



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

Clarissa Willis
AUTHOR, CONSULTANT, EDUCATOR


- Clarissa@clarissawillis.com
- <https://clarissawillis.com/>

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

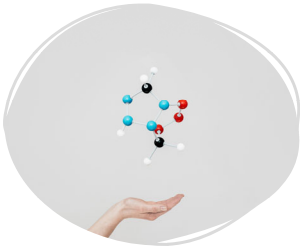
1. Your Idea must be a solid one.

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?

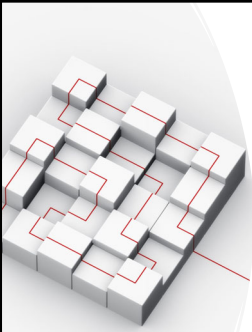
4



"~~1Q #fi · j† · fin#~~
~ a #nfil

- ~~AC #nfil · j† · fin#~~
- ~~Qj #nfil · j† · fin#~~
- ~~Qj #nfil · j† · fin#~~


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)

- [Illegible text]
- [Illegible text]
- [Illegible text]
- [Illegible text]
- [Illegible text]

7

Example



- [Illegible text]
- [Illegible text]
- [Illegible text]
- [Illegible text]
- [Illegible text]

8

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




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

9

4.Challenge

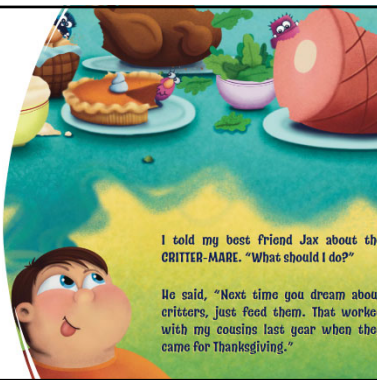
- What not to do-
 - Try to write a book that should be series
 - Redo what has already been done
 - Preach
 - Mix humor with a serious topic



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



I told my best friend Jax about the CRITTER-MARE. "What should I do?"

He said, "Next time you dream about critters, just feed them. That worked with my cousins last year when they came for Thanksgiving."

11

Cover Matters but Branding Matters Too!

GREAT TEACHERS DON'T LOVE KIDS

In today's world, just "having" kids isn't enough to be a successful teacher. Great teachers aren't born with some super power... they don't necessarily have world-class educational credentials, and they aren't always the most cutting-edge teachers in the building.

Great teachers have few important core beliefs, and if they embrace those beliefs, they will not only survive the jungle known as education, they will thrive. Whether you are a first-year teacher or have been a teacher for a while, this book combines humor and real-world experiences while providing a road map for becoming a great teacher.

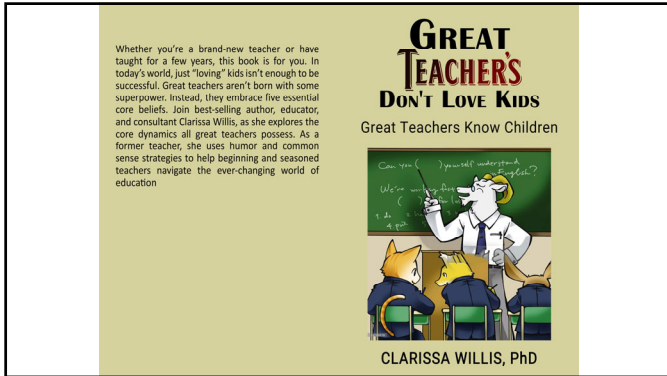
GREAT TEACHERS DON'T LOVE KIDS

GREAT TEACHERS KNOW CHILDREN

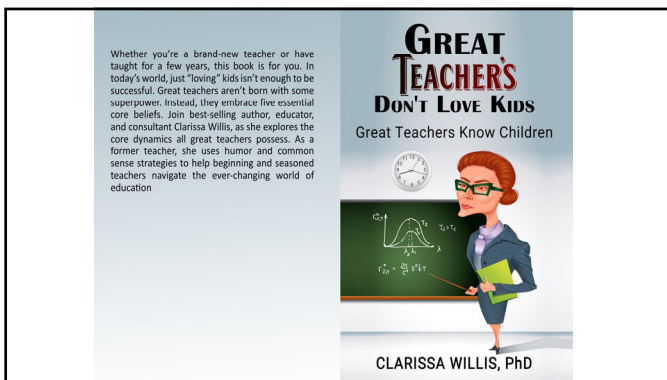


CLARISSA WILLIS, PH.D

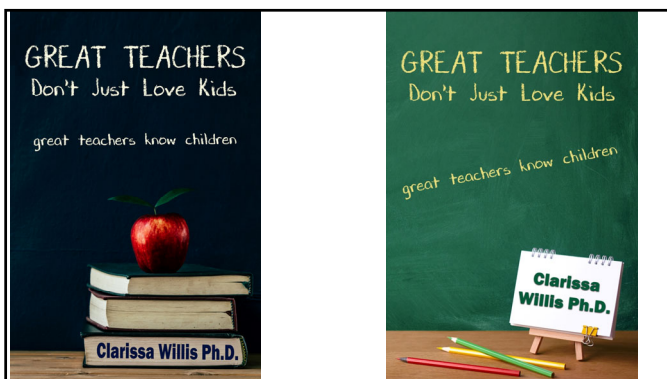
12



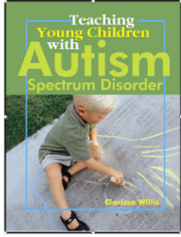
13



14



15



Teaching Young Children with Autism Spectrum Disorder
Barbara Wiley

Zun: #9% #m#m; tP
9> #m; t% #m; tP

16

5. Get Support

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



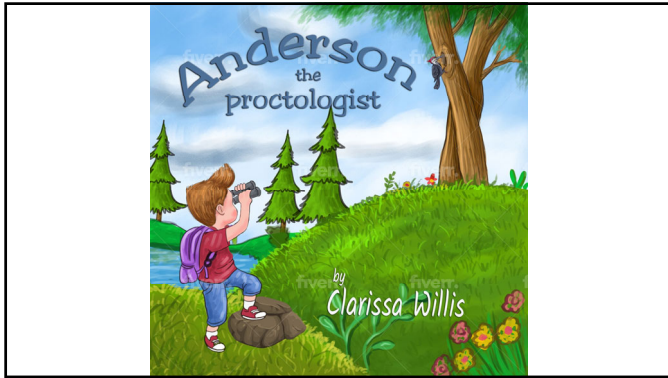
dancing all over the kitchen like they owned the place.

17

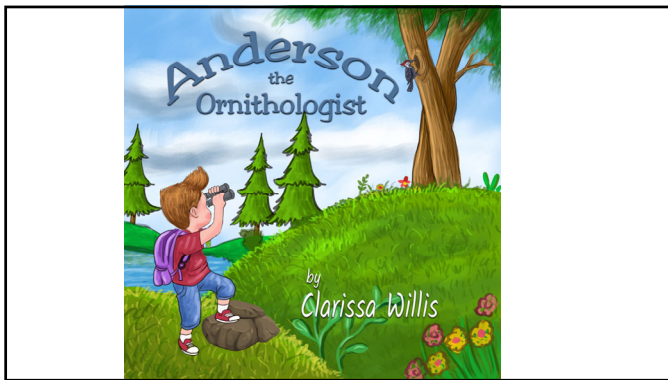
Revise,
rewrite,
review,
redo

- 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
