

*BEST-SELLING AUTHOR OF THE MODERN MANAGEMENT MADE EASY SERIES*

JOHANNA ROTHMAN

# FREE YOUR INNER NONFICTION WRITER



# EDUCATE, INFLUENCE AND ENTERTAIN YOUR READERS

A ROTHMAN WRITING SHORT

# Free Your Inner Nonfiction Writer

Educate, Influence, and Entertain Your Readers

Johanna Rothman



**Practical ink**

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# Introduction

You'd like to write better or faster, but everything you do seems to slow you down. Or, maybe you start to write but you don't finish what you started. Even if you finish, your writing doesn't resonate with the very people it should.

Maybe you take "too long" to write. Or you have the face-the-blank-page problem, the am-I-good-enough problem, and other worries.

You might think of these challenges as "writing" problems. They're not. They're system problems—and when you write, you expose your systemic problems.

If you can create a successful system for your writing, you can eliminate those problems and write well. You can choose how to create systems that work for you.

That's how you free your inner writer. Learn what does work for you. You can learn to write fast and well, and to offer value to your ideal readers.

You can write nonfiction that educates, influences, and entertains.

Maybe you think I'm a "natural" writer. Not at all. I was not born with a pen in my hand. I've learned to write through practice and experimentation. I'm sharing what I've learned with you in this book.

Early in my management career, I asked a colleague for feedback on a memo I wrote. The feedback: "A verb, JR, you need a verb somewhere in these thirty words." I've learned to write shorter sentences, each with a verb. Sometimes, two verbs.

Since then, I've published twenty books, thousands of blog posts, and hundreds of articles. Then there's all the emails, conference proposals, and reports for my clients.

If you write these kinds of nonfiction, this book is for you:

- Expository nonfiction, such as a memo or a report
- Personal essay
- Articles, blog posts, or other short writing that explains or informs readers.

Writers write nonfiction because they need to share the how, why, or what for a reader who wants to learn more.

If you write other kinds of nonfiction, you might benefit from the ideas here, but no guarantees. I focused this book on the short forms of nonfiction. These ideas also work for book chapters, but might not be sufficient for you to write a book.

Given that, let's start with how you can create your writing practice to free your inner writer.