

The background features abstract, overlapping geometric shapes in various shades of green, including lime green, forest green, and dark green, creating a modern and dynamic visual effect.

How to Make Money Writing

John Hope

The Story of the A-B-C-D “Hot Dog” Friends



Amy



India

Betty



Nepal

Carol



Australia

Debbie



Amy's Hot Dog Business



India

- **Problem #1:** Hot dogs contains rat droppings
- **Solution #1:** Amy upgrades to all-beef hot dogs
- **Problem #2:** People of India don't like beef
- **Solution #2:** Amy switches to all-turkey hot dogs

Amy's Hot Dog Business



Amy's Lessons

- Quality
- Know Your Customers



India

Betty's Hot Dog Business



Nepal

- **Problem #1:** Nepalese people don't know what hot dogs are
- **Solution #1:** Betty tours the country, sharing hot dogs and hot dog information with lots of people
- **Problem #2:** Nepalese people must hike the Himalayan Mountains to buy hot dogs
- **Solution #2:** Betty opens a chain of hot dog restaurants throughout the country

Betty's Hot Dog Business



Betty's Lessons

- Advertising / Networking
- Make Product Accessible



Nepal

Carol's Hot Dog Business



- **Problem:** Australians LOVE hot dogs so much, Carol keeps running out
- **Solution:** Carol sets up a network of hot dog-producing factories and keeps a daily quota of hot dogs



Australia

Carol's Hot Dog Business



Carol's Lesson

- Work Hard to Produce



Australia

Debbie's Hot Dog Business



- **Problem:** Initially discovers there are not too many people to buy hot dogs at the North Pole.
- **Solution:** She gets lucky. Christmas elves pop out and buy lots of hot dogs. Santa gives Debbie a multi-million dollar contract to produce hot dogs for his elves for the next 100 years.



Debbie's Hot Dog Business



Debbie's Lesson

- Be Lucky



Hot Dog Friends



▶ Lessons Learned

- ▶ Quality
- ▶ Know Your Customers
- ▶ Advertising / Networking
- ▶ Make Product Accessible
- ▶ Work Hard to Produce
- ▶ Be Lucky

Who Makes Money in Writing Industry?

▶ Well-Established Writers

- ▶ People who already have a fan-base and best-sellers

▶ Editors / Publishers

- ▶ Those who get paid to help writers and/or make money from writers

▶ Specialized and peripheral companies

- ▶ Printers, advertisement agencies, lawyers, online stores

Make Money Writing

- ▶ To make money, handle writing as a business
 - ▶ Art = Creative, From the Heart, Warm
 - ▶ Business = Organized, Wise Discussion-Making, Cold



How to Run a Writing Business

- ▶ Step 1: Create a business plan
 - ▶ Outlines how business will be handled
 - ▶ Plan for near-term investment and long-term gain
 - ▶ Organizes yourself
 - ▶ What are you planning to do?
 - ▶ How are you going to do it?
 - ▶ Short term / long term goals?
 - ▶ Weaknesses / Strengths?
 - ▶ Look for “Start Up Business Plan”

How to Run a Writing Business

Business Plan Example

- ▶ John's Goals
 - ▶ Artist Goal
 - ▶ Financial Goal
- ▶ John's Jobs
 - ▶ Writer
 - ▶ Publisher
 - ▶ Speaker
- ▶ John's Plan
 - ▶ Schedule - DEADLINES
 - ▶ Budget
 - ▶ Structure

How to Run a Writing Business

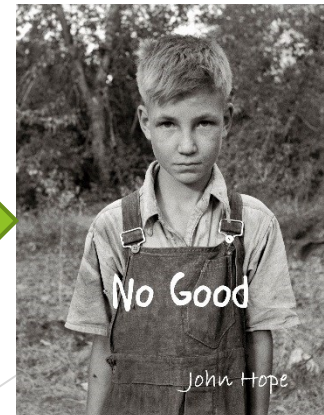
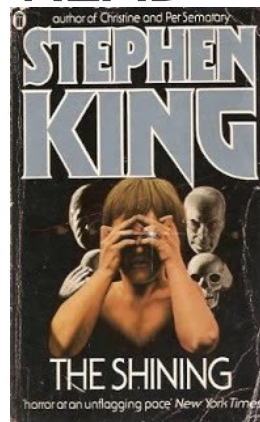
- ▶ Next, Learn from the Hot Dog Friends
 - ▶ Quality
 - ▶ Know Your Customers
 - ▶ Advertising / Networking
 - ▶ Make Product Accessible
 - ▶ Work Hard to Produce
 - ▶ Be Lucky

Writing Business: Quality

- ▶ Writing Critique Groups
- ▶ Classes / Writing Workshops
- ▶ Talk to / Meet Good Writers
- ▶ Write and Re-write
- ▶ READ, READ, READ

Inspiration could come from anywhere

Example:

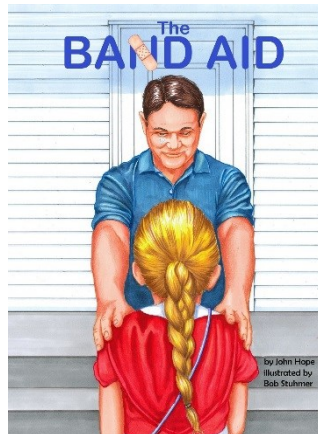


Writing Business: Know Your Customers

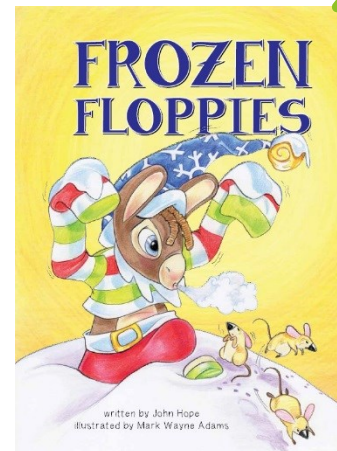
- ▶ Read books in your genres
- ▶ Talk to / Meet people who read the books you write
 - ▶ What does your audience want?



Example:



- vs -



Fun Fantasy

Kid-Friendly
Cuteness

Series of Stories

Make Your Own
Floppy

Game /
Merchandising

Writing Business: Advertising / Networking, 1

- ▶ Website / Blog
 - ▶ Need a place to send people
 - ▶ Website Hosting (requires some web knowledge)
 - ▶ Wordpress, Blogger (Google)
 - ▶ Author Central (Amazon)
- ▶ Advertising companies
 - ▶ Ads average 10% effective

Writing Business: Advertising / Networking, 2

- ▶ Freebees - promoting / advertising you and your books
 - ▶ Bookmarks, Flyers, Calendars (Uprinting.com, etc)
 - ▶ Coloring pages, word searches
- ▶ Promotions
 - ▶ Free / Discounted books
 - ▶ Attend book fairs / other events - Book Prizes

Writing Business: Advertising / Networking, 3

▶ Book Reviews

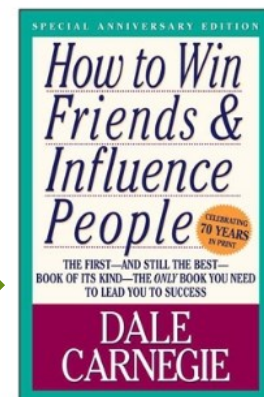
- ▶ Invaluable way of drawing attention to your book
- ▶ Notable reviewers
- ▶ Local / National Newspaper, Goodreads.com, etc
- ▶ Give out copies of books with the promise they'd write a review

▶ Writing Contests / Awards

- ▶ Sometimes hard to win / attend
- ▶ Can be very attractive if you win

Writing Business: Advertising / Networking, 4

- ▶ Mailing list
 - ▶ iContact.com, MailChimp.com
 - ▶ Start a list by asking friends / existing fans
 - ▶ Give option to opt out
- ▶ Periodical newsletter
 - ▶ Email / website
- ▶ Attend writers conferences / book conferences
 - ▶ Meet people



Writing Business: Advertising / Networking, 5

World's
Economy



Buy Low, Sell High

- VS -

God's
Economy



*The More You Give,
the More You Get*

Networking



Writing Business: Make Product Accessible, 1

- ▶ Again, need a website
 - ▶ List your books, links to read / buy
 - ▶ Add “Contact” page to allow people to ask questions / requests
- ▶ Hardback, paperback, eBook, audiobook
 - ▶ The more formats the better

Writing Business: Make Product Accessible, 2

- ▶ Distribution (publishers' superpower)
 - ▶ Bookstores
 - ▶ Big chains are dying
 - ▶ Local, small shops are not
 - ▶ Amazon and Barnes and Noble websites
 - ▶ CreateSpace, Kindle Direct Publishing, Nook Press

Writing Business: Make Product Accessible, 3

▶ Book Fairs

- ▶ Check for invites for local authors
- ▶ Never hurts to ask

▶ Book Signings

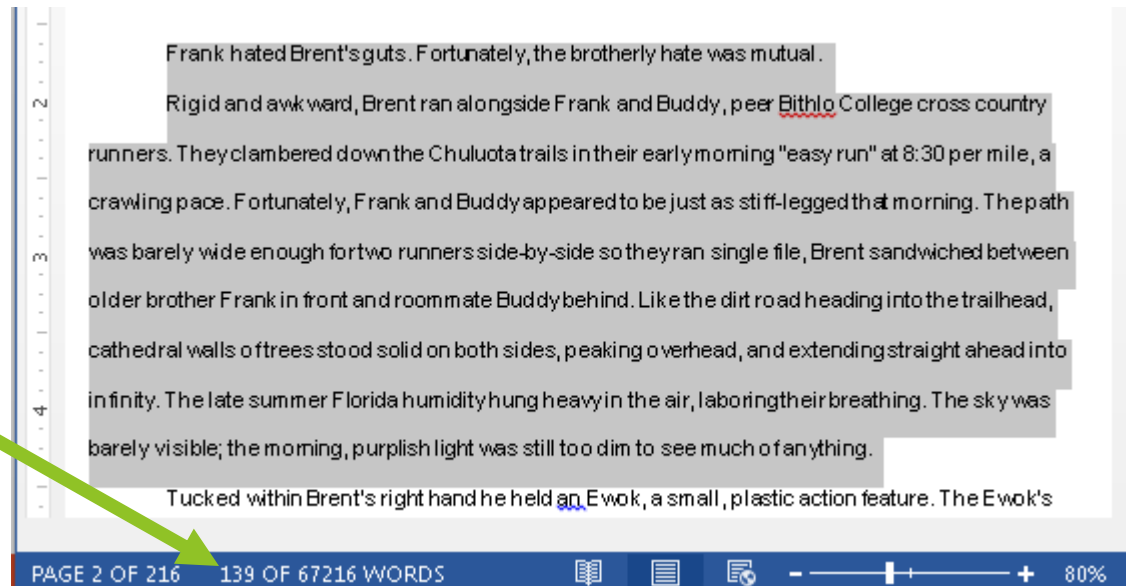
- ▶ Find locations will a lot of traffic
- ▶ Find your audience

▶ Give Presentations

- ▶ Offer signed copies of all books purchased

Writing Business: Work Hard to Produce, 1

- ▶ Set daily word count goals
 - ▶ Keep a “Word Count” log / journal
- ▶ Balance with attending conferences / meeting with friends



Writing Business: Work Hard to Produce, 2

- ▶ Find a writing spot
- ▶ Don't wait for inspiration
 - ▶ *Let feelings follow actions*
- ▶ Finish as quickly as possible



Writing Business: Be Lucky

- ▶ **ALL** successful writers have a lucky break story
- ▶ Try and try and try and try and try
 - ▶ “You miss a hundred percent of the shots you don’t take.” - Wayne Gretzky



How to Make Money Writing

- Insert inspirational story here





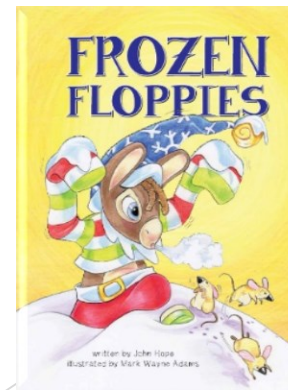
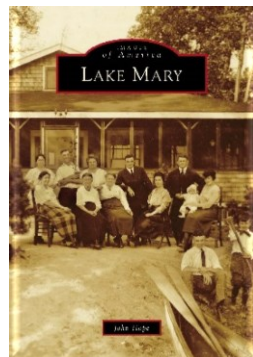
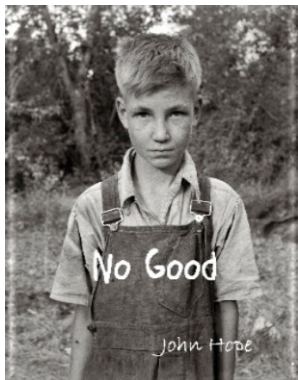
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Questions?



Coming
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