



No Credentials Needed: Writing Non-Fiction for Fun and Profit

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1


Writing a book that sells...

- Fire your family...they are great for celebrations but not for critique partners
- Be very clear about what you want to write and why you are writing it
- Go fishing and use your book for bait (Book Bait 101)
- Do your market research
- Why you? What unique perspective do you have to write this book
- Get into a real critique group

2

5 Golden Rules

1. Your Idea must be a solid one.



3

1. Your Idea and the Nursery Rhyme Crime

- Provocative doesn't have to be 'off-color'
- Write your idea down as a quick synopsis
- Think elevator pitch
- In 50-100 words what is your book about and why should I buy it?

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5

Non-Fiction Structure

- Opening material- dedication, acknowledgment, table of contents
- Introduction
- Chapter 1- Why your topic is important
- Chapter 2- Foundational Concepts
- Chapter 3-9 One main topic
- Chapter 10 –What next?

6




Non-fiction book (8-11 ideas)

- *How to be a better person*
- *How to be a better student*
- *How to be a better friend*
- *How to be a better worker*
- *How to be a better parent*


7

Example



- *How to be a better person*
- *How to be a better student*
- *How to be a better friend*
- *How to be a better worker*
- *How to be a better parent*

8



3. Know what type of story you are going to write

- Own voices
- Non-fiction
- Realistic
- STEM
- Memoir

9

4.Challenge

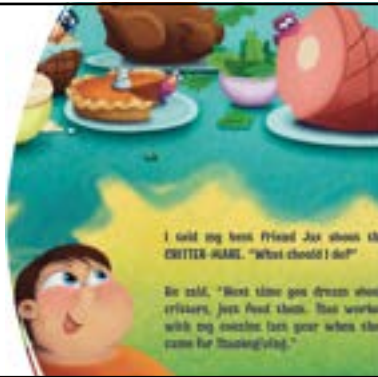
- What not to do-
 - Try to write a book that should be series
 - Redo what has already been done
 - Preach
 - Mix humor with a serious topic



10

Challenges What to Do-

- Be aware of the desktop in the mind
- Look for ways to offer a unique perspective
- Get hung up on the facts

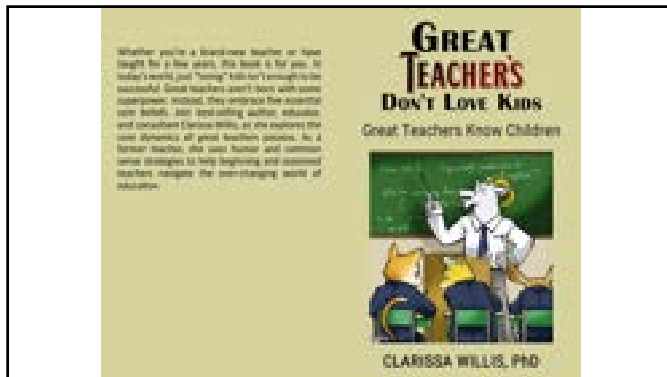


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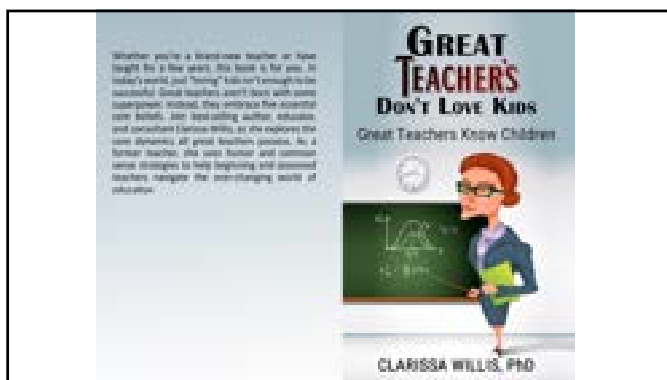
Cover Matters but Branding Matters Too!



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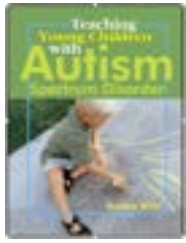
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5. Get Support

- Support group
- Friends
- Attend conferences
- Watch webinars
- Avoid the black hole of not writing.

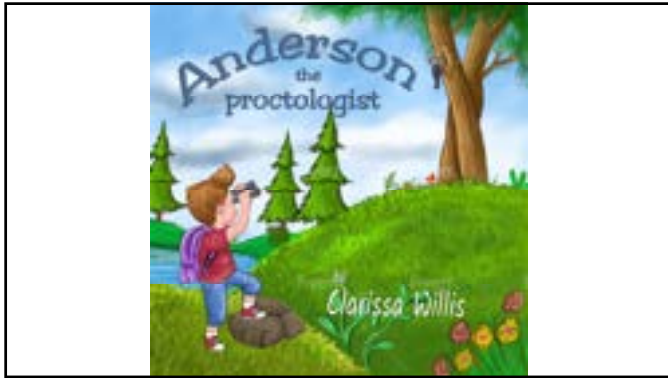


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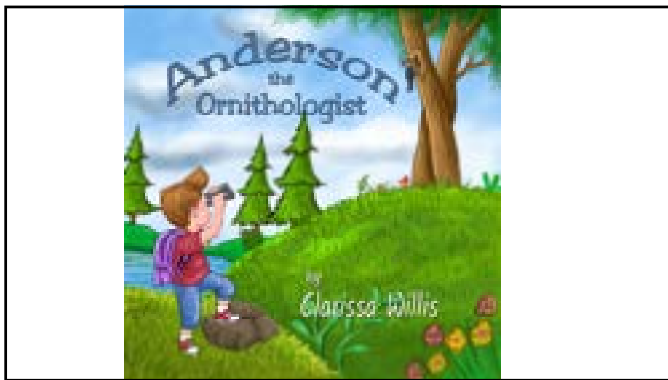
Revise,
rewrite,
review,
redo

- Revise
- Rewrite
- Review
- Get an editor
- The business of writing


18



19



20



- Writers read, and writers write
- Know your market
- Decide what type of book you want to write
- Set aside time to write
- Listen to the people who live in your head
- Questions?

Conclusion

21
