



JUNE 2011 NEWSLETTER WRITERS TIPS

Teresa's Quote of the Month

"Write what excites you."

Forget writing to the trends. By the time you write that zombie book, the reading public will have moved on to werewolves. Forget writing for the market. So what if there are hundreds of weight loss books already on the shelves, if there's something unique about your approach, write it anyway. Forget the naysayers. Whether it's an agent, an editor, or your spouse, ignore those people who tell you your idea will never fly.

Follow your passion. It's hard to spend months or years on a single writing project. You better love that idea before you ever start writing. It better excite you in every way. You'll need that passion to get past the rejections that are coming your way. You'll need it to fuel all those hours you'll spend marketing your book. You'll need it to overcome the disappointment of a bad review. This may sound like conflicting advice from a coach who often tells her clients to consider the market before publishing. But I've never said NOT to go forward with a book. I've always said to know what hurdles lie in front of you. I was told that *Dancing in Combat Boots* was a worthwhile project filled with good writing that would never sell. Why? Because short story collections don't sell well. But I stuck with the project because it excited me, because I felt passionate about it. Now, not only does it sell, but it has spun off into other projects.

Write what excites you. Not everything you write WILL sell, but at least you'll enjoy the process.

Writers Tip: Social Media for Writers

I've been asked by several people to state my opinion on social media. I'm intrigued by it and I know its influence is growing, but the jury is still out on just how effective this method is for MOST writers. Sure, some will hit it big using social media. Just as some used to hit it big by getting lots of radio interviews or newspaper reviews, etc. But most writers will see only moderate results for their efforts. Does that mean you should not do it? Of course not. If you enjoy doing it and if you've seen that it works for you, keep at it. But here is an interesting post that was forwarded on to me by a friend from MJ Rose's blog. MJ is a marketing guru and here is her take on the subject:

http://mjroseblog.typepad.com/buzz_balls_hype/2011/04/the-writer-as-willy-lomanive-been-told-tweet-facebook-myspace-blog-use-all-the-free-tools-and-use-th.html#tp