

Top Seven Mistakes Writers Make and What to Do About Them

By Judy Cullins

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Word Count: 793 words at 65 characters per line.

Thanks,
Judy

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Writers often get stuck because they make assumptions about writing, finishing, publishing, and promoting their books. A recent client confessed that he thought a book was just too big a project. Using professional, respected information, writers can finally realize their book dream.

1. They postpone writing their book.

I don't know an author who is sorry they wrote a book. They only wish they had written it sooner. Speakers can expand a talk; coaches can expand how-to articles; business people can share tips and short information pieces. Everyone put out a salable, respected book. They sell well today-on the Internet, at back-of-the-room, and can be a great boost to your credibility as a professional.

2. They write chapter one and other chapters before investing marketing time in the essential "Seven Hot Selling Points," one being writing the book's thesis.

The thesis evolves from answering what one major challenge or problem your book will solve. If the author can't answer his potential buyers question "Why should I buy your book?" clearly, quickly and concisely, he won't sell many copies. Another

advantage of writing the thesis before writing the chapters is that the writer will write more focused, compelling copy, saving time not going off track or writing two books under one cover. The thesis for *Time Management for the Creative Person*, by Lee Silber, is "Offers right-brain strategies for stopping procrastination, getting control of the clock and calendar and freeing up your time and your life."

3. They think they have to be an expert, great writer, or do mountains of research.

Write books on subjects you have passion for, and want to learn more about. As you research, interview, and write, you become the expert. Rough out what questions your readers will want answered; organize them in categories, which can then become the table of contents and the actual chapter titles. Know your book's message is significant, and has readers who want and need it. .

4. They aren't sure their book is significant enough to warrant their love, attention, and time.

If your book shares something new, something unique, something useful, it is significant enough to be written. Think about your audience out there, what they want and need. Think about yourself too. We each need to share our gifts with others. If we don't, we stagnate, wither and stop the natural flow. Whether your book becomes a great seller or not, write it because you can. Expect rewards too. "Affluere" from the Latin meaning to flow, translates to affluence. The more you put your self into your book; the more rewards will flow your way.

5. They wonder if their book will sell.

Plentiful markets or your preferred audience want your information. Whether you write personal growth, how-tos, business, or even poetry, your audience awaits your talent. When you stir their emotions with specific benefits, they will pay the price. Check out what is on the bookstore shelves, and on web publishing sites to see what's selling well. Self-help sells well, so do mysteries, parent/children, romance and sex.

6. They think they are alone is a long, difficult project.

Use your friends and associates to brainstorm with you. Let them give you feedback on the title, thesis, and one chapter at a time. They become peer editors, and also will give you even better words and ideas than yours to help make your book dream a reality. Take a community college, teleclass, or adult school class in book writing and publishing. Research on the Web. Subscribe to newsletters on book writing, publishing, and marketing. When the time is right, hire a book coach.

7. They think publishing is too long, too expensive, and too difficult.

With the eBook and Print Quality Needed (PQN) and Print on

Demand (POD) printing technologies, an author can get their professional looking book out within a month, a few months, but definitely in less time than with traditional publishing. With coaching and other professional services for parts of the project, the author is already selling books before they are printed -and writing at least three times faster, at practically nothing to one-third the cost. One client, Daisy Williams, of _Some Daisies Do Tell_ sold almost 100 copies before she printed through PQN. Think of the cash flow she created to invest in advanced marketing.

Rethink your former assumptions about book writing. They may be quickly corrected when you do a little more investigating.

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Judy Cullins: author, publisher, book coach

Helps writers manifest their book dreams.

20 clients published since 1999!

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