**2 Benefits of Being Published**

So, you’re not J. K. Rowling or Steven King. And you’re not Jack Canfield, who has sold 500 million books. Neither am I, and I’ve written or edited 48 books, countless blog posts, articles, and teaching materials. That number of books doesn’t include the books I’ve ghostwritten or edited for others.

I’m Pat Iyer and I am an editor, ghostwriter, and book coach. In the next four podcasts, (2, 3 4 and 5) I will focus on the process of writing and tackle the barriers that can hold you back. I identified these barriers by talking to people who shared their fears, frustrations, and challenges about writing.

Before I talk about the barriers, I want to focus on the major benefits – the outcomes you can get from writing that make it worthwhile to tackle the obstacles. In this podcast, I break down the major benefits of being published. Some are practical; some are personal. All are important.

For some people, the chance to achieve these benefits will be enough to get them into motion. Others need more.

Because I’ve worked with so many aspiring authors, I understand the fears that hold them—and maybe you—back. You want to write, but, like most of us, you didn’t get encouragement for your writing in school. Fears of disappointment and, worse—humiliation—limit you.

I’m here to help you overcome those fears. I know there’s something worse than those fears. It’s the regret over not having achieved a goal or a dream. Don’t let that happen to you.

**What are the Benefits of Being Published?**

Many people tell me they want to write books, blogs, or articles, but don't know how to get started. This might affect you, too. When you are sitting in front of a computer trying to write publications, you may wonder, “Is this really worth it?”

Keep in mind these benefits when you question whether you should attempt to get something published. In this podcast, “publications” means articles and books.

As I covered in the first podcast when I explained this show, my focus in Writing to Get Business is on using publications to advance your business or career.

1. Publications **add value** to your career. They may influence a hiring or promotion decision. For example, speakers who have written books have an edge over those who have not and are more likely to be selected to present at an event.

2. Well-written publications **establish your credibility**. You may become known as an expert in your field. Someone may say about you: “She wrote the book on that subject.”

Once you establish your credibility, the rewards encourage you to keep writing. Some individuals spend their whole professional careers writing articles and capitalizing on publications.

If the publications you are writing are relevant to showing your expertise, they get your name known. Your publications enable people to find you, particularly if the biographical information explains how to locate you.

This enables people to be able to ask you to speak at an event or be involved in a project of some kind. If you are visible in other ways, an Internet search will lead people to you.

3. Depending on the publication, you may receive **some compensation** for an article. Professional journals may pay you a fee for writing. Books published by a traditional publisher result in royalties, usually 10-15% of the net price.

Self-published books will give you a proportionately higher amount of the net price.

I laughingly tell people I’ve made about 30 cents an hour in book royalties if I consider the time I spent writing, but I have made millions because of the doors my publications opened for me.

4. Authors may **generate income** in addition to royalties by buying and selling their own books. If you sign a contract with a traditional publisher, the publisher may provide a 50% discount off the net cost of the book. You may be able to presell books for a speaking event or set up a table for back of the room sales.

5. An interesting article may **lead to a request** for you to do a column. Any of these other opportunities might happen: requests for more books, speaking opportunities, consulting jobs, business, fame, interviews by the press, podcasts, radio shows, television shows, and more.

6. The writing skills you develop are **translatable** to writing in different forms such as e-books or online courses and developing other products that can be sold to increase revenue. When you are comfortable with words and with the process of putting the words down on the paper, you can share those concepts in various formats.

7. You can say, “I did it. I am a published author.” You’ll experience an **enormous sense of satisfaction** in completing a publication. The best feeling is opening a box of your books and smelling them. Seriously.

My publications changed my life in ways I could not foresee as an expert witness, consultant, speaker, employer, and coach.

Keep the benefits of being published in mind as you focus on writing.

**You Want to Write – Why Don’t You?**

You’ve heard about the benefits now, and you feel encouraged, but those fears are still haunting you. I understand that, so let’s talk about that. You need a different level of encouragement. You may have harbored the buried urge to write, but you’ve denied themselves the satisfaction of that desire.

I wonder how many people, when they come to the end of their lives, feel tremendous regret at having failed to fulfill this longing. You might have read that 81% of Americans believe they have a book within them to be written, and less than 1% of them actually write it.

Will you be in the 81% or the 1%?

**The Urge to Write**

Perhaps no one ever told you it was all right to realize your writing dream. If that’s the case, I encourage you to fulfill that vision.If the urge to write is your long-buried desire, it’s never too late to begin.

Some people start by taking a writing course. But is that really all it takes? I know so many people who picked a course that sounded right for them. They were going to sign up any day now, as soon as the tax season ended, as soon as they got the money together . . . you get the idea.

**The Avoidance**

Time constraints didn’t hold them back. What stopped them was the fear of taking the risk of writing. Long ago, when they were young students, maybe they never got praised for their writing. Maybe they got back compositions with words crossed out or circled, with angry red writing in the margins.

They didn’t know that their teachers were over-worked and almost literally buried in compositions to read and grade. They didn’t know that such teachers were only going to praise those students whose writing was so good that they almost made the work of teaching worth the long hours and aggravation.

They only knew that their sincere efforts went unnoticed and unrewarded. Their memories of failure endured.

If any of this applies to you, take heart. It’s never too late to learn. You’re no longer a kid in a crowded classroom. You have gifts. You’ve learned a lot about life, and you have a lot of material to write about.

If you begin now, you probably won’t win the Nobel Prize for Literature. *The New York Times* may not put your book on the best-seller list. However, with commitment, you can learn to fulfill your writing dream.

People are doing it every day, and they don’t view age as a barrier. Many people over the age of 70 take writing courses in senior centers.

I know people who want to write but don’t have the time or stamina to labor over their work. They hire a ghostwriter to capture their expertise and write in their voice, finding it so much easier to produce a book without the need to write.

I’ll bet you’ve proven yourself a success in what you do. Take that feeling of success and apply it to a new field. You owe it to yourself to realize your dream. Write your book yourself or work with a ghostwriter. Either way, get it done.

Here’s my summary of the key points:

1. Publications **add value** to your career. They open doors.

2. Well-written publications **establish your credibility**.

3. Depending on the publication, you may receive **some compensation** for an article.

4. Authors may **generate income** in addition to royalties by buying and selling their own books.

5. An interesting article may **lead to many other opportunities.**

6. The writing skills you develop are **translatable** to writing in different forms such as e-books or online courses and developing other products that can be sold to increase revenue.

7. You’ll experience an **enormous sense of satisfaction** in completing a publication.

8. Teachers sometimes discourage the writing abilities of their students by being harsh. You can overthrow that messaging.

9. If you want to be an author, you owe it to yourself to start.

In my next podcast, number 3, I cover how to take the leap – how to begin your first draft. You’re staring at the computer screen wondering how to start. I’ll share how to get that first word on the screen.

This podcast and my weekly writing tips videos and tips are available on my mobile app called Biz Edu. Be sure to go to [www.patiyer.com](http://www.patiyer.com) forward slash biz-edu to get your free copy of this app. Ramp up your writing skills when you listen to our podcasts, watch our videos and read our articles – all in the palm of your hand.