

Pick A Subject And Stick To It

The very best forms of communication are perfect examples of economy in action. They are concise. They are to the point. They are cost effective, in terms of the time spent conveying information. They don't waste time. They don't beat around the bush. They are sleek and elegant. They are lean and pointed. They whet the appetite for information and, at the same time, leave you hungry for more. There is no fluff and there is no filler. Every word has been used for the best effect and the greatest possible impact. All of this occurs, because the author picked a subject they knew about and then religiously stuck to that subject while writing.

Another preliminary step in the process of writing a book is deciding what to write about. It may seem incredible that someone would start writing without first making this decision, but it happens all the time.

In fact, it is a leading cause of failure among aspiring authors. You see, writing a book is like planning a successful military campaign. Before you even think of sending your troops into battle, or placing words on a page, you need to have a clear goal in mind. You also need a detailed plan on how to achieve this goal.

Finally you need to consider the logistical ramifications of that plan. Without these things in place, you will lose the battle or, in this case, fail to write an effective book. Your subject is your goal. Your outline, which helps you stick to that subject, is your detailed plan. Finally, the research you do on your subject prior to writing comprises your logistics.

It is key to remember that the nature of the subject doesn't matter. It can be fiction of any form. It can be non-fiction of any form. The only thing that does matter is that it is a subject that interests you and one upon which you have a modicum of knowledge.

What a lot of successful authors don't tell you is that they didn't know everything about their subject when they began writing. Sure, when you read the finished product it seems like they're experts. However, for every hour spent writing, many authors spend two hours researching. The groundwork for that expertise is laid long before pen is put to paper, so to speak. So pick a subject, any subject. If you

know enough about that subject, you'll be able to convey that knowledge more effectively. That's something your readers will appreciate.