



*comeback*

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Behind every great project, career, or idea, is a lot of work. Putting our heads down and checking items off our to-do list is what gets us to our goals, but that isn't always easy.

We all have our processes and we've collected some stories on how to make them better. From managing multiple jobs to keeping your work efficient, this issue is all about time management.

Let's get things done!

Iris Zhou





## interview with Steven Van

### Tell us about how you got to where you are today.

In May of 2015, I started a YouTube channel after seeing the potential it could bring to my career. I knew I was capable of growing it and so I uploaded 3x a week for 2 years. At the time, I was making graphic design tutorials and through that process, I needed to learn how to make my own videos (for YouTube). That led me into video editing, which eventually led me into photography. Now, I currently work as a Creative Director at Rozaay Management where we work on the marketing & content creation for athletes and entertainers. I got that position through reaching out to the CEO after seeing on a podcast.

### What is your creative process as a photographer, videographer, designer, marketer, and director?

Everything I do creatively ends up having to do with design, photo, video, and marketing. For example, when I put out a YouTube it goes through many stages:

1. Gather information (research)
2. Write script/notes
3. Record/film
4. Put video together (video editing)
5. Make thumbnail (graphic design)
6. Create titles, descriptions, and tags (SEO)
7. Promote on social media (marketing)

- Create Instagram story (graphic design/  
video editing)

- Format video for IGTV (video editing)

- Create Snapchat story (graphic design)

- Upload natively on Facebook

- Schedule to post video link on Facebook

- Post link on LinkedIn

- Post video snippet (most interesting 30  
seconds of the video) on Twitter

- Schedule to post link on Twitter

- Post video links in Discord channels

8. Interact with people who comment + gather feedback.

Every piece of content I product goes through the same process. First, I determine how I'm going to make it, I make it, put it out, market it, then gather feedback.

**How do you stay focused on one task at a time?**

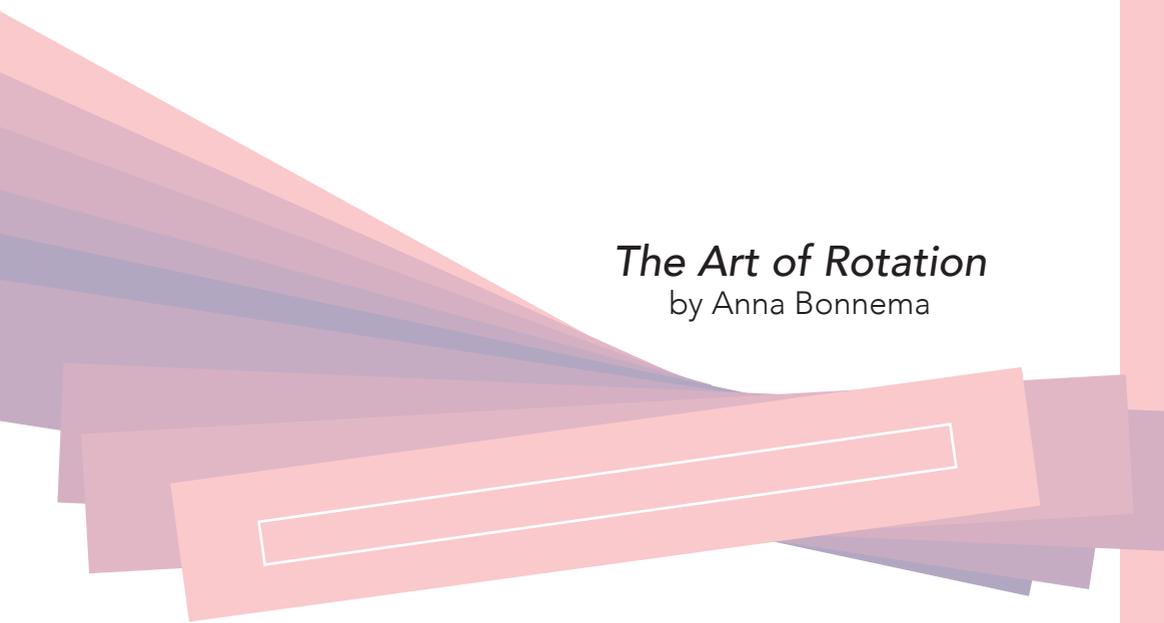
I create to-do lists and make sure I get those things done within a week. I have a master to-do list (weekly tasks) and mini to-do lists for specific projects/tasks.

**What are your goals for you and your business in the next five years?**

I want to eventually go on tour with an artist (work with them directly) and hopefully work on commercial projects where I have creative freedom.



Find more of Steven at [steven-van.com](http://steven-van.com)



## The Art of Rotation

by Anna Bonnema

As a mom of triplets, I learned to practice the art of the rotation very early on. I would feed one tiny baby, lay him/her down and rotate to the next one. I never propped their bottles and fed them all at once because I treasured the time with each one individually—holding each close to my heart.

Time moved on and before I knew it I had active toddlers. Since they had been together from the start, they shared toys pretty well. I realized one afternoon that they were actually always sharing. That day, I spread out the bug quilts that were lovingly made for them by a family friend, and on each one I placed a special toy or book and one child. This was their own space with their own toy. After the time was up and they grew bored, I rotated each child to another blanket, with another toy—all to themselves. Often I sat on a blanket as well, and I treasured the time with each one individually.

Time moved on, and before I knew it I had kindergarteners. Because they were all three in the same class, often they all wanted to tell the same stories—at the same time. Right after lunch, I would take one child and a book of their choice and we would snuggle up on the sofa. I would read the book, and they could tell me about their day. I treasured the time with each one individually. For those moments, often 15-20 {they had a lot to say}, it was just the two of us.

Time moved on, and before I knew it I had elementary school students. Often, as the evening would wind down, we would gather in the family room for a short TV show. We would snuggle up on the sofa under blankets, regardless of the season. At the start of the show we would calculate the length, and divide it by 3,

thus allowing each kiddo time to snuggle alone with me (and their dad, and truth be told—the dog). When the time was up, someone would yell, “rotate” and everyone would move to the next spot, and I treasured the time with each one individually.

Time moved on, and before I knew it I had middle school students. One afternoon I found myself reading next to one of my girls in the upstairs study. Both under blankets, the dog in the middle we sat with our feet touching. Once she finished her reading, I moved downstairs to our barn table with my other girl who was just starting a drawing. I sat directly across from her and opened my water color paints. Both doing art, we sat with our feet touching. After we finished, I moved to the couch where my son was watching the Tiger’s game. We sat, with the dog in the middle, curled up with our feet touching. I treasured the time with each one individually.

As a mom of triplets, I learned the art of the rotation very early on. And, to this day, we still practice this art. Because time together is truly the most important gift I can give my children. In a culture of busy and more, it would be easy to go to bed each night having only briefly rushed past each child. By giving the gift of time to each of my children I am modeling for them the value I place on presence. It is counter cultural to slow life enough to sit, to curl up, to listen well. But by doing this very thing, I am planting the seeds in the next generation—in hopes that they will grow up valuing the art of the rotation, which is at its heart the art of spending time together. The art of presence.

Find more of Anna at [@annabonnema](https://www.instagram.com/annabonnema)

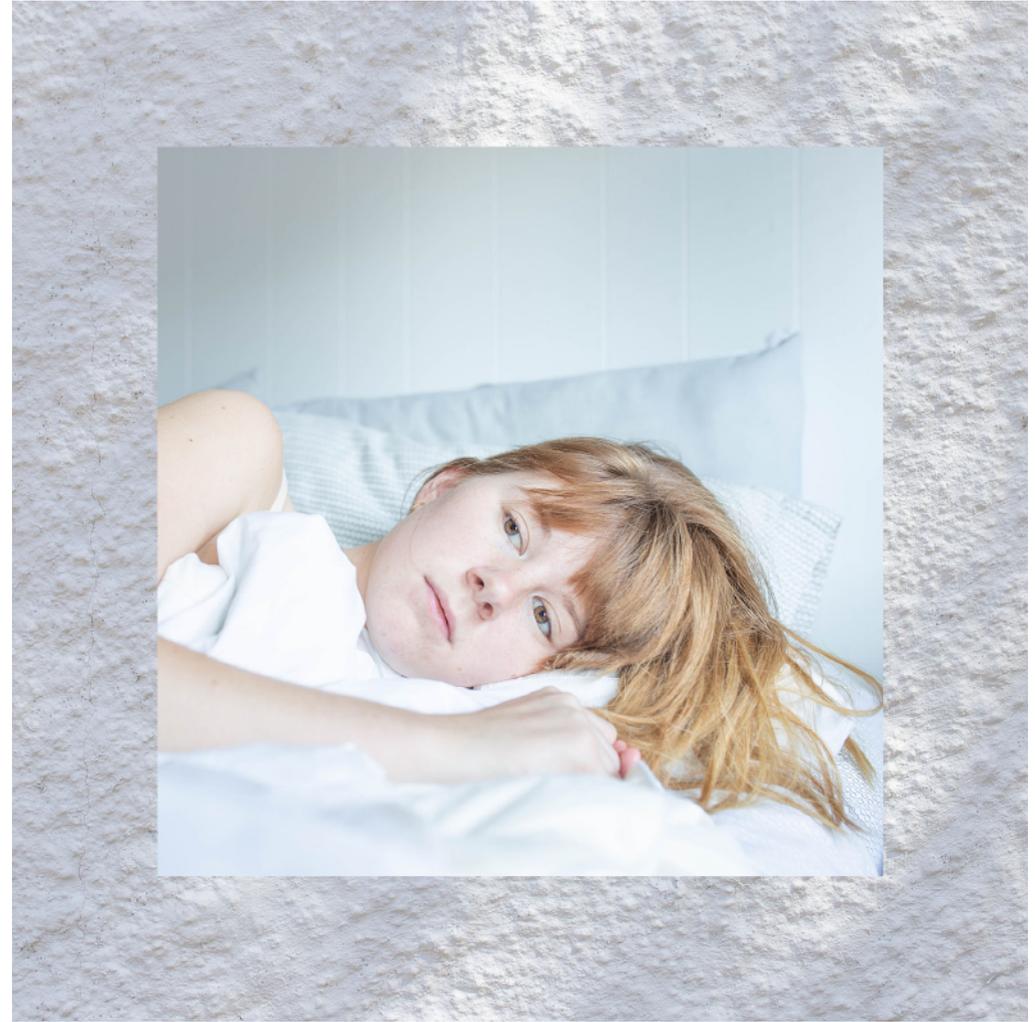
## Slowing Down

by Katie Raymond

There are people, objects, and myself that I encounter every day. Activities as mundane as waking up, taking a shower, and aligning at the dining room table are all routine. I photographed these happenings and juxtaposed them with a walk I took around my neighborhood - to break my routine, in an attempt to slow down. I noticed aspects of my everyday outside landscape that I don't frequently stop to admire. I found that in slowing down to observe and feel re-enchanted by my surroundings, I can slow down to appreciate those everyday moments that populate my own sphere.

*Find more of Katie's work at [katie-raymond.com](http://katie-raymond.com)*





## HOW TO: MANAGE A SIDE HUSTLE AND 9-5

Written by Tori Dunlap



**Side hustle:** it's the word(s) of the year. Or rather, of a generation: millennials are known for their hustle, with over a third opting for a second (or third) source of income. Many more millennials have passion projects: maybe not profitable, but instead offer individuals the opportunity to explore an interest and add skills. We could spend a whole article or six talking about why millennials love the side hustle (crushing student debt and the need to feel entrepreneurial are just two reasons), but before you jump into the grind deep-end, there are some things you need to prepare for.

In 2016, I made tens of thousands of dollars side hustling. As a professional digital marketer, I use my skills at my corporate 9-5 and as a freelance strategist for clients in my spare time. I also write and promote Victori Media — my personal finance and career platform for millennial women — which is a huge monster in and of itself.

There is a certain glamour to side hustles in this day and age, a certain badge of honor with being tired. You must do a million things and never be satisfied and push until you can't push any harder. Work to get ahead, make more money, gain more skills. It's an easy trap to fall into.

It's moments like these when I realize that having a full plate — corporate job plus side hustle plus other side hustle plus a semi-social life — can and will leave you burned out. But only if you let it. You're allowed to work hard. You're allowed to be busy. You're allowed to make more money, work on more projects, indulge in a passion — but never without caring for yourself first.

I wish I could say I've found a perfect balance, but it's not that easy. I'll have an especially social weekend with friends, and nothing will get done for the business.

Managing your time is **ROUGH**. There's no way around it. When you get home from work, all you want to do in collapse on the couch with a pint of Halo Top and a bottle of wine. But there are courses to create, and emails to respond to, and work to be done.

Good time management, goal setting, and prioritizing are so important. More than once (hundreds of times), I've crashed on my couch on a long day instead of working out, writing that blog post, or pitching a new client. And while this kind of care — shutting your brain off — is incredibly important, it must be harmonious with productive work.

So, what are some actionable strategies you can implement to regain some control over your 9-5 AND your side hustle?

1. What I discovered is that you have more time than you think you do. Every second of free time must be utilized, even if that means it's spent taking care of yourself. Those 20 minutes on the bus every morning? They're your time to check emails or respond to Instagram comments. Those 20 seconds spent waiting for your faucet to warm up? Do squats. Your walk to work or an appointment? Call your mom.

2. Manage your expectations. If you're anything like me, you've got a million and a half ideas (but not enough time, energy, resources, etc. to see them all through.) Understand that you are one person. Realize that quote "you have the same number of hours in a day as Beyoncé" is bulls\*\*\* because she has a chef, personal trainer, nanny, private jet, and money at her disposal. Be realistic with your goals and your hustle — the last thing you want is burning yourself out to the point where none of it gets done.

3. Work when you have energy. I often have myself so scheduled that things like meals, workflow, or bedtime are set

in stone. However, you may get an unexpected rush of energy at 10:36 p.m. — take advantage of it, because it might not come back for a while.

Working both a full-time job and a side hustle is one of the most challenging things you will do. But I cannot recommend it enough. It will open doors, give you new experiences, and make you an extra stash of cash. If you're a creative — designer, marketer, artist, photographer, writer, etc. — and interesting in leveraging your skills, now's the time.

Find more of Tori at [victorimedia.com](http://victorimedia.com)

## *procrastination*

Procrastination. We all do it to some degree and it can often set us back on the process to our goals. While I believe that we can't ever be 100% procrastination-free, here are some tips to make it happen a little less often.

- 1. Write it down.** This applies for both tiny tasks, like responding to that one email, or for the bigger goal that you are working towards. It's important to write things down as the act itself helps you remember, even if you don't look at it again.
- 2. Get to know the task at hand.** The more you understand the steps to completing the task, the better you will be at scheduling. If there are four parts to a task that will all take an hour each, you know you can put one hour into four days and start early. When you know how much work is ahead of you, you can better understand, and be proud of, the work you've already done.
- 3. Do the work daily.** The more often you work on something, the easier it will be to get into the mindset. Knowing that you'll be working on something soon allows you to prepare yourself beforehand, and also have no excuses for getting distracted.
- 4. Do the bare minimum.** If you've already split up your work into smaller tasks, and assigned them over the course of a couple days, then you should be well aware of what you truly need to get done today. If you know that you just have to get these few things done, there's no need to do more. You've already got it planned. You know you'll do more work tomorrow. Just do what you need to and you're set to go.
- 5. All it needs is completion.** Majority of the time, the task you need to complete does not need to be perfect. It does not need to be ground-breaking or the best anyone's ever seen. It just needs to be done and the second it is, you can drop it from your mind.

Everyone procrastinates, but things still get done in the world. Don't worry if you're doing a couple things last minute or some tasks just slip your mind. There is nothing you can't do, you just have to get going.



# NOT JUST BUSY NOT JUST BUSY NOT JUST BU

by Nabeela Parkar

You sit down at your desk and take out your books. Write a to-do list and get to work on the first task. You have some music playing in the background to get you motivated. Hours go by. And yet, it feels as if you haven't done anything. Sound familiar? The truth is, life is full of distractions that make it difficult for us to sit and complete a task, from start to finish, in one sitting. Chances are, during that time you went to the kitchen to get a snack (which turned into preparing a whole meal, while pretending you're on MasterChef) and needed to quickly check your phone (which turned into 20 minutes of Instagram scrolling). Without realising it, you end up spending so much time in 'work mode' that before you know it, its 10pm, your whole family is asleep and you haven't even had a moment to relax the whole day.

For me, a large portion of my year has followed the little scenario above. And before I knew it, I was burnt out, emotionally drained and a bit of a mess. It's exhausting to feel as if you're busy constantly with very little work to show at the end. The truth is, I was just being busy. Not productive. So, I'm here to share some of my best methods for working smartly and making the most out of my day, whilst still leaving time for rest, and calm.

## Prioritise

What are the chances that every single thing on your to-do list has to be done today? Something I've learnt is that prioritising is key. I work backwards from deadlines instead of from the current date. This helps immensely and makes

things feel a bit more manageable, and spread out.

## Tune in

I know that having my phone on my desk whilst I'm working is not the best idea. The minute I've reached for my phone once, I'm doomed. So, instead I (try to) switch my phone off and leave it in my drawer. If I'm using it for music, I put it in a different place so that I'll have to get up from my chair and walk to it if I want to check it. Out of sight, out of mind.

## Timer

Something I use when I have a lot to get through and minimal energy, is the Pomodoro method. (Unfortunately, it doesn't include tomato pasta - I was disappointed too). In short, it is a highly effective method whereby one sets a timer for 25 minutes and then takes a break before starting again. The idea is that those 25 minute sessions, time is spent purely focused on the task at hand. I find this so effective and I get so much done in that time. I would highly recommend this to anyone who struggles to get into work mode. Chances are, if you know you only have to work for 25 minutes and then you can take a break, you'll be more motivated and therefore productive in that time.

## Kind

Since I've started being more productive, I've found that I've had a bit more free time than what I'm used to. This (of course) has led me to feel incredibly guilty and questioning myself about whether I'm working hard enough. I've had to



learn that it's okay to plan your life to allow for relaxing. It doesn't make you a bad person. It doesn't make you lazy. So be a bit kinder to yourself and take some time out.

By doing some of these thinking, you should find that you have more control over your time, and that you don't feel like a slave to the clock, or your to-do list. Work smart, and you will see the benefits. And when the day is done, light your scented candle, put on that face mask and take a bath (or whatever self-care looks like to you). You deserve it. ▽

Find more of Nabeela at [missartscrafty.com](http://missartscrafty.com)

## *prioritization*

No matter what kind of work you're tasked with, there's only one you can do first, and there's only a few you can in a day. When you have multiple projects, a job and a side hustle, or a family to take care of, you can do even less. To help you prioritize, and get you doing what you truly want, here are some questions to ask yourself.

- 1.** What makes something important to you? When you're juggling multiple responsibilities, you need to know why you're doing it all.
- 2.** If you're letting other tasks and obligations take priority over a project, take a second to consider why. If the project seems less important than your other tasks, is it because you need to legitimize its value (e.g. your side hustle is a real business and managing it is a real job!) or is it because it truly doesn't matter in the short-term? Are you too busy with more important things at the moment and if so, is there a way to relinquish your responsibility for now?
- 3.** How much can you handle, and what do you want to be filling your time with?
- 4.** What tasks will make the biggest difference, make the most progress? Reduce your to-do list to only the essentials and schedule them into your day. What can you do today so that tomorrow, you're starting one step closer to your goal?
- 5.** What tasks can you ask others to help with? Whether that be guidance, answering the questions that have been stopping you, or taking on the task as a whole, the help of your network can allow you to get everything you want done, even if you can't be the one to do it.

Once you've figured out what you want to prioritize, make sure to schedule it into your daily life. Dedicate time in your day to the things you've chosen and get to work!



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