingo or something. You're still getting stuff done and doing it better than you did before, but you're not hustling and stressing and managing more things than you need to.

So in writing the book before I found the book, I saw a thread that I had never noticed before. In all of my podcast episodes, in all of my blog posts, in everything I share in living like a Lazy Genius, there are principles. There are thirteen consistent principles that are the foundation for everything I share and teach here. Everything. Every single thing. When the principles started to emerge from those 60,000 words like one of those Magic Eye posters, I was so thrilled but also a little skeptical. Could they really work everywhere? So I went back to past episodes and things I've said and wrote and looked for a handful of Lazy Genius principles. They're everywhere. They're in everything. So basically with these thirteen principles that I lay out in The Lazy Genius Way, you can Lazy Genius anything.

I got messages all the time asking for advice on how to Lazy Genius something or how to LG something as the Lazy Genius Facebook group often says which I love so much. And while I love helping you all figure out a Lazy Genius way for your challenge, this audience is growing and I simply don't have time to respond to every request for help with specific, personal challenges. But the book takes the place of that. The book teaches you how to think like a Lazy Genius and gives you actual principles that you can use like a Swiss army knife and create a system or solution or a deep breath around whatever is stressing you out. One challenge might only need one principle, and another challenge might need four or five working together. But the point is this book teaches you how to think like a Lazy Genius. I say this in the book, but you do not need another list of things to do. You need a new way to see. So many self-help-ish books don't work for very long because it's a list of what to do, how to spend your day, what your morning routine should look like, and often that rubric matches the author's and the author's stage of life and job and priorities. Well, what if you're different from her? What if you don't have kids? What if you aren't a morning person? What if what if what if? That's why a lot of those books have tips that help for a season, but once your season changes they don't help anymore. This book is different. These Lazy Genius principles are lifelong because they're principles, they're not tips. They're not checkboxes. They're tools. I'm not a tool person, so this analogy might be very incorrect, but a hammer does a few things, right? You have an actual toolbox with tools in it... wait, hold on. Kitchen tools. I can talk about kitchen tools. This feels more my speed. Okay, kitchen tools. A bench scraper has many jobs. It can fulfill many needs. It scraps off the counter, it cuts bread dough into pieces, it helps get dried grime off a pan, it is a surprisingly effective tool to get a bunch of LEGO off the floor. Its size and shape and general purpose are the same, but depending on what your challenge is, you might use the bench scraper in a specific way. That's what these principles do. They're tools, they can be used in a variety of scenarios, and their functions change when they're paired up, when you use two or three principles together. I'm just really excited about this book because it teaches you not to

live my life, not to follow my system, but to build your own in whatever stage of life you're in with whatever your priorities are while still being a Lazy Genius, while being a genius about the things that matter and lazy about the things that don't.

So that's what's in the book, and that's how I found it. That's how I wrote it. And once I found the principles, the book came together so much easier. Now did my editor help me tremendously put even more structure to the book once we found what the book was? Uh for sure. Again, I can share more about the editing process in another behind the scenes episode down the road, but in book writing and in life, once we name what matters, once we see what we're after, things fall into place more easily. Does that mean the work itself is easy? No. But it makes you excited to keep going because you're going after what matters.

So that's a peek inside The Lazy Genius Way.

Now before we go, a couple of book-related details if you're interested. Starting today June 15th all the way through August 10th which is the day before the book releases - it releases Tuesday August 11th - did you know all books release on a Tuesday by the way? All of them. Every single one. Okay so from today until the day before the book comes out, you can go ahead and order it from wherever you like, I personally dig a preorder from a local bookstore myself, but you're not evil if you order from Amazon or Barnes and Noble. It's a thing it's totally fine. But starting today until August 10th, if you order the book and then go to [thelazygeniuscollective.com/book](http://thelazygeniuscollective.com/book), you can enter your order information - it's very simple - and you'll get a major thank you preorder bonus from me. I'm giving the complete digital Lazy Genius library away for free to everyone who preorders the book. That includes newly designed and edited The Swap: The Lazy Genius Guide to Decluttering for Life, The Meal Plan: The Lazy Genius Guide to Happy Dinners at Home, The Holiday Docket: The Lazy Genius Guide to Celebrating Well (which I know it's summer right now, but it's gonna be September real fast), and the brand new The Clean Slate: The Lazy Genius Guide to Keeping Your Home. So you get all four of those - which when I sell them and I do sell them and will continue to sell them in the future - all four of those are a \$122 value if you were to just buy them. And you get them for free as a thank you for preordering.

A couple of quick answers to questions you might have. First, what if you already ordered from Amazon or your local bookstore? Can you still get the Lazy Genius library bonus? Yes for sure. As long as you have an order number from an email or from your list of orders in your Amazon account, you're good. It doesn't matter when you bought it. The timeline of June 15-August 10 is really related to when this digital library is offered and available.

Next question, when will I get the digital library? Immediately. Which leads me to a question you might not ask but I need to answer anyway.

This bonus is not connected to where you buy your book. Amazon and your local bookstore and wherever else have no idea about this bonus. This bonus comes from me. So sometimes preorder bonuses feel confusing because you order but then nothing happens from the author

who promised this thing. That's because the author doesn't know yet that you bought the book. You have to tell her, and you can tell me at [thelazygeniuscollective.com/book](http://thelazygeniuscollective.com/book). You'll enter your order information, and then we have a big ol' email machine built that will deliver the digital library to you pretty much right away. If it doesn't hit your inbox in the first minute, just hang tight. It might take a few minutes, but if you have trouble with anything, email [kendra@thelazygeniuscollective.com](mailto:kendra@thelazygeniuscollective.com), and Leah who is my Girl Friday and takes care of a ton of things behind the scenes will get you fixed up.

Now if you are on the fence a bit or if you're the kind of person who just doesn't buy books sight unseen which I get, I have fun news. My publisher which is Waterbrook Multnomah, has the intro, the entire first chapter, and part of the second chapter up on their website for you to read right now. We'll put a link in the show notes for that, or you can go to [thelazygeniuscollective.com/book](http://thelazygeniuscollective.com/book) to read the sample! Everything you need regarding the book - FAQ's, the sample, preorder claims, all of it - is at [thelazygeniuscollective.com/book](http://thelazygeniuscollective.com/book). We'll keep it real simple.

Okay, this is really special, and if you're listening that means you care enough to still be listening, and I deeply appreciate that. I'm so excited for you to read this book. Like it's deep in my bones how excited I am because I believe in it. I believe it has such power to legitimately help your life, not in a trying to grab air kind of way and not also it's not about being a robot. The Lazy Genius Way is system and soul. There are so many mixed messages on what it means to live well, and this book helps you live well by your own definition. I'm just so excited. So thank you for being excited with me, thank you for preordering, I hope that you enjoy the Lazy Genius digital library as you wait for the book, and I mean this when I say that this book would not exist without you because this book is for you. It's for you, and I can't wait for you to read it, especially getting it right before school starts up again? The time could not be better because we have a lot to Lazy Genius the rest of 2020, and I'm honored to be part of it.

Alright, that's it for today. Thank you for listening. Thank you for buying the book. Thank you for being excited. Thank you for being truly delightful humans. What a beautiful, cool community we've built here. Until next time, be a genius about the things that matter and lazy about the things that don't. I'm Kendra, and I'll see you next week!