



BUILDING YOUR NONFICTION CAREER

Katherine Gotthardt, M.Ed.

Introductions – Who am I, who are you?

How are nonfiction writers also researchers, teachers and marketers?

What nonfiction genres should you focus on?

How do you build a nonfiction portfolio?

How do you develop a nonfiction voice?

Exercises to strengthen voice

Sketch a timeline for setting goals

Building Your
Nonfiction
Career

Answering
the
Big
Questions

Who am I? Who are You?

- **Name**
- **Where you live**
- **Where you are originally from**
- **What you enjoy writing**
- **What you've published and/or hope to publish**
- **What you hope to gain from this presentation**



How are nonfiction writers also researchers, teachers and marketers?

- ❑ Discovering
- ❑ Explaining
- ❑ Sharing



What nonfiction genres should you focus on?

Nonfiction writing can cover anything from:

- ✓ Self-help books
- ✓ History
- ✓ Memoir
- ✓ Essays and articles
- ✓ High concept books (textbooks, etc.)
- ✓ Copywriting



How do you build a nonfiction portfolio?

- Practice
- Get beta readers
- Revise
- Read publications
- Select publications to query
- Publish short articles in magazines, journals, newspapers
- Publish books
- Build a reputation
 - Be timely with topics
 - Meet deadlines
 - Have an internet presence
 - Network





Developing a Nonfiction Voice

- Syntax (the way in which words are put together to achieve effect)
- Word choice (diction and selection of what is included, what is not)
- Metaphors (literary device for making comparisons between two unlike things)
- Perspective (the lens through which the writer filters information, narrative and presentation)
- Sentence structure (sentence length and composition)
- Pacing (the speed at which the piece progresses structurally)
- Tone (the way words sound to the reader - expresses the writer's attitude toward or feelings about the subject matter and audience)
- Themes (a central topic, subject or message)
- Motifs (dominant features that make you memorable as a writer)

Exercises to Strengthen Voice

What to Consider

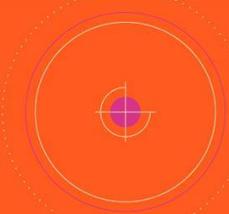
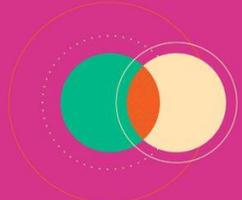
- What author's voice do you love and why?
- What does your voice sound like in your head when you're thinking?
- What does your voice sound like when you're speaking?
- What do you sound like when you're relaxed? Tired? Excited?
- What words do you tend to use and why?
- What sentence structures make sense for the kind of writing you're doing?
- What are you writing and who are you writing it for?

Exercise

Think of a time you were giving a good friend advice. What did you sound like?

Using that voice, recommend a restaurant.

You will have five minutes to complete this exercise.

S	Specific	Make your goals specific and narrow for more effective planning.	
M	Measurable	Define what evidence will prove you're making progress and reevaluate when necessary.	
A	Attainable	Make sure you can reasonably accomplish your goal within a certain timeframe.	
R	Relevant	Your goals should align with your values and long-term objectives.	
T	Time-based	Set a realistic, ambitious end-date for task prioritization and motivation.	

Sketch a Timeline for Setting Goals

- Use SMART Goals to help you meet your nonfiction objectives.
- List short-term and long-term goals.
- Create a simple table with goals and target dates.
- Consider using a tool like [Asana](#) to keep you on track.



QUESTIONS?

Katherine Gotthardt, M.Ed.
www.KatherineGotthardt.com