

Write Publish Market.S5E14

SUMMARY KEYWORDS

professional writer, writing, entrepreneur, book, goals, funneling, writers, business owner, author, publishing, business, money, advice, soapbox, beneficial, today, podcast, client, temporarily, schedule

Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right published market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed up yet.

Hey, author entrepreneurs. Today, I'm going to climb up on my soapbox for just a minute and talk about the difference between professional writers and author entrepreneurs who are business owners writing a book to serve their business. These are two phrases, they get confused sometimes. And I want to make sure that we're clear as can be about the difference between these two types of people. Because a professional writer is not the same as an author entrepreneur; a professional writer is someone who is making a living, or trying to make a living by writing and selling books. An author entrepreneur, on the other hand, is a business owner who's wearing that writer's hat for just a short time, writing is not your job, whatever your business is, that's your job, you're just temporarily playing the part of a professional writer, if you will, to get that book written. And the reason that it's important to make this differentiation and separate these two types of writers is because you have different goals.

And if you are trying to define yourself by the goals, and the status, and all of that of a professional writer, you're going to end up disappointed, because your goals are not to make a living by writing and selling books. Your goals are, I'm assuming, credibility, you want to be a thought leader in your industry, visibility for you and your business. And ultimately, to get the readers of your book, however they get your book, get them into your business ecosystem, move them down the funnel so that they eventually become members of your community, one on one clients, participants in your group coaching program or purchasers of Your Signature Course, whatever the case may be whatever you're funneling people down to in your business sales funnel, that's where you're trying to get your book readers to go. That is very different from what a professional writer is trying to do day in and day out.

Another difference is again, writing is their job. So they should be writing, theoretically all day every day, when they're not marketing their books. Your time as a writer looks very different from that. You have set up a writing calendar, I hope that has you writing 30 minutes a day, 60 minutes a day for a few months. That is a completely different scenario than what a professional writer is doing. If you were to Google, for example, advice for writers, you would see so much information that is not beneficial to you, will not be useful for you. Now listen, there are quite a bit of pieces of advice that will be beneficial.

They do translate from professional writer to other entrepreneur, such as you know, write every day, you know that I believe you should be writing every day, even if it's not for your book. If it's not working on your book, you should be writing something every day just because writing is a muscle, where it's a professional writer, they're working on their book every day, you should also not ignore the advice to schedule writing time, a lot of advice for writers will say you know, write in the morning, so you get it out of the way you're writing for the day. To me that's baloney. Unless writing in the morning is the most beneficial for you. If you've determined that that's when you're most capable of getting your writing in. That's when you know you have the most creative energy, then great, write in the morning, but don't worry about when it is, worry about scheduling it and then honoring that schedule, that commitment that you have made to the writing.

But there is lots and lots and lots of advice out there for writers. And a lot of it is for professional writers. And you have to be able to make that distinction. Because otherwise you're going to go down a road that's going to lead you away from your Northstar, which is the goals that you've set for yourself, because you are probably not going to make a living by writing and selling books. You might be just interested in writing this one book, in which case a lot of the advice for professional writers is not going to apply to you because it's about setting up a fan base for your books, plural. Already, that's a difference. Your goal is not to sell millions and millions of copies. We've talked about that many, many times here on the podcast that the money is not in the book. The money comes in a roundabout way for business owners, not directly from the book sales themselves and book royalties, which is how professional writers make their money, that's their bread and butter, that is not going to be the case for you, the money for you is going to come through, you know, funneling those people down that we talked about to get people into your programs and your courses, and one on one, client rosters and all of those things. It's also going to come from things like speaking fees, and bulk orders for your book to appear in a swag bag at a conference or an event or something like that. So the money comes in very different ways for professional writer versus an author, entrepreneur.

So the main takeaway that I want you to have though, is the goals you have very different goals when you are an author, entrepreneur. So when you hear advice for professional writers, about goals, and bestseller lists, and all of that kind of stuff, remember that that is not what you're trying to do, you are not trying to become a professional writer, you are trying to become an author entrepreneur, you are a business owner, who is wearing that writers hat temporarily, just for the time of writing this book. And maybe you'll wear it again one day for book number two, maybe you will, maybe you won't, that's not something that you have to decide right now. What you need to know right now is that writing is not your job, your business is your job. And you're temporarily wearing this writer hat for time to get this book written and out there to serve your business. So that is my soapbox moment for today. Thank you for coming to my TED Talk. If you have questions about this, please reach out and find me. Let me know what they are, if I can clarify this for you in any other way. But this is a really I see this almost every day working with business owners is that they will say I saw such and such and then they end up discouraged. And I don't like to see that. And I'm hoping that we can avoid that in the future. So thank you for listening today. And until next time, keep writing.

Thanks for listening to today's episode of the right published market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you've taken some time out of yours to journey into the

world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab