

The logo for 'Authors Community' is written in a black, cursive script. A large, elegant flourish extends from the top of the word 'Authors' and loops around the word 'Community'. To the right of the text is a detailed illustration of a fountain pen nib, with several dark ink droplets falling from it.

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A festive Thanksgiving graphic with a warm orange background. The words 'HAPPY' and 'THANKSGIVING' are written in a large, white, serif font, separated by a thin horizontal line. The text is framed by ornate, white, scrollwork-like flourishes at the top and bottom. Faint, circular patterns are visible in the corners of the background.

Memories, Memories Web-Ed Class
LIVE! November 30th 11 am Eastern/10 am Central

by **Kathrin Herr**

It can be so difficult for memoirists to write and promote their story...

Are any of us very good at talking about ourselves?

We hear so much about “personal branding” nowadays, but my memoirists often struggle with the idea and the ability to write convincingly about themselves.

Memoirists come to me because of feedback that says their story isn't believable or

doesn't have enough human interest.

"But I wrote what actually happened! How could it not be believable?"

"It's my story! How can it not have an element of human interest?!"

I often tell clients to stop thinking about their memoir as a retelling of the "way it really happened." Instead, think of it as writing a fictional account based on a true story. To write a masterful tale of memoir-fiction, you have to develop your "I character."

When writing a memoir, think of yourself as a character. You know the story, you know what happens, and you know what you did. But when you're writing a memoir what "really happened" becomes a story—the woman with your name, who looks like you, and has your memories becomes a character in that story. She becomes your "I character."

Just like you would develop characters in a novel, you want to make sure you can answer all of the following questions about your "I character"—for every story or scene in your memoir.

- How old is she in this scene? How old does she act? How old does she wish she was?
- Which personality trait came out the most at this moment?
- How do others perceive her appearance right now? How does she perceive herself? Are those two perceptions the same or different? Why?
- What is her biggest secret right now?
- What is her greatest fear right now?
- What does she desire right now?
- What does she worry about most right now?
- What in her past affected the way she reacted to or handled this situation?
- What is she most ashamed of right now?
- Describe her in this scene using only one word.

You might be thinking that writing yourself as a character takes you out of your own story. You might be thinking that writing it as fiction means writing something that isn't true. But when you write yourself as an "I character," you free yourself to tell the truth truly.

When you write yourself as an "I character" you free yourself from personal judgment.

When your "I character" falls on her face in front of her high school crush or gambles her college savings away at the racetrack, you—the author—can take a step back from the guilt and focus on developing the story.

When you tell the story as lived by your "I character," you let her feel those emotions. You show your readers more than what happened; you relate to them on a human level by developing a character rather than explaining a situation tainted by guilt and shame or glossed over by pride.

You know your "I character" most intimately, but you may find that she allows you to learn about, teach, and even forgive yourself for the past.

You may even find that your "I character" can heal you.

This is just a small taste of what you'll discover with Kathrin in her web-ed class, [Memories, Memories](#). [Come join us to explore the world of writing memoirs in a very effective and saleable way.](#)

Web-Ed Events



Forum News

[Memories, Memories by Kathrin Herr](#) Let's talk about how to write a memorable memoir.

[Got a funny story or inspirational story? Share it with us in the Forum.](#)

[Bragging Rights](#)

let us know about your stuff! Awards? Book sales goal reached? Works in Progress? Milestones? Something you'd like tweeted? [Let us know here!](#)

Forum Discussions

Blog Highlights

[An Author's Thanksgiving](#)

by Pam Lagomarsino

Writing is a challenge and to put out a published manuscript is like climbing a mountain. Sometimes we get discouraged when we are writing—especially when holiday activities overwhelm us.

[Measuring Social Media](#)

by Tamy Bond

Measuring your success in social media marketing can seem overwhelming and rather tricky. If all you measure is likes and follows, it's a piece of cake. But, that doesn't really tell you if you are being successful on your social media platforms.

Blog



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