



Authors  
Community

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## Idea Development Killers

by [Gina Burgess](#)

How many times has someone asked you, "What do you do?" Then you replied, "I'm a writer/author." Then they say, "Really? Wow! I've got a great idea for a book..." Then they tell you their idea expecting you to be wowed by it. They are wowed, why shouldn't you be? Then you have to wonder: Why haven't they developed that idea?

An experienced inventor leveled with newbie inventors like this: "Look, ideas are a dime a dozen. It's the development that puts you over the top."

You probably have dozens of ideas in your folder neatly labeled, IDEAS. Some probably have a bit of an outline, or some development thoughts. But there is a reason that these ideas haven't born a novel or book. What's the reason?

Maybe it's Fear? Perhaps, there is this deep-seated fear of rejection, fear of failure, fear of \_\_\_\_\_? Ernest Hemingway was smart. He pointed out that when a person aspires to being a writer and aren't writing, don't. Aspiring for something isn't the same as doing it. However, passion will overcome fear every time. What ever you are passionate about, write that. What ever idea that you are living, breathing, and dreaming about, write that.

Some ideas lay around in the folder because there is legitimately a lack of time to get to it. However, waiting for a better time... more time... the "mood" to write never comes. Of course we have obligations. Of course we must take care of our responsibilities.

Here's a flash: Everyone has 86,400 seconds in every single day. Once those have ticked away they never come back.

Ask yourself a question. Is what I'm doing right now going to matter a year from now or ten years from now? Worshiping God, praying, taking care of spousal needs, taking care of children and parents' needs, and walking the dog do make a difference. Researching makes a difference. Sleeping makes a difference. Reading makes a

difference in our opinions and thought processes. I'm sure there are other things specific to you and your life that will make a difference. However, those things do not consume all of the 86,400 seconds, do they?

You don't need more time. You need to intentionally carve out time for your writing, which will make a difference a year from now especially to you, but probably to many others.

Lack of focus is probably the number one idea development killer. When I get deep into research, I find so many rabbit trails I want to follow. These often distract me especially in my Bible study. Many times I look up and wonder how could I possibly have gotten so far off track. You might think I'd direct you back to finding time to write. Nope.

First free yourself and call yourself a writer. Roger Dunlap said, "Fame and money are not the measure of ... artistic identities." Nor are they the measure of success. Second, find your own creative process and get comfortable in it. Third, open up and share with other writers. We learn a lot by sharing our struggles, our epiphanies, and our victories. Won't you share yours in the forum?

You need to [register on the website](#) if you haven't already, then you can [join the forum](#) and learn from others even if you've been at this writing business for decades you can learn and especially teach newbies from your own experiences.



## Thoughts on different types of publishing

Traditional Publishing, Indie Publishing, Self Publishing...with so many options how do you know what's best for you? Tom and Gina talk about their experiences and opinions on the matter.

If you've got a message that will help others in their writing/editing/marketing/illustrating, *and you are a member of Authors Community*, **Email Gina**. She'll work with you to get your message (blog post, newsletter article, training video (3-15 min) or web-ed class (this you'd get paid for!) out to the community. Let's get started!

Thoughts on Publishing



## Forum News

In order to view and participate in forum discussions, **please register on the website**, and then **join the forum**.

**Need a Service? Have a need but can't find the service you need? Post it here and we'll find it for you, or answer your questions about it.**

What do you think? Should an author use the ancient name for a city or use the modern name so people will know where it is and which city is being written about?

## **I HATE marketing!**

How many times have you thought this? No matter if you are an editor, a writer, a publisher, or provide all kinds of book publishing services, it's your *business* so you have to market/promote it to stay in business. Here's an in depth planner that you can copy/past and make an action plan that spreads across the year. Best results start with a plan!

## **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

### [How One Illustrator Works with Authors](#)

by John Collado

As a freelance illustrator I am always on the hunt for new work and whether I am contacting an author or publisher or whether they have made first contact, I usually have a set of steps by which I work a project from start to finish. Initially I will discuss their project and try to find out what their goals are.

### [Does Social Media Sell Books?](#)

by DiAnn Mills

When I speak to writers about the value of social media, I hear moans, groans, and complaints swirling around the room. Too many writers are not willing to get past the learning curve needed to develop a solid brand.



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