

Article AB-114

384 words

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

1-800-PARAPUB

# What to Write?

by Dan Poynter

What do you want to be doing in two years? What do you want to be writing about? What do you want to be speaking about? What do you want to be thinking about? What do you want to be dreaming about? What gets you so excited that you wake up before dawn – your eyes are wide open and your head is spinning with ideas. Realizing you can't sleep, you had to the keyboard.

Plan your future and your book now. It is best not to write on something that you are no longer interested in and do not want to pursue. Write what interests you.

“My object in living is to unite my avocation and my vocation.” —  
Robert Frost (1874-1963), American poet, *Tramps in Mudtime*.

For example, let's say you have been selling cars for the past ten years, but your hobby is golf and you are pretty good at the game. Do not write on cars even though you are an expert. Write on some aspect of golf. Once your book is published, people will request interviews, articles, seminars and consulting. Plan now to make sure they approach you on a subject you are passionate about.

Rich and Sue Freeman never intended to become writers. After 20-odd years climbing the corporate ladder, they requested six-month leaves to hike the Appalachian Trail from Georgia to Maine. Some 2,200 miles later, they conquered Mount Katahdin only to hear they would not be returning to the company. They had been downsized.

With all options open to them, they decided to share their newfound love of the outdoors. They kept hiking, researching, writing and applying their years of corporate knowledge to running the business.

Their first effort was a guidebook on the trails around their hometown that could be used by people of all ages out for a stroll. Books on hiking trails led to guides on biking trails and then to publishing other outdoor-

recreation authors. Their income dropped the first year but they were alive with a new passion. The latest book from Footprint Press is *Bruce Trial; An Adventure Along the Niagara Escarpment*.

<http://www.footprintpress.com>

Turn your passion center into your profit center. Do not write about what you *used* to do, pursue what you *want* to do.

-30-

---

 **Writing periodicals:**

**Dan Poynter** does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. For more help on book writing, see

<http://ParaPub.com>.

© 2008

or

 **Book Publishing periodicals:**

**Dan Poynter**, the Voice of Self-Publishing, has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see

<http://ParaPub.com>.

© 2008

or

 **Professional Speaking periodicals:**

**Dan Poynter** has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. He is past-chair of NSA's Writer-Publisher PEG and the founder of the PEG newsletter. For more help on book writing, publishing and promoting, see

<http://ParaPublishing.com>.

© 2008

-30-