



# The State Of Book Writers in America 2009

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The Writer's Interface & Rose Circle Publishing

## Content Keys

books...story...writing...fiction...editing...writer...publishing...writers...publishers...authors...creative writing...book reviews...writer's... write a book...book publishers...writing books...literary agents...writing fiction...writing a book...writing courses...American writers...famous writers...fiction writers...new writers...book writers...writing workshops...writers conferences...

## Web Publishing Report 2009

So you want to write a book, write fiction, be an author, get published, do creative writing, become a famous writer? How do you go about this writing goal in today's world of 2009?

Do you go to writing conferences and workshops to learn craft and become known? Or can you best become a modern writer through Web courses and things like publishing your own blog?

What is it that American writers, especially, can do to get themselves published and get paid for their writing work that hopefully benefits humanity as well as America?

Here is the Shock Factor: regarding novel writing, and even non-fiction, everything has moved to the web and book publishers are in decline.

The single largest publisher of free and paid for entertainment and information in today's 2009 world is the World Wide Web. Better get used to it!

As a professional writer myself I sold over 350,000 of my books published in the 1980's and 1990's. I was, and am, a successful writer earning half my living in book sales. All that has ended for me.

Now I write and sell via the Web, and suggest you, as a new writer, even a famous writer, do so as well.

## Why and how?

What follows is my core thinking perspective and experience of what I have done for my web writing presence, and what I have seen others do as well. These are the keys for publishing on the web as I have studied them and am producing these keys myself in websites, blogs, mailing lists and other things.

## Writers Must Learn To Write Web Writing

Why? Because this is where most readers have gone. Readers read far fewer books than they used to, both in non-fiction and in fiction. Everyone is behind a computer these days, and connected to the Internet.

Well, I may not be telling you anything new.

## Writing In My Blog

In 2009 Wordpress blogs are sufficiently developed as showcases for your writing that you can build a blog for yourself, or get minimal help from a local professional to do so.

Wordpress blogs are free, yet they are not free. To get more and better functions into your blog, you need plugins. Some plugins are free, but others you pay for. Paid for plugins or functions are usually more stable and you have support from the designer of the plugin.

## Blog Definition

A blog is a webpage space on the Internet where you make entries of articles you write that are organized first by the date you publish a new article, and also can be organized according to subject categories you designate.

A blog is a webpage space that gives short subjects of specific information and/or entertainment to readers, organized by date and category, and also published in a format that allows reader interaction and reaction via a comments section for each and every article you publish.

Instead you as an author publishing a book in paper with a regular old style publisher, you now publish your writings directly to the web through a blog set of software services, often free.

## Search Engines Bring Readers To You

Now, unlike with a paperback novel or how-to book, you get readers from giant search engines who regularly visit your web pages and catalog them in their information database for those browsing the web in the millions searching for your key words that represent the tip of the iceberg of the information and subject area, or genre, you write about.

## Readers On The Web

In the old days writers got published by publishers who published in paper. Then wholesalers distributed your book to book stores who then sold your book to reader-customers. This process was people-intensive and paper-intensive.

Now you must learn as a writer-author to publish your work for Web reading and download.

Publishing via the web is a lot quicker. Using a blog you publish your ideas, your story scenes, one by one as you write them, if you like. Readers can keep up with your work and comment on their experiences if you have a developed blog style and an interesting or much-needed subject area.

Search engines may bring readers to your blog to read your stuff, but visitors won't stay or return unless what you write is relevant to them. So you must still write well to publish on the web. And your information has to be relevant to a niche of readers who desire your type of information or writing entertainment.

## Writing For A Web Community

Just as in the old days, readers would get hooked on a single author, who also gave appearances on television and interviews for the newspapers, so today there are social networks, such as Facebook, where you create community who follow your work, the characters in your fiction, the unfolding story of yourself as a character in life and a writer.

## Sending An Email Newsletter To Your Reader Followers

In today's world professional newsletter software collects your specialized mailing list, such as Aweber, and shapes your message with you to pass spam tests and reach your readers on a regular basis. Thus it is, fiction or non-fiction, you also publish your writings via ongoing emailing of your newsletter.

## How Do You Make Money Publishing On The Web?

Web Marketers are excellent writers of a certain type. They want to make money by getting you, the thousands of potential readers, to buy their marketing products and services.

Web Marketers make you a character in their own story. Marketers use the story form of “rags to riches.” You are both Main Character and Reader. You read a marketing sales letter on the web creating in you a desire for a product and service and you either buy or you don’t buy.

This is similar to authors of popular novels of the past. Their book covers were all designed in imagery and text to create desire in you to buy their book and read its story. The cover even sold the novel.

In Web publishing the web page and the email system sell the product or service.

You want to get rich, as does everybody? Then buy our Internet Marketing Course and see results almost immediately. Make money hand over foot.

What sells the product, the book, the novel, the ecourse, is the promise of the fulfillment of desire.

In reading a good novel curiosity is aroused in you. You want to know how the story ends, if the novel is professionally written, don’t you? You identify with characters and their issues. You want problems to be solved so you stay reading to find out the outcome, the end.

Thus you create webpage copy to promise the satisfaction of desire so that your webpage visitor will go further and buy a membership to your site, an e-book of yours, or go out and buy your book published in paper because you and your publisher have that available also.

## Writing For The Web 2009

Perhaps the biggest development is what is called Web II. Web II is interactive, and not the old Web I of presenting information pages in a passive manner.

Web II gives you, the visitor, interactive possibilities. You watch short videos, and compare with other videos. You fill out short web polls. You give comments. You look at similar websites and compare. You write a blog yourself and compare, or simply a comment on your social active

website community space. You write emails to friends mentioning a site if it seems special for you.

Thus as a writer on the web you must write well using words but also publish those words in an attractive and interactive way when possible.

Readers don't just go out and buy your books in paper anymore. The number of paper publishers and bookstores are diminishing. The number of books being read by readers has gone way down. Many people prefer the web for their information getting and entertainment. The web now packages story-telling more attractively than a paper published book usually can do.

The web has amazing pictures from millions and millions of cameras to illustrate your story. Flickr is a database of pictures offered free for use on your blog. Just acknowledge the picture-taker, please.

You make comments to the Web blog author, you, and you as author get to comment back. You can send out regular newsletters to all your readers who sign up with their email addresses.

## Reader Feedback For Authors

It used to be that published writers got feedback for their work from agents, editors, publishers and readers a couple of years after they finished writing their work. My Gott! The process was slow!

Now you get statistics on how many visitors have read your new entry on your writer's blog the first week of a new article of yours being in existence. That's almost instant feedback to keep you, the author, writing. Great! Fabulous, even.

Far fewer will comment on your blog article, even when there is space for it, and their comments that come may be more to the subject you write about than to your writing itself.

## Measuring The Effect Of Your Work Via The Web

Yes, web pages now have functions to measure how many visitors visit your site, from where they come, how long they stay in minutes, what pages they read, and so on.

These simple statistics are interesting because at least you see your writing works, and for whom, whether you directly get money for writing, as in selling a paper book.

And remember, most published writers make damn little money, now a five percent royalty, for writing and publishing a book.

My research on the web tells me that seven out of ten books published fail to make their author and publisher money.

What kind of business is this, anyway?

## Making Money On The Web

The web is expanding so fast that making money on the web is mostly not an easy thing to do. So many writers and experts set up blogs and web pages that the competition kills off most and leads a few at the head of the pack, like the thousands of racers in the New York Marathon.

For this author we make from \$100 to \$200 a month from our selling of The Writer's Interface and memberships in DreamworkCircle.com. This is nothing, and hardly pays for this author and his partner, working the many hours we do on web presence over the last three years now.

However, if you are a younger author who likes giving workshops and lectures, then professional web pages, a blog, videos of your delivery, testimonials of your effect, are also important to your profession.

I always made the bulk of my good income from working directly with people as a workshop giver and a psychotherapist.

Mostly the web these days enhances your reputation and gives you additional outreach for doing a profession of teaching in some way.

Marketers sell web marketing tools. Their websites and emailings do not alone sell these products and services. They go to big and expensive conferences to learn from each other. They take each other's money to live on.

The Web Itself is largely a free information storing and publishing service. For some reason writers mostly write free, just to get outreach and testing of their communication skills and ideas.

## Summary 2009

We have built a total outreach of around 500,000 viewers and visitors to our sites in the last three years. Outreach is good. Knowing the name, Strephon Kaplan-Williams, is good as an expert information conveyer in his field is good but needs to get in the millions for significant gains to be made.

Websites and Web savvy are much better these days. If a living wage is to be made, maybe the time is coming since we are so much more professional regarding the web.

Yet we report no breakthroughs in money-making yet.

This author proved himself in his active years as a traveling teacher and local psychotherapist who did good work in earning his living by it all, including good sales income for some of his 350,000 books sold.

Will he make such a successful transition to Web publishing that he will again make a life sustaining income from his Web publishing?

This remains to be seen.

Another key idea is to use Web Publishing to test the waters of reader interest. If we can show a paper publisher that we have thousands of readers for our subject areas then these paper publishers will more likely publish our new books.

There is also Publish On Demand publishing of books in paper, but almost no authors make money on these books so far. The costs for publishing one book at a time does not allow for author royalties. We ourselves are waiting to see what might develop.

Amazon.com now publishes POD books but they take most of the money from any sales.

The author, the creator, fights to survive, to keep his or her head above water, to pay for a fine computer, to reach out from inherent loneliness to others of compatible nature to ones own.

We shall see. We shall see.

One healthy factor is that now I have quite a bit of excellent information on the web. This is proven information from being a teacher, writer and psychotherapist in the past. The long end of sales will benefit my colleague and inheritor for many years to come, perhaps longer after I am “retired to dust” as well.

The Web is a Permanent Publisher. Your information does not go away, especially if it remains relevant to some in present and future generations to come.

But The Test is still on how to make money publishing on and through the web.

## The Writer's Interface Interactive Software For Writing A Novel Or Screen Play

Our starship, our premium tool, still continues to sell in an economic down-turn climate. As unusual as it is, this 92,000 words interface of writing craft tools continues to sell without complaint for those appreciating the effectiveness of learning fully how to write a novel, memoir or screen play.

It's website here has only recently been totally revised and updated. Let's see if this makes a big difference in the coming year as far as visits and sales.

