



Writing • Author + Book Publishing Services

Wonderful and Weird Reasons to Write or Publish a Book

According to a recent survey the New York Times reported, 81% of people feel that they have a book in them and should write it. Here are just a few of the myriad of reasons to complete that book:

- Great way to position you to charge higher fees
- Create additional income streams
- Go on more vacations (write them off if you write travel books)
- Increase your exposure
- Build/gain/establish credibility
- Run for office
- Increase your opportunities for adventure
- Extend your reach to the world
- Go places you've never gone before
- Create multiple income streams
- Become famous (or just think you are)
- Make your mother proud
- Add a new profit stream to your life
- Fund your dream vacation
- Help pay the bills
- Launch a new career
- Get a promotion
- Start/support a consulting business
- Grow your business
- Become the expert
- Prove you are an expert
- Grow a database of potential clients.
- Create and sell information products based on your book
- Do what you love
- Create and sell products to license with your book (Children's, dream cards)
- Leave a legacy
- Realize your ideas
- Wisdom and Experience: the process of writing a book is a wonderful and enlightening experience
- Work for yourself
- Establish, build on a career
- Be independent
- A story that needs to be told
- A topic or issue to be tackled
- A message that needs to be heard
- A sense of accomplishment
- Express your creativity
- Explore your fantasies
- Write it because it's "What I'm Good At"
- Personal expression
- You can't stop
- Publish or perish: A thesis

- Create an image for yourself
- Writing one book might lead to writing another.
- Create greater awareness of an issue, a topic, yourself
- Become a top authority
- Touch other people's lives
- Build a national reputation
- Create evergreen marketing for your business
- Good brain dump
- Rich inner life
- Strong inner focus
- Earn money doing what you love/are good at
- Transform your life
- Take your business to the next level
- Resolve internal issues, express traumas, vent, yell, scream, cry, laugh
- Process life's experiences
- Transform your business
- Play on the national/global stage.
- Be perceived as smarter
- Say goodbye to cold calling
- Save on advertising
- Get rid of your cheap customers
- Attract nicer customers
- Find commonalities with your readers
- Demonstrate competence
- Express what you have to say
- Others become more aware and conscious of you
- Help more people
- Increase your magnetism
- Attract more business
- Boost your self esteem
- Increase your communication skills
- Tap into your creativity
- Gain valuable new skills
- Help you increase sales
- Acts as a powerful business card
- Leverage your book to change your future
- Open yourself to random opportunities
- Create a professional image
- Gain recognition
- Create value for yourself and others
- Separate yourself from the competition
- Open the entire world to your market(s)
- Create a platform with your book and start a speaking career
- Increase speaking fees
- Expand referral source
- Inspire others
- Better tax advantages
- Improved lifestyle
- Increased your personal or professional focus
- Increase your higher consciousness
- Be taken more seriously
- Easier to up sell existing customers
- Attracts the guys
- Attracts the girls
- People will want to do business with you
- Reciprocity power
- Create your own luck
- Get media attention
- Magazine/newspaper interviews

- Radio interviews
- Television interviews
- Builds momentum in your business
- Builds momentum in your life
- Thinking put into action (dreams into reality)
- Attracts like-minded people to you
- Challenges you to move forward
- Exercises your brain
- A sense of accomplishment
- Become more popular (or think you are)
- Writing a book can help you conquer fear
- Builds inner strength
- Makes you dream bigger
- Shifts you to different mind set
- Your kids will get excited
- Your parents will be proud of you
- Opens doors
- Create a valuable sales tool
- Create an evergreen sales tool
- Helps people remember you
- Garner publicity
- Set yourself apart
- Builds your name
- Create fans
- Have a stronger life purpose
- Live anywhere
- Work anywhere
- Creates passive income
- People want / need to hear your unique message
- Your book is an extension of you
- Your book will bring fun and endless enjoyment
- Gives you bragging rights
- A book gives you something great to anticipate
- The process helps you with change
- Raises your status
- Attracts better opportunities
- Builds equity
- Encourages people listen to you
- Gives you a competitive edge
- Can be left in a will
- Best leverage for advertising
- Get special treatment
- Focuses your talents
- Caters to your vanity
- Get traffic from search engines
- Cost-effective when it comes to promoting and advertising
- You will be the center of attention at parties
- Your salesman (book) never sleeps or takes the day off
- There is no job to retire from
- Be productive until you die (die with your boots on)
- Avoid ageism
- Avoid sexism
- Live the life you want on the page
- Get your name in the Library of Congress
- Hold your book in your hand
- Wedding/ birthday gift
- Because I want to
- It's been a dream
- It's romantic

- You want to be a writer/ author
- It's a blast
- Your characters are fun to meet
- The rush of adrenaline
- Create something out of nothing
- Do things you might never do in person
- Take your characters to the nicest fine dining restaurants
- Re-visit great events in your life
- Re-do events that didn't end so well
- Live many lives vicariously
- Create fiction the way you'd love to read it
- Create a hero (or villain) based on yourself
- Create a conversation starter
- Become part of the book world
- Find out the kind of person you want to/ can be
- Basis for articles
- Develop relationships with editors
- Develop relationships with other writers
- Build community
- Develop relationships with people you want to meet
- Meet interesting people
- Explore uncharted thought
- Mind travel
- It's eye-opening
- A story is forever
- Stories are for joining the past to the future
- To process what you think
- To clarify what you know
- To learn something new
- To walk in other shoes
- Do things you can't do in real life
- Change us and our world for the better
- Work miracles
- Communicate at visceral, emotional levels abstract principles
- Create word-pictures which illuminate, clarify, and forge relationships
- Become known, recognized, understood, appreciated
- To be heard
- To share life
- Share experiences and insights with other caring human beings
- Personal growth and development
- Feel like you're not alone
- It's healing
- Desire to record and share stories
- Intrinsic value of memoir
- Explore our own heritage
- Reveals underlying value
- Bring our ancestry, our culture, and the larger history to life
- Find out who we are
- Discover the themes of our lives
- Find out our own life patterns
- Discover our own secrets
- Enhance multi-cultural relations
- Help us see people more fully
- Find your own mythic journey
- Powerful way to build relationships across human differences
- Share wisdom
- Set out your policies and belief systems
- Explain your world
- Light our way in the world

- Stir our spirits
- Warm our hearts
- Form bridges between people
- To mine your own personal gold
- Share your gifts
- Teach, influence, and bind people together
- Fostered understanding--of self, of others, and of life--which is vital to progress
- Find common ground
- Invite others in
- Powerful human strategy used to
- Stimulate critical and creative thinking
- Increase awareness and understanding
- Teach effectively
- Influence attitudes, behavior, cultural change
- Create a climate for unity within diversity
- Integrate people who are new to particular groups
- Reinforce cultural values and ethics
- Grow spiritually
- Form of meditation
- Improve writing, speaking, and listening skills
- Humanize strangers and those different from us
- Level the playing field
- Deepen appreciation of differences and of commonality
- Communicate to influence deep, positive change

Quotes

"The thing about a story is that you dream it as you tell it, hoping that others might then dream along with you, and in this way memory and imagination and language combine to make spirits in your head."

--Tim O'Brien

Daniel Boorstin, the former librarian of Congress, used to rise at 5 each morning and write for two hours before going into the office. *"I write to discover what I think,"* he explained. *"After all, the bars aren't open that early."* Mr. Boorstin's morning sessions were even more valuable than he realized. *"Writing not only clarifies what you already know; it is also an astonishingly effective way to learn something new."*

-- Daniel Boorstin

The best thing about writing fiction is that moment where the story catches fire and comes to life on the page, and suddenly it all makes sense and you know what it's about and why you're doing it and what these people are saying and doing, and you get to feel like both the creator and the audience. Everything is suddenly both obvious and surprising ("but of course that's why he was doing that, and that means that...") and it's magic and wonderful and strange.

"You don't live there always when you write. Mostly it's a long hard walk. Sometimes it's a trudge through fog and you're scared you've lost your way and can't remember why you set out in the first place. But sometimes you fly, and that pays for everything."

— Neal Gaiman

Sources

- Paula Hendricks – Cinnabar Bridge Communications and Lin A. Lacombe – Communications Consultants
- <http://www.booksandpublishers.com/links/index.php>
- 101 Reasons Why You Must Write A Book: How to Make A Six Figure Income by Writing and Publishing Your Own Book (Paperback) by [Bob Burnham](#) (Author), [Jeff McCallum](#) (Author)
- <http://www.writingforward.com/memoirs-of-a-writer/i-want-to-write-a-book-and-heres-why>
- I Want to Write a Book, and Here's Why By Melissa Donovan
- <http://ezinearticles.com>
- <http://www.efuse.com/Design/wa-stories.html> by Christopher Meeks
- Tim O'Brien
- http://bigpicture.typepad.com/comments/2005/09/why_write.html
- <http://journal.neilgaiman.com/2007/10/why-write.html>
- <http://www.berthelotconsulting.com/drdolly/story.htm>

Available online: <http://www.cinnabarbridge.com/publications/books/>