

The Business of Nonfiction Writing: Turning your ideas into profitable words

Course Description: Like anything else in life, nonfiction writing takes time and planning. It also takes the dedication to learn the processes required to become a successful author. Additionally, the willingness to put in the hours required to conduct research and put ideas into print are crucial in making the dream a reality. Everyone has knowledge, interests, hobbies, ideas and ways that they have succeeded at various initiatives throughout life. All of these are a potential basis for nonfiction writing content.

In this three-hour workshop, you will explore strategies for turning your ideas into a successful nonfiction book. Specifically, you will examine strategies to help avoid common mistakes in writing and publishing and identify techniques and resources to help enhance your success in the planning, writing, publishing and marketing of your book(s).

Learning Outcomes: At the end of this session and when applying concepts discussed and demonstrated participants will be able to:

1. Identify common key elements of the nonfiction writing process.
2. Establish a “writing business” in order to help ensure your success as an author.
3. Create a marketing plan that helps maximize your book and product sales potential.
4. Ways to build a strong personal brand in order to capitalize on your books and associated products so that you can create primary or residual income streams.

Learning Strategies:

Discussion
Lecture
Q&A
Small group activities

Who Should Attend? Authors, self-publishers and those aspiring to be a successful author/self-publisher.

Course Duration: Three Hours

Audience Size: Fifty (50).

Prerequisites: None