

Jack L. Hayes

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## Nonfiction Writing — My Approach

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*Documenting history is one thing. Giving it life beyond the ink on a page is another. (Unknown)*

### Summary:

I generally write two types of nonfiction books. My “serious books” are business-related (*Business Fraud: From Trust to Betrayal*, *The Power of 2: Jump Start Your Business*, and my latest is *Embezzlement: The Ultimate Betrayal*). My “fun books” focus on Major League Baseball and include, *Baseball’s Finest Moments*, *Baseball’s Archives, 1845 – 1959*. My most recent is *Baseball’s Greatest Hits & Misses*. Overall, four of my six books are FWA Royal Palm Awards winners, and the two recent ones are finalists in this year’s competition.

### For your consideration:

I believe that my personal responses to the below six categories help me to make my decision as to whether or not to write a new book:

#### 1. Fresh Idea-Is it Marketable?

It’s great to have solid idea, but will it sell? Ask yourself. Why this book? Have others written on same topic? Will your book provide a different perspective and resonate with readers? Does it solve a problem that someone wants to solve? Or, perhaps it’s an educational book, or a book that will be satisfying to read.

#### 2. Expertise/Creditability

Do you have in-depth knowledge of the subject? Are you viewed as a credible source on the topic? Can you explain why you are the best person to write – and promote – your book?

#### 3. Target Audience

Who is going to read your book? Is there enough interest in what you will have to say? Will it resonate with readers? Will it stand out from those others on the exact topic? (If you answered “no” to any of these questions, perhaps you should relook at item one.)

#### 4. Research Requirements

Accuracy is the foundation of every successful nonfiction book as most readers readily accept that the author’s information is correct. Your research must be in-depth and fact-checked to ensure accuracy. This type of approach helps your credibility when you are asked that inevitable question, “How do you know?” Also, under your Author’s Notes, you may wish to include listing the source(s) of your information.

#### 5. Finding an Editor

Don’t even think about going it alone—seek out a qualified editor! I like to check references and hear what other clients have to say. Ask for a five to ten page no-cost sample edit. Try to find someone who has a good understanding of your subject matter. Possessing strong grammar, spelling, and punctuation skills are also high on my needs list. Compatibility is a must. Make certain that you clearly understand your agreement and deliverables.

#### 6. Marketing Strategies

Whether you go with a traditional publisher or take the “Indie” approach, the level of success achieved in selling your book will primarily be your responsibility. This means that you must come up with a promotional plan: a.) Know your audience. b.) In addition to those strategies that have been around for years, market your books where your target audience can be found. Therefore, take a good look at using social media to publicize your book. Check out the informative site listed below for practical marketing tips. <https://socialmediajustforwriters.com/authors-use-new-pew-center-results-to-better-reach-your-readers/> c.) Create a blog and write posts. d.) Be creative, use a unique approach when marketing your book. Do as I do, and discover new ways to locate potential readers. It works! (I shall explain)