

Five Common Myths About Writing Books

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Myth #1: I'll make a lot of money.

Not true. Authors make very little on their books that sell in bookstores. Authors make most of their money speaking on their book, since speaking fees are generally much higher than book royalties. (After the publisher, distributor and bookstore are paid, the author gets what's left over...around 50 cents to a dollar on every \$10-book that is sold.) So don't write as a way to make money. Write as a way to have a resource on what you speak about, so your listeners can take your message home with them. That leads me to the next myth.

Myth # 2: I can get my story out without having to speak.

Not true. Most publishers would rather work with a speaker who can't write, than a writer who can't speak. Most writers should already be out speaking on their message and once they've developed an audience, then write the book. Books written after you've spoken on something tend to be better books. Also, if you're out speaking on your book, that's a plus to a publisher looking for authors who will be actively promoting their books.

Myth #3: Once my book is written, it will sell itself.

Not really. Unless your name is Max Lucado, you will need to work hard marketing and promoting your book. That's why it's important to already have an audience out there for your message by the time it's in book form. If books don't sell a certain number of copies per year, they will likely be taken out of print...meaning your book will no longer be available in stores and you may be stuck with box loads full in your garage that you can't get rid of.

Myth #4: I have to have an agent to get a book published.

Not true. And that's fortunate, since many agents prefer to work with a writer once they've had their first book published. I have never had a human agent. Rather, I consider God my Agent. And He has done a better job than anyone could getting my book proposals through publishing committees.

Myth #5: It's all who you know.

True. But here's the good news: if you know God, you know the Name above all names and you have access through any door. Remember that. If the dream to write is from Him, He will lead the way.