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The Three Decisions Writers Must Make Before They Start A Book Project

By Marvin D. Cloud

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First, the bad news: there is no magic formula, potion or pill that will turn the story idea in your head into a manuscript. Words will not automatically appear on paper. All of the necessary elements for a "purpose-driven" book will not fall from the sky and converge in your lap as a completed literary work. It is entirely up to you.

The burden is on your shoulders. You are the one who must do the research, interview persons, recall conversations, develop an outline, create a draft, make your characters come to life, and keep readers interested enough to continuously turn to the next page. The good news is, you can do it.

Remember, whether you believe something is possible or not, you're right. However, I invite you to follow this compelling model for effectively writing a personal bestseller: M.I.N.E. (Motivation + Inspiration + Narration + Eternization). The right reasons (motivation) move you (inspiration) to capture words on paper (narration) for future generations (eternization).

But before you can get the full impact of M.I.N.E., there are three commitments that you must make to yourself before you can make any progress in writing a book:

1. Make a decision to write.

Since you have already thought about writing a book, there is really nothing else for you to think about. Stop thinking and start doing. Before you leave this page and before you finish this paragraph, make a decision to write. It can change your entire life. If you don't take new action, you haven't made a decision.

2. Make a committed decision to write.

How to do it, and if you can do it, are not to be considered now. Would you attempt to write if you knew for certain you couldn't fail? Since failure is often defined as "not trying," then trying equals success. I've discovered that carrying out a commitment is often easier than making one. You've made a real

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decision about a goal if, and only if, you find yourself doing something about it.

3. Make a committed decision to write with which you can be flexible.

Once you've decided to write your book, don't get stuck on the means to achieve it. You are going after the finished product. For example, most people think you can just write a book straight through. However, there may be greater value in planning out your book before you write your first word. Circumstances change and you must be able to change with them.

Most new writers and seasoned ones as well, don't write as much as they can on a daily basis. Even writing part-time, two pages per day is a good start, and more can easily be done if the effort is put forth. Spend the next 90 days writing at least one page per day. This will get you out of your comfort zone, out of the limits you have placed on yourself and out of what you have convinced your brain that

you can and cannot do. As you become more and more accustomed to writing and working towards your goal, you will probably discover that you didn't set a high enough quota of pages.

Marvin D. Cloud is the founder of mybestseller.com. His goal is to produce, market and sell personal bestsellers for "ordinary people with extraordinary stories." He is the author of the "Get Off The Pot" Writer's Workbook, Get Off The Pot ezine and the recently released book, "Get Off The Pot: How to Stop Procrastinating and Write Your Personal Bestseller in 90 Days."

Writing For Public Relations

By Ana Ventura

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So you're not sure how exactly to go about writing material for your public relations campaign, and maybe you're not even sure you want to. We're all busy people, right?

One of the best solutions for that is to just hire someone else to do the writing for you. "Wait a minute," you say. "That's going to cost me a fortune!" Maybe, maybe not.

Very large companies and corporations have a PR firm on a monthly retainer, meaning that they pay them every month to bust out public relations articles, press releases, or anything that needs to be written. Most likely this will not be a realistic approach for the small business owner.

So where do you go? Freelance writers are great place to start. They work on a per project basis, so if you've only got one or

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two documents to write up they will be your best bet. Freelancers charge either by the project or by the hour, depending on their preference. Fees for hourly writers can range from \$50 all the way up to \$150. Per project fees depend on what you'd like written, how long it is, and the complexity of the material.

A press release, for example, could cost anywhere from \$100 to \$800 for a more seasoned writer. If you would like a ghost writer to type up an article in your name, a feature length piece could go from about \$800 to \$3,000.

This doesn't sound like such a great deal, right? Well, if you know where to look for great writers, you could get a pretty good deal. There are a lot of Internet based companies that can do the work for a much more reasonable price. College students that are learning how to write for their majors can oftentimes write a release or an article that is just as good as a pro. And what starving, struggling college student wouldn't give you a deal?

If you would like to find a freelance writer within your immediate area so that you can communicate in person, try looking in your local phone book or asking a large PR firm for some names.

In the long run, it will probably save you a lot of time and

headache to hire someone else to do your PR writing for you. So take a look around; chances are you'll find a great writer that fits nicely into your budget.

Ana Ventura specializes in helping businesses, organizations, and individuals get media coverage. She is a PR expert at [DrNunley'shttp://FullServicePR.com](http://FullServicePR.com), a site specializing in affordable publicity services. Reach Ana at <mailto:ana@fullservicepr.com> or 801-328-9006.



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